

McMorran & Washburne

S AID Pierrot to sweet Pierrette: "What lovely white things came last night?"

S AID sweet Pierrette to young Pierrot: Not for young boys to know.

When Pierrot tomorrow morning makes his bow to his beloved Pierrette, he will open our great "White Sale."

Our First Great "Pierrot and Pierrette"



WHITE SALE

Subscribe Tomorrow to Y.W.C.A. and Knights of Columbus War Funds



McMorran & Washburne

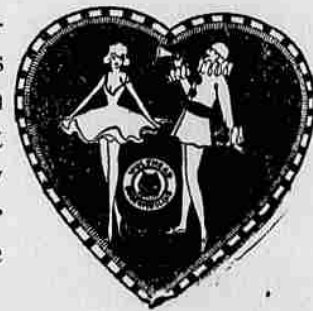
WINDOWS:

1. Housekeeper's Fabrics.
2. Lingerie Fabrics.
3. Sheer Organdies, Voiles, Etc.
4. Cooks' and waiters supplies.
5. Richmond Union Suits for men.
6. Brighton-Carlbad sleeping wear for men.
7. Washmore Blouses.
8. Muslin Underwear.
9. White Hosiery, Gloves, Etc.
10. White Millinery.
11. Royal Society Pieces.
12. Laces, Embroideries, Nets, Etc.

"Pierrot and Pierrette" windows planned by our MR. ELLEN PICKARD.



"PIERROT AND PIERRETTE have laid siege to the McMorran & Washburne store and have conquered it. All this week they are absolutely in command. By their magic the establishment has been transformed into a kingdom of white—snowy, billowy and dazzling. Soft, crinkly, silken and muslin undergarments peek out at the amazed beholder and challenge her to pass them by, if she will! Pierrot and Pierrette endowed with fullest power, have displayed all the daintiness and artistry of their legendary genius and everywhere you turn you will find new cause for delight. Now is the time to replenish your wardrobe while pierrot and Pierrette reign in the "White Kingdom" at the McMorran & Washburne store during this, our Ninth Annual White Sale.



WASHMORE BLOUSES

Pierrot & Pierrette have brought such charming, bewitching lingerie, trimmed in filmy laces and Wonderful Embroidery.

Corset Covers, Camisoles, \$1, \$1.50, \$2, \$2.50, \$3.00.

Beautiful crepe de chine and wash satin Corset Covers and Camisoles, in white and flesh color, trimmed with dainty lace and French knots.

Pretty Silk Chemise \$3 to \$7.50.

Delicate silk Chemise in wash satin, crepe de chine and jersey; some plain and some lace trimmed; some with embroidery and French knots.

Beautiful Gowns 59c to \$3.50

Very serviceable and pretty gowns made of finest batiste and nainsook, daintily trimmed with lace and embroidery.

Empire Gowns, Sleeveless, \$1.75 to \$3.50.

Charming gowns, made of best nainsooks and long cloth, without sleeves; lace trimmed.

Dainty Crepe Gowns Special \$1.29.

25 dozen pretty tub crepe gowns in white, cream and flesh colors; regularly priced at \$1.50—Very Special at **\$1.29**

Handsome Corset Covers, 25c to \$1.98

A big range to select from; made of batiste and selected muslins; trimmed with lace and embroidery, insertions and edges; sizes 34 to 44.

Envelope Chemise, 75c 98c, \$1.29 up to \$2.75

Lovely Envelope Chemise, made of nainsook and batiste in exquisite patterns, trimmed with val laces and embroidery, round and square neck; made with the new shoulder straps.

Petticoat Special 79c

16 Dozen Petticoats for this sale at 79c; made of splendid muslin and trimmed with dainty Swiss embroidery.

Other Petticoats 98c, \$1.50 up to \$2.75.

Charming, interestingly different styles in Petticoats, trimmed with lace and insertion; also embroidery.

Kabo Brassieres 29c to \$2.00.

Pretty Brassieres, neatly trimmed with fine torchon lace and embroidery; made of fine cambric and muslins.

Perfect Corsets

Fitted by Experts

KABO, LA REVO, GOODWIN

Corsets made of exquisite fabrics, selected with greatest care and converted by the skill of master designers into the beautiful lines characteristic of all McMorran & Washburne Corsets.

Kabo \$1.00 to \$5.00, La Revo \$3.50 to \$6.00, Goodwin \$3.50 to \$12.00.



Men are never forgotten; everything white in

Men's Wear Featured This Week

Barbers', Cooks', Waiters', and Butchers' Coats, Vests and Jackets; Special Values.

\$1.25 to \$2.00

Coats in every style, trimmed with braid or plain; close with buttons or frogs; made in union shops and of finest duck. All sizes.

French Aprons 50c.

A splendid quality heavy cambric French Apron, cut in largest model; a splendid value. **50c.**

Fountain Aprons 35c

Fountain Aprons, made of fine white twill muslin at **35c** Or 3 for **\$1.00**

Cooks Kitchen Aprons 40c.

Aprons for kitchen work, with bib and tape; heavy muslin, thoroughly shrunk.

