

Store Open Tonight Until 9:30—Credit Purchases Made Today Go on June Accounts—Store Closed All Day Tuesday, Decoration Day
Special \$1 Dinner Tonight, 7th Floor, Rosebrook's Orchestra—Final Day of Sensational Sale Women's \$18 to \$25 Silk Dresses, \$12.55



The Crowds! The Enthusiasm! Whole Store a Snowbank of White



Practically Every Article in White Is Now Reduced. Come Early

IT WAS a day that will live in store history for years to come! From the moment the doors opened at 8 o'clock, the store was thronged from top to bottom with crowds such as we have never seen before outside of the holiday season.

year's June White Days were hardly ended when we began planning for this 1911 event. Over 100,000 snowy Muslin Undergarments bought for this sale alone! Special purchases of Lace Curtains, Waists, Handkerchiefs, Men's Shirts, join our enormous regular stocks in the most phenomenal savings. Until 9:30 o'clock tonight these monster White Events will be in full swing.

Practically every white article may be had at a worth-while saving. Last

All Muslin Underwear Reduced
All Fine Linens Are Reduced
Amazing Embroidery Bargains
All Infants' Wear Is Reduced
Great Savings on New Waists
Women's White Dresses Redu'd

Men's White Shirts Reduced
Women's White Neckwear Less
All White Footwear Reduced
All White China Now Reduced
Women's 'Kerchiefs Reduced
White Wash Goods Reduced

Women's Knit Und'wr Reduced
White Lace Curtains Reduced
Fine White Hosiery Reduced
White Days' Corset Bargains
White Dress Goods Reduced
All the White Silks Reduced

---And These Other Stirring Events for Saturday!

See the Morrison Street Window

Great \$15 Suit Sale Continued, by Request

Meier & Frank's, Third Floor 7 Elevators

LAST Saturday's extraordinary Clothing business—the greatest single day's selling in our history—was proof positive that men appreciated these phenomenal savings!

Owing to the unusual scope of these splendid Clothing purchases, made by our buyer during the last three weeks he's spent in the East, we repeat the sale today. The lots include—

Famous Society Brand Suits, Celebrated Adler-Rochester, A. B. Kirschbaum's Fine Clothing

Unfadable Summer Blue Serges, handsome grays, browns, tans, in dozens of the season's smartest models for men and young men. Every size in stouts and regulars. Every Suit hand-tailored and up to the \$20, \$22, \$25 and even \$30 standards, choice

\$15



Girls' White Lawn Dresses for \$2.95

CHARMING little White Lawn Frocks for the girl of from 6 to 14 years. Nicely made and trimmed in tucks and insertion. Have the new peasant shoulder and sleeve and full pleated skirts. In the Great June White Days at only **\$2.95**

\$1.50 Middy Blouses—made in good firm galatea, having pretty blue collars and cuffs, trimmed in white braid. Clever little waists for the girl of from 2 to 8

years. During the Great June White Days are priced at only **89c**
Highland Bloomer Dresses—the practical, becomingly styled dresses for the girl of from 2 to 8 years. Well-made of good quality ginghams, percales, cambries and linens in light and dark colors, plain and in combinations. Many styles to choose from. Prices \$1.50 to **\$2.75**



Men's \$1.50 White Shirts 93c!

MEIER & FRANK'S—JUST INSIDE MORRISON-STREET ENTRANCE

THE June White Days offering in Men's White Plaited Shirts! Good quality madras in all styles of pleats. Cuffs attached or separate—all coat style. Splendid \$1.50 grades, all sizes, for Great June White Days only **93c**

Men's 25c Linen Handkerchiefs—Neat 1-4 and 1-8-inch hem-stitched hems; 3 for 50c; ea. **17c**

Men's \$1 White Muslin Night Shirts—Good quality, cut full and well made. Sale price, **69c**

Men's 75c Night Shirts—Firm quality muslin, well made and full cut. Special price, ea. **49c**

Men's \$2.50 White Pajamas—Splendid quality madras in cross-bars and stripes. All sizes. Special price, suit **\$1.39**

Men's 25c Wash Four-in-Hands—Madras and piques, all widths. Special at, ea. **12 1/2c**

Men's 50c White Sanitary Mesh Underwear—Shirts and Draw-ers, all sizes. Special, each **39c**

Men's \$1 White Lisle Underwear—Shirts and Drawers in all sizes. June White Days, ea. **59c**

Men's White Union Suits—Tops of the porous mesh fabric, drawers of cool nainsook. All in one piece. June White Days **89c**



See the Morrison Street Window

Saturday Ends 'Gotham Week'

Boys' \$4.50 and \$5 Suits at \$3.35

MEIER & FRANK'S, THIRD FLOOR. ORDER BY MAIL.

