

# OPPORTUNITY DAY

Fifty-nine opportunities to save on necessities this Opportunity Day. Almost everything the family needs is included. Careful scrutiny was made of the stocks of the entire store. Wherever oddments were found they were put aside and

decidedly reduced to make an OPPORTUNITY for this Opportunity Day. You are cordially invited to share in the savings. Some quantities limited. Come early.



**New Navy Blue and Other Wool Jersey Suits \$39.50—Just In—Fourth Floor**

**Opportunity No. 1**  
**Men's Knit Ties**  
**\$3.95**

\$5 and \$6 grades of handsome English knit ties that are slightly imperfect, but flaws are not noticeable in the knitted weave. Blanchard & Price make. New patterns in plain colors and heather mixtures.  
—Meier & Frank's: Main Floor.

**Opportunity No. 11**  
**Women's Gloves**  
**49c**

Regular \$1 grade of two-clasp chamoisette gloves in white, chamois and pongee color. Sizes 5 1/2 to 8. We are fortunate enough to be able to offer 1200 of these women's gloves at 49c pair.  
—Meier & Frank's: Main Floor.

**Opportunity No. 21**  
**90c English Toffee**  
**45c**

Half price for 2000 pounds of delicious English toffee, fresh and crisp, made with pure sugar, corn syrup, honey, lots of good butter, almonds dipped in the finest chocolate and sprinkled with macaroon coconut. Packed in pound boxes. None delivered.  
—Meier & Frank's: Ninth Floor.

**Opportunity No. 30**  
**Fancy Voiles**  
**50c**

Regular 75c white voiles in self-colored checks and stripes. 36 inches wide. Suitable for women's and children's dresses and blouses.  
—Meier & Frank's: Second Floor.

**Opportunity No. 40**  
**Silk Floss Cushions**  
**79c**

Regular \$1 to \$1.50 Kapok silk floss cushions in standard sizes. Some are round. 900 in the lot. Choice of any size at 79c.  
—Meier & Frank's: Second Floor.

**Opportunity No. 50**  
**Outing Flannel**  
**29c**

Regular 40c grade of medium weight outing flannel. Full 36 inches wide. Suitable for night gowns, baby clothes, diapers. Full bolts. Large quantities will be sold if desired.  
—Meier & Frank's: Second Floor.

**Opportunity No. 2**  
**1200 Men's Ties**  
**69c**

Regular \$1 and \$1.25 grades of men's neckties in dozens of patterns. Flowing ends. Slip-easy bands. Splendid variety of colors.  
—Meier & Frank's: Main Floor.

**Opportunity No. 12**  
**Women's Union Suits**  
**79c**

Standard \$1.25 and \$1.50 "Penn" union suits in regular and extra sizes. Made of fine cotton with loose and tight knee, bodice and band tops.  
—Meier & Frank's: Main Floor.

**Opportunity No. 22**  
**500 Window Shades**  
**75c and \$1**

Regular \$1.50 to \$2.75 grades at 75c; regular \$3.50 to \$4.50 grades at \$1. Short and standard lengths. Sizes up to 63 inches wide. Hand-painted opaque shades left over from contracts and made up from short ends of material. Green, white, cream, tan. First quality. No telephone orders. No exchanges.  
—Meier & Frank's: Seventh Floor.

**Opportunity No. 31**  
**38-Inch Voile**  
**25c**

Regular 50c voile at half price for this Opportunity Day. Light and medium colors. Mostly in small checks and stripes.  
—Meier & Frank's: Second Floor.

**Opportunity No. 41**  
**Pearl Buttons**  
**5c Card**

Regular 8c and 10c cards of 12 buttons at 5c card. All desirable sizes. Large quantity. Dressmakers will be interested.  
—Meier & Frank's: Main Floor.

**Opportunity No. 51**  
**Plated Shears**  
**69c**

Regular 85c, \$1 and \$1.25 shears—choice of three sizes at 69c. 245 pairs in the lot. All of malleable steel, nickel plated. Sizes 6, 7 and 8 inches.  
—Meier & Frank's: Main Floor.

**Opportunity No. 3**  
**Men's Union Suits**  
**\$1.49**

Genuine Chalmers' union suits—substandards of the \$3 grade. Made of fine Maco yarns. Short sleeves. Ankle length. White. Sizes 34 to 46.  
—Meier & Frank's: Main Floor.

