

ARTHUR LETTS
Broadway Department Store
 HOME 10571, BOWY 4544 BROADWAY COR. 4TH, LOS ANGELES

Dinner 25c
 Rice tomato soup, roast leg of pork with dressing, or fried whitefish, tomato sauce, mashed potatoes, dessert and drink, 25c.
 Chicken salad with wafers, 25c; ham sandwich, pie and drink, 15c; ice cream and cake, 10c. Fourth Floor.

Three Buyers Unite in
Triangular Sale of Great Importance
 See Page 10, Part 3
 Particulars will be given there as to this notable event, which should result in new records for the departments concerned.

ARTHUR LETTS
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"I'll Start My Christmas Shopping Monday At The Broadway"

My, How the Toys Are Selling!

And no wonder when you consider we are now presenting the most wonderful lot of toys and dolls that has ever graced floor space in this store. Take into consideration the fact that the Broadway has always been Toy headquarters for Los Angeles. Is it any wonder that toys are fairly flying away. Santa Claus will be here Monday from 10 to 12 and 2 to 5 in the afternoon. He holds daily receptions; bring the children here to talk with him. Perhaps he'll have some nice little souvenir. At any rate he'll be glad to have the children write to him. Santa Claus answers all communications addressed care of the Broadway Department Store, his real headquarters.

EXPRESS WAGONS 95c
 Others at \$1.15, \$1.25, \$1.50, \$1.75 and up to \$2.50. Strongly built, in either blue or red finish. Strong Wood Coaster Wagons at \$2.75.

SHOO FLYS 75c
 Two horses with seat in center, suitable for the small baby. Others at \$1.25, \$1.39 and \$1.45.

WOODEN BARROWS 25c, 50c AND 60c

RUBBER TOYS
 Animals, dolls, balls, rattles, etc., at 5c, 10c, 15c and 25c. Red balls, 10c. Have double skin, perfectly sanitary for the baby.

THE GIBBS TOYS
 Pretty bright wheel toys which delight the wee folk. Some at 10c, others at 25c and 50c.

LARGE DOLLS \$6.95
 The genuine Handwerk full ball jointed dolls, moving head, long curls, sleeping eyes with eyelashes and natural eyebrows, 29 inches high.

BEED ROCKERS
 Something to interest the little girls. Wonderful values at \$1.25, \$1.75 and \$2.50.

TEN PINS
 A game of games for the boy. Can be played in the parlor. Sets of 14, 25c, 50c and \$1.

BLACKBOARDS 39c
 These are the kind with easel at 39c, 50c, 75c, \$1 and \$1.95.

NEW BASEBALL GAMES
 Interesting to young and old. Baseball as it is played on the diamond. Price \$2.45.

DOLL GO-CARTS
 We have a splendid line of doll go-carts in wicker or the folding kind, priced at 35c, 39c, 45c, 65c, \$1 and up to \$5.75 and \$8.50. One of these will please any little girl.

IRON TOYS
 A big assortment of passenger trains at 10c, 25c, 50c, 75c, 89c and \$1.
 Coal trains at 50c and \$1.
 Fire engines and hooks and ladders at 50c, \$1 and \$1.50.

Tuck's New Games and Animals 50c
 Moving limb animals, rope climbers, A B C Kindergarten, picture building, etc. Choice at 50c.

BELL CHIMES 10c AND 25c
 The kind that will run along the floor.

JOINTED DOLLS \$1.00
 These with bisque head, closing eyes, sewed curly wig, fitted with shoes and stockings. We have carefully considered the quality in these dolls, and are right to claim them the best \$1 dolls in Los Angeles.

KID DOLLS 25c
RAG DOLL 25c
 Cloth body and celluloid face.

