

BIG 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 the sale and that we will, as in the past, conduct a sale worthy of the reputation we have made for 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 price is very lowest in price, because we must pass along the savings to our thousands of customers who supply their needs for several months in advance. Remember the store. Don't forget the store. Come and Save. Don't miss this sale.

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

Wool Goods and Wash Extremely LOW

One lot of Madras Shirtings	\$1.50 best 40-in. Wash Volles; short lengths; Sale price, per yard	19c
Long Cloth in bolts of 10 yards; Loom End Sale price, per bolt	2.59	2.59
Dress Gingham, 32-in. wide in Remnants from 1 to yards; Loom End Sale price, per yard	19c	19c
White and colored Mercerized Thread; Sale price, spool 6c	6c	6c
Guest Towels in plain Huck, 15c value; Sale price .8c 2 for	15c	15c
Turkish Towels in Bleached; Sale price, 19c	19c	19c
10c Rust Proof Dress Snap Fasteners, dozen	5c	5c
White and colored Mercerized Thread; Sale price, spool 6c	6c	6c
60c Figured Burlaps for Drapery; Loom End Sale, yd. 49c	49c	49c
Special prices on all white Flaxons, Volles, Organza.		
40c Bleached Muslin, yard wide; Sