

To Have Perfect Eyesight Be Careful of Your Eyes

Few people realize how important their eyes really are until some slight defect warns them. Headaches are usually caused from the optic nerve. We examine eyes free. A registered optician will detect eye strain quickly. Third floor.

HEADQUARTERS FOR SILKS AND DRESS GOODS
BOTH PHONES EXCHANGE 537

The Broadway Department Store

Broadway, Cor. 4th., Los Angeles. Arthur Letts

November Sale

Embroideries 35c
50c to \$2.00 Values

We've demonstrated the importance of Monday Embroidery day at the Broadway. We're going to be ready with a greater collection than ever this Monday at 35c.

Beautiful designs on cambric, hainsook and Swiss. Bands, insertions, corset covers and flouncings up to 20 inches, some of them worth \$2 a yard. See them in the window. Be here when the doors open. 35c yard.

Annual November Sale of Books

An Advance Christmas Opportunity TO SAVE ON YOUR HOLIDAY PURCHASES

We want to influence you to buy Christmas books early. We want to demonstrate that this is the most complete holiday book stock in Los Angeles.

We want you to take advantage of the saving prices that this book store stands for.

For more convenient choosing we've moved the department to the main floor, in the front aisles, 5 to 8, just inside the main entrance.

JUVENILE BOOKS Worth 25c and 35c..... **19c**

For this sale only, a group of boys' and girls' books, including The Rollo series, Cooper, Hawthorne, Clay, Warden and Elliott works.

These are odds and ends at less than manufacturers' cost. We close them out at 19c.

JUVENILE BOOKS Published to Sell at \$1.50..... **\$1.18**

We have an extensive line of girls' books, including the Alcott series, the Little Colonel series, the Little Pepper Books, publishers' price \$1.50, our price \$1.18.

THE NEW BAUM BOOK Oama of Oz..... **\$1.05**

This is the book that children delight in. Broadway's price \$1.05.

MOTHER GOOSE BOOK This is a complete edition..... **\$1.25**

TEDDY BEAR BOOK \$1.25. REBECCA, by WIGGIN, 98c. BIRDS' CHRISTMAS CAROL 50c. STORY OF PATSEY 50c.

THE BETTY WALES SERIES 98c—These are splendid college stories for girls.

Also girls' books by such authors as Evelyn Raymond, Alice Hegon Rice, Martha Finley and Susan Coolidge.

New Copyrights \$1.18

Publishers' Price \$1.50.....

All the newest books by all the newest writers, copies that are making the biggest hits, the kind the book stores feature at \$1.50. Our price \$1.18.

Titles include The Shuttle, one of the best books of the year.

The Weavers, by Gilbert Parker. It's as strong as The Right of Way.

The Fruit of the Tree, by Ladythe Warton.

The Car of Destiny, by Williamson. Best Man, by MacGrath.

And other spinned stories. The time to buy now while stock is complete.

Books for Boys

Celebrated Alger and Henty books, published to sell at 35c, for this sale 25c.

Splendid line of boys' books at 50c, including such authors as Bonehill, Stratmore, Ellis, Standish, Winnfield.

Also Mark Twain's Tom Sawyer and Huckleberry Finn. These at \$1.75.

A Special Plan to Buy an Edition of Shakespeare

The lovers of Shakespeare will have an opportunity to get a set of Shakespeare between now and Christmas at about half the usual price.

Here's the plan—

25c Editions 12 1/2c

Monday and Thursday

TWO COPIES AT THIS PRICE

Beginning Monday and every Monday and Thursday until Christmas we will give you the opportunity of buying two titles of the 25c editions at 12 1/2c each. Start your set Monday.

75c Editions 50c

All the new copyrighted books published to sell at 75c are here at 50c.

Titles include: The Conquest of Canaan. The Lightning Conductor. Richard Carvel. Prospector, by Connor. House of a Thousand Candles. Told in the Hills. Graustark. Brewster's Millions and ever so many of the best selling books, our price 50c.