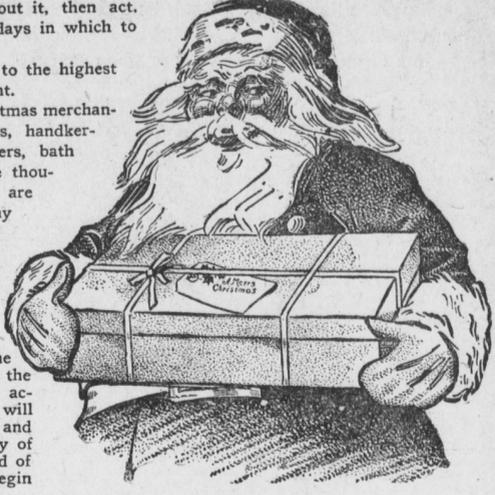


Read that headline again, think about it, then act. Shopping time is flying. 24 more days in which to select your Christmas gifts.

Right now the store is keyed up to the highest pitch from the merchandise standpoint. You are interested now in Christmas merchandise, the toys, the games, the books, handkerchiefs, jewelry, leather goods, slippers, bath robes, fine china, cut glass and the thousand and one gift suggestions that are here now in greater variety than any previous season.

Not only from the standpoint of completeness of stocks, but for a price reason, you'll be interested in the Broadway from now until Christmas.

We've planned for the occasion by the convenient arrangement of stocks, the strengthening of delivery and other accommodations. From now on there will be great crowds, we expect them, and have planned for them with an army of extra salespeople, and almost a world of merchandise. Monday the day to begin at the Broadway.



\$1.45 Burning Outfit 79c
 One item from a great assortment of wood burning materials and outfits. These are the regular \$1.45 outfits consisting of Pyro bulb, platinum point, benzine bottle, alcohol lamp and metal union, all included in neat stamped box for burning. Regular price \$1.45. Sale price 79c. This department, main floor.

1000 PLAQUES 5c EA.
 Six-inch size, oval or circular designed in fruit, heads and flowers. While they last, 5c each. We have other plaques at 10c, 15c, 20c and 35c.

PHOTO BOXES Tabourettes 59c
 Also post card boxes, 65c and 85c values. Regular 49c values. These are stamped, three and four footed.

15c to 50c Odd Art Pieces 10c
 Odds and ends of fancy goods, pillow tops, stamped center pieces, linen dollies, etc., 15c to 50c regularly. About 300 while they last, 10c each.

Marred Pictures Reduced Full Two-Thirds in Price
 Genuine carbons, oil paintings, hand painted water colors, pastels, hand colored artotypes and platins. Some are slightly marred from handling. In many cases you'd hardly notice the fault. Nevertheless, although the regular prices are 50c to \$10, they'll be offered Monday in sale at 17c to \$3.33, or full 2-3 reduction.

Artistic Picture Framing
 Combined with reasonable prices. And a wonderful assortment of mouldings to select from, makes this the ideal picture store. Time now for Christmas gifts by having your pictures framed in time.

Holiday Box Paper 10c
 This is one feature price to introduce the new location for this splendid holiday stationery department in aisle 5. Box containing 24 sheets and 24 envelopes. High grade linen finish paper. Boxes decorated in holly, mistletoe and other Christmas designs. Feature price 10c box.

Post Card Albums 19c
 These albums hold 200 cards. Made with fancy backs and especially desirable at the sale price of 19c.

Paper Bells 1c to 25c
 You need them for Christmas decorations. Also garlands, wreaths, etc., from 5c to 25c in aisle 5.

These Black Velvet Coats for \$4.95 Children
 Remarkable they are from the value standpoint, and you know the wonderful popularity for black velvet coats in double or single breasted styles with fancy buttons for ages up to 6 years. Just the cutest little coat you ever saw for the child, \$4.95.

Black Bonnets
 That will match the above coats. These of velvet too at \$2.98 and \$3.45.

Coat Sweaters 69c
 Practical for the infants or children. Plain red sweater coats. Sizes ranging up to 5 years. Second floor, 69c.

