

Bring the Babies
That mamma and baby may both be comfortable while the Christmas shopping is going on we've provided a number of matrons who will care for infants in our store during business hours; the mother can shop with a feeling of security, knowing that her baby is well cared for.

The Broadway Department Store

BROADWAY, COR. FOURTH LOS ANGELES, CALIFORNIA

Take Small Parcels With You
Our delivery department is now doing the best work in its history, in spite of the holiday increase. However, we would suggest that when it is convenient you take small parcels with you, as it is usually the small parcels and not the big ones which cause confusion in delivering.

Santa Claus Is Here; Toys Are Here—Christmas Almost Here

To Delay Now Is to Court Disappointment
Shop Early in the Week and Early in the Day—Stocks Now Complete

- Brass Shell Drums \$1.00**
12-inch brass shell drums with calf head; just the same as the man in the band uses; a delight to the average boy. Sale price, \$1.00.
- California Coasters \$1.98**
California coaster wagons; heavy steel wheels and brake. Sale price, each, \$1.98.
- Columbia Automobiles \$5.50**
Columbia automobiles, with heavy rubber tired wheels; these will keep the boys out of doors and provide them with healthful sport. Sale price, \$5.50.
- Large Express Wagons \$1.75**
Heavy iron express wagons; size of bed, 14x26 inches; 10 and 14-inch wheels. Sale price, \$1.75.

With only twelve trading days between you and Christmas, we may be pardoned for suggesting that you'd "better hurry." Every minute you delay now puts some choice article out of your reach—Christmas wares are being snapped up with a rush and the choicest tid-bits, those of which only one of a kind were to be had, are rapidly melting away. Trade early in the week if possible, but trade early in the day if late in the week, as the crowds are lighter before noon. Toyville is now at its best; Santa Claus is here and every conceivable toy, game and wheel vehicle which is dear to the hearts of children is here for your choosing. In fact the store is in Holiday attire. The most elaborate decorations we have ever planned will greet you and are alone worth a trip down town. No argument is necessary in regard to price, as everybody knows BROADWAY DEPARTMENT STORE PRICES ARE "EVERLASTINGLY THE LOWEST."

- Pretty Dressed Dolls 98c**
Well Worth \$1.25
Dressed dolls, good size, with pretty features and moving eyes; neat, attractive gowns; these are excellent \$1.25 values. Monday, in Toyville, 98c.
- \$1.50 Jointed Dolls 98c**
22-inch ball-jointed dolls; bisque heads, sewed wigs; shoes and stockings; splendid value at \$1.50. Monday, in Toyville, 98c.
- Toy tea sets of good china; 24 pieces in the set; these will please the little woman. Sale price, the set... 25c**
- Unbreakable enameled toy dishes; these will practically last forever. Sale price, the set... 50c**
- Doll houses; fair size. Sale price, each... 25c**



All Kinds of Christmas Books for All Classes of People

- 50c Gift Books 35c**
Handsome gift books—"The Holly Tree," by Dickens; "Jess," by Barrie; "Alice in Wonderland," "Little Missionary," "Through the Year With the Different Poets," "Daisies," from Stevenson; "Jems," from Riley; "Fancies," from Shakespeare, and many others; 50c values. Sale price, 35c.
- 50c Standard Books 35c**
Handsomely bound volumes of Alger and Cooper; all the popular titles; good books for the library or for gift purposes; regularly worth 50c. Specially priced for this sale only, book department, third floor, each, 35c.
- 25c Books for 19c**
Pretty gift books with decorated white covers—"Laddie," "Beyond the Marshes," "Destiny of Life," "Sweetness and Light," and many others; regular price, 25c. Monday, third floor, each, 19c.
- 65c Temple Shakespeare 43c**
Handsomely bound editions of Temple Shakespeare, with notes; red leather covers, lettered with gold; a full line of titles to choose from; these sell regularly at 65c. Choice Monday only, each, 43c.
- Copyright Novels \$1.18**
Original Price \$1.50
Late copyright novels, handsomely bound; such titles as "Nedra," by McCutcheon; "The Gambler," by Thurston; "Back Home," by Wood; "Ben Blair," by Lillbridge; "The House of a Thousand Candles," by Nicholson; "A Sword of the Old Frontier," by Parish; "The Social Secretary," by Phillips, and numerous other titles; books published to sell at \$1.50. Our sale price, \$1.18.
- Copyright Novels 58c**
Original Price \$1.50
Books originally published to sell at \$1.50—Such titles as "The Right of Way," by Parker; "The Castaway," by Rivers; "Graters," by Linde; "Alice of Old Vincennes," by Thompson; "Via Crucis," by Crawford; "The Hon. Peter Sterling," by Ford; "Graustark," by McCutcheon; "Confessions of a Wife," by Adams, and others; books published to sell originally at \$1.50. Our sale price, 58c.

