

# Greatest Friday Surprise in Our History--June White Days--Begin Today

See Additional Details of "June White Days" on Back Page--All Credit Purchases Made Today Go on June Account, Payable July 1st.

## 50c White Stationery at 28c

MEIER & FRANK'S, FIRST FLOOR. ORDER BY MAIL.  
**F**OR our Great 11th Annual June White Days, 300 boxes of regular 50c Summerby Linen Stationery, including 50 sheets of paper and envelopes to match. Pure white. While lot lasts, box 28c.  
 25c Meadowbrook White Lawn Stationery for only 12c  
 15c Dennison's White Crepe Paper Napkins, 100 for 8c  
 50c Berlin's Fine White Correspondence Paper for 33c

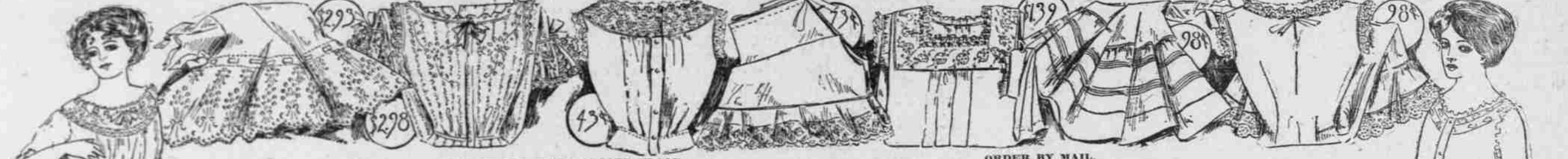


## To 35c White Hosiery, 19c

MEIER & FRANK'S, FIRST FLOOR. ORDER BY MAIL.  
 Women's 35c White Lisle Hose--Double garter-proof tops--all sizes, June White Days, 19c.  
 Misses' and Children's 25c and 35c White Hose--Light Summer weight--all sizes. Pair, 19c.  
 Infants' 25c White Lisle Hose--Seamless. June White Days, today, pair, 19c.  
**19c**  
 Women's 50c and 65c White Silk Lisle Hose at only 39c  
 75c White Wash Veils, dots and fancy lace borders, 49c  
 \$1.50 Silk Chiffon Auto Veils, white and colors, at 98c

# Undermuslins in the Great June White Days!

Mountains of Snowy Garments, Dainty and Durable, Here to Greet You This Morning!



**T**HE business we do every year during these Great June White Days is the wonder of all manufacturers! Last year's sale was hardly over when we began placing the orders for the monster event which begins on the stroke of 8 this morning.

First, only modern, sanitary factories were allowed to touch an order. Then we specified the materials--splendid Masonville Muslins, Lonsdale Muslins, Cambrics and other standard grades, even in the 73c Gowns! Not the gaudy sort of trimmings, but neat, artistic embroideries, durable linen and Val. laces, dainty tucks, etc.

When the sale opens at 8 this morning you'll find the broad, spacious Muslinwear Store piled high with mountains of snowy, well-made, serviceable garments at the lowest prices of the year.

### \$7.50 Fancy White Petticoats for \$3.15

Just 200 in a special purchase to sell at this astonishing price--surely there'll not be a one left by tonight! Made of best quality Lawn with wide flounces of elaborate embroidery and dainty lace insertion. All have separate, lace-edged dust ruffles. Actual \$7.50 White Petticoats, illustration above, **\$3.15**

### 1000 Splendid \$1.00 Gowns at, Each 73c

Gowns of splendid, firm Masonville Muslin--think of it, for only 73c! Plain high and low-neck styles, trimmed in neat, durable linen lace. Cut full and long and splendidly made. Our own best \$1 Gowns--you'll never equal them elsewhere under \$1.25. While lot 1000 last for Great June White Days, each only **73c**

### All Lovely French Muslinwear Reduced

For the Great June White Days, we include our entire stock of exquisite hand-made and hand-embroidered French Undermuslins at phenomenal savings:  
 French Gowns from \$1.47 to \$75  
 French Drawers, \$1.47 to \$10  
 French Chemises, 73c to \$15  
 Combinations, from \$3.75 to \$15  
 French Skirts from \$1.98 to \$35

### Annual June Sale of \$3.50 Corsets \$2.19

These are a line of the finest \$3.50 Corsets, made up especially for us by a famous manufacturer, to sell during the Great June White Days! Made of splendid quality Batiste and Coutil in three latest models with medium and high bust and long hips. Supporters front and side; regular \$3.50 Corsets, for **\$2.19**

