

Mid-Summer Sale

of the season's smartest

COATS and DRESSES



Large stocks of strictly 1930 models in a sensational, business-getting, value-giving sale. For years Fisher's has been able to defy all competition in mid-summer sales. Don't tarry now. All high class garments—greatly reduced.

Silk Dresses

Lot 1
Still a good variety of colors. These are well tailored, formerly up to \$10.00, now

\$2.95

Silk Dresses

Lot 3
An unbelievable bargain—each dress, and there are dozens of them, all new, worth \$15.00 or \$18.00. A feature of this sale—now

\$9.85

Silk Dresses

Lot 2
Crepes and satins, some well suited for large figures. Any of these easily worth up to \$12.95, now

\$4.95

Silk Dresses

Lot 4
Korrek dresses of well known quality and distinction. Afternoon types—very serviceable, exceedingly attractive. Worth \$19.75, now

\$12.95

COAT CLEARANCE

Regardless of quality or former price—now all must go. Come and get your choice selection at fraction of its value. Summer Coats—Fisher's alone can make this offer.

All 1/2 Price

EXTRA-SPECIAL

One group of this summer's Coats Each **\$3.95** Limited Supply

Fisher's

Better Service—Better Merchandise

CAR IN HOOVER'S

CORTEGE WRECKED

(Associated Press Leased Wire)

WASHINGTON, July 14.—Five of those who accompanied President Hoover to his lodge in the Blue Ridge mountains over the week-end were congratulating themselves today on having escaped injury in a collision which occurred on the return trip. Nearing the capital last night, a car driven by a woman careened past that of the president and that of the secret service detail close behind and crashed into the third automobile in the line.

It was occupied by Mr. Hoover's secretary, Lawrence Richey; his physician, Captain Joel T. Boone; Mrs. Boone, Miss Suzanne Boone and Mrs. Stark McMillan of Palo Alto, California.

Mr. Hoover stopped his car and with Senators Thomas of Idaho, and Allen of Kansas, went back to assure himself no one had been injured.

The occupants of the damaged car came on into the city in Mrs. Hoover's own automobile, which was following the party to Washington.

The second car in the accident was driven by Mrs. Carolyn Lane Beach of New York, and occupied by members of her family. No charges were preferred against her.

Richey said Mrs. Beach's machine apparently got out of control just as the president's automobile had safely passed. It careened toward the center of the road, he added, barely missed the secret service automobile and then plunged into the side of his own machine.

BORN

WILSON.—To Mr. and Mrs. J. L. Wilson of Tenmile, at Roseburg General hospital on July 13, a son.

Guests Here Sunday.—Mr. and Mrs. John J. Palmer of San Francisco were house guests of Mr. and Mrs. Ralph Church Sunday. They left this morning for Vancouver, B. C., for a few days, and on their return will spend several days here with the Churches.

Major Mott Muses on Beauty and Sport of North Umpqua

Camp Contentment Described As Ideal Spot for Angling; Too Many Fishermen Don't Know How to Fish, Says the Major.

(Associated Press Leased Wire)

Camp Contentment—July 8, '30. It is mid-afternoon. A little breeze hurries up river as though eagerly intent upon getting somewhere. Faintly blue eddies of smoke writhe gracefully from the camp fire. A kingfisher lifts its harshly-discordant voice from just across the stream, and a bluejay sits on a log, not ten feet from me, its black crest of feathers rising and falling as I chirp to it. Overhead a sky of vibrant blue—everywhere the silent forests—... and in mine ears the song I love—the song that I hear in memory (and anticipation) in far-away Hollywood—The song of The North Umpqua. The songs of rivers, the world over, have I listened to—but the North Umpqua has a music all of its very own. Indian love—the Canadian Indians, I mean—has it that each river HAS a "note" of its own, and that the Indians, when traveling along ridges, would listen, o' nights, and by the sound of the water rushing along far below, could tell which particular stream, or branch of a stream, it was—that they heard. For myself... I could know the North Umpqua's singing from any other!

Camp Contentment, cleverly built by our henchman, forest philosopher, fellow angler and pal—Zeke Allen—is, indeed one of contentment! No more altogether charming spot, I verily believe exists along the whole river... one that is more suited by nature herself—for man's utter comfort and convenience.

Cool and shady, on the warmest afternoons, with always a little breeze busily playing about in the leaves and whispering little forest secrets—for them that have ears to understand. Just at our "door" is a long, deep pool—and when the sun is at a certain angle, o' afternoons, we can sit under the big fly and WATCH steelhead passing up stream. The other day four fine chaps went by in military order. Just abreast of camp the leader swerved out, number two took his place and he replaced number two—for all the world as tho' they were changing guides! Trout fingerlings disport themselves all day long, and it is all well in hand and good nature to watch them gather in a

large grey fly that hatches just before sundown and that is very plentiful along the smoothly flowing surfaces.

