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

# The June White Sale

*Opens Tomorrow Like a Wonderful New Rose*

**For Additional White Sale and Other News**
see the MEIER & FRANK advertisements on pages 7 and 9, this section. See page 8 for Universal Pipeless Furnace factory demonstration and special FREE OFFER.

## All American Underclothes Specially Priced

Thousands of garments. Scores of styles. Our standard stocks at savings larger than in a very long time.

**Entire stocks** of nightgowns reduced, now **$1.79** to **$4.27.**

**Entire stocks** of envelope chemises reduced, now **$1.59** to **$3.95.**

**Entire stocks** of white lingerie petticoats reduced; tailored styles now **$2.95** to **$4.95;** lace-trimmed styles now **$2.79** to **$5.75.**

**Entire stocks** of straight chemises reduced, now **$1.43** to **$2.95.**

**Entire stocks** of bloomers reduced, now **79c** to **$1.98.**

**Entire stocks** of drawers reduced, now **$1.49** to **$3.59.**

**Entire stocks** of corset covers reduced, now **$1.39** to **$2.47.**

—Meier & Frank's: Third Floor.

## All Extra Size Underclothes Now Reduced

Women who wear extra large sizes will be delighted to know that all underclothes in extra sizes share in the White Sale reductions.

**Nightgowns $1.98, $2.98, $3.95**
**Corset Covers 98c, $1.69, $1.98**
**Envelope Chemises $1.89, $2.98**

—Meier & Frank's: Third Floor.

## Every Corset in Our Stocks Is Price Lowered

and in addition there are three exceptional groups on which the savings are exceedingly important. These lots consist of miscellaneous models of standard brands sold down to only a few of a kind and size. Both front and back lacing styles.

**Lot 1—Corsets specially priced, $4.95**
**Lot 2—Corsets specially priced, $2.43**
**Lot 3—Corsets specially priced, 50c**

In the third lot sizes 18, 19, 20 only. In lots 1 and 2 nearly all sizes in some one or another model.

**Every Brassiere in the Corset Shop Is Also Reduced**

—Meier & Frank's: Third Floor.

## White Aprons

There's no telling how busy laundries will be this month. Probably the wisest thing to do is to lay by enough aprons so that if fresh ones are needed they will be on hand.

Some of these are as much as a third and a half less; all are substantially price lowered.

**29¢** to **79¢** for waitresses' and maids' short aprons with and without bibs and shoulder straps, trimmed with rickrack, embroidery, lace.

**98¢** and **$1.59** for long skirt aprons with and without bibs, gathered and gored. For waitresses and cafeteria use.

**$1** to **$2.95** for white coverall aprons with V neck, back, side or shoulder fastenings, wide belt, two large pockets. Wear them in place of a house dress if you like. Extra sizes are **$3.59**

—Meier & Frank's: Third Floor.

## Everything White Reduced In the Girls' Store

Dorothy dresses of organdie, lawn, net and swiss, sizes 8 to 16 years, were $12.50 to $42.50, now **$7.95** to **$35.**

White regulation dresses, Jack Tar, Bob Evans and other styles, sizes 6 to 18 years, were $3.95 to $15, now **$2.49** to **$9.95.**

White wash skirts, pleated, sizes 6 to 16 years, were $2.25 to $4.50, now **$1.49** to **$3.98.**

White skirts for misses, sizes 14 to 18 years, were $5.95 to $25, now **$3.98** to **$16.50.**

White middies, some with flannel collars, broken sizes between 6 to 16 and 36 to 48, were $2.50 to $6.95, now **$1.89** to **$4.95.**

Middies, broken assortment, limited quantity, sizes 3 to 40, were $1.98 to $2.50, now **89c.**

White waists to be used as guimpes or blouses, sizes 12 to 16, were $2.50 to $12, now **$1.89** to **$6.95.**

### All Underclothes Specially Priced

Knickerbockers and other styles, sizes 2 to 18 years, now **25c** to **$1.65.**

Princess slips, sizes 6 to 16 years, now **$1.79** to **$2.95.**

Nightgowns, sizes 2 to 16 years, now **$1.49** to **$3.95.**

Skirts with bands, sizes 8 to 16 years, now **$1.69** to **$2.89.**

Sleeping garments of muslin, crepe and outing flannel, including pajamas, sizes 2 to 14 years, now **69c, $1.49, $2.39.**

### Hand-Made Lingerie for Girls

Hand-made, hand-embroidered garments mostly imported, usually with hand-scalloped edges.

Hand-made nightgowns, sizes 4 to 16 years, now **$2.69** to **$8.95.**

Hand-made Princess slips, sizes 6 to 14 years, now **$2.98** to **$5.95.**

Hand-made drawers, sizes 2 to 16 years, now **$1.69** and **$1.98.**

—Meier & Frank's: Second Floor.

***A store-wide festival of rosy opportunities for the women and children of Portland—featuring everything for brides, for travelers and for the whole family from the tiny baby to great-grandmother—the most important White Sale of the Meier & Frank store in many seasons.***

### Kindly Note These Sweeping Reductions

Everything in the domestic Underclothes Store is reduced—and most of the reductions are large. All silk underclothes are reduced, all hand-made underclothes are reduced, all American cotton underclothes, every nightgown, every pajama, every corset cover, every chemise, every boudoir cap, every pair of drawers, every camisole, every lingerie petticoat—all are reduced.

