

10th Anniversary Sale Continued—Many New Arrivals

Our Bargains Made Our Business, the Same Factor Keeps It Growing

Best Gold Filled Frames, First Quality Lenses \$3.00

Gold filled frames; guaranteed for 20 years; they look and wear as well as solid gold frames; these are fitted with first quality crystal reading lenses that are guaranteed to suit the requirements of your eyes and give perfect satisfaction. Same grade of glasses as are sold in the exclusive stores at from \$4.00 to \$5.00. Sale price \$3.00.



Hair Dressing--Manicuring

Our hair dressing parlors are located on the balcony facing Broadway; the brightest, cheeriest, sunniest rooms imaginable. We have skilled attendants who will serve you promptly and in a satisfactory manner. Shampooing, hair dressing, manicuring, face and scalp massage are among our specialties and we guarantee absolute satisfaction.



Handsome Arabian Lace Curtains \$1.25
New Patterns—Actually Worth \$2.50

In our new lace curtain section on the third floor Monday we offer a lot of handsome Arabian lace curtains in a broad range of beautiful patterns. Plain panel centers of net with Grecian and scroll borders; good size curtains that will add to the attractiveness of any room. There's a large quantity but the demand will be large, so you'd best respond promptly; new lace curtains at half their worth is a strong attraction, so we naturally expect a liberal response. Monday curtains actually worth \$2.50 for \$1.25 a pair.

Handsome rope portieres; lattice work tops; heavy cord and large tassels; sizes to fit both single and double openings; values up to \$4.50. **\$2.98** Monday.

Portieres of tapestry or armure in wanted shades of red and green; 9 feet long by 50 inches wide; trimmed with knotted fringe; worth \$5.00; Monday the **\$3.48** pair.

25c Curtain Nets 15c
Curtain nets; 36 inches wide; pretty patterns; just the thing for curtains for dining rooms, libraries and bed rooms; excellent value at 25c; Monday 15c a yard.

25c Striped Madras 19c
Cross striped madras and gremadines; cream and Arabian colored grounds with stripes of red, green, blue, gold or pink; just the thing for curtains or side drapes; extra good value at 25c; Monday 19c a yard.

Best Body Brussels Rugs Sizes 9x12 Feet—Worth \$30.00 \$24.50

Best body brussels rugs in large room sizes, measuring 9x12 feet; handsome oriental patterns in rich color combinations; these are extremely durable and are exactly the same grade rugs that you'll see priced in the furniture stores at from \$30.00 to \$35.00. Monday, in our new rug section, south end of third floor, \$24.50.

98c Matting Rugs 48c
Matting rugs, size 30x60 inches; medalion centers and pretty borders; neat durable rugs that are regularly priced at 98c; Monday, each 48c.

\$6.50 Steel Sanitary Couches \$4.48

Steel sanitary couches like the illustration on the left; made with nine best oil tempered spiral spring supports; these open out to make a full size or three-quarter size bed or when closed and covered make an ornamental couch. A bargain at the ordinary price of \$6.50. In our new furniture section, second floor, Monday \$4.48.

\$5.00 Iron Beds \$3.50
Substantially built iron beds; full size; pretty scroll designs; porcelain enamel finish; good value at \$5.00; Monday on the second floor \$3.50.

\$1.25 Drapery Materials 75c
Tapestries and mercerized armures; 50 inches wide; beautiful patterns and rich colors; materials suitable for portieres, couch covers and all kinds of draperies; worth \$1.25; Monday 75c a yard.

\$4.00 Couch Covers \$2.98
Tapestry couch covers; rich oriental patterns; reversible; knotted fringe all around; worth \$4.00; Monday \$2.98.

\$2.50 Carpet Sweepers \$1.98
Excellent carpet sweepers made by the Bissell Carpet Sweeper company; these combine all the good points of the regular \$3.00 sweepers; our regular price \$2.50. Special for Monday \$1.98.

\$4.00 Reversible Mattress \$2.98
Reversible cotton top mattress covered with heavy striped ticking; heavy layer of soft white cotton on top and bottom; full or three-quarter size; worth \$4.00; Monday \$2.98.