Thousands of Filmy Handkerchiefs

Purchased From a Retiring Importer at a Remarkable Price Concession

- 75c Handkerchiefs 50c**
Women's sheer swiss and pure linen handkerchiefs; embroidered, new designs; large variety of styles; unequalled value at 75c. For this sale, each, 50c.
- 50c Handkerchiefs 35c**
Handsomely embroidered swiss and pure linen handkerchiefs; exclusive designs; both scalloped or hem-stitched borders; a few lace trimmed; regular 50c values. Each, 35c.
- 15c Handkerchiefs 10c**
Women's embroidered handkerchiefs in new and dainty patterns on sheer quality swiss; scalloped edges; large variety; 15c values. Choice, each, 10c.
- 25c Handkerchiefs 15c**
Pure Irish linen handkerchiefs; plain hemstitched; 3/4, 1/4 and 1/2 inch hems; full size; regular 25c value. For this sale, choice, each, 15c.
- 35c Swiss Handkerchiefs 25c**
Women's sheer quality swiss handkerchiefs; beautifully embroidered; scalloped or hemmed borders; dainty patterns; some openwork effects; actual 35c values. For this sale, each, 25c.
- 35c Initial Handkerchiefs 25c**
Women's initial handkerchiefs, sheer quality linen, with embroidered initial in one corner; hemstitched, also embroidered designs; good 35c values. Especially priced for this sale, choice, each, 25c.
- \$1.25 Linen Handkerchiefs 75c**
Women's scalloped and hemmed handkerchiefs, well worked in sheer quality pure linen; dainty designs; exceptional value at \$1.25. Priced for this sale, choice, each, 75c.

A Wonderful Collection of Holiday Ribbons

All the Wanted Weaves and Colors Attractively Priced

- 35c Fancy Silk Ribbons 25c**
Pretty silk ribbons with embroidered dots; No. 69 width; also fancy shaded pillow rufflings in No. 80 widths; excellent values; beautiful color combinations; well worth 35c. Monday, the yard, 25c.
- 50c All Silk Fancy Ribbons 35c**
All-silk fancy ribbons; pretty shaded effects; fancy stripes and embroidered designs or plaids and pin checks; handsome colorings; widths to 5 1/2 inches; good 50c values. Monday, the yard, 35c.
- 69c Ribbons 49c**
Fine quality antique Dresden ribbons in fancy floral designs and woven figures; widths to 6 inches; regular 69c value. On sale Monday, the yard, 49c.
- 50c Lace Stock Collars 75c Values**
Beautiful lace stock collars in band and pointed effects; handsome designs in oriental and pompadour effects; these make acceptable holiday gifts; excellent value at 75c. On sale Monday, choice, each, 49c.
- \$2.50 Silk Neckruffs \$1.75**
Silk and chiffon neckruffs; some ribbon trimmed, others with ruffle; mostly stole effects; come in white, black and brown; also black and white; good values at \$2.50. On sale Monday, choice, each, \$1.75.
- 49c Lace Cape Collars \$1.98**
Regular \$2.50 Values
Beautiful oriental lace cape collars, white and cream; elaborate patterns; large cape effects; close fitting stock neck piece; exceptional values at \$2.50; very pretty and appropriate for Christmas gifts. On sale Monday, choice, each, \$1.98.
- \$5.00 Pyrography Outfits \$3.98**
Handsome pyrography outfits put up in large lined box with drop front; beautifully stamped for burning; outfit contains large bulb, excellent point and practice pieces, stain, absorbent material and every outfit is tested before leaving the department; this is an excellent \$5.00 value and will make a splendid Christmas gift. Monday, complete, \$3.98.

- 98c Shopping Bags 50c**
Good quality shopping bags in all the latest shapes; black, brown and tan; made of genuine leather; card case and coin purse; regular 98c ones; on sale Monday, choice, each, 50c.
- \$1 Guaranteed Watches 98c**
New thin model nickel or gun metal watches; good time keepers; fully guaranteed by the manufacturer for one year; always sells for \$1.00; Monday, complete with 50c gold-plated chain, choice, 98c.
- 98c Gold Rings 45c**
Gold shell rings, set with imitation rubies, emeralds, pearls and other stones; guaranteed to wear 5 years; a splendid imitation of more expensive rings; regular price 98c; Monday, each, 45c.
- Women's Watches \$2.95**
Good \$5.00 Values
Women's watches of genuine gun metal with gold hands and stem; good reliable movements; fully guaranteed; regular \$5.00 values; Monday, each, \$2.95.
- \$2.98 Gold Clocks \$1.98**
Ormolu gold clocks; assorted designs; 6x10 inches high; fully guaranteed for one year; \$2.98 values; Monday, each, \$1.98.
- \$5.00 Shopping Bags \$3.98**
Shopping bags of fine quality imported leather; all the new shapes in olive, gray, tan, brown, green and black; excellent \$5.00 values; Monday, each \$3.98.

