

JANUARY CLEARANCE SALE

The First Big Sale of This Year
The Biggest Sale of Any Year

\$200,000 of Seasonable Merchandise to
Be Forced Out as Soon as Possible



Happy
New
Year
To All

The Very Best Goods of the Old Year Make the Best Bargains of the New Year

27-Inch Black Peau de Soie Silk 66c Yard
Quality Worth Regularly \$1.19

700 yards of black peau de soie silk; 27 inches wide; soft, kid finish; all-silk gros grain back; a quality that is guaranteed not to split or cut; suitable for coats, shirt waists, suits and separate skirts; worth regularly \$1.19. Tuesday, while it lasts, the yard, 66c.

Fancy Velvets 39c
\$1.00 and \$1.25 Values

200 yards of fancy crushed broadtail silk velvet; shades of old rose, cerise, lavender, old blue, silver gray and coral pink; 18 inches wide; qualities worth regularly \$1.00 and \$1.25. Tuesday, while they last, 39c the yard.

Fancy Silks 59c
Well Worth \$1.00

1200 yards of fancy shirt waist suit silks; soft taffeta and Louisa weaves; 27 inches wide; best of colors, including the popular brown shades; strictly all silk and pure dye; you can't match it elsewhere for less than \$1.00. Tuesday, the yard, 59c.

50c Striped Scotch Flannel 22c Yard

400 yards of fancy striped Scotch flannel; light, medium and dark colored grounds with narrow white stripes; widths range from 27 to 30 inches; materials suitable for women's waists, kimono, dressing sacques and children's dresses; quality that will launder perfectly; worth regularly 50c. Tuesday, while it lasts, the yard, 22c.

39c Black Serge 16 1-2c

Ten pieces of 42-inch black storm serge; half wool; lustrous mohair finish; a quality that will not muss and will shake dust easily; worth regularly 40c. Tuesday, the yard, 39c.

50c Black Sicilian 33c

Ten pieces of 44-inch black mohair Sicilian; heavy quality; alike on both sides; made from hard twisted yarns; shakes dust easily and will not muss; worth regularly 50c. Tuesday, the yard, 33c.

\$1.25 Mohair Zibeline 73c Yard

15 pieces of 54-inch mohair zibelines, heavy quality; suitable for tailor-made suits and coats; in pretty shades of oxford gray, navy blue and dark green; quality worth regularly \$1.25. Closing out price, Tuesday, the yard, 73c.

Skirts Made to Your Measure \$2.69
From Melton or Kersey
Fit and Style Guaranteed

New mixed meltons and kerseys, in shades of navy blue, oxford gray, as well as plain black; heavy quality to be made up without lining. If you leave your order Tuesday we will make a skirt to your measure from these materials and fully guarantee the fit and style of the garment. Remember this offer is for Tuesday only. Price complete, \$2.69.

6000 Colored Shirts

At a Fraction of their Worth
Fresh, New Goods, all sizes

We recently secured the surplus stock of a noted shirt manufacturer—more than 500 dozen; all clean, fresh goods that are reasonable and desirable; purchased them at considerably below their market value and offer them for this sale at much less than their real worth. They are divided into four lots for speedy selling and though the size range is complete in all lines early selection is advisable as these prices will insure a rapid sale.

Men's Shirts with Silk Fronts 39c Each
Others of Good Madras Cloth

Golf shirts, white muslin bodies with silk striped fronts and attached cuffs; made to wear with white collars; others of madras cloth in pretty stripes with detached cuffs; all sizes from 14 to 17; better shirts than you generally get at 50c. Sale price, each, 39c.

75c Shirts 49c

Men's shirts of fine grade madras cloth and percale; both light and dark colors; some with pleated bosoms; both attached and detached cuffs; all sizes; neat, serviceable shirts actually worth 75c. Sale price, each, 49c.

\$1.00 Shirts 69c

Men's soft shirts, made of madras and oxford cloths; also chevrons and fine percales; plain or pleated bosoms; neat patterns and best of colors; attached or detached cuffs; perfect fitting shirts worth \$1.00; all sizes. Sale price, 69c.

Men's 50c Colored Shirts 29c Each
On Sale from 8 to 9 a. m. Tuesday

Men's shirts, made from good quality colored chambray; in pretty shade of oxblood; fast color; full cut and well finished; detached cuffs; all sizes; extra good values at 50c. Tuesday morning, from 8 to 9 only, 29c each.

