

## ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday.

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ROSEBURG, OREGON, MONDAY, NOVEMBER 27, 1922.

## SHIFTING POPULATION.

The rapid changes in population are a notable feature of many cities nowadays. People will move away from a community and feel badly about parting with their friends. Then, if they come back in two or three years, they may find so many removals of people whose intimacy they valued that they do not feel at home and have not desire to remain for good.

Some sections and cities are much more conservative about changes than others. In some towns families will remain for a long time, occasionally for their whole lives. But even in the more permanent kind of places the changing population is much larger than it used to be.

The tendency of the times is to set people adrift from their old homes. Formerly young folks attended schools in their own neighborhood, and were not generally incited to settle elsewhere. Now a multitude of them go away to schools and colleges, where they meet others from all over the country, and they lose the old locality and home feeling. They look for the best opportunity, regardless whether it is anywhere near their homes or not.

Many young people, if they do not advance in one job within a short time, will quit it and go elsewhere. Of course people often need to try various opportunities before they find the right one, yet when they make a change, they abandon the benefits of whatever reputation and experience they had acquired in the old place.

This changeability has some benefits, and it creates a bright and alert population that does not easily get into ruts. Yet it makes it difficult to develop good civic spirit, as people who stay only a short time in a place do not get much interested in it. But with the modern tendency urging people to own their own homes and take more part in the organized life of their community, perhaps the coming generation may not be as restless as the one now on the stage.

## ADVERTISING AND NEWCOMERS.

The people who have recently changed their residence constitute an opportunity for business enterprise. Such folks, if strangers in their new locality, are in doubt as to where they would better do their trading, and their business can be had by those who go after it.

What usually happens in such a case is that the newcomer in a town begins to study the newspapers. He looks them over carefully to see which stores are doing the most attractive and reasonable advertising, and he looks up those places and visits them first.

Years ago, when most people lived year after year in one place, the number of newcomers in a city and its suburbs at any time was a small proportion. Advertising paid even in those days, but there was not the chance to get a considerable new trade all at once as the result of interesting a lot of newcomers who had no fixed buying habits.

Today a constant shift of population is quietly going on all the time. Newcomers in a city are specially interested in advertising, because it gives them valuable suggestions as to where they should give their patronage. They feel the need of economy, as they have been under heavy expense for moving, and any chance to save a dollar looks good to them. They are attracted to merchants who show enterprise and initiative. These folks constitute a body of people who can be easily attached and made permanent customers by the merchants who take pains to announce and describe the offerings they made to the public.

Many business concerns have built a large trade out of their constant appeal to recently arrived residents. Such newcomers search the newspaper advertising with unusual thoroughness, and they are in a mood where their patronage is offered to those who solicit it with the most enterprise.

## Prune Industry in Need of Advertising

SALLEN, Nov. 27.—Speaking this morning before members of the state horticultural society, in session at Corvallis, M. J. Newhouse, of the Oregon Growers Cooperative association, declared that the future of the prune industry in the northwest depended largely on developing new markets, advertising the Oregon prune to the world and developing new and appealing ways of handling the prune and presenting it to the world market.

Enough acreage will soon be planted to produce 100,000,000 pounds of prunes annually in the northwest, Mr. Newhouse said. In California acreage is already planted that will in a few years produce 500,000,000 pounds of prunes annually, mostly for export.

To increase the consumer's demand, Mr. Newhouse declared that five things must be done: First, improve quality; second, establish prices; third, tell the world of our prunes; fourth, develop new markets; and fifth, develop new and more appealing ways of handling and presenting the prune. Unless this is done, Mr. Newhouse said, the prune will not be a success in the northwest.

In placing a price on prunes, the price must not be so high that consumers will not take the crop. He referred to the staggering demand of prunes in Canada on account of too high a price. Also in the fact that the prune industry of California, which has been operating since 1880, has a year's crop in order to

dispose of the heavy crop.

As to advertising, in which Oregon is lagging far behind California, Mr. Newhouse said: "It is needless to refer to the wonderful results of advertising. California growers have found new markets greatly increased the consumption of output and have made the trade known in every country in the world."

## Stage Play to Be Here Dec. 7

David Belasco's production of "The Gold Diggers," a famous Broadway comedy, that ran for two years in New York and for a season in Chicago, and that is now on tour for the first time, will be seen at the Astoria Theatre on Dec. 7.

In this comedy Mr. Belasco has the best profile and prospect of a successful play. It is a story of a group of young people who, through a series of misunderstandings, are brought together in a most amusing way. The play is a masterpiece of comedy, and it is sure to be a great success. The cast is made up of some of the best actors and actresses in the country, and the production is of the highest quality. The play is a must-see for all who are interested in the theatre.

## Prune Pickin's

BY BERT G. BATES.

