

THE WHITE HOUSE.

“The glass of fashion, and the mould of form.”

AMONG American ladies, who are remarkable throughout the world for style and elegance in dressing, those of San Francisco are conspicuous. There are many reasons for this, not the least of which—next of course to the to the correct taste of our ladies of fashion themselves—is the completeness of our dressmaking establishments, and the skill of San Francisco dressmakers. No dry goods establishment has helped so much to cultivate taste in artistic apparel as the White House, very properly called the *elite* dry goods house of the city. Its stock of goods is selected by competent buyers in the best markets in the world, and includes an unlimited variety of fine fabrics, and articles for ladies' use and wear. The White House is well furnished and appointed, but changes are contemplated which will greatly increase its business, and enhance its power to gratify the desires of those who visit it. The relations of its proprietors to the fashion centers of the world are close and intimate. They bring the latest styles from France, which, as the mistress of fashion, rules the world. During the coming season, they will keep in Paris Madame Max, their accomplished fitter, to supply the