



OPPORTUNITY DAY



"OPPORTUNITY DAY"

Is so called because it offers patrons exceptional opportunities to save on standard merchandise

Opportunity No. 1

Women's White Skirts \$5.85

Regular and extra sizes in women's white tub skirts. Fashionable styles. The season's clearaway of one of our regular manufacturers. A dozen popular models included. Some of cotton gabardine are elaborately embroidered. Many are beautifully plain. Several models in surf satin which is of highly mercerized cotton. Every skirt extra special, \$5.85.

—Meier & Frank's: Fashion Salons, Fourth Floor.

Opportunity No. 2

\$5 and \$6.50 Blouses \$4.45

Georgette crepe blouses trimmed with lace or embroidery. Some with hand-painted roses. Others hemstitched and tucked. Short and long sleeves. Attractive styles. Mostly light colors. Sizes 36 to 44.

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

Opportunity No. 3

Women's \$4-\$7.50 Shoes \$1.98

Whirlwind clearaway of all sorts of odds and ends and broken assortments. White canvas pumps and oxfords with low heels, black Keds and patent leather pumps and oxfords in the lot. Sizes 2 to 8 included but of course not all sizes in any one style. None of the shoes sold originally at less than \$4 and a number were as much as \$7.50. Finest ones of course will go first.

—Meier & Frank's: Shoe Store, Third Floor.

Opportunity No. 4

\$2.25 Silk Stockings \$1.69

500 pairs women's extra good silk stockings with mock seam fashioned legs. Black only. Reinforced lisle tops, heels and toes. Seamless feet. All sizes. Satisfactorily serviceable.

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

Opportunity No. 5

Boys' and Girls' Stockings 25c

400 pairs of boys' and girls' cotton stockings with medium and fine ribs. Seamless. Black, white, cordovan in the lot. Broken sizes from 5 to 9½.

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

Opportunity No. 6

Kiddies' 50c Sox 25c

520 pairs of three-quarter length socks of our regular 50c grade. White grounds with fancy striped roll tops. Sizes 5 to 6½.

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

Opportunity No. 7

\$2 Bone Necklaces \$1

Bone beads to represent ivory. Graduated size. 24-inch strands. Half price for Opportunity Day.

—Meier & Frank's: Jewelry Store, Main Floor.

Opportunity No. 8

\$2.50 Rhinestone Bracelets \$1.25

Bracelets made of white metal which glitter beautifully with white brilliants. Just half price.

—Meier & Frank's: Jewelry Store, Main Floor.

Opportunity No. 9

\$1.50 Black Sautoirs 75c

Black ribbon sautoirs with black imitation stone pendants to represent onyx. Exactly half price.

—Meier & Frank's: Jewelry Store, Main Floor.

Opportunity No. 10

Handkerchiefs 9c and 10c

9c for women's and misses' sheer lawn handkerchiefs with woven borders, printed designs and embroidery; white and colors. 9c for men's white lawn handkerchiefs with half-inch hemstitched hems, regulation size. 10c for men's better handkerchiefs with hand-loom embroidered initials in white and colors. Regulation sizes. Regularly 20c.

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

Opportunity No. 11

40c White Nainsook 25c

36-inch fine white nainsook with soft finish. Excellent grade for underclothes.

—Meier & Frank's: White Goods Shop, Second Floor.

Opportunity No. 12

30c Crash Toweling 25c Yard

Cotton and linen mixed crash toweling suitable for dish towels and all kitchen purposes. Some are bleached with colored borders.

—Meier & Frank's: Second Floor.

Lower Price Store

Window Shades 75c

Regular \$1 window shades of standard style. Full size, 6 feet. Complete with fixtures. Green or tan.

Pillow Cases 39c

Regular 50c grade of muslin pillow cases, 42x36 inches. Wide hems. Limit 12 to a customer.

Cheviot Gingham, Yard 19c

Regular 35c grade of standard cheviot gingham, 27 inches wide, in tan, black, blue and brown. Mill lengths up to 5 yards.

Japanese Silk, Yard 59c

Regular 85c grade of standard Japanese silk in excellent colors. Mill lengths up to 6 yards. Suitable for lamp shades and linings.

Corsets 49c

Clearaway of 200 corsets of standard makes. Also 300 brassieres in flesh and white. While any remain, 49c. Some were several times this price.

Men's Porus-Mesh Union Suits \$1.00

Sub-standards of \$1.50 grade. Short sleeves, ankle length. Sizes 34 to 46.

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

Opportunity No. 13

Daisy Outing Flannel 49c

2000 yards of regular 65c grade of 36-inch white outing flannel with twill weave. Suitable for adults' and children's night gowns and other purposes.

—Meier & Frank's: Flannel Section, Second Floor.

Opportunity No. 14

75c to \$2 Voile Flouncings 49c

Nearly 1000 yards of embroidered voile flouncings in white and a few colors. 40 to 45 inches wide. Beautiful patterns. Early in the season they were worth 75c to \$2.00. A good value at 49c.

