

This is an Announcement Extraordinary Positively Without Precedent Among Merchandise Stores in Roseburg.

**WE MUST TAKE OUR LOSS!**  
Therefore 10 Days without Profit.

Someone had to suffer, and it might as well be now. We shall not wait to buy new goods at lower prices, but shall sell our present stock now for what we can get. We are depending upon increase of business from this announcement rather than high prices. As we may lose heavily, we want your patronage. For once, prices without profit.

A STORE WITH IDEALS

**FISHER'S**

QUALITY, ECONOMY, FASHIONABILITY

THIS ANNOUNCEMENT TO BE EFFECTIVE

Wednesday, December First

**SAVE ON CHRISTMAS GIFTS**  
Greatest of Opportunities Now

Luckily for you and luckily for us, we have a stock carefully chosen and selected to offer the finest assortment of goods in Roseburg adaptable to furnishing Christmas gifts for either men, women or children. Our advice, founded on common sense principles, is "The things they wear they like the best!" See our ad on page 4. Prices at your mercy!

**GOODS MUST BE TURNED INTO CASH!**  
**REGARDLESS OF LOSS.**

Thousands of Dollars worth of stock must be converted in ten days of unparalleled reductions. 10 days of such unloading as Roseburg has never seen. 10 days beginning December 1. A ten days chance on our entire stock. 10 days without profit to us.

**At Prices You Will Never Hesitate to Consider!**

**IMPORTANT ANNOUNCEMENT**

From now on until Christmas there will be a big rush at Fisher's. This is inevitable because our prices will be so low that we will many times be selling actually at big losses. But it is important that we sell. We have given the situation much thought and have decided to forego future profit. Hence the prices quoted here,—for the sole purpose of getting rid of the goods. The cost of living in all commodities would drop if the butcher, the baker, the grocer, would do likewise. We will answer for clothing and dress materials. We are taking our loss!

Our object in this advertisement is to tell you that thousands of dollars worth of goods at this store we are planning to sell at once. We will not quibble over prices. The goods are virtually placed at your disposal at no profit whatever to us. The question for you is, "What can I use?" Everything from pins to dresses included—all piece-goods wonderfully low—fancy goods for Christmas gifts—you should get everything at Fisher's. Call this a "closing out sale" or what you will—we must get rid of the goods—we could not possibly name such a wholesale offering of reductions.

Here are some of our Prices. This is our Price List for use in the store, to be followed in all purchases.

**Ginghams.**

All Tolle du Nord and Red Seal Ginghams, now per yard .....30c  
All other regular dress Ginghams, the yard .....25c  
All 32 in. Imported Ginghams, sold at other stores at 60 cents, for this sale, yard. . .45c

**Devonshire Cloth.**

Devonshire Cloth, bought to sell at 69c, dozens of pieces, finest grade, now, yard 45c

**Outing Flannel.**

Daisy Cloth, well known brand of heaviest outing, now the yard .....30c  
All other outings, either dark or light, now the yard .....24c

**We are Exclusive Dealers**

Buster Brown and Maxine Shoes, Gossard Corsets, Munsing Underwear. Prices reduced over 15 per cent.



All other goods not especially mentioned subject to a discount of over 15%. Ready to wear our specialty. All greatly reduced.

**Percales**

Light and dark colors, 36 in. wide, our very best grades, dozens of pieces formerly priced at 45c and 49c, now the yard .....29c  
Frolic cloth, play cloth and Mothers' Pride, formerly priced at 59c, now .....38c

