

SALE LASTS

Friday and Saturday

And All Next Week Reductions throughout the store!

Munsing Hose

The feature Hose of our shoe dept. now on sale downstairs.

15% off

Fishers
Better Service—Better Merchandise

Young Men's Oxfords

Snappy styles in summer tan Oxfords—on sale now

15% off

SALE STARTS

Friday—9 A. M.

Supply Yourself Now With All Your Summer Merchandise!

Stepping on It!

—to a new record in merchandise offerings. Never before such outstanding bargains at this time of year. Never before such increased value for your dollar. We're stepping on it! Making things hum—making merchandise move. Giving you the fastest moving sale in the history of this store.

JUNE Clearance Sale

Yes, we're stepping on it—and find it will be to our advantage to move a surplus of stock. A backward season has given us an over-plus in all departments and a large quantity of merchandise must be moved quickly. Action—we must have it in the next eight shopping days—and to get it we are putting on a June Clearance Sale at prices that should appeal to all who are in the market for reliable merchandise such as is always carried at Fishers.

Coats at one-third and one-half their regular low price values. Dresses at prices that eliminate all profits. Piece Goods, Notions, Corsets, Hosiery, Blouses, Gloves, Underwear, Men's Wear at 15% reductions, Shoes and Contract Goods 10% reductions. Many extra specials.

PRICED TO MOVE FAST!

FAST MOVERS!

DRESSES

Style is the criterion of every dress. You will find on our racks only the outstanding summer successes and every dress fits and preclaims instantly its charm and quality.

We have re-sorted and reduced every dress in our establishment. Interesting and surprising will be your appraisal of this grouping.

1 group, val. to \$12.50, on sale \$6.95
1 group, val. to \$15.00, on sale \$9.90
1 group, val. to \$18.50, on sale \$10.95
1 group, val. to \$21.50, on sale \$12.95

ALL OTHER DRESSES
15% Off

Rayon Bloomer and Vests

Munsingwear and Goldette makes of famous quality now famous for unusual prices on this quality goods.

\$1.00 Garments, now 85c
\$1.50 Garments, now \$1.27
\$1.75 Garments, now \$1.49
\$1.95 Garments, now \$1.65

CORSETS AND GIRDLES

Lowered prices for this sale make possible worthwhile reductions on such necessities as girdles, banteaus, corsets, etc., Gossard, R. & G. and College Girl articles at prices charged for inferior makes—now

Now 15% Off

Silk Hose Special

You have heard of our special \$1.00 grade of pure silk hose. For this sale, we are closing out our present stock—all colors, at

85c a pair

\$1.00 Hose for 85c
\$1.50 Hose for \$1.27
\$1.75 Hose for \$1.49
\$2.00 Hose for \$1.70

SALE OF WASH DRESSES

89c each

No doubt this entire stock will be closed out in a few days. The famous Wirthmire Wash Dresses. You have surely been buying them before. Dainty, beautiful in style and printed colorings.

Dozens of new fast colored print Dresses for summer, at a new price, regularly \$1.95 and \$2.00, on sale \$1.60

Special Linen Crash

Heavy Cotton and Linen, 17 in. Crash, regular colored border roller toweling—

10c Yard

And all Cotton Crash

8c Yard

And all Linen Crash

15c Yard



SILK SALE

Crepe de Chine, Flat Crepe, Printed Crepes, Georgettes and Crepe Satins—comprising every number in our popular Silk department—now on sale for your benefit and great should be your savings.

\$1.95 Silk Values on sale at \$1.65
\$2.75 Silk Values on sale at \$2.32
\$3.55 Silk Values on sale at \$3.02
\$4.35 Silk Values on sale at \$3.70
\$5.15 Silk Values on sale at \$4.38

COATS

Coats of the right sort which make for long remembered satisfaction, are not obtainable easily nor are they found at every store. These features we assure you—and for values, now at clearance time—here are a few of the most wished for garments in the city at

ONE-HALF AND ONE-THIRD THEIR VALUE

\$79.50 Coats at \$39.75
\$65.00 Coats at \$32.50
\$60.00 Coats at \$30.00
\$55.00 Coats at \$27.50
\$50.00 Coats at \$25.00
\$45.00 Coats at \$22.50
\$40.00 Coats at \$20.00

COATS SELLING FROM \$12.50 to \$39.50
ONE-THIRD OFF



Deauville Sandals

The popular woven sandal that is the coolest and most comfortable summer style shoe ever invented—also the most stylish of sport shoes. Ours are the real Deauville—imported. Prices now

10% Below Regular Price

SHOES

Due to lateness of the season—now is shoe time—women's dress pumps in light or dark shades and of course any manner of heel. Children's dress shoes, men's oxfords, everything for anybody in shoes—it's all on sale, with outstanding feature bargains and a general reduction on all shoes, including Arch Support, etc.

10% Off

Guaranteed Fast Color

Wash Prints and Suitings

A large assortment, in fact to know our store is to be quite familiar with this line of fast color fabrics.

29c Values now 25c
35c Values now 29c
40c Values now 34c
45c Values now 39c
50c Values now 43c



Bathing Suits

A new stock, just received, with the latest in Sun-back, Speedster, and Boardwalk models in wool—regulation types in cotton, children's, women's, men's.

REDUCED VALUES
NOW 15% Off



Men's Sox

An item bound to interest men is sale of Silk Sox, colored, figured, regular 50c and 55c, now at

43c and 47c

Sweater Special!

