

The Spring Fashion Carnival Continues to the Delight of Everyone Who Enjoys Viewing the New Modes in Fullest Beauty and Variety



# OPPORTUNITY DAY



**300 EASTER LILIES** 85c  
POTTED Easter lilies, in full bloom, on sale Main Aisle. No phone orders or deliveries.

Some Lots Limited

Please Shop Early

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POTTED Easter lilies, in full bloom, on sale Main Aisle. No phone orders or deliveries.



**Extra Special Easter Opportunity**

## HALF PRICE Sale of Women's Neckwear

50c to \$3

Dressy and tailored neckwear for one-piece frocks, blouses, house dresses, tailored suits and sweaters.

Organdie and net collars and sets, some with hand-work or lace. Pique collars. Round and square bib collars. Tailored tricolette collars. Eyelet ecru collars. Roll and flat collars of various laces. High neck gumpes of net. Fichu collars of net and organdie.

Regularly \$1 to \$6, now 50c to \$3.

—Meier & Frank's: Neckwear Shop, Main Floor.



**Opportunity No. 1**

### Easter Hats \$6.75

Were \$7.50 to \$9.50

One of a kind hats in the new shapes and colors. Some trimmed with cellophane, others with flowers, ribbons and fruit novelties. Batavia cloth, isere, maline hemp. Small and large.

—Meier & Frank's: Fourth Floor.

**Opportunity No. 2**

### Women's Sweaters \$3.95

A marvelous lot of odds and ends of sweaters. A few of fiber which looks like silk. A number of Shetland wool. Some imported. Black, navy blue, rose, green and other colors. Some handled.

—Meier & Frank's: Third Floor.

**Opportunity No. 3**

### Georgette Crepe Yd. \$1.98

600 yards of georgette crepe in mill lengths of 1 to 4 yards. 39 inches wide. All wanted colors, including white, flesh, black, blue, gray, taupe, green, navy, etc. Regularly \$2.50 to \$3 yard.

—Meier & Frank's: Main Floor.

**Opportunity No. 4**

### Laces 5c

More than 6000 yards of lace and insertion, including cluny, plat valenciennes, fine French and double thread valenciennes, filet and cotton torchon. 1/2 to 2 inches wide. Very special at 5c yard.

—Meier & Frank's: Main Floor.

**Opportunity No. 5**

### Women's Cape Gloves \$2.48

More than seven hundred pairs of spring weight P. K. cape gloves in pearl, beaver, brown and tan. All new. All regular sizes. Regularly \$3.25.

—Meier & Frank's: Main Floor.

**Opportunity No. 6**

### Novelty Necklaces \$1

Necklaces of metal links and colored beads, also 54-inch strings of imitation pearls. Limited quantity. Regularly \$1.50 to \$2.50. While any remain, \$1.

—Meier & Frank's: Main Floor.

**Opportunity No. 7**

### Front Lace Corsets \$2.98

American Lady front lace corsets with low bust. Medium hips. Well boned. Excellent quality. Made of white coutil. Very special at \$2.98.

—Meier & Frank's: Third Floor.

**Opportunity No. 8**

### Women's Silk Hose \$1.69

Eighteen-inch boot silk stockings with lisle tops, double heels and toes. One thousand pairs in black, white and cordovan. Sizes 8 1/2 to 10. Sub-standards at about today's wholesale price.

—Meier & Frank's: Main Floor.

**Opportunity No. 9**

### Women's Button Shoes \$2.39

Two hundred and fifty pairs only of black kid button shoes with medium and high heels. Sizes 2 1/2 to 5. Regularly \$6 to \$7.50. While the lot lasts, pair, \$2.39.

—Meier & Frank's: Third Floor.

**Opportunity No. 10**

### Toilet Soap 4c

Twenty-five cases of good size toilet soap at less than today's wholesale cost. All popular odors such as oatmeal, witch hazel, rose, buttermilk and kokapalm.

—Meier & Frank's: Main Floor.

**Extra Special Easter Opportunity**

## Women's Silk Blouses \$4.15

Were formerly priced in our stock at \$6.75. Three styles of georgette crepe blouses in white, flesh, beige and tea rose. Trimmed with insertion and edges of attractive lace. Daintily embroidered and with contrasting collars and cuffs of georgette. With black tacking and colored piping. Sizes 36 to 46 in the lot. Suitable to wear with spring suits.

**White Shirt Waists \$1**

Waists so good that we cannot duplicate them to sell at \$1.50. That is the reason for this Big Opportunity at \$1. White voile or striped madras. Tailored styles or with a little embroidery or lace.

—Meier & Frank's: Blouse Shop, Fourth Floor.



