Definitely and emphatically against high prices. This is the attitude of FISHER'S for this fall and winter, and is again being exemplified in our 2nd phenominal and history making sale. Even on the very best of our regular standard and most reliable lines, in such merchandise as

Dry Goods, Shoes, Dresses, Suits, Coats, Corsets, Underw'r, Hosiery, Blankets, Blouses, Furs

In all of which this store excells, both in quality and price. We will include in our next momentous and sacrificing reduction

Roseburg's LOWER PRICE SALE

FISHER'S has jnst completed a sacrifice sale that was positively without parallel in Douglas County history. Now comes another that, as to volume of business and money saving to you, will be a total eclipse of any former sale. If you need winter supplies in wearing apparel or in any of the goods we mention

Now Is Your Last Great Opportunity

SALE STARTS
Wednesday Morning
October 27 at 9 a. m.

Every day is to be a day of Big Bargains

Our Method

The general plan for this sale will follow out the lines of our recent sacrifice sale. We are merely doing what every successful business does—following up an advantage gained after "pioneering the way" or "blasting the trail," to some great opportunity. In this case it is LOWER PRICES—we are going to make them lower. The public's appreciation is shown in our every day's business, and in this sale we offer the same 15 to 25 per cent reductions on every article in our stock that was in effect during our sacrifice sale just closed. You will have better bargains and better assortments because of new goods, and the prices will be 15 to 25 per cent off regular price. Our schedules of reductions are in plain evidence throughout the store and these tell you the great savings. Buy now and buy hard. That means you get almost ante-bellum prices.

SALE STARTS
Wednesday Morning
October 27 at 9 a. m.

Come Early and Shop Daily

High prices are hereby hopelessly doomed and whereas, our sacrifice sale was the frying pan, our Lower Price Sale is the fire itself. Prices will therefore jump from the sizzling sauce pan of "sacrificing reductions" into the price cutting flames of virtually **unbelievable saving and opportunity.** The fat of profit is to be rendered to make the tallow of normal times regained. Read, Compare, Remember these prices

DRESSES, COATS, SUITS!

New shipment of stylish and also reasonably priced ladies' garments received during the last few days enables us to assure you positively once more that our lines are now as ever the best in quality, and far the lowest prices charged in Roseburg. Out of town people take notice of these values. Every one of the garments are beautiful and durable.

$125.00 garments $100.00
$100.00 garments ..... $ 80.00
$ 95.00 garments ..... $ 76.00
$ 90.00 garments ..... $ 72.00
$ 85.00 garments ..... $ 68.00
$ 80.00 garments ..... $ 60.00
$ 77.50 garments ..... $ 62.00
$ 75.00 garments ..... $ 60.00
$ 72.50 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

DRESS GOODS!

For school dresses, for party dresses, for the home, street, or daily work, our dress goods are serviceable, new, and of standard manufacture. We have some wonderful pieces and our prices make wonderful bargains.

$6.50 dress goods $5.55
$6.00 dress goods $5.10
$5.00 dress goods $4.25
$4.50 dress goods $3.85
$4.00 dress goods $3.40
$3.50 dress goods $3.02
$3.00 dress goods $2.55
$2.50 dress goods $2.12
$2.00 dress goods $1.70
$1.00 dress goods ..... $ .85

BLANKETS.

Why Worry About the Cold?

To combat disease during this season when exposure and lack of protection means illness and reduced vitality, keep warm—and have abundant bed clothes! In other words, Prepare! Our Lower Price Sale is the time!

$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 ..... $ 5.55
$ 5.50 blankets ..... $ 4.75
$ 4.50 blankets ..... $ 3.85
$ 3.50 blankets ..... $ 3.05

BLOUSES!

Our recently received groups of blouses are the most beautiful and tasty garments in design and originality yet seen. We like to show them, so call and ask the sales ladies for our lower price sale prices. These are our offerings:

$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

HOSIERY, ALL GRADES.

