

American Lady Corset Demonstration
 Monday we will have with us Mrs. Helene Rosenthal, one of the most expert corsetiers in the country, to demonstrate the merits of the famous American Lady Corsets. We earnestly request the women of Los Angeles to attend this demonstration, 2nd floor. Private fitting rooms.

New Book Just Out
 You'll want to get it. "Little Sister Snow" by Francis Little, the author of "The Lady of the Decoration," with 12 pictures in color, by the Japanese. Artists: Jeniro, Katoaka. Aisle 2.

Broadway Department Store
 BROADWAY COR. 5TH. LOS ANGELES. ADDED LETTERS

Dress Nets 25c
 42-inch Bretonne Nets in white, navy, brown and green. Choice of small fancy figured effects originally priced higher. Monday, yard, 25c.

Corset Cover Embroidery and Flouncings, Yard, 58c
 Superb hand-loom work in exquisite designs and great variety. Now just in time for Christmas sewing at a most unusual saving. Over 1000 yards—made in famous old St. Gall. 50 patterns made on sheerest swiss or serviceable cambric. 17 inches wide. Monday, yard 58c. EMBROIDERIES FROM SETS, 1/2 PRICE.

Great October Feature Fine Curtains at Half

Hour Sales From 8 to 9 a. m.

We're going to have a great day's business; we're going to start it early. Store opens promptly at 8 o'clock.

20c Table Oilcloth
 White or fancy, 45 inches wide. Limit 12 yards to a customer. Third floor, yard, 12 1/2c

Bleached Canton Flannel
 For the first hour only, on the 3rd floor, one case bleached canton flannel. Limit 12 yards to a customer. No phone or mail orders. Yard, 33 1/2c

36-In. Bleached Muslin
 500 yards only of this, if it lasts through the first hour. Desirable lengths. Limit 10 yards. No phone or mail orders. Be on hand promptly for this. It shouldn't last through the hour. Third floor, yard, 33 1/2c

2 Bars Fairy Soap
 This is the regular 5c kind at the Drug Section, for the first hour. A limited number to each customer; 2 for 5c

Bicarbonate Soda 5c
 This is the 10c package, commonly called cooking soda. Drug Section from 8 to 9, 5c

Four Ink Tablets
 Many dealers ask 5c for them, although we sell them for less. Monday from 8 to 9, aisle 2, 4 for 10c

White Fruit Saucers
 For the first hour in the morning, in the basement, limit 1 dozen. No phone orders, deliveries only with other goods from the basement; each, 2c

Corset Covers 10c
 Not more than 2 to a customer; big values at the regular price. Deep yoke of lace beading and ribbon. Second floor, 10c

Children's Knit Waists 10c
 From 9 to 10 a. m., 10c

Placque Free with Burning Outfit at 68c

The wonder of it all is that we are able to offer such an outfit at such a ridiculous price. Splendid bulb, aluminum point, thoroughly tested—alcohol lamp, benzine bottle and extra rubber hose. All put up in neatly stamped box ready for burning. And then to make the feature more important we give you a free stamped placque, made of 3-ply wood for carving. Choice of round, oval or heart shape. Main floor, aisle 2, Monday. Outfit and placque 68c.

25c Gas-o-Pens For Wood Burning 5c

Just attach them to the gas jet, light the point and you are ready for the work. These gas-o-pens sell regularly at 25c. Monday on the main floor, as an introductory feature we will sell one to a customer, each 5c, while they last.

LINEN STAMPED FREE MONDAY
 Monday in the art department, all plain linen bought will be stamped free of charge. **FREE LESSONS** in art needlework from 1 to 5 daily. Expert teacher.

Big Purchase and Sale \$2.45 New Style Oxfords



Footwarmers 49c
 Styles for men or women. You see them advertised in the magazines at higher prices. Choice of red, gray and blue. Ribbon trimmed. The misses' and children's sizes are 39c.

Far Under Value
 Such footwear as the manufacturer usually stamps \$3.50 and \$4, bought under market conditions that enabled us to price them when they arrived at \$2.98 and \$3, and now ready for a great buying opportunity Monday at \$2.45.

MEN'S FALL SHOES Marked \$2.48 and \$2.98. \$2.00

You couldn't duplicate them ordinarily under \$3 and \$3.50. Only because of our buying prestige were we able to sell them regularly at \$2.48 and \$2.98, and now Monday to create a stir we offer all sizes at \$2. These are button styles mostly in patent coltskin.

Dolgeville Juliets 95c
 New styles in the all wool felt, beautifully trimmed with fur; the most practical of bedroom slippers for the cold weather.

Real Arabians, Clunys, Irish Points

What do you think of buying high-grade imported curtains at just half the marked price? That's what this event means. A grouping of the season's earlier numbers, including the odd lots that we're going to close out in this bold, determined, bona fide, cut-price sale. All are marked at the former sale price—you pay just half.