- Women's New Cravenettes \$7.48**
59 Inches Long—Actual \$12.48 Values
Just received, an even hundred cravenette coats from our New York buyer; snappy, up-to-date styles in all sizes; 59 inches long; tight fitting pleated backs, with loose double-breasted fronts; belt flat stitched collar and turned-up cuffs trimmed with buttons; these come in olive, oxford gray and tan; they are exceptionally well tailored, being unusually full; actual \$12.48 values. Just for a holiday offering, on sale Monday only, choice, the garment, \$7.48.
- Women's All Wool Suits \$8.75**
Sizes to 42—Regular \$15.00 Values
A various assortment of women's suits, made of all-wool chevots, Venetians, broadcloth and mixtures; jacket, blouse and Eton styles; all lined with satin or silk; skirts mostly light effects; some of these suits are new, up-to-date styles; some have sleeves with fullness at the bottom, but by inverting them they would be right-up-to-the-minute in style; the assortment includes black, brown and a few mixtures; all sizes up to 42; any one of them would be good value at \$15.00. Just for Monday we offer this lot at, choice, each, \$8.75.
- Trimmed Hats \$6.98**
Values to \$15.00
An excellent assortment of women's trimmed hats, including beautiful pattern hats, all trimmed in the popular effects; every imaginable shade that you could ask for; actual values to \$15.00. On sale Monday, each, \$6.98.
- New Hat Shapes 75c**
Regular \$2.48 Values
Women's untrimmed hat shapes, a varied collection; all new up-to-date styles; excellent values at \$2.48; can be trimmed and made practical and inexpensive hats at a very nominal price. Choice, each, 75c.
- Women's Fur Scarfs \$10.00**
Our Regular \$12.48 Line
An excellent line of women's fur scarfs—Isabella fox, sable and black marten skins; trimmed with fur tails and cord fastenings; some cape and long stole effects; actual \$12.48 values. Monday, each, \$10.00.



- 27-inch Black Dress Taffeta 98c**
Firm Weave—Regular \$1.25 Value
27-inch black dress taffeta, extra heavy weight, firm weave; made expressly for the "Broadway"; every inch guaranteed; splendid for suits, skirts and coats; regular \$1.25 value. Monday, the yard, 98c.
- \$1.48 Black Dress Taffeta \$1.19**
36-inch black dress taffeta silk; every yard fully guaranteed by the manufacturer; lustrous finish; regular \$1.48 value. On sale Monday, the yard, \$1.19.
- 75c Taffeta 55c**
Colored taffeta silks, plain and changeable effects; all the new and desirable shades; also black; usual 75c values. Monday, the yard, 55c.
- 58c Lining Silk 43c**
Nareho silk lining, fully guaranteed; specially designed for coats, skirts and ruffle linings; regular 58c quality. Monday, the yard, 43c.
- \$1.50 Mannish Suiting \$1.09**
Mannish suiting, such as Venetians, kersey cloth, coverts and Panamas in all the late winter shades; serviceable weights for long coats and tailored suits; actual \$1.50 value. On sale Monday, the yard, \$1.09.
- Read's \$1.50 Lansdowne \$1.35**
Wm. F. Read's Lansdowne, considered the most desirable fabric on the market for dress wear; comes in Alice blue, brown, navy, reseda, gray, tan, pink, pale blue, cardinal, shepherd checks and plain black, white and cream; 42 inches wide; never sells for less than \$1.50. On sale Monday, the yard, \$1.35.
- 25c Linen Tailor Canvas 8 1/2c**
Good quality linen canvas in gray only; much in demand by dress-makers and tailors; 24 inches wide; quality that sells everywhere at 25c. On sale Monday at the lining counter, choice, the yard, 8 1/2c.