Interesting—too—to watch the various types of men who seek out this distant spot, for the fishing! Rather numerous, they are, o' week-ends especially. But few are the steelhead that the river gives up! For the North Umpqua knows how to so disguise the spot where the great steelhead pause to rest on their inexorable urge to get on to the spawning grounds far above—that it takes a more than "passing knowledge" of the stream to know where to drop one's fly (with any hope of attainment!). So very clear is the water, and so very low, that small flies are necessary, and fine leaders, I have done well with the Jock Scott, Durham Ranger, Dusty Miller and Popham—all number 8—and Scotch flies, that I found useful last year.

Delightful is the personnel at Steamboat ranger station, this year! Two more wholly charming people that Asst. Ranger Church and his piquantly pretty wife—who also "fills the bill" as the telephone operator—would be hard to find! Sidney Meacham—the irrepressible—"The Wee One," as I call him—vigorously hustles about at his various tasks, and reads the air with horrid cries! When he hoots a steelhead, at even tide, from the pool in front of the ranger station. We have the doughty Fred Asam, ranger-in-extraordinary and de luxe, with Mrs. Asam and their children. And of course we have fair-haired George Churchill, who does this-and-that-and-the-other all day—and does it all well. The forest service nacker comes and goes, with his string of dusty mules. The truck rumbles and bangs in with the government mail and supplies every few days—a sort of "breath from the outside world"—as it were. Incongruously with this peaceful wilderness does the chatter of the telephone bell break in upon it—lookouts reporting—seeking information—orders being given—Mrs. Church keeping them all well in hand and good nature!

Cars trek in from the outside—anglers angle—don't seem to be able to FIND any steelhead—and depart after a stay of two days or so!

It is entirely pathetic to see men come from the distance places—away up here into this God-forsaken wilderness... in hopes of getting steelhead—and without the FINEST knowledge of the "how" of it—the KIND of flies and tackle to use, or HOW to use them! Men who think that all that is necessary is to toss a fly—or a spoon—of any kind—into the river—and, presto! they will be fast to a steelhead. Were it not so disappointing to them—it would be laughable! For it may be said that there is no more tricky fish to lure than m'Lord Steelhead—particularly with the water as low and air-clear as it is now! I have fished them these many years and I find that this season I have to use every bit of angling art that I possess—to keep my score up to a reasonable showing. I have been "skunked" but one day since our arrival—and I LOST two fish on that day!

Coming

THE CUCKOOS

HUGH TREVOR DOROTHY LEE and 1000 OTHER NUTS AND NUTS.

The Dizziest Plot of the Season!

NOT A REVUE but the greatest rib-busting riot since the birth of the talkies, with a cast of 1000, a million laughs, and dimes you'll rave over.

Headed by the Merry Makers of "Rio Rita"

TRUE Saving...

Is a matter not primarily of QUANTITY, but rather, one of REGULARITY. Make preparation now through regulated saving for independence early in life and comfort in old age. Come in and talk over your saving problems with us.

Umpqua Valley Bank

ROSEBURG, ORE.

NEWS BREVITIES OF OREGON

(Associated Press Leased Wire)

E. B. U. SELLS LAND

SALEM, Ore., July 14.—Eugene Bible university, a school at Eugene operated by the Christian church, has sold a 363-acre farm near Stayton, Marion county, to George Emerson and E. A. Pruitt of Salem. The amount paid was not made known.

DONEY'S SUCCESS NOTED

SALEM, Ore., July 14.—Dr. Carl Gregg Doney today completed his 15th year as president of Willamette university. When he took charge the institution was in debt \$121,000. This had increased to \$359,000 in 1924 and in 1922 to \$400,000. Since then Doney has aided in raising over \$1,000,000, clearing the university of debt and placing it on an endowment basis. The endowment campaign is continuing.

MOST LICENSES OUT

SALEM, Ore., July 14.—Of Oregon's estimated 300,000 motor vehicles approximately 295,000 had received their new license plates when the registration bureau closed the week late Saturday. With the heavy part of the licensing past 45 employees were released by the department.

ACCIDENTS COST \$3,436,000

SALEM, Ore., July 14.—Awards and compensation payments made by the state industrial accident commission to injured workmen or their surviving dependents for the fiscal year ending June 30 totaled about \$3,436,000 says a report by the department.

PLANE CRASH HURTS TWO

LA GRANDE, Ore., July 14.—William Arrivey and Robert Sullivan, La Grande youths, were seriously injured last night when their airplane crashed on a public golf course three miles east of here, from a height of four or five hundred feet. The two boys were taken to Hot Lake sanatorium where they were to be operated upon today. The extent of their injuries was not immediately determined.

Cause of the accident was not known, but it is believed the plane failed to right itself after a bank preparatory to a landing on the emergency air field.

TWO MEN NEAR DEATH

PORTLAND, July 14.—Two men were near death here today, victims of automobile accidents, and several other persons suffered serious injuries. Norman Smith, 38, Astoria, was in a critical condition with a fractured skull, the result of a crash on the Beaverton highway.

A. A. Pousson, 45, was knocked to the pavement by a car driven by Paul E. Wyman, 37, and his skull was fractured. His condition is serious. Wyman was arrested, charged with driving while intoxicated.