**Fancy Satines**

Pieces that sold as high as \$1.25 a yard, now your choice at .....75c

**Dress Goods**

All staple shades of broadcloth, regular price \$5.75 a yard, now .....\$3.85  
Broadcloths formerly priced at \$3.75, now the yard .....\$2.98  
All Wool Jersey Suiting, regularly at \$5.00, now the yard .....\$3.75  
Braid Suitings, regularly \$3.98, now .....\$2.98  
All \$1.50 dress goods now .....\$1.19  
All \$2.00 dress goods now .....\$1.39  
All \$2.25 dress goods now .....\$1.49  
All \$2.50 dress goods now .....\$1.69  
All \$2.75 dress goods now .....\$1.85  
All \$3.00 dress goods now .....\$2.15  
All \$3.35 dress goods now .....\$2.35  
All \$3.50 dress goods now .....\$2.59  
All \$3.75 dress goods now .....\$2.75  
All \$4.00 dress goods now .....\$2.98  
All \$4.50 dress goods now .....\$3.25  
All \$4.75 dress goods now .....\$3.39  
All \$4.85 dress goods now .....\$3.50  
All \$5.00 dress goods now .....\$3.75  
All \$5.25 dress goods now .....\$3.89  
All \$5.50 dress goods now .....\$3.98  
All \$5.75 dress goods now .....\$4.25  
All \$6.00 dress goods now .....\$4.39

**Curtain Scrims, Marquesettes and Voiles**

45c Values now .....32c  
50c Values now .....39c  
55c Values now .....41c  
59c Values now .....43c  
65c Values now .....48c  
75c Values now .....50c  
80c Values now .....53c  
85c Values now .....55c  
90c Values now .....60c

**Cretones**

98c Values now .....70c  
80c and 85c Values now .....55c  
75c Values now .....50c  
50c Values now .....35c

**SILKOLINES.**

All Silkolines regularly priced at 45c, now .35c

**Hosiery**

Buster Brown Hose for boys and girls, 50c a pair regularly, now .....39c  
Buster Brown Hose, 75c quality, fine merc. list, absolutely fast color, now .....55c

**Ladies Cotton Hose**

50c Values now .....40c  
59c Values now .....45c  
65c Values now .....50c  
75c Values now .....59c  
85c Values now .....65c  
90c Values now .....69c

ALL SILK HOSE 14 OFF REGULAR PRICE.

**Underwear**

All pieces in our fine assortment of silk underwear embroidered garments, and Munsing and other lines of fine ladies' union suits, 15 per cent off regular price.

**Comforts.**

All Comforts at Sweeping Reductions.  
\$ 4.98 Values ofr .....\$3.55  
\$ 5.50 Values for .....\$3.98  
\$ 6.50 Values for .....\$4.85  
\$ 7.50 Values for .....\$6.00  
\$ 8.00 Values for .....\$5.75  
\$12.00 Values for .....\$8.55

**Blankets.**

\$ 4.50 Values now .....\$3.39  
\$ 5.00 Values now .....\$3.98  
\$ 5.50 Values now .....\$4.34  
\$ 5.98 Values now .....\$4.79  
\$ 6.50 Values now .....\$5.29  
\$ 7.00 Values now .....\$5.50  
\$ 7.25 Values now .....\$5.89  
\$ 8.00 Values now .....\$6.25  
\$ 9.00 Values now .....\$6.95  
\$10.00 Values now .....\$7.85  
\$10.50 Values now .....\$8.25  
\$11.00 Values now .....\$8.75  
\$11.50 Values now .....\$9.00  
\$12.00 Values now .....\$9.39  
\$13.00 Values now .....\$9.89



**Fruit Men Over County to Meet**

After a strenuous day in the Rogue River district with large meetings at Medford and Grants Pass in the morning and evening, C. I. Lewis of the Oregon Growers Association came to Roseburg this morning for a series of three meetings in the Spina valley. Today he met the growers at Myrtle Creek, speaking to the south Empqua district composed of Days creek, Canbyville, Middle and Myrtle creek. On Wednesday, at 1:30 p. m. he addressed the growers of the Roseburg district at the Courthouse. The meeting for the northern end of the county will be held in Suther-land in the Odd Fellows hall on Monday second. At all of these meetings, Mr. Lewis and members of the association will be glad to see other fruit growers of the vicin-

