

The Fourth of July Sale Sails Merrily Along Leaving Hundreds of Happy Shoppers in its Wake.

Unprecedented Saving on Shoes

Never before have so low prices been named on good shoes. Several of the lots were badly broken during the first days of the sale. But they have been replenished, and they start the week off with practically complete runs of sizes.

- Lot No. 1—Boys' and girls' school shoes. Sizes 10 to 2; former prices were \$2.25 and \$2.50. Sale price **83c**
- Lot No. 2—Boys' heavy lined and unlined shoes. Sizes 10 1/2 to 5 1/2. Former prices were \$2.00 to \$2.65. Pair **93c**
- Lot No. 3—Misses' shoes. Sizes 5's to 2's. Former prices were \$1.75 to \$2.25. Great Fourth of July sale, price, pair **98c**
- Lot No. 4—Ladies' Fine dress shoes. Sizes 3 to 7. Principally 3 to 4 1/2. Former prices were as high as \$4.50. Choice pair. **1.47**
- Lot No. 5—Men's dress shoes in vici and box calf. Former prices were \$3.50 to \$5.00. Choice pair **2.00**

Powerful Oxford Bargains

- Lot No. 6—Ladies fine dress oxfords in vici kid and patent leather. Every size and width is in this lot. Former prices were \$3 to \$3.50. A wonderful buy **1.47**
- Lot No. 7—Men's fine dress oxfords in vici and box calf. Full range of sizes and best lasts. Were sold regularly at \$4 and \$4.25. Excellent values, and they will move quickly at pair **2.25**

Such a busy, bustling event it is, with crowds of eager buyers filling the store from morning till night!

We've gathered widely, wisely and well of summer goods. Stocks are at the flood-tide of completeness. Choice is perfect, and while we are offering these unusual special values, you'll do well to buy a whole summer-ful of many of the items featured.

Come in any or every day the coming week. Here's reason after reason for doing so:

Sensational Saving in Wash Goods.

Our entire line of wash goods must go during this sale. The prices placed on them is absolute certainty of their moving promptly. There will be some very exquisite things shown this week in white goods, and it will pay you to attend.

- 25c. wash goods in demittes, mercerized waistings, etc., go, yard **17c**
- Everything that formerly sold at 50c yard, in embroidered Swisses, lawns, organdies and mulls, go at, yard **33c**
- The most interesting savings of all this week in the wash goods section will be the 65c and 75c silk chiffons, embroidered and plain figured mulls, printed organdies, lawns, etc., choice yard **47c**
- 65c colored pongee. 32 inches wide. Colors green, blue, tan and gray. Fourth of July Sale price, yard **29c**
- 35c Fine French gingham in handsome designs, yard **27c**

And dozens of other items will be proportionately reduced for the coming week. Don't fail to be here take advantage of them. This is as great buying opportunity as will be your good fortune to take advantage of for months and months to come.

High Grade Millinery at Half and Less

Our fine line of exquisite Parisian Patterns Hate is not exempt of this great reduction sale for the coming week. You have seen these beautiful hats, you admired them, and longed to have one of them—for the Fourth. Now is your opportunity. Don't miss being here.

- \$7.50 Trimmed Hats **3.25**
- \$9.50 Pattern Hats **4.25**
- \$12.50 Pattern Hats **7.00**
- \$18.00 Pattern Hats **10.25**
- \$22.50 Pattern Hats **12.00**
- \$25.00 Pattern Hats **12.00**
- \$30.00 Pattern Hats **12.00**

And dozens of other powerful savings on numbers we cannot mention here.

Interesting Reductions In Ladies' Ready-to-Wear Goods.

The greatest enthusiasm of the sale is centered in the Ready-to-wear goods for women. The powerful reductions given here are only a few of the hundreds of savings awaiting you. At these prices no one can find good cause for not coming out on July 4th with an entirely new outfit. Read every item, read between the lines, and then come to the sale expecting to find the greatest lot of real bargains you ever saw.

