

Chiffon Veiling 10c

19c and 25c Grades
Chiffon veilings in a big assortment of colors; combinations of colors; some embroidered and hemstitched; fine for Chippies and auto veils; 19c to 25c values. In aisle 1, Monday, 10c yard.
25c Cap Ruching 10c
White only; numerous patterns. Aisle 1.

BOTH PHONES EXCHANGE 337

The Broadway Department Store

BROADWAY COR. FOURTH LOS ANGELES ARTHUR LETTS. PROPRIETOR

Embroideries 14c

19c and 25c Values
It's a big lot of embroideries; both edges and insertions; on swiss, nainsook and cambric, closed and open eyelet designs; some as wide as 6 in.; regular 19c and 25c quality. For quick selling Monday, in aisle 2, yard, 14c. Hurry for choice of best patterns.

Curtains, Draperies, Rugs—A Sale

Vigorous Underpricing for a Great Day Monday

The Third Floor Drapery Section will come into the limelight Monday with values of great importance. If you're planning a new home, fixing up your old home, or have a house furnishing need of any nature you'll read with interest the values we've planned for an important day Monday, beginning with

English Lessons No. 1 Just Arrived

Children's Dresses

And Savings You'll Make:
By buying them at the Broadway Department store already made. It's a fine thing to save the work and worry and troublesome fittings, and money, besides.

Children's Dresses 49c
They're neatly made of blue and pink and white flannelette, dainty French style; yoke finished with bertha, edged with narrow embroidery; sizes 2 to 4 years; second floor; extra values at 49c.

Children's Pajamas at 50c
With or without feet, made of good warm flannelette; second floor; sizes 1 to 10 years; 50c.



Shoe Sale
Coming
Watch for Dates

\$1.25 Arabian Lace Curtains 79c

Heavy net Arabian Curtains with pretty borders in scroll and medallion patterns. Fresh, new stock. These are curtains you couldn't duplicate under \$1.25. Third floor Monday, yard.

Pro-Brussels Rugs

They are sometimes called reversible Brussels rugs; they look almost like body Brussels, and they wear as well. Good for offices, dining rooms or anywhere where a rug is supposed to stand hard usage. Good patterns and colors. Room sizes, too, Monday, reduced as follows:
\$9.50 rugs, 9x9, \$7.98.
\$10.50 rugs, size 9x10-6, \$8.98.
\$12.50 rugs, size 9x12, \$10.48.
\$13.50 rug, size 9x13-6, \$11.48.

\$3.00 Curtains \$1.69

Dainty white lace curtains, pretty Brussels effects and madras weaves, large variety of scroll patterns and floral designs. Fine quality of net. A \$3.00 curtain for \$1.69. Monday, Third floor.

\$5.00 Portieres \$3.98

Heavy tapestry portieres, 50 inches wide, 9 feet long, mercerized armures, reversible tapestries, pretty shades of reds and greens, pretty combinations, finished top and bottom with pretty knotted fringe. \$5.00 portieres \$3.98 Monday.

75c Door Panels 25c

Imported Arabian lace door panels, heavy net with pretty medallion centers, imported designs. They add so much to the looks of a door. Sizes to fit all size doors. Regular 75c ones, for Monday, third floor, each, 25c.

\$2.50 Curtains \$1.48

Pretty cross striped madras curtains in cream or Arabian color, cross stripes of red, pink, or blue or gold. They are pretty for side drapes for bedroom and dining room curtain. Washable. \$2.50 values for \$1.48 Monday, Third floor.

25c Drapery Sateen 5c

36-in. mill ends, 5 to 10-yard lengths. We won't cut them at this price. No phone or mail orders. Monday, third floor, yard 5c.

75c Table Covers 25c
20c Art Denims 10c Yard



Handkerchiefs Direct Importation

We're planning to do the handkerchief business of Los Angeles. You know we import all our handkerchiefs direct from Belfast. That means saving you the middleman's profit.

We want to impress you with the great quantities of handkerchiefs we carry, the great variety of handkerchiefs and that Broadway prices mean lowest prices Monday we're making special concessions in dozen lots, as follows:

- HDKFS, \$1.10 DOZ.**
13-in. linen hdkfs, for women, with a 1/4 in. hemstitched hem, \$1.10 dozen.
- HDKFS, \$1.50 DOZ.**
Pure linen hdkfs, for women, also heavy ones, 1/4 and 1/2 in. hemstitched hem, full size, 15c each, \$1.50 dozen.
- HDKFS, \$2.00 DOZ.**
Linen, sheer or heavy, narrow hemstitching, equal to most 25c hdkfs. Monday, 19c, \$2.00 dozen.
- HDKFS, \$2.50 DOZ.**
Initial linen hdkfs, hemstitched, each 25c, dozen \$2.50.
HANDKERCHIEFS, AISLE 3.

