

OUR ANNIVERSARY SALE

Thursday, September 19th, to Saturday September 28th.

High Class

Musical Program

Every Afternoon and Evening

Thursday afternoon and evening will be a continual round of pleasure to those who enjoy the sweet strains of melting music. Nothing has been spared to make this celebration a success in every detail. The best talent in this vicinity has been secured for the occasion, and few places possess as fine talent as Coos Bay.

Vocal selections will be rendered by Mrs. Tower and Miss Painter of Marshfield, and Mrs. Gardner and Mrs. Robinson of North Bend. Mrs. Bell, whose wonderful ability on the violin always charms her audience, will be with us, and likewise Prof. Henry of Coquille, the interesting and popular offer.

Our regular Orchestra will be strengthened by a number of additional pieces, and special music, now being prepared, will keep you fully interested during the intermissions.

Twelve months ago this store was ushered into existence on Coos Bay. In this brief period we have made many friends, we have gained the confidence of a large and rapidly increasing trade, and we have satisfied ourselves that Coos Bay appreciates the advantages of a modern shopping place, which it shall be our constant aim to improve and enlarge.

We thank the people of Coos Bay for the liberal patronage we have been accorded during the past year, and we assure you that we shall strive harder than ever the coming year to make our service increasingly efficient,—to offer the highest qualities of merchandise attainable at lowest consistent prices, and to treat every man, woman and child as we would like to be treated if we were in your place and you were in ours.

AND NOW WE INVITE YOU TO OUR BIRTHDAY CELEBRATION. We have planned long and worked faithfully, that this occasion might live long in the memory of our customers.

It will be a fashion show pre-eminent: At this time we will formally present our vast assemblages of new Fall merchandise.

It will be a money saving time unequalled: Throughout the store Anniversary specials will be featured, representing material savings on new goods, up-to-the-minute in style and up to our critical standards of quality.

A NEW DEPARTURE: With the inauguration of our First Anniversary we will institute a new feature which will be of interest to every customer—the giving of the famous White House Monogram Dinner Sets as premiums. This is the greatest premium offer ever made by a store. See full details in another portion of this ad.

The store will be tastefully and beautifully decorated for the Anniversary. We have secured the best musical talent of the Bay to provide entertainment. Refreshments will be served. No expense has been spared to make your enjoyment complete. COME.

DOORS OPEN THURSDAY MORNING AT 8:30.

Women's Coats and Suits

In Exquisite Variety

Styles for Fall More Beautiful, and

Materials More Handsome Than Ever

Before. Values Run Higher and

Prices Lower.

Our woman's Suit Salon is filled with everything that is beautiful and stylish for Fall wear. Only the cream of the productions of the world's most reputed tailors gain admittance to this department.

Women's Coats

\$10.00 to \$50.00

The models for Autumn 1907 are decidedly different than those worn a year ago, but they are even more beautiful than different. Plain colors are the vogue, black, brown, (dark and golden brown) wine and blue, in the finest grade of chiffon broadcloth. Nearly all coats this season will be elaborately trimmed. In the higher priced ones, the collar and cuffs are almost invariably trimmed with an inlay of velvet of a harmonizing or contrasting shade, over which is an application of braid in dainty designs and coloring. Others have a treatment of soutache, radium or Hercules braids which are largely employed in embellishing both the fronts and backs of the garments, as well as the sleeves and shoulders.

The broad shoulder treatment, known as the "Gibson" effect predominates, and the lengths range from 46 to 56 inches. The loose fitting back is particularly favored, with the Mandarin or wide sleeve.

Women's Suits

\$15.00 to \$45.00

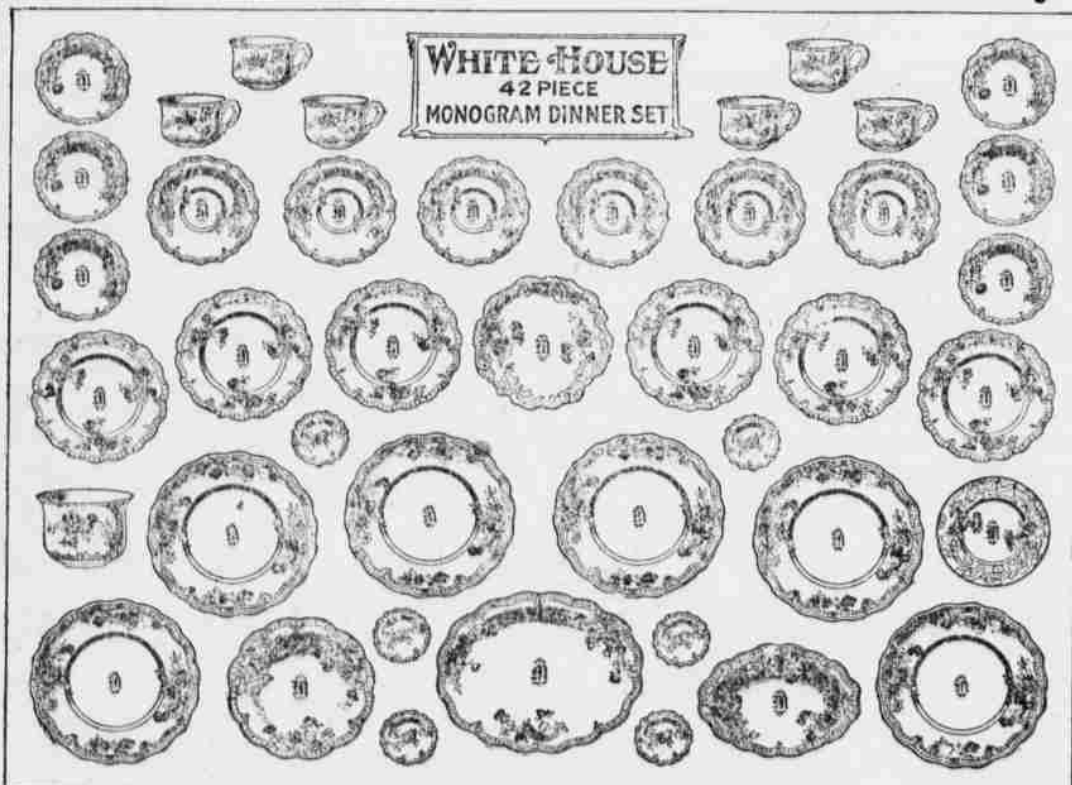
Everything in ladies suits for Fall partakes of the tailored idea. General favor will center on the semi-fitting coat, although the models with form fitting back and straight front will also be extensively shown. The length of coat most favored is from 30 to 32 inches.

