

SEE BACK PAGE OF THIS PAPER FOR NEWS OF MEIER & FRANK'S OPPORTUNITY DAY SPECIALS—BIG VALUES FOR EVERY MEMBER OF THE FAMILY

"Ardsley" Pattern in Oneida Community Par Plate Silverware 1/2

The "Ardsley" pattern has been discontinued by the Oneida Community Ltd.—that accounts for this half-price offer. It is a very effective pattern in an etched design, luster gray finish. This silverware is guaranteed to give 10 years of ordinary family service. Limited quantity—better come early.

—Meier & Frank's: Main Floor.



Factory Demonstration of Universal Ranges and Pipeless Furnaces

As an additional inducement to purchase a Universal range or furnace during the special demonstration now going on, the factory has authorized us to include a regular \$12.50 porcelain-top kitchen table or 26-piece set of Wm. Rogers silver-plated ware FREE with every Universal range or furnace sold. Offer closes Saturday.

—Meier & Frank's: Sixth Floor. (Mail Orders Filled.)

China! Glassware! Housewares! Furniture!

WE might have started these sales sooner—and we could have done so with thousands of articles—much more than most stores could show. But we had planned on certain shipments—and we would not start the sales without them. They're here! The watchword is "READY"—all along the line.

**The Most Helpful Sales of Their Kind in Five Years
Ready This Morning—Prices Are Down! DOWN!**

TODAY we offer our customers the best opportunities in at least five years to buy practically everything necessary or useful for the housekeeping arts. The best goods in years at the lowest prices in years. Prudent housekeepers, looking to Spring needs, will buy the full requirements now—prices are down, DOWN!

Sale of Open Stock Dinnerware, Cut Glass, Imported Glassware, Household Utilities

Meier & Frank's annual Spring sale of dinnerware, glassware and household utilities begins today. It is a real sale at real reductions. Every item a picked item. Every value a known value. It is a sale of true worth. Profit.

Famous Libbey American Cut Glassware, entire stocks at savings of **20%**

Imported Glassware, vases, nappies, bowls, etc., at savings of **20%**

Other American Cut Glassware, bowls, vases, etc., at savings of **20%**

10 Open Stock Dinnerware Patterns Reduced



60 Pieces **\$23.63**
100 Pieces **\$38.25**

Regularly priced \$31.50 and \$51 respectively. American semi-porcelain dinnerware—pattern 3523—a copy of the famous Minton pattern.



60 Pieces **\$24.68**
100 Pieces **\$38.98**

Regularly priced \$32.90 and \$52 respectively. American semi-porcelain dinnerware—pattern 443—a dainty light rose design with neat border.



60 Pieces **\$22.94**
100 Pieces **\$37.52**

Regularly priced \$30.60 and \$48.70 respectively. American semi-porcelain dinnerware—pattern 21078—a blue checked border design with roses.



60 Pieces **\$17.18**
100 Pieces **\$34.12**

Regularly priced \$28.25 and \$45.50 respectively. American semi-porcelain dinnerware—attractive rose pattern on blue and brown background.



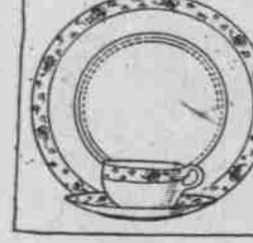
60 Pieces **\$42.27**
100 Pieces **\$64.87**

Regularly priced \$56.40 and \$86.50 respectively. Warwick American china dinnerware—neat gold band design with heavy shoulder line and gold hair line.



60 Pieces **\$30.19**
100 Pieces **\$46.27**

Regularly priced \$40.25 and \$61.70 respectively. Warwick American china dinnerware—pattern B9059—attractive floral design neatly decorated.



60 Pieces **\$67.49**
100 Pieces **\$98.74**

Regularly priced \$90 and \$133 respectively. French china dinnerware—pattern 5609—dainty decorated floral border design.



60 Pieces **\$14.39**
100 Pieces **\$22.41**

Regularly priced \$19.20 and \$29.90 respectively. English semi-porcelain dinnerware—Regal pattern—plain white with neat edge design.



60 Pieces **\$31.49**
100 Pieces **\$48.54**

Regularly priced \$42 and \$64.75 respectively. Bavarian china dinnerware—pattern 1157—pretty morning glory design with gold edge.



60 Pieces **\$35.87**
100 Pieces **\$55.11**

Regularly priced \$46.50 and \$73.50 respectively. English semi-porcelain dinnerware—pattern 2529—floral design with gray tinted background.

