

Oklahoma—Partly cloudy, probably thunder showers Monday and day.





Chamberlin-Johnson-DuBose Co. Atlanta--New York--Paris Chamberlin-Johnson-DuBose Co.

## Today Is the Day

Let us tell you very easily and plainly and friendly about this White Sale. If we seem to exaggerate, remember that we only seem to; we do not in reality.

The best efforts of the Chamberlin-Johnson-DuBose Co. have gone into its preparation. This has brought about the best efforts of makers of underwear, dresses and skirts.

The results are happy through and through.

We have managed to get such values as we never got before.

# \$8,000 Worth of Snowy New Muslin Underwear for This Event

### Get the Proper Perspective

Today's news concerns Muslin Underwear, White Dresses, White Skirts, Hats, Cottons and Curtains. More news of other things is to come.

All of it could not be contained in one page of a newspaper. This is but the first gun, so to speak. We shall bombard you with different news of different values from day to day. You will be captivated by the economies the news will bring.

The advertising pen would rush to the telling of it all right now. It is the kind of news advertising pens rush to tell. It is held in check because it means better service to more people.

Today, then, for Muslin Underwear, White Dresses, White Skirts, Hats, Cottons and Curtains, and the White Sale is on!

### Drawers

**19c** Of muslin with flounces of lace or embroidery or hemstitched with cluster tucks. The kind you usually pay 25c for.

**39c** We have taken styles that were sold at 60c and 75c and selected those that are a bit mused, and put them with this lot. Nainsook trimmed with Valenciennes and linen laces and embroideries and cluster tucks—knickerbocker, bloomers, semi-circular styles.

**48c** Fifteen different styles. Flat, semi-circular, the new Dorothy; sheer nainsooks and crepes. The trimmings are unusually fine.

**69c** and **75c**, **98c**, **\$1.25** to **\$2.25** Drawers of finer and finer nainsooks and more elaborate trimmings. Worthy of particular attention are the exceptionally beautiful laces and the hand machine embroidery on drawers at **\$1.25** and up.

### Corset Covers

**19c** Even at this price they are fashioned with the new full fronts; light, firm domestic and crepe; trimmed with laces and embroideries. They are 25c values.

**39c** Of sheer, soft nainsook, embroidery medallions of German Valenciennes and linen laces. The 50c kinds.

## Muslin Underwear, Dresses Skirts, Hats, Cottons, Curtains

And this does not take into account the stocks we had on hand.

We bought this large amount for this, our greatest sale—bought it for the same reason that will guide you. The values were compelling.

In our time we have invited you to many splendid sales of muslin underwear—but never to one such as this. Billowy masses of white spreading in a seemingly limitless variety; garments as dainty and as womanly as ever good taste and smartest makers have evolved. Look on this as more than a sale—it is an exposition of new styles, new ideas, with the prices make it a great buying opportunity to supply one's self with muslin underwear for the whole long, hot summer.

See the things, will you? To serve in such a way as this is to make friends for a store!

### Corset Covers

**48c** Exceptional values, even in this sale; nainsook with Valenciennes and linen laces and dainty convent scalloped edges, ribbon run. 15 styles.

### Gowns

**48c** Of soft domestics and nainsooks and cambrics, showing hand machine embroidery and laces and sheer blind embroideries; low, round, V and high necks.

**69c** Splendid values here; nainsook, cambric, crepes—these in white, pink and blue; linen laces, embroidery insertions and edges—some of these are much higher priced garments, now soiled somewhat.

**89c** 25 styles at this price, divided among kimono styles, Empire and bishop, long and short sleeves and all manner of attractively finished necks. The trimmings are beautiful.

**98c** 45 matchless **\$1.25** and **\$1.50** styles. Net trimmings reign, and more other points of novelty than we can tell. Simple French styles (flat fronts with no gathers), Empire styles; Swiss embroidery medallions in front and backs—every imaginable style of sleeve and neck. Note the quality of the nainsooks and crepes and cambrics.

### Gowns

**\$1.19** 15 styles; net yokes, Swiss yokes; gowns with allover embroidery yoke, with lace inserts down the front. The arrangement of medallions and tucks and laces is the most exquisite we have seen at a price near this.

**\$1.49** 15 styles; some of the elements of their beauty are yokes of sheer cloth of sheer allover embroideries (back and front), German Val. laces of soft cream on snowy white nainsook and shadow laces and medallions artistically worked in.

**\$2.50** Front and back trimmings, camisole yokes, the Persian flowered embroideries. The exquisite workmanship that shows in the making, the fine, neat hand machine embroidery mark these as what they are—wonderful values.

### Petticoats

**79c** Of sturdy domestic, with the double panel front and scalloped edge.

**95c** Of domestic, double panel front, fitted waist band, scalloped edge—such as are usually **\$1.25**.

**98c** and **\$1.25**, **\$1.50** and **\$5**—Let the brides note these; shadow lace flounces, some with underflounces, embroidery trimmed and ribbon trimmed, fitted waist bands.

### Points Not to Be Missed

Gowns with dotted Swiss yokes.

Gowns of camisole lace yokes.

Dainty copies of French garments, exquisitely simple.

Cool linen petticoats and gowns.

Scores of crepe garments that need no ironing.

Machine embroidery that is strikingly like hand work.

Garments with the new Persian flowered embroidery.

Gowns for invalids; some that button on the shoulder, and some in dressing sacque style.

