

FREE

To encourage early shopping on opening day, we will give absolutely free to the first 100 customers purchasing \$2.00 worth or more, a handsome

DAY TIME FROCK

Until 100 Frocks have been given away.

See The Windows; We're After Volume; We're Going To Get It

Up to \$10 Shoes

One lot of narrow lasts. Ladies "John Kelly" Shoes and Oxfords, worth \$8.50 to \$10.00

\$1**\$1.25 Silk Hose**

"Blue Crane" all thread silk hose, regular \$1.25 silk to top hose in all wanted shades.

69c**\$1.50 Sweaters**

Men's and Boys' heavy grey cotton Coat Sweaters, regular \$1.50 grade.

59c**10c Handk'f's**

Men's full size white Handkerchiefs, laundered soft, regular 10c grade.

4c**\$3.50 Gloves**

Ladies Kid, Fabric and Silk Gloves, discontinued styles. Broken sizes, sold regular at \$1.50 to \$3.50, choice of the lot

39c**\$2.00 Shirts**

Men's Fine Collar attached Dress Shirts, domestic broadcloth, percale and madras patterns. Newest colors and patterns, regular \$2.00 shirts.

89c**17c Toweling**

A good grade of heavy Crash Toweling, regular 17c value.

9c**Napkins**

Full 19x19 inch size heavy linen mixed Table Napkins, worth \$2.50 dozen.

\$1.49**85c Corduroy**

36-inch Corduroys in all wanted shades, regular up to 85c value.

59c

The Most Drastic Selling of Dry Goods, Mens and Women's Wear Ever Held in Roseburg

Roseburg, Oregon, FISHER'S

Value for YOU! Volume for US!

To encourage early shopping on opening day, we will give absolutely free to the first 100 customers purchasing \$2.00 worth or more, a handsome

DAY TIME FROCK

Until 100 Frocks have been given away.

FREE

The More We Sell—The Less You Pay; Plan To Be Here

Fisher's has always been a store of quality and during this great volume campaign we shall offer only high grade, dependable merchandise from regular stocks. You will not find job lots, special sale purchases, but fresh stocks of the most reasonable and desirable character.

The organization is literally on its toes, all set to roll up the greatest volume of business in the history of the store. We have the merchandise, efficient help to wait upon you and the most amazing price reductions, some of which are listed here. Come Wednesday prepared to take full advantage of the opportunity.

ENTIRE STOCK AT AMAZING REDUCTIONS

Mens \$5 Shoes and Oxfords

Line ends and odd pairs, good styles, while the lot lasts.

\$1**\$1 and \$2 Hose**

A big assortment of discontinued brands and line ends of Ladies Silk Hose, popular and staple shades and colors, worth regular from \$1 to \$2 pair.

49c**15c Handk'f's**

Women's and Children's White Handkerchiefs that formerly sold at 5c to 15c, while quantity lasts.

2 for 5c**\$1.50 Bloomers**

Women's fine Rayon Bloomers, all wanted shades, regular \$1.50 grade.

69c**59c Sheetings**

8/4 "Truth" heavy wide bleached sheeting, regular 99c grade.

35c**40c Devonshire**

Jap Crepes, Kallumbe Devonshires and Gingham, plaids, checks and stripes, regular up to 40c values.

19c**\$2 Unions**

Men's "Weatherman" heavy cotton unions

\$1**45c Cretonnes**

Bright new patterns and colors in heavy 36-inch Cretonnes, sold regular up to 45c yard.

27c**\$1.50 Sheets**

Full 81x90 heavy bleached Sheets, excellent value at \$1.50.

89c

In order that customers may learn of and profit by the lowered prices that volume will bring, we are beginning Wednesday a campaign, the like of which has never before been seen in Roseburg.

It's a simple problem in economics. Our overhead is fixed, we are equipped to do three or four times as much business without adding to overhead expense. Greater volume will permit us to offer better values and lower prices on everything in the store.

