

The Myers Store

North Bend, Oregon

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SECOND ANNUAL WHITE SALE

A Great Three Days' White Sale

OPENS

An Unparalleled Sale of White

TOMORROW MORNING AT 8:00

Ladies' Dainty Whitewear



The entire store will present a bower of pure, glistening whiteness Tuesday morning when you come, and no section of the store will be more charming than the Whitewear section. Every garment is perfect—fresh—newly designed and exquisite. You'll be delighted with the quality and workmanship. The following prices speak for themselves, and are indicative of the great savings that await you.

CORSET COVERS, extra fine cambric. Torchon lace edging and insertion on neck, front and armholes. All sizes. Regular 50c value. White Sale Price..... **29c**

CORSET COVERS, fine Nainsook. Front, neck and armholes handsomely trimmed with embroidery medallions with bands of lace insertion, finished with one and two rows of ribbon. Sizes 32 to 42. Regular \$2 value. White Sale Price, onl **\$1.50**

DRAWERS, fine English cambric, trimmed with Swiss and Nainsook embroidery and Valenciennes edging and insertion. Assorted sizes including extra sizes. Regular 65c value. White Sale Price..... **57c**

DRAWERS, fine grade Nainsook. Closed, umbrella style. Deep ruffle of fine Swiss embroidery. Elaborately trimmed. All sizes. Worth \$1.35 and \$1.50. White Sale Price..... **\$1.25**

DRAWERS, ranging in price 35c, 50c, 65c, \$1.00, \$1.50, \$2.00, \$2.50, \$3.00 and \$4.50 in exquisite productions, all of which must surely appeal to you with irresistible force, from price standpoint, and variety and daintiness of styles.

NIGHTGOWNS of fine cambric. Clusters of tucks and embroidery and lace insertions. Short or long sleeves. Assorted sizes. A very exceptional value at the White Sale. Price... **85c**

NIGHTGOWNS of fine Cambric and Nainsook, made in Empire style and trimmed at neck and sleeves with solid ruffles of joined Valenciennes lace. Some handsomely trimmed with embroidery insertion between clusters of tucks. White Sale Price **\$1.75**

UNDERSKIRTS of good quality Lonsdale muslin. Full flounce, trimmed with cluster tucks and fine cambric ruffle. 75c value. White Sale Price only..... **53c**

UNDERSKIRTS of fine cambric. Very wide, deep flaring flounce, trimmed with alternate rows of embroidery insertion and cluster tucks. Finished with embroidery edging. White Sale Price only..... **\$1.75**

UNDERSKIRTS of Nainsook and lawn. Very elaborate productions. Some have 18 inch flounces of Persian lawn with deep Platt Valenciennes lace insertions headed with ribbon drawn beading. Others in combinations of fine laces and embroideries. White Sale Price only **\$3.50**

CHEMISES, white cambric. Marguerite styles, including low round yokes of fine embroidery and lace. Very exceptionally priced for the White Sale at only..... **\$1.00**

CHEMISES of Nainsook. Trimmed with fine Valenciennes and Mechlin lace and embroidered medallions. Some are in Empire and a few in "V" neck style. All are exquisitely made, and very attractive. White Sale Price..... **\$3.00**

CORSET COVERS, Cambric and Nainsook. Front trimmed with lace insertion and embroidered medallions. Neck and armholes finished with lace and ribbon beading. Sizes 32 to 42. White Sale price.... **75c**

CORSET COVERS, prices range as follows: 7c, 29c, 50c, 65c, 75c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.25, \$3.50 and \$5.00 in more than 100 styles and handsome designs.

DRAWERS, fine Cambric and Nainsook. Umbrella, closed style. Large line to select from. Handsomely trimmed with fine embroidery, and Valenciennes laces. Some trimmed with ribbon drawn beading. Worth \$1.00 regular. White sale price, only..... **85c**

DRAWERS of fine English long cloth. Trimmed with alternate rows of lace insertion and cluster tucks and embroidery of handsome patterns. Ribbon drawn beading. Worth \$2.00. White Sale Price... **\$1.75**

NIGHTGOWNS, good quality cambric muslin. Yoke completely covered with tucks. Neck and cuffs trimmed with hemstitched ruffles. Regular 50c value. White Sale Price... **35c**

NIGHTGOWNS, fine Nainsook, yoke formed of lace insertion and clusters of tucks. High and low neck. Made very full and of good lengths. White Sale Price only..... **\$1.25**

NIGHTGOWNS of Nainsook and long cloth in Empire and high neck style. The trimmings are artistically beautiful and comprises the finest of Swiss embroideries, Mechlin lace, ribbons and beadings. White Sale Price only..... **\$2.25**

UNDERSKIRTS of white cambric. Flounce of fine Swiss embroidery. Lengths 38, 40 and 42 inches. Regular \$1.00 value. White Sale Price only..... **87c**

UNDERSKIRTS of Nainsook. Made with tripple flounces of fine lawns with vertical bands of Platt Valenciennes insertions, interspread with fine knife tucks. A great value at the White Sale, only..... **\$2.65**

UNDERSKIRTS, priced especially for the White Sale in addition to the above are \$1.25, 2.00, \$3.00, \$4.00, \$5.00, \$6.00 and up to \$13.50 in the most elaborate and attractive copies of fine French made models.