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

Opportunity No. 15

\$2.75-\$4 Georgette \$1.49

Final clearaway of nearly 1500 yards of plain and printed georgette crepe. Plenty of good colors. 39 and 40 inches wide. Originally in our regular stock at \$2.75 to \$4.00—now \$1.49 a yard.

—Meier & Frank's: Main Floor.

Opportunity No. 16

Neckwear Materials 49c

Pleatings, vestings, and tabblings of organdy, net and lace. All sorts of remnants from 9 inches to one yard. Exactly what one needs for summer wash dresses, tuxedo suits, sweaters and blouses. Some are worth double.

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

Opportunity No. 17

\$2.50 Metal Flouncing \$1.49

Limited quantity of metal flouncings, including colored net with silver designs. 18 inches wide. Pretty patterns.

—Meier & Frank's: Main Floor.

Opportunity No. 18

Hand Knit Sweaters Half Price

Were \$15 to \$22.50. Now \$7.50 to \$11.25. 36 women can have one if they come early enough. They are good looking and it is nice to have something hand-made. Not all colors and sizes, but possibly just what you want.

—Meier & Frank's: Needlework Shop, Second Floor.

Opportunity No. 19

45c Shetland Floss 32c

Fleisher's Shetland floss in odd colors, now 32c. No telephone orders. None C. O. D.

—Meier & Frank's: Needlework Shop, Second Floor.

Opportunity No. 20

\$6.50 Boston Bags \$4.50

50 popular Boston bags made of genuine leather. Black, tan and brown. Three good sizes. Substantial frames.

—Meier & Frank's: Luggage Shop, Sixth Floor.

Opportunity No. 21

\$2.50 to \$6 Hats \$1

About 400 odds and ends of tailored hats offer a big value for \$1. Woven straws in small, medium and large shapes. Good assortment of colors. Splendid for beach wear.

—Meier & Frank's: Fourth Floor.

Opportunity No. 22

Hair Accessories

Wavy hair switches, 22 inches long with three separate short stems. Every shade, including gray and white. Regularly \$12.50, now \$8.98.

\$6.50 and \$7.50 "Janes" \$4.98

Of curly hair, ear-to-ear size, in all shades, including gray and white.

—Meier & Frank's: Salon de Coiffure, Fifth Floor.

Opportunity No. 23

50c to \$1.50 Books 19c

F. Marion Crawford's "The White Sister," "Don Orsino" and "Sant Illario." Bret Harte's "The Luck of Roaring Camp," "Mrs. Skaggs's Husbands," Jack London's "Lost Face," "War of the Classes," "Cruise of the Shark," "South Sea Tales." Many other good titles.

—Meier & Frank's: Book Shop, Fifth Floor.

Opportunity No. 24

Wanted Notions 5c and 10c

Odds and ends of beltings, slightly damaged hose supporters, remnants of narrow fancy elastic, small pin cushions, odd shades of spool silk and twist, black shoe laces, celluloid hair pins and so on. All either 5c or 10c.

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

Opportunity No. 25

90c to \$1.35 Ribbons 79c

Dresden, brocade, striped, plaid and moire ribbons, some with satin edges. Widths up to 8½ inches. Suitable for bags, camisoles, hair bows.

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

Opportunity No. 26

50c Motor Caps 25c

Limited quantity of women's motor caps of black and white checks. Excellent for motoring and general vacation use.

—Meier & Frank's: Main Floor.

Opportunity No. 27

Leather Bags and Purses 98c

Special purchase of women's real leather hand bags with top straps and purses with back straps. Surprisingly good at 98c.

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

Opportunity No. 28

25c Diving Caps 19c

Good rubber diving caps in cardinal, green and white. Mighty good at the price.

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

Opportunity No. 29

Air-float Talcum Powder 10c

Popular Air-float talcum powder to take away on vacations. Regular size cans, very special at 10c.

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

Opportunity No. 30

\$5 Folding Tent Tables \$3.98

36 green folding camp or tent tables with 36-inch square tops. They stand 29 inches high. Adjustable roll tops. Hardly likely to stay long at this price.

—Meier & Frank's: Sporting Goods Store, Sixth Floor.

Opportunity No. 31

Bissell's \$5.75 Sweepers \$3.95

Hundreds of housewives will want to take advantage of this special offer. Bissell's well known Standard carpet-sweepers which are regularly \$5.75. They do very satisfactory work.

—Meier & Frank's: Rug Store, Seventh Floor.

Opportunity No. 32

Floss Cushions 69c

Cushions filled with mixed floss covered with good grade of muslin. Sizes 16x22 and 20x20 inches. These are well made, handy affairs, large enough for use almost anywhere. Substantially underpriced.

—Meier & Frank's: Bedding Store, Second Floor.

