

Special Values and Green Trading Stamps Besides — Trading Stamps on Every Purchase! Great Opportunity for the Thrifty!

Girls, Get a String of Beads—Free!

A fine bead necklace, with colored beads, will be given away to the first 25 girls to purchase shoes in our shoe department, at \$2.50 or more during this anniversary sale. Remember we have every kind of shoe you could wish for.

No. 95 Taxi Furnished

Arrangements have been made with the Crocker-Tabor Taxi company, No. 95, to take customers to their homes in the city after shopping. Taxi tickets home with purchases over \$4.00.

Sisher's.
Better Service—Better Merchandise

Double Stamps Before 10:30

Double Stamps will be given on all purchases before 10:30 on Friday, the opening day. \$2.00 worth of stamps for each \$1.00 spent. Get the habit—this will help fill your first book.

Baseballs for the Boys Free

A regulation amateur league base ball with each of the first 25 pairs of Boys' Elk Sport Shoes—laced to the toe and with wear-proof soles. Priced \$2.79 and \$2.99. Base balls also with other boys' shoes of equal value, for the first 25 pairs.



Emphatically!

THE GREATEST SALE OF THE YEAR

OUR 11th ANNIVERSARY SALE

Beginning Friday, April 30, 9 a.m.

When the doors open Friday morning at 9 a. m. be prepared for a bargain carnival that will go ahead of anything heretofore in the way of a real value-giving sale. We are celebrating a birthday event which in reality means approximately 30 years of upbuilding and progressive merchandising in Roseburg. It is an occasion in which we take pride and one which inspires us to offer the very best values within our ability to put before you. Its success will be measured only by your agreement with the above—emphatically! **THE GREATEST SALE OF THE YEAR!**

Increased Service

Additional help will be on hand to wait on you—and attention will be paid to the rendering of this service instantly and in a courteous and efficient manner. Practically all the bargain features will be placarded and made easily accessible. Read the signs—They tell the story of the values offered. Ask any saleslady or salesman for any information you want. And get your trading stamps!

Sensational Pricing of Summer Models for 11th Anniversary Sale.

DRESSES

15 or 20 smart silk frocks to be closed out at a new astonishing price—In fact they are worth just twice the amount asked. This lot while they last—not to be fitted

\$8.45

30 dresses that have brought \$15.00 and \$16.00, most of them exceedingly attractive—well fitting—An Anniversary special and as close-out value of course, at

\$12.45

40 dresses of regular \$22.00 values, charming in style, very late models, and the finest of materials—If you appreciate a price concession, come early—on sale at

\$17.45

20 dresses, an assortment of georgettes, crepes, and printed silks, some without doubt the most winsome and captivating styles to be found

\$19.85

**Baronette Satin**

\$1.09

A complete range of colors. This is the desirable, washable fabric for slips, extra lustrous quality.

Brassieres

29c

A new line of well known make—white or pink—at a special concession in price! In Corset Dept.

9-4 Pepperel Sheeting

45c

Well known Pepperel brand. Bleached. No better value anywhere than this.

To the Belated Buyer This is the Greatest of Opportunities

SPRING COATS

We have arranged a special grouping of our entire stock. For this sale we will make great reduction on the present prices—giving you the benefit of a 15% to 20% saving.

\$13.50 to \$28.50 Coats | **\$33.50 to \$42.50 Coats**

15% Reduction | 20% Reduction

\$49.75 Coats on Sale **\$31.50**

\$59.50 Coats on Sale **\$41.50**

\$75.00 Coats on Sale **\$49.50**

**Get Your Graduation Gifts Early**

During this sale hundreds of items will be bought for graduation presents. We suggest articles secured specially for this purpose. Boudoir powder puff sets, linen bridge sets, lace pillow tops, hose, scarfs, vanity cases, etc.

Pillow Cases 25c

42x56 Pillow Cases, a price concession in buying and in selling. We were limited to a few dozen.

SILK HOSE Women's

49c

A bargain if ever there was one. Colors are black, brown and gray. Were formerly sold at \$1.00 to \$2.25. Good wearing.

Windsor Crepe 29c

For underwear—a large variety of patterns and shades. An easily recognizable value.

81x90 Sheets 89c

Large size seamless sheets—no better value procurable at such a low price.

Men's Hiking Breeches \$1.95

Khaki material, all sizes. Regular 25c grade.