Ladies Tailored Suits

- Your choice of our entire stock of ladies' fine tailored suits, in Eton, Ponette and loose fitting effects, regular prices ranging from \$18.50 to \$20. Fourth of July Sale. **13.50**
- All tailored suits, formerly selling at \$22.50 to \$25, in the season's newest styles and colorings, go at, choice **16.50**
- And all other suits at correspondingly low prices.

Silk Shirwaist Suits

- Nothing is more dainty than a real pretty silk shirwaist suit, and no one, who enjoys wearing silk can afford to pass up these exceptional bargains. \$25 to \$27.50 silk shirwaist suits, in princess and two-piece effects, all shades and designs, go, choice **17.50**
- \$30 to \$35 silk shirwaist suits, this season's styles and shades, all go, choice **22.50**
- suit only **22.50**
- The balance of the silk shirwaist suits are reduced proportionately.

ALLURING PRICES ON Ladies' Shirtwaists

- The shirtwaists offered at this sale are not old, shelf worn, or undesirable. They comprise new, crisp and dainty shirtwaists, in the season's newest styles, and every one of them is worth its full, regular price; but, inasmuch as the season is well advanced, we would prefer closing them out now. Hence, our loss is your gain. Here are a few items:
- Fine lawn shirt waists, nicely trimmed with lace insertion and embroidery, short and long sleeves, exceptional values at \$1.50. Choice **73c**
- at the Great Fourth of July Sale, each **73c**
- All waists formerly selling at from \$2.25 to \$3, in fine India linen, lawn, mull, and mercerized effects, handsomely trimmed, short and long sleeves, go, choice, each **1.47**

Silk, Net and Lace Waists One - Fifth Off

Even our handsome line of silk, net and lace waists, goes at reduced prices during this great sale. These waists are as beautiful as waists can be, and the latest styles. The regular prices are \$6 to \$16, and at the Fourth of July Sale there will be a discount of **20 per cent.**

MUSLIN UNDERWEAR For a Fraction of its Value

- We can only give a few items here, taken at random from the dozens of offerings being made. If you can use anything in this line; and what woman ever has too many garments of muslin underwear,—come to our sale. There will be skirts, drawers, corset covers, chemises, aprons, etc., in a range of prices from 14c to \$4, and all as great in value as the following:
- Corset Covers—Nicely made, embroidery trimmed, worth 45c and 40c, each **14c**
- Better Ones—Very daintily lace trimmed, worth \$1, each **53c**
- Night Gowns—Muslin gowns, lace and embroidery trimmed, well made, worth up to \$1.50 **87c**
- Skirts—White muslin skirts, good width, finished with embroidery flounce, values up to \$1.25 **73c**
- Drawers—Ladies fine muslin drawers, with tucked and embroidery trimmed ruffles. Worth \$1.50; each, only **73c**

\$1.25 UMBRELLAS 78c

About 100 \$1.25 men's and women's umbrellas went on sale Wednesday morning. These umbrellas are made by one of the best umbrella manufacturers in the east. Made of excellent quality of material, and the stays are as good as any found in \$1.25 to \$1.50 umbrellas. Choice **78c**

Substantial Saving on TAILORED SKIRTS

Since this house was established, we have held a number of special skirt sales, and many interesting prices were named, but of all the past offerings, none will excel the savings that await you at the Great Fourth of July Sale. Space permits us to hint at only a few of the many savings. But they serve as a good illustration of the prices in vogue, and should crowd this store to its capacity daily with eager buyers. Read the items:

- \$5 to \$8 ladies' tailored skirts, choice **4.47**
- \$8.50 to \$12.50 tailored skirts, choice only **7.39**
- \$18.50 to \$22.50 fancy light tailored skirts, only **9.75**
- On all black skirts in fine voile and panama, with and without silk drop skirts, regular prices \$13.75 to \$35, a discount will be made of **1/4 Off.**

Powerful Reductions Await You In the Dress Goods Section

People looking over our stock of dress goods at the present prices, can't conceive how we can name such really unheard of prices. But as we have said before, the wholesale cost has not been considered in preparing for this sale, and this is the keynote of it all.

