

IG LOOM END SALE

Watch the papers during this Sale. Something different every day.

July 21st—Ends Saturday August 7th



ONCE AGAIN WE ANNOUNCE

the greatest sales ever held in Richmond. We promise our customers that each day of and that we will, as in the past, conduct a sale worthy of the reputation we have made for a success because we give both price and quality. You positively will not be disappointed even though the price does seem remarkably low. When we purchase for these events the very lowest in price, because we must pass along the savings to our thousands of customers supply their needs for several months in advance. Remember the store. Don't forget the Come and Save. Don't miss this sale.

of Dry Goods all Included in this Big Sale.
This the Biggest Sale We Have Ever Held.

Wool Goods and Wash Extremely LOW

One lot of Madras Shirtings, short lengths; Sale price, **19c**
One lot of Long Cloth in bolts of 10 yds; Loom End Sale price, **\$2.59**
One lot of Dress Gingham, 32-in. wide in Remnants from 1 to 4 yds; Loom End Sale, per yard **19c**
10% off on all Sunfast Overapery.
Dress Gingham in Loom ends at, each **2c**
One saved on all Wool Dress and Skirting Materials, all new Fall Goods.
Remnants of Dress Gingham all kinds.
One saved on all new Fall Curtain Materials during Sale.
One to \$1.00 Printed Wash, 40 inches wide; Sale price, yard **39c**
150 best 40-in. Wash Voles; Sale price, yd. **79c**
10c Rust Proof Dress Snap Fasteners, dozen **5c**
White and colored Mercerized Thread; Sale price, spool **6c**
Guest Towels in plain Huck, 15c value; Sale price **8c**
2 for **15c**
25c Turkish Towels in Bleached; Sale price, **19c**
10c Wash Cloths, all colors; Sale price **8c**; 2 for **15c**
\$3.50 heavy Crochet Bed spreads, large size **\$2.69**
Special prices on all Crochet and Satin Bed Spreads during Sale.
\$2.00 value in Bed Sheets, 72x 90; Loom End Sale **\$1.59**
50c Pillow Cases, good quality, size 42x36 in.; Sale price each **39c**
75c Turkish Toweling in Bleached; Sale price, per yard **59c**
10% off on all Table Linens during sale.
Don't fail to see our 2c Bargain Tables.
50c Serpentine Crepes, new patterns; Sale price yd. **49c**
60c fast colored Romper Cloths; Sale price, yd. **39c**
65c Figured Burlaps for Drapery; Loom End Sale, yd. **49c**
Special prices on all white Flaxons, Voles and Organ-dies.
40c Bleached Muslin, yard wide; Sale price, yd. **32c**
35c extra heavy Unbleached Muslin; Sale price, yd. **28c**
35c Apron Gingham, best quality; sale price, yd. **22c**

INGS—BEDDING

Difference. A Sale Worth While

100 Folding Coil Springs, **\$3.69**
9 Congoleum Rugs in seconds; **\$9.98**
15 Carpet Sweepers, mahog-
nize finish; sale price **\$1.79**
1x36-inch Heavy Grass Rugs,
worth 75c; sale price **49c**
Big Reductions On All Beds and Bed Outfits
1x54-inch Heavy Grass Rugs,
worth \$1.50; sale price **98c**
50 All-Feather Pillows—
Loom End Sale, each **\$1.00**
60 Special Goose Feather
Pillows; sale price, pair **\$5.00**
500 extra heavy 9x12 Rugs,
unbleached; sale price **\$34.98**
200 Guaranteed White Felt
Mattress, full size; sale **\$14.98**
30 Best White Felt Mattress,
full size **\$22.50**
40 Best Kapok Silk Floss
Mattress, linen tick; sale **\$29.00**
20% Saved on Lace Curtains During Sale
\$1.75 Wool Ingrain Carpet—
matched free—sale price, yard **\$1.25**
9x12 Heavy GRASS RUGS,
sale price **\$7.98**
8x10 Heavy Grass Rugs,
sale price **\$6.98**
\$60.00 extra heavy Axminster
Rugs; sale price **\$48.98**
Bargains in Odd Room-Size Rugs—About
One-Half Price

No High Prices
at this store

Store
Main St.

