

FISHER'S

VOLUME CAMPAIGN

Continues Throughout January

ENTIRE STOCKS INCLUDED

In this spectacular drive for new patrons. Known brands and highest qualities of Dry Goods, Shoes, Men's Furnishings, Coats, Dresses, Millinery, Silks, Blankets, Underwear, etc. at

AMAZING PRICE REDUCTIONS

\$3 Silks
Taffetas, crepes, chiffons, and georgettes, worth \$2 to \$3 yard
\$1

40c Jap Crepe
Devonshires, Gingham up to 40c grades.
19c

35c Prints
Newest patterns
14c

FREE
Saturday Morning

To encourage early shopping we will give absolutely free to the first 50 customers purchasing \$2 worth or more a handsome

Daytime Frock

until 50 Frocks have been given away. Saturday, Jan. 7th. Doors open 9 a. m.

Coats, Suits, Dresses

A big assorted lot of Women's Fine Coats, Suits and Dresses that formerly sold up to \$35.00, your choice of the lot.

\$5

SINGLE PLAID
Blankets

Beautiful Plaids in all the favored pastel colors. Size 60x76 inches.

\$1 Each

\$1 and \$2 Hose

One assortment of Ladies' Silk Hose. Popular and staple shades, regular \$1 and \$2 grades.

49c

50c Stockings

Boys' and girls' "Buster Brown" Heavy Ribbed Stockings, staple colors

19c

Volume Drive Continues Through January

Women's Shoes
\$4.50 PUMPS

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

2.95

\$6.50 PUMPS

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

3.95

\$7.50 OXFORDS

Women's high grade "Brown Bull" dress Oxford and Pumps, newest styles, lasts and leathers, regular up to \$7.50 values

4.95

\$9.00 PUMPS

Ladies' best Dress Pumps, tans, patents, reptiles, in the newest lasts—wanted heels, reg. up to \$9.00 Pumps

5.85

\$10 Woman's Oxfords

One lot of Women's "John Kelly" Oxfords that formerly sold up to \$10 a pair.

\$1

Narrow Widths

Coats and Dresses

Newest styles, wanted shades and fabrics in this big lot of \$25 Coats and Dresses.

\$9.85

\$30 Coats and Dresses

A charming selection of chic new Coats and Dresses at this low price. Regular up to \$30 garments.

\$14.75

Children's Shoes

\$1.75 infants first step Shoes and Oxfords

95c

\$3.00 girls' and children's dress and school Shoes and Oxfords, big assortment at

1.45

\$4.50 girls' and children's dress Oxfords and pumps, all leathers

2.95

\$5.00 girls' Oxfords, new styles, sturdy gun metal leathers

2.95

Sensational Reductions in All Departments

\$1 Satins

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

65c

20c Outings
27-inch, patterns and plain.

12 1/2c

Daisy Cloth
27-inch width, a well known fabric.

17c

\$2 Shirts

Men's fine broadcloth, percale and madras Dress Shirts, collars attached.

89c

\$2 Unions

Men's heavy cotton ribbed Union Suits, \$2.00 value.

\$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 Overalls
Full 220 weight blue denim Bib Overalls.

\$1.00

\$1 Work Shirts
Fine chambray, full cut, 2 pockets.

59c

Fisher's

212 North Jackson
Roseburg

LOUGHRAN MUST USE HIS NOODLE

(Associated Press Leased Wire)
NEW YORK, Jan. 6.—Called upon in the defense of his newly acquired world's light heavyweight championship in Madison Square Garden tonight, Tommy Loughran of Philadelphia will be forced to exercise his highly rated ring generalship to the utmost against the on-rushing and battering of Leo Lomski, his Pacific coast challenger.

The bout, 15 rounds, will be the



LEO LOMSKI

first title bout of the new year. It will start at 10 o'clock eastern standard time. Loughran rates an eight to five favorite. He is expected to be down to 174 pounds, half a pound under the division limit while Lomski probably will scale 171.

Loughran is 25, Lomski 24. The coast boy has been a scrapper from school days. In his home town in Aberdeen, Wash., Lomski frequently was called upon to battle for a younger brother and thus developed the art of flatfists.