Come Wednesday, expecting the most unusual savings. You won't be disappointed.

BEGINNING WEDNESDAY, JANUARY 4th

Pequot Sheeting

81-inch "Pequot" Bleached Sheet- ing, well known 65c value.

49c**Women's Coats**

One assortment of women's Coats, selected from up to \$35.00 lines. Good all wool materials, desirable styles and wanted colors. Many fur trimmed.

\$5.00

\$35.00 COATS

A charming selection in this big lot of new Winter Coats, materials are tweeds, twills, and homespun. Plain colors and novelty patterns, fur trimmed up to \$35.00 Coats.

\$17.85

See Our Window Display

\$2.00 Hose

Ladies heather and grey mixed Sport Hose, regular up to \$2.00 Hose.

69c**\$1.50 Hose**

"Humming Bird" brand, ladies Silk Hose, 26-inch foot, all wanted shades.

\$1**Silks and Satins**

Tremendous Reductions

\$3.00 Taffeta

Taffeta Silks, 36-inch width in all plain colors and fancy, regular up to \$3.00 Silks, yard

\$1**\$1.00 Satins**

Heavy Barronette Satin 40-inch width, all shades, regular \$1.00 Satins.

65c

\$2.00 SILKS

Chiffon, Crepe de Chine, and Georgette Silks, regular up to \$2.00 Silks. All colors.

\$3.00 Satins

"Skinner's" heavy 36-inch Satins in all colors, plain and brocaded, regular \$2.75 and \$3.00 satins.

\$1.95**\$3.50 Silks**

Canton Crepe Silks in all wanted shades, 36-inch width, regular \$3.50 silks, yard

\$1.98**WOMEN'S SHOES AT VALUE PRICES****\$4.50 PUMPS**

Women's patent and kid leather—one and two strap Pumps, new wanted styles, lasts and heels, regular up to \$4.50 Pumps

\$6.50 PUMPS

Women's one-strap, short vamp, patent Pumps, perfect fitting, stylish Pumps for dress wear, regular up to \$6.50 values

\$7.50 OXFORDS

Women's high grade "Brown Blit" dress Oxfords and Pumps, dozens of the very newest styles, lasts and leathers, regular up to \$7.50 values

\$9.00 PUMPS

Some of the cream of our new stocks in this lot of ladies' dress pumps, tans, patents, reptiles in the newest latest wanted heels, reg. up to \$9.00 Pumps

\$5.00 Girls Oxfords

Growing girls durable school and street Oxfords in Gun Metal leather, heavy soles, fancy punched tips, newest lasts, regular \$5.00 Oxfords

\$2.98**Blankets at Distic Reductions****SINGLE PLID BLANKETS**

Beautiful Plaids in all the favored Colors. Size 60x76 inches. A wonderful special for this great event, limited quantity.

\$1 Each**\$4.00 Blankets**

Full 72x80 soft finish, extra weight plaid patterns and plain colors. Excellent \$4.00 Double Blankets.

\$2.45**\$3.00 Blankets**

64x76 Heavy White Cotton double Bed Blankets, pink and blue trimmed. Regular up to \$3.00 values.

\$1.79**Children's Shoes at Value Prices****\$1.75 Infants Shoes**

Infants and children's first step Shoes, and Oxfords, worth up to \$1.75 in one big lot at

\$3.00 Children's Shoes

One assorted lot of children's Shoes—line ends and discontinued styles—regular up to \$3.00.

\$4.00 Girls' Shoes

One lot of girls' all leather School Shoes, and Oxfords, good styles, all sizes

\$4.50 Children's Shoes

A wonderful grouping of new styles and extra values in this lot—Shoes, Pumps and Oxfords. Patents, kids and calf leathers, regular up to \$4.50 grades.