**Opportunity No. 13**

### Bags and Strap Purses \$1

A real leather hand bag or strap purse for one dollar! Some are even fitted with separate coin purses and mirrors. Fully lined. Regularly \$1.95.

—Meier & Frank's: Main Floor.

**Opportunity No. 16**

### Pumps and Oxfords \$5

Three hundred pairs of women's and growing girls' pumps and oxfords in black and brown. Broken sizes but nearly all regular sizes in the lot. Dependable makes. Regularly \$6 to \$10.

—Meier & Frank's: Third Floor.

**Opportunity No. 11**

### Pie Servers \$1.29

Sterling silver handle pie servers with polished steel blades. Articles that will be admired for their attractive appearance besides serving a useful purpose. Each put up in neat box. Were \$1.75.

—Meier & Frank's: Main Floor.

**Opportunity No. 14**

### All Silk Ribbons 35c

All silk taffeta with heavy corded edge. 5 1/2 inches wide. Scarlet, cardinal, hunter's green, maize, brown, old rose, delft, pink, blue and lavender. Regularly 45c yard.

—Meier & Frank's: Main Floor.

**Opportunity No. 17**

### Women's House Slippers \$1

House slippers and kid boudoir slippers. Broken sizes. A clear-away irrespective of former prices. One hundred pairs only on sale at \$1.

—Meier & Frank's: Third Floor.

**Opportunity No. 12**

### Fabrikoid Suitcases \$1.89

Black only. Twenty-two inches. Well made. Fully lined. Twenty-four only. Originally priced \$6.50. While any remain today at only \$1.89.

—Meier & Frank's: Sixth Floor.

**Opportunity No. 15**

### Children's Combinations 25c

"Kaynee (K. & E.) combination pants and waists. Made of good cross-bar nainsook with taped buttons. Sizes 2 and 3 years. Three hundred only. Regularly 75c. While any remain, 25c.

—Meier & Frank's: Second Floor.

**Opportunity No. 18**

### "Munsing" Union Suits \$1.95

Extra fine lisle yarn, light weight. Silk bodice tops or regular silk tops. French hand finished yokes and straps. All sleeveless. Tight knees. Pink or white. For spring and summer wear. Sizes 34 to 38 at \$1.95; extra sizes 40 to 44 at \$2.25.

—Meier & Frank's: Main Floor.

**Opportunity No. 19**

### Gas Hot Plates \$2.85

Just fifty 2-burner gas hot plates at this new price. Star drill burners. Lever valve. Regularly \$3.75. You save almost \$1 at \$2.85 each.

—Meier & Frank's: Sixth Floor.

**Opportunity No. 22**

### Muslin Sheets \$1.69

81x90-inch sheets of fine muslin. Seamless. Wide hems. 360 only. Not more than six to a customer. Offered now at today's wholesale price.

—Meier & Frank's: Second Floor.

**Extra Special Easter Opportunity**

## Wool Jersey Dresses \$15

Straight line and coat dresses with round necks. Made of all-wool jersey cloth in medium weight for spring. Nice to wear without a coat. Many are embroidered quite elaborately in self or contrasting colors. Black, navy, brown, Copenhagen, gray and a few light colors. Wonderful at this Opportunity Day price of \$15.

—Meier & Frank's: Apparel Shop, Fourth Floor.



**Opportunity No. 25**

### Various Aprons 39c, 75c, 98c

For waitresses and maids are small aprons at 39c, which we could not duplicate today for double. Others at 75c, were \$1.25. Long aprons at 98c, were \$1.50.

—Meier & Frank's: Third Floor.

**Opportunity No. 20**

### Water Bottles 89c

Two hundred No. 2 water bottles in red or chocolate color. Regularly \$1.25. Nothing like a hot water bottle for real comfort. You save almost a third.

—Meier & Frank's: Main Floor.

**Opportunity No. 23**

### Columbia Crochet Cotton 9c

Broken color lines, including some ecru and white. Limited quantity only. Regularly 15c a spool. Sure to go quickly at close to half price.

—Meier & Frank's: Second Floor.

**Opportunity No. 26**

### Cretannes Yard 33c

Remnants of two to six yards of cretonne. All wanted colors and designs. 36 inches wide. Clean up of odds and ends from our regular stock. Regularly 60c to \$1.50 yard. Now, yard, 33c.

—Meier & Frank's: Seventh Floor.

**Opportunity No. 21**

### Water Bottle and Syringe \$1.39

Two-quart combination water bottle and fountain syringe, guaranteed for one year. Regularly \$2.00. For Opportunity Day, very special, \$1.39.

—Meier & Frank's: Main Floor.