### The Gown Specials

Women's Gowns of famous Lonsdale Cambrics and Muslins, Masonville Muslins and fine Nainsooks, in dozens of charming high, "V," round and square slipover styles. Long and short sleeves--beautifully and durably trimmed:  
 \$1.50 Gowns, June White Days, each, only 98c  
 \$1.75 and \$1.85 Gowns, your choice for \$1.22  
 \$2.00 Gowns, June White Days price only \$1.39  
 \$2.25 Gowns, June White Days price only \$1.73  
 \$2.50 and \$2.75 Gowns, your choice for \$1.93  
 \$3.00 Gowns, June White Days price only \$2.19  
 Other Gowns up to \$18.00, all at reduced prices.

### Combination Suits

Women's dainty Corset Cover and Drawer or Corset Cover and Short Skirt Combinations. Also Princess styles:  
 \$2.50 Combination Garments, now \$1.89  
 \$3.00 Combination Garments for \$1.97  
 \$4 and \$4.50 Combinations for \$2.93  
 \$5 to \$6.50 Combinations now for \$3.75  
 \$5 and \$6 Princess Slips now only \$3.57  
 \$8.50 and \$10 Princess Slips, now \$6.95

### The Corset Covers

Made of Longcloth, Nainsooks and Cambrics, neatly trimmed in embroideries, Val. and linen lace edgings, tucks, etc. Made with peplum skirt and fly-front, also blouse and tight-fitting styles:  
 Regular 75c Corset Covers, now 43c  
 Regular \$1 Corset Covers now 73c  
 \$1.75 Corset Covers, sale at \$1.27  
 Regular \$2 Corset Covers, now \$1.39  
 \$2.50 and \$2.75 Corset Covers, \$1.93

### White Underskirts

All Underskirts made full length, with separate dust ruffles. Of good quality Cambric and Lawn--deep, elaborate flounces, trimmed in beautiful embroideries, clusters of tucks, beadings and ribbons:  
 \$2.00 White Underskirts, at \$1.43  
 \$2.75 White Underskirts, \$1.93  
 \$1.75 White Underskirts, now \$1.22  
 \$4.00 White Underskirts, now \$2.93  
 Up to \$37.50 Underskirts, all reduced.

### The Drawer Specials

75c Masonville Muslin Drawers only 49c  
 Regular \$1.25 Drawers, for only, pr. 87c  
 Regular \$2.00 Drawers, special price \$1.33  
 Regular \$2.50 Drawers, special price \$1.73  
**The Children's Garments**  
 All Children's Muslinwear at June White Days' prices.  
 Children's Gowns priced at 59c to \$4.98  
 Children's Drawers, from 15c to \$1.48  
 Corset Covers, priced from 78c to \$1.98  
 Childs' Skirts, from 73c up to \$9.98

## Sale Lingerie Waists for the June White Days

**W**OMEN, here is the annual Waist Sale you've learned to wait for! Not just a few styles to choose from, but many of them--so you'll find in this great group the very sort of Waist you have been wanting at a price far below regular.

**At 95c** choose from about 5 different models in lawn and batiste, lace and embroidery trimmed, made with long sleeves and high neck. An especially neat style as pictured here, buttoned in the front, rows of embroidery on either side.

**At \$1.28** includes the new side-frill style of batiste with embroidery at front, high neck and long sleeves. Also plain lawn waist buttoning in the front and having the clever Bulgarian roll collar.

**At \$1.69** you get the popular Middie Blouse, as shown here, in white, tan and blue linene. Made with clever sailor collar and cuffs piped in contrasting color and having front lace cord. Fine fitting, dashing little waists.

**At \$1.89** are pretty, nicely made waists of white allover batiste. One style as shown here. High neck, buttoning in the back, having regulation and peasant sleeve of 3/4 length. These are unusually charming models, so pretty and becoming to the young or older women.

**At \$2.22** the waists are unusually dainty and nicely made of fine quality lawn. Made high neck and long sleeves and invisible front buttoning, with clusters of tiny tucks and bands of Irish crochet lace in the front and finishing the sleeves.



## June White Days Bring Scores of Great Lace Curtain Bargains

**O**UR Lace Curtain "chief" has searched the country over for the most powerful series of bargains we ever offered in these Annual June White Days! Today will find the big third floor Lace Curtain Store filled with thousands of pairs of the most desirable Curtains at prices ringing with economy. Read on!

