

The Myers Store

North Bend, Ore.

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# Spring Opening

## Thursday, April 9th to Saturday, 10:00

EASTER APRIL 19

### p. m., April 18th

WILL YOU BE READY

As the Hyacinth buds and blossoms into a thing of fragrance and beauty, so decided has been the change in the Myers store from its winter cloak to its new frock for Spring and Summer. The store has been tastefully decorated throughout, displaying all that is new and handsome for the coming season's wear, and we now cordially invite you to attend our Second Annual Showing of Fashionable Apparel for the 1908 Spring and Summer Season.

#### Men's Easter Bonnets

It is with a good deal of pride and considerable chest expansion that we announce the arrival of the snappiest line of new spring hats that we have ever been privileged to show. They are "there" in the newest shapes and colorings, and while they have no feathers on them, they are not a minute behind the band wagon. They are the two to five dollar kind with a "come back" to the coin if there's anything wrong. This is The Myers Store method of doing business. Stiff and soft hats, panamas or straws—they're all here for your inspection. So we want to have a "hat to hat" talk with you and would appreciate a call.

#### Women's Evening Costumes

Priced from \$25 to \$75

A magnificent showing of stylish costumes, in Copenhagen, tan, white, cream and black, of Japanese silk, crepe d'egyne, Rajah silk and wool mixed fabrics. Daintily trimmed with handsome medallions, German Valenciennes and French made laces. Princess and blouse, two-piece effects, with Japanese or Gibson sleeves.

#### Women's Tailored Suits

In Exquisite Variety

The tailored styles for spring and summer, shown in our Suit Salon, are, indeed, artistically beautiful. The butterfly or Papillon sleeve is most prominently seen, with principally the seventeen-gore plaited skirt, in the popular shades of leather, tan, Copenhagen and brown, with cream, grey, navy, wine and black closely following. Chiffon panamas, voiles and serges, in plain and fancy weaves, and the serviceable French Taffeta and the new "Panajah" weave, (closely resembling Rajah or the rough silk, but made entirely of wool) are the materials favorably spoken of, and shown in many handsome styles and colors. Prices of this spring and summer tailored suits range from \$16.50 to \$55.00.

#### Men's New Spring Clothing

\$12.50 to \$25.00

Our spring and summer men's suits are attracting a lot of attention. We overheard a remark from a gentleman, looking at them in our window the other day, and he stated that they look better than tailormade suits and cost a good deal less money.

Browns are most popular for spring and summer, although many combination colors are shown, with vertical stripes and invisible checks. The patterns are exceedingly nobby and entirely different than has been seen for many seasons.

Every suit we sell is all wool. All decorative threads are silk, not mercerized cotton.

Then, every fabric is double shrunken, and even the linings and inter-linings are shrunken before being made up.

Every suit has a maximum amount of hand-work that its price will allow. This means shapeliness that will stay.

If \$25.00 is the price you want to pay for your spring suit, we will show you clothing that we'll be glad to have you compare with the best that is sold by any store in the country. If \$20.00 is your price, or \$15.00 or \$12.50, the same is true.

#### New Tailored Skirts

A remarkable showing, indeed, for a store on Coos Bay to make. But the best and most beautiful is none too good for our long list of satisfied patrons, and we aim to enhance the quality of our merchandise from season to season. Hence, this showing of tailored skirts is a decided advancement over the ones shown in previous seasons.

Chiffon panamas, voiles and serges, in plain and fancy weaves; mohairs and German taffetas, etc., in the new leather shades, brown, navy, green, red, grey, cream, black and mixed novelties. Voile skirts come with or without drapes, and are either plain, or handsomely trimmed with bands of taffeta and braid. Prices range from \$5.00 to \$35.00.

#### Men's Spring Dress Shirts

The new 1908 patterns in men's shirts are certainly making a "hit". The pleated styles and plain bosoms are the only styles for spring and summer, except the stiff bosom in the all white shirt for formal dress.

