

MEIER & FRANK'S WHITE SALE 1916

Our Great Annual Sale of Fine Undermuslins, Laces, Embroideries, Linens—A Showing That Will Amaze!

—Safe to say the event most eagerly looked forward to by Portland women for many months—an event that has taken many months in planning. Whiteness, freshness, crispness, NEWNESS everywhere. Undermuslins, laces, embroideries, linens, everything that's white and good and seasonal. And such quantities. Prices—you forget them in the joy of choosing; but we have seen to it that they are low, extremely low, favorably comparing, despite the increased cost of materials and production, with all previous events of this kind. If it's white, it's here—and lowly priced. Join the white throngs tomorrow.

The White Sale of Undermuslins

—makes it well worth your while to buy now for Spring and Summer!
—Heaps and heaps of dainty undermuslins at prices that are enticing. Most items spic and span new—others taken right out of stock—slightly mussed from display—but after a trip to the laundry—crisp and dainty. In some instances supplies of a kind are limited, so do not delay! We're listing but a few of the hundreds of savings—see them!

- Gowns**
—of sheer nainsook, batiste, cambric and muslin, trimmed in dainty embroideries, Val. and Barman laces, in a dozen different styles.
—Special at 59c, 67c, 79c, 87c, 98c, \$1.09, \$1.47, \$1.59, \$1.79, \$1.98, \$2.98 to \$4.98.
- Envelope Chemise**
—soft and fine, daintily trimmed in Val. edgings, motifs, insertions and beading and ribbons.
—Special at 59c, 79c, 98c, \$1.09, \$1.39, \$1.59, \$1.79, \$1.98.
- Corset Covers**
—in elaborate design or with simple edge, with or without sleeves.
—Special at 22c, 25c, 29c, 33c, 47c, 59c, 79c to \$1.59.

- Combinations**
—prettily made and trimmed. Soft, sheer materials and laces.
—Special at 98c, \$1.09, \$1.39, \$1.59, \$1.98.
- Petticoats**
—and such pretty ones—fluffy and soft, lace and embroidery trimmed.
—Special at 93c, \$1.27, \$1.47, \$1.59, \$1.93, \$2.29 to \$4.98.
- Crepe de Chine Garments Underpriced**
—Dainty underwear in flesh and white, prettily trimmed in Val. laces. At these special prices:
—Envelope Chemise, \$1.98. —Gowns, \$4.98.
—Camisoles, 98c and \$1.22. —Combinations, \$2.98.
- Dainty French Hand-Embroidered Underwear**
—Broken lines of the prettiest pieces of hand-embroidered underwear. These lots are limited in quantity.
Combinations, \$2.59. Drawers, 47c, 69c, 98c, \$1.98.
Chemise, 47c to 98c. Gowns, 98c to \$2.59.



---And You Must See the New Philippine Hand-Embroidered Underwear

—which we have bought and underpriced especially for this great White Sale. New, and oh, so dainty! Soft, sheer nainsook and batiste beautifully embroidered and sewed by hand—in the Philippine Islands. Remember, they're way underpriced now!

- Envelope Chemise at \$2.59, \$2.79, \$3.57 to \$4.95
Gowns at \$1.95, \$2.57, \$3.57 to \$7.95
Vests at \$1.49 and \$1.69
Skirts from \$2.95 to \$5.95

—Third Floor, Sixth St.

Embroideries! Laces! In Great Profusion

—Embroidery flouncings, skirtings, alovers, baby flouncings, corset cover embroideries, galloons, beading, edgings, net top, Valenciennes, Cluny and dozens of other lace bargains included in this great White Sale. Others just as good that space will not allow us to mention!