Opportunity No. 33

\$6.60 Linoleum Remnants \$4.29

Just 100 remnants of felt base linoleum in blue and white tile and wood effects. Excellent patterns. Now priced \$4.29 a remnant.

—Meier & Frank's: Rug Store, Seventh Floor.

Opportunity No. 34

Pillow Squares 89c

Good sized squares of tapestry, velvet and damask, each priced 89c. When these materials sold by the yard they were priced as high as \$10 yard.

—Meier & Frank's: Drapery Shop, Seventh Floor.

Opportunity No. 35

Drapery Remnants Half

Were 50c to \$6.00—Now 25c to \$3.00. Half price for short lengths of scrim, cretonne and fancy damask and silks. 1 to 5-yard lengths. Now priced 25c to \$3 yard.

—Meier & Frank's: Drapery Shop, Seventh Floor.

Opportunity No. 36

22c Vim Garden Hose 12c Foot

10,000 feet of good black molded garden hose, one-half-inch size. Guaranteed for one season. Can be bought in any lengths desired at 12c a foot. Couplings extra 30c; nozzle extra 75c.

—Meier & Frank's: Basement.

Opportunity No. 37

Ice Cream Freezers

Limited quantity White Mountain Ice Cream Freezers with triple motion which makes ice cream quicker, smoother and lighter. 2-quart size, regularly \$4.90, now \$3.89. 3-quart size, regularly \$5.50, now \$4.39. Why not have the best? White Mountain freezers are decidedly the best.

—Meier & Frank's: Household Utilities Section, Basement.

Opportunity No. 38

Wall Paper Half and Less

Room lots of wall paper, consisting of 8 to 12 rolls of a kind. Delicate colors for bedrooms, foliage tapestry papers for living rooms and plain and fabric effects for artistic homes. 23c and 35c paper, 13c roll. 50c to 75c papers, 25c roll. \$1 to \$1.25 papers, 20c roll.

—Meier & Frank's: Wall Paper Store, Seventh Floor.

Opportunity No. 39

Army Folding Cots \$3.79

Regular \$4.50 grade of standard army style folding camp cots, 60 only. Made of brown khaki canvas with substantial frames properly reinforced. Light weight. While quantities last, \$3.79.

—Meier & Frank's: Summer Goods Section, Fifth Floor.

Opportunity No. 40

Cabinet Acorn Ranges \$69.50

14 special ranges for Opportunity Day, \$69.50 complete, including ordinary installation. These cabinet style Acorn ranges have 16x18-inch ovens, roomy cooking top, 5 burners, including 3 regular size, one giant and one simmer. Fitted with automatic lighter requiring no matches. Full white porcelain trimming and porcelain broiling pan. These are standard, high-grade Acorn gas ranges known from coast to coast for their splendid baking qualities.

—Meier & Frank's: Sixth Floor.

Opportunity No. 41

Mazola Oil, Half Gallon \$1.20

Mazola oil is wonderfully good for salads and frying purposes. Almost every housewife uses it nowadays. 200 ½-gallon cans at \$1.20. 200 1-gallon cans at \$2.25.

—Meier & Frank's: Grocery, Ninth Floor.

Opportunity No. 42

Snow Drift, 4-lb. Can \$1.26

See the demonstration in the Grocery Store of Snow Drift, the modern vegetable shortening. Very specially priced for Opportunity Day. 200 cans 4-lb. size Snow Drift at \$2.48. 200 cans 4-lb. size Snow Drift at \$1.26.

—Meier & Frank's: Grocery, Ninth Floor.

Opportunity No. 43

\$6 Bedspreads \$4.98

Standard \$6.00 grade of honeycomb or crocheted bedspreads of extra heavy weight. Each spread weighs four pounds. Large enough for a large double bed; size 84x94.

—Meier & Frank's: Bedding Store, Second Floor.

Opportunity No. 44

Carnation Milk Case \$6.35

Standard high-grade Carnation milk at today's wholesale price. 4 dozen tall cans in a case at \$6.35. 100 cases only at this price.

—Meier & Frank's: Grocery, Ninth Floor.

Opportunity No. 45

Fancy Patent Flour \$3.45

Just four hundred 49-pound sacks of Royal Banquet flour very specially priced at \$3.45 a sack. Barrels are \$13.75.

—Meier & Frank's: Grocery, Ninth Floor.

Opportunity No. 46

90c English Toffee 49c

Made of pure sugar, Oregon honey and corn syrup with quantities of nuts. Covered with chocolate and macaroon coconut. Made the regular MEIER & FRANK way.

—Meier & Frank's: Candy Shop, Ninth Floor.

Opportunity No. 47

Center Aisle Bargain Square

40c Standard Gingham 25c

2000 yards of standard 27-inch gingham, regular 40c grade. Pretty striped effects and a few plain colors. Lengths up to 10 yards.

—Meier & Frank's: Main Floor.

Opportunity No. 48

Center Aisle