- 35c Fringed Towels 25c**
Knotted fringe towels; large size; 23x16 inches; all pure linen; fine satin damask; assorted colored borders; red, blue, yellow or pink; nice enough to use for bureau scarfs; regular 35c values; Monday, choice, each, 25c.
- 30c Huck Towels 25c**
Hemstitched huck towels; large size; soft close weave; plain white with red borders; regular 30c values; Monday, each, 25c.
- 15c Huck Towels 12 1/2c**
Hemstitched huck towels; large size; fancy jacquard patterns; red or white borders; good for dresser or wash stand covers; regular 15c values; Monday, each, 12 1/2c.
- 35c Bath Towels 22 1/2c**
Bleached bath towels; 22x48 inches; hemmed ends; soft finish; absorbent; 35c values; Monday, each, 22 1/2c.
- \$12.00 Pattern Cloths \$9.00**
Pattern table cloths, 2 yards wide; 3 1/2 yards long; made of double satin damask; new line of handsome patterns; regular \$12.00 values; Monday, each \$9.00.
- 28-inch napkins to match the above cloth; on sale Monday, the dozen, \$9.50.**
- \$7.00 Pattern Cloths \$5.00**
Pattern table cloths 72 inches wide and 108 inches long; extra heavy; plain center with floral border; \$7.00 values; Monday, each \$5.00.
- 24x34-inch napkins to match above cloth; the dozen, \$5.00.**
- \$4.50 Pattern Cloths \$3.50**
Pattern cloths 72x90 inches; fine satin damask; floral borders such as fern, poppy, clover and other designs; regular \$4.50 values; on sale Monday, choice, each \$3.50.

Hair Dressing Parlors
Have you visited our hair dressing parlors? They are the most complete in the city. We have a full line of switches, jaynes, puffs and make to order any hair piece for the head at lowest possible prices. We make a specialty of face massage in this department and so satisfactory has the work been that we are compelled to have a larger force and more space.

- Pure Food Grocery Specials**
- SOAP—Miller's Naptha soap; regular 5c bars. Monday, 10 bars for... **43c**
 - TRISCUIT—Pull package of triscuit that sells regularly at 15c. On sale Monday, the package... **9c**
 - VITOS—Pillsbury's Vitos breakfast food; regular 20c packages. On sale Monday, each... **14c**
 - SUGAR—Cane granulated sugar; regular price, 6 1/2c a pound. Monday, 20 pounds for... **\$1.00**
 - GRAPE NUTS—The well-known breakfast food; regular 15c packages. On sale Monday, choice, each... **10c**
 - THE DOZEN—Quaker puffed rice... **8c**
 - MARSHALL'S KIPPERED HERRING... **16c**
 - 25c CANS FOR... **69c**
 - 10c STANDARD CANNED TOMATOES... **25c**
 - 10c ELASTIC STARCH, FOUR PACKAGES FOR... **9c**
 - NABISCO SUGAR WAFERS... **25c**
 - THE PACKAGE... **9c**
 - GHIRARDELLI'S GROUND CHOCOLATE... **25c**
 - 25c CANS FOR

Toilet Articles—Perfume For Holiday Gifts

There's a world of pretty things in our drug department suitable for Christmas gifts. Many special features for Monday's selling enable you to profit by early selections.

- MILITARY BRUSHES—Extra heavy military brushes of good quality oak, cherry or ebony backs; guaranteed full of bristles. Specially priced Monday, the pair... **\$2.00**
- HAND MIRRORS—Real ebony back; heavy French plate mirrors; guaranteed perfect; regular \$1.25 value. On sale Monday, each... **98c**
- SHAVING SETS—An extra fine assortment of plain and fancy shaving sets; 2 to 5 piece. Prices range from \$3.50 down to... **\$1.48**
- ATOMIZERS—Perfume atomizers, splendid for Christmas gifts; our selection was never better than now; every conceivable kind at prices ranging from \$2.25 down to... **19c**
- POWDER BOXES—Fancy glass powder boxes; good size; nicely decorated. On sale Monday, each... **25c**

- Fine Holiday China Extra Special Savings**
- COTTAGE SETS—Decorated Haviland china cottage sets; 50 pieces; new and novel decorations. On sale Monday, complete... **\$18.50**
 - CHOCOLATE SETS—Decorated china chocolate sets of 7 pieces; pretty patterns. On sale Monday in the basement, the set complete... **\$3.48**
 - CHOP PLATES—Decorated china chop plates; regular \$1.00 value. On sale Monday in the basement, each... **50c**
 - CRACKER JARS—Pretty decorated china cracker jars; regular price \$1.50. On sale Monday, each... **75c**
 - SALAD BOWLS—Decorated china salad bowls; large size. On sale Monday in the basement, choice, each... **50c**
 - CUPS AND SAUCERS—Fancy china cups and saucers; regular price 50c. Sale special for this Monday, the pair... **39c**

Pearl Opera Glasses \$4.39
Well Worth \$6.00
For Monday and Tuesday we offer an excellent line of pearl opera glasses; all of gold and silver plated; these are fitted high-power magnifying lenses; well worth \$6.00; in optical department, third floor; choice the pair, \$4.39.

Crystal reading lenses; fitted with patent stiffened gold-filled frames. Special value at... **\$2.39**