**Opportunity No. 24**

### Table Damask \$1

Fine mercerized table damask in pretty floral and conventional designs. Seventy inches wide. Limited quantity. Regularly \$1.50 yard.

—Meier & Frank's: Second Floor.

**Opportunity No. 27**

### Window Shades 75c

Green, tan, cream and brown window shades. Sizes up to 42 inches wide and 3 to 7 feet long. Made of standard shade cloth. All sorts of odds and ends. Regularly \$1.50 to \$2.50.

—Meier & Frank's: Seventh Floor.

### Notions 15c

Tourist fringe hairnets, 15c. Jet wire hairpins, large cabinet, assorted, 15c. Children's bow barrettes, 2 for 15c. De Long hairpins, jet, assorted cabinet, 15c. Medium size coat hangers, various enameled colors, 15c. Bias tape, fine lawn, black or white, sizes 3 to 6, 6-yard pieces, 15c. Rickerack braid, medium weight, white, six-yard pieces 15c. Fancy lingerie tape for shoulder straps, assorted colors, bolt 15c. Belting of silk and cotton, with and without stays, black and white, 1 1/2 to 4 inches, yard 15c. Collingsboren knitting cotton, white only, size 6, 4 balls 15c. Coates' mercerized darning cotton, black, white, brown, gray, navy, 2 for 15c. Atlas nickel plated safety pins, medium size, 2 for 15c. Gem brass pins, 300 count to paper, 2 papers for 15c. Kenek snap fasteners, black and white, all sizes, 2 for 15c.

—Meier & Frank's: Main Floor.

### Groceries

**25 Lbs. Sugar \$3.88**

25-lb. sacks of pure cane sugar. 400 sacks only. They will go quickly.

**Pure Leaf Lard \$1.65**

400 pails of Columbia Leaf lard, each pail containing 5 lbs. net. Regular \$1.95 value.

**Early June Peas Doz. \$2.25**

Case \$4.25. Extra early June sugar peas. 125 cases only.

—Meier & Frank's: Ninth Floor.

**Opportunity No. 28**

### Plisse and Lingerie Crepe 43c

Standard quality crepe in white, pink and figured effects. Mill lengths of 2 1/2 to 10 yards. Some subject to slight imperfections. If perfect they would be 60c yard.

—Meier & Frank's: Center Aisle, Main Floor.

**Opportunity No. 31**

### Children's Stamped Dresses 89c

Substantial lawn, chambray and art cloth. Sizes 2 to 8 years. Some of these dresses are completely made, others just stamped for embroidery. Pink, blue, white. Regularly \$1.25 to \$2.

—Meier & Frank's: Second Floor.

## MEN

**Silk Shirts \$8.95**

Reduced from \$12.50. 87 broadcloth silk shirts in sizes 14 to 16 1/2, but not every size in each pattern.

**Silk Ties \$1.35**

286 four-in-hand ties in new patterns. An extraordinary one day opportunity. Regularly \$2, \$2.50 and \$3.

**"Silk Maid" Socks 95c**

All sizes and all colors—for one day only. Every man knows the super-quality of "Silk Maids." Were \$1.50.

**Pajamas \$2.49**

244 pairs. Cambric, in white and colors; striped percale; mercerized cotton. Trimmed with frogs. Sizes 15 to 18.

**Chalmers' Union Suits \$1.49**

212 suits of fine elastic ribbed Maco yarn in spring weight. Short sleeves, ankle length. Sizes 34 to 46.

—Meier & Frank's: The Store for Men, Main Floor.

**Opportunity No. 29**

### Outing Flannel 23c

Amoskeag fleecedown outing flannel 27 inches wide. White only. Twilled weave. Good for night gowns, pajamas, baby wear. Orders will be taken for large quantities. Regularly 35c yard.

—Meier & Frank's: Second Floor.

**Opportunity No. 32**

### Fresh Peanut Brittle 25c

Exactly half the regular price for this popular candy. 1500 pounds specially made for Opportunity Day. Full of nuts. Take a supply home with you.

—Meier & Frank's: Main Floor and Other Candy Sections.

**Opportunity No. 30**

### Crochet Bedspreads \$1.95

Full size good weight bed spreads, some subject to slight imperfections. About two hundred in all. Regularly \$2.49 and \$2.98.

—Meier & Frank's: Lower Price Store, Basement Balcony.

**Opportunity No. 33**

### Men's Blue Denim Coveralls \$3.49

Built to stand heavy wear. Reinforced seams. Standard makes. One hundred pairs only. Regularly \$5. Fine for gardening and general work.

—Meier & Frank's: The Store for Men, Third Floor.