Striped and corded effects, with white ground, and tan, light blue, heliotrope or black, in neat stripes and small figures, predominate. The cuffs in practically all shirts are attached. Prices range from 85 cents each to \$3.00.

#### Men's Spring Hosiery and Underwear

Quality hosiery and underwear, that is what you will always find at The Myers Store. This spring's assemblage beats anything ever shown by us. Not only are our stocks larger and more comprehensive, but prices are lower. The quality has by no means been impaired, in our endeavor to lower prices and, whether it is a fancy silk and mercerized garment of underwear, a fine light weight wool, or a heavy weight, a fine silk or lisle hose, or a cotton sock, we will assure you of a better grade for the same money than is shown by any store in the country. Our business has been increasing with leaps and bounds, and it is quality merchandise, combined with good, honest treatment, that is doing it.

#### Summer Wash Dresses \$5 to \$22.50

Many styles in wash or afternoon dresses are shown this season, among which we might mention the lingerie gown of French batiste, elaborately trimmed with various combinations of eyelet embroidery and handsome laces. Another is an exquisite creation, trimmed with ruffles around bodice and skirt, interspersed with dainty Valenciennes laces.

The jumper style is well thought of, although the regulation shirtwaist effect will again be popular. The linen suit will also be worn considerably. White leads, with such shades as tan, blue, brown and the new coral effects following.

#### FRENCH MADE LINGERIE

New 1908 patterns in dainty whitewear for women. A handsome showing of corset covers, chemise, skirts, drawers, nightgowns and combination suits. Beautiful matched sets, in filmy lace and embroidered patterns, consisting of corset covers, chemise, short and long skirt, drawer and night gown. Prices per set \$11.00 to \$25.00.

#### New Wool Fabrics

In dress goods we have likewise made a rapid stride this season. This advancement is particularly brought about, owing to our establishing a dress-making and tailoring department, with Mrs. Josephine Frame at its head. We are now enabled to carry larger and better stocks of wool fabrics.

For spring and summer we are showing some beautiful patterns in chiffon voiles and panamas. French taffetas, serges, mohairs, silk and wool crepes and chiffon broadcloths. The colors, principally are the new leather shades, Copenhagen, brown, tan, grey, cream, red, navy and black.

Prices range, per yard, from 85 cents to \$3.00, with a particularly strong line at \$1.50 the yard.

#### Silks

Our stock of silk this season is more than again as much as we had a year ago. The rough weave or Rajah silk comes in the new leather shades, tan, brown, Copenhagen and pearl grey. An exceptional grade of Japanese silk, in every shade, is being shown at 50 cents yard, and crepe d'egyne at \$1.00 to \$1.50 and colored taffeta at from 65 cents yard to \$1.00.

#### New Laces and Trimmings

Our new laces and dress trimmings are now ready for your selection. In this season's display there is almost everything that one could wish for, to adorn a costume or suit. Many of our laces and trimmings are of our own importation. Thus we save the jobbers' commissions, and are enabled to offer you lower prices, and more exclusive patterns than can be found at the majority of shops.



#### Spring Oxfords For Dainty Feet.

No more beautiful or attractive showing of spring and summer footwear will be made by the exclusive shops of the great cities. We have an assemblage of stylish footwear that is the subject of enthusiastic praise of our many women patrons, and the pride of the management of this representative house.

Tan, in shoes and oxfords, for spring and summer wear, will be exceedingly popular, followed with an equal demand for black patent calf and vici kid. White will also be popular, and be worn in both duck and dressed kid.

The more exclusive dressers will be seen with the brown suede Savannah oxfords and pumps. These come with handsome bows and buckles and the medium high Louis heels.

Prices range from \$3.00 to \$6.00, in sizes 2 1/2 to 7 1/2 and widths A to EE.

#### Prices on Spring Hosiery

25c to \$5.00 Pair

