

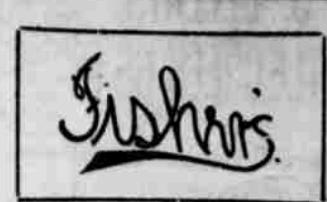
### Big Bargains in Every Dept.

Every article on sale including much wanted merchandise and fine goods, already received for the holidays. Not over 10 days at most.



### Outfit Your Family Now

We can outfit whole families at wonderful reductions, made possible by this sale. This is your opportunity to prepare for winter. Cold weather ahead.



We have asked you to wait. Therefore, this, our very best effort! Do you remember our sale a year ago? Then we were determined to bring down prices. We did, by one of the greatest sales of its kind ever held in Roseburg. This is a sale equally as great, only the prices are far lower, our assortments now larger, the merchandise now of better quality, your benefits now more! This sale is rightly named. We have large stocks. Consequently we must liquidate.

# Money Raising

You Will Never Forget  
This, Our Greatest

# Stock Reducing

Sale Begins  
Friday Morning  
Doors Open at 9 a. m.

# SALE

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Friday Morning  
Doors Open at 9 a. m.

NOTE. We will not close our store to mark goods. Our past record is for honest dealing. To make this sale as simple as possible and convince you of the reductions, we will leave all regular prices on the goods and figure prices during this sale according to the schedules of 15 to 20 per cent reductions. These schedules you may see posted everywhere about the store.

After This Sale, Prices Restored and Reductions Discontinued, for most all goods are now advancing. YOU SAVE NOW Naturally Sale will be a Short One. Not Over 10 Days at most

<b>Jersey Sport Coats</b> Our entire stock of sweater coats for young ladies in all-wool jersey materials, colors navy, brown and black, formerly priced at \$6.95. SPECIAL for this sale	<b>Latest Jumper Dresses</b> Our line of jumper dresses has received the highest praise. They are all wool and while they last will go at the one price. SPECIAL for this sale	<b>Ladies' Silk Hose</b> Once again a specially selected lot of silk hose, the "Better Than Seconds" brand that was introduced by us and handled on two former occasions. SPECIAL for this sale, the pair	<b>White Outing Flannel</b> An unlimited quantity bought for this sale, the best grade in 27 in. width, regular price 25c a yard. SPECIAL for this sale, per yard	<b>Curtain Scrim</b> 36 in. Marquessette Curtaining, a big special for this sale; white or cream colors. Price sure to advance later over regular prices. SPECIAL for this sale, a yard	<b>36 Inch Percales</b> One lot made up specially for this sale—our regular 25c a yard values; a variety of colors. SPECIAL for this sale, a yard	<b>Bungalow Aprons</b> An entire lot of aprons, most of them brand new, bungalow type, bright and attractive colors. The kind we sell for 98c regularly. SPECIAL for this sale
<b>5.49</b>	<b>5.75</b>	<b>59c</b>	<b>15c</b> or 7 yards for \$1.	<b>15c</b> or 7 yards for \$1.00.	<b>15c</b>	<b>79c</b>

## Extra Special 100 Dresses and Suits

Bought Specially for this Sale  
Beautifully styled, elaborately trimmed, finest wool materials. This lot entirely new. See them before they are picked over. Priced LOW for this sale

**MEN**  
MEN'S GOODS IN BASEMENT.  
Heavy Wool Shirts—Blue, green, gray or brown, wonderful values for \$3.00. Special for  
**\$1.98**  
Men's Corduroy Pants—All sizes in one lot, sold everywhere as high as \$4.00. Special for  
**\$2.98**  
Men's Jersey Sweater Coats—All wool jersey, finest materials, variety of colors, worth up to \$7.00. Special for  
Men's Shirts, Sox, Overalls, Gloves, Underwear, all reduced 15%.  
**\$4.98**



## Shoes

EVERY SHOE REDUCED!  
Our high grade lines of dress shoes for ladies, children and men, as well as shoes for heavy wear, all reduced 15%, except small children's shoes 10%.  
NOTE THESE SPECIALS.  
Women's Brown Kid Oxford, military heel, the shoe of the season. Reg. \$8.50; on sale.....\$7.25  
Women's Brown Calf Oxford, wing tips, military heel. Reg. \$8.25; on sale.....\$6.95  
Boys' High Cuts with buckles at top, on sale.....\$3.00  
Boys' Heavy School Shoes, on sale.....\$2.75  
Child's Pat. Button, 5 1/2 to 8, on sale.....\$1.08  
Women's Gun Metal, on sale \$2.95