Flannelette Dresses 50c
 Buster Brown style flannelette dresses for children. Trimmed with wash braid and belt. Sizes up to 5 years. A feature at 50c.



"Dura Mills" The Underwear of Merit
 The underwear that gives satisfaction, the kind that is knit for service and comfort. Years of thought and knowledge of the underwear business is back of the making of this splendid line of Dura Mills. Garments for women and children.

Union Suits \$1
 These are ribbed, shaped Union suits, without the usual bulky seams at the side, and the best of it is that only at the Broadway will you find the Dura Mills.

Union Suits
 Of finer quality at \$2.25 and \$2.75. Also silk and wool union suits at \$3.55. Dura Mills vests and pants. These of wool, at \$1.25 and \$1.50. Of silk and wool at \$2.25. Be sure to see the silk blouse vests and pants at \$2.25 a garment. We have just attempted to hint at the broad variety of styles that can be obtained from Dura Mills. Fix the name firmly in your mind that when you want underwear you will unconsciously and profitably buy "Dura Mills." Aisle 7.

Broadway Gloves \$1
 And they've made a reputation for the Glove department. Of selected lambskin, two clasps at wrist, over seams. Have three rows of embroidery on back. Black, white and a good color range. We fit every pair, \$1.

Coronet Pique \$1.35
 These of finest quality lambskin with one large clasp at wrist. Pique and gusseted. Unexcelled for street wear and general service. Black, white and all desired shades.

Good Groceries
 Economically priced—the way that has made a reputation for this department. Phone your orders. We deliver free.

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| EASTERN SUGAR CURED PICNIC HAMS, 15c | FANCY CAROLINA HEAD RICE, 25c |
| About 5 to 7 lbs. each. | |
| FANCY NORTHERN BUBANK POTATOES, 50c | NAVY, LADY WASHINGTON OR PINK BEANS, 4 LBS., 25c |
| 28 LBS. | |
| FANCY IDAHO FLOUR—"SEED NO FURTHER" BRAND, 49 LBS., \$1.32 | SNIDER'S TOMATO CATSUP, LARGE BOTTLE, 20c |
| | |
| BEN HER BAKING POWDER, LB., 35c | ARMOUR'S PURE LARD—"SHIELD BRAND", 55c |
| CAN. | |
| LIPTON'S INDIA AND CEYLON TEAS, 62c | EGG-O-SEE OR E. C. CORN FLAKES, 4 PKGS., 30c |
| | |
| No. 1 quality; six different kinds. | IMPORTED FRENCH OLIVE OIL, NICELLE BRAND, BOTTLE, 40c |
| | |
| BROADWAY DELIGHT COFFEE, 30c | SPANISH-AMERICAN PORK AND BEANS, 95c |
| LOG CABIN CANE AND MAPLE SYRUP, \$1.25 | |
| GALLON CAN. | Or assorted soups. Free demonstration. |

Give a Kodak
 And that means give an Eastman, for if it isn't an Eastman it isn't a Kodak. What can be more appropriate for a Christmas gift? We're particularly proud of our Eastman Kodaks this season.

Brownie Kodaks \$1 to \$4
 And other styles up to \$26.50. Rear Aisle 2.

Merchandise Orders
 Solve the gift problem for those who are in doubt. Can be secured for any amount in any department. These are handsomely engraved. It's a quick way of avoiding the trouble of choosing satisfactory gifts.

Manufacturer's Surplus Golf Shirts That Should Be \$1..... 59c
 You see this manufacturer had a quantity of shirts remaining after the season's heavy selling, not sufficient to make a full range of sizes for him. We procured them and marked them for a feature price at 59c, although they were intended for \$1 shirts. About 50 dozen in all. Made of excellent madras cloth with cuffs attached, coat style, light and medium patterns. Monday you'll have the opportunity of buying these at 59c.



Men's Outing Flannel Pajamas 89c
 Samples and seconds, about 75 of these that will be interesting to that many men. If it were not for the slight imperfections and the fact that they are samples we would have marked them \$1.25 and \$1.50. Beautiful line of patterns and colorings. It's a rare bargain offering. Men's Annex, 89c.

Black Dress Goods—a Feature
 Now that the dress goods section has moved to the second floor we have more reason than ever for bringing to your attention the importance of this black goods section. Here are some of the prices to create greater buying interest:

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| 52-Inch Broadcloth, \$1.50 | 54-Inch Broadcloth, sponged and shrunk, \$3.00 |
| 52-Inch Broadcloth, \$1.75 | 54-Inch Shark Skin, \$1.50 |
| 54-Inch Broadcloth, sponged and shrunk, \$2.00 | 54-Inch Basket Cloth, \$1.75 |
| 54-Inch Broadcloth, sponged and shrunk, \$2.50 | 54-Inch Basket Cloth, \$2.00 |
| | 54-Inch Prunella, \$1.50 |
- Second Floor.
- | | | |
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| DELMONTE 44-inch; shades of cardinal, myrtle, navy and admiral, reseda. Feature price \$1.00 yard. | 50-INCH BROADCLOTH \$1.50 | Doeskin \$2.00 |
| | Shades of light and golden brown, taupe, light gray, rose, myrtle, navy and admiral. Remarkable value at \$1.50. | 50 to 54-inch; sponged and shrunk; very desirable chiffon weight in the season's very latest shades for street and evening wear. |

Guaranteed Black Silks—Important
 News of great importance for Monday shoppers. These items it is from the main floor. Silk department, Aisle 5. These are black silks that we can guarantee, and black silks are much in demand at the moment. Aisle 5.

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| 34-inch Black Taffeta 75c | 36-inch Black Taffeta \$1.19 |
| 35-inch Black Taffeta 89c | 36-inch Black Taffeta \$1.39 |
| 36-inch Black Taffeta \$1 | 36-inch Black Taffeta \$1.48 |
| 36-inch Black Taffeta \$1.15 | 36-inch Black Taffeta \$1.98 |
- SCARFINGS 35c**
 White and cream grounds. Side bands of Oriental and floral designs, rich color combinations of pink, blue, helio, green, red, gray and purple.
- Crepe de Chine 59c**
 All silk at that. Solid colors, including pink, gray, tan, reseda, brown, corn and helio.
- KIMONO SILK 65c**
 30-inch width. Rich color combinations. Japanese, floral and Oriental designs on tan, navy, reseda, cardinal, Copenhagen, lavender and cream grounds. Aisle 5.

Linings
 Important prices for Monday. CAMBRIC 36 YARD—24 in. 8 pieces, purple only.
 COAT LINING 36—36-inch width. Monotone strips effects. Shades of pink, rose, wistaria, tan, brown and navy.
 QUILTED SATIN 31—23-inch. Shades of brown, cardinal, light blue, gray, pink, white and cream. Second Floor.

Wonderful Purchase 25,000 Pcs. Imported Blue and White Enamelware in Great November Sale, 10c & 15c
 Look at the two illustrations. They tell the story in the picture of what this enamelware sale contains.

All small useful pieces as shown at the two prices named. One lot at 10c, one lot at 15c.



25,000 pieces, about enough to last one day, considering the values, for remember that this is the heavy blue and white enamelware that is hardly ever obtainable at anywhere near such prices. Come early and buy many pieces, for the sale is unusual.

The China Store Complete with Gift Hints



If you are at all in doubt as to what to give for Christmas a trip to the china, cut glass and bric-a-brac departments will solve the problem. We've given extra careful attention to the selection of Christmas gifts with special features at 25c, 39c, 50c, 75c and \$1. Here are salad bowls, cake plates, celery trays, chop dishes, cups and saucers, plates, covered bon dishes, powder boxes, hair receivers, etc. Popular prices prevail. We direct particular attention to the beautiful china pieces at \$1.25, \$1.50 and \$2.