Men's and Boy's Wear

Loom End Sales Always Mean Big Savings in
Our Complete Store for Men

Men's Mesh Union Suits, white or ecru,
short sleeves, ankle length, sizes 34 to 46;
Loom End Sale price, suit **\$1.15**
Men's black Sox, sizes 10, 10½, 11; Loom
End Sale price, per pair **15c**
One large assortment of Boys' Rompers,
sizes 2 to 6, fancy colored stripes, \$1.35
regular price; Loom End Sale price **\$1.18**
Men's Balbriggan Shirts and Drawers, all
sizes, either long or short sleeve shirts;
Loom End Sale price **59c**
Men's Suspenders and Belts, extra good
quality dress and heavy police and fireman's
Loom End Sale price **69c**
Men's Balbriggan Union Suits, short or long
sleeves, ankle length, sizes 34 to 46; Loom
End Sale price, per suit **\$1.19**
Men's ribbed Union Suits, good quality, sizes
34 to 46, short sleeve, ankle length; Loom
End Sale price **\$1.39**
Suit Cases, tan only, 24-in. sizes, deep case,
\$2.00 value; Loom End Sale price **\$1.69**
Boys' Stripe Cottonade and Khaki Trousers,
most all sizes; very special during Loom
End Sale at **\$1.19**



Ladies' Vests at old
time prices; sale **15c**

Silk Dresses, mostly navy
taffeta, prices range to \$25;
Loom End **\$9.95**

Ladies' Union Suits—You
will make money by buying
these. Lace or tight knee,
sizes 36 to 44; they are
worth at least 65c;
Loom End Sale **49c**

6x9 Heavy Grass
Rugs; sale price **\$4.98**

50c best yard-wide Percales;
Loom End Sale, **35c**

35c Linen Crash;
Loom End Sale, yd. **19c**

40 Heavy Brussels Rugs,
9x12; sale
price **\$28.98**

9-4 Seamless Sheeting in un-
bleached only; Loom End
Sale, yard **69c**

Bundles of short remnants,
twelve remnants to bundle,
matched pieces;
sale, bundle **25c**

Misses' 50c black, white or
brown fine ribbed Hose;
Loom End Sale,
all sizes **39c**

A big sale of Voile Dresses—
An exceptional purchase en-
ables us to sell these good
Voile Dresses at
one price; choice **\$4.85**

Children's Gingham Dresses
—Prepare now for
school days **\$1.95**

One of the biggest values
of the sale—Ladies' seamed-
back Lisle Hose, high spliced
heel, black, brown, white;
worth 65c today;
sale **45c**

Ladies' pink Crepe Bloomers,
\$1.00 value;
sale **76c**

Lace Door Panels, 1 yd. long,
worth from 50c to
75c; sale price, each **10c**

45c Hope Muslin, all you
want; sale price,
per yard **35c**

Ladies' Non-Rust Coutil Cor-
sets, all sizes; spe-
cial for sale **89c**

35c fancy plaid Dress Ging-
hams; sale price,
per yard **23c**

65c White Plisse Crepes,
good quality, in rem-
nants at, yard **39c**

35c fine quality Unbleached
Muslin; any amount you
want; Loom End
Sale, yard **22c**

\$1.75 small size Axminster
Rugs in samples;
sale price **89c**

Wash Satin Camisoles, navy,
flesh, yellow, black, white,
red and blue, regular prices up
to \$2.75. Here is your oppor-
tunity; once of the biggest
bargains of the
sale; choice **\$1.89**