CHEMISES of fine cambric. Empire yokes of fine embroidery, headed by ribbon drawn beading, others with square yokes with embroidery insertion trimmings, with flounces of fine lawn. White Sale price only..... **\$1.85**

CHEMISES, priced for the White Sale \$1.00, \$1.25, \$1.85, \$2.00, \$3.00, \$4.00, \$6.00 and up to \$9.50, in dainty productions of the most elaborately imported models.

Tailoring and Dressmaking

Mrs. Josephine Frame, of San Francisco, comes to North Bend highly recommended as a designer and dressmaker. She possesses and artistic and creative ability that places her in a class alone. While she has been here but a short time, many of Coos Bay's exclusive dressers have tried her and are unanimous in praise of her ability.

That she may the better serve her rapidly increasing custom, Mrs. Frame will hereafter be located in rooms fitted up for her in this store. This, we believe will be a mutually advantageous arrangement.

Mrs. Frame will now be able to assist you in making selections of materials, trimmings, etc., from stock. In fact, many of her customers so rely upon her ability and taste in this matter, that they leave selections entirely to her.

With the establishment of these better dressmaking facilities, we are enabled to carry better and bigger assortments of silk and wool fabrics, dress findings, etc. In fact, already advance shipments of our spring dress goods are here, and will go on display at once. Mrs. Frame will be glad to assist you in making selections.

We hope you will arrange to see Mrs. Frame at an early date in regard to spring work. You will find her prices reasonable in consideration of first class work.

Coos Bay's Greatest Store



Shoes and Ties

Our advance spring shipment of Sorosis are arriving on almost every steamer entering Coos Bay. Some very handsome styles are already here principally among which are the tan ties and black patent colt pumps.

Tans Popular

For spring and summer wear, tan shoes and oxfords promise to be exceedingly popular. Indeed, there is no question of their coming popularity, as the leading fashion votaries have already decreed them in.

On the sidewalks of the early spring watering resorts, such as Newport, Atlantic City, and Hampton Roads, can already be seen a majority of tan oxfords and shoes.

For spring and summer, The Myers Store will hold first place, when it comes to showing the strictly snappy footwear. Before buying elsewhere be sure to see our popular lines. Prices \$3.00 and up.

Laces and Embroideries

Hundreds of yards of beautiful snow-white embroideries and filmy laces in 1908 patterns, will meet your admiring eye Tuesday morning. Never before have we shown laces and embroideries of such rare beauty, and in such magnificent variety.

Many assortments will be put out at special prices, which if we were able to quote here would make you doubly anxious to attend the sale early. But we have not the space to do it, and will have to be satisfied with merely hinting at the good things awaiting you.

Mercy Hospital Days

Friday and Saturday of this Week.

Friday and Saturday of this week have been set aside for the benefit of the Mercy Hospital. On these days the Myers Store will give to this worthy institution five per cent of the total sales. Aside from there being made some very special offerings for these two days, there will be a grand showing of new spring merchandise. This will greatly add to the interest of buying, inasmuch as many are anxiously waiting to buy for spring and summer.

The basement and The Myers Store Theater will also be turned over to the Hospital Reception Committee, and while we cannot at this time announce definitely their plans, we might say that there is in course of preparation a very interesting program of entertainment. Dainty refreshments will also be served.

Detailed announcements will be made later in the week. Watch the daily paper for particulars.

Snowy Linens and Staples

Beautiful qualities at prices that simply defy competition—that's the whole story in a nutshell. This is the greatest money saving event. Think of it, buying new, crisp merchandise at such exceedingly low prices. Just read these descriptions. They will open your eyes to the great possibilities this great White Sale presents.