Materials and Colors: Broadcloths, both in solid colors and fancies, will be the vogue. In the solid colors, black, browns, greens and wines will prevail. In the mixed materials, browns, dark reds, bronze, greens and blues, with alternate stripe of black, are well thought of.

In the skirts of all suits, pleated or banded types prevail, although there will be a number of perfectly plain gored or circular skirts worn, especially with the long form-fitting coats. All skirts are now characterized by extreme fullness, the bottle shape being perhaps the newest idea in this direction.

Our Remarkable Premium Offer

A \$10.00 WHITE HOUSE MONOGRAM DINNER SET Given Away



With Purchases Amounting to \$50.00 and \$2.38 in Cash.

Your Initial In Gold on Every Piece. 42 Pieces in Each Set.

This Chinaware is made by one of the best American manufacturers of Porcelain, and the set would never sell for a cent less than \$10.00.

Never was so handsome and valuable a premium given by any store for so small a purchase. It is only through a special contract we have with the manufacturers, that we are enabled to make this extraordinary offer.

The accompanying illustration is an exact reproduction of these beautiful Dinner Sets, but you must see the quality of china and the handsome decorations, to appreciate fully their value.

Now on Display in Our Show Window.

Come and see them, and be sure to get a punch card AT ONCE, and see to it that every purchase you make is punched out. Remember, it requires only a purchase of \$50.00 and \$2.38 in cash to get one of these sets, or if you prefer, the set will be given you absolutely FREE when your purchases amount to \$100.00.

SPECIAL For Anniversary Day

To get you started and assist in getting your Coupon Card punched out, for every card given out Thursday we will punch out \$10.00, without requiring you to make a purchase. This will mean that you will only have \$40.00 instead of \$50.00 to buy to get the set, and there are very few families who will not buy this out in a very short time.

This makes the premium offer still more inviting to you, and you should not miss being here Thursday if you want \$10.00 punched off your card for a starter. After Thursday you will have to buy the full \$50.00 to get a set.

Men's Neckwear. Beautiful Fall Styles.

The neckwear worn for Fall will be much more beautiful than in previous seasons. Among the newer treatments in ties this season are checkerboard designs in two tones of one color, MOIRE and satin half-inch squares alternating.

Other styles to the fore, include gros grain silks with quarter-inch stripes in contrasting colors running lengthwise near the edge, with diagonal bars in three and four color combinations.

Much interest will also be centered in striped effects. In these the treatments are OMBRE, effects, broad cross stripes in two-tone grounds, and bias stripes in the varsity colors.

Brown, and its combinations, are very prominent in all lines of Fall neckwear, and some very catchy designs have been worked out that are bound to exact comment.

We Give Premiums

Women's Hosiery Special. 15c Values only 6c.

A purchase of 25 dozen women's black cotton hose from a manufacturer's clean-up stock, enables us to place them before you at this very low price. These hose would sell regularly at 15c pair or 2 pairs for 25c. They are made of a fair grade cotton yarn, in an American factory. The color is dyed in the yarn and is fast. During the Anniversary, or until sold up, they will go at, pair **6c**

SHOES

For The Whole Family

The business in our Shoe Department today more than trebles the business of a year ago. This is due to the genuine satisfaction our customers get in purchasing of us.

They know, in buying our shoes, they are getting the best brands that are manufactured—brands that have been thoroughly tested and tried and proven worthy. Our soul aim was, and will be, to give you the best shoe for the least money, regardless of how small we must carve our profits. This is what is showing conclusively in the wearing of our shoes.

And now to start off the second year, we are determined to give you still better values in shoes. Old prices will not only be maintained but if, per chance, we are enabled to shave the old prices any without impairing the qualities, you may rest assured we will.

If you are not numbered among our shoe customers, it is a duty you owe yourself to investigate our qualities and prices, and see if we cannot save you money also.

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

NORTH BEND, OREGON

Interesting News to Women About Underwear

Last season we had numerous calls for pure white wool underwear with either long or wing sleeves, and high or low necks. We searched everywhere to get just the right garments, and after much effort and correspondence, we finally closed a deal with a popular underwear manufacturer to make these up for us.

The garments are now here. We insisted that the manufacturer use nothing but first grade of yard, and that the best of workmanship be used in their make-up, and the underwear demonstrates our instructions were carried out.

Those who have been wishing for these garments, we now hope to serve. The sizes run from 4 to 9, and the prices range from \$1.85 to \$2.25 garment.

We Give Premiums

FREE FARE ON "FLYER" Between Marshfield and North Bend During Anniversary Celebration

That all may attend our Anniversary Celebration and Fall exhibition of new merchandise, we have arranged to refund all fares on the Steamer Flyer. This will continue daily from the morning of the 19th to the close of the 28th. When you pay your fare on the Flyer, be sure to get a round trip ticket. This ticket you present to us, when we will issue you a new ticket to return on, and refund your 25 cents.