Monday "Cherry Pie" of Red Ripe Cherries

Check Suiting Not "All Wool"..... 15c

—Not any wool — but it looks just like 85c and $1.00 shepherd checks—

—15c yard—a great value in summer cottons. Buy Monday.

Phones—Home 10518; Bdwy. 5180

Bullock's
Broadway at Seventh

—Would you like to know what Wayne Wardrobes are?

—Can't you taste it? Luscious red cherries wrapped in a crisp, flaky crust.

One of the desserts on Monday's tea-room menu. On the main bill of fare will be—

—Fried silver smelts, breaded. Tartar sauce.

—Broiled salmon steak. Meuniere.

—Broiled sirloin steak. Mushroom sauce.

—Orange snow pudding; whipped cream.

—Straight from the spring comes Arrowhead, the sparkling mineral water to be served free in the tea-room.

Bullock's — Open at 8:30. Close at 5:30. SUPREMA QUALITAS REGNAT

The Free---The World's Best Sewing Machine

Krinkle Kloth Can't You See It?..... 15c

—New patterns — new colors. It's just like its name —"Krinkle Kloth"—

—A Krinkly Gingham and it is going very fast at 15c yard.

Phones—Home 10518; Bdwy. 5180

Bullock's
Broadway at Seventh

—Maybe your neighbor can tell about Wayne Wardrobes.

—The title given to The Free Sewing Machine by those who have made a study of sewing machines.

—Women who know say no other sewing machine sews so accurately or so swiftly.

—No other machine has 8 sets of ball-bearings and the Rotoscillo movement.

150 Women's New Tailored Suits Monday Sale at $17.50

Quickness saved them to Bullock's. Time for another thought and they would have been featured in an Atlantic city, three thousand miles from Los Angeles.

—Instant decisions are important factors in Merchandising at this side of the Continent—Big trade features don't go begging—Bullock Buyers are as wide awake to this fact as they are to the policies that are building this business so strongly in the confidence of the public; policies that are watchful of regular stocks, to have them complete and varied, filled with right merchandise at right prices, and that are, at the same time, as watchful of opportunities to sell good merchandise at under prices—

—While the other buyer was weighing the matter, Bullock's representative flashed over the situation, saw the suits were of the kind we could buy in a regular way and put into stocks at regular prices, and snapped them up at such a saving that

We Can Put Every One of Them Out at a Fraction of Its Real Worth . . . $17.50

—Monday the sale begins. Measure it any way you will, it is the biggest price opportunity we have been able to offer this year.

Another Great Group of Suits to Go at . $35

—Many of them close to half—

—Some Fifty Suits, all told, we have gathered together as incomplete lines, and reduced for a quick adjustment. Including some of the best selling styles we have had —among the novelty garments.

—Shepherd checks with rich braiding.

—Narrow and wide wale novelties in plain colorings.

—Navy Blue Suits in plain and fancy weaves—beautifully trimmed —and some two-toned plain tailored Suits—

—An extraordinary sale for Monday, $35.00.

—150 Suits—Worsteds—Serges—Fancy Weaves —Not an old nor an undesirable style—Not one but that is tailored right up to the minute of Fashion—With the exception of a few Blacks and Shepherd Checks, all are in light delicate shades of Gray, Creme, Tan, Lavender, Champagne, a few Navy Blues—25 Cream Serge Suits included —all at $17.50.

—The last of certain lines from a prominent Eastern Suit man, noted for his style leadership, out for the first time Monday—a sale you should not miss.

"A Greater Bullock's for a Greater Los Angeles"

Slogan for 1910

—Each day we are getting deeper and deeper into the Mine of Possible Ways in which this store may prove more helpful to its customers.

—And we are working out carefully each vein as it is opened.

—New stocks are being added here.

—Service is being strengthened there.

—Systems are constantly being changed, this way or that, as experience directs—and business keeps growing as Bullock's ability to satisfy customers and more customers increases.

To June Brides Give Linens

—Beautiful Linens always make acceptable wedding gifts — and beautiful linens are at Bullock's now in rich variety.

Scalloped Sets — With different size cloths and 1 dozen napkins, $11.25 to $15.50.

Separate Round Cloths—$3.75 to $8.50.

Hemstitched Sets—$5 to $12.50.

—Give table linens. Buy at Bullock's Monday.

48-in. New French Linen Suiting 75c

A favorite summer dress stuff. So practical and suggestive.

—Copper, Old Rose, Wistaria, Gray, Pink, Blue, Green, Tan, Cream, Plum and Natural, 75c yard.

28-inch Costume Linen 35c—Ivory—an unusual quality, an unusual value, 35c yard.

A Very Special Offering of Lace Curtains at $1.95

—Heavy cable net curtains in imitation Cluny lace effects. Arabian color only. Curtains that would ordinarily sell for close to twice $1.95. A special feature Monday, $1.95.

Special—8 Bars Rub-No-More Soap 25c

—With 25c purchases, on the Fifth floor Monday. A limit to quantities, and no phone orders.