- 75c Wool dress goods, 3 inches wide. Come in gray figured novelties and plain weaves. **33c**
- Worth 75c yard. Sale price, only **33c**
- 65c to 85c plain and fancy weaves in mohairs, batistes, panamas, suitings, etc. 36 to 44 inches wide. The best and most desirable things in the whole line for the money. Fourth of July price, per yard **57c**
- \$1 and \$1.25 values of the entire stock of dress goods. Among the lot are some of the most exquisite things in the season's newest. Novelty plaids and plain weaves predominate. **68c**
- Width 36 to 56 inches. Yard only **68c**
- \$1.35 to \$1.65 Wool dress goods. Widths 38 to 54 inches. Plain and fancy weaves in mohairs, panamas, batistes, serges and grey suitings. A wonderful buy at, yard **87c**

The New Dress Lengths Cut In Half

- \$2 Fine Novelty Dress Lengths, yard **\$1.00**
- \$2.25 Fine Silk and Wool dress lengths, yard **\$1.13**
- \$2.50 Fancy silk and wool dress lengths, only **\$1.25**
- \$3 Handsome silk and wool mixed patterns **\$1.50**

LADIES' UNDERWEAR SAVINGS

When everything is said and done, price is the one thing that counts. This has been clearly shown in the underwear section the past week. Prices have been made so ridiculously low that those ladies who did not avail themselves of underwear, either spent all their money in picking up the hundreds of bargains elsewhere in the store, or remained at home in fear of being influenced to spend it. But our stock of underwear is large, and every line is represented for the coming week.

- Read on—
- Ladies' sleeveless vests, former prices as high as 18c. Sizes 4 to 9. Garment only **11c**
- 25c Ladies' Jersey ribbed sleeveless vests. Nicely trimmed. Sizes 4 to 6. Were 25c. Only **17c**
- 35c Ladies' fine Jersey ribbed sleeveless vests. Sizes 4 to 6. Garment only **23c**
- 50c Ladies' fine ribbed sleeveless vests. Nicely trimmed. Colors white, pink and blue. Only **29c**
- 65c Ladies' medium heavy fleeced vests and pants, in "Vellastic" and "Setsnug" grades. All sizes. A wonderful buy. Garment **39c**
- 65c Ladies' fine pure white Swiss ribbed union suits Sleeveless and knee lengths. Lace trimmed. Suit **43c**
- 85c Ladies' white Jersey ribbed union suits. Sleeveless, knee length, lace trimmed. Sizes 6 to 9. Price suit **59c**
- \$1 Ladies' fine ribbed union suits. Color cream. Well made garments. Sizes 4 to 6. Price **67c**

ROCK-BOTTOM PRICE IN DOMESTICS

- 1600 yards of muslin...Worth all of 8 cents yard...In fact we could not buy it today to sell at 8 cents...At this price it is cheap as house lining, yes, cheaper...No more than 55 yards to a customer...Act quick...Until sold, yard only **5c**
- 15c fancy cotton batiste. Neat floral designs in black on white. Best buy of the season Yard only **9c**
- 18c Fancy chambray. Full width, Fourth of July Sale, price, yard only **13c**
- Galatea cloth, 27 inches wide. We sold it regularly at 17c. Sold elsewhere at 20c Entire line of 10c apron gingham and dress zephyrs, go at Fourth of July Sale, yard **7c**
- 32-inch percale. Dark patterns. Best material for boys' shirtwaists, etc. Was 12 1/2c **8c**
- 15c heavy twilled shirting. Was 15c. Sale price yard **11c**

UNMATCHABLE SAVING MEN'S CLOTHING DEPARTMENT

There is no reason why every economically inclined man in the Coos Bay country should not come with his men's clothing with him to such prices as these are placed on good, dependable clothing. In many instances the prices are much below the wholesale cost...So don't pass up buying a suit now, if you can use an additional one at all. Here are the lots:

- Lot No. 1—Men's Suits. All sizes. Regular prices \$8.50 to \$11.50. Our entire line. All go at Fourth of July sale, suit **5.27**
- Lot No. 2—Men's Suits consisting of our entire line of \$12.50 to \$17.50 values. None are restricted. Fourth of July Sale price, suit **8.98**
- Only **8.98**
- Lot No. 3—Men's Suits. Regular prices \$18 to \$22.50. All go at the Fourth of July Sale, suit **13.97**
- Lot No. 4—Men's \$25 to \$35 suits. Every suit in the house with former price within these figures at Fourth of July Sale **17.55**

Men's Dress Pants-One Fifth Off.