NEW YORK, Jan. 6.—Tommy Loughran, light heavyweight champion, sealed with a three pound weight advantage over Leo Lomski, Aberdeen, Wash., contender for his 15 round title test in Madison Square tonight, Loughran's weight was 174, a fraction of a pound under the class limit. Lomski tipped the beam at 171.

Arundel, piano tuner. Phone 189-L

CAR IS ROBBED

A suitcase containing clothing, an abstract, deed, and other personal articles and papers was stolen last night from a car belonging to Captain Bert Bailey of the Salvation Army Post at Portland. Captain Bailey, a non-inlaw of W. R. Burnett of West Roseburg, came to the city for a visit, leaving his car standing on an up-town street. Someone removed his overcoat and suitcase and other small articles and succeeded in making an escape. Officers were notified but have failed to locate the culprit.

Warrants Issued Here—

Warrants were issued for the arrest of the Allen and Kenneth White at the Justice of the Peace office here yesterday. The two men are charged with possession of venison, which is alleged they secured on the Douglas county side. They live near Coquille.

From Coast Town—
Mr. and Mrs. C. A. Hearing of Coquille were Roseburg visitors over Thursday.

DELEGATION HERE

A delegation made up of the trustees of the Umpqua Highway Improvement district appeared this afternoon before the court with a request that the county match the district with funds to be used for the construction of a bridge at Scottsburg. The district has approximately \$71,000 available, and the court is asked to put in a like amount.

4 Days—Starts Tuesday

Jan. 10

"THE BIG PARADE"

ANTLERS

DANCE

AT OAKLAND

Saturday, Jan. 7th

Music by Star Five Orchestra

FOLLOW THE CROWD

ONE ON THE PRINTER

In yesterday's issue there appeared a typographical error in the advertising of the Ladies Shoppe, which, if that popular store would undertake to carry out would be ruinous. Bright quality flannelette gowns that should have appeared at a sale price of \$1.25, were erroneously listed at 31 cents each. Readers will please note in today's announcement for the Ladies Shoppe that the correct price is given.

NEW TODAY

FOR SALE—One fresh Jersey cow, and cows to freshen soon. Phone 15F12.

FOR RENT—5-room house, well furnished. See H. B. Church. Phone 484-L.

I HAVE discontinued my marceling indefinitely after this week. Clementine McReynolds.

PUT A WATER guard on your radiator and cut your gas bill. Call 582. Stephens Auto Co.

FOR RENT—Modern furnished apartment, 2 rooms and kitchenette; \$15. 428 Pitzer St.

FOR RENT—Comfortable 3-room apt., lights, water, garage. Reasonable. Phone 459-R.

FOR SALE—Sauer kraut. Will deliver in Roseburg Friday, Jan. 13th. R. C. Arnold. Phone 18F2.

GAS ENGINES—All sizes. New and second hand. 12 h. p. Stover, fine shape, \$100. Farm Bureau Exchange.

BRING us your HIDES and FURS. Highest prices paid for same. Roseburg Poultry Co., 501 N. Jackson St.

HOUSE in Roseburg to trade for La Grande property. Bull for service. John Brangton, Miller's Addition, Roseburg.

FOR SALE—Heywood-Wakefield wicker baby buggy, full lined. Phone 444-L or 1147 Harvard Ave. Mrs. Gerald Geddes.

FOR SALE—1926 Dodge business sedan, very good condition. Also 1925 Ford coupe, completely overhauled. Bargains. Phone 209-L.

LOST—Between North Roseburg and Junior High school, bracelet, gold with green stones. Finder please leave at Goettl's store.

FOR SALE OR TRADE—20 acres, well improved, 5 miles from Roseburg, on fine road. A bargain. See L. O. Maddux, 404 N. Jackson.

LOST—On Pacific highway north of Roseburg, black hand bag, name P. M. Holmes on letter. Finder please send to 1242 Elm St., Glendale, California.

ARE YOU THINKING of overhauling your car? We can quote you a reasonable price and guarantee the work. Stephens Auto Co. Phone 582. 323 N. Main.

THOUSANDS WIN by systematic savings while one will win by speculation. We have the safest and most profitable way to save money. Send for free booklet. Douglas Building & Loan Association.