Bobbinet Curtains $1.00

—In white or Arabian. With zigzag edges and insertions. Heavy bungalow net curtains included. Monday at $1.00.

Negus Couch Covers $2.00

—60-inch reversible tapestry couch covers in rich Negus patterns. Great covers for wear. Great values, $2.00.

Samples 9x12 Feet Body Brussels Rugs $17.50

—Save 33 1-3 per cent on the new rug you want by being early on the 4th floor Monday. These rugs shouldn't last long. Just six of them, samples. Good colorings and patterns. Remember, Body Brussels rugs at the ridiculously low price, $17.50.

Matting Monday 15c

—Extra heavy China Matting, in good colors, 36 inches wide. While a limited yardage lasts, 15c yard.

9x12-ft. Roxbury Rugs, Priced..... $17.50

—A value scarcely less unusual. Roxbury rugs, famous for their wearing qualities, 9x12 feet, $17.50; 8.3x10.6 feet, $16.50.

9x12-ft. Rag Rugs. Great Values..... $10

—In dainty new hit and miss color combinations. Fine rugs for bedrooms, 8x10 feet, $8.00; 6x9 feet, $5.50.

New Flower Laden Hats for Midsummer Wearing

—The chief item of millinery interest Monday. Many think them the most beautiful models of the whole season.

—Certainly, the styles are individual, different, rarely becoming. You can imagine how effectively flowers can be combined in trimmings, but you can't imagine what rare results have been won until you see these new hats Monday.

—Rich new styles, with color harmonies and contrasts, and style ideas that haven't been developed before. The picture is a drawing of one of the models.

We Mark to Half Price and Less One Hundred Hats $5.75

Will be their new mark Monday. Extraordinary values for an extraordinary sale and a quick clearance.

—From the standpoints of style and value Bullock's should be your millinery store Monday.

Not Quite 300 Yards This Pongee Monday, Yard 95c

—It is 27 inches wide—a heavy natural, Cloth o' Gold effect—Unusually rich and beautiful. Unusually priced, for 95c multiplied by two would be closer to the real value of this Pongee than 95c.

—For Coat Suits. For Separate Coats. For Summer Dresses. For any use to which you have been planning to put Pongee. Buy this Pongee Monday. The strongest advertisement we could give it would be to put a piece of it here, just marked 95c. Just as surely as women know silks, it wouldn't last till noon.

44-In. Silk Crepe de Chine at..... $1.25

—Soft, crinkly crepe plaisse in cream, champagne, tan, castor, gray, reseda, pink and light blue. The most fashionable of weaves. Monday, $1.25 yard.

24-In. Crepe de Chine to Sell at..... 50c

—A very special value in red, Nile, gray, silver, reseda and black. Just a few pieces to go Monday. Way under worth, 50c yard.

Fragile Mulls and Lovely Sylkes—More 'Mysteries'

—to draw women irresistibly to the new Cottons at Bullock's.

—Tell these New Shantungs from real Silk, if you can—and yet they're priced only 35c yd., and come in all good colors.

—Imagine prettier Waists and Frocks from silks at $1.25 and $1.50 per yard than you can make from these **Sylke Crepes at 50c**, and you will do the impossible.

—Then there are **Dimities and Mulls at 25c.** Fragile as a spider's web.

—And hundreds and hundreds of yards of other beautiful new stuffs—just too many to do justice to in one advertisement. If you have summer sewing in mind, don't miss seeing them Monday.

More Snow White Cool White Goods

—Just here, to be beautifully transformed into waists and frocks and graduation dresses.

—From the lovely **French Air Line Tissue**, 46 in. wide at $1.50 yard, to clever **Imported Batiste** at 35c yard—the range is complete and remarkably attractive.

—Bullock's IS Los Angeles' White Goods Store.

New Madras Waistings—20c, 25c, 35c to 50c.

Dimity Checks, 20c to 50c—in checks and stripes, a great variety.

Heavy English Repp 45c—Highly mercerized, for tailored waists.

French Batiste 75c—Sheer and dainty.

Linen Finished Suiting, 15c and 20c.

Sea Island Nainsook, 36 in., 12 yards, $2.25.

45-inch Persian Lawn at 35c Yd.

36-inch Sheer French Crepe $1.00.

New Longcloth, 36-in., $1.20 to $2.25 piece, 12 yards.

Great Lots of New Laces Ready

—First time Monday. Get a first glimpse of them, for they are just the laces that are so extremely popular right now in the East. Just the pretty effects that will be much worn in Southern California this summer—and they are going to be snapped up rapidly.

Tub Laces 75c Piece

—Our own importations of French, German and English wash laces, consisting of new patterns in Normandy, Pt. de Paris and Italian Valenciennes in sets. Fancy cotton laces, so much used for un-ordinary lingerie; beautiful wash allovers in dainty patterns.

—1000 pieces in all. A great lot and a wonderful assortment.

—Monday, 75c piece.

And Dress Laces

—Mid-season styles in allovers, bands, edges, galloons, nets and medallions; a rare assortment of new shadow lace allovers with bands and edges to match. Persian allovers, English nets; fine dainty patterns for waists.