FOR Saturday, a splendid lot of Boys' Nobby Knickerbocker Suits, sold regularly at \$4.50 and \$5.

Strictly All-Wool Worsteds and Cassimeres in handsome grays, browns, tans.

The excellent cut and finish surprisingly good, even at \$4.50 and \$5. Just a special purchase—surplus Suits from one of our regular makers. All sizes 7 to 17 years. Choice Saturday, **\$3.35**

Few Toilet Accessories

25c Cuticura Soap, a cake at 15c
25c Woodbury's Facial, a cake, 15c
25c Sanitol Face Powder at 15c
25c Sanitol Face Cream only 15c
25c Buthymol Tooth Paste at 15c
25c Pasturine Tooth Paste only 15c

Our Great Saturday Book Sale

ABOUT 2000 Handled Books on Sale Saturday, including Fiction, Poetry, Gift Books, Boys' and Girls' Books, Children's Books, etc. All Children's Books at Half Price. Special for today only, all Children's Books in cloth, board, paper and linen bindings. Get the children books today and save on the price just 1/2. Boys' and Girls' Books—\$1.60 at 80c; \$1.50 at 87c; 69c at **49c**

| | Regular Price. | TODAY. |
|--|----------------|--------|
| POETRY. | | |
| Browning's | \$1.50 | 87c |
| Holmes | \$2.00 | \$1.16 |
| Aldrich | \$2.00 | \$1.16 |
| Taylors | \$2.00 | \$1.16 |
| FANCY GIFT BOOKS. | | |
| Sweetheart's Dreams of Yesterday | \$2.50 | \$1.25 |
| A Garden of Girls | \$2.50 | \$1.25 |
| Barack Room Ballads | \$1.00 | 59c |
| Browning's Love Poems | \$1.00 | 59c |
| RILEY'S BOOKS. | | |
| Riley Book | \$1.00 | 40c |
| Neighborly Poems | \$1.00 | 40c |

Saturday Coffee Sale, 23c

ON Saturday we offer you these tempting specials, including the M. & F. Special Blend—a rich, pungent, delicious quality at the wonderfully low price, 5 lbs \$1.05, a lb. **23c**

Early Dawn Coffee, a pound at low price of **32c**
M. & F. Superior Blend, regular 40c grade, **36c**
German Lentils, reg. 3 lbs 25c, 7 lbs. 25c, lb., **4c**

A Great Day for the Children 5000 Balloons Free on 5th Floor

THE children delight in our popular balloon days—an inflated Rubber Balloon given free with every purchase Saturday on our 5th floor—the largest all-the-year-round Toy Department in the West.

All Boys' Steel Wagons at Less

Splendidly made, durable steel Wagons are offered Saturday at these generous reductions:
75c Wagons at only **59c**
90c Wagons at only **69c**
\$1.35 Wagons only **\$1.10**
\$1.75 Wagons, only **\$1.49**
\$2.00 Wagons, only **\$1.79**
\$2.25 Wagons, only **\$1.99**

The Hammocks

\$3.50 Close Weave Hammocks with valance, full size, fine colorings, strongly made, special price **\$1.98**
\$5 Hammock Stands, well built and strongly braided. Special at **\$3.95**
Couch Hammocks—Of strong khaki duck; has mattress and cushions and chains with rings for suspending. At special, price of, ea. **\$7.95**

A Flag Sale for Decoration Day

Buttinette Flags, with Spear-Pointed Staffs.
10c Flags, 17-inch, at 7c
15c Flags, 24-inch, at 11c
25c Flags, 36-inch, at 19c
Muslin Flags on sticks, 1c doz. to \$3 doz.
\$2.50 Croquet Sets—8-ball, hardwood, oil finish, priced special, set **\$1.89**

Cemetery Vases Special 13c Each

WE'VE 2000 of these Vases to sell for Decoration Day. Made conical shape as pictured here, having the long pin to hold them firmly in the ground. Regularly 20c. Offered special at this Decoration Day time **13c**

Coffman's Candy

COFFMAN'S delicious Butter-milk Chocolates, regularly 60c a pound, special at only, lb. **48c**