HOME owners do you need ready cash? If you own your home and need immediate funds we can give you prompt service. Our monthly payment plan offers an easy method of liquidating a loan. No commissions, no delays. Umpqua Savings and Loan Association. Douglas Abstract Bldg.

WANTED—Douglas county now open for steady hustler to sell Ward's Reliable Remedies and other products. Experience not necessary. Offers big earnings on small capital. Particulars given on request. Dr. Ward's Medical Company, Winona, Minn. Established 1856.

Disappointed



Here's Miss Alicia Galles, daughter of the president of Mexico, photographed as she visited the White House. She failed to see President Coolidge. News reports explained that the president was busy in a conference and that, besides, Miss Galles' friends had overlooked a rule requiring that a call such as hers be arranged through diplomatic channels.

One Week Specials

January 6 to 13

1 LOT FLANNELETTE GOWNS

Brighton Quality, values to \$2.50 special **\$1.25**

PRINTED SOISETTES

Fast Colors—regular 50c, special **31c**

UMBRELLAS

1 Lot—16-rib—values to \$6.50, special **\$4.35**

1 Lot—16-rib—values to \$7.50, special **\$5.35**

1 Lot, values to \$10.50, special **\$7.35**

SILK SPECIALS

30% off on any piece of Silk in our store.

KOTEX

3 packages **98c**

Take advantage of these specials and save.

The Ladies Shoppe

139 N. Jackson St.

Red Airway Beacon, New Aid to Night Flier, May Penetrate Fog

By JOHN L. COOLEY

(Associated Press Science Editor.)
SCHENECTADY, N. Y. (A. P.)—A new airplane beacon that points a moving finger of red light has been developed in the research laboratory of the General Electric company.

Since red light waves are longer than white engineers hope the beacon will be effective in penetrating fog—greatest hazard of night flying. Although experiments on the beacon's visibility in clear and heavy weather have not been completed, preliminary tests at short distances have shown that the beam will pierce mist.

Operated by neon gas rendered incandescent in a quartz tube by a low voltage electric current, the 4,000,000 candle power lamp is in some respects similar to the neon lights now used in advertising signs. Up to the present, however, this elemental gas has been made luminous only by the application of high voltage. The new light can be operated by 125 volts, thus removing the need for transformers on an airfield.

"Perhaps the chief value of the beacon will be its color," said C. G. Found, research engineer instrumental in developing the new aid to aviation. "The beam will offer a sharp contrast to other lights and will be a guide no flier can mistake. Thus a red light, now the sign of danger to other transportation agencies, may become the symbol of safety to the airman."

"Until we have finished our tests we can make no predictions as to the range of the lamp. We do know, however, that a beam of

half its power can be seen 75 miles on a fair night."

Seeking to eliminate high voltage in a lamp of this type, Mr. Found and his associates discovered that the hot cathode in a vacuum tube supplied sufficient electron emission to illuminate the gas. With the low voltage, however, it was necessary to use greater wattage with the result that the neon was heated to 1,200 degrees Fahrenheit, or beyond the melting point of glass. It was therefore impossible to use a glass tube as a container for the gas, and so quartz, which fuses at a much higher temperature, was substituted.

The quartz, fashioned into a thin spiral for the sake of greater concentration of light on the reflector, is mounted in a 24-inch revolving searchlight. When tilted at an angle of five degrees the powerful beam widens 1,000 feet for every mile it penetrates beyond the lens.

DANCE

AT

Rowell's Hall

Tenmile

Saturday, Jan. 7th

Music by

Ott's Orchestra

DANCE

AT

ORIENTAL GARDENS

Saturday Nite, January 7

GOOD MUSIC

Two new features: "Sweetheart of Sigma Chi," and "An Old Guitar And An Old Refrain."

ADMISSION 90c; LADIES FREE

GLADYS H. STRONG

Teacher of Piano
Graduate of the New England Conservatory.
Pupil of Arthur Foote.

Dunning System for Beginners.
Parrott Building
(Opposite Ott's Music Store.)
Telephone 311-L or 292-R

ROSEBURG UNDERTAKING CO.

Established 1901

M. E. RITTER, Manager

Founded and Maintained on Efficient Service and Courtesy

Phone 284
Jas and Kane Sts.

Ambulance Service

Licensed Lady Embalmer

Unusual Savings Every Day During Month of January