- 31 PRS. \$7.50 ARABIAN CURTAINS..... \$3.75 PR.
- 4 PRS. \$9.00 ARABIAN CURTAINS..... \$4.50 PR.
- 7 PRS. \$12.50 ARABIAN CURTAINS..... \$6.25 PR.
- 4 PRS. \$12.50 ARABIAN CURTAINS..... \$6.25 PR.
- 6 PRS. \$13.00 ARABIAN CURTAINS..... \$6.50 PR.
- 13 PRS. \$4.98 IRISH POINT CURTAINS..... \$2.49 PR.
- 35 PRS. \$3.48 IRISH POINT CURTAINS..... \$1.74 PR.
- 9 PRS. \$8.50 IRISH POINT CURTAINS..... \$4.25 PR.
- 61 PRS. \$10 IRISH POINT CURTAINS..... \$5.00 PR.
- 6 PRS. \$12.50 IRISH POINT CURTAINS..... \$6.25 PR.
- 6 PRS. \$15.00 IRISH POINT CURTAINS..... \$7.50 PR.
- 10 PRS. \$4.48 MARIE ANTOINETTE..... \$2.24 PR.
- 30 PRS. \$4.08 MARIE ANTOINETTE..... \$2.04 PR.
- 30 PRS. \$3.48 MARIE ANTOINETTE..... \$1.74 PR.
- 23 PRS. \$5.98 MARIE ANTOINETTE..... \$2.99 PR.
- 17 PRS. \$9.00 MARIE ANTOINETTE..... \$4.50 PR.
- 3 PRS. \$10 REAL CLUNY CURTAINS..... \$5.00 PR.
- 18 PRS. \$5 COILED ARAB BONNE FEMME \$2.50 PR.

Drapery Silks Half Price

These are plain or figured to go at the same reductions as the curtains.

REAL TAPESTRY PANELS AT HALF

88c ONES GO AT..... 49c
 \$3 ONES AT..... \$1.50
 \$5 ONES AT..... \$2.50
 \$3 ONES AT..... \$1.50
 \$3 ONES AT..... \$1.50
 Some of these lots as low as 2, others contain 12.

Body Brussels, Axminster and Wilton Velvet Rugs \$22.50

This price strikes the keynote in the Rug Section. Beautiful new rugs direct from the mill. Not discarded patterns or undesirable patterns, but brand new goods. Think of being able to buy Body Brussels Rugs as well as Sanford and Superior Axminster and velvet and Wilton velvet rugs in tans and greens. In this lot you'll find besides the strong \$22.50 feature rugs that ordinarily sell at \$24.50, \$25 and \$26.50. For a great October day Monday at \$22.50.

SAMPLE CARPET RUGS \$1.50
 Axminster, velvet, Wilton velvet and real Wiltons in these.

Big Bedding Feature—\$1.95

Where will you find the equal of these 12-4 cotton blankets in the pretty gray or tan shades as well as white? Some \$2.50 plaid blankets join the lot Monday, for a still greater inducement at \$1.95.

Bath Robe Blankets \$1.95
 We've just received this new shipment; they're beauties; size 72x80.

Silkline Comforts \$1.95
 They're marked \$2.25, but they should be more. Special feature price Monday, \$1.95.

Big Dollar Sale Silk New Weaves—Black and Colors

As the dollar is the standard measure, so this dollar sale will be the measure by which you can gauge the high standard of the silk section.

\$1.25 and \$1.50 MESSALINES.
 These are in 4 to 15-yard lengths, marked regularly \$1.25 and \$1.50. Numerous shades. Limited quantity.

PEAU DE CASHMERE
 As well as cashmere de sole, in the 24 and 26-inch widths. Fashion's favorite silk in this sale at \$1.

PLAIN AND FANCY SILKS.
 A great gathering of new up-to-the-minute weaves, also 36-inch chiffon taffeta in some of the new shades, such as ship gray, artichoke, Copenhagen, etc.

SATIN PLAID SILKS
 That we have marked regularly at \$1.25, brown, navy, myrtle and other light shades.

BLACK SILKS
 Including the regular \$1.25 26-in. Bonnet and Haskel taffeta, 25 and 27-in. Peau de Soie, 22-in. fancy satin striped and jacquard weaves.

35-in. Peau de Soie.
 35-in. \$1 taffeta, the best in town at the price.

All these silks to be included at the one price, yard, \$1.00.

SALE SILK LISLE STOCKINGS FOR WOMEN

12 beautiful plain shades in these soft silk lisle hose that are only possible at such a price at rare intervals. Finished like the 50c lines. Have full fashioned spliced toe and heel and welt top.