China silk garments that travelers will like.

Corset covers with peplums and drawstrings, fashioned for the new silhouette.

Net trimmings in abundance.

### Princess Slips

**98c** and **\$1.25** to **\$5**—The new front fastening styles with camisole tops, seamless backs, fitted skirts, often slit at the side. Very attractive are the pink tissue princess slips at **\$1.49**. The new tulle slips of accordion plaited chiffon in white and pink, **\$8.50** to **\$12.00**.

**49c** A little lot of **\$1.25** and **\$1.50** princess slips that are a bit soiled; not all sizes.

### Teddy Bears

**98c** to **\$2.50**—New and exquisitely dainty in fabric and in lace and embroidery trimmings—camisole effects, worked out in shadow laces and sheer embroidery and then graced with the new Japanese embroidery.

### Pajamas

**\$3.50** Were **\$5**—Ideal for travelers; for those who sleep on porches. White, blue and lavender.

### Out Sizes

The woman who requires out-size garments has been amply cared for! Gowns, drawers, petticoats—at many prices and in full sizes, as marked.

## Curtains Drop One-Third of Their Prices

Some seventy-five or eighty pairs of curtains in lots of one, two, three to six pairs of a pattern, are reduced one-third for the White Sale.

They were **\$1.50** to **\$20.00**. Now **\$1.00** to **\$13.33** a pair.

Choose from etamines, nets, voiles and marquisettes in white, ivory and Arabian.

Many most attractive patterns.

## Smart White Hats \$5 to \$10

The Millinery Section joins the White Sale with choice values.

With the co-operation of Estelle Mershon, 20 E. Forty-sixth street, New York, that sent us particularly interesting style letters in regard to what is what in the lately evolved white hats, our own workrooms have been able to turn out particularly fine white hats at **\$5.00** to **\$10.00**.

These are more than **\$5.00** to **\$10.00** values in materials used—and as for the styles, the freshest and most charming of the moment.

Too many styles to particularize—but hats a woman will put on and wear with a great deal of satisfaction.

## Airy, Dainty Summer Frocks A Display That Brings Into Prominence the New Style Points and White Sale Prices

Did we ask you to this merely as a display of the new fashions it would be teaming with interest—coming right now on the threshold of the hot season.

But we have done more!

It is a display and a sale. Prices obtain that are dollars under real value. And the beauty of it all is that this is so evident to the woman who knows values.

A display of the new styles—

### The New Batistes, the New Organdies, the New Voiles, the New Crepes

The new uses of nets, the lace-edged and ribbon inserted flounces, the attractive bodices.

Garden party dresses, afternoon dresses, dancing and evening dresses.

At **\$5.98**, **\$7.50**, **\$8.75** and **\$11.75**

White China Silk Dresses. This cool and serviceable fabric made into the most attractive styles of the moment. Neat and simple are words that one thinks of when looking at them. Little vestees of chiffon; bows on sleeves, ruffled and tiered skirts and tunic skirts. It's to your advantage to compare them with what are usually priced as these are.

### At \$11.75 Dainty Voile Dresses

Immaculately white; a soft, misty substance of a fabric as light as a breeze. Several styles. The bodices are blousy, deep kimono sleeves; the skirt may be a mass of ruffles, or plain and overcast with three narrow ruffles at the hips; a girdle of moire. Dainty for the dance!

## The White Skirts of This Moment's Fashion

Pique and Ratine Skirts **\$1.95**

Wide welt pique and medium weight ratine, both sturdy fabrics, that may be laundered at will—simple styles with rounded hip-length peplum.

Smart Styles at **\$2.45**

Choose from many crepes, heavy cords, piques; long tunics, peplums overlapping at front; fastened with pearl buttons. Plain tailored styles, too.

In gathering these dresses and skirts we have prepared splendidly for those who require large sizes and for those who require Misses' sizes



## White Goods Caught in the White Sale

The very fabrics almost every woman has to buy with the coming of June.

Then former prices tell how good the qualities were, since they were in the Chamberlin-Johnson-DuBose Co. stocks at those prices.

17c Persian Lawns, 32 inches wide . . . . . **10c**  
20c Persian Lawns, 32 inches wide . . . . . **15c**  
25c Persian Lawns, 32 inches wide . . . . . **19c**  
40c Persian Lawns, 32 inches wide . . . . . **29c**  
25c French Lawns, 45 inches wide . . . . . **15c**  
25c Wide Welt Piques, 28 inches wide . . . . . **15c**  
25c Cotton Serges, 28 inches wide . . . . . **15c**  
25c White Crepes, 32 inches wide . . . . . **19c**  
29c Checked Dimities, 32 inches wide . . . . . **19c**  
50c Crepe Piques, 28 inches wide . . . . . **35c**  
75c Embroidered Crepes, 28 inches wide . . . . . **49c**  
75c Embroidered Lingerie Cloth, 30 inches wide . . . . . **49c**  
\$1.00 Ratine Striped Voiles, 28 inches wide . . . . . **69c**  
65c Rice Cloth, 32 inches wide . . . . . **45c**  
\$1.25 Embroidered Ratines, 30 inches wide . . . . . **79c**

Chamberlin-Johnson-DuBose Company







nts, Tarpaulins, Wagon Covers, Flies, A  
es. Located at the base of the raw m  
Duck Mills "just around the corner,"  
of prices.



















