

EXCITING NEWS

For Every Resident of Entire Community

One rarely hears of a great big first class stock of merchandise such as Fisher's in Roseburg carries, thrown on the market irrespective of consequences and in the very midst of a regular season. But this as an emergency case, calling for energetic, forceful action. It's the only way to cut the stock down to normal size. Instructions have been given not to be a bit ceremonious, but to go to any extent necessary. This has been done as you will perceive by the prices quoted here and the hundreds of others when you set foot within Fisher's store, during this sale. We expect an enormous attendance and will be fully prepared to take care of them. We expect you.

FOR THE PURPOSE OF REDUCING *Fisher's* OVERCROWDED STOCK A GIGANTIC MID-SUMMER CLEAN-UP SALE

Launched Under Auspices of the Kaufman Sales Agency of Portland, Beginning at 9:15

WEDNESDAY

And Continuing Daily Until the Undertaken Task is Fully Completed

Enormous Reductions ALL THE WAY THROUGH

Tremendous Savings

PRICES CUT THE EXTREME LIMIT IN EVERY INSTANCE

We have said it and it goes! Staple 25c quality GINGHAMS Checks, Stripes and Plaids

14c

Without question or debate 36-INCH PERCALE Light and dark colors

14c

Jersey Silk PETTICOATS Qualities to \$7.50 as long as the supply lasts

98c

Crepe Dresses Which have been tagged up to \$3.50, all in one group, on sale at

98c

Broken assortment of colors and sizes FRENCH KID GLOVES which sold up to \$2.50. Choice at this sale

59c

Greatest Hosiery buy on record Quality Considered

Buster Brown, Phoenix Silk Hose Regular \$1.25 and \$1.50 grades in a variety of colors

79c

Up to 50c quality Ladies' Sleeveless Vests

Excellent Quality will go for

17c

But be reasonable; give your friends and neighbors a chance to secure a few of them.

A whole lot less than the cost of the material, to say nothing about the manufacturing cost

Muslin Night Gowns

Combination Slips, etc. up to \$3.50 value

49c

For choice without question or dillydallying

Until all sold Rayon and Crepe Dresses

Qualities to \$8.50 - Light Summer Shades Plain or Figured Choice

During this Sale

\$3.85

Exciting Bargains From the Ladies' Ready-to-Wear Department

Handsome Stylish Silk Dresses At Immense Reductions

One excellent assortment of up-to-date models, values to \$15.00, until all sold at—

\$6.85

Another fine range of beautiful dress, well worth \$16.00 and \$18.00 at this sale—

\$8.95

And those famous \$20.00 and \$22.00 Dresses at this sale, choice for—

\$10.95



All That Is Left of Our Stock of High Grade

COATS

Divided into two groups. Everything up to \$35.00, choice at—

\$19.85

Our very finest up to \$49.00, without any exception—

\$29.85

Choice of any and all 2-piece Sport Suits in Tweeds.

\$10.00

This is a wonderful buy at that price.

HERE IT IS! "Hope" Muslin 36-inch wide way below market value

14c

Since there will be an immense demand for this, and in order to give as many as possible an opportunity to share in this great "sweep," quantities restricted to 10 yards to any one customer.

EXTRA LARGE SIZE Turkish Towels Regular 50c quality

29c

Quality and size considered this is way below present market value. Don't wait until they are all gone.

One table full Assorted CHILDREN'S HOSE Values to 50c, until all sold

19c

Don't wait till these are all gone! Children's Taped Edge Union Suits 85c and 98c grades

39c

LIMITED QUANTITY Children's Cotton Ribbed Pantalets As a Souvenir of this great sale

9c

"KAYSER" SILK GLOVES \$1.00 and \$1.25 qualities marked for this emergency at the nominal price of

59c

The very thing for this hot weather! \$1.35 JAP PARASOLS As long as our supply holds out.

79c

Here too In spite of their big demand and standard price Regular \$2.50

Rayon Silk Slips

in a variety of colors

\$1.49

Look out Before It Is Too Late We will sell \$1.25 quality

Ladies and Misses Union Suits

Summer weight Excellent Quality

49c

Now is the time to buy your

Silk Umbrellas

\$5.00 and \$6.00 grades put out for

\$2.95

Can't be had over again any time later for anything near this price

Along with others we will sell 75c quality

Fibre Silk Hose

in the most fashionable shades at

49c

This surely is a great snap and will go like hot cakes

For This Sale Only 40-inch wide Baronette Satin All wanted colors. **98c** Not over 3 yards to any one purchaser.

FISHERS

Roseburg, Oregon

MIDDY BLOUSES which sold for \$1.50, to clean out at the giving-away price of— **29c**

Broken Assortment of sizes and styles. CORSETS Up to \$5.00 **49c** for choice

Regular \$2.50 Amoskeag Gingham LADIES' HOUSE DRESSES **\$1.49** Until the last one is sold and gone.

Standard Staple, to 60c quality COTTON CREPE BLOOMERS Light Colors. **42c**

Fine Quality \$7.50 grade LADIES' DRESS SLIPPERS New Blonde Shades, during the course of this sale **\$4.95**

LISTEN MR. MAN You can save considerable money on buying your shoes here now, particularly the finer qualities. They are all marked way down for this sale.

Regular \$5.00 and \$5.50 MEN'S BROWN AND BLACK OXFORDS It's simply a question of finding your size. That's all. **\$3.95**

Fisher's Entire Stock Included in This Sale!

Prices quoted here represent just a small fraction of the multitude of Bargains which will be in evidence throughout this great sale. It's a wonderful opportunity to save on every purchase. Every article in the house will be subject to a liberal discount, besides those quoted here. To be sure, there will be an immense crowd not only for the opening day but throughout the entire sale. Don't get too excited and loose your head, the same equal, impartial chance is open to all comers. No preferences or favoritism shown to anyone, but fairness and justice to all.

Sensational Exciting Shoe Bargains!

(Basement Floor)

DREN'S WHITE CANVAS SHOES, OXFORDS **25c**

One special lot LADIES' KID SHOES AND SLIPPERS, principally high heels, choice **50c** Also Children's Slippers up to \$2.00, priced **50c**

Up to \$5.00 values, LADIES' DRESS SLIPPERS AND OXFORDS in a variety of colors, splendid quality. **\$1.00**

Men's Brown and Black DRESS SHOES, high and low styles, \$5 and \$5.50 values **\$1.95**



Bargains for Men!

In the Basement

ATHLETIC UNION SUITS Regular \$1.00 grade, while the excitement is on **59c**

SILK STRIPE BALBRIGGAN UNION SUITS, standard \$1.50 **98c** sellers

Good quality Blue Denim BIB OVERALLS, any size, only 2 to any one person **98c**

Standard Staple 75c MEN'S WORK SHIRTS, as long as we have them at this sale **59c**

Regular 10c quality WHITE HANDKERCHIEFS, 4 for **25c**

And these are simply a drop out of the bucket of any amount of others equally as good.