



The Blue Ribbon White Event

The H. W. & M. L. Meyers Great Annual "Blue Ribbon White Sale," the Greatest Merchandising Event of the season is ready

The big merchandising carnival that never fails to attract an enthusiastic throng of buyers. This "June White Sale" is not a little selling of little merchandise at little prices but a great general underpricing of all white goods, the only exceptions being on merchandise manufacturers controlling the selling price. Buy all you want, supply your needs for the next six months, with good dependable wearing merchandise at far below regular prices.

Hosiery

Hundreds and hundreds of pairs of beautiful snow white, plain knit, embroidery and lace hose; all sizes and new styles; the largest showing in this city. Hundreds of pairs to choose from at White Sale prices.

INVESTIGATE HOSE SECTION

Silk Vests and Underwear

The Ladies' Underwear Section offers best grade Italian embroidered bow knot and fleur de lis design Silk Vests at Blue Ribbon White Sale special prices.

Ladies' and Children's "Merode" Underwear in single garments and union suits. Supply your summer needs for months to come at Blue Ribbon White Sale special prices.

Lace and Embroidery Robes

Regular selling values up to \$30.00. All dainty designs. See them at Dress Goods Counter.

Blue Ribbon White Sale, special

\$10.00

Shirt Waists

Not a special lot but our entire line of plain tailored and fancy Lingerie Waists—Cross Bars, Dimities, Lawns, Linens, Swisses, Batistes, etc. Fine, sheer materials in the prettiest seasonable styles, all at Blue Ribbon White Sale special prices.

Special lot of all large size Lingerie Waists, regular selling values to \$2.50—Blue Ribbon White Sale special price

each 68c.



White Dress Goods

and Trimmings, the largest assortment we've ever showed at a White Sale; all wanted fabrics, with trimmings to match. See display in Dress Goods Section at Blue Ribbon White Sale prices.

Children's White Dresses

and Coats; an offering that will please all mothers. Plain and fancy trimmed with laces and embroideries; all sizes now on sale in the Ready to Wear Section at white Sale prices.

Hundreds of pieces
of Muslin Underwear
in this June
White Sale



Supply your Underwear needs at the lowest prices of the year. Great drifts of dainty new lingerie at prices never before known in undergarments of equal style and quality. Corset Covers, Drawers, Gowns, Chemises, Petticoats and sets; popular price garments and high class underwear. The finest American products. Underwear to please every individual fancy. Positively no skimping of material or trimming. The shrewd buyer will anticipate her needs for months to come. Remember, our entire stock of White Goods is included in the White Sale reductions. First Floor.

Women's and Misses'

FINE LINGERIE DRESSES

The large Ready-Made Section offers values extraordinary in Misses' and Women's White Lawns, Batistes, Linens, etc., handsomely trimmed with lace, insertion and embroidery. The styles are correct in every detail and the materials are the very best. The superiority both in style and value of the garments sold here have caused this store to be known as the Willamette Valley's style center. Some of these dresses are reduced to

One-Half Price

HANDKERCHIEFS

Salem's largest handkerchief store offers to White Sale shoppers values extraordinary in plain hemstitched and fancy embroidered linen and cross-bar handkerchiefs.

Plain Hemstitched Handkerchiefs, Blue Ribbon White Sale Special 3 for 5c
Hemstitched Cross-Bar Handkerchiefs, Blue Ribbon White Sale Special 5c
Plain Hemstitched Handkerchiefs 3 for 10c

Blue Ribbon White Sale Torchon Laces

Best quality of the kind so much in demand for trimming underwear, petticoats, and especially adapted for the new bureau scarfs and runners. Values up to 25c yard; Blue Ribbon White Sale Special price 5c Yd.

Special lot of very pretty patterns in the new embroideries reduced 20 per cent in price.

The entire line of laces and embroideries at Blue Ribbon White Sale prices.

Lily White Corset Covers

The New Idea, Semi-finished Embroidered Corset Covers; fits perfectly. See them at the Embroidery section at

BLUE RIBBON WHITE SALE PRICES.

Specially Priced Muslin Wear

In the large Muslin Wear Section we have on display a special line of Muslin Wear, including some choice pieces of our regular stock. In the showing are Gowns, Chemises, Petticoats, Corset Covers, Drawers, etc. Blue Ribbon White Sale prices.

Reduced 25 per cent.

De Bevoise Combination Brasieres (Corset Covers and Drawers) lace trimmed; Blue Ribbon White Sale special

One-Third Less in Price

Broken lines of W. B. Corsets to close during the Blue Ribbon White Sale at

1-3 and 1-2 Price



White
Embroidered
Parasols



Largest and best showing in Salem of Dainty White Embroidered or Lace Trimmed Parasols and Sun Shades. Pick now while picking is good. Plain and fancy wood handles, at Blue Ribbon White Sale prices

White
Summer
Shades



Linen and Domestic Section

Offerings are too numerous to mention owing to a limited amount of space in this ad, but there are hundreds of good specials and price-saving opportunities in this section. Best grade Linen Napkins, 18-inch size, \$1.00 values. Blue Ribbon White Sale, dozen 89c
White Quality, \$1.00 values, size 76x32, Blue Ribbon White Sale price, each 89c
Good quality Sheets, 72x90, White Sale, 48c
And hundreds of others with White Sale Prices.

Men's Furnishings

The large Men's Furnishing Goods Section is ready with White Shirts, Ties, Underwear, Suspenders, Handkerchiefs, Belts, etc. All good, dependable merchandise and latest styles. Our entire stock of White Goods at

Blue Ribbon, White Sale Prices

H. W. & M. L. Meyers
GOOD GOODS