MONDAY FEATURES IN LININGS
 From a wonderfully stocked lining department we feature the following:

Remnant Lengths Cambric Lining, Yd. 4c
 There are all colors, including black. Off the piece they would cost you 5c a yard. Lengths from 2 to 6 yards. Monday, 4c.

Short Lengths 20c to 30c Lining 10c
 Here are spun glass, percaline and silk taffeta in nearly all colors and black, 2 to 6 yd. lengths, that off the piece would be 20c to 30c; as remnants we may feature them at yard 10c.

Our Regular 35c Cotton Moires 27c
 27 inches wide, cardinal, gray, pink, myrtle, white, cream, brown, taupe and Alice. Aisle 6.

WOMEN'S FLEECE LINED VESTS AND PANTS

Here's the proper weight underwear for fall and winter. Vests have taped neck, form fitting shapes. Pants with adjustable waist band. Full ankle length. All regular sizes. Aisle 7 for these, each, 50c

98c to \$1.98 Dress Goods In a Timely Sale at 65c

We've taken the odds and ends of dress goods from our own stock. Lines that are marked regularly 98c, \$1, \$1.25, \$1.45 and \$1.98. We've grouped them all into one sale price for Monday, 65c. The assortment includes—

Silk and Wool Coleen Poplin, Batiste and Popinette, All Wool Shepherd Checks, Fancy Mohairs, Voiles, etc.

These are obtainable in brown, navy, gray, tan, cardinal, myrtle and champagne. While they are odds and ends the price is such a ridiculous one that the lot will fairly fly out. They're not remnants, remember, neither are they the very latest weaves, but the price is so attractive that you will not need the second invitation to share in the saving.

65c

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Women's 50c Flannelette Gowns 39c

We want to create an interest in the flannelette gown section Monday. Therefore we offer new lots of regular 50c garments that have just arrived at the ridiculous price of 39c. You'll realize what this bargain means when you see how full they are cut and how well they're trimmed. Choice of assorted stripes. Be sure to take advantage of this. Second floor, 39c.

Children's Heavy Flannelette Gowns 25c

Here's another wonderful value from the Infants' Wear Department. These gowns are marked 39c, but they are really worth more. Ages 4 to 14 years. Have round turnover collar, feather stitched edges. 25c.

Children's Black Sateen Bloomers 35c
 These are big, full garments for children up to 14 years. Elastic tape at knee. Ages 4 to 14 years. A feature at 35c.

Women's Flannelette Wide Skirts Monday 19c
 Assorted stripes, wide ruffle, soft heavy material. See if you can duplicate them at anywhere near the price. Monday, 19c.

Fine Hand Worked Samples Art Linen Large and Medium Scarfs and Squares to Go at Less Than Half Monday

Great big showy pieces of finest hand-drawn art linen, that have been soiled from too frequent handling. We want to put the stock in ship-shape condition. So we've attacked these with the blue pencil. Not more than one of a kind in most instances, and not a great quantity of them, but the prices are cut so deeply that if you need anything in this line you mustn't fail to take advantage of the opportunity. Description will hardly do these pieces justice. You must see them, note the even, careful stitching and the fine linen upon which they are worked, and note the greatly reduced price. They are actual, not estimated, with us.

- \$35 Drawn Work, 36x36 Squares..... \$9.95
- \$12.00 Drawn Work, 41x41-inch Squares..... \$4.50
- \$20.00 Art Piece with Tennifer Wheels..... \$5.00
- \$12.00 Drawn Work Scarf, 20x70, hemstitched edge..... \$5.50
- \$12.00 Drawn Work, 36x36-inch Square..... \$5.98
- \$12.00 Drawn Work, 41x41 Square..... \$4.50
- \$12.98 Drawn Work, 48x48 Square—only..... \$4.98
- \$8.50, 33-in. Square, with 3 rows Tennifer Wheels..... \$4.50
- \$8.00 Drawn Work, 13x35-inch Scarf..... \$3.99
- \$3 Drawn Work Spread, 90x90-inch hemstitched..... \$3.49
- \$23.00 Drawn Work Spread, 95x95-inch hemstitched..... \$15.00
- \$1.98 Scarf, 70x90 hand made..... \$3.99

Scarfs and Squares, Spoke Stitch and Drawn Work 75c
 A big lot of these in the sale Monday. Scarfs are 18x54. Squares are 28-inch. Third Floor. They've been marked higher.

3 Handkerchiefs 50c
 Included are handkerchiefs with embroidered corners, some Shamrock lawn with lace edge, or all linen with lace edge and also crossbar material with lace edge. Your choice 3 for 50c.

Three Initial Handkerchiefs \$1.00
 Three different styles in each box of six handkerchiefs. All linen quality. We will break the boxes—3 for \$1.

Handkerchiefs Monday, Each 10c
 Plain mercerized swiss with tape edge and embroidered corners. Also some of cross-barred material. 10c each.

