

SAVE ON YOUR SPRING PURCHASES

Entire Stock Dry Goods, Coats, Dresses, Underwear, Corsets, Hosiery, Draperies, Blankets, Sweaters, Shoes, Slippers, Men's Furnishings---all Included
in One Great Store Wide Price Reduction

Our efforts for this event assure you a real sale, with bargains galore, with crowds, with clean-cut savings. This is the best kind of a sale and the only kind worth while. It serves you and helps us—both of us can be proud of our part in it.

FISHER'S

BETTER SERVICE—BETTER MERCHANDISE
ROSEBURG, OREGON.

This is a regular pre-inventory and stock turn-over sale. Its objects are familiar to everyone. Everyone also knows that this sale means actual savings on the best and most reliable merchandise it is possible for us to obtain.

JANUARY CLEARANCE SALE!

Beginning Wednesday, Jan. 6, 9 a. m.

This is a 10 days' sale. Every day will be different. We want to reduce our stock as never before. Fall goods must be cleared to make way for new arrivals for spring. So there will be not less than 15 per cent reduction on entire stock (with few exceptions) and many special reductions up to one-half and over of our regular prices.

Here are some extraordinary savings on some wonderful

COATS

- 1 Coat, valued \$69.50
now **\$46.00**
3 Coats valued \$49.50
now **\$32.50**
4 Coats valued \$39.50
now **\$26.50**

These coats are built on lines for spring. Every garment now priced for customer's saving and to make quick sale.

OTHER COATS

- From the once greatest assortment in the city.
\$21.50 Values now **\$12.75**
\$29.50 Values now **\$19.50**
\$36.50 Values now **\$23.50**

This season's greatest clearance with big savings to you on

FURS

Chokers and Fur Coats
Reliable furs only—Fox, Squirrel, French Coney, Wolf and Northern Seal, all these genuine furs.

25 Per Cent Off

Special Close-Out
5 FRENCH CONEY COATS
Long lengths.

One-Half Price

Women's Slickers
Closing Out, \$6.75 values **\$4.95**
Closing Out \$8.50 values **\$5.95**
A last chance at saving prices on the season's best



35 DRESSES

on
CLEARANCE SALE

A special grouping of values up to \$25.00, in materials of balbriggan, poiret twill, flannel, georgette, and canton crepe. Their style and tailoring make them a super value of our great dress store.

ON SALE NOW

\$8.95

SPECIAL

- 1 Silk Ensemble, reg. \$52.50, now **\$26.25**
1 Flannel Ensemble, reg. \$32.50, now **\$16.25**
1 Silk and Wool Ensemble, reg. \$21.50,
now **\$10.75**

You must see to appreciate these special offerings
Phoenix and Buster Brown

SILK HOSE

Broken lots, remnants of large assortments—These constitute some of the biggest bargains in entire store.

Wonderful Clearance Values

- \$1.00 Hose on sale **69c**
\$1.25 Hose on sale **89c**
\$1.50 Hose on sale **\$1.00**
\$1.65 Hose on sale **\$1.00**
\$2.00 Hose on sale **\$1.29**
\$2.25 Hose on sale **\$1.49**
\$2.50 Hose on sale **\$1.79**
\$2.98 Hose on sale **\$1.79**

An After Christmas Clean-Up.
Priced to reduce stock quickly.

BATH ROBES

Famous Beacon Blanket, Bath Robes and Corduroy robes, in the popular colors, some silk trimmed
\$4.00 to \$4.75 Bathrobes
now **\$3.50**

\$5.00 to \$6.00 Bathrobes
now **\$3.99**

\$6.50 to \$7.50 Bathrobes
now **\$4.98**

\$8.00 to \$9.50 Bathrobes
now **\$6.95**

\$9.00 to \$10.00 Bathrobes
now **\$7.95**

Remarkable Savings on

APRONS

and House Dresses

\$1.98

Introducing a famous make, manufactured to sell at \$2.50, material genuine Amoskeag gingham Plain and striped patterns.

Aprons—One lot on special sale

79c each

Wool Dress Goods 25% off

Entire stock, city's largest assortment.

UNDERWEAR CREPE

29c a yard.
36-in. floral design, a special value.

32-in. GINGHAMS

25c a yd.
All standard brands, regular 29c.

FRENCH GINGHAMS

45c a yd.
A special January price. Reg. 59c

36-in. PAJAMA CHECK

16 2-3c a yd.
Was special at 25c a yd. 6 yds. only to a customer.

SWEATERS

Women's \$5.00 Lumber
Jacks now **\$4.50**

Women's 7.85 Lumber
Jacks now **\$5.95**

Women's \$9.00 Lumber
Jacks now **\$6.95**
All other sweaters 1-4 off.