All Los Angeles Wonders at This Great Gathering of Christmas Dolls

Our dolls alone occupy as much space as some stores devote to their entire toy department. The famous Kestner dolls are here in all their beauty. They're famous for their pretty faces. Then the Floradora dolls—we've never had a collection to equal it.

The motherly instinct in every little girl is awakened at the sight of these dolls.

We're Giving \$50 in Prizes for the Best Dressed Doll

The only condition is you must buy the doll here, no matter what the price you pay—whether it be 5c or \$25.00, you are given the opportunity to secure one of the three prizes. It's not the elaborately dressed doll which will count the most, but neatness, originality, cleverness. These are the points that will be considered most. Outside judges will decide. Contest is open now. It closes December 7.



Monday Specials

\$2.98 Playmate Doll \$2.25

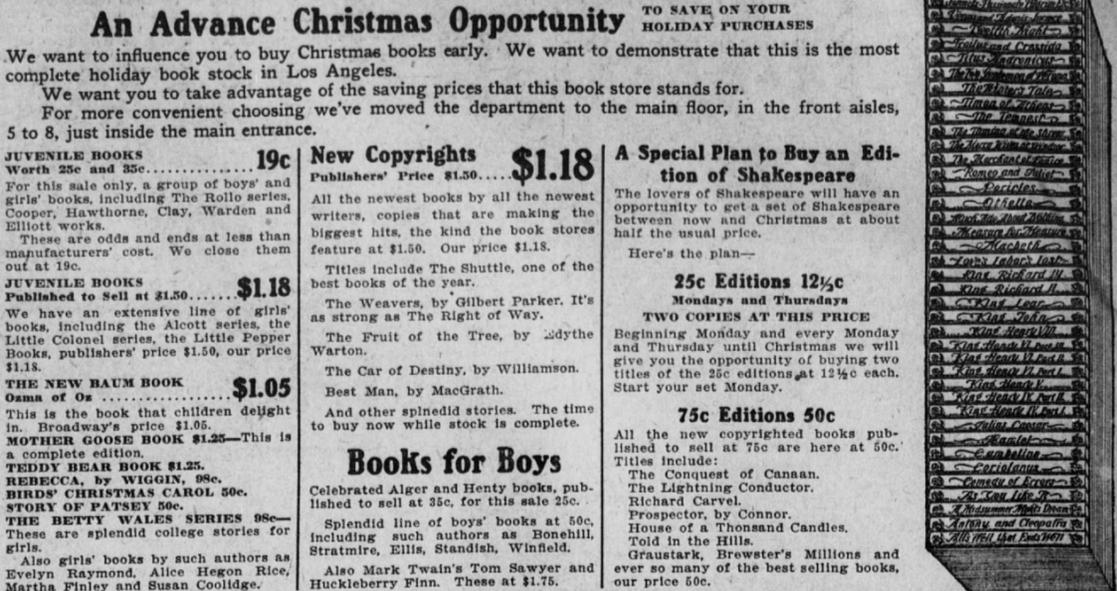
23 inches high, ball jointed, sewed wig, sleepy eyes. They're fitted with shoes and stockings. Sale price \$2.25.

59c Dolls 48c

Floradora jointed doll, moving eyes, curly wig.

\$1.98 Kid Doll \$1.48

Kid body, fine bisque head, hair parted on the side, hip and elbow jointed, silk shoes and stockings. Sale price \$1.48.



Never Before Brought Such Extraordinary Values

FIRST THANKSGIVING NEWS



The Linens, The Silverware, The Dishes

A Trio of Thanksgiving Necessities—Timely Opportunities to Save

Thanksgiving and November, two words that suggest the Thanksgiving feast. The first thought in the mind of every housekeeper. It's the first thought in the mind of the Broadway to enable you to fit your Thanksgiving table with the linens, the silverware, the dishes; to have a table that you'll be proud of and at the same time make it worth your while by enabling you to buy these necessities at less than regular.