Women's Silk and Rayon Sport Sweaters, both with or without sleeves—slip on style. Should be popular in Roseburg as it is elsewhere.

On Sale \$2.45

Other Items 15% Off
Men's Underwear, Shirts, Sweaters, all Dry Goods, Novelties, etc.

Don't Miss!

Children's Wash Suits, 2 to 6 years,
10% Off—Exceptional!

CHICAGO GUNMEN SCORE AGAIN AS CITY IS PRAISED

CHICAGO, June 6.—Patrick Maloney was "put on the spot" last night, a victim either of racketeers or revenge.

Maloney and Frank Dine, watchman at the H. and R. Machine Shops, were talking at that place when two men with pistols appeared. Dine was held captive by one while the other took Maloney into an office and shot him four times through the back.

There was a theory that Maloney may have been executed in reprisal for the killing of Thomas McElligott several days ago. It also was considered possible that racketeering activities may have led to his death.

CHICAGO, June 6.—A lot of balderdash and tommyrot, this talk of people fearing to come to Chicago on account of the gunmen, says John L. Coyne of the chamber of commerce.

More conventions are being held this year in Chicago than ever before, said Coyne, and people attend them without the slightest fear of being assassinated.

Coyne picked a good day to emphasize the safety of life in Chicago, for at an early hour there had been only one slaying worth mentioning.

BOEING AIRPLANE CONCERN TO OPEN CHAIN OF SCHOOLS

(Associated Press Leased Wire)
SEATTLE, June 6.—W. E. Boeing, chairman of the boards of the various Boeing enterprises, announced here today that the first Boeing school of aeronautics would be opened in Oakland, Calif. A building for the school, containing 6,000 square feet of floor space, will be erected by the Oakland Port commission, Boeing said. The school, which is the first of a chain to be conducted by the Boeing companies, will be opened for operation September 15.

PORTLAND, June 6.—Word was received here today that Ernest Lee Jahncke, assistant secretary of the navy, will pay a visit to Oregon late this month. He will be in Portland the morning of June 26. Jahncke is in charge of aviation and is making a tour of the Pacific northwest, inspecting naval bases.

MELLON TESTIFIES BEFORE HOOVER'S LAW COMMISSION

(Associated Press Leased Wire)
WASHINGTON, June 6.—Secretary Mellon was the first high government official to present his views on America's crime and lawlessness problems today before President Hoover's national commission on law observance and enforcement.

While the session was behind closed doors, Mr. Mellon was understood to have mainly presented his views on the enforcement of the prohibition and narcotic laws which came under the jurisdiction of the treasury department.

The commission also considered the formulation of its policies for the investigation and a program which probably will call for public hearings in various large cities of the country on crime and law enforcement conditions.

46 LUMBER FIRMS ACCUSED OF FALSE PINE MARKETING

WASHINGTON, June 6.—The federal trade commission has issued complaints against 46 lumber companies in California, Oregon, New Mexico, Arizona and Nevada, charging misrepresentation in the sale of western yellow pine as white pine.

Hearings were set for July 5.

The lumber in question, the complaints declared, lacked many qualities of true white pine. The designation white pine was employed, the commission declared, to avoid market disadvantages from possible confusion in the minds of buyers of western yellow pine with southern yellow pine, a still different type.

This has resulted, it said, great confusion as to the relative qualities of the western yellow pine and white pine, which, the commission added, was recognized as a superior building material.

The Oregon companies against which the complaints were filed were the Owen-Oregon Lumber company, Medford; the Forest Lumber company, Pine Ridge; Lamm Lumber company, Medford; Point Lumber company, Medford; Klamath Falls; Chilgoquin Lumber company, Chilgoquin; Bray Mill and White Pine company, Bray; California-Oregon Box and Lumber company, Ashland; and the Tomlin Box Co., Medford, Oregon.

Indigo, once the principal crop of Louisiana, was relegated to minor importance in the 18th century when it was attacked by a destructive worm.

J.C. PENNEY CO

229-231 CASS ST.

ROSEBURG, OREGON

An Amazing Low Price on

Colored All-Silk Jap Pongee

Remarkable value! The same quality 12 momme all-silk pongee that you have known in natural color . . . in clear, lovely shades. 33 inches wide Yard



49c

Rose . . Jade . . Mais
Orchid . . Coral . . Copen

Spring Styles and New Patterns In

Apron Dresses

At the Same Saving Price

Housewives the country over know this saving—and this season they will be more delighted than ever with the charming styles and splendid fabrics. If you have worn them before, you will not miss this selection—if you haven't, now is a good time to start. Sizes 34 to 44.



79c

BUILDING GOOD WILL WITH VALUES

Men's Athletic Union Suits

of Nainsook full-cut and durably made. Big value.

49c

White Duck Pants

Extra quality white pants for men and boys. Size 30 to 43.

\$1.98

Women's Hats

Felts—all small shapes—and pastel shades.

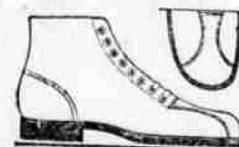
98c

Overalls

Men's waist band, 8-oz. blue denim stitched and copper riveted.

98c

Work Shoes For Sturdy Wear



Chocolate retan with rubber sole and heel. A splendid shoe for farm work. Barn-yard acid-resisting. And they'll give day-long foot-comfort!

\$1.98

Khaki Pants Low Priced

Excellent for work or to knock around in.

Well Made Comfortable

Four roomy pockets and watch pockets. Cuff bottoms and belt loops. Sizes 30 to 46.

98c