**Opportunity No. 13**  
**Plated Silverware**  
**39c**

39c each or sets of 6 for \$2.25. Two desirable patterns are included. Knives, forks, table spoons, dessert spoons, soup spoons, sugar shells, butter knives, bouillon spoons, butter spreaders, salad forks.  
—Meier & Frank's: Main Floor.

**Opportunity No. 23**  
**Table Runners**  
**1/2**

Regular \$1.80 to \$20 table runners now 90c to \$10. Damask, brocade, velvet and other rich materials. Many of great decorative value. Small squares and up to large sizes. 250 in the lot.  
—Meier & Frank's: Seventh Floor.

**Opportunity No. 32**  
**Children's Shoes**  
**\$1.49**

Regular \$2 to \$3 grades of children's shoes, sizes 2 to 8. Patent and kid leather. Solid, heavy and light leather soles. 150 pairs.  
—Meier & Frank's: Third Floor.

**Opportunity No. 42**  
**500 Corn Brooms**  
**50c**

Regular 90c corn brooms. Substantially made. Four-sewn. Wire bound. Polished handles.  
—Meier & Frank's: Basement.

**Opportunity No. 52**  
**Borden's Canned Milk**  
**Case \$5.35**

About today's wholesale cost for this necessity. 200 cases in this great BIG Opportunity. 48 tall cans in a case. None C. O. D.  
—Meier & Frank's: Ninth Floor.

**Opportunity No. 4**  
**Men's and Boys' Sweaters**  
**\$7.85**

Regular \$12.50 slip-over sweaters for men and boys. V-neck. Five colors—cardinal, purple, oxford, royal blue, maroon. Sizes 32 to 42.  
—Meier & Frank's: Main Floor.

**Opportunity No. 14**  
**Long Silk Gloves**  
**\$1.19**

Regular \$1.50 to \$1.75 gloves for women. Full 16-button length. Self and contrasting embroidered backs. Double finger tips. Black or white. Sizes 6 to 7 1/2.  
—Meier & Frank's: Main Floor.

**Opportunity No. 24**  
**600 Bed Spreads**  
**\$1.29 to \$6.98**

Quarter to half less than today's prices for crochet, honeycomb and heavy satin finish bed spreads. Samples and odd lots. Some soiled, some with slight imperfections. Crib, three-quarter and full sizes.  
—Meier & Frank's: Main Floor.

**Opportunity No. 33**  
**Boy Scout Shoes**  
**\$2.35**

Sizes 9 to 13 1/2; at \$2.35; sizes 4 to 6 at \$2.85. Smoke and tan leathers. Good substantial chrome leather soles. About today's wholesale cost. Limited number.  
—Meier & Frank's: Third Floor.

**Opportunity No. 43**  
**Stationery**  
**59c**

"Irving" linen finished package paper and envelopes to match. 72 sheets of paper and 72 envelopes. Several shades.  
—Meier & Frank's: Main Floor.

**Opportunity No. 53**  
**Early June Peas**  
**Case \$5.15**

About present wholesale cost. 200 cases in the lot. All of certified fancy sifted early June peas.  
—Meier & Frank's: Ninth Floor.

**Opportunity No. 5**  
**Men's Flannel Shirts**  
**\$2.95**

Regular \$5 grade wool-mixed flannel shirts of standard make. First quality. Gray, navy, brown and khaki. Military and low collars. All regular sizes.  
—Meier & Frank's: Main Floor.

**Opportunity No. 15**  
**Pearl Necklaces**  
**\$1.50**

Special purchase of imported imitation pearl necklaces from France. Neck length. Pretty to wear with summer dresses and blouses.  
—Meier & Frank's: Main Floor.

**Opportunity No. 25**  
**Remnants Reduced**  
**1/4 to 1/2**

Hundreds of remnants in the Lace Shop. Useable lengths of georgette crepe, metal laces, washable laces, embroidery edges and flouncing. Something for almost any purpose.  
—Meier & Frank's: Main Floor.

**Opportunity No. 34**  
**Roller Skates**  
**\$1.95**

Regular \$2.50 skates for just 100 boys and girls. Standard quality. Sizes 4 to 18.  
—Meier & Frank's: Sixth Floor.

**Opportunity No. 44**  
**Dresses, Rompers**  
**59c**

Less than today's cost for the material alone. Sizes 2 to 4 years in these practical dresses and rompers. Seams are sewn. All stamped for embroidery. Pink, blue or tan chambray.  
—Meier & Frank's: Second Floor.