Men's Coat Style Sweaters, part
wool, regular \$3.75, now **\$2.69**

Regular \$2.95 now **\$2.19**

All Wool \$6.50 now **\$4.39**

Men's Khaki Shirts, part
wool **\$2.39**

Men's all wool \$6.50 shirts
now **\$4.29**

Men's all wool Blazer
shirts **\$4.39**

Overalls, full cut, reg. weight,
waist or bib style, extra special
\$7.39

Savings on Famous "Tom Sawyer"

BOYS' SHIRTS

Wash-Proof and Wear-Proof

- \$1.35 Value now **\$1.09**
\$1.50 value now **\$1.29**
Other Shirts values to \$1.25 now **89c**

"TOM SAWYER" BLOUSES

- \$1.00 Values now **89c**
\$1.15 Values now **98c**
\$1.35 Values now **\$1.19**
\$1.50 Broadcloth Blouses now **\$1.29**

Boy's Chambray Shirts, Blouses

now 69c

Boys' All-Wool School Knickers

Were \$1.95, now **\$1.39**
Boys' Wool Caps, were \$1.25, now **89c**

An opportunity of years to save on

MEN'S HOSE

- Cotton Hose, on sale the pr. **19c**
Lisle Hose, 50c value, the pr. **39c**
Silk Hose, blk. and brown, \$1.00,
now **69c**
Wool, and Silk and Wool Hose,
\$1.00, now **79c**

MEN'S TIES

Special lots, wide choice, greatly reduced
39c **69c**

Boys' Sweaters, Slip Ons

- All Wool, \$5.25 values, reduced to **\$4.39**
All Wool \$4.50 values, reduced to **\$3.69**
All Wool \$3.50 values, reduced to **\$2.89**
Other Sweaters, \$2.00, \$2.50 values,
\$1.49, \$1.69.

MEN'S WORK SHIRTS

- Chambray and Cheviot
98c Values **69c**
75c Values **59c**

Men's Golf Style Shirts

Without collars. Patterns well assorted.

- \$1.25 Values **98c**
\$1.50 Values **\$1.19**
\$2.00 Values **\$1.49**
Silk Shirts \$6.50 values
on sale **\$4.69**

Men's Collar Attached SHIRTS

- Soisette Shirts, \$2.50 reg. **\$1.69**
Broadcloth Shirts, \$3.25
reg. **\$2.39**
Gray Pongee Shirts, \$4.50
reg. **\$2.69**
Fancy Eng. Prints, reg.
\$2.00 now **\$1.69**
Fancy Eng. Prints, reg.
\$1.50 now **\$1.29**

A Clean-Up on Men's UNION SUITS

Light weight \$1.19 value now
89c

Prepare for the season ahead and
get the saving in price

Silk Vests and Knickers

Phoenix Vests and Knickers, several shades.

Vests, regular value, \$2.00
now on sale **\$1.39**

Knickers, regular value \$3.50
now on sale **\$2.39**

Special on Rayon silk vests **\$1.25**
Special on Rayon Knickers **\$1.79**

Here's the Way the Knife is Going into
our Regular Stock of Mens and
Women's

SHOES

- \$8.00 Shoe values on sale **\$7.25**
\$3.50 Shoe Values on sale **\$3.35**
\$8.00 Shoe Values on sale **\$6.35**
\$7.50 Shoe Values on sale **\$6.35**
\$6.50 Shoe Values on sale **\$5.35**
\$5.00 Shoe Values on sale **\$4.65**
\$5.00 Shoe Values on sale **\$4.15**
\$4.00 Shoe Values on sale **\$3.35**
\$3.50 Shoe Values on sale **\$3.19**
\$3.25, \$3.50 Values on sale **\$2.69**

- 4 TABLES of Women's Pumps, Oxford and Shoes at unheard of prices
1 table, odds and ends, all good values **\$1.00**
1 table, snappy numbers, small sizes **\$1.00**
1 table, unheard of values, most sizes **\$2.59**
1 table, a clean up, best fall patterns **\$3.39**

CHILDREN'S SHOES

These have felt the edge of the knife too. Most of them now represented on tables at 89c, \$1.39, \$1.69, \$1.89. The balance in staple numbers, all 15 per cent off.
One lot infants' button shoes 1 1/2 to 5, 89c; Children's pamps, shoes, 5 to 8, \$1.39, 1 1/2 to 11, \$1.69, 1 1/2 to 2, \$1.89

Come, stock up for the whole family! Start the year's trading by connecting up with this store of "Better Service—Better Merchandise." Fisher's, Roseburg, Oregon