The Linens First—Save Monday

To have snowy white, rich, dependable linen, that's your intention. To have you know that the Broadway is the leader in the selling of linens, the quality the highest, we quote below a list of influencing prices for Monday.

\$1.00 Damask 89c

Satin table damask, 72 inches wide, every thread linen; poppy, fleur de lis, clover leaf and other pretty patterns. The best \$1 damask you can buy today; Monday's price 89c.

22-Inch Napkins to Match \$2.90 Dozen

MERCERIZED DAMASK 60c—63 inches wide, fine satin finish, handsome patterns; 16 priced at 75c, for this sale Monday 59c.

COTTON DAMASK 37 1/2c—White, 58-inch table damask, assorted patterns, closely woven, splendid for restaurant; Monday's price 37 1/2c.

\$1.75 NAPKINS \$1.45 DOZ.—White damask napkins, 22 inches square, good weight, fast selvaige, very appropriate for hotel use.

Carving Sets \$3.50

Three-piece carving sets, silk-lined case, genuine stag handle, sterling silver ferrules, made by Landers, Feary & Clark; that means best; regular price \$4.50; sale price \$3.50. Aisle 3. Other sets from \$2.50 up to \$20.00.

\$3.00 GAME CARVERS \$2.25—Two-piece set, silk lined case, manufactured by Landers, Feary & Clark, fully guaranteed; stag handles, sterling ferrule.

\$6.98 Chafing Dish \$5.50

Full nickel plated chafing dish on heavy copper base metal; have alcohol lamp with two size openings; regular price \$6.98; Monday price \$5.50.

BAKING DISH \$6.00

Extra large size, quadruple plate silver, burnish finish, engraved and embossed; have enamel dish inside for baking; \$9 to \$12 value for Monday.

Silver Butter Dish \$3.98

Extra quality quadruple plate silver, engraved and embossed; worth \$5.00 and \$6.50; sale price for Monday \$3.98.



\$12.00 Tea Set \$7.98

Four-piece quadruple plate tea set, burnish finish; made to sell at \$12; Monday's price \$7.98.

\$10.00 TEA SET \$6.50

Four-piece tea set, satin finish with shield for engraving; \$10 value at \$6.50 Monday.

Rogers Bros. 1847 Silverware

\$5.40 HOLLOW HANDLE KNIVES, DESSERT SIZE \$4.00

Also hollow handle forks, same price. Choice of Avon and Vintage designs.

\$2.40 TABLE SPOONS \$1.75, set of six, shell pattern.

\$2.00 China Tea Sets \$1.00

Three Piece, Decorated. Decorated china tea set, consisting of teapot, sugar and creamer to match; regular price \$2; on sale Monday, basement, \$1 a set.

CRANBERRY SET 48c

Six saucers and cranberry bowl to match, 48c complete.

1000 PLATES 25c

REGULAR 50c ONES. All sizes in decorated plates, 1000 of them to sell at 25c each Monday. Some hand painted ones, all new decorations; 50c regularly. Monday's price 25c, basement.

\$5.00 ELECTRIC PORTABLE READING LAMPS \$3.50

All complete with fine 10-inch shade. There's nothing so handy as an electric reading lamp. DROP LIGHT 98c—6 feet of silk cord, with plug; socket and shade. Monday's price 98c, complete.

Rich Cut Glass at Saving Prices

The cut glass in the basement just sparkles with the newest ideas in cut glass. Monday prices are wonderfully attractive.

\$5.00 Water Pitchers \$3.98. Three-pint size, pin wheel cut.

\$2.25 Cruets \$1.75. For oil or vinegar; squat shape; rose pattern.

\$4.00 Comports \$3.25. Two designs with 8-inch cut stem.

\$3.50 Nappies \$2.98. With handle finely cut on the newest designs.

\$3.98 Berry Bowl \$3.25. 8-inch size; odd cuttings; neatly scalloped top.