TABLE LINEN, full bleached and half bleached. 72 inches wide. Pretty patterns. Pure linen. Former prices were \$1.00 to \$1.15. White Sale Price, yard..... **59c**

TABLE LINEN, full bleached. Best grade of all linen. Handsome patterns. Regular \$2.25 value. White Sale price, yard..... **\$1.87**

BED SPREADS, white, hemmed. Full size, 51x90 inches. Pretty patterns. Regular price \$1.35. White Sale Price, each..... **\$1.15**

BLEACHED SHEETING, heavy. 8-4 width. Worth 30c. Special for the White Sale, yard..... **25c**

BLEACHED SHEETING, heavy make. 9-4 width. Splendid quality. Worth 35c yard. White Sale Price..... **27c**

BLEACHED MUSLIN, 4-4 width. Fine grade, usually retailing at 12 1/2c. Only four bolts to sell at this price. Yard only..... **10c**

LADIES' HANKERCHIEFS,—Hemmed with embroidered corner. 50 dozen in lot. Worth 10c. White Sale Price only..... **5c**

INDIA LINON, regular width. Best grade ever shown at 18c yard. A wonderful buy at the White Sale, yard..... **12 1-2c**

INDIA LINON, regular 30c grade. Very fine quality. Only a limited quantity to sell at this price. Special for the White Sale, yard..... **19c**

SLEEVELESS VESTS, ladies. Sizes 4 to 9. White. Fine ribbed. Daintily trimmed. Regular price 25c. White Sale price..... **19c**

Men's Whitewear Sale

Many of the items following make their debut at this sale, having just recently been received from the manufacturers. In these items you can find at The Myers Store the greatest and most comprehensive assortments. This enables you to make selections with greater ease, and, aside from making our prices just as low as we possibly can, our constant aim is to make it easier and more pleasant for you to do your buying of us.

MEN'S HANKERCHIEFS, large size. White. Hemstitched. Very soft fabric. Regular 10c value. Special for the White Sale, each **5c**

WHITE HALF HOSE, for men. All sizes. Nicely made up. Worth 35c. White Sale Price, pair only... **25c**

LINON COLLARS, Arrow Brand. Greatest assortment, and the largest stock to select from in Coos county. Price, each..... **12 1-2**

MEN'S SHIRTS, white pleated. Finest grade. All sizes. Price each, only..... **\$1.50**

COATS AND JACKETS, for waiters and barbers. White, and white with narrow black stripe. Exceptional values at from \$1.00 to... **\$1.50**

APRONS, for waiters and bartenders. Waist and bib styles. Run large in size. Good quality butchers' linen. Prices are 25c and... **35c**

TABLE LINEN, full bleached and German silver. 72 inches wide. Exquisite designs. Wonderful wearing qualities. Regular \$1.75 and \$2.00 values. White Sale Price, yard..... **\$1.48**

HAND TOWELS, bleached Huckaback. Sizes 18x36 inches. Hemmed. Good weight. Really worth 12 1/2c each. Per dozen..... **95c**

BED SPREADS, white, fringed. Marsailles satin finish. Made for either wood or iron beds. Regular prices \$2.50 to \$2.85. White Sale Price, each..... **\$2.19**

BLEACHED SHEETING, finest quality. 10-4 width. Worth 42c yard. Special for the White Sale, yard..... **33c**

LONG SILK GLOVES, white only. All sizes. Double tip fingers. Regular price is 1.75. For the White Sale only, pair..... **\$1.00**

INDIA LINON, full width. Fine quality. Regular 15c grade. Special for the White Sale, yard..... **9c**

INDIA LINON, formerly priced at 23c. Standard width. An exceptionally fine grade. Six pieces to be sold at this sale, yard..... **14c**

INDIA LINON, formerly selling at 35c. A wonderful value. Finest grade of India linon. Special for the White Sale, yard..... **23c**

SLEEVELESS VESTS, white only. Sizes 4 to 8. Fine Swiss ribbed. Nicely trimmed. Regular price 35c. White Sale Price only..... **23c**

SLEEVELESS VESTS, women's. Sizes 4 to 7. White. Elaborately trimmed. Regular price 25c. White Sale Price..... **39c**

Men's Whitewear Sale

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MEN'S HANKERCHIEFS, Japanese weave. Very soft and non-irritating. Nicely Hemmed. Really worth 15c. Each only..... **10c**

WHITE GLOVES, for men, in gauze lisle. Assorted sizes. Worth 35c and 50c. White Sale price, pair..... **25c**

MEN'S SHIRTS, full dress style. White. Regular sizes. "Monarch" brand. Each only..... **\$1.25**

MEN'S FANCY VESTS, white and assorted nobby shades. Entirely new line to show for the White Sale. Prices range from \$2.00 to... **\$6.00**

COOK'S CAPS, white, several different styles. Well made. All sizes. Price only..... **35c**

FRENCH APRONS, for waiters and bartenders. Extra wide and long. All sizes. Best grade of material. Each..... **50c**