### 4 Groups of Dresses

Comprising Our Regular Stock Specially Priced for This Sale

<b>LOT 1.</b> All wool serge dresses, handsomely trimmed, values up to \$18.00. For this sale <b>7.75</b>	<b>LOT 2.</b> Jersey dresses and others, pretty styles and materials, values up to \$22.50. For this sale <b>10.95</b>
<b>LOT 3.</b> Silk Follards and Satins, modish and distinctive, values up to \$27.50. For this sale <b>14.95</b>	<b>LOT 4.</b> Silks, taffetas, tricotines and others, all cleverly designed, values up to \$37.50. For this sale <b>21.50</b>

All Other Dresses Coats and Suits  
20 Per Cent Off

### Coats & Suits

All coats and suits, including finest plush and fur trimmed garments, will be sold during this sale at 20% under our regular price, which was never intended to be cut. This reduction therefore comes as a big sacrifice to us.

All \$15.00 Coats and Suits  
**11.25**

All \$18.00 Coats and Suits	\$13.50
All 21.00 Coats and Suits	16.00
All 22.00 Coats and Suits	16.50
All 25.00 Coats and Suits	19.00
All 27.50 Coats and Suits	20.50
All 30.00 Coats and Suits	22.50
All 32.50 Coats and Suits	24.50
All 35.00 Coats and Suits	26.00
All 37.50 Coats and Suits	28.00
All 40.00 Coats and Suits	30.00
All 45.00 Coats and Suits	34.00
All 47.50 Coats and Suits	35.50
All 50.00 Coats and Suits	37.50
All 60.00 Coats and Suits	45.00
All 65.00 Coats and Suits	49.50

### Boys' Hose

One special lot of boys' heavy ribbed, black school hose, built for wear, SPECIAL for this sale, the pair  
**19c**  
All Buster Brown Hosiery Reduced.

### Outing Night Gowns

All \$20.00 Coats and Suits \$15.00  
All this winter's stock of finest grade white outing. All sizes.

\$1.50 Gowns on sale	\$1.28
1.75 Gowns on sale	1.49
2.00 Gowns on sale	1.70
2.25 Gowns on sale	1.90
2.50 Gowns on sale	2.10
2.75 Gowns on sale	2.35
3.00 Gowns on sale	2.55

## Blankets All Bl'nkets Reduced

The largest stock of Blankets, Quilts and Comforts in Roseburg

2.00 Blankets on sale	\$ 1.70	5.00 Blankets on sale	4.25
2.50 Blankets on sale	2.10	6.00 Blankets on sale	5.10
2.75 Blankets on sale	2.34	6.50 Blankets on sale	5.55
3.00 Blankets on sale	2.55	7.00 Blankets on sale	5.95
3.50 Blankets on sale	3.05	8.00 Blankets on sale	6.80
4.00 Blankets on sale	3.85	9.00 Blankets on sale	7.65
4.75 Blankets on sale	4.05	10.00 Blankets on sale	8.50
		12.00 Blankets on sale	10.20

SHOES—Shoes for School—and for Every Purpose. All Sizes Any Price You Wish to Pay

## Munsing Underwear

for Men, Women and Children. The only underwear, that's Munsing, recognized as the best the world ever.

1.50 Garments	\$.42	1.75 Garments	1.40
.75 Garments	.63	2.00 Garments	1.70
1.00 Garments	.85	2.50 Garments	2.10
1.25 Garments	1.05	3.00 Garments	2.55
1.50 Garments	1.28	4.00 Garments	3.40
5.00 Garments:	4.25		

## PIECE GOODS

Our Entire assortment of Woolens, Silks, Satins, and all Cotton Fabrics, included in this Sale—15% Schedules show reductions  
**15% Actually Saved**  
On everything bought by the yard.

No Charge Accounts at Sale Prices

OUR SALES SAVE

## Corsets

An unequalled opportunity to secure a rightly fitting corset in new models.

\$1.00 Corsets on sale	\$.85	3.00 Corsets on sale	2.55
1.25 Corsets on sale	1.05	3.50 Corsets on sale	2.95
1.50 Corsets on sale	1.25	4.00 Corsets on sale	3.40
1.75 Corsets on sale	1.49	4.50 Corsets on sale	3.80
2.00 Corsets on sale	1.70	5.00 Corsets on sale	4.25
2.25 Corsets on sale	1.90	6.00 Corsets on sale	5.10
2.50 Corsets on sale	2.10	7.00 Corsets on sale	5.95
3.00 Corsets on sale	2.55		