

**T**HROUGHOUT the history of fashion various countries of the Orient have given ideas for modern dress. But this is the first time that the inspiration has come direct from the land of the Moghuls, a dynasty of regal splendor, unrivaled almost in the history of the world.

**Present Day Application---**

The application that has been made of the East Indian effects in the present day dress is in every way more interesting.

We find it to a marked degree in the closely wrapped, straight-out, slashed-hem SKIRTS of costumes and tailored suits; again in the MANTLES and JACKETS, with their widely lapped right side closing; in the graceful JABOTS, the pendant SASHES, the swathing DRAPERIES with their fringed borders; in the TRANSPARENT FABRICS and the posing of one upon another; in the richness of JEWELLED GARNITURES; in the TURBAN form of headdress and their sweeping AIGRETTES; in the subdued radiance of WONDERFULLY BLENDED colors and in the SLENDER, GRACEFUL SILHOUETTE. This last feature being gained wholly by the peculiar fashioning of all garments.

**French Revolution Styles---**

The fashions of spring and summer, borrowed from the French Revolution period, have had their influence on many of the fashions of autumn and winter.

The basque bodice and the fichu form of collar and shoulder trimming will be retained to a considerable extent. There are also some hints of the 1860 style, but these are all a matter of bodice, sleeve and short jacket effects.

The DOMINATING IDEA, however, is Orientalism; and this is exemplified ten to one in the costumes of today.



**Fur Coats From \$12.50 Up**

Sizes 14 to 44.

Whether it is a genuine caracul fur coat at around \$30.00 to \$50.00 or a good imitation of the genuine at \$12.50 or \$15.00, we can please you in quality and style, and at the same time save you money on the cost of your new coat.

**The New Colorings---**

That there is being made a concerted effort to popularize English colors, which were used extensively during the recent Coronation and other interesting festivities in London, is unquestionable. The materials to an extent have already been worked into the new season's dress for American women, in the English and Scotch tweeds and mixtures. Therefore, interest in English colors and color combinations may be expected.

Besides the influence brought to bear upon the color standard by our English cousins, there is seen to be an apparent reaction from the sombre shades which have ruled so long. Bright flecks of color, or subdued colors in two and three tone effects, are a feature of the mixtures which are now so popular.

Plain color materials will be mostly in golden brown, purple, gray, navy, green and black. The high color note, however, will appear mostly in the trimmings.

**Children's Stylish Coats**

\$2.50 to \$12



This is the first season we ever felt we had a line of Children's Coats that possessed the right snap and tailoring.

Children's Coats generally are just "ordinary" in appearance. Many dealers and makers are satisfied with this but we were not. For the past four years we have been searching for a manufacturer who would make up his Children's Coats with the same attention to style as women's coats. A few months ago we found him located on the top floor of a light, airy factory in Union Square, and our new line is the outcome of this extensive research. The styles are beautiful and the prices reasonable.

# Myers' Formal Showing New Fall Coats, Suits and Dresses

Wednesday, Thursday, Friday and Saturday, September 13th to 16th  
An Occasion of Unrivaled Beauty and Splendor Now Welcomes You

**A**LL that is new and beautiful in women's and misses' wear for Fall, will be included in this Fashion show which opens next Wednesday. This assemblage of autumn wear represents days and nights of careful planning and research. Nothing was left undone—no expense was spared—to present to the women of Coos Bay, for the new season, a large and comprehensive assortment in the most fascinating styles and materials. With our usual alertness to secure the best styles and values, together with our matchless buying facilities through our New York office, we are better prepared than ever to serve you well this season.

A Cordial Welcome Is Extended to Everyone to Participate  
In This Formal Showing of Women's New Wear

## Dainty Styles in Autumn Neckwear for Women



**New Ideas in Hair Requisites**

This will be a season of charming new creations in Neckwear—of delicate bits of lace and embroidery that are clear out of the "beaten" path of commonplaceness.

Among the new styles shown are large collars of dainty lace, with tassel ends and wide revers, also many catching ideas in side-frills and jabots of fine Maline lace and sheer linen batiste.

Fichus, lace stocks and pretty marquissettes of silk are without number. Prices of Neckwear .....25c to \$1.00



Hair Goods of All Kinds, and Ornaments in Entirely New Novelties Now Shown Here

## Fine Tailored All-Wool Suits for Fall and Winter



Priced from \$12.50 to \$37.50

No matter what price you pay, we guarantee to give you a perfect fit and perfect satisfaction in every particular. Should we fail in any way to please you, we agree to refund the purchase price or make a satisfactory allowance without causing you any annoying delays or trouble. You will save both time and trouble by visiting us before buying elsewhere or sending away. Come.