\$5.50 Girls' Oxfords

Fine tan calf leathers, newest styles—fancy inset patterns, wonderful Oxfords for school or dress wear, regular up to \$5.50

\$3.35

Drive Begins Wednesday January 4th at 9 o'clock

\$2.50 Woolens

Pure Wool Princess Cloth Charmaine and Serge, 40 and 44 inch widths, regular up to \$2.50 woolens.

\$1.69**\$5.00 Sport Jackets**

Brown and green heather, Wool Sweater Jackets, regular \$5.00 garments.

\$2.95**\$2.50 Caps**

A big assortment of Men's and Boys' fine tailored Dress Caps, new patterns, all wool materials, non-breakable visors, wonderful caps, worth \$1.75 to \$2.50 in one lot at

95c**\$1 Work Shirts**

Men's fine Amoskeag chambray Work Shirts, full cut, 2 pockets, regular \$1.00 Shirts.

59c**\$1.50 Overalls**

Men's 220 weight Blue Denim Bib Overalls, full cut, worth \$1.50.

\$1**50c Stockings**

Boys' and Girls' "Buster Brown" fine line and heavy sport ribbed Stockings, black and cordovan, regular 35c to 50c Stockings.

19c**\$7.50 Boots**

U. S. Rubber Co.'s first quality red rubber Hip Boots, worth \$7.50.

\$4.95**25c Toilet Soap**

"Royal Cuticle" Toilet Soap, regular 25c cake.

25c

The Day Is Set; The How You Know; Wed., Jan. 4th

Roseburg Oregon **FISHER'S** Roseburg Oregon

\$6.50 Child's Coats

Beautiful patterns and materials in these new Fur-trimmed Coats for the little misses, regular up to \$6.50 garments.

\$3.65

\$3.50 Rain Coats

Children's and misses rubberized Rain Coats, new stock, all colors with rain caps to match, regular \$3.50 values.

\$1.95**READY TO WEAR**

Startling Reductions

Women's Suits

One assorted lot of odd Suits, sold formerly up to \$35.00, good styles, excellent woolen materials, your choice of the lot

\$5.00**\$20.00 Dresses**

A wonderful assortment of Crepe Satin, Flat Crepe and Georgette Dresses, newest styles, wanted colors, regular up to \$20.00 Dresses.

\$9.85

\$16.50 DRESSES

Jerseys, Silks, Silk Poplins, selected from values up to \$16.50 in this lot, good styles, desirable shades.

\$30 Dresses

Many chic distinctive models in this grouping of fine wool, jersey, crepe and silk Dresses, selected from our regular up to \$30 values. All wanted colors and styles.

\$14.85**\$12.50 Rain Coats**

U. S. Rubber Co.'s Ladies' Rayn-sters, absolutely waterproof, \$12.50 Coats, new styles and coloring.

\$3.85

35c HANDKERCHIEFS

Ladies embroidered Handkerchiefs—colored and white, formerly sold at 35c each.

17c**20c SOX**

Engineer & Fireman heavy weight cotton Sox for work or dress wear, regular 20c Sox.

2 Pair 25c

35c SOX

Dress and work Sox in fine line or double weight, fine thread cotton, regular up to 35c values.

19c

45c SOX

Men's grey and white heavy mixed cashmere Sox, worth up to 45c.

27c

15c GOWNS

Women's heavy outing flannel and fancy crepe Night Gowns, regular \$1.50 values.

95c

20c UNIONS

Men's heavy ribbed cotton Union Suits, regular up to \$2.00 values.

95c

KUTE KUT

Well known Play Suits for children in blue denim, khaki and galates, regular up to \$1.50.

\$1

22c UNIONS

Men's "Munsingwear" heavy cotton ribbed Unions, perfect fitting garments, worth up to \$2.25, white and ecru.

\$1.39

35c UNIONS

Men's "Munsingwear" heavy grey mixed and blue random Union Suits, regular up to \$3.50 garments.

\$2.35

57c SWEATERS

Double weight all wool High School Sweaters, crew collars, coat style, excellent \$5.75 Sweaters.

\$4.85