

**NOTE**—When we say that Monday, Tuesday, Wednesday will be days of exceptional shopping interest, we put all the force of "The Broadway" value reputation behind it. This—a first announcement for Monday—one of the most important saving lists we ever printed. **READ!** ANOTHER FOR TUESDAY—WATCH!

BOTH PHONES EXCHANGE 337

# The Broadway Department Store

BROADWAY COR. FOURTH LOS ANGELES. ARTHUR LETTS, PROPRIETOR.

**Alarm Clocks 69c**  
Splendid Values at \$1.00

A special Monday value. No phone or mail orders. No deliveries. Nickel plated, reliable alarm clocks, fitted with the best of movements. Fully guaranteed. Monday, aisle 4, 69c.



# Nearly 1000 Black Petticoats—Many at 45c

**Black Dress Goods**  
Priestley's Famous Weaves

And here are the prices that will interest you Monday:

**All Black, All Priestley's**

48-in. cravenette \$1.98 yd.  
44-in. satin soie \$1.25 yd.  
44-in. silk mohair \$1.50 yd.  
44-in. shadow check serge \$1.19 yd.  
42-in. crispine \$1.25 yd.  
46-in. shadow batiste \$1.48 yd.  
54-in. chiffon panama \$1.48 yd.  
52-in. chiffon broadcloth \$2.49 yd.

And this broadcloth is guaranteed, sponged and shrunk. A beautiful and satin faced weave.

It's a happening in black that should interest every woman Monday. You'll find all the above values in aisle 5. And you'll find other values here to demonstrate why it's to your advantage to buy your dress materials at the Broadway. Among them:

**56 IN. RAIN-PROOF PLAIDS \$1.98**  
Rain-proof shadow plaids in covert, tan, gray and blue; all wool, fine for suits and coats. Monday, \$1.98 yard, aisle 4.

**54 IN. ENGLISH SUITINGS \$1.48**  
Fine imported English suitings, mannish effects, a firm weight that will shake the dust, warranted all wool. Monday, aisle 4, \$1.48.

**MOHAIR SICILIAN ON SALE AT 69c YD.**  
This is for Monday—just thirty pieces of plain and fancy silk finished mohair Sicilian, made from pure Egyptian mohair; yard, 46 to 50 inches wide, 98c to \$1.39 values, while they last, aisle 3, Monday, 69c a yard. No more than one suit pattern to a customer.

**250 Women's Skirts**  
\$5 and \$6.75 Values at

## \$3.98

That is the story in a few words. A great value for Monday. If you want a new skirt, this is your opportunity.

Just 250 women's skirts—nearly 50 different styles. All wool mohairs, halline stripes, tweeds, checks—dark and light mixtures. A great variety of gray and black, brown, blue and cream skirts. Shadow plaids; plain tailored, gored and circular styles; stylish slants, stylishly trimmed. \$5.00 and \$6.75 values. Monday, second floor.

**Crowds! Of course they will come. Early. We would advise being on hand as early as possible**

An event of this kind appeals to the many—not to the few. 45c for petticoats! Bright, spick, span, new. You know the flurry they will make.

Two styles to choose from at this price. With deep accordion flounces and plenty of material. All lengths; black only. Second floor, Monday, 45c.

**How Did It Happen?**

The magnitude of Broadway quality buying. "The price is \$—, Buy — and I'll make it —," said the petticoat man. Double the quantity, bring the price down to \$— and I'll close it. — our buyer shot back. It's the Broadway way. The number surprised the dealer and he's used to big turns. No matter—the first installment of the petticoats is here—and out Monday at Broadway prices. First 45c, next 69c and so on. Remember, second floor. Hints:

**PETICOATS 69c**  
Of good material. Black with white stripes on 10 inch flounce. Accordion pleated flounce. 59c—an unusual value, second floor.

**PETICOATS 75c**  
Made of very fine sateen with 12-inch flounce, trimmed with 2 ruffles—adged with hemstitching—good 98c values; second floor, at 75c.