Shipments of New Fall and Winter Styles Are Now Here

**SPECIAL SHOW DAYS**  
Wednesday, Thursday, Friday and Saturday

Tailored Suits at \$14.00 Tailored Suits at \$16.50 Tailored Suits at \$18.00

Made up in the jaunty new semi-fitted lines. Materials are the diagonal chevils, Panamas, serges and mixed suitings. Colors are navy, brown, black, gray and novelty combinations. Sizes range from size 13 in a misses' to 42 in a woman's.

Fine broadcloths, wide-wale chevils, fancy worsteds, plain serges and novelty suitings. Made up in the season's straight lines, with panel effects front and back. Sizes to 48.

Strictly man-tailored throughout. All wool, carefully sponged and shrunk. Fine English suitings. Coats lined with best satin. Both narrow and wide, shaped revers. Skirts with panel fronts and backs. All sizes.

Tailored Suits at \$22.50 Tailored Suits at \$25.00 Tailored Suits at \$32.50

A specially wide range of styles and materials. Strictly man-tailored garments. Very best styles and materials. Made up just like the regular higher priced suits. Come in the leading materials and shades.

Another popular price with us for a wonderfully fine man-tailored suit. Fine English tweeds and suitings. Colors browns, greys, navys, greens, blacks and mixed novelty weaves. Exclusive styles. All sizes.

High grade man-tailored Suits of fine English tweeds, serges and suitings. Exclusive style combinations. Finest tailoring and materials. Coats lined with guaranteed satin. Sizes 14 to 46. Many styles.



This Suit Only \$16.50

Fine wide-wale diagonal chevilt. Staple colors. Sizes to 42.

The Best Exclusive Ready-to-Wear Store in Southern Oregon

New York Office **Myers'** Coos Building  
41 Mercer Street Marshfield, Ore.  
WOMEN'S AND MISSES WEAR

**M**ANY novelties have been attempted in SLEEVES, and while the KIMONO effect will prevail in wraps, fancy tailored suits, separate waists and costumes, there will be a more extensive use of the STRAIGHT COAT SLEEVE set into the ordinary armhole.

In the long, separate COATS, the sleeve will invariably be set off with a wide cuff of double-faced material or of material of some check or coloring, to match the wide revers and large collars.

**Skirts Continue Narrow---**

Skirts continue NARROW, with a decided tendency to TUNICS of slightly increasing width, falling over the very narrow petticoat.

Actual slashes appear but seldom, even the open seam five or six inches deep being too radical for conservative women. Stimulated effects are obtained by the use of soft platings to a point several inches above the bottom edge. Silk braids and fancy passemeries are also inserted in the skirt gores so as to suggest a slashed effect.

**Panel Effects Well Liked---**

The broad front and back panel finish is strongly featured in new skirt styles. Usually the width is even from the waistline to the bottom, as this broad finish at the top gives the desired lack of curves at the waist line. Fancy braids, fringes and buttons are finishing touches.

**New Coat Lengths---**

The suit JACKET will remain close fitting about the hips and hold to the general straight line form. The new models, generally speaking, will be 26 inches in length, although models both shorter and longer are seen. But the length mentioned is a happy medium. IN SEPARATE COATS the tendency is toward the use of 45-inch lengths in the high novelties.



**Coats \$6.50 to \$32.50**

Sizes 14 to 48.

Our line of stylish and serviceable Coats at around \$15.00 to \$20.00 is without question from \$2.50 to \$5.00 better than those shown by us in previous seasons. We invite your inspection of the new line, depicting the pretty style features for the new Fall and Winter season.

**Autumn and Winter Fabrics---**

The marked style tendencies will include the use of rougher fabrics for coats and suits, and the continued adoption of sheer materials for dressy and evening wear.

In addition to the use of rougher fabrics, as shown above, the tendency generally will be toward HEAVIER WEIGHTS, which include double-faced materials for Coatings and FUR MATERIALS generally, or such materials as show resemblances to FURS and VELVETS.

Scotch mixtures and English tweeds will be used extensively in the new tailored suits and coats. Plaids are extensively used for pipings, bands and garnitures, although they are seen in subdued effects in many separate skirts.

The staple fabrics, such as serges, poplins, broadcloths and German taffetas will be in great favor. Also the new Ratine and Cosmos cloths and the velour de laine in plain and fancy weaves, diagonals, boucles and ribbed effects.

**Women's Pretty Dresses**

\$9.95 to \$25.00

Dresses, consisting of one piece, promise popularity for Fall and Winter. We are showing an extensive line of beautiful styles in Satin, Marquissettes, Moire and plain taffetas and satins as well as in fine English Taffetas, Poplins and Cashmeres.

Most of the styles feature the Dutch color and blouse effect, the Kimono sleeve and the loose panel skirt effect.

Colors are tan, brown, gray, navy and green in mostly subdued tones. Also black with trimmings of more or less color. Sizes 14 to 44. Prices. . . . \$9.95 to \$25.00