**Opportunity No. 54**  
**Jewel Shortening**  
**Pail \$1.26**

Very specially priced for Opportunity Day. This Jewel (formerly Pearl) shortening is one of the most popular on the market. 4-lb. pails at \$1.26. The 8-lb. pails at \$2.48.  
—Meier & Frank's: Ninth Floor.

**Opportunity No. 6**  
**"Engineers" Sox**  
**19c**

1500 pairs at less than today's wholesale cost. They are especially made for engineers' and firemen's use and, because of their extra durability, are worn by all men who want service sox. All regular sizes. Black, tan and gray.  
—Meier & Frank's: Main Floor.

**Opportunity No. 16**  
**Black Necklaces**  
**\$5**

Regular \$7.50 novelty chains with pendants and black novelty necklaces which are very effective for afternoon and evening wear.  
—Meier & Frank's: Main Floor.

**Opportunity No. 26**  
**Washable Laces**  
**10c**

Regular 12c to 25c grades. Included are washable crochet, imitation Valenciennes and fillet laces. 1 to 5-inch widths. 2000 yards.  
—Meier & Frank's: Main Floor.

**Opportunity No. 35**  
**Boys' Wash Suits**  
**98c**

Regular \$1.50 to \$2.50 grades of Buster Brown, middy and Norfolk styles. Sizes 2 1/2 to 6 years. Clearaway of odd lots. Some soiled, but easy to launder. 225 garments.  
—Meier & Frank's: Third Floor.

**Opportunity No. 45**  
**Knitting Yarns**  
**89c**

Regular \$1.10 grade. Just 500 hanks of Allied knitting yarn at this special price. Leading sport shades of green, blue, red, American Beauty.  
—Meier & Frank's: Second Floor.

**Opportunity No. 55**  
**"Lurline" Floating Soap**  
**4 Cakes 25c**

Regular 10c size cakes now 4 for 25c. This is the well-known Lurline white floating soap. 43 cakes at this price.  
—Meier & Frank's: Main Floor.

**Opportunity No. 7**  
**Men's Trousers**  
**\$3.79**

Regular \$5 grades of men's good cotton worsted trousers in dark colors with neat stripes. 32 to 42 waist measure.  
—Meier & Frank's: Third Floor.

**Opportunity No. 17**  
**Blouses Reduced**  
**1/3 to 1/2**

Regular \$2.50 to \$10 tailored blouses offered at \$1.50 to \$7.50. Some show decided marks of handling but a trip to the laundry will remedy that. White batiste, dimity and pure linen. Tuxedo collars.  
—Meier & Frank's: Fourth Floor.

**Opportunity No. 27**  
**Net Flouncings**  
**1/2**

\$1.88 and \$2.75 yard for the regular \$3.75, and \$5.49 yard grades of 38-inch net flouncing. Trimmed with narrow folds and tucks combined with venise and Valenciennes lace edgings. For graduation and party frocks. Limited quantity.  
—Meier & Frank's: Main Floor.

**Opportunity No. 36**  
**Boys' Shirts**  
**98c**

Regular \$1.50 to \$2.50 grades of boys' shirts made just like Dad's shirts, but in dimensions for boys. Neckband styles. Fancy madras, some with satin stripes. Desirable patterns. Sizes 12 1/2 to 14. Limited quantity.  
—Meier & Frank's: Third Floor.

**Opportunity No. 46**  
**Cotton Petticoats**  
**\$1.95**

Regular \$2.25 to \$3.50 petticoats for every-day wear. Some "Eppos" included. Black, green, purple, rose and other colors and combinations.  
—Meier & Frank's: Third Floor.

**Opportunity No. 56**  
**LOWER PRICE STORE**  
**600 Play Suits**  
**\$1.25**

About today's regular wholesale cost. Standard make. Sizes 2 to 8 years. Made of heavy blue denim or khaki with the usual red trimming. Reinforced seams and pockets. Long and short sleeves.

**Opportunity No. 8**  
**Women's Neckwear**  
**1/2**

Regular \$1 to \$7.50 neckwear at 50c to \$3.75. Clearaway of all odd lots in stock. Collars, sets and vestees. Organdie, Georgette, satin, lace, pique. Each piece exactly half.  
—Meier & Frank's: Main Floor.

**Opportunity No. 18**  
**Hair Brushes**  
**\$1.89**

Regular \$2.25 to \$3 hair brushes with rosewood, black ebony and natural ebony solid backs. Pure bristles. Several styles and sizes.  
—Meier & Frank's: Main Floor.