Men's Hose 19c, 29c, 59c

Lots that represent ultimate in price saving. Cotton, Lisle and Silk.

BLANKETS

New wanted for outing purposes. We can quote unheard of prices.

A REAL TIP MEN'S OXFORDS \$4.25, \$5.25

The stylish tan, the popular shoe of the season, can be bought here to give you perfect satisfaction—at a saving of dollars.



Men's Shoe Department on Lower Floor

Men's Overalls \$1.04

A new special price for this sale on one of our regular lines. Regular blue denim with bib.

Boy's Blouses 49c

One lot very special at this price.

Boy's Flannel Longies \$1.79

An extra value—tan or gray color.

Boys' Corduroy Longies

Extra special \$2.79 in tan and pearl.

Printed Flaxons 7c a yard

A variety of patterns. This is a desirable dress material for summer. An anniversary special.

36-in. Percales 17c

New patterns. A good quality. Specially priced.

Kilbourne Gingham 19c

32 in. wide, good colors. Large assortment of patterns.

Fast Color Suitings 39c

Yard wide material, color guaranteed fast. All shades.

Corsets on Sale 49c

One lot to be closed out.

Ladies Cotton Hose 15c pair

A large lot of 30 to 60c values in black, brown, white, gray. If needed, buy them now.

Men's Balbriggan Union Suits 89c

Summer weight, with short sleeves. Regular \$1.19 value.

Men's Dress Shirts \$1.54

Collar attached, and collars to match. Values up to \$3.25. A great buy.

Children's 1-2 and 3-4 Hose 39c

Regular 50c numbers in lisle and cotton. Fancy tops. An item that means savings.

Curtain Scrims 14c a yard

An assortment of 25c to 45c yard wide pieces. White and cream shades. An anniversary special.

SHOES

Here also "we do our stuff"—an outstanding department of this store—it contributes to the anniversary with an event to be remembered.

True, because cost is not considered, and not even the latest novelties are reserved. Only two exceptions (in John Kelly corsets) to the great reductions throughout this department.

Newest Colors, Styles and Leathers

We advise early shopping in order to get proper sizes.

We will not quote price reductions here because of lack of space and the confusion that might arise. We can assure you of a price slashing that attains the bottom. Competition in such prices would be impossible.

Men's Mule Skin Shoes \$1.89

You know them because of their long wear.

Prices Cut on CHILDREN'S SHOES

Hundreds of items too numerous to mention.

Sandals \$1.19 to \$1.49 Play Oxfords \$1.39 to \$1.79

All children's shoes specially priced for this sale.

Men's Corduroy Trousers \$4.19

Can't Bust 'Em brand. 31 sizes.

Latest Shades, Hose 79c

Our well known Fishers Special. Balboa brand, over 20 light shades. A \$1.09 value always.

Men's Dress Shirts \$1.39

Guaranteed fast color—English prints—values that will in a regular way at \$1.95 to \$2.25, collars attached.

XTRA FOR MEN Munsing Union Suits 89c

High quality of pajamas in the world's best known make. Athletic styles.

SUMMER DRESSES IN VOILE, RAYON, CREPE

\$4.85

Our \$6.00 line of modish summer dresses. An anniversary reduction that will move every dress quickly.

Flannels, Wool Goods 1-5 Off.

Includes entire stock of wool dress goods. Many are the newest in shade and quality of material.

Women's Munsing Union Suits

15% Reduction

Our complete stock of Women's Munsing Union Suits. We have summer weight in all styles.

Ladies' White Skirts 49c

An odd lot of pique and white cloth skirts. A good value if needed.

NEW SPRING SWEATERS

MARKED LOW FOR ANNIVERSARY SALE

Ladies fancy all wool sweaters, \$7.75 to \$8.75 values, on sale

\$6.55

Ladies all wool sweaters, dressy styles in \$6.00 to \$7.50 values, on sale now—

\$4.95

All other Ladies Sweaters—the useful spring wrap and sport garment—20 Per Cent Off.

CHILDREN'S SWEATERS

\$4.00 to \$1.50 values on sale **\$3.19**

\$3.25 to \$3.50 values on sale **\$2.45**

MEN'S AND BOYS' SWEATERS DOWNSTAIRS DEPT.

DISCOUNTED 20%

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