

ADDITIONAL MEIER & FRANK NEWS WILL BE FOUND ON PAGES 12 AND 13 OF THIS SECTION



Two Gala Occasions:

- (1) The Fourteenth Annual Rose Festival
- (2) The Thirty-fourth Annual White Sale

will be centers of attraction this week. Here we feature White Sale opportunities under the caption of—

June White Days



As the Rose Festival is famous for its tens of thousands of beautiful roses so is the Meier & Frank White Sale famous for its thousands of fresh beautiful undergarments and other white things. It is a store-wide festival of rosy opportunities for the acquisition of everything white, which should be eagerly availed of by the women of Portland and feminine visitors.

White Sale of Silks

We have substantially reduced the prices on these white silks and fiber silks for June White Days:

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| TAFFETAS
SATINS
WASH SATINS
GEORGETTE
CREPES | PUSSY WILLOWS
CHARMEUSE
HABUTAIS
BARONETTE
SATINS | RADIUMS
CREPES DE
CHINE
PONGEES
TRICOLETTES |
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This is a big season for sports silks. Buy now for summer costumes.
—Meier & Frank's: Second Floor. (Mail Orders Filled.)

White Sale of Woolens

Woolen goods, too, are reduced for the June White Days. Choose from any of these:

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| BATISTES
SILK-AND-WOOL
POPLINS | GABARDINES
NUNSVELLINGS
SERGES
TRICOTINES | ALBATROSS
WOOL POPLINS
BROADCLOTHS |
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A wide variety to select from. All at saving prices.
—Meier & Frank's: Second Floor. (Mail Orders Filled.)

35c White Nainsook 25c

36 inches wide. Good heavy quality. Also these values:

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| Nainsook 35c
36-inch white nainsook of the fine soft grade. 45c quality. | Longcloth \$1.98
10-yard pieces of 40-inch white longcloth. \$3.00 quality. |
| Cambric 19c
Soft finish 36-inch luster cambric. 25c quality. | Muslin 15c
Standard quality 36-inch bleached muslin. 20c quality. |
| Voile 35c
Serviceable grade of 36-inch white voile. 50c quality. | Sheets \$1.25
Seamless muslin sheets in size 81x90 inches. \$1.60 quality. |
| Longcloth \$1.29
10-yard pieces of 36-inch white longcloth. \$1.50 quality. | Pillow Cases 29c
Sturdy muslin pillow cases in size 42x36 inches. 40c quality. |
- Meier & Frank's: Second Floor. (Mail Orders Filled.)

White Sale of Linens

Eight special values for the June White Days:

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| Cloths \$4.95
Pure linen table cloths in floral and spot designs. 70x70 inches. Were \$6. | Crash 25c
Pure linen crash with colored side border. 16-inch. 35c quality. |
| Cloths \$2.95
Mercerized cloths in circular design. Regularly \$4. | Napkins \$2.65
22x22-inch mercerized table napkins. Were \$4 dozen. |
| Cloths \$1.35
Mercerized table cloths in size 54x60 inches. Regularly \$2. | Towels 25c
Plain hemmed hand towels regularly priced at 40c. |
| Damask \$1
Heavyweight 70-inch mercerized table damask. \$1.50 quality. | Towels 35c
20x36-inch hemstitched huck towels with damask border. Were 50c. |
- Meier & Frank's: Second Floor. (Mail Orders Filled.)

White Sale Embroideries



Thousands of yards of exceptional quality embroideries are in the June White Sale at very special prices. Edges, beadings, bead top and corset cover embroideries, skirtings and flouncings in Swiss, cambric and long cloth, many hand-loom imported embroideries are in the sale.

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| Yard 15c
25c quality. Ribbon beading, insertions and edges of swiss and cambric. 1 to 6 inches. | Yard 25c
35c to 49c qualities. Filet crochet, imitation Duchesse, cluny, shadow and plat. val. laces and bands. 3 to 9 inches. |
| Yard 19c
Swiss, cambric and longcloth embroideries and skirtings. 3 to 17 inches. | Yard 69c
\$1 quality. The \$1.25 to \$1.50 qualities \$1. Imitation venise and Irish crochet bands and edges. 3 to 5 inches. |
| Yard 39c
50c to 75c qualities. Domestic and imported edges and insertions. 1 1/2 to 17 inches. | Yard 75c
\$1 to \$1.25 qualities. Hand-made filet lace edgings and insertions. 3/4 to 1 1/2 inches. |
| Yard 59c
36-inch voile dress embroideries in embroidered floral patterns. | Yard \$2.29
\$2.75 quality. 36-inch white net flouncings with fluted frills. For summer frocks. |
| Yard 5c
Filet crochet, cotton torchon, round mesh, French val. and imitation cluny wash laces. 1/2 to 2 1/2 inches.
Another special lot at 10c. | \$2.49, \$2.98, \$3.98
36-inch dress flouncings heavily embroidered on filet and hexagon net. |
- Meier & Frank's: Main Floor. (Mail Orders Filled.)