Dependable Household Utilities Reduced

- | | | | | | | | |
|--------------------------------------------|---------------|---------------------------------------------|---------------|--------------------------------------|------------|---------------------------------------------|---------------|
| \$3.00 Step Ladders, 6 ft. | \$2.49 | \$3.25 Galvanized Ash Cans | \$2.07 | 60c Round Potato Ricers | 49c | 10c Paring Knives, special | 8c |
| \$1.75 Folding Step Stools | \$1.49 | \$7.00 Copper Wash Boilers, No. 8 | \$5.49 | 12c Cake Turners, special | 9c | 25c Paring Knives, special | 19c |
| \$3.00 Folding Ironing Boards | \$2.39 | \$3.85 Copper Rim Wash Boilers, No. 8 | \$2.99 | 15c Mixing Spoons, special | 12c | 50c Noodle Cutters, special | 39c |
| \$1.35 Wall Clothes Racks | \$1.14 | 50c Blue Bird Clothes Reels | 39c | 25c Gilmore Graters, special | 19c | \$1.20 Kitchen Brooms, 5-sew | 97c |
| \$2.00 Folding Clothes Racks | \$1.69 | \$7.75 Iron Frame Wringers, 10-inch | \$6.19 | 35c Egg Beaters, special | 17c | 35c Cotton Clothes Lines, 100 ft. | 28c |
| \$2.00 Willow Clothes Racks | \$1.69 | 35c S. O. S. Aluminum Cleaner | 29c | 25c Wire Soap Dishes, special | 19c | 85c Wire Clothes Lines, 100 ft. | 69c |
| \$2.50 Set of Irons, 3 irons and handle .. | \$1.79 | 32c Flour Sifters, special | 27c | 15c Wire Potato Mashers | 12c | \$2.70 Nickel-Plated Coffee Pots, 3-pint .. | \$1.34 |
| 85c Glass Wash Boards, special | 73c | 40c Wire Sink Strainers, special | 32c | 25c Wire Soap Shakers, special | 19c | \$3.40 Nickel-Plated Coffee Pots, 6-pint .. | \$1.69 |
| \$1.00 Brass Wash Boards | 79c | 35c Gas Toasters, special | 27c | 70c Butcher Knives, 6-inch | 59c | \$2.70 Nickel-Plated Tea Pots, 3-pint .. | \$1.34 |
| \$1.25 Galvanized Wash Tubs | 99c | 25c Dust Pans, special | 19c | 85c Butcher Knives, 7-inch | 69c | 50c Premier Knife and Scissor Sharpeners .. | 42c |
| \$2.25 Universal Food Choppers | \$1.98 | 50c Whipwell Egg Beaters | 39c | \$1 Butcher Knives, 8-inch | 79c | 50c Baking Shells, dozen | 29c |



Sale of Aluminumware

- | | | | |
|---------------------------------------|---------------|------------------------------------------------------------|---------------|
| Aluminum Dish Pans, 10-quart. | \$1.49 | Sauce Pan Sets, 3-piece, 1, 1 1/2 and 2-quart. sizes | \$1.00 |
| Aluminum Dish Pans, oval, 12-qt. | \$2.99 | Panel Shape Rice Boilers, 2-quart. | \$1.19 |
| Round Aluminum Roasters | \$1.00 | Water Pails, 10-quart | \$1.49 |



Set of Glass Mixing Bowls \$1.09

Clear, sanitary glass mixing bowls consisting of one each in the following sizes: One 5, 6, 7, 8 and 9-inch bowl. Very specially priced at \$1.09 set.

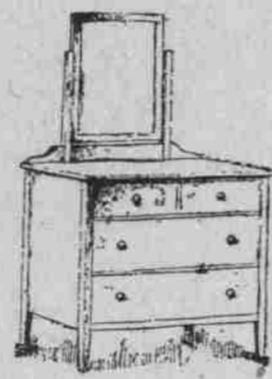
75c Mixing Bowls 39c

These are 10-inch glass mixing bowls to match the above.

—Meier & Frank's: Basement. (Mail Orders Filled.)

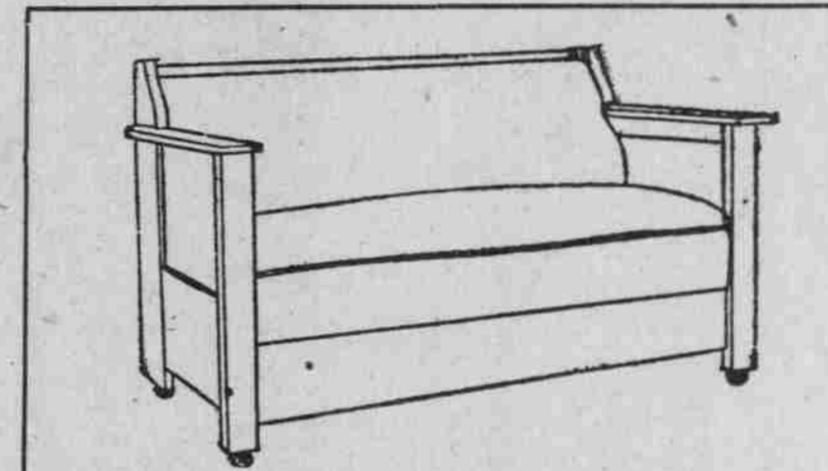
Great Sale of Furniture—Bed Davenports, Beds, Dressers, Arm Chairs, Dining Chairs, Etc.

Featured today in the annual March sale of furniture are odds and ends of good Meier & Frank standard furniture at more than ordinary savings. In addition to the items listed here there are scores of other VALUES.