\$1 Satin Damask 89c

72 inches wide, Third Floor
Good satin table damask, a 72-inch, all-linen, plain centers and floral borders. Compare it with the best \$1.00 damask in town. Monday, third floor, yard, 89c.

62-inch Damask 55c
It's a strictly all linen white table damask, good medium weight, pretty patterns, 65c value at 55c, third floor Monday.

\$1.25 Napkins \$1.10
Scotch linen napkins, 17 inches square, Union linen, soft finish, best selvaige, assorted patterns, \$1.25 values for \$1.10, third floor Monday.

20c Huck Towels 15c

22-inch Napkins \$2.25 Doz.
Extra heavy half bleached napkins, German linen, large line of handsome designs. \$2.50 value for \$2.25, Monday, third floor.

25c Bath Towels 18c
Extra large size, white bath towels, good weight, hemmed or fringed, soft, absorbent. They are splendid 25c values, third floor. Monday, each, 18c.

75c Spreads 59c

Semi-Annual Notion Sale Begins Tuesday—Watch!

Monday evening's and Tuesday morning's papers will contain news of a Notion Sale of tremendous importance to every woman. Watch!

Silverware Savings

Set of six Knives, Rogers' \$1.39
Silver plated ware
Set of six Forks to match same \$1.39
Set of six Dessert Spoons 89c

AISLE 3 MONDAY

Armour's Star Ham 16c Pound

It's a headliner from the fourth floor grocery store, the anti-trust grocery store, the grocery store that makes independent prices. Phone your orders if you can't come. Exchange 337. This is Armour's Star Ham, The Ham What Am. 16c lb. Monday.

- SNIDER'S CATSUP 10c**
Plat bottle, you know the regular price.
- 50 LBS. A FLOUR \$1.25**—Every good housekeeper likes it.
- PKG. ELASTIC STARCH 7c**—Requires no cooking.
- BALL BLUE 7c**
Half pound box.
- 25c WASHING POWDER 15c**
Armour's or Rub-less.
- 60c TEAN 40c**
Fancy new Spindling, Gun Powder and English Breakfast teas.
- PINEAPPLE CHUNKS 10c**
12 1/2 lb. cans, in rich syrup.
- CANNED FRUIT 10c**
Satsuma, Egg and Green Gage plums.
- 10 BARS HAPPY DAY SOAP 25c**
- 1 LB. OLD GOVERNMENT JAVA COFFEE 31c**

Interest for Monday Swings Around Some 37 Fall Suits at \$10 Each



\$12.50 New 48-Inch Coats

We made up our minds to have such good coats, at such low prices, that the biggest coat business ever done in Los Angeles would center here this fall. We have had several strikingly successful coat sales—another for Monday—New 48-inch coats, swaggar styles, cut good and wide. Single breasted, fly front, 4 patch pockets—turn-up cuffs. Trimmed with inlaid cloth, 3 different patterns. Gray combinations and plaids. Exceptional values. \$12.50 Monday. Second floor.

It's a bullseye. No woman who wants a new suit—and who wants to save money—should miss it Monday.

Made of the self same material—in the self same way—these suits would cost us nearly twice as much to buy if we placed an order now. That's exact testimony of a man who knows—and who was in the store yesterday. The garment market is climbing. Why don't we hold them for higher prices? That's a natural question. This—the answer: "The Broadway" has built the biggest business of its kind in Los Angeles through selling good reliable merchandise at lower prices. When we get a bargain it's yours with full meaning. These suits are yours Monday at \$10.00. Nobby Prince-Chap effects, in five different kinds of material. Identical with suits bought earlier to sell at \$16.50. To duplicate them now they would cost us nearly twice as much. Remember, just 37 of them. Splendidly tailored, plain tailored coat effect with semi-fitting back, hinging on the "manish," lined with fine taffeta. Absolutely all wool materials, in gray—and blue and white check. Second floor, Monday, \$10.00.