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| Embroidery Edgings 25c
Regularly 35c to 85c
—Principally undermuslin edgings, 7 to 17 inches. 200 patterns. Swiss, nainsook and cambric in handsome designs and desirable convent edges. New, fresh merchandise, all with fast edges, the yard, 25c. | 25-Inch Flouncing 49c
Regularly 65c to 85c
—Especially suited to flounced dresses and baby wear. Swiss and batiste, with large eyelet or dainty floral patterns, hemmed or ruffled edges. For our great Annual White Sale, specially priced, yard, 49c. | Dress Flouncings 98c
Worth \$1.50 to \$2
—Adaptable to graduation dresses. Voile, transparent organdies and batiste. 40 inches. Large or small patterns, some with effective raised designs. Reduced to, yard 98c. | Lawn Dress Flouncings 25c
Regularly 85c to \$1
—Really a wonderful offering. Effective and showy, in pretty lace and eyelet designs, on good quality lawn. Full 40 inches wide. An inexpensive lingerie dress that is lovely as well. |
| 25-Inch Flouncing 98c
Regularly \$1.25 to \$1.50
—Transparent voiles and batiste groundwork, with effective floral designs. Yard, 98c. | Dress Flouncings 59c
Worth 75c-85c
—Voile and organdies in effective designs, 40 inches wide. | 25-Inch Flouncing 25c
Worth 35c to 50c
—Good lawn background with small lace edge and pleasing designs. | 17-Inch Edging 18c
Regularly 25c
—Neat patterns suitable for skirtings and corset-cover uses. |
| 22-Inch All-Overs 25c
Regularly 50c-75c
—Sheer batiste, cambric and nainsook, large and small designs. | 22-Inch Emb'y All-Overs 39c
Reg. 85c to \$1.50
—For brassieres, corset covers and children's wear. Batiste, cambric, nainsook. | Splendid Offerings in Laces! | |
| Laces for Petticoats and Camisoles
15c Yard for 25c Laces 25c for 35c-40c Grades
—Wash laces, Platt Val. in edges and insertions, 1 to 4 inches wide. | | French and Round Mesh Vals.
5c Yd. for 8c-10c Kinds 10c Yd. for 12c-20c Kinds
—Fine qualities edges and insertions 1/2 to 1 1/2 inches wide. | |
| Linen and Cotton Wash Laces
5c Yd. for 8c-15c Grades
—Linen and cotton machine cluny, Platt Val. edges, Nottingham bands, shadow, 1-4.
—Main Floor, Fifth Street. | | Corset Cover Embroidery 25c
Reg. 35c to 50c
—Dainty floral designs, 18 inches wide. Fine for the children's wear. | |
| Embroideries, 5c Yard
Worth 7c to 10c
—Convent edges, cambric edges and seam headings, 1 to 3-inch widths. | | | |

Infants' and Children's Wear

—The infants' room you already know—but this big White Sale introduces a new department for misses' and children's undermuslins.
—Hundreds of items we're not able to list here!

- For Infants**
—COATS at \$4.95. Long and short ones of wool cashmere and Bedford cord. Regularly \$8.50 to \$7.
—SLIPS at \$1.95. Long and short slips of soft nainsook. Many made by hand. Regularly \$2.50 to \$3.
—SACQUES at 98c. Daintily hand-embroidered and with crocheted edge. Regularly \$1.50 and \$1.75.
- For Misses and Children**
—GOWNS at 55c. In slipover style. Daintily made and trimmed. Regularly 69c.
—SKIRTS at 59c. Fine nainsook, embroidery and lace-trimmed. Regularly 75c.
—PRINCESS SLIPS at 59c. Regularly 75c. Sizes 6 to 14 years. Prettily made and trimmed. Regularly \$1, for 79c.
—DRAWERS at 19c. In full or knicker style. Sizes 2 to 6. Regularly 25c.

—Second Floor, 6th St.

Women's Suits, Coats, Dresses In Our Great Sale of Apparel!

—Such reductions that make it impossible for any woman to resist having another garment to finish out the Winter! Even at this late day, there are wonderful varieties to choose from—and they're wonderfully underpriced!

- SUITS**
—At \$19.65—Corduroys, velvets and wools, fur-trimmed.
—At \$17.45—Gabardines, chevrons, whipcords and serges, velvet or fur-trimmed.
—At \$14.85—Norkols and smart tailored or semi-fitted models.
—At \$12.95—Broadcloths, serges and gabardines in good models.
—At \$ 5.88—Plain tailored suits and Norkols—good all year round.
- COATS**
—In every effect that's being worn! Some full and flaring, others belted and many semi-fitted. Mixtures, tweeds, Bolivia cloth, wool plushes and broadcloths—in the prevailing shades.
—Special at \$5.95, \$7.85, \$11.45, \$14.85 and \$16.95.
- DRESSES**
—for street, afternoon and party wear. Serges, taffetas, satins and combinations of silk and cloth. Clever models.
—Special at \$5.85, \$8.85, \$9.85, \$12.45 to \$19.65.