Ladies' \$1 black, white or tan
Silk Gloves, double
finger tips; sale **69c**

Men's white Handkerchiefs, large size;
Loom End Sale price **9c**

Boys' Dress Shirts, collar attached, plain
white and fancy colored stripes, \$1.25 value;
Loom End Sale price **95c**

Boys' ribbed Union Suits, white only, extra
good quality, sizes 6 to 16, \$1.00 value; Loom
End Sale price, per suit **75c**

One lot of Men's extra size Work Shirts,
17½, 18, 18½, 19, dark Chambray and fancy
colored stripes, \$1.50 regular price; Loom
End Sale price **\$1.29**

Men's good quality Work Trousers, dark
stripes, sizes 32 to 42 waist; very special
during Sale at **\$2.89**

Boys' Waists, stripes and plain colors, sizes
6 to 15, 60c quality; Loom End Sale **45c**

One lot of Boys' Trousers, dark patterns,
sizes 6 to 17; special during Sale at **\$1.79**

One lot of Boys' Dress Rompers, dark
trousers, white waist, extra good quality,
sizes 2 to 7, \$2.75 regular price; Loom End
Sale price **\$2.47**

One lot of Men's Work Shirts, khakis,
black sateens, black and white stripes and
a heavy dark cheviot; special during Loom
End Sale at **\$1.42**

Men's Suits, plain blues and fancy stripes,
size 34 to 42, \$25.00 value; Loom End Sale
price **\$21.49**

One lot of Men's fancy stripe Dress Shirts,
neck bands, regular \$2.50 grade; Loom End
Sale price **\$2.19**

Men's \$3.00 Dress Shirts, neat stripe pon-
gees; special during Sale **\$2.69**

One lot of Men's Silk Stripe Shirts, big se-
lection of patterns, especially priced dur-
ing Loom End Sale at **\$4.69**
Men's Dress Straw Hats, \$3.00 regular price;
Loom End Sale price **\$2.49**

One lot of Boys' Wash Suits, made of fine
quality suitings, plain colors and stripes,
sizes 3 to 8; regular \$3.00 suit; Loom End
Sale price **\$2.59**



Men's plaid Overall Jackets, sizes 36 to 44;
special during Sale at **\$1.59**

Boys' plain blue Chambray and colored
stripe Sport Blouses, most all sizes; very
special during Sale at **\$1.19**

Men's dark grey Union Suits, short sleeves,
ankle length; special price during Sale at,
per suit **\$1.55**

One lot of Boys' grey mix Wash Trousers,
sizes 7 to 16, \$1.75 quality; Loom End Sale
price **\$1.49**

Shoes—Oxfords—Pumps Black and White

Where in the last year have you seen quality shoes at
such prices as are here quoted? We have more styles
than usual at this season and can surely please you.

Ladies' brown Suede lace Ox-
ford, Louis heel, Utz and Dunn
\$11 grade, not all sizes; Loom
End sale **\$6.85**

Ladies' Black Kid lace Oxfords,
Louis or military heels; Loom
End Sale price **\$3.85**

Ladies' low heel Comfort Ox-
fords, solid leather; Loom End
Sale price **\$2.85**

One lot Ladies' Strap Slippers
and Pumps, sizes 3 to 5; Loom
End Sale price **\$2.98**

Ladies' brown kid "Camisole"
Pump, Louis heel, our \$9.00
grade; price **\$6.85**

Ladies' black kid lace Oxfords,
Louis or military heels, short
vamp; price **\$5.85**

Special—Ladies' one strap Can-
vas and Kid Slippers, low heels;
price **\$2.19**

Ladies' Beaver Brown Kid Lace
High Shoe, 9-in. top, Louis heel.
Most all sizes; our \$10.00 shoe;
price **\$6.35**



10% discount on any Child's
high or low shoe in our stock.
One lot 100 pairs Ladies' But-
ton Kid Comfort Shoes, sizes 3
to 4½; values to \$7.50 **\$3.48**