Colored Taffeta 75c and 85c Grade 59c

Here's great silk news for Monday's selling. 1500 yards of colored silk taffeta to sell at 59c a yard. And you can't match the quality for less than 75c to 85c.

19 inches wide and the wear is fully guaranteed. It is a splendid range of street and evening shades, also white and cream; 25 shades in all.

It's a lot of silk we bought for a price concession. We're putting it out Monday as a flyer at 59c. If you've got a silk need of any kind be here Monday. We can't say how long the 1500 yards will last at this price. Aisle 5, yard, 59c.

36-in. Chiffon Taffeta \$1.69
It's an imported weave, fully guaranteed, rich black, suitable for cotton suits, waists and skirts. Aisle 5, Monday, yard \$1.69.

Bought—A Big Shoe Stock at 60c on the Dollar

The entire stock of Burson & Sons' Oxnard Store comes to the Broadway at 60c on the dollar. Watch for Sale Date.

Mantel Clocks \$3.98

\$1.50 and \$5.50 Ones
Mantel clocks, black enamel finish, gilt and bronze trimming, marbled columns, plain and fancy dials, best movements, fully guaranteed, strikes the hour on cathedral gong. Regular \$4.50 and \$5.50 values, aisle 3, Monday, each \$3.98.

\$1.50 Gray Mohair \$1.19
48-inch gray shadow plaid mohair, sheds the dust easily. Made from an all wool mohair yarn, regular \$1.50 quality. Aisle 4, Monday, yard, \$1.19.

54-in. Venetian Cloth 98c
It's an all wool Venetian cloth in shades of gray, green, navy, blue, tan and red, fine for walking skirts and suits. Aisle 4, Monday.

- 56-IN. COATING \$1.89 YARD**
It's a plaid coating, 56 inches wide, fine for the new long coats, plaid and checked effect, desirable shades in tans and gray. Aisle 4, Monday, yard, \$1.89.
- BLACK SUITING \$1.19**
Plain and fancy weaves in the new wool dress goods, panamas, serges, mohairs, Henriettas, Sicilians, crepe de chinos, 40 to 50 inches wide. Aisle 5, Monday, yard, \$1.19.
- 98c COLORED SILKS 60c**

The Beauty of Our \$5.00 Hats Is Awakening a World of Comment

The introduction of new talent—new ideas—into our millinery section has caused giant strides to be made the past few weeks. Style value has become our chief aim in hats at every price. Artist-milliners have come here with the prime object of making "The Broadway" Los Angeles' leading millinery store. Already they have worked wonders, particularly in

Trimmed Hats to Sell at \$5—New Ones Out Monday

Hats from leading Eastern milliners. Creations from our own workroom. The "difference" of "The Broadway" marks them all \$5.00. It's because exclusive milliners would ask you one-half to twice as much more for them that they are so important. Every shade. Every shape. Every color. Beautiful individual, becoming styles. Ask to see them Monday. We like to have you come to look. Extras for Monday. Second floor.

- Street Hats \$1.98**
Nobby, snappy sailors for girls. Turbans and other late effects, effectively styled. Compare them with \$2.50 hats at exclusive stores. At \$2.98 some street hats that will outshine many at \$5.00. Monday extras.
- Felt Shapes 75c**
Good \$1.29 values, untrimmed, all colors, many effects.
49c WINGS AT 25c—A full line, natural and all colors, extra values, 25c.
49c ROSES 25c—3 in a bunch, large beauties of silk and velvet.



Women's High-Grade Shoes Regular \$3.50 and \$4.00 Lines \$2.69

It's values like this that's making this the busiest shoe store in town. Women's high grade, hand made shoes, made of very best glove or patent kid, feather edge, turned soles or the welted extension kind. Most every style and shape you can think of, including full dress shoes, patent kid, fine mat top, French or spike heel; also a mannish toe in the college cut effects. It's about the best line of shoes you ever saw to sell at this money. None worth less than \$3.50, many \$4.00 ones, and then there are a few \$5.00 shoes in the lot. A good range of sizes. Aisle 8, pair, Monday, \$2.69.

Dress Sandals \$2.50 and \$3.00 Values \$1.69

Women's dress sandals for evening wear; bright patent or glaze kid; others in suede or colored glaze kid in red, gray, blue and green; four strap effects; many beaded; a good range of sizes in the entire lot; some sample pairs worth to \$3.50 and \$4.00. Monday, aisle 8, pair, \$1.69.