Lace and Georgette Blouses, \$4.98
—Selling regularly at \$6.50 to \$10.
—Finest Georgette crepes, Kayser silks, silk grenadines, in the daintiest of models. An unusual special at \$4.98.
—\$1.95 for dainty \$3.50 to \$4.50 Voiles, Batiste and Madras Blouses, in tailored and dressy designs.

—Fourth Floor, Central.

Table, Household Linens

—The desire of every housewife—quantities of snowy linens for the dining table and bedrooms. This Great Annual White Sale offers you new, fresh and desirable merchandise at reductions that count heavily.

- Pure Scotch Linen Table Cloths, \$2.50**
70x70-Inch. Regularly \$3.25
—All new merchandise. Pretty round designs. Variety patterns.
70x88-In. Size, Reg. \$3.75, at \$3.60
70x106-In. Size, Reg. \$4.25, at \$3.50
—Napkins to match, 22x22-inch size, dozen, \$3.50.
- Pure Irish Linen Table Cloths, \$2.25**
68x68-Inch Size, Regularly \$2.75
—Good heavy weight linen, full bordered. Ideal for every-day table use.
68x56-In. Size, Reg. \$3.25, at \$2.75
- Pure Linen Table Damask, Yard \$1.00**
70 Inches Wide, Regularly \$1.25
—A good firm weave, shown in several effective patterns.
—Napkins to match, 22x22-inch size, dozen, \$3.50.
- Pure Linen Table Napkins, Dozen \$4.00**
The Regular Price is \$5
—Very fine quality linen. Excellent patterns. Choice of 23 and 24-inch size.
- Heavy Bath Towels, Each 25c**
Reduced From 35c
—A very absorbent heavy grade. Pure white, with red bordered ends. 21x44-inch size.
- Heavy Cord Bath Mats, \$1.00**
Regularly Sold at \$1.25
—These mats look like crocheted and are very durable. Several colors. Size 24x45 inches.
- Imported Dimity Bed Spreads Reduced**
—Scalloped edges and cut corners. Were \$5 and \$6, now \$3.98 and \$3.48.
—Plain hemmed edges, formerly \$4 and \$5, now only \$2.48.
- Heavy Muslin Pillow Cases Reduced**
Size 42x36 inches, regularly 17c, for 12 1/2c.
Size 45x36 inches, regularly 19c, for 15c.
Good heavy grade of muslin, perfectly free from dressing.
—Second Floor, Fifth Street.

Women's Neckwear

—3600 pieces of dainty neckwear. Some received in our very latest shipments—others slightly mussed from holiday display—all greatly underpriced—and all smart!

- 25c for 35c to 75c Neckwear.**
—Pretty collars, sets, fichus, guimpes, vestees, etc., all daintily made and trimmed.
- 37c for 50c to \$1.00 Neckwear**
—The widest variety imaginable! Net, organdie, batiste, voile, lace edged and embroidered, many with touches of color. Vestees, guimpes, military stocks, and all sorts of sets.
- Our Finest Neckwear Reduced**
—You can choose from our entire stock at the following prices—crisp, new neck fixings in the latest Winter modes!
- \$1.75 Neckwear priced at \$1.19
\$2.00 and \$2.25 Neckwear, \$1.39
\$2.50 and \$2.75 Neckwear, \$1.69
\$3.00 to \$3.50 Neckwear, \$1.98
\$4.00 to \$4.50 Neckwear, \$2.19
\$5.00 to \$6.50 Neckwear, \$2.98

Handkerchiefs

- at savings unusual now, even in this great White Sale!
- Madeira Hand-Embroidered Kerchiefs**
—of finest workmanship and design. An exclusive line of solid and eyelet designs on finest linen.
- 65c and 75c Kerchiefs, 55c, two for \$1.00
\$1.00 and \$1.25 Kerchiefs, 75c, two for \$1.35
\$1.50 and \$1.75 Kerchiefs, 98c, two for \$1.75
\$2.00 and \$2.25 Kerchiefs, \$1.25, two for \$2.00
\$2.50 and \$2.75 Kerchiefs, \$1.65 each.
- 48c for 75c Linen Kerchiefs**
—Slightly soiled, but of fine, pure linen. Spanish and French hand-embroidered. Two for 90c.

—Main Floor, 5th St.

