

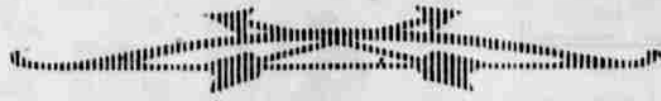
Extra Sales People Wanted

Fall Sacrifice Sale

Opens

WEDNESDAY,  
SEPTEMBER 29,  
(Limited Time)

You will greatly assist the clerks and enable yourself to better appreciate the sacrifice sale bargains, if you read all of the adv. below.



THE PLACE

Fisher's

"where all folks like to trade"  
The Store with Ideals--  
Quality, Economy,  
Fashionability.

Fall Sacrifice Sale

Opens

WEDNESDAY,  
SEPTEMBER 29  
(Limited Time)

Read the entire ad and thus aid our clerks to serve you. Their work will be greatly diminished, if you have all this information.

# This Season's Greatest Sale

A Monstrous Sacrifice in Merchandise of every description that means Roseburg's Leading Store, is determined to bring down prices.--Dependable goods and reliable values, on which the store stakes its reputation, will be offered at prices that everyone knows to be rock bottom. 15 percent to 25 percent off.

FISHER'S will offer the helping hand in the way of bargains on all Dry Goods and Wearing Apparel within it's reach. High prices were made elsewhere, but Fisher's can happily help hundreds of families here. Shoes, Coats, Suits, Dresses, Dress Goods, Silks, Notions, Corsets, Underwear, Hosiery. Watch us bring them down.

All Prices Cut 15 Percent To 25 Percent.

Coats, Suits and Dresses

Big Cut of 20 Percent.

This sale is the one you have been looking for. Take our advice and buy while we have the largest assortment. Winter is sure to come. The sacrifice sale cuts everything while it lasts. Note the big reductions. These are a few:

\$125.00 garments	\$100.00
\$100.00 garments	\$80.00
\$85.00 garments	\$70.00
\$90.00 garments	\$72.00
\$85.00 garments	\$68.00
\$80.00 garments	\$60.00
\$85.00 garments	\$62.00
\$75.00 garments	\$60.00
\$75.00 garments	\$58.00
\$70.00 garments	\$56.00
\$60.00 garments	\$48.00
\$50.00 garments	\$40.00
\$40.00 garments	\$32.00
\$35.00 garments	\$28.00
\$30.00 garments	\$24.00
\$25.00 garments	\$20.00
\$20.00 garments	\$16.00

THE REASON WHY.

Prices have been high in the past, and while Fisher's has proven itself on the side of the real consumers in fighting the steady advance that has come through the wholesalers, it sees in the present fall outfitting time its biggest opportunity to combine its customers' needs again with its own. Just now bills are coming due and stores must prepare for the coming year. The progressiveness of this store urges the turning over of a large stock in order to prepare for the holiday season and those to follow. This will bring lower prices to Roseburg.

Blankets

From \$3.50 to \$13.50  
All in Sacrifice.

No matter how humble there can be no home without blankets. Some of the blankets we have would in themselves be among the proudest possessions in any home. Here are the best in the markets, both wool and cotton, and beautiful mixtures:

\$13.50 blankets	\$11.50
\$12.50 blankets	\$10.70
\$10.00 blankets	\$8.50
\$ 9.00 blankets	\$ 7.65
\$ 8.00 blankets	\$ 6.80
\$ 7.00 blankets	\$ 5.95
\$ 6.50 blankets	\$ 5.53
\$ 5.50 blankets	\$ 4.75
\$ 4.50 blankets	\$ 3.85
\$ 3.50 blankets	\$ 3.05

Silks Silks Silks

Our Special 25% Off.

During the opening days of this sale you will have your long-awaited opportunity to buy silks. Also all silk materials. You can get them while they are actually below cost to us. Line up for your choice! This is the way they will go:

\$2.90 silks	\$2.17
\$7.50 silks	\$5.60
\$7.00 silks	\$5.25
\$6.00 silks	\$4.50
\$5.00 silks	\$3.75
\$4.00 silks	\$3.00
\$3.75 silks	\$2.81
\$3.50 silks	\$2.63
\$3.25 silks	\$2.44
\$3.00 silks	\$2.25
\$2.75 silks	\$2.06
\$2.50 silks	\$1.88
\$2.25 silks	\$1.69
\$2.00 silks	\$1.50

Hosiery of Silk Fibre, Cotton & Lisle on Sale.

All hosiery of the unexcelled brands carried at this store will be thrown on the counters at a demand of 15% below former prices. Stock up for the rainy days.

