

qualities are most readily perceived. Possibly there is no article of dress in which there can be so much infe-riority as in hosiery. A cheap dye, for one thing, can be used by the manufacturer, thereby taking the strength out of the yarn. «Another deception can be practiced by weaving them "light" as is known in manufacturing circles. For instance, instead of using all of No. 1 grade yarn, they will use a part of No. 1 mixed with a No. 2 grade, or even a more inferior quality. The best proof you can have in buying hosiery, is to purchase of thoroughly experienced dealers, dealers who can easily detect these deceptions and only buy No. 1 grade goods. This is one reason why our hosiery is giving such good satisfaction. We get the best, and we know it, when we get hold of the best. Then too, our prices are no more than

and helpful articles. Fill out accompanying blank coupon, and send to us at once, today, before you mislay this announcement.

tions and hints that can only be measured in dollars and cents.

We have already received hundreds of subscriptions for this

new and interesting publication, but if you have not sent us your name, won't you do so at once? We want you to receive the pa-

per regularly, and we know you will want it, with its many live

(Cut out on dotted lines)

So if this is true, and we have no reason to doubt their sincerity, is it not a matter that calls for your careful investigation? Should you not arrange at once to see this splendid line, and if found as others found give us your suit business? These are some practical hints you should consider, and if found worthy, we should have your busi-ness. Prices of suits range from \$10 to.....

equal to any suit selling for \$5 over and above our prices, at other stores. The high-

est price suit we sell is \$25-none higher-

but dozens of discriminating men tell us our

\$25 suits are equal to suits they paid \$35

and \$40 for at other stores.

were you buying inferior grades.

## Ladies' Home Journal Patterns

The October patterns are now here, and we can supply any number shown in the current issue of the Ladies Home Journal. The Journal Patterns are unquestionably the best and most simple pattern on the market today. With the guide chart, which accompanies each pattern, they are so easily understood that a child of ordinary intelligence can put them together. Another point in their favor, is that a garment made from these patterns fits more perfectly and has a better appearance than any other pattern we know of. If you have never tried the Journal Patterns, you should do so at once. Prices are 10c and 15c.

The Journal Children's Dresses on Display in Our Show Windows Are Now Offered at Cost of Material and Labor.

## A. W. MYERS @ COMPANY GENTLEMEN: Please enter my name on your mailing list for The Dry Goods Exponent, the same to be sent me regularly for one year, free of expense to me. Name (Mr., Mrs. or Miss) Below I show the names of some of my friends to whom I should like you to send the EXPONENT: Name

## Men's Nobby Hats

Here is another article of men's wearing apparel that The Myers Store excels in from a price, quality and style standpoint. All the newest things are now being shown in the derby and soft styles. Our men's hats are in a class alone. There is no brand or brands to compare with those we are selling. This is why we are doing so large a hat business, selling about forty-five per cent of the hats in Coos County. Colors are of the mats in close county, control lack.