**PETICOATS 98c**  
Made of splendid sateen. 18 inch flounce. Ruffles of accordion pleating; other styles; second floor.

**PETICOATS at \$1.25**  
4 styles at \$1.48; 2 styles \$1.38 and \$2.48.

**PETICOATS 98c**  
Seven distinct styles—of fine sateen, with deep full flounces, ruffling and shirring. Others with stitched straps around flounce. Second floor at 98c.

**PETICOATS 98c**  
Made of splendid sateen. 18 inch flounce. Ruffles of accordion pleating; other styles; second floor.

**PETICOATS 98c**  
4 styles at \$1.48; 2 styles \$1.38 and \$2.48.

**PETICOATS 98c**  
The quality of material used, and the generous fullness of every petticoat we emphasize especially.

**Black Velvet Ribbon 10c**  
It's the Kind Usually Priced at 20c yd.

A big lot of it came to us at a specially low price, and we're passing it on to you. It's a chance that dress-makers shouldn't overlook. Fine trimming ribbon. This is 10c a yard or 90c a bolt for No. 7. Thick, soft pile, worth 20c a yard or \$1.90 a bolt. Aisle 1.

**Velvet Ribbon 25c Bolt**  
Black velvet ribbon with a good silk pile, satin back, good regular 45c and 60c values at 25c a bolt; aisle 1.

**Velvet Ribbon 30c Yard**  
Black velvet ribbon in width No. 22, heavy pile, satin back; it's a 40c value; aisle 1, Monday, 30c a yard.

**Huck Towels 4c**

They're marked 7c now; they'll be 4c Monday, and they'll make stirring buying, on the third floor. Plain white huck towels nicely hemmed; 7c values at 4c ea.

**8 1/2c Crash at 6 1/2c**  
Heavy brown crash, 14 in. with red border; fringe ends and red border; fine values at 6 1/2c; third floor Monday.

**10c Bath Towels at 8 1/2c**  
Good size, double thread, fringed ends and red border; fine values at 8 1/2c; Monday, third floor.

**Embroidery Robes at Half Price**

Think of it—embroidery robes, enough in them for a whole dress to sell Monday at exactly half price; aisle 2. They're handsomely embroidered in white, well worked figures and designs. This means \$30.00 robes will sell for \$15.00. And others at the same proportion. It's an opportunity from the embroidery department; aisle 2.

**19c Veilings 10c Yard**  
Chiffon veiling in a big assortment of colors and combinations. It's a firm weave, 18 inches wide; some with wide hem and colored stitching. They're filling the popular want now for drapes and automobile veils. It's a similar lot of those veilings that created a stir a few weeks ago. Regular 19c values Monday, aisle 1, 10c.

**30c Ribbon 25c**  
It's an all silk soft finished taffeta ribbon in black only. 6 1/2 inches wide. It's splendid ribbon for hat trimmings, for hair bows. It's as staple as wheat at 30c; just for Monday, in aisle 1, 25c.

**EMBROIDERED CHIFFON 59c**  
Worth in the regular way \$1.25 to \$1.48; embroidered in different colors in black and white; 18 inches wide. Monday, in aisle 1, 59c.

**70c Black Velvet Ribbon 10c Yard. 99c Bolt**



**Trimmed Hats**  
New Models at \$5 to \$8.98

The millinery department will be forward Monday with a splendid new line of trimmed hats, exact copies of imported models, hats with a distinctive style touch, turbans, picture hats, dress and semi-dress styles. About 250 all told. To be out Monday at \$5.00 to \$8.98. There's about an average third under exclusive stores' prices.

**\$2.48 Sailors \$1.48**  
The new Vista Tilley sailor for misses' street wear. They're neatly trimmed with quills. We have them in all colors to begin with. A real \$2.48 value, for a dyer Monday on the second floor, while they last, each \$1.48.

**10c Muslins at 5c Yd.**  
FOR AN HOUR—8 TO 9 A. M.  
Just 700 yards of cambric muslin—36 inches wide. A regular 10c muslin in the piece; short lengths—in all 700 yards; Monday, 5c yd. Third floor. No more than 10 yards to a customer. 8 to 9 a. m.