Mrs. Pearl Tupper, Forest

NO UNIVERSITY IN ENGLAND TEACHES HISTORY OF U. S.

(Associated Press Leased Wire)

NEW YORK, July 13.—Stanley Elliott of West Linn, Ore., went to England to study United States history but he found, he said, on his return yesterday, no English university offers a course in this subject.

Two years ago, while working in a store to put himself through union high school at West Linn, Stanley decided he would like to be a professor of United States history.

A year ago a history thesis on the effect of armament on international psychology, which Stanley wrote, was judged the best of 87,000 submitted by high school seniors of the Brooks Bright prize—a year in a foreign university, with all expenses paid. Stanley was sent to the University of Bristol, England.

And there he tried to get some courses in United States history. "But they didn't have any. Not only that, I found out that there isn't a university in England where they do have a course in United States history."

Goes to Eugene.—E. R. Boyce of the New Service laundry, went to Eugene to spend Sunday.

Austin Demonstration
TUESDAY EVE
7:30 p. m.
L. R. Chambers
Service Station

Paper Profits!

You bet they "do it on paper." Good paper. The kind that says "pay to the order of."

Crown Feeds produce profits, not say-so profits, but real cash value profits.

Feed Crown for Profits.

Farm Bureau Cooperative Exchange

Roseburg Myrtle Creek Oakland
L. & H. Electric Ranges AGENTS FOR
Hood River Spray Co. John Deere Plow Co.
Sutherland Spray Co. Hobel and Milwaukee Pumps

We Unite With Our New Branch Stores in Presenting

CARR'S

EXPANSION SALE!

New merchandise bought at special low prices to give our customers real bargains in every-day staple items.

REAL BARGAINS

VACUUM BOTTLE, pint size, aluminum top, fine for carrying hot or cold drinks. Each **69¢**

TABLE TUMBLERS, clear glass fluted pattern. Buy now at this price, 3 for **10¢**

BREAD BOX AND CANISTER SET, 4 pieces, bread box, sugar, coffee and tea cans, set **\$1.19**

IVORY ENAMELWARE, green trim, 6 different pieces to choose from, each **49¢**

GREEN MIXING BOWL SET, 4 pieces heavy glass, deep shape, big value, set **59¢**

KITCHEN LADDER STOOL, sturdy and convenient ladder for many uses, each **89¢**

ENAMEL DOUBLE BOILER, tin cover fits either piece. Here's special value. Each **19¢**

CUP AND SAUCER, fancy pattern on ivory base, replenish your stock at both **12¢**

TOILET PAPER, big 1000-sheet rolls high quality absorbent tissue, 4 rolls **25¢**

ICE TEA TUMBLERS, tall tumblers in the attractive optic pattern, each **05¢**

SALAD BOWLS, floral spray on fine lustre finish, deep style, each **27¢**

ICE BOX SETS, octagon shaped, semi-porcelain, 3 size jars, set **69¢**

LADIES' HATS HALF PRICE

All our stock of summer hats at 1-2 price. And remember our regular prices were real low.

HAND EMBROIDERED NIGHT GOWNS

Porto Rican, assorted colors, big values at **49c Each**

1c SALE DRESS PRINTS

Clean summery patterns in dress goods, 25c for the first yard, 1c for the next yard.

NEW ITEM

AEROPLANE GLIDERS

Rubber propelled, adjustable wings to make them glide, loop, turn, etc. Every boy and girl will want one. Instructive and entertaining.

15c Each

BIG VALUES

RAYON LINGERIE, fine quality bloomers, panties, etc., fancy trims, each **49¢**

TURKISH TOWELS, heavy weight, 20x40 inch size, colored border, 2 for **49¢**

BRAIDED RUGS, oval shape, about 29 inches long, assorted colors, each **59¢**

HOUSE BROOMS, good corn, strongly bound, enameled handles, only each **39¢**

LAMP SHADES, parchment style, strong wire frames, assorted sizes, complete **59¢**

MEN'S FANCY SOCKS, rayon plaited, beautiful patterns, long wearing, 3 pair **50¢**

ALUMINUM PERCOLATOR, two quart size, bright finish, special each **59¢**

ALARM CLOCK, 30 hour, inside alarm, comes in several colors, each **79¢**

SCREEN DOOR STOP, prevents slamming, usual 15c or 25c value, each **05¢**

CREAM PITCHERS, 3 different sizes, fancy decorations, choice, each **29¢**

17 PIECE TEA SET, fancy china, cups, saucers, tea pot, sugar, creamer, \$1.70 set, each piece **10¢**

WASTE BASKET, metal with fancy decorations, a practical item, each **39¢**

You will find hundreds of other special bargains on our counters.

SALE STARTS SATURDAY
JULY 12TH, CONTINUES 10
DAYS

CARR'S

10 DAYS OF BARGAINS—
SALE ENDS TUESDAY,
JULY 22nd

OUR LARGE STOCKS AND GREATER VARIETY MEANS BETTER SERVICE TO YOU