The Newest of the New in Dress Goods and Silks

Paris isn't so far away, or London, either, when you think of the modern transportation facilities.

You'd think it was right across the way if you'd watch these shipments of silks and dress goods pouring in. Bright, new ideas that are showing more and more that this is real headquarters for silks and dress goods.

- NEW BROADCLOTHS \$2.98—Novelties; 52 inches wide; exclusive styles; see them Monday.
- FRENCH BROADCLOTHS \$1.98 AND \$2.48—Shades for evening coats and wraps; just what you're looking for now.
- NEW PLAIDS FOR WAISTS 98c—Wool plaids with silk stripes; over 60 different colors to select from.
- 54-INCH NOVELTY SUITING \$1.50—Broad-cloth weaves; checks, stripes and plaids.
- BEARSKIN CLOAKING \$2.75—54-inch width; cream color, for children's coats and caps. Aisle 11.
- BLACK BROADCLOTH \$2—Also grades at \$2.48 up to \$3.75; foreign and domestic cloth; 52 to 62-inch goods.

Black Silks, Monday's Specials

Prices prevailing for one day only.

- 36-INCH BLACK TAFFETA \$1.69
- 36-INCH BLACK TAFFETA \$1.25
- 36-INCH BLACK TAFFETA \$1.48 Grade
- 36-INCH BLACK TAFFETA Our Special \$1.25 Value 98c
- 36-INCH PEAU DE SOIE, Black, \$1.25 Value 89c

New Plaid Silks \$1.25 and \$1.50

3 Bars Fels Naptha Soap 10c

With Other Grocery Orders.

- This item holds good all day Monday in the grocery section.
- C & B KIPPERED HERRING 25c CAN.
- BAYLE'S YUM YUM PICKLES 8 1/2c bottle. Sweet pickles.
- 3 LBS. BROADWAY EXTRA COFFEE \$1.00.
- BROADWAY SPECIAL COFFEE 98c.
- BROADWAY SUPREME COFFEE 40c.
- UNCOLORED JAPAN TEA 60c.
- LIPTON 1-LB. CAN COFFEE 40c.
- 5 LBS. WHITE FIGS 25c.
- LONDON LAYER RAISINS 10c LB.
- 1/2-GAL. CAN BLUE SEAL OIL \$1.65.
- GAL. CANS \$2.55.
- MONOGRAM OLIVE OIL 50c SIZE 45c.
- COUNTRY CLUB CATSUP 8 1/2c BOTTLE.
- BAYLE'S CYCLONE RELISH 19c P. bottles. FORCE 10c PKG.
- 3 TALL CANS STERLING SALMON 25c.
- 3 PACKETS SALT 10c.
- 50c CAPERS 30c. HOTEL SIZE.
- DEMONSTRATION GRIFFON CATSUP.
- On the main floor and fourth floor. Oyster Cocktails free.
- DEMONSTRATION OF CRACKERS.
- On the fourth floor. It's very interesting, all kinds of crackers on display.

Calicoes 5c

Figured Blues Navy and Calcutta blue calico; white figures; also blue and white; Monday's price, third floor, 5c yard.

Twilled Calicoes 8 1/2c

For Comforts Selling now at 10c; strikingly attractive patterns and color combinations; Monday's price 8 1/2c.

Bath Robe 25c

Extra heavy bath robe flannel; double faced; light and dark effects; neat figures, dots and stripes; third floor Monday 25c.

50c Silk 35c

Gingham One of the most serviceable wash fabrics; plain shades of light blue, pink, oxblood, blue, gray, tan and yellow, cream and white; regular price 50c. Monday 35c yard. Third floor.

Bedford Cord 12 1/2c

White Bedford cord with black polka dots; 26 inches wide; heavy raised cord. Monday 12 1/2c. Third floor.

36-Inch Jap 12 1/2c

Kimono Crepe 25 pieces of the Japanese kimono crepe; dragon, floral and conventional designs. Third floor Monday, 12 1/2c yard.