**25c for Children's Dresses**

Dresses for the little ones 1 to 4 years old, made of striped or checked flannelette. Mother Hubbard styles, warm dresses, trimmed with narrow braids. You wouldn't make them for 25c. It's only because we can buy them in Broadway quantities that we can sell them at 25c already made and save you work and worry as well as money. This children's dress department of ours on the second floor is wonderfully complete and ready to help you.

**Girls' School Dresses \$1.75**  
Neatly made of good gingham and mixed suitings; those pretty black and white shepherd checks, full blouse waist effects, extra wide skirts; sizes 6 to 14 years. Second floor at \$1.75.

**Girls' Dresses 75c**  
Made of flannelette and gingham, full blouse styles, and extra wide skirts. Finished with deep hem; sizes 6 to 14 years. Extra values at 75c; third floor.

**Infants' Long Slips 49c**  
Made of fine long cloth, full bishop style, neck and sleeves finished with hemstitched ruffle; extra values at 49c; second floor.

**Infants' Sacques 75c—Crocheted**  
**Infants' Eootees 49c—Crocheted**

**Buy Your Kodak Supplies Here Monday**

You can make convenient savings on all kodak supplies by buying at our kodak department, third floor. Here's a list that will interest every kodak lover:

<b>Box Developing Powders 22c</b> Listed to sell at 25c. 6 to a box.	<b>Ruby Lantern 98c</b> —Listed to sell at \$1.50. The Ideal, No. 1.	<b>4x5 Plates 40c</b> —Listed to sell at 55c. Fresh stock.
<b>M. Q. Developing Powders 40c Box</b> Listed to sell at 50c. 6 in a box.	<b>Ruby Lantern 65c</b> —Listed to sell at \$1.00. The Ideal, No. 2.	<b>12c Argo Developing Paper 10c</b> —Size 3 1/4 x 4 1/2.
<b>Hypo 6 lbs. for 25c.</b>	<b>25c Toning and Fixing Solution 15c</b> —8 oz. bottle.	<b>Fixing Powder 15c</b> —Defender Acid Fixing Powder, makes 24 oz.
<b>Printing Frames 25c</b> —Size 5x7, with glass.	<b>15c Glass Trays 12c</b> —Size 4x5.	<b>10c 4 oz. Glass Graduates 5c.</b>

**White Bed Spreads \$1.60**

You'll say they're worth \$1.75 when you see them; 90 in. wide and 90 in. long, heavy weight, soft finish; Mar-illes patterns, hemmed ends; \$1.60, third floor, Monday.

**Men's New \$10.00 Suits \$7.50**

Here's a broad, liberal offer from the men's clothing store Monday. Choose from any of our men's \$10.00 new fall and winter suits and pay \$7.50 Monday.

This offer gains added importance when you think of what a \$10.00 price means in our suit department. It means that you are paying \$7.50 for suits that are the equal of most \$12.50 suits about town.

They're made of all-wool tweeds and chevots, also fancy worsteds, single and double breasted styles. All sizes, 34 to 44 chest measure. Remember, it's our \$10.00 line for \$7.50 just for Monday. Second floor.

**\$2.50 for Odd Coats**  
Worth \$7.50  
Men's odd coats, accumulations from vigorous selling of the past. Some are lined, others partly lined. They are made of wool tweeds and chevots, good colors and patterns, all sizes, too. Second floor, Monday, each \$2.50.

**Men's Suits \$12.00**  
Regular \$17.50 Ones  
Look in one of our south windows and see one of these fine suits. You would pay \$20.00, and they wouldn't fit any better or have a bit more style. Single or double breasted coats, with or without vents. A \$17.50 line at \$12.00 Monday, second floor.