During the Great Fourth of July Sale, a discount of 20 per cent will be given on our entire line of Men's Pants. Don't miss this opportunity and BUY NOW. Remember there is One Fifth Off.

- MENS WORK PANTS - -
- Values up to \$4.50, Only 98 cents.

No greater bargains awaits the working man than the work pants at 98c. Among the lot are all wool and cotton pants, etc., and practically every size is here, up to 42 measure. Don't miss this powerful offering. Values up to **98c**

- \$4.50. Choice, pair **98c**
- SUSPENDERS
- Every one of our Men's suspenders that sold regularly at 25c to 45c must go at this great sale, at per pair **17c**
- Men's 65c and 75c suspenders go at the Great Fourth of July Sale at, per pair **43c**
- Only **43c**

EXACTLY ONE-HALF OFF ON BOYS SUITS.

Ages 4 to 16 year

- There are just 55 suits offered at this ridiculous price, and every one of them is worth its former price. But to close them out, and quickly, too, they go at the Fourth of July Sale at these prices:
- \$2.00 Boys' Suits **\$1.00**
- \$3.00 Boys' Suits **\$1.50**
- \$4.00 Boys' Suits **\$2.00**
- \$4.25 Boys' Suits **\$2.13**
- \$4.50 Boys' Suits **\$2.25**
- \$5.00 Boys' Suits **\$2.50**
- \$5.50 Boys' Suits **\$2.75**
- \$7.50 Boys' Suits **\$3.75**
- \$8.00 Boys' Suits **\$4.00**

\$3.50 MENS HATS 97 cents

- Men's stiff and soft hats, practically all sizes, in the best brands, that usually retail at \$3 and \$3.50. Out they go at this Glorious Sale, at **97c**
- Each **97c**

Savings For Men WORK SHIRTS.

Men's work shirts, in the best quality material, light and dark patterns, doubly sewed, and formerly priced at 50c. All go at this great sale, each **37c**

\$1 DRESS SHIRTS 63c.

These are the shirts you were looking at and admiring at the price. They come in all this season's patterns. Are of the new negligee effect, and with and without cuffs. Every size is represented, and considering their being a great value at \$1, there is certainly a great saving in **63c** buying now at, each **63c**

HOSIERY BARGAINS.

- Men's black cotton hose. All sizes. Worth 12 1/2c. Fourth of July Sale Price, per pair **7 1-2c**
- Only **7 1-2c**
- Men's 35c fancy hose, in embroidered and plain colors. A big saving in buying now at, pair, only **21c**
- Men's 65c fancy hose, in lace and embroidered. None are reserved of our entire line. Fourth of July Sale price, pair **39c**
- 60c MEN'S UNDERWEAR **33c**

Men's medium heavy cotton ribbed underwear. Best wearing garments made. Flesh color. All sizes. Regular price 60c. garment. Fourth of July Sale price, garment **33c**

- Only **33c**
- 60c Balbriggan Underwear **39c**
- Here's a great offering at this season of the year. This is the very best grade of fine balbriggan underwear. All sizes. Well made. Seat of drawers made double. Especially roomy. Former price was 60c. Sale price, only, garment **39c**
- 75c MEN'S UNDERWEAR **49c**

This is a fine French balbriggan. Has neat silk stripe, and appears like a much more expensive garment. All sizes. Worth 75c. Fourth of July Sale price, garment **49c**

A.W. MYERS & CO.
COOS BAY'S GREATEST STORE.

NORTH
BEND
OREGON