

BE READY TOMORROW ---- WEDNESDAY AT 9 A. M. SHARP

**Tomorrow All Eyes
Will Be Turned
Toward Fisher's**

Fisher's

**FREE Opening
Wednesday**

To the first 100 customers who purchase \$2.00 worth or more on opening day, we will give free, a handsome Daytime Frock until the 100 Frocks have been given away.

Our Great Drive For New Business Opens

In All Roseburg's Retailing--No Event Like This--More Than an Ordinary Sale

Wednesday morning, January 4th, at nine o'clock sharp, the doors swing open for Fisher's great January drive for new customers. In all our history, as one of Roseburg's leading stores, there has never been an event more daring, that opened such vast possibilities for truly sensational saving than this. It will demonstrate convincingly, irrefutably the superiority of the Fisher Store in Roseburg.

Yes, This Is Far More than an Ordinary Sale--It Stands as an Unprecedented Event

Every resource of Fisher's has been concentrated to promise values that will make Wednesday the most extraordinary shopping day ever known in the community. Wholesalers, jobbers and manufacturers who are friendly and interested in building up a greater volume for this store have given us special concessions on wanted merchandise for this campaign, which will be added to our regular seasonable stocks—fresh, crisp, new and desirable merchandise, to be offered at drastically reduced prices on Wednesday and throughout January.

One whole month of sensational prices to make new friends for the store, to cement old friendships and to broadcast this store's usefulness as an institution for good in the community. This great January event will feature the lowest prices ever seen in Roseburg. This is no idle boast; large advertisements in the daily paper each day will verify this statement. Seasonable and desirable merchandise including Women's Apparel, Men's Furnishings, Blankets, Staple Dry Goods, Shoes, Hosiery, Underwear, etc., are quoted in many instances below replacement cost.

Every department participates—no one department can be said to have a monopoly on the "sugar plums"—indeed, the small departments contribute tremendously with reductions just as extraordinary in their way as those of the larger departments. We are anticipating a greater volume Wednesday than we have ever enjoyed in any one day, so plan to be here early and have the choice of the stocks while they are at their best—campaign begins at nine o'clock sharp, Wednesday.

Tomorrow, Wednesday Morning, at Nine It Begins

MAKE NO ENGAGEMENT FOR WEDNESDAY—PLAN TO BE HERE WHEN THE DOORS ARE OPENED

Expect to Find Extraordinary Merchandising Values

YOU WON'T BE DISAPPOINTED

**EXPECT TO FIND
HOPE MUSLIN
10 Yds. for**

\$1.00

**EXPECT TO FIND
\$1.25 HOSE**

"Blue Crane" Silk Hose in Wanted Shades 69c

**EXPECT TO FIND
WOMEN'S COATS
Worth up to \$35.00**

\$5.00

**EXPECT TO FIND
23c FANCY CHALLIES
New Patterns, 36 inch width**

14c

**EXPECT TO FIND
DAISY CLOTH
27-inch Width, yd.**

17c

**EXPECT TO FIND
\$12.50 RAINCOATS
For Women, new styles, colors**

\$3.85

**EXPECT TO FIND
KOTEX & "QUALITY PACK"
Sanitary Napkins, 3 pkgs. for**

\$1.00

**EXPECT TO FIND
PEQUOT SHEETS
Full 81x90 inches in size**

\$1.29

**EXPECT TO FIND
\$3.00 WOOLENS
Heavy all wool Coating Materials,**

\$1

**EXPECT TO FIND
25c OUTING FLANNEL
36 inches wide—heavy weight, light and
dark patterns and white, yd.**

15c

**EXPECT TO FIND
MEN'S SHOES
At, a Pair**

\$1.00

**EXPECT TO FIND
10c HANDKERCHIEFS
Men's Full Size 10c White Hdkfs**

4c

**EXPECT TO FIND
\$1.00 WORK SHIRTS
Men's Fast Color Chambray Shirts,**

59c

**EXPECT TO FIND
50c STOCKINGS
Boys and Girls 50c School and Dress Stockings**

19c

**EXPECT TO FIND
"PEQUOT" SHEETING
Full 81-inch Bleached**

49c

**EXPECT TO FIND
\$2.00 UNION SUITS
Men's Heavy Cotton Ribbed Unions**

\$4.00

**EXPECT TO FIND
\$3.00 SILKS, TAFFETAS, CHIFFONS,
CREPES, and GEORGETTES, worth \$3.00 yd**

\$1

**EXPECT TO FIND
\$2.00 SHIRTS
Men's Fine Percale, Madras and Broadcloth
Dress Shirts, attached collars, newest patterns**

89c

**EXPECT TO FIND
25c PRINTS
Hundreds of new patterns, 36-inch width, yd**

14c

**EXPECT TO FIND
\$1.50 SILK BLOOMERS
All wanted shades**

69c

**EXPECT TO FIND
\$2.00 Fancy Pastel Plaid Blankets, each**

\$1

VOLUME CAMPAIGN BEGINS TOMORROW--WEDNESDAY--9 A. M.

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Fisher's

Roseburg, Ore.

**Roseburg's Greatest
Merchandising
Event Wednesday**