Did you take advantage of our special hosiery sale last week? We will give you the same opportunities again during our Lower price sale. We have our well known brand of Sultana hose, all silk throughout, for $2.75 per pair, or 3 pairs for $7.50. Mercerized top, Sultana silk, $2.25 per pair, or 3 pair for $6.00. Same for $1.98 per pair, or 3 pair for $5.00. Also Sultana silk hose, fine grade, $1.25 per pair, or 3 pair for $3. Think these over. 15 per cent reduction on all Buster Brown hose for ladies and children—best in the world in cotton and lisle.

CORSETS!

We have the Gossard, Nemo, and R. & G. We have the services of an expert corsetiere. Our Lower Price sale gives you the lowest price. Truly an opportunity.

$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

SHOES!

Our MAXINE Shoes for women and BUSTER BROWN Shoes for children are too well known to require comment. We carry them—they have everything in style, quality, and price that the makers can give in shoes. Here are some of our Lower Sale 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
$ 9.85 shoes ..... $ 7.88
$ 9.50 shoes ..... $ 7.60
$ 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

SILKS!

Our line of silks, being the largest assortment in Roseburg, will be reduced for the Lower Price Sale to 25 per cent under regular price.

$9.00 silks $6.75
$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
$3.50 silks $2.60
$3.25 silks $2.45
$3.00 silks $2.25
$2.50 silks $1.88
$2.25 silks $1.69
$2.00 silks $1.50

NOTIONS!

Little things for common use—almost too small to ask our reduced prices for—yet in these we show you that our aim is actually lower prices on all things in Roseburg.

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

UNDERWEAR!

We carry Munsingwear. The world knows its quality. We have men's garments, heavy cotton, on sale for $2.12; all wool, $4.05.

$5.00 garments $4.25
$4.50 garments $3.83
$4.00 garments $3.40
$3.50 garments $2.98
$3.00 garments $2.55
$2.00 garments $1.70
$1.50 garments $1.05
$1.00 garments ..... $ .85
$ .75 garments ..... $ .63
$ .50 garments ..... $ .42

EVERY ARTICLE IN THE STORE ON SALE

"WHERE ALL FOLKS LIKE TO TRADE" — Fisher's — A Store with Ideals, Quality, Economy, Fashionability

THE STORE THAT IS MAKING PRICES LOWER

PROFESSIONAL CARDS

MRS. F. D. OWEN—Cut Flowers. Phone 240. 402 W. Cass.

DR. M. H. PLYLER — Chiropractic Physician. 222 W. Lane St.

ALBERT S. HUEY—Optometrist. "The Eye My Specialty." 118 W. Cass St. Roseburg, Oregon.

RUTH WILCOX—Piano, Theory, Musical Kindergarten. 1004 West First st. Phone 159-L.

BATTERIES!

Chevrolet Cars $25.00 and $38.00
Buick Cars...$30.00 and $45.00
For Other Cars
Prices on Application.

MOTOR SHOP GARAGE

Agency Buick and Chevrolet
441 N. Jackson St. Roseburg.

Prompt Delivery

XOOPSTOCK

We are prepared to fill orders for XOOPSTOCK typewriters promptly. Factory output increased over three times in six months to meet the growing demand for this popular machine.

A Boon to Business

A. S. HUEY, LOCAL REPRESENTATIVE

AROUND THE TOWN

Leaves After Visit—

Mrs. George Braddock, of Vancouver, left this morning for her home after visiting with her neice Mrs. Leslie Busby ,of this city.

Files for Divorce—

A divorce suit was brought yesterday in the circuit court by Joseph Henderson, against Emma B. Henderson, alleging desertion.

Father Sharkey Leaves—

Father A. Sharkey, of the local Catholic parish left this morning for Eugene to spend a short time attending to business matters.

Ballot Boxes Going Out—

The county Clerk has turned over the ballot boxes for the general election to the sheriff and they are now being distributed to the various precincts in the county.