**350 Pairs Trimmed Juliets \$1.00 Pair**  
Regular \$1.75 and \$2.00 Values

More stirring news from the shoe department. Secured an even 350 pairs of women's warm Juliets at a price that enables us to sell them at \$1.00 a pair. It's a varied assortment; all of them are warm lined; a good many of them are trimmed with the best quality of seal fur, just like the illustration on the right. Have hand-turned soles; fine vicci kid and undressed kid vamps.

A good many of them are made with colored velvet tops and steel bead trimming or silk bows to match.

There'll be all sizes to begin with. They're just the sort of shoes women will want now, for cool mornings and evenings.

It's a most timely opportunity to secure these shoes at about half their value when highest prices are prevailing. Another demonstration of Broadway methods. Find them in aisle 8, Monday, while they last, \$1.00.

**\$27.50 Wilton Velvet Rugs \$21.50**

Handsome Wilton velvet and Axminster rugs, room size 9x12; rich oriental designs and floral patterns. There is a large assortment to choose from. Think what a carpet would cost you to cover a room of this size, and think of the regular price—\$27.50, and Monday they're \$21.50 on the third floor.

**\$5.00 Portieres \$3.98 Pair**  
A large assortment of tapestry portieres, 60 inches wide and 3 yards long; also portieres of armures in pretty shades of red and green; new fresh stock, styles to suit everyone; regular \$5.00 values, Monday, third floor, pair, \$3.98.

**Matting 19c Yard**  
Yes, and other mattings to 65c yd. 36 in. Burlap 12 1/2c yd; all colors. This price by the piece. Lace Curtains, Tapestries, Cretonnes, Rugs. An immense stock, we say that safely. Carefulness, thoroughness in preparation, constant, persistent efforts to make this drapery, rug and curtain store biggest and best in every way, have more results that mean much to you. It is because we can offer you so much more in quantity to choose from, in quality, in variety.

**15c Cretonnes 9c**  
Pretty cretonnes in light or dark colors, floral patterns and oriental designs, light and dark colors, suitable for draperies of all kinds; 15c value, Monday, 3d floor, yard, 9c.

**Shopping Bags 95c**  
\$1.48 and \$1.75 Ones

Here's news for women to make buying easier Monday. Shopping bags of extra quality leather in carriage and envelope shapes, the kind with riveted and leather covered frames; some lined with leather, others with moire silk, shopping bags with all the latest fittings, and are worth in a regular way \$1.48 to \$1.75. It's a great Monday special in the leather goods department, aisle 3, each 95c.

**Men's Watches \$9**  
\$12.50 and \$14.00 Values

Men's watches with 20-year gold-filled case, hunting and open face style, plain or engraved. Fitted with Elgin and Waltham movements. Watches that are fully guaranteed in every way. Priced in the regular way they'd be \$12.50 and \$14.00, Monday, in aisle 3, each, \$9.00.

**Five Solid Carloads of Enamelware To Go at Tinware Prices**

Five carloads of enamelware—it's a mighty big lot, and there are few retail houses that could swing a deal of this size. Broadway buying prestige, and our great selling outlet, enable us to handle it.

We print herewith a facsimile letter from the wholesale auctioneers concerned in the deal. It tells the story in a nutshell. The entire shipment is here now, ready to start a big sale Monday and to continue all week.

It means buying high grade enamelware, single and double coated, at about the same price you are in the habit of paying for tinware—yes, and some at even less. It was a cleanup of several large factories. It's going to be a great enamelware week at the Broadway. You can judge the savings by a few items we quote. If you've a kitchen need of any sort, don't fail to be here. Sale starts Monday in the basement.

**A Few of the Prices**

1-quart deep Pudding Pans.....	5c
2-quart deep Pudding Pans.....	10c
4-quart deep Pudding Pans.....	12c
6-quart deep Pudding Pans.....	15c
1-quart Tea or Coffee Pots.....	15c
1-quart deep Dish Pans.....	25c
17-quart deep Dish Pans.....	39c
No. 7 Tea Kettles.....	39c
3-quart Milk Pans.....	39c
4-quart Milk Pans.....	10c

**\$5 Berry Bowls \$3.50**  
Rich cut-glass berry bowls, 8 inch size. Regular \$5.00 ones, in the basement Monday, \$3.50.