Sheets and Pillow Cases at a Saving

100 dozen poplar sheets; size 74x90 inches; finished with 3 inch hem; seamless sheets made from excellent quality sheeting; not more than a dozen to any one customer; Monday the third floor, each..... **50c**

Good full size sheets ready for use, measuring 81x90 inches; finished with 3-inch hems and seam down the center; good quality muslin; the muslin alone is worth the price; specially priced for Monday, each..... **50c**

Fine pillow cases; size 42x36 inches; made the right way of the cloth; good, deep hems; nicely finished; good, strong and serviceable; here's one of the bargains of the season; Monday on the third floor, each..... **12 1/2c**

Well Finished Sheets, Size 54x90 Inches On Sale From 8 to 9 A. M. 25c Each Monday Only

100 dozen ready made sheets for single beds; made from fine grade sheeting; 2 1/2 yards long and 1 1/2 yards wide; sheeting alone is worth more than the money we ask for the finished product; no telephone or mail orders; none to dealers and a limit on the number sold to each customer. Monday morning, on the third floor, from 8 to 9 o'clock, 25c each.

Pretty Printed Sheer Organdy 7 1/2c
Newest 1906 Patterns, Yard

Monday in our new wash goods section on the third floor we offer a lot of 50 pieces of pretty printed organdy; new 1906 patterns; mostly floral designs; good sheer quality material worth nearly double; sale price 7 1/2c a yard.

Opera crepe, a half wool material; solid colors of pink, light blue, red, navy, royal blue, reseda, gray, brown and black; Monday, on the third floor, the yard..... **10c**

2000 yards of fancy sateen; henrietta finish; excellent patterns; pretty color combinations; grade usually sold at 20c; Monday, on the third floor, the yard..... **10c**

25c White Waistings 10c

Small lot of about 75 pieces of fine white waistings; brocaded effects; lace patterns, poplins and plain patterns; all popular high class materials eminently suited to waist making; get first pick from this lot; material actually worth 25c; Monday, in our white goods section, third floor, 10c a yard.

20c Kimona Crepe 7 1/2c
32-inch Japanese kimona crepe in lengths of from 1 to 10 yards; attractive Japanese patterns; materials actually worth 20c; Monday, on the third floor, 7 1/2c a yard.

25c White Nainsook 16 1/2c
50 pieces of fine book fold checked nainsook for children's dresses and aprons; grade regularly worth 25c; Monday, on the third floor, 16 1/2c a yard.

20c Mersil Lining 14c Yard
36-inch mersil lining; has the luster of a silk; all the popular and wanted colors including black and white; guaranteed not to crock; sells regularly at 20c; Monday, yard 14c.

Pure linen canvas for tailors and dressmakers' use; worth 25c; Monday, at the lining counter, the yard..... **10c**

The "Worth" Waists for Children

A new, practical, comfortable and consistent waist for boys or girls; can be opened either back or front; no buckles to break; a pair of velvet grip side elastics attached to the waist. See the demonstration, aisle 3, main floor. **35c** Waist complete.....

Pretty Silk Waists Regularly Worth \$2.48 \$1.98

Women's waists of good quality china silk; trimmed with three rows of fagoting extending from the collar to the waist line and one short row on either side of front extending 8 inches from shoulder seam; new sleeves with tight fitting tucks, trimmed with three rows of tucks; pretty tab collar; all sizes from 32 to 44; these come in black and white only; waists regularly worth \$2.48; Monday, on the second floor, \$1.98.

New Wash Waists 75c
Women's new spring waists made from good quality mercerized chambray in dark gray with white dots or light blue with embroidered dots; made with wide pleat in front, having 4 narrow tucks on either side; neat, attractive serviceable waists easily worth \$1.00; sizes 32 to 44; Monday, in the waist section, second floor, 75c.

A Sensational Sale of Wrappers and House Dresses
Prices Scarcely Cover Cost of Material

LAWN WRAPPERS—Pretty Persian designs in light colors; garments that are cut full and wide; trimmed with braid; wide ruffles over shoulders; deep flounce on skirt; these are lined to the waist; made from good quality lawn; all sizes; specially priced for Monday, **69c** on the second floor.

CAMBRIC WRAPPERS—In dark colors; blue, black and red grounds with neat figures; trimmed with fancy braids and ruffles; cut full and wide and well finished; deep flounce on skirt; all sizes; the material alone would cost you more than the price of the wrapper; **98c** specially priced for Monday, until the end of the week.