35c hosiery	29c
40c hosiery	34c
50c hosiery	43c
60c hosiery	51c
75c hosiery	61c
1.00 hosiery	85c
1.25 hosiery	\$1.28
1.75 hosiery	\$1.49
2.00 hosiery	\$1.70
2.50 hosiery	\$2.13
3.00 hosiery	\$2.55
4.00 hosiery	\$3.10
5.00 hosiery	\$4.25

These are only a few of the prices.

OUR SALE PLAN.

Some sales are great because of the brand of noise and the superlative descriptions that attend them. This sale needs no color nor shouting from the housetops. There will be no other announcement than this advertisement. Neither will there be any flaring signs nor lavish displays to falsely represent or deceive. The entire stock--every yard and every article--including the widely advertised and high grade lines, will be on sale at a price exactly 15% to 25% under the true regular price.

Notions cut 15%

All 5c notions	4c
All 10c notions	8c
All 15c notions	11c
All 20c notions	15c
All 25c notions	19c
All 30c notions	23c
All 35c notions	27c
All 50c notions	43c

Ladies' Blouses

on Altar; 15 percent cut is slaughter.

Georgette, Crepe de Chine and all other silk and voile waists and blouses in stock receive the cut as all other garments. You know the quality of our waists. Now you may have the one you have long admired.

\$15.00 blouses	\$12.75
\$12.00 blouses	\$10.20
\$10.00 blouses	\$8.50
\$ 8.00 blouses	\$ 6.80
\$ 7.00 blouses	\$ 5.95
\$ 6.00 blouses	\$ 5.10
\$ 5.00 blouses	\$ 4.25
\$ 4.00 blouses	\$ 3.40
\$ 3.50 blouses	\$ 3.02
\$ 3.00 blouses	\$ 2.55

Corset Sale!

Rarest of Opportunities.

Where could you find another opportunity to select a corset from such a large stock with an expert corsetiere to determine your correct model or to fit you, while all sizes in the very best makes are 15% below regular price? Gossard, Nemo, and R. & G. Corsets:

\$1.00 corsets	\$ .85
\$1.50 corsets	\$1.22
\$2.00 corsets	\$1.70
\$2.50 corsets	\$2.12
\$3.00 corsets	\$2.50
\$4.00 corsets	\$3.40
\$5.00 corsets	\$4.00
\$8.00 corsets	\$6.80

A BIG REDUCTION.

15%, 20% and 25% are the reductions to be made from all regular prices during this great sacrifice. Regular prices are always plainly marked on new goods as they arrive. No changes will be made in these markings but sale prices will be determined by merely subtracting the 15% to 25% reductions. Coats, suits and dresses, silks and shoes, will receive biggest cuts because of their higher regular prices. All dress goods, notions, and other articles for wear cut 15%.

Shoes!

This is your time to wake up

Sure

No doubt about the wonderful prices on these highest grade shoes in Roseburg. Maxine shoes for women. Buster Brown shoes for school children and Misses, including all Fall shipments. A square cut of 20 and 15 per cent in one mighty slash. Here are a few prices:

\$15.00 shoes	\$12.00
\$14.50 shoes	\$11.60
\$13.50 shoes	\$10.80
\$12.50 shoes	\$10.00
\$12.00 shoes	\$ 9.60
\$11.50 shoes	\$ 9.20
\$10.50 shoes	\$ 8.40
\$10.00 shoes	\$ 8.00
\$ 9.50 shoes	\$ 7.88
\$ 9.50 shoes	\$ 7.40
\$ 8.50 shoes	\$ 6.80
\$ 7.50 shoes	\$ 5.95
\$ 6.00 shoes	\$ 5.10
\$ 5.50 shoes	\$ 4.67
\$ 4.50 shoes	\$ 3.85
\$ 4.00 shoes	\$ 3.40
\$ 3.50 shoes	\$ 2.98

10 per cent off on all shoes under \$3.50.

Special Sacrifice--Ginghams

Over 100 pieces of ginghams, including the well known brands of Toel du Nord, Red Seal, A. F. C. and Utility, many of them fancy pieces just received--all to go on sacrifice sale at 39 cents. These ginghams are now selling at other stores as high as 50 cents per yard. This is indeed an extra special

39c

When this Store speaks, it speaks the truth

Fisher's  
OUR SALES SAVE.

Special Sacrifice--Outing Flannel

We have perhaps all you want in light or dark shades and at a special sacrifice sale price of

38c

Regular price for these pieces was 55 cents. Better be soon to be safe.

The Object of This Sale is CASH. Therefore There Will Be No Charge Accounts at Sale Prices