## GOOD EVENING FOLKS—

This a. m. one of Prune Pickin's friends told us that some of her friends away back in New York were reading this column daily and getting quite a kick out of it and we couldn't help but get a thrill when we thought of those big town folks perusing the efforts of a small town feller. And we hope that they will continue to digest our dope just as they were The managing ed. of the New York Times.

Oh! Jupe Pluvius dusted off his sprinkling can for a short time today and tossed a few drops of aqua pura which caused some of the thoroughbred Gregorians to crush out into the streets in a frantic effort to let some of the liquid refresh their domes.

The French tiger, Monsieur Clemenceau, has aroused the populace of our nation and the British folks with his red hot speeches. The M. is a man after our own heart. Thank God, some one hasn't forgot about the last war.

We elled our old gossip mill this morning and it works so fast it is about three jumps ahead of us. We hope we catch up with it by the time we get to the Life Perkins squib.

A couple chimney sweeps paraded the main drag this morn which reminds us that the winter season is upon us.

The Roseburg damels are wearing the fashionable long skirts and peek-a-boo sleeves. We suspect the sliced sleeves originated from the frayed condition of Dad's coat after he finished paying the clothing bills.

"A stack of hats" is the big restaurant cry these chilly mornings.

That cider we purchased last year for Thanksgiving oughta be jest about right by Nov. 30th.

Some local people are so god darn virtuous they won't allow a spray of Hollywood in their homes on Xmas.

We meandered into a barber shop the other day and the chin cutter gave us the w. k. once-over and when we said "Just a shave," he looked sorta disgusted like and ran his hand over our head and we felt ashamed like but we only had two bits in our jeans and therefore had to forego the embarrassment.

Local hair tonic imbibers report a serious shortage in their favorite brand of liquid refreshment and it is expected that the run on local tonsorial shops within the next few days will be unprecedented.

Now that Woody Wilson is getting his health back we suppose he can no longer expect sympathy and will again be in the limelight for criticism which was placed on the shelf for a time.

It never rains but what we get caught without a bumbershoot.

Frank Micelli, a former resident arrived in our midst today from the Big Town. Frank and his purp, "Danny," used to be familiar figures on the streets of the ol' village.

Bill Reibel promenaded down the drag today carrying a scarlet parasol which we suspect he picked up on some porch last night during the heavy fog.

Jess Hodges, wearer of the shining star on the police force for some time, surrendered his billy-club last night and will return to his ranch where he will tell the neighbors of his harrowing experiences in the slums of our village for years to come.

An Espree porter took a nose-dive through a plate glass door in a waterfront store Sat. night, damaging the door to the extent of fifty dollars and musing his hair slightly, both of which are being repaired today.

Kenny Quine, local haberdasher, dashed into Prune Pick's sanctum today wearing a cravat that would have looked well on a Christmas tree.

PSHAW! PSHAW! Gawge Kehlhagen's apartment house is rapidly nearing completion, yes it is, rapidly nearing completion, yes, almost done, yes it is.

Dave Shambrook has laid his overcoat amid the moth balls owing to the severs blading handed to him via this column.

Not a few of the golf hounds played "one old cat" on the links yesterday and according to their revised card, wonderful scores were made. The usual alities were much in evidence.

LAFE PERKINS SEZ: "The feller who invents underwear that won't shrink will put John D. to shame."

What does present for Xmas than a Singer Sewing machine. Latest Sew. Models. Singer Store. Phone 153.

Sound her exploits in advancing the affairs of a friend, as well as containing a matrimonial letter for which, that the plot is woven. There is not a little true-sounding sentiment in the play, but this serves chiefly to bring the humor of the story into higher relief. The main purpose of "The Gold Diggers" is laughter and the critics of New York and Chicago agree that it serves that purpose most admirably.

## "111" cigarettes

They are GOOD! 10¢

## Divine Healing Stirs Albany

ALBANY, Nov. 27.—Even those who were not skeptical were astounded last evening at the healing service conducted by Dr. Price when Miss Emma Haines, who had been bedridden for more than a year and an invalid for 19 years, arose from her cot and walked, almost ran, about the building. Miss Haines had come from Bellfountain to be healed, and she was positive today that her illness has vanished.

Miss Haines with her sister, Mrs. T. G. Gragg, with the latter's husband, had come here Tuesday from their home at Bellfountain to be healed. Twice before coming here, Miss Haines said today, she had received divine assurance that her affliction was to be dispelled by Dr. Price. Yesterday she went to the preparatory service at 10 o'clock a.m. morning and for fear that she might not be able to return because of the crowds in the evening she stayed throughout the remainder of the day. She knew, she said, that her wait would be rewarded.

Until yesterday Miss Haines had during these 19 years of suffering, experienced constant nervousness to an extent that any harsh or loud sounds irritated her to the point of distraction. But yesterday she was able to endure the noise of the crowds at the armory, the singing and the sound of the piano without discomfort.