Flannelette 15c Quality 7 1/2c

About 25 pieces of fleece lined flannelette, all good colors, light and dark. Just a limited quantity of this material in a 15c grade for 7 1/2c. Better come early, 3d floor.

Fannelettes 16 1/2c
A 20c grade, rich designs, butterfly, peacock and Oriental patterns, fast colors, fine for wrappers and saques. Third floor, Monday, 16 1/2c.

Robe Flannel 25c
Extra heavy bath robe flannels in shades of red, tan, navy, light blue and gray. Reversible plaids and neat figures. Fine for robes, house, wrappers and smoking jackets. A bargain at 25c. Monday, third floor, 25c.

\$1.00 Flannels 89c Embroidered
All wool, white embroidered flannel; 28 inches wide; firm heavy quality, hemmed and hemstitched for women's or children's skirts; a regular \$1.00 value, 3d floor Monday, yd. 89c.

Wash Suiting 10c 25c to 45c Grade
About 25 pieces of heavy wash suitings consisting of linens, etamines, piques, volles and poplins. Not a piece ever sold less than 25c, and there are some 35c and 45c materials in the lot. It's a hurry out price for Monday, on the third floor, yard 10c.

Calico 4 1/2c 8 to 9 A. M.
Just two cases of standard calicoes, in black and white, and silver grays only. These are all perfect goods. We're going to sell them at 4 1/2c a yard Monday from 8 to 9 on the third floor. We limit the quantity to 15 yards to a customer. No phone or mail orders, none delivered. Yard 4 1/2c, 8 to 9.

Outing Flannel 10c Yard
We're showing the best outing flannel in the market today at 10c. Sales are proving it. Every desirable color and stripe and pattern here. Time to buy now, third floor, yard 10c.

11-4 Wool Blankets \$5.00 a Pair

They are fine wool blankets that we're making a big leader of at \$6.00 regularly, the kind that are featured in some stores at \$7.50. Tan or gray, full 11-4 size, 5-lb. weight, very closely woven. Ends are bound with wide silk ribbon. Pretty colored borders. Can't beat this for \$5.00. Monday, third floor.



85c Blankets 65c
10-4 cotton blankets in white, tan or gray, neat borders, assorted colors, warm and comfortable. Regular price 85c, Monday, third floor, pair 65c.

\$1.50 Pillows 98c
Good feather pillows covered with heavy ticking, fancy stripes, filled with clean lively feathers, odorless, \$1.50 ones for 98c, Monday, third floor.

\$1.50 Blankets \$1.19
Heavy twilled cotton blankets, full 11-4 size, white, tan or gray, pretty borders, extra weight. Shell stitched ends. Third floor, Monday, \$1.19.



Trustworthy Underwear Why It Will Pay You to Buy Here

Underwear that will keep you warm and wear—wear—wear. All at Broadway prices. The best for the least—that's our aim. We're building a name for quality as well as for price lowness—and we send these garments out as the Best Underwear That Can Be Bought to Sell at Equal Prices Anywhere. Buy your winter supply Monday.

98c Underwear at 75c
Cream, white, Jersey rib vests or pants for women. Aisle 6, 98c values at 75c.

WOOL GARMENTS 98c
Vests or pants for women, Jersey rib, heavy weight, silk trimmed, natural gray and cream. Aisle 6, 98c garment.

UNION SUITS 50c
Women's union suits onelta style, Jersey rib, fleeced, gray or cream. Aisle 6 at 50c.

UNION SUITS 25c
For children—Boys and girls, natural gray, Jersey rib, fleeced lined. Ages 2 to 12 years, 25c, aisle 7.

SLEEPING SUITS
Denton's sleeping suits for children, made like a union suit with feet.

\$20.00 Dinner Sets \$12.50

Monday we offer a lot of Austrian china dinner sets in pretty pink rose decorations. 100-piece sets, enough dishes for twelve people, regular \$20.00 values, for Monday, basement, \$12.50.

ROCHESTER LAMPS \$1.48
No. 2 nickel plated Rochester lamps, complete with opal shades, similar to the cut below. In the basement Monday, complete \$1.48.

GLASS LAMPS 24c
Hand lamps with burner and chimney, complete, basement Monday, 24c.

Salad Sets \$1.25
They are 7-piece decorated salad sets, large bowl and six saucers, set complete Monday in the basement, \$1.25.