—Allovers, $1.00 yard up.

—Bands, 25c yard up.

—Edges, 25c yard up.

—Nets, $1.00 yard up.

—Buy laces Monday.

The Buying of Wayne Wardrobes

—has commenced most vigorously.

—Scores of women are going to outfit their home clothes closets with them.

—Armories and organizations are buying them for uniforms.

—Have you ever had clothes destroyed by moths?

—Have you ever paid big clothes renovating bills?

—Or cold storage bills?

—Wayne Cedared Paper Wardrobes will save your clothes and your money.

—Moth proof, dust proof, moisture proof, 50c to $1.50. Bullock's exclusively.

Now the Great Opportunity To Buy New Dinnerware $5.50

Six different decorations in famous English porcelain—just unpacked, go on sale Monday. 50-piece cottage sets $5.50

—They were ordered months ago at a time when the potteries were anxious for orders. Since then times have changed, for when we wanted to double the quantities, we got a wire back to this effect: "No; unless you double the price."

—You can see, from this refusal, more clearly than all the words we could use, the importance of the occasion—for, in spite of the advance in worth, we haven't advanced one penny the price at which we intended to sell these sets.

—All six decorations will be out Monday at $5.50 for 50 pieces. Quite the most important dinnerware event we have been able to announce.

This Composition

—6 cups and saucers
—6 dinner plates
—6 pie plates
—6 bread and butter plates
—6 Coupe soup plates
—6 fruit saucers
—2 platters
—2 vegetable dishes
—1 sauceboat
—1 pickle dish
—1 covered vegetable dish

These Decorations

—"The Famous Blue Willow."
—"Old Copenhagen Blue."
—"The Dutch Windmill."
—"Old Cattle Scenes."
—And two other splendid patterns — all at $5.50 the set of 50 pieces.
—The opportunity is yours. Don't miss it. Quantities are, of necessity, limited.

Handsome 27-Inch Embroideries That Are Extraordinary Values at $1

—Beautiful uncommon designs in eyelet, floral and pompadour styles, perfectly embroidered on swiss and nainsook. And some allover embroideries on swiss, nainsook or mull.

—100 different designs. Specially priced $1.00 yard. If you need embroideries don't miss sharing these Monday.

Fashion Says, "The New Ivy Corsets

—are the best styles for women to wear."

—Built on lines of supreme grace, according to Nature's rules. Ivy corsets fit the figure as good corsets should fit the figure.

—So many different styles that every woman can be perfectly fitted.

— At Bullock's exclusively.

—Expert fitters, private fitting rooms. Second Floor.

The Picture Shows New Ivy Model 790..... $5

—a splendid new model of imported French Batiste, or light weight Coutil. Medium high bust, extra long hip and back, boned with soft rust-proof whale spring. Has 3 sets hose supporters. Sizes to 30; $5.00.

"Ivy" Style 490, $3.00

—Self-reducing corset, made especially for stout figures; is low under arms, with low bust; extra well boned; reinforced relief strap in front; 4 supporters over abdomen, and side supporters. Sizes to 36. $3.00.

"De Bevoise" Brassieres

—Clever Parisian cut garments, perfect bust supporters, at 50c, $1 and $1.50.

Complete line of corset accessories.

Junoform Sanitary Belts, 75c.

Pneumatic bust forms $1.50 to $2.50.

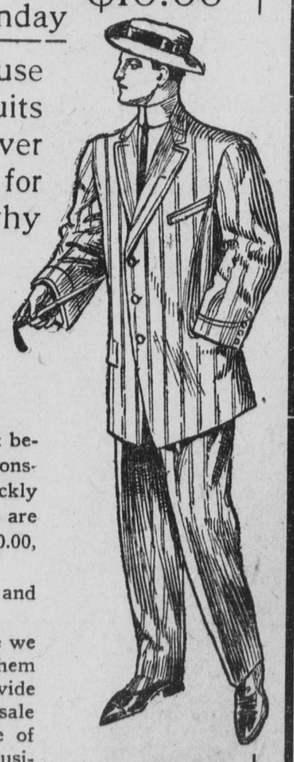
Scott hip forms 50c and 75c.

Venus shirt waist forms 50c—Light, cool and comfortable.

Sahlin perfect form and corset—Combined, $1, $1.50, $2.

Over 250 Men's Suits A Surprise Monday $10.00

—A surprise, because they are such suits as you would never expect to buy for $10—that is why we are advertising them.



—Suits that, in material, style and tailoring, will appeal to men who never paid as little as $10.00 for a suit before, and will strike a responsive chord even more quickly in the hearts of men who are in the habit of buying $10.00, $12.50 or $15.00 suits.

—Sizes 34 to 44 regular, and 38 to 46 stout.

—Just 250 of them. While we don't expect to sell all of them Monday, Monday will provide best selections, and the sale should be taken advantage of by men who need a new business suit and had planned to pay as much as $15.00 for it. Third Floor.