\$50 in Cash Prizes
To Users of Yarn

\$25 First Prize, \$15 Second, \$10 Third
\$25.00 in gold for the best piece of work made from Bear Brand Shetland floss. \$15.00 in gold for the best piece of work made from Bear Brand Zephyr Germantown. \$10.00 in gold for the best piece of work made from any kind of Bear Brand yarn. Contest closes January 14. Every article entered must be made from Bear Brand yarn purchased at The Broadway Department Store. We claim the privilege of displaying the articles entered in one of our show windows.

Fancy Ribbons \$1.50
35c and 49c Ones

Fancy satin ribbons, widths from 2 to 4 inches; splendid assortment of colors; good qualities; worth regularly from 35c to 49c. Tuesday, the yard, 15c.

35c Tray Cloths 15c

Fringed tray cloths, round and square shapes; made from good quality moccasin cloth; some stamped, others with open-work; 25c and 35c values. Tuesday, ea., 15c.

\$1.25 Bed Spreads 89c

Colored bed spreads, full size for double beds; fringed all round; these come in pink and blue; worth regularly \$1.25. Tuesday, each, 89c.

6 1-4c Crash 4 1-2c Yard

White cotton crash, good weight; soft and absorbent; just the thing for kitchen towels; worth regularly 6 1-4c. Tuesday, on the third floor, the yard, 4 1-2c.

11c Linen Toweling 8 1-3c

All linen toweling, medium weight; red borders; suitable for collar towels; worth regularly 11c. Tuesday, the yard, 8 1-3c.

7 1-2c Huck Towels 6c

Hemmed huck towels, size 16x24 inches; heavy weight, with red borders; excellent for rooming houses; worth 7 1-2c. Tuesday, each, 6c.

10c Bath Towels \$ 1-3c

Turkish bath towels, cream colored; heavy weight, size 18x36 inches; cheap at 10c. Tuesday, each, \$ 1-3c.

Store Will Be Closed All Day Monday
We Thank You for Your Kind Patronage During 1904

The phenomenal success of this store in the past has been made possible only by the liberal patronage of the Los Angeles public. We have a bigger, better and more perfectly organized establishment now than we had a year ago, and a year hence we expect it to be still bigger and still better. In the past we have striven to merit your confidence and in the future we will do everything in our power to retain it. Again thanking you for your past favors, we wish you and all a happy New Year.

W. L. Douglas \$3.50 Shoes for Men
Patent Leather, Vici or Calif. All Sizes

\$2.69

The famous W. L. Douglas shoe for men; branded on the sole with the price of \$3.50. The best advertised shoe in America. Several styles, some of fine patent leather; others of vici kid and some of box calf. Both lace and Blucher styles; single or double soles; newest lasts. Some of these shoes show slight imperfections, but they are so very slight that you'll have hard work finding them and the defects will in no way conflict with the wearing qualities. There's an excellent assortment of sizes to commence with, but if you're interested come early. Tuesday, the pair, \$2.69.

Men's Shoes \$1.98
\$3.00 Values

Men's shoes of bright patent coltskin, vici kid, box or velour calf; welted soles; lace, blucher or button style; newest lasts; every size in the lot, but not all sizes of each kind. Excellent \$3.00 values. Tuesday, the pair, \$1.98.

Men's Shoes \$2.48
Worth \$3.50

Men's dress shoes, made of bright patent Corona kid in blucher and button styles; welted soles; other shoes of vici kid or velour calf; good assortment of styles and shapes; plenty of sizes; \$3.50 values. Tuesday, the pair, \$2.48.

Men's Shoes \$1.39
\$2.50 Values

Men's shoes of various styles and kinds; some of kid, others of velour and box calf; lace and congress styles; plain or capped toes; most have welted soles; good range of sizes; odd lines of our regular \$2.00 and \$2.50 shoes. Tuesday, the pair, \$1.39.

Boys' \$2.00 Shoes \$1.48

Boys' shoes of patent leather or vici kid; shapely, manish styles; suitable for either dress or school wear; solid oak leather soles; sizes 1 to 6 1/2; \$2.00 values; Tuesday, the pair, \$1.48.

Boys' \$1.50 Shoes 98c

Boys' school shoes, made from strong satin calf; stout serviceable soles; comfortable, neat appearing shapes; good school shoes in sizes from 13 to 6 1/2; just such as you usually pay \$1.50 for. Tuesday, the pair, 98c.

