

Look for the White Sale Cards

when in the store. They designate offerings that are in every instance of more than passing interest. It is to your advantage to look for them and, having seen the cards, to investigate the good merchandise to which they call attention.

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Main, and Alder Sts.

See Our Great Window Displays

Several of our windows on Fifth, Alder and Morrison exhibit selections from the offerings included in the Meier & Frank White Sale of 1918. The merchandise on display indicates the qualities and styles you may expect. Note the prices, too.

The Sale You Have All Been Waiting for Begins Tomorrow at Meier & Frank's

SEE ALSO PAGE
13 THIS PAPER

for other important Meier & Frank store news.

A Sale of Women's White Lambskin Gloves \$1.49

No need to tell you that white lambskin gloves of high quality at \$1.49 are the most exceptional kind of good values.

These are of finest quality preferred lambskin in one and two-clasp styles. Plain white embroidered or black embroidered backs.

Every Pair Perfect

Pique and overseam styles. All sizes. And every pair fitted by our expert glove saleswomen at this very special White Sale price tomorrow—pair \$1.49.

—Glove Shop, Main Floor.

Women's Pure Linen Handkerchiefs, 14c

OR 6 FOR 75c

All pure linen initial handkerchiefs, plain white and colored initials in large and small block designs. Nearly all initials. Big values at 14c or 6 for 75c.

—Handkerchief Shop, Main Floor.

The White Sale of 1918



Children's White Wear

Gowns, drawers, petticoats, princess slips at great reductions.

—Second Floor.

Many Items Omitted

from this ad for lack of room. Some quite as good as any listed here. Come to the store tomorrow and profit.

SEE ALSO PAGE
13 THIS PAPER

for other important Meier & Frank store news.

MEN!

To enable you to share in our great White Sale opportunities here are two very unusual values:

Men's 25c-35c Initial Handkerchiefs 19c

Made of pure linen, lawns and fine sheer cloths. White and colored initials in different designs. All full-size handkerchiefs with quarter-inch hemstitched hems.

Very popular sellers at 25c and 35c each, we will offer these finely serviceable initial handkerchiefs tomorrow at 19c. Broken lines.

Men's 75c Pure Silk Hose, Pair 55c

Another splendid offering for men. Pure silk socks that were marked at 75c—worth much more now—in the White Sale for men at 55c pair.

White with white clockings and white with black clockings. Full fashioned silk socks, made for comfort, service and looks. All sizes. Every pair perfect.

—Men's Furnishings Shop, Main Floor.

AND it's going to be a real sale—a Meier & Frank sale—you know what that means. It means the highest in quality, the most in quantity, the best in value-giving.

At no time in our history that we can call to mind have we been prouder to announce a store event of this kind and never have we

been more confident of your approval and unstinted patronage. For your own self-interest, if nothing else, proclaims loudly and urgently the advantages of buying everything for which you may have any present or anticipate future need from among Meier & Frank's 1918 White Sale stocks of

Undermuslins, Embroideries, Laces, Linens Corsets, Handkerchiefs, Gloves, Men's Hose

and other "white" things not advertised. In fact, we can barely touch upon the White Sale news in this announcement. The sale will be refreshed with new offerings each day while it lasts. Watch our ads. You will be well repaid.

Embroideries In The White Sale

At 5c Narrow cambric eyelet edges. Convent edges with plain scallops, 1 to 3 inches wide. Dainty Swiss edges with Venise finish, 1 to 2 inches wide. Bead top edges, Swiss, cambric and ribbon beadings, 1 to 1½ inches wide. Yard, 5c.

At 10c Swiss edges with Filet and Venise scallops. Heavy cambric edges, eyelet work, fast edges. Convent embroidery with plain scallops. Bead-top edges, nainsook and cambric. 1 to 3 inches wide. Cambric allover for yokings. 16 inches wide. Yard, 10c.

At 18c Heavy cambric edges in eyelet designs. 4 to 6 inches wide. Yard, 18c.

At 25c Swiss and cambric flouncing in eyelet patterns, 17 inches wide. Swiss and cambric assorted designs and Madeira embroidery skirtings, 9 inches wide. Swiss embroidery with Venise edges, for neckwear, 6 inches wide. Edges, dainty designs for children's wear, 12 inches wide. Yard, 25c.

