

LETTS Department Store 100 BROADWAY COR. 4TH. LOS ANGELES

31 Styles in Wash Belts Representing About 700 Belts in All 7c Think of it, 7c each for wash belts when wash belts are most needed. These are plain tailored, tucked or embroidered. Wide or narrow styles, enamel or pearl buckles. All sizes. Every one of this season's style. I've never had such values to offer. Every customer should buy two or three at the price. Even small dealers will want to take advantage of this. Aisle 3, 7c.

Solid Gold and Solid Top Guaranteed Beauty Pins 25c One of the finest lot of beauty pins we've ever seen for the money. Even jewelers will want to take advantage of this, for they cannot even buy them at wholesale at this price. Almost 235 sets of the solid gold top pins and 140 single solid gold pins in the regular collar pin size at 25c ea. Roman or bright finish. They're all guaranteed. Choice of beaded, chased and plain. These are large pins. Don't overlook this. Aisle 3.

Take These Sturdy \$1.98 Panama Light Weight Suit Cases \$1.29 A bargain that should re-echo throughout the city. The case is light in weight and yet it will stand all you can pack into it. Made with good solid corners—three hinges, brass lock and catches. It has steel frame, cloth lined. Even at \$1.98 this case would sell like hot cakes, and yet in this sale I price it to you at \$1.29. Third Floor.

DEPARTMENT MANAGERS' SALE 10TH

Word from Arthur Letts I decided to turn this business entirely over to you, my department manager, for one week each year. Naturally, I watched you closely. I have shown a more aggressive spirit, meeting my ideals with enthusiasm. You have accomplished great things in the past. I expect you will establish a new and greater record, both as you give our customers and the volume of business you will accomplish. I mention this business is entirely in your own hands. I step down and out. MAKE YOUR PRICES, and see to it that our customers coming into your department is absolutely satisfied with the purchase. My determination is to have every customer thoroughly satisfied up to you to make a wonderful record of this week. Go for the prize.

Arthur Letts k-Ready-Go! 7 Day Value Giving Merchandising Monday at of the store for seven days. Seventeen department by hold and daring value giving on the occasion of the very top of the list in Broadway Annual Events. ten days until Monday night, June 13. The store is completely policy, the advertising, the prices, in fact, they will be A facsimile of the motorcade will appear on the main floor and the department manager in the lead of each of the sales day will be seen occupying the first position on the track. It is destined to be one of the most remarkable merchandising weeks in the Broadway's history. Not a sale for one day, but seven days. Read what the department managers have to say for themselves. Come and share in the bargain giving.

Hurrah! Ankle Strap Pumps Marked a Great Deal More; \$1.95 I've cut the price to \$1.95 It's not so much the price as it is the quality of footwear that is included at the price. Think of champagne—gunmetal—patent roll—hand turned soles—new arrivals—short vamp—bow ornament—ankle and instep styles. Mostly all sizes. Can you equal this at the price? These are the kind of values I'll use to win the prize and make new records. Watch what I have to offer other days in this sale. The other fellows in this race will have to take my dust. (Aisle 8.)

Real Imported Turkish Boudoir Slippers, Pair 45c Women will go into ecstasies over these Boudoir Slippers. Vamps embroidered in silver and gold. No heels—choice of red, black and tan—all sizes, 3 to 8. None to dealers. While they last, 200 pairs at, pair, 45c.

Shoes Have Outside Position So Thompson Bros. \$4 to \$6 Sample Shoes and Oxfords Go at \$2.95 I have the outside position and my plans are carefully laid to gain the rail in the first few moments of the race. What tires are to the machine, shoes are to the feet—only you save on your shoe bills. I have no tires to sell. But look, men. These high grade Thompson Bros. Sample Oxfords and Shoes, that are usually sold at \$4.00, \$4.50, \$5.00 and even \$6.00. Also many branded lines of other shoes, such as Burt & Packard, etc., including tans, coltskin, plain kid, gunmetal, etc. All absolutely perfect. High and low cuts. All go at \$2.95 pair. Bring your feet and pocketbook. I'll do the rest. C. B. SHORT, Mgr. Shoe Department.

Babies' 25c Soft Soled Shoes and Pumps 15c What do you think of this for a sensation? Patent leather vamp with colored tops, others in plain colors—ankle pumps, sizes 0 to 3. No young mother can afford to overlook this. Pair, 15c. (Aisle 7.)

Final Word from the Advertising Manager Talk never made a sale. Merchandise is supreme, and I know from what I have seen of the merchandising you boys are offering in this Tenth Annual Department Managers' Sale that this will be one of the greatest far-reaching occasions that the Broadway has ever known. You have everything under your control and I have no doubt you will make it a success that will live in the history of the business. And yet, I am going to strive to make a record for the advertising department by competing with your best efforts in offering bargains (not ordinary bargains), but prices that carry conviction, values that talk. I'll have a number of these for you each day. All I ask is that you put them in a column right below and watch what I have to offer for the following days of the sale. These values will set a pace hard to overcome. H. S. CARROLL, Advertising Manager.