Ladies' brown Calf low heel
Brogue Oxford. This is a new
fall and winter style **\$8.35**

Ladies' White Canvas Oxfords or
Pumps, low or high heels; Loom
End Sale price **\$2.48**

Brown Kid two eyelet tie, Louis
heel, short vamp, a high grade
make; price **\$6.85**

Ladies' or Growing Girls' low
heel white Canvas Oxfords;
Loom End Sale price **\$1.98**

Ladies' Solid Leather Cloth top
Kid Shoe, Cuban heel, a very
dressy shoe, at **\$3.48**

Special—One lot Ladies' Patent
and Gun Metal Button and Lace
Shoes, sizes 2½ to 5; values to
\$9.00; price **\$3.00**

One lot Ladies' white lace Shoes,
close at **\$1.98**

Boys' black Tennis Oxfords, price **79c**

Boys' Suction Sole Athletic Shoe, price **\$2.65**

Men's brown lace Shoe, narrow or medium toe,
all sizes, new stock; Loom End Sale **\$4.95**

Extra—Having so few men's low shoes to offer
at this sale, we will give a discount of 10%
on all Men's Beason Shoes, all styles, all
grades. This includes all of our fall shoes,
which are now in. Don't fail to take advantage
of this exceptional offer. This makes our prices
fully 20% less than others.

Men's brown Button Shoe, our \$8.50 grade;
price **\$7.20**

Men's black Kid Congress Shoe, flexible welt
soles, Beacon make; closing this style out
at **\$6.00**

Ladies' Patent lace Boot, fawn
buck top, Utz and Dunn quality;
price **\$6.85**

A complete stock of Ladies' Felt
Slippers, all styles, all colors.
Sure they are cut 10%.

Misses' white Tennis Oxfords;
price **85c**

Save money on Barefoot Sandals
at this sale.

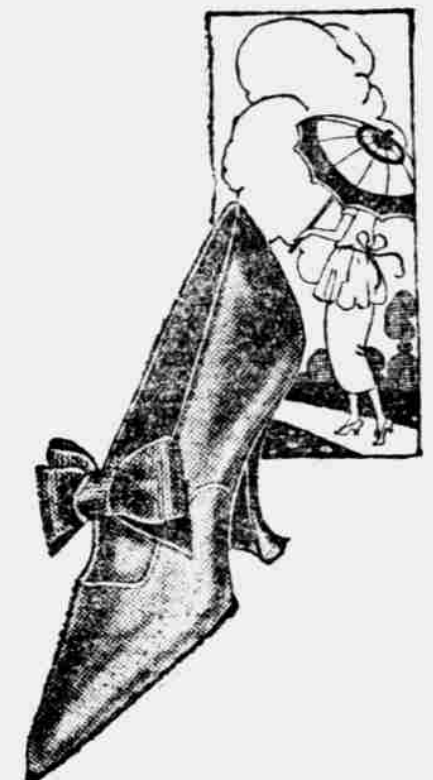
A few styles of Ladies' new fall
Shoes are in and priced at a
discount.

Men's solid leather heavy Work
Shoes, will stand any kind of
wear; price **\$3.45**

Men's black or brown bark tan-
ned Work Shoe, solid leather,
soft toe, army style or box toe;
price **\$4.45**

Men's light weight Goodyear
welt Work Shoe, soft and pli-
able; price **\$5.35**

Men's heavy sewed double sole
guaranteed Work Shoe, a bear
for wear; price **\$6.75**



Hood army duck rubber sole
Work Shoe, built like an auto
tire; price **\$2.98**

Boys' Look! 10% discount on any
Boys' Shoe in our stock.

Men's black welt gun metal
Dress Shoe, size 6½ to 9 only;
price **\$4.50**

Special—Choice of any Man's
black low shoe in our stock, not
all sizes; price **\$4.50**



This Sale is for Those
Who Would Save

Every Day is Bargain
Day at this Sale

Supply Your Winter
Needs Now