PERCALE WRAPPERS—Both light and dark colors; particularly attractive patterns; these are cut extra full and wide; made with yoke; trimmed with ruffles and fancy braid; large sleeves and deep flounces; a few lawn wrappers in this lot; all sizes; wrappers that would be cheap at \$2.50; Monday on the second floor..... **\$1.48**

35c Trimming Laces 15c
Oriental and Venice lace edges, bands and applique; white, cream or ecru; exceptionally pretty patterns; good qualities; widths up to 5 inches; regular 25c and 35c values; Monday 15c a yard.

18-inch Venice Allovers 75c
Venice allover laces; 18 inches wide; both large and small designs; these come in black, cream and ecru shades; actual values up to \$2.50; first choosing will be best, so you'd better come early; Monday, while the lot lasts, 75c a yard.

15c Torchon Lace 5c
Torchon lace edges and insertions; pretty patterns; good quality; widths up to 4 inches; firm, serviceable edges; excellent 15c values; Monday, in aisle 1, 5c a yard.

Mechlin German and French valenciennes lace edges and insertions; widths up to 2 inches; sold in pieces of a dozen yards only; worth \$1.50; Monday, the piece 12 yards..... **75c**

Sale of School Books and School Supplies Continued
Prices Everlastingly the Lowest

In the long list of successful sales credited to the Broadway Department Store no single event has won more friends for this busy mart than our school book sales, which are held semi-annually. Before the Broadway entered the field with school books, Los Angeles parents had to pay book store profits (which by the way are rather long profits) for these necessary commodities. We commenced about 8 years ago supplying school books at manufacturers' cost, and the public appreciated the concession. They showed their appreciation by crowding our aisles to overflowing. Each year the sales have been greater and greater until now it takes a small army of salespeople, cashiers and bundle wrappers to handle the throngs which patronize our school book sale. You'll find every text book, which is in demand, here, as well as all the little extras that go to make up the school outfit, and everybody knows that Broadway prices are always the lowest.

Men's High Grade Hand Welled Shoes \$2.69
Splendid Styles—\$4 and \$5 Values.

Men's high grade hand welled shoes; uppers of best selected vic kid and box calf; some of them kid lined throughout; both single and double soles; lace and blucher styles; other hand welled shoes of bright patent coltskin suitable for dress or evening wear with light single soles; both button and lace styles; the season's newest lasts and toe shapes; all sizes and widths in the lot; not a pair of shoes in this collection worth less than \$4.00 and many of them actual \$5.00 values. Monday \$2.69.

Women's Oxfords 98c
Well Worth \$2.00.....

Women's patent leather oxfords; blucherette style; hand turned soles; neat, dressy toe shapes; Cuban heels; all sizes; these were made to sell regularly at \$2.00; there will be a big demand for them, so you'd better come early before your size is sold out. Monday, while the lot lasts, 98c a pair.

\$2.00 Oxfords \$1.29
With Rubber Heels

Women's oxfords of soft vic kid; hand turned soles and rubber heels; common sense lasts, suitable for nurses' use; all sizes; worth \$2.00; Monday, the pair \$1.29.

Men's Shoes Worth \$3 \$1.98

An assorted lot of men's shoes; some with Goodyear welled soles; lace styles; also congress and blucher styles; patent leather shoes, others of vic kid or chrome calfskin; at least a dozen different styles to choose from; broken lines and odd lots of \$3.00 and \$3.50 shoes; all sizes in the collection, but not all sizes of each style; some extreme styles for young men; Monday, the pair, \$1.98.

Infants' \$1.25 Dress Shoes 59c
Infants' dress shoes, vamps of bright patent kid; tops of white kid; lace styles; plain rounding dress toes; hand turned soles; sizes 3 1-2 to 8; actual \$1.25 value; Monday, 59c a pair.

CHILDREN'S SCHOOL SHOES—A complete and attractive line of school shoes for both boys and girls; all styles; all leathers; all weights and all grades; all at Broadway prices.

Very Best of Groceries---Very Lowest Prices
We Defy the Trust and You Can Do the Same

The workings of the grocery trust, which have recently been aired by the local newspapers, were a surprise to many. If you want to be absolutely free and independent and escape paying tribute to the unnecessary and inconsistent profit gulping grocery combine you can do so by buying the necessities and luxuries for your table at the Broadway Department Store. The following prices prove the consistency in taking such a step:

PRUNES—Fine fancy stock; grown in Santa Clara; worth 10c a lb.; Mon- **25c** day 4 lbs. for.....