Look at This First Millinery Item Trimmed Hats \$1 If this alone doesn't crowd the department I miss my guess. There's a hundred of these hats, and I want to say that they have been beautifully trimmed especially for this sale, with flowers, grasses, ribbons, etc. Every one of them from this season's materials. Exceptional variety of colors as well as black. Positively the best millinery fortune I have ever given the Los Angeles public. Come early. Choice \$1.00. A. STAHL, Manager Millinery.

Take These 100 Tailored Wash Suits \$1.95 For a decided flurry the first morning of the sale. Beauties, every one of them. Tub suits of linen, tailored with a finish and care that puts them in a class of garments worth many times the price. Choice of tan, blue, white and rose. They're in the new 34 inch coat length with pleated skirt. It means a smart tailored summer suit, for a little bit more than the price of a few trips to the laundry. Second floor, Monday. H. N. MIDDLETON.

The Ad Man's Specials Take note of the values. It won't take any explanation to show you how important these prices are. Best Local Creamery Butter, 2-lb. Roll 63c The celebrated La Premier Butter. Best local creamery. Sold at this wonderful price for four hours only: 8:30 to 10:30 a. m. and 3:30 to 5:30 p. m. Ad Man's Special, 2 lbs. 63c.

Let the Startling Prices I Name on Undermuslins, Misses' and Children's Wear Show My Determination to Win There's plenty of power back of my machine. I'm going to generate speed with values, not hot air. Department 24 and the June Undermuslin Sale will be further strengthened by these values. R. L. DARROW, Manager Muslin Underwear, Misses' and Children's Wear and Corsets.

NOVELTY HAND-MADE HATS MARKED \$1.35. TAKE THEM FOR 10c Four stunning shapes of horsehair braid, made over wire frames—all they need is a little trimming and you have a clever dress hat—choice of black, white and burnt. My, what a bargain! How long will they last? Second Floor.

House Dresses While They Last from 8:30 to 9:30 50c The quantity is limited, so I advise you to be here promptly at 8:30. There may be enough to last through the hour. These are made of laced percales in blue and black. Trimmed with finishing braid. Do you suppose you could buy the material to make a house dress for any such price as this, outside of making?

Women's Petticoats 8:30 to 12 m. 33c Although the quantity is liberal, they surely cannot last longer than the time stated. Black saten and moire finished percaline; also striped gingham petticoats, full cut and wide. Second floor; each 33c.

I Never Sold Housefurnishings at Such Prices Before, Says W. B. Elms Come to the Basement if You Want to Save Not only since I've been in the Broadway, but in my 18 years of department store experience I've positively never had such merchandise to offer for such little money. I'm going to speed some. Watch me cut the corners. Here's the first burst of speed: Blue and White Imported Enamelware—Look Choice of the following: White & White Sink Strainers, Deep Pudding Pans, Water Pail (half handle), Coffee Pot, Sauce Pans (long handle), Covered Kettle (long handle), Wash Basins, Preserving Kettle, Colanders. 25c I'm going after the prize. These prices show my determination.

These \$3 to \$5.50 Hand Bags Will Create Big Excitement \$2.15 If the women appreciate what values mean these handbags will last but a few hours. One of the greatest values I've ever offered to the public. 100 of them altogether, hardly two of a kind. Genuine pin seal, fine morocco, best quality goat seal, imported pigskin and genuine saffian leathers, in popular and novelty shapes. Choice of black, tan, brown and gray. Just the sort of styles and makes you'd find in the highest grade leather goods stores. They are worth in the ordinary way from \$3 to \$5.50 and more. I put the entire lot out at \$2.15. Aisle 3.

These Beautiful Back Combs Are Ordinarily Priced \$3 to \$6 . . . \$1.49 I'll defy any department manager to offer any better value. The best and hand-somest lot of back combs that I've encountered in my experience as a buyer. Just 120 of them, and every single one of them worth from \$3 to \$6. I had hard work to secure the lot. You'll find a variety, including stone-set combs, some inlaid with pure gold, and other ideas too numerous to mention. You know what this means when I say \$3 to \$6 values in back combs, and only 120 of them. They won't last long. W. A. SCHIESS, Manager of Jewelry and Leather Goods.

Boys' 25c and 39c Knee Pants, 8:30 to 10:30 12 1/2c Good gray and brown mixed patterns, also plain blues and black knee pants for boys; 25 dozen of them to go from 8:30 to 10:30—if they last that long, for ages 8 to 14 years; pair 12 1/2c. Second floor.

You'll Never Buy Better Groceries for Less Money I'm going to make hundreds of new friends for my department because of the good quality groceries as well as from the low price standard. I'm going after the biggest crowds of the year. These values will do it. Choice Ripe Olives, Full gallon 45c Fancy new potatoes, 18 lbs. 25c 2 cans Asparagus, extra fancy, 35c Kingsford's Silver Glass or Elastic Starch, 3 pgs. 25c Eastern Full Cream Cheese, pound 20c Pyramid Washing Powder, 2 pgs. 25c While it lasts.