Men's Brighton Carlbad Outing Robes \$1.75.

Heavy white outing flannel Night Robes for men, sizes 15 to 19; V neck or military collar; braid trimmed at **\$1.75 ea.**

White Richmond Union Suits, Special \$1.50.

Fine bleached white lisle Union Suits for men; long or short sleeves; knee or ankle length; all sizes.

White Twill Gowns Hotel Size at \$1.50.

V neck Night Gowns for men; braid trimmed, full cut, best material.

Everything In White For Men.

WASHMORE FABRICS

White material of every sort attractively priced for Pierrot & Pierrette "White Goods Purchased long in advance for this event."

39-in. white Crepe de Chine **\$1.59**
27-inch Satin Tub Silk **\$1.25**
44-inch Transparent Organdie **\$1.35**
40-inch Organdie **65c**
36-inch white Mercerized Poplin **35c**
27-inch White Pique **18c**
36-inch Nainsook, yard 25c to **35c**
44-inch English Nainsook, yard **50c**
36-inch white Plisse, yd. **35c**
30-inch white Plisse, yd. **18c**
36-inch Pajama Cloth yd. **35c**
Pretty white Voiles, yard, 30c to **\$1.25**
\$3.50 40-in. Crepe de Chine **\$3**
40-in. Chiffon Cloth **\$1.25**
36-inch lining Satin **\$1.19**
40-inch Koolie Cloth **\$3.50**
58-inch Table Damask **48c**
Apron Gingham **15c**
36-inch White Poplin **25c**
Schoolday Cloth **25c**
36-inch White Scrim **18c**
8 1/4 white Sheeting **52c**
Linen finish Sheeting **18c**
India Linon, 12 1/2c to **35c**
White Outing Flannel, 13c to **20c**
72 x 90 Sheets **75c**
42-inch Pillow Cases, ea. **15c**

White Wool Dress Goods 75c to \$3.50 Yard

Newest Serge, Gabardines, Pajamas, Mohairs, Crepes, Bedford Cords, in newest weaves; pure wool.

50-in. White Broadcloth at \$3.50 Yard.

Wonderful quality white Broadcloth for Suits, Collars and Dresses; thoroughly shrunk

27-in. White Flannel, Very Special at \$1.00.

27-inch white Flannel, for middies, dresses and trimming; all wool; excellent quality.

Chinchilla White Coatings \$3.00 to \$3.50.

56-inch white Chinchilla Coatings for coats for women and children; all wool.

36-in. White Velvet Corduroy at \$1.29.

A soft finish material, very suitable for dresses, coats, suits, skirts.

Fleisher's White Knitting Yarns, Special 63c.

Embroideries, Laces, Art Goods Specially Priced For "Pierrot and Pierrette" Sale.

Corset cover and embroidery flouncing, 18-in. wide **25c**
Beautiful embroideries in newest designs at **5c to \$2.00**
Prettiest laces in every conceivable pattern **5c to \$3.00**
Infants' embroidery flouncing, special **59c to 75c**
Infants' yokes to match **20c to 35c**
Dainty infants' embroidered caps **45c**
1000 yards of 10c val. laces, special, yard **5c**
All-over laces, 36 inches wide, for waists. Special, yard **75c**

White Handkerchiefs 5c to \$2.50.

Beautiful handkerchiefs for men, women and children, of cambric, silk and linen; every wanted style in plain and fancy. Special feature of White Week.

Royal Society Packages 25c to \$1.25

Stamped, made up Gowns, Combinations, Aprons, Caps, Carriage Covers and Pillows, Children's Hats, Luncheon Sets, Scarfs, Pin Cushions.

Special Deliveries, Parcels Checked, Free Phones, Free Stationery, Free Rest Rooms. Make use of the many conveniences of this Home-like Store.



BUY WHITE GLOVES AND HOSIERY DURING PIERROT AND PIERRETTE SALE.

\$2.00 M. & W. Dogskin Gloves, white washable **\$1.48**
Hawk washable kid gloves, in ivory color **\$1.75**
Orlando & Mayfair white French kid gloves **\$2.50**
Patti fine French kid dress gloves **\$2.50**
Alexander & Geneva white French Kid **\$3**
Holeproof Lustre Hose, rib-top, white **50c**
20c rib-top white cotton lisle hose **15c**
25c white lisle hosiery, women's **19c**
Fine white lisle, hem-top hose **35c**
White Mercerized lisle hose **45c**
Beautiful fibre silk hose, white **60c**
Heivier fibre hose; white **59c**
Boot silk hose; white and colors **75c**
Phoenix white silk hose **90c**
Finest Phoenix silk hose **\$1.25**
Infants' white hose, in cotton **25c**
Children's white lisle hose **25c**
Children's white silk hose **50c**

ORDER WHITE GOODS BY MAIL; EXCELLENT, INSTANT SERVICE. YOUR ORDERS FILLED BY EXPERTS, AND PARCELS POST PREPAID.

McMorran & Washburne Store

THE HOME OF "PIERROT AND PIERRETTE" THIS WEEK