Opening Sale of the New Enlarged Art Department



Monday we'll be ready with a greatly enlarged Art Department. A most complete and comprehensive collection of everything you want for art needle work. Pyrographic work and yarns of all kinds. We want you to know how we plan to make your Christmas shopping easier. We'll bring you to this section Monday with remarkable values. And Free Souvenir.

Art Scarfs and Squares 98c

750 Pieces WORTH \$1.50 Renaissance and Battenberg, scarfs and squares; our own importation. Every piece an art specimen; bright, brand new pieces for this opening sale Monday; bought to sell at \$1.50; sale price 98c.

50c Stamped Pillow Tops 25c

500 only of these stamped on Hardinger cloth, ticking and art linen, new patterns in floral and conventional designs. They sell regularly at 50c. 500 of them go Monday at 25c each.



Free Souvenirs

To every visitor to our Burnt Wood Department Monday we will give free a dainty wood medallion in circle, oval or heart shape. They're blank pieces. None to children. They're free to grown up folks as long as they last. One to a customer. It's our way of bringing you to the best and largest exhibition of stamped wood that was ever shown in Southern California. Every piece from the simple medallion up to the office desk.



Pyrographic Outfit \$1.19

Regular Price \$1.50 It's a souvenir price, that you may start your Christmas work now; an outfit all ready for burning, complete; an extra value at \$1.50, Monday's price \$1.19. One lesson free with each outfit.

2000 Boxes 16c

Worth 25c and 35c. For wood burning, ready Monday with 2000 boxes, consisting of glove, handkerchief and neckwear boxes. Beautiful designs, splendidly finished and well made; boxes that you cannot duplicate under 25c and 35c for this opening sale Monday 16c. Aisle 2.



25c Placques 15c

Oval and medallion plaques, newest designs in floral, animal and still life effects. They sell regularly at 25c; for this sale Monday 15c.

It's time to plan your Christmas gift making now. The Art Department is the most helpful place in the store. Just come in and look around. We'll be glad to give you suggestions. A Christmas gift that you make yourself is always more appreciated.

Make it a point to come to this opening sale Monday, rear aisle 2.

12 1/2c Domet Flannel 8 1/2c

Heavy Grade, from 9 to 10 50 pieces of heavy bleached domet flannel, seced on both sides, regular price 12 1/2c. Only 15 yards to a customer. No phone orders. None delivered except with other goods. From 9 to 10, 8 1/2c yard.

Women's Felt Juliets \$1.39

\$2.00 AND \$2.50 VALUES Alfred Dolge's Make Women's high grade felt juliets; elaborately trimmed with ribbon bow or corded edges; the season's very newest colors; all sizes and widths; actual \$2 and \$2.50 grades for a big Monday's special \$1.39 pair, aisle 8.

Women's Shoes and Oxfords \$1.98

Values up to \$3.50 New fall styles in women's boots or oxfords; they're made of patent or plain leather; both heavy extension soles for street wear or flexible hand turned soles for dress wear; blucher, lace and button effects; all sizes and widths. A Monday opportunity, \$1.98 pair.

A SHOE OFFERING FOR MEN \$2.15

\$4 and \$5 Values. One of the best shoe bargains we've ever been able to tell you of in the men's section. The very newest, patterns and lasts in patent kid or oilt skin, plain velour calf or kid, blucher or button styles; hand sewed soles; save a half or more Monday; all sizes; \$2.15 pair.

\$20.00 BRUSSELS RUGS \$14.45

Room Size 9x12 Splendid rugs, high grade, serviceable kind; patterns that you usually pay \$20 for; a headliner from the rug section; third floor Monday \$14.45.

\$40.00 WILTON RUGS \$34.45 35c MATTING 21c—Soft, pliable straw, closely woven; best value at 35c, Monday 21c yard.

40c MATTING 25c—Heavy, durable, the kind for beach or cottage, something different; 25c Monday.