At 39c Swiss flouncing, eyelet work with Filet and Venise edge, 17 inches wide. Heavy cambric skirtings with large plain scallops, 17 inches wide. Convent embroidery, desirable for skirtings, 15 inches wide. Yard, 39c.

At 49c Nainsook flouncing, neat floral patterns for children's wear, 27 inches wide. Eyelet embroidery skirtings, 12 inches wide. Corset cover embroidery of cambric with Filet edging, 17 inches wide. Swiss allover embroidery with large eyelet designs for blouses and brassieres, 20 inches wide. Yard, 49c.

At 98c Heavy hand-loom embroidery with very dainty work for children's wear and undermuslins, 27 inches wide. Yard, 98c.

BABY EMBROIDERIES

At 49c Lawn and batiste embroidery with hem-stitched ruffles, dainty work, 25 inches wide. Swiss embroidery flouncing with floral work and ruffled edges, also some scalloped edges, 25 inches wide. Yard, 49c.

DRESS EMBROIDERIES

At 98c \$1.25 and \$1.50 values. Voile and organdy embroideries for graduation frocks. Neat designs, as well as elaborate effects, 27 to 40 inches wide. Yard, 98c.

At \$1.19 \$2.00 values. Organdy, voile and transparent voile. Attractive designs for graduation frocks and Summer dresses, 27 to 40 inches wide. Yard, \$1.19.

At \$1.59 \$2.25 values. Organdy and voile dress embroideries. Neat patterns for misses' wear. Many imitation handwork effects, 40 inches wide. Yard, \$1.59.

At \$1.98 \$2.50 values. Organdy dress embroideries. Elaborate work to a depth of 12 inches. With large scallops, 40 inches wide. Yd., \$1.98.

Sale of Wash LACES

At 5c French and round mesh Val. laces, edges, insertions and bead tops for Spring sewing. ¾ to 1½ inches wide. Cotton Filet laces, edges and insertions for undermuslins and neckwear, 1 to 1½ inches wide. Yard, 5c.

At 10c Cotton Filet laces for undermuslins and art work, 1 to 3½ inches wide. Yard, 10c.

At 25c Shadow laces, 5 to 12 inches wide. Shadow flouncing, 16 to 27 inches wide. Filet edges and bands, 4 to 9 inches wide. Yard, 25c.

At 59c Net-top laces, floral embroidery, combined with Venise and Filet effects for jabots, 18 inches wide. Yard, 59c.

At 98c Filet laces, also net-top flouncing with imitation handwork and Venise edges, 18 inches wide. Yard, 98c.

At \$1.49 \$2.00 to \$3.50 values. Chantilly, net top and Filet lace flouncing, imported St. Gall and Calais novelties for neckwear and blouses. The yard, \$1.49.

—Main Floor, Fifth Street.

Tomorrow!

The White Sale of Undermuslins

A Meier & Frank Sale—Supreme in QUALITIES! ASSORTMENTS! VALUES!

Market conditions notwithstanding, our great annual January White Sale of Undermuslins comes again to the front with splendid, thoroughly representative assortments of every wanted article in the best and daintiest of snowy white undergarments at prices that, quality considered, cannot be equalled for lowness. And what we wish to insist upon most of all in connection with this sale is "QUALITY"—for

Every Garment Is Taken From Our Regular Fine Stocks Every One Is Standard in Quality and Workmanship

• So you can see what are the advantages of purchasing undermuslins at Meier & Frank's during this January White Sale. A good assortment of extra sizes for stout women included.

In short, we have the fine undermuslins our patrons expect from this store. We have them in ample assortments. We have them at uncommonly low prices. This is the big vital element of this sale—it is a typical Meier & Frank event.

Here Are a Few Suggestions of the Values:

GOWNS Made of cambric, muslin and nainsook, trimmed with embroideries and laces, beading, ribbon, tucks. High round or V-neck styles as well as a large assortment of slip-over styles. Included are EXTRA SIZES for stout women. Priced at 98c, \$1.27, \$1.49, \$1.98, \$2.98, \$3.59.	DRAWERS Made of cambric and nainsook, trimmed with embroideries and laces, tucks and insertions. Priced at 59c, 98c, \$1.49, \$1.98, \$2.59.	CORSET COVERS Made of nainsook and lawns, trimmed with dainty Val. laces and embroideries, beading, ribbon, tucks. Some have sleeve effects. Priced at 59c, 98c, \$1.19, \$1.49.
CHEMISE Made of fine nainsook, trimmed with dainty laces, embroideries, beading, ribbon, tucks. Plain and trimmed bottoms. Priced at 59c, 98c, \$1.25, \$1.59, \$1.95, \$2.47, \$2.98.	PETTICOATS New models with flounces, trimmed with dainty Val. lace and good quality embroideries. Some in narrow straight line effects with scalloped bottoms. Priced at 98c, \$1.27, \$1.59, \$1.98, \$2.47, \$2.98.	ENV. CHEMISE Made of soft cambric and nainsook, trimmed with neat embroideries and laces, medallion inserts, beading and ribbon. Priced at 79c, \$1.29, \$1.47, \$1.98, \$2.95.
\$1.25 TO \$1.75 ENVELOPE CHEMISE 89c An extra special lot in large sizes only. Made of good quality nainsook, trimmed with fine embroideries and laces.	TO \$2.00 COMBINATIONS TOMORROW 98c Made of nainsook, cross-bar nainsook and seco silk. Neatly trimmed. Open or closed style. Not all sizes in this lot.	

Crepe de Chine Undergarments

Excellent values in fine quality crepe de chine underwear, beautifully made and trimmed.

TO \$8.50 GOWNS \$5.95 An unusually fine assortment of gowns. Made of good quality crepe de chine in very attractive slip-over models, beautifully trimmed with laces and ribbon. Special at \$5.95.	ENVELOPE CHEMISE Crepe de chine envelope chemise at very special prices. Beautiful models trimmed with fine laces. Many in two-tone effects of flesh and blue. Reduced to \$3.47, \$3.95, \$5.95.
---	--

Philippine Gowns

Beautifully hand embroidered, of fine materials. One special lot, regularly \$6.95 to \$7.95, in this sale at \$5.95.

—Undermuslin Shop, Third Floor.

The White Sale of Women's Corsets

Lot 1 Broken lines of standard makes women's corsets, including the famous Mme. Irene and a few Froilaset (front-lace) corsets. Made of brocade. One style of heavy coutil with elastic gore in front for stout figures. Not every size in every style, but all sizes in the lot. Values to \$10.00. Priced special now **\$4.95** for our January White Sale at.....

Lot 2 Odds and ends Mme. Irene, Mme. Lyra and Successo. Broken lines of discontinued models. Several styles to select from. Not all sizes in every style, but all sizes in the lot. Values to \$6.50. On **\$2.98** special sale at only.....

Lot 3 Odds and ends in low and medium-bust corsets with long and medium-length skirts. All sizes. Also sports corsets with low bust and short **\$1.59** skirts. One bone on the hip. Priced special.....

Lot 4 A broken line of elastic-top corsets, as well as discontinued models of the famous Warner corsets in low and medium-bust styles. Broken sizes. **98c** Priced very special at.....

Brassieres at 44c

Hook-front brassieres. Many trimmed with lace, others allover lace with strap over shoulder. All sizes at 44c.

—Corset Shop, Third Floor.

The White Sale of Table Linens

Odd lines of table linens, including table cloths, napkins and damask, specially priced for our January White Sale.

\$8.50 cloths \$6.00. \$10.00 cloths \$7.50. \$12.00 cloths \$9.00. \$14.00 cloths \$11.00. \$18.00 cloths \$14.00.

80c TABLE DAMASK 60c

Mercerized table damask in a beautiful satin finish, 70 inches wide. Wears and launders well. In lengths of 2½ yards for \$1.50.

\$1.25 TABLE DAMASK \$1

Union linen table damask, 66 inches wide. Pleasing floral designs. A good, serviceable grade for everyday use.

TABLE DAMASK, YARD \$2

A fine quality of pure linen satin table damask that is 70 inches wide. Special at yard \$2.00.

LINEN LUNCH CLOTHS

Hemstitched pure linen lunch cloths. Beautiful satin damask in size 45x45 inches. On sale at prices from \$3 to \$7.

—Linen Shop, Second Floor.

50c Sheeting 35c

72-inch full-bleached sheeting in a good, medium weight. Regular 50c quality in our great January White Sale at the low price of, yard 35c.

Cambric, Yard 20c

36-inch bleached cambric that makes fine undergarments. Slightly imperfect qualities of the regular 30c grade. Yard only 20c.

NO PHONE NOR C. O. D. ORDERS

—Second Floor, Fifth Street.