Everything in the French room is reduced—all the loveliest hand-made, hand-embroidered garments from abroad as well as the finest silk garments—every garment materially reduced from our own former prices.

All the exquisite trousseau sets are reduced—even the enchanting novelties of georgette crepe in black, blue, orchid and flesh color.

Every corset is reduced with the exception of the Nemo—both white and pink models for general wear, sports wear, dancing and including even the most beautiful models for brides.

Everything white in the Children's Store is reduced—girls' underclothes, girls' white dresses, girls' white hats, girls' white coats.

Everything in the Baby Shop is reduced—white dresses, white underclothes, white stockings—with the exception only of certain knit articles and nationally advertised brands at restricted prices.

All white silks are reduced—white habutai, crepe de chine, satin, crepe meteor, charmeuse, la Jerz, Kumsi-Kumsa, Dew-Kist, sports satin, Fan-Ta-Si.

All white wool dress goods are reduced, including white nun's veiling, batiste, albatross, crepe Egypta, serge, tricotine and broadcloth.

All women's white and novelty silk skirts are reduced.

All women's white wool jersey suits are reduced.

All women's blouses, including white and colors, between $12 and $65, excepting only hand-made models are reduced a third.

White dress cottons, white table cloths and napkins, white bedspreads, white embroideries, laces, flouncings, white gloves, white hats for women, white shoes for women, white stockings for women, knit underwear and many other items are included in this extraordinary June White Sale.

### Extra Space

throughout the entire store will be given over to these white and pink things—extra salespeople—the usual Meier & Frank satisfactory service.

### If You Make a List at Home

of everything that you and the children need in this White Sale you will be certain not to miss any of these big saving opportunities.

***Directory of the White Sale***


Reduced knit underwear for women, Main Floor.
Specially priced laces, Main Floor.
Specially priced embroideries, Main Floor.
Specially priced neckwear, Main Floor.
Reduced white gloves for women, Main Floor.
Reduced white stockings for women, Main Floor.
Reduced white dresses for children, Second Floor.
Reduced white things for baby, Second Floor.
Reduced white dress goods, Second Floor.
Reduced white silks, Second Floor.
Reduced table linens, Second Floor.
Reduced white bedspreads, Second Floor.
Reduced underclothes for women, Third Floor.
Reduced corsets for women, Third Floor.
Reduced aprons for women, Third Floor.
Reduced white shoes for women, Third Floor.
Reduced novelty skirts for women, Fourth Floor.
Reduced white jersey suits, Fourth Floorh.
Specially priced hats for women, Fourth Floor.


## Large Importation Philippine Lingerie Specially Priced

Hand-made, hand-embroidered garments properly cut and of materials which will wear. We prefer not to handle inferior grades of Philippine underclothes which are too cheap to give service. These in the White Sale are of medium weight soft beautiful cottons such as women in the know always choose.

Nightgowns, sleeveless or with kimono sleeves, $3.45, $3.95, $4.95, $5.45, $6.45, $6.95.

Envelope chemises, $3.45, $4.95, $5.45, $6.95.

Corset covers $1.95, $2.79, $3.59.

Straight chemises from our own stocks reduced to $2.95 to $6.95.

Petticoats from our own stocks, mostly one or two of a kind, greatly reduced to $3.95 and upward.

—Meier & Frank's: Third Floor.

## Splendid Collections of Silk Underclothes

Customers tell us that far the largest assortment of fine silk underclothes is always to be found here. Many new shipments have been received for the White Sale—specially purchased, specially priced. In addition, all the silk underclothes in our stocks—even the finest garments—have been repriced particularly for the White Sale. It is an opportunity which brides will congratulate themselves upon.

### American Silk Underclothes

in all sorts of dainty styles. All in lovely flesh color, many with lace.

Nightgowns of crepe de chine and wash satin $4.75, $6.45, $7.45, $7.95 and up to $27.50.

Envelope chemises of crepe de chine and wash satin $3.95, $6.45, $8.95.

Bloomers of crepe de chine and satin, some showing slight marks of handling, $3.75, $5.45, $7.95.

Camisoles of crepe de chine and wash satin $1.95, $2.95, $3.79.

Vests of crepe de chine and other silks $4.95 to $7.95.

Petticoats of crepe de chine and wash satin, some with shadow-proof linings, $6.95, $8.45 to $25.

All boudoir caps very much reduced; prices begin at 69c and go to $7.50.

### Imported Silk Underclothes

Made especially for us—to be had here only in Portland. Of beautiful silks, many hand-embroidered.

Nightgowns $15.95 and $19.50.

Envelope chemises $12.95 and $14.45.

Camisoles $3.95.

Petticoats $13.50, $15.25, $15.45.

Pajamas $27.50.

—Meier & Frank's: Third Floor.

## Crepe de Chine Nightgowns Extra Special $4.75

Reduced from very much higher prices in order to add a still bigger opportunity for White Sale customers. Now they not only save the luxury tax, but they are marked at about the cost of cotton. Dainty crepe de chine in flesh pink, tucked, shirred, trimmed with satin ribbon, with raised embroidered flowers, hemstitching and bows. One style has sleeves. Four styles pictured.

—Meier & Frank's: Third Floor.

## Silk Camisoles $1.35 to $3.95

Such charming ones that we have pictured four styles so you will be sure not to overlook them. Made of pink crepe de chine or tub satin, some with georgette crepe tops to match. Their laces are of the creamy Valenciennes which always look costly.

—Meier & Frank's: Third Floor.