Women's \$3.50 Shoes \$1.69
Best of Styles

Women's high-grade shoes, some of bright patent kid, others of patent leather; also fine glaze kid, hand-turned and hand-welted soles; lace and blucher styles; stylish, down-to-the-minute lasts; French heels, Cuban, military and spike heels; some few of these have slight imperfections; there's a good assortment of sizes; splendid values up to \$3.50. Tuesday, the pair, \$1.69.

\$4.00 Dress Shoes \$2.69

Women's dress shoes, made of bright patent kid with dull kid tops; Cuban or French heels; others of fine glaze kid with either hand-turned or hand-welted soles; newest style lasts; plenty of sizes; regular \$3.50 and \$4.00 values. Tuesday, the pair, \$2.69.

Misses' and children's kid shoes with patent leather tips; lace styles with solid extension soles; neat, comfortable shapes; sizes 12 to 2; \$1.50 values. Tuesday, the pair, 98c.

\$1.00 Comfort Slippers 79c

Comfortable slippers for women, made of fine, soft vici kid with hand-turned soles; medium round toes and low broad toes; all sizes; \$1.00 values. Tuesday, the pair, 79c.

35c Net Veiling 5c Yard

Dotted and fancy mesh net veiling; qualities worth up to 35c. Tuesday, the yard, 5c.

Fanchon Gloves \$1.50

Fanchon suede gloves, finished with three clasps; embroidered backs; these come in black, gray, mode and white; best glove in town for the money. Sale price, the pair, \$1.50.

Mocha Gloves \$1.35
Worth \$1.50

Women's overseas mocha gloves; black, gray, mode and white; perspiration proof; finished with two clasps; all sizes; worth regularly \$1.50. Tuesday, the pair, \$1.35.



Women's Oxfords \$1.98
Actual \$3 Values

Women's fine oxfords of extra fine glaze kid; feather edge hand-turned soles; others of bright patent kid with plain toes and Cuban heels; high-grade footwear made by Ziegler Bros. of Philadelphia; good range of sizes; actual \$3.00 values. Tuesday, the pair, \$1.98.

\$1.75 School Shoes \$1.19
For Misses and Children

Misses' and children's school shoes, made of good firm kid with solid extension soles; others of box calf; both lace and button styles; good fitting shapes; all sizes up to No. 7; neat, serviceable shoes worth regularly \$1.75. Tuesday, the pair, \$1.19.

Old ladies' comfort shoes of soft, dongola kid with flexible hand-turned soles; both lace and congress styles; broad, common-sense shapes; all sizes; \$1.50 values. Tuesday, the pair, 98c.

\$1.50 Kid Julietts 98c

Women's kid Julietts with hand-turned soles; neat, round-toe heels; all sizes; \$1.50 values. Tuesday, the pair, 98c.



Mismatched Dinner Sets

\$6.50 Sets for \$3.50

English semi-porcelain dinner sets for 6 people; prettily decorated; some few pieces mismatched; sets worth \$6.50. Tuesday, \$3.50. White dinner plates, the sort that usually sell at 10c. Tuesday, each, 5c. Large white-footed bowls; worth 10c. Tuesday, each, 5c. White china covered sugar bowls; good shapes. Tuesday, each, 10c.

January Sale of Muslin Underwear Lowest Prices of the Year

This January underwear sale is a rare event of the utmost importance, made conspicuous by the magnitude and variety of the stocks involved; the high-class character of the merchandise and the elaborate preparations for handling a record breaking business and above all by the values offered. Compare values with anything you've ever seen or heard of and we'll get the business. Just a word about the merchandise—every article, whether a 1c corset cover or a \$5.00 gown, will stand the closest scrutiny. These goods are the product of the foremost makers of the United States. They come from factories in which every care is exercised not only to produce a perfect product, but also where the health and comfort of employees are safeguarded in every way. The embroideries, laces and other trimmings are selected with special reference to durability, as well as beauty and style. The cottons are all superior grades. New and special machinery enables the designers of these high-class garments to produce them economically, and the immense quantities consumed by us give us a leverage in crowding down the price that is possessed by no other house on the Pacific coast. You'll profit by all these advantages at this sale. For greater ease in handling the sale, most of the items advertised will be on sale on the main floor, right in the center of the store. All the finer grades will be found in our regular undermuslin section on the second floor. Come Tuesday if you can, but if you come Wednesday, or even Thursday, you'll find most of the lines complete as the stocks are generous enough to withstand the most spirited buying for several days.