Stamped Gowns 79c

300 women's gowns stamped for embroidery on serviceable muslin. Many attractive patterns. Seams are sewn.

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| Neckwear 35c
New collar and cuff sets stamped for embroidery on imported organdy. | Buffet Sets 45c
New three-piece buffet sets stamped for embroidery on white linen-finish art cloth. |
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- Meier & Frank's: Second Floor. (Mail Orders Filled.)



The June White Sale of Undergarments

Quantities of fresh, crisp, snowy white undergarments—domestic and imported cotton underthings and dainty silken lingerie—in captivating styles are in the June White Sale at prices so interesting that women will find it a very acceptable time to buy all summer requirements.

Cotton Underthings

made of muslin are trimmed with embroideries, edgings and insertions, tucks, beading and ribbon. Some plain tailored garments with fancy stitching and shirring.
Gowns special at 98c, \$1.29, \$1.59, \$1.98, \$2.59, \$2.95 and up.
Envelope chemise, special at 98c, \$1.59, \$1.98 and \$2.59.
Corset covers, special at 59c, 98c, \$1.29 and \$1.59.
Envelope drawers, special at 98c, \$1.29 and \$1.59.
Princess slips, special at \$1.98.

Petticoats

Muslin petticoats with fancy lace and embroidery-trimmed flounces. Also satine and pique plain-tailored models with scalloped bottoms.
Special at \$1.98 to \$5.95.

Bloomers

Nainsook, muslin, plain and self-striped satine, batiste and Venetian satine bloomers in plain and fancy styles.
Special at 79c, 98c, \$1.29, \$1.59, \$1.98 and \$2.29.
Tub silk bloomers, special at \$3.59.

Philippine Underfineries

A wonderfully fine selection of dainty Philippine undergarments will be found in the June White Sale. Beautifully hand embroidered on good quality muslin. Many have insets of real Irish, Chinese and imitation filet laces.
Envelope chemise special at \$2.95, \$3.59, \$3.95, \$4.95, \$6.95.
Envelope chemise special at \$2.95, \$3.59, \$4.95, \$6.95.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)

Other Underwear Reduced

Many special lots of crepe de chine, satin, figured white voile and fine batiste undergarments at greatly reduced prices.

Aprons in the June White Sale

Six extraordinary lots of white aprons are reduced for the June White Days.

Aprons \$1.59

White overall aprons of crossbar material in slip-over and side fastening styles. Belted, with kimono sleeves. Sizes 36 to 44.

Aprons \$1.98

Serviceable white linen slipover style aprons with pockets and wide belts.

Maids' and Waitresses' Aprons

One special lot of small white muslin aprons at 39c.

White muslin and linene gathered band aprons with square and round bibs, long style, special at 79c.

Maids' white muslin aprons with bib and rickrack trimming at \$1.29.

Aprons \$1.98

Sassy Jane "Popular Model" aprons suitable for home wear and for women who work in cafeterias and at soda fountains. Sizes 36 to 48.

Caps 53c

Cafeteria and waitress' caps with net crowns. Limited number in this sale at 53c.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)



White Sale of Corsets

June White Days bring good savings on these fine makes:

MME. LYRA
FRANCETTE
TRESO Elastic Corsets and Girdles.

AMERICAN LADY
FROLASET

In addition we feature four exceptional lots of corsets:

Corsets \$1.59

Sports models of pink satin and figured batiste with elastic tops. Broken sizes 22 to 28.

Corsets \$1.79

Elastic-top corsets of pink figured batiste with long hips. Sizes 23 to 28.

Corsets \$2.95

Of pink brocade in assorted patterns. Elastic-top styles with long hips. Sizes 22 to 30.

Corsets \$3.19

Discontinued styles of white-striped coutil and pink brocade. Broken sizes 22 to 36.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)

White Sale of Brassieres

No exchanges or credits on any of these White Sale specials:

Brassieres 89c

Odds and ends of bandeau and fitted brassieres. Broken sizes.

Brassieres \$1

Bandeau brassieres of pink satin and brocade. Back fastening. Sizes 32 to 40.

Brassieres \$1.98

All-over lace and lace-and-satin brassieres with elastic band at waist. Size 32 to 48.

Brassieres \$2.98

Silk jersey and satin flesh-color bandeaux. Sizes 32 to 44.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)