HONEY—Strained; absolutely pure; put up in a glass containing nearly a **12c** pint; Monday, the glass.....

SOAP—Armour's Happy Day laundry soap; cheap enough at 5c; Monday, **25c** 10 bars for.....

LARD—Armour's pure kettle rendered leaf lard; 3-lb. pails Monday... **31c**

FIGS—Choice Black Mission; extra grade; Monday, 3 lbs. for..... **20c**

HERRING—The boneless kind, put up in glass jars; regular price 25c; Mon- **18c** day, the jar.....

CANNED GOODS—Choice canned corn, peas or tomatoes; Monday, a dozen cans of either for..... **95c**

TEA—Good spider leg tea; cheap at **27c** 35c; Monday, the lb.....

TEA—Tetley's or Lipton's No. 1 India and Ceylon; no better tea to be had at any price; Monday, the lb. **56c**

OLIVE OIL—Crosse & Blackwell; absolutely pure; full quart bottles; Monday..... **64c**

EGG-O-SEE—Breakfast food; sold all over the United States at 15c and advertised in all the magazines; Monday, **11c** the package.....

LIBBIO'S—Domestic extract of beef for soups, broths, gravies, etc.; Mon- **27c** day, the jar.....

CREAM—Red Cross evaporated; absolutely pure; Monday, a dozen cans **89c** for.....

FRUITS—Paches, plums and apricots; 4 cans of each, 12 in all, Monday **\$1.39** for.....

Telephone Grocery Orders to 337 Home or Sunset

Fine Wide Embroideries
Beautiful Patterns—Values to 75c **25c**

Beautiful wide embroideries on fine cambric and nainsook; elaborate patterns in wheel, scroll, floral and conventional designs; both openwork and solid effects; many pieces in the lot suitable for corset covers; widths up to 18 inches; a large portion of them worth 75c a yard; the best patterns will go first, so come early; Monday 25c a yard.

Embroideries 10c Yd.

Embroideries on fine cambric; both edges and insertions; a broad range of beautiful patterns to select from; well worked edges; widths up to 6 inches; splendid values up to 25c; Monday, 10c a yard.

25c Neckwear 15c
Oriental lace stock collars; pretty pompadour patterns; tab effects; fine quality lace in both white and cream; fresh, new goods; worth 25c; Monday, 15c each.

25c Neckwear 10c
Embroidered wash stocks in white and colors; neat designs; well worked; pretty tab effects; new popular styles; 25c values; Monday special only, each 10c.

New \$1.50 Fancy Silks, Popular Colors, Yard Wide, Yard \$1.19

Fancy checked silks, 36 inches wide; heavy grade chiffon taffeta; latest spring colors; being yard wide it cuts to better advantage than narrower silks and is decidedly economical on that account; quality regularly worth \$1.50; Monday only, \$1.19 a yard.

Black Peau de Soie 98c
Regularly Worth \$1.39

Black peau de sole silk, 36 inches wide; guaranteed in every particular; lustrous face; grosgrain back; weight suitable for full costumes and outer garments; a bargain at the regular price of \$1.39; Monday 98c the yard.

Foulard Silk 59c
Good Value at \$1.25

Foulard silk in new designs; popular colors; fine twilled surface; just the thing for new spring suits, waists, etc.; pretty, serviceable material; grades regularly worth \$1.00 to \$1.25; Monday, only 59c a yard.

\$1.75 Gray Panama Suiting \$1.39

54-inch Panama suiting; all the new and popular shades of gray; a hard twisted cloth that shakes dust easily; very popular for spring suits; values up to \$1.75; Monday, the yard, \$1.39.

SKIRTS TO MEASURE—Twelve different styles of cloth to choose from; made by men tailors; fit, finish, style and tailoring guaranteed; materials worth up to \$1.75 \$8.98 a yard; orders taken in our dress goods department, aisle 4, skirts complete.....

Mo-hair Sicilian, in brown, navy blue, reseda, cardinal, tan, gray, mode and royal; just the thing for street costumes; regularly worth \$1.00; Monday, the yard..... **79c**

Black wool suitings; nuns' veiling, French batistes, crepe Egypta, French serge, henrietta, storm serge, mohair, Sicilian and Panama cloths; regularly \$1.00 and 73c \$1.25 values; Monday, yard.....