**\$5 Sugar and Cream Sets \$3.75**  
Rich cut glass sugar and cream set, regular \$5.00 values. Monday, in the basement, \$3.75.

ESTABLISHED 1862

E BISSELL & CO.

Wholesale Auctioneers and Commission Merchants.

No. 12 Murray Street and 15 Park Place

New York, N. Y., Aug. 20, 1906

Mr. Arthur Letts,  
Los Angeles, Cal.

Dear Sir:—

We enclose you herewith invoices for 1264 cases of enamelware. These goods are shipped in five cars as follows:—

Car No.	Aug.	1906	325 cases
"	"	"	100 cases
"	"	"	100 cases
"	"	"	100 cases
"	"	"	200 cases

For the above we enclose Bill of Lading. There were 35 cases over which would not go in the cars and they were shipped later on.

We trust everything will arrive promptly and prove satisfactory.

Yours respectfully,  
E. BISSELL & CO.

**Cuticura Soap**  
14c Cake Monday

Cuticura soap, everybody knows what it is. The kind you pay 30c and 25c for always. It's a great offer for Monday in the drug department, aisle 4. It's for all day if the quantities last. Limit two cakes to a customer. No phone or mail orders.

**Other Drug Leaders**

**TOOTH POWDER 15c**—It's Woodbury's famous tooth powder; 25c size. Aisle 4, Monday.

**15c CORN CURE 7c**—9-Hour Corn Cure. It's one of the best. Aisle 5, Monday, each, 7c.

**HAIR GROWER 35c**—It's the famous Seven Sutherland Sisters' hair grower; the satisfactory kind. 50c kind here Monday 32c.

**VIOLET AMMONIA 12c**—The 25c size of violet ammonia; the well-known kind. Aisle 5, Monday, bottle, 12c.

**EUTHYMOL TOOTH PASTE 12 1/2c**—It's the well known advertised size. Monday, aisle 5, 12 1/2c.

**Great Savings**

3-quart covered Berlin Sauce Pans.....	19c
4-quart covered Berlin Sauce Pans.....	25c
12-quart covered Stove Pots.....	60c
2-quart Lip Sauce Pans.....	10c
3-quart Lip Sauce Pans.....	15c
8-quart Lip Sauce Pans.....	29c
1-quart Rice or Double Boiler.....	25c
3-quart Rice or Double Boiler.....	50c
2-quart covered Cook Pots.....	15c
14-quart covered Bread Raiser.....	59c

**\$2 Vinegar Bottles \$1**  
Colonial cut-glass oil or vinegar bottles, regular \$2.00 ones in the basement. Monday, each, \$1.00.

**5 and 6 Inch Nappies**  
5 and 6-inch handed nappies, choice of three different cuttings. Extra value in the basement Monday, \$1.50.

**Women's Watches \$20.00**

The kind with 14-karat solid gold case that will stand plenty of wear and service. They're fitted with Elgin or Waltham movements, fully guaranteed. We consider them a good value at \$25.00. We're making a leader of them in aisle 3, Monday, \$20.00.

**Buy Notions**  
Save Monday

**HOOBS AND EYES 2c**. The kind with invisible eyes.

**5c BASTING COTTON 2c**. 500 yard spools.

**PEARL BUTTONS, ALL SIZES, 5c DOZEN.**

**5c PINS 1 1/2c PAIR.**

**NEEDLE BOOKS 2c**. Assorted sizes sewing and darning needles.

**2c BURNING COTTON 1c**. Black, white and tan.

**2c KID CURLERS 2c**.

**HAT PINS 3c DOZEN.**

**Song Recital and Sale of Music**

Monday, Arthur J. Wiley, author of the beautiful ballad, "Unforgotten," and a sweet tenor singer, will give a song recital at 2, 3, 4 and 5 in the afternoon. We will also sell this song, which is published to retail at 50c, Monday, at 17c a copy, Music department, third floor.