**Opportunity No. 28**  
**Shantung Pongee**  
**\$1.15**

Regular \$1.50 grade of genuine imported Shantung pongee in natural color. 33 and 34 inches wide. Standard quality for men's shirts and pajamas, women's dresses, blouses, smocks, petticoats and traveling underclothes, curtains, etc.  
—Meier & Frank's: Main Floor.

**Opportunity No. 37**  
**Cups and Saucers**  
**29c**

Close to present wholesale cost for 1000 thin white china cups and saucers. Decorated with gold bands. Pair 29c.  
—Meier & Frank's: Basement.

**Opportunity No. 47**  
**Frolaset Corsets**  
**\$2.98**

Front-lace corsets—originally \$6.50 and \$8.50. Models for large women—and a few sizes for slender women among them. Mostly size 30 upward. Majority of white coutil. Some show slight marks of handling. Models exceptionally good.  
—Meier & Frank's: Third Floor.

**Opportunity No. 57**  
**LOWER PRICE STORE**  
**Cotton Remnants**  
**1/2**

25c to \$1 for regular 50c to \$2 lengths of cotton goods for almost any purpose. Gingham, percale, voile, romper cloth and curtain material. 1 to 5 yards.

**Opportunity No. 9**  
**Alarm Clocks**  
**98c**

Regular \$1.50 to \$2 alarm clocks which awaken and urge the sleeper to get up and welcome the new day. Very special.  
—Meier & Frank's: Main Floor.

**Opportunity No. 19**  
**Congoleum Remnants**  
**\$3.75**

Priced at \$5.40 when sold off the original bolts. Here are genuine Gold Seal congoleum mill lengths, size 6x9 feet, at \$3.75. All regular patterns. First quality.  
—Meier & Frank's: Seventh Floor.

**Opportunity No. 29**  
**Pumps and Oxfords**  
**\$3.98**

A clearaway, irrespective of former selling prices. All standard makes. Women's pumps, oxfords and some satin slippers. High and low heels. Turned and welt soles. Broken sizes. 235 pairs.  
—Meier & Frank's: Third Floor.

**Opportunity No. 38**  
**Luncheon Sets**  
**\$1.29**

Regular \$2 stamped luncheon sets of 13 pieces. Each piece attractively tinted in shades of blue requiring very little hand work to complete the embroidery for which they are stamped. 200 only.  
—Meier & Frank's: Second Floor.

**Opportunity No. 48**  
**Infants' Hose**  
**25c**

Regular 50c grade of infants' cashmere hose with silk heels and toes. White, of course. First quality. Sizes 4 and 4 1/2.  
—Meier & Frank's: Main Floor.

**Opportunity No. 58**  
**LOWER PRICE STORE**  
**Odd Lace Curtains**  
**79c**

Many less than half price. Samples and oddments from our own stocks. A few matched pairs. All full size. Some are soiled, some subject to slight imperfections. 500 in the lot.

**Opportunity No. 10**  
**Moire Hand Bags**  
**\$1.95**

Black, blue and brown moire hand bags with engraved metal frames and metal chains. Fitted with coin purse and mirror.  
—Meier & Frank's: Main Floor.

**Opportunity No. 20**  
**Indian Blankets**  
**\$6.95**

\$8.50 to \$12.50 grades of "Oregon City" blankets, subject to slight manufacturing imperfections. Full regular size. Exclusive Indian designs. 25 only.  
—Meier & Frank's: Sixth Floor.

**Opportunity No. 39**  
**Luncheon Sets**  
**\$1**

Regular \$2 Japanese luncheon sets, consisting of one 24-inch centerpiece, six 6-inch doilies, six 8-inch doilies. White grounds with blue designs. Nice sets for luncheon on the beach.  
—Meier & Frank's: Second Floor.

**Opportunity No. 49**  
**Sale of Umbrellas**  
**\$1.85**

Regularly priced at \$2.50 in our stocks but worth more on today's market. Men's and women's real service umbrellas of black cotton taffeta with half-inch taped borders. Seven-rib paragon frames. Women's styles have fancy bakelite handles with cords. 300 only.  
—Meier & Frank's: Main Floor.

**Opportunity No. 59**  
**LOWER PRICE STORE**  
**Cotton Blankets**  
**\$2.95**

Regular \$3.50 grade of genuine Nashua cotton blankets—at \$2.95 pair. Good weight. Size 64x76 inches. 200 pairs.