- CORSET COVERS—made from good, strong muslin; both tight-fitting and loose styles; well cut and neatly finished; all sizes; worth 10c. Sale price, 5c.
- CHEMISE—good length, skirt styles, cut full; made from excellent materials; corded neck and armholes; worth 35c. Sale price, 19c.
- CORSET COVERS—specially attractive styles and shapes; finely made of extra good materials; all sizes; worth 19c. Sale price, 10c.
- CORSET COVERS—made of cambric, plain shapes; prettily trimmed in the neck; all sizes; extra good value at 25c. Sale price, 15c.
- DRAWERS—of good grade muslin; nicely made, generously cut and finished with deep founce; regularly worth 10c. Sale price, the pair, 25c.
- DRAWERS—of several styles; made from good material with wide hemstitched founce and cluster of tucks; good 35c value. Sale price, 19c.
- CORSET COVERS—an attractive assortment, high and low neck styles; either tight or loose fitting; prettily trimmed with laces and embroideries; better than most 25c garments. Sale price, 19c.
- CORSET COVERS—in bewildering variety; round, V and square necks; high, low, loose and fitted fronts; all sizes; trimmings of laces and embroideries; values up to 49c. Sale price, 25c.
- CORSET COVERS—awful styles, counterparts of garments worth two and three times the price. Elaborate trimmings of laces, embroideries and combinations set off with ribbons; all styles and shapes; 75c and 98c values. Sale price, 49c.
- DRAWERS—made of best quality cotton; cut full and carefully made; wide umbrella founce with cluster tucks and hemstitching; some trimmed with embroidery; phenomenal values at 25c.
- DRAWERS—made of standard muslin in a variety of good styles; lace and embroidery trimmings; open or closed styles; regular 60c ones. Sale price, 39c.
- SHORT SKIRTS—made from good quality muslin; full width; flounced bottoms; several styles worth 35c. Sale price, 25c.
- LONG SKIRTS—made from fine materials; trimmed in laces and embroideries; cut full and wide; ample founces and underfounces; \$1.25 values. Sale price, each, 75c.

Women's 98c Drawers 49c
Nainsook, Cambric or Muslin

High-grade drawers of fine nainsook, cambric or the highest grade muslin; fully 20 different patterns to choose from; lace and embroidery trimmings; cut generously wide and splendidly made in every way; regular 75c and 98c values. Sale price, the pair, 49c.

WHITE SKIRTS—Soft finished cambric top; fitted and properly shaped; vent full bottom with wide underfounce and dust ruffles; deep lace founces with many rows of insertion; actual values \$1.98, \$2.25, and \$2.48. Sale price, \$1.25.

WHITE SKIRTS—Made from high-grade muslin or fine cambric; cut full and wide with fitted tops; lace and embroidery founces; satisfactory garments that are specially dainty in appearance; actual values up to \$2.48. Sale price, \$1.48.

GOWNS—Made from good muslin; made in a plain but substantial manner; cut long and full; two or three styles to select from; some with embroidery trimmings; 60c value. Sale price, 35c.

Finer Undermuslins on Second Floor

Better grades of drawers ranging in price from 75c upward. Fine quality white skirts, richly trimmed in hundreds of pretty ways. Better grades of gowns ranging in price from \$1.48 to \$5.00. Finer qualities of corset covers; also matched sets. All specially priced for this January sale.

Fancy Muslin Skirts 98c
Exceptional Values up to \$1.75

Fancy muslin skirts, extra quality throughout and built to wash and wear; half a dozen different styles; prettily trimmed with firm, dainty laces and beautiful embroideries; skirts cut full and wide with underfounce and dust ruffle; values to \$1.75. Sale price, 98c.

GOWNS—Of the finest materials; endless variety of styles to choose from; proper lengths and ample widths; some extra sizes; profusely trimmed with rich laces and handsome embroideries; values up to \$1.50. Sale price, 98c.

GOWNS—Made from best materials in attractive styles; high and low neck effects; French styles with beautiful embroideries and tassy laces; high-grade garments worth up to \$2.25. Sale price, \$1.25.

GOWNS—Made from fine soft materials; beautifully modeled, handsomely trimmed in rich laces and choice embroideries; styles usually found in the highest priced garments only; good values up to \$2.50. Sale price, \$1.48.

Sample Line Flannelette Goods

As an adjunct to this big undermuslin sale we offer about 75 dozen travelers' samples of flannelette goods; gowns for misses and women—skirts—long and short styles and women's pajamas. We purchased these samples at a fraction of their worth and offer them to you at less than the cost of the material. You'll find these on one long table on the main floor.