Last evening Dr. Price was occupied with blessing others when Miss Haines became overcome suddenly by the power of Christ. She attracted the evangelist's attention and he went to her cot and anointed her. "We are about to see Christ per-

form a miracle," Dr. Price said, ordering those about the invalid and the evangelist to stand back.

"In the name of Jesus Christ of Nazareth I command you to rise and walk," Dr. Price said to Miss Haines. Thereupon she leaped from her cot, and ran down the center of the aisle crying with joy and praising the Lord.

Dr. Price, fearing that she might become exhausted following her long illness suggested that she lay down again. Miss Haines returned to her bed, and then insisted that her clothes be brought to her as she intended to walk to her room. Immediately following the closing prayer, Miss Haines, accompanied by her sister and brother-in-law, walked to her rooms.

## SMITH FUNERAL YESTERDAY.

The funeral of the late Clarence Smith, who was killed Friday on Brushy Butte was held yesterday afternoon at the undertaking parlors. Rev. C. H. Hilton, pastor of the Christian church officiated. Interment took place in the I. O. O. F. cemetery. The chapel was filled with the sorrowing friends of the deceased and a great number, unable to find room in the building re-

## Buy at Home

You cannot measure the value of words with a yardstick and for that reason their worth can only be gauged by the reputation for honesty and good judgment held by those who utter them.

It has been and will be our constant effort to make our goods live up to our statements concerning their merits.

And the principal purpose of our repair department is to give the service that satisfies with the watch you buy.

## BRYAN'S GIFT SHOP

JEWELERS

## The New World Begun

"MILLIONS NOW LIVING WILL NEVER DIE."

—Judge Rutherford



LIFE, perfect, limitless; with a regenerated race; on a restored earth; with a corrected climate and life-perpetuating food; under Government which will satisfy the righteous desires of every living creature. And it's HERE, at the door! The portals of the new are swinging open, and many will enter and never die.

The old order is passing away, the new order is here. Christ Jesus is taking unto Himself His great power and beginning to reign. The Kingdom of Heaven is at hand.

You can by no means afford to let business or pleasure or any person deprive you of the solace and benefits enjoyed by those who have investigated this timely and heart-cheering message. The subject of this lecture is to bring to the people a knowledge of a dispensational truth now due to be understood. You are cordially invited to hear.

## B. H. BOYD

CELEBRATED BIBLE LECTURER of Brooklyn, N. Y.

at the

## MOOSE HALL

Thursday, November 30, 1922

AT 8:00 P. M.

Judge Rutherford's book, "Millions Now Living Will Never Die" treats the above and a score of related subjects in detail. It also contains hundreds of Scriptural proof texts, identifying them with present events. 128 pages, 25 cents. Send your order to I. B. & L. Co. 10 W. 1st St., Roseburg, Ore.

NO COLLECTION

Auspices International Bible Students Association. Organized by the late Pastor Russell. Judge Rutherford, New York City.

maintained outside during the ceremony denoted the precious money. The beautiful floral offering which the deceased valued.

**Santa Claus Says:**

"I left my Bag of Christmas Gifts at CARR'S STORE. Call there to buy your GIFT MERCHANDISE"

Our shelves and stockroom are bulging with popular priced gift goods. Our store arrangement and display of goods makes the inspection and choice of goods easy. There is already a decided buying of Christmas goods. While our stocks have never been so large, specific items here and there are necessarily limited in amount. Early shoppers realize this and are choosing now. Remember this about Carr's store—We make it easy for the Christmas Shopper.

## Practical Gifts

CUT GLASS  
TOWELS  
BASKETS  
NOTIONS  
CHINAWARE  
TOILET ARTICLES  
ALUMINUM  
JEWELRY  
LEATHER GOODS  
PICTURES  
STATIONERY  
AND OTHER LINES

## Toys, Etc.

MAMA DOLLS  
TOY BOOKS  
MECHANICAL TOYS  
BISQUE DOLLS  
WHEEL TOYS  
IMPORTED TOYS  
KID BODY DOLLS  
IRON TOYS  
CELLULOID GOODS  
RUBBER TOYS  
DOLL BUGGIES  
AND ALL LINES

## Xmas Supplies

TAGS AND SEALS  
CHRISTMAS BOXES  
TISSUE PAPERS  
RIBBONS AND CORDS  
CHRISTMAS BOOKLETS  
ENCLOSURE CARDS  
TREE TRIMMINGS  
GLASS ORNAMENTS  
TINSEL CORDS  
ICICLE FOIL  
NOVELTIES  
COMPLETE LINES

Less Than a Month to Christmas.  
It's Time for You to Plan Your Shopping

## CARR'S STORE

206 N. Jackson, between Churchill's and Fisher's