VENETIAN GLASS COMPART AT 95c
 Like the picture, this beautiful decorated Venetian glassware is attracting widespread attention. This compartment at 95c is a feature to direct your attention to the line, which is wonderfully complete at 50c, 75c, \$1 and \$1.25, including trays, bon bon dishes, etc.

CHILDREN'S CHINA
 Containing nursery rhymes, pictures in china, creamers, bowls, plates and oatmeal sets. Priced at 15c and 19c.

TOBACCO BOXES
 That new line will be ready Monday. Prices starting at 25c, 39c, 50c, then 75c and \$1.

CUT GLASS
 Always appropriate for Christmas gifts. This assortment is particularly attractive. We've never before had such beautiful pieces at \$1.50, \$1.95, \$2.45, etc.
 Water jugs at \$3.95 and \$5. Sugars and creamers at \$3.75 and \$3.95 a pair. Handsome cuttings.



The World's Greatest Literature in the Year's Greatest Sale—A Revelation

The National Library Company's startling sale opportunity in which the new style high art bindings, large type, illuminated editions of the standard writers, come to the Los Angeles public at about 1-3 subscription prices. Think of what an opportunity this affords you of buying Christmas gifts. The book department has enlarged to double its usual size. Here are some of the features:

Name	Sub. Price	Sale Price	Name	Sub. Price	Sale Price
Jowett's Plato	\$12.00	\$ 4.20	Les Miserables	\$16.50	\$ 5.95
Jowett's Plato	\$20.00	\$ 6.75	Lossing's U. S.	\$16.00	\$ 5.50
Austen	\$18.00	\$ 6.45	Lossing's U. S.	\$21.00	\$ 7.00
Children's Own Lib'ry	\$22.50	\$ 7.50	Shakespeare	\$60.00	\$21.25
Children's Own Lib'ry	\$30.00	\$10.00	Thackeray	\$40.00	\$13.50
De Musset	\$18.00	\$ 6.35	Thackeray	\$27.50	\$ 9.75
Don Quixote	\$12.00	\$ 4.00	De Maupassant	\$15.00	\$ 4.75
Don Quixote	\$20.00	\$ 6.75	De Maupassant	\$20.00	\$ 6.75
Ingersoll	\$18.00	\$ 6.00	Longfellow	\$15.00	\$ 4.75
Ingersoll	\$25.00	\$ 8.25	Longfellow	\$20.00	\$ 6.75
Les Miserables	\$12.00	\$ 4.25	Shakespeare Aldus	\$ 2.40	\$.60

Piano Contest Grows in Interest
 The boys and girls are working like trojans for supremacy in the Piano Contest. The Ludwig Baby Grand and \$200 in merchandise to be given free. Every 30c purchase counts one vote. Children's departments count double. Toy purchases count triple. Contest closes December 15th.



Why Not a Sunset Sewing Machine for a Christmas Gift?
 It's putting your Christmas money to a practical use and you'll be giving a gift that any woman will appreciate.

Sunset Sewing Machines are unsurpassed in quality, in finish and in price.
 Model A Cabinet \$40, Model B \$34.50, Model C \$31.50, Imperial \$25.50.
 (Second Floor, Center Room.)
 Three Buyers Unite in Triangular Sale of Great Importance. See Page 10 for Particulars

Great Quantities of the Newest Copyrights

Are now here in the enlarged Book Department. All the late popular copyrights at prices that mean economical Christmas gifts—and what better gifts could there be than books?
 "The Rosary."
 "The Siege of the Seven Sultans."
 "The Lazy Page."
 "The Sword in the Mountains," a fascinating story of the Civil War.
 "The Master of the Vineyard," as well as Harold Bell Wright's new book, "The Uncrowned King."