Passed Thru Yesterday—

C. J. Hurd, formerly county agent now assistant state leader of county agents, passed through Roseburg yesterday on his way to Klamath Falls. During the short stop made here he conferred with county agent Haslett and C. E. Banning, president of the Douglas county Farm Bureau.

Hats on sale for $3, $5, $10, on Thursday Friday and Saturday at The Hat Shop.

Do not miss the bargains at the Hat Shop, Oct. 28, 29, 30.

Mrs. P . E. Cooper of Roberts Creek left this morning for Portland in response to a message announcing the serious illness of her sister. Mrs. Wm. H. Busch.

NOTICE OF SALE OF GOVERNMENT TIMBER.—General Land Office, Washington, D. C., October 13, 1920.—Notice is hereby given that subject to the conditions and limitations of the Act of June 9, 1916 (39 Stat., 218), and the instructions of the Secretary of the Interior of September 15, 1917, the timber on the following lands will be sold Nov. 29, 1920, at 10 o'clock A. M., at public auction at the United States land office at Roseburg, Oregon, to the highest bidder at not less than the appraised value as shown by this notice, sale to be subject to the approval of the Secretary of the Interior. The purchase price, with an additional sum of one-fifth of one per cent thereof, being commissions allowed, must be deposited at time of sale, money to be returned if sale is not approved, otherwise patent will issue for the timber which must be removed within ten years. Bids will be received from citizens of the United States, associations of such citizens and corporations organized under the laws of the United States or any state, territory or district thereof only. Upon application of a qualified purchaser, the timber on any legal subdivision will be offered separately before being included in any offer of a larger unit. T. 21 S., R. 1 W., Sec. 21, NE¼ NW¼ fir 440 M., cedar 15 M., NW¼ NW¼ fir 870 M. None of the fir or cedar to be sold for less than $1.50 per M. T. 21 S., R. 3 W., Sec. 21, NW¼ SE¼, fir 425 M., NE¼ SW¼, fir 320 M., NW¼ SW¼ fir 560 M., SW¼ SW¼, fir 900 M. None of the fir to be sold for less than $1.50 per M.; SE¼ SW¼, fir 225 M., SW¼ SE¼, fir 300 M. None of the fir to be sold for less than $1.75 per M. CLAY TALLMAN, Commissioner, General Land Office.

Halbert H. Halbert and family, of Manly, Iowa, stopped in Roseburg last night enroute to San Diego, Cal. where they expect to make their future home. Mr. Halbert recently sold his newspaper in terests in Iowa and will make the Pacific Coast his home hereafter. The party is travelling by auto, and came across the mountains by the northern route.

Clearance Sale at the Hat Shop Thursday, Friday and Saturday, Oct. 28, 29,30.

A. B. Nicains, lately of Spokane, has purchased the store and real property at Looking Glass from S. R. Brisbin. The new owner has already taken possession of the property. Mr. Brisbin will make his home in Roseburg.

Big Hallowe'en Dance at the armory Saturday night.

Hats on sale for $3, $5, $10, on Thursday Friday and Saturday at The Hat Shop.

DR. H. R. NERBAS

Practicing Dentist.

Graduate Pennsylvania College Dental Surgery

20 years extensive experience. Efficient, Reliable, Reasonable, Painless Extraction. Call for free consultation.

Rooms 8-9, Masonic Bldg.

LOOK AHEAD!

Can you ever get back the money you are paying for rent? Turn this expense into an investment by building a home and you will have something of value, be free from rent worries, and have a REAL home. There is no time like the present to prepare for the future, see BUILDER M. W. BERGH today for estimates, plans and information. Residence 1133 Harvard Ave., or call at the new bungalow, Cass and Chadwick streets.

BUILDER M. W. BERGH.

Beaver Board

We have just received another shipment of genuine Beaver Board, after being without several months, We have in stock sheets

4 x 8 ft — 4 x 10 ft
4 x 9 ft — 4 x 12 ft

LET US HAVE YOUR SPECIFICATIONS

Churchill Hardware Co.