**\$2.50 Curtains at \$1.69**  
 Splendid White Net Curtains in 10 different patterns, with plain hems or linen Cluny edges. Good quality French net, 42-inches wide and 2 1/2 yards long. Our finest \$2.50 Curtains offered at **\$1.69**

**To \$7.50 Curtains \$4.65**  
 In this lot are 18 different patterns of exquisite Irish Point, Brussels, Soutache braid effects and Cluny Curtains. All full size. Elegant \$6.75, \$7 and \$7.50 grades, June White Days are selling at **\$4.65**

**To \$4.75 Curtains \$2.85**  
 Exactly 20 handsome designs in White Net Curtains--beautiful Renaissance braid effects. Linen Cluny edges with tucked or plain net, Brussels and Irish Point Curtains from best \$4.50 and \$4.75 lines **\$2.85**

**Imported Curt'ns Reduced**  
 Just 25 patterns in these finest grades of Brussels, Irish Point, Duchesse Canterized and Marie Antoinette Imported Lace Curtains, regularly \$20 to \$50, June White Days, the pair, **\$12.50 to \$32.50**

**\$1.25 White Nottingham Curtains**, 50 inches wide and 3 yards long, with elaborate floral borders; five patterns, at **89c**  
**\$1.75 White Madras Weave Curtains**--Filet, floral and scroll designs; also beautiful leaded-glass effects; 20 patterns to select from **\$1.18**  
**\$2 White Cable Net and Nottingham Curtains**--Plain, Point d'Esprit and figured centers with floral borders; 15 patterns; sale price **\$1.35**  
**\$2.25 and \$2.50 Cable Net Curtains**--White with plain centers and scroll or imitation Irish lace borders; fifteen patterns; sale at, pair **\$1.48**

**\$1.50 Nottingham Curtains**--50 inches wide and 3 yards long, with floral and scroll designs; 10 patterns, pair at **98c**  
**Finest Domestic Lace Curtains**, over 50 of newest designs in all novelty and staple weaves, 50 inches wide, 2 1/2 and 3 yards long, \$5 and \$5.50 grades, \$3.85; \$4.50 and \$4.75 grades for **\$2.85**  
 \$3.35; \$4.00 grades at **\$2.85**

**White Drapery Fabrics**  
 15c Dotted, Striped and Figured Swisses--36 inches wide. **11c**  
 June White Days, yard **11c**  
 25c White Swisses--Plain and novelty cross-hatched designs, 38 inches wide. June White Days price, the yard, only **18c**

**50c White Embroidered Swisses**--Dainty embroidered figures in center and border, with scalloped edges; 50 inches wide; **32c**, sale price, the yard, only **32c**  
**White French Net**--Made of best quality double-strength yarn. For June White Days, 58c grade, 54-inch, yard, 42c; 75c grade, 72-inch, yard, 64c; \$1 grade, 108-inch, the yard at only **84c**

**50c White Bungalow Nets**--Filet and block designs, 45 inches wide, yard only **35c**  
**45c and 50c Swisses**--45 inches wide, in dozens of beautiful dotted and figured designs. The very finest grades at almost **35c** half regular price, yard



## \$15 to \$25 Lingerie Dresses \$11.45

**O**VER 300 charming Lingerie Dresses, of filmy Batistes, Mulls and Allover Embroidery, elaborately trimmed in embroidery bands, beautiful laces, medallions, etc., is the extraordinary offering for the June White Days, beginning at 8 this morning!  
 Dutch neck effects or yokes of lace and high collars. Modish peasant blouse models. Others have handsome panels of embroidery, edges in lace insertion, with flounces of lace and pin tucked bands. A special purchase of the loveliest sort of \$15, \$20 and \$25 Lingerie Dresses, for the Great 11th Annual June White Days Sale, **\$11.45** starts today

## Infants' Wear in Great June White Days

**T**HIS is indeed the time to get infants' necessities, for practically everything in baby wear is offered at a reduction in price. And we've such a beautiful, splendid, full line of infants' wear for you to select from!

**All Hand-Made Infants' Wear, \$7.50 to \$50, 20 PER CENT OFF**  
 Infants' neat 85c Dresses, as shown here, offered at only **69c**  
 Infants' \$2.00 and \$2.50 Dresses, offered at only, each, **\$1.49**  
 Infants' plain Bishop Slip, as pictured, offered at, each, **49c**  
 Infants' Hand-Made Skirts, regular \$3.00 to \$4.00, at **\$1.89**  
 All other infants' wear placed on sale at special reduced prices.