This Dresser \$19.75

A good looking ivory enamel dresser with 38-inch base and mirror that measures 16x24 inches.



Oak Bed Davenport \$49.85

A very moderate price for this substantial bed davenport in waxed oak finish. Upholstered with brown imitation leather. Fitted with good springs.



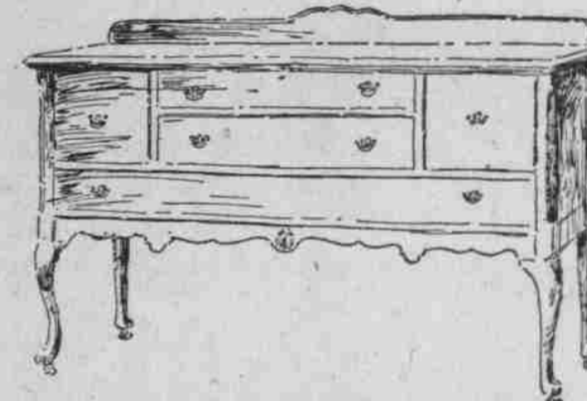
Dining Chair \$4.95

Limited number at this special price. Dining chairs in waxed oak finish. Leather seats.



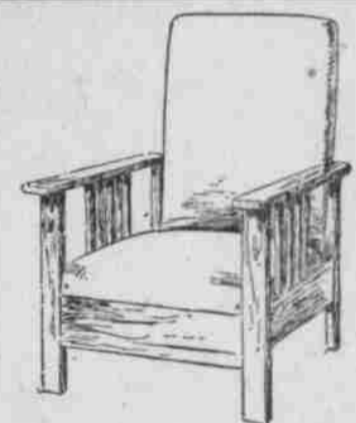
Arm Chair \$49.85

Large, roomy, over-stuffed arm chair with loose spring filled cushions. Soft pillow arms. Covered with tapestry.



This Queen Anne Buffet \$59.75

Mahogany veneer Queen Anne buffet fitted with long linen drawer, two silver drawers and two compartments. 54 inches long. An exceptional value at \$59.75.



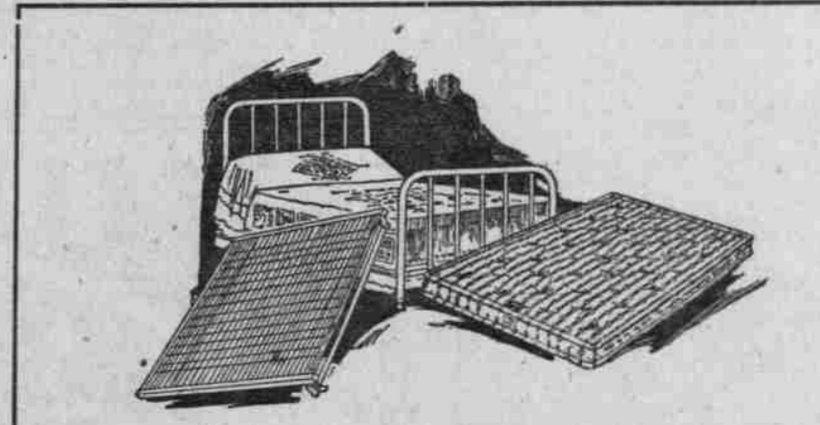
This Chair \$24.75

Oak reclining chair upholstered with brown imitation leather. Foot rest folds underneath seat. Adjustable to any position.



Chiffonier \$35

Ivory or gray enamel chiffonier with 16x20-inch mirror. Attractive design.



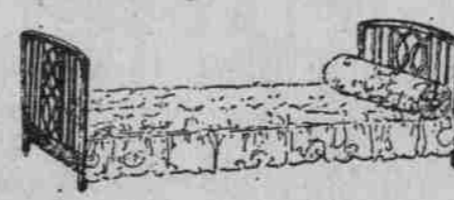
Bed, Spring, Mattress \$26.95

Steel bed with two-inch continuous posts and 5 large pillar rods. Steel springs. Cotton felt mattress, built layer-wise. The three pieces for \$26.95.



Dresser \$39

Ivory or gray enamel dresser with 24x30 inch mirror. 42-inch base. Good design.



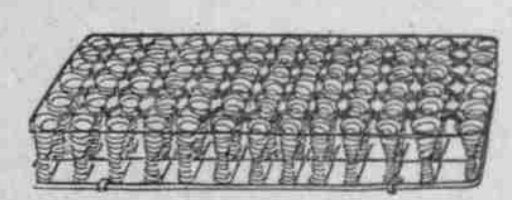
Attractive Day Bed \$44.85

This mahogany finish day bed is complete with good springs, cretonne covered mattress and bolster roll. Very special at \$44.85.



This Chair \$10.75

Mahogany finish Colonial chair with durable rush seat.



Our Special Springs \$19.25

M. & F. special springs made of best quality oil-tempered steel with helical cross ties. Double deck. For single or double beds.

—Meier & Frank's: Eighth Floor. (Mail Orders Filled.)