ity in attendance. While in Douglas county, Mr. Lewis will also attend the meeting called by the Oregon Growers Co-operative association for the purpose of unifying action among the several forces working for the production of better fruit in the county. This meeting will be held in the offices of the Mistlands plant at 9 o'clock on Thursday morning. In addition to C. I. Lewis, organization manager of the association, Prof. Clayton L. Long, an extension worker from the horticultural department of the Oregon Agricultural college is expected to be present at the conference, and the local horticultural committee of the county. County Fruit Inspector, C. E. Armstrong, County Agent H. E. Haslett and the plant manager and field man of the Oregon Growers will be on hand at this important conference. J. W. Deardorff left this morning for Ashland to visit for the next two weeks at the home of his sister, Mrs. S. Wells.

**Lady Insists That Advertising Pays**

Those who claim that advertising does not pay certainly have not yet tried the classified columns of the News-Review. Day after day, instances showing the value of a few lines of printed matter, properly displayed in the classified column, which is as widely read as the front page are brought to light. Yesterday afternoon, just a few minutes before press time, a lady called the office and asked that a small ad be inserted, offering for sale a used stove. The ad was prepared and was placed in the paper at an expense to the lady of 25 cents. She went to her home and promptly at 4:30, just a half hour after the papers were off the press, she received a telephone message, stating that the ad had been noticed, and asking about the price of the stove. The price was

reasonable, and was accepted without further parley. Happenings of this kind are of daily occurrence, and many transactions resulting in the transfer of large amounts of money and valuable property have been made through the appeal of a few lines of classified advertising in the News-Review. ARRANGING FOR SALE N. D. Cool, who conducts a department store at Drain, spent a part of the day in Roseburg, arranging for a special sale of merchandise to be put on at his store during the 12 days from December 13 to the 25. Mr. Cool has a large stock and is shaving prices very materially to reduce the amount of goods on his shelves. He is having printed several hundred big posters announcing that the drastic cut in prices is necessary, and these will be scattered over the northern part of the county. People in that vicinity will doubtless be glad to take advantage of his liberal reductions.

**AROUND THE TOWN**  
To Grants Pass—Mrs. Harriet Patrick, who has been visiting here at the J. B. Patrick home left this morning for her home in Grants Pass.  
Here Yesterday—Mrs. Anna Holgate of Sutherlin, was a Roseburg visitor for a short time yesterday, leaving for her home on the afternoon train.  
Accepts Position—Miss Violet Bass has accepted a position as bookkeeper for the H. S. French Transfer and Storage Co. She assumed her new duties yesterday.  
To Portland—Mrs. John Arzner and daughter, Miss Abby, left yesterday for Port-

land where they will spend a short time shopping and visiting with friends.  
Return to Medford—Mr. and Mrs. R. W. Terrill who have been visiting here at the N. Rice residence for the past few days left this morning for their home in Medford.  
Returns to School—Miss Frances Parslow, who is attending the University of Oregon, and who spent her vacation in this city at the home of her parents Mr. and Mrs. H. C. Parslow, left yesterday afternoon for Eugene to resume her studies.  
To California—Mrs. W. H. Brown, who formerly resided in this county left this morning for San Francisco, where she is now making her home. Mrs. Brown has been making an extended visit with her mother, Mrs. F. L. Russell and her sister, Mrs. Edythe Kelley.

**Condition Unchanged—**  
The condition of the baby daughter of Dr. and Mrs. G. L. Finley, is said to be unchanged today. The infant has been seriously ill for the past few weeks and is under the care of Drs. Sether and Shoemaker.  
**Did Not See Man Fall—**  
S. P. Brakeman, F. Wiltse, stated today that he did not see Knute Jensen, who was recently killed near Glendale, fall, as was stated. He discovered the body as he went out as flagman to protect the rear end of the train.  
**To Camas Valley—**  
H. J. Denn has gone out to his ranch at Camas Valley, where he will spend the next two or three months improving the property and putting in crops. His sons will take care of the business in Roseburg during his absence.  
Advertise in the News-Review.