Fire in the Factory of a Trousers Manufacturer Caused Water Damage to the Lining and Pockets of 350 Pairs of Trousers

They weren't at all exposed to the fire, and as good fortune would have it, in the process of manufacturing they were turned inside out so that when the water dripped on them only the linings and pockets became water stained. Nothing to hurt the wear or looks of the trousers, but enough to hurt the price so that the manufacturer made us a big concession. Therefore you may buy \$2.50 to \$3.00 Trousers Best of Styles in Worsteds..... \$1.85 Men who appreciate a bargain will be quick to take advantage of this. There is a choice of neat patterns in tans, browns and grays. Think of it, some of these are in silk mixed materials. Choice \$1.85.



45c Coco Door Mats 35c

Demonstration Never-Gray
 A vegetable preparation for gray hair that really gives satisfaction or the money refunded. Choice of 50c and \$1 bottles. Main aisle.

35c 46-inch French Lawn 15c

With only 100 yards to distribute at the exceptional price we must limit 8 yards to any one customer. This quality is very sheer, making it ideal for pretty waists and such. Although worth 35c yard we marked it less. Think of the 46-inch widths selling at 15c.

Figured Kimono Lawns, Yard 2c
 All sorts of desirable figured and floral patterns in these lawns so suitable for kimonos and house dresses. No phone or mail orders.

Imported Oxford Waisting, Yard 25c
 The demand is so great for this waisting that we have every reason to believe it will go quickly. Stripes and figures woven on white ground. Some with embroidery silk dots and rings. Monday, yard, 25c.

Fine Persian Lawns, Yard 15c
 The very sheerest of Persian lawn quality. 25 1/2 yards on full pieces at this price—sacrifice, yard 15c.

Cotton Batts Monday, Each 5c
 After 500 of these batts have been disposed of there will be no more. Monday, each 5c.

1-lb. Rolls Cotton Batts 10c
 It hardly seems possible—anyway probable—that these full weight 1-lb. rolls of cotton batts to sell at 10c each. Monday only.

3-lb. Rolls Cotton Batching 65c
 These rolls are in the full comforter size, 72x84 inches. The cotton is fine, soft and strong. Its comfort-making time. Monday, each 65c.

36-in. Bleached Domet Flannel 10c
 An extra heavy snow white Domet flannel with a desirable dense fleece on both sides. Splendid for night-gowns and such. Monday, yard 10c.

Broadway "Special Outing" 10c
 Of course, if this was not the best 10c outing flannel within any woman's reach we would not have marked it Broadway "Special." Choice of pleasing stripes, checks, plaids and boucle effects. Monday, a leader at, yard 10c.

72x90 Extra Heavy Sheets 39c
 Made in full size—2x2 1/2 yards—3-inch hem at top and bottom. An opportunity for rooming house proprietors and housewives at, each 39c.

"Everlasting" Seamless Sheets 58c
 Great service in these "Everlasting" sheets for hotels and kindred service. Replenish your stock, 2 1/2 x 3 1/2 yards, seamless style, each 58c.

Groceries

- 40-POUND SACK..... \$1.70
- 24 1/2-lb. sack..... 80c
- Flour—Apple Blossom 49c per sack, \$1.50; 80c
- 24 1/2 lbs. 70c
- Flour—Pastry or cake..... 35c
- Soda crackers, large package..... 25c
- Corn, Bean or Tomatoes, 10c
- can..... 25c
- Barnham's Tomatoes, 2 cans..... 15c
- Lima or Wax Beans, Barnham's, 1 can..... 15c
- 35c can Soups, Franko..... 25c
- American Lima Beans, 1 can..... 10c
- 2 lbs. Armour's Butter..... 35c
- Can Alaska..... 15c
- Red Salmon..... 15c
- CAN SARDINES, Imported or Smoked..... 10c
- COYE OYSTERS, Dozen cans \$1.10; can..... 10c
- PICNIC CLAMS, Dozen cans, 9c; 3 cans..... 25c
- 9 LBS. SUGAR OR GROCERY ORDER..... 50c

Great Enamelware Sale

Heavy Flue, Double Coated, White Lined 2448 Pieces, Represented in the 12 Articles Fictured

- 29c
- 29c

Buy Cut Glass for the October Bride

- Nappies or Bon Bon Trays \$1.35**
 Also similar articles at \$1.50.
- Footed Comports \$2.75**
- 8-Inch Bowl, Handsomely Cut \$3.75**
- New Imported Venetian Glass Bon Bon Dishes 75c**
 Also some at \$1.25. There are high footed kinds at \$1.
- Hand-Painted Gold Edge Plates 98c**
 These are hand decorated with burnished gold edge. Eight different decorations.
- 8-Inch Eocean \$1.50 Jardinieres \$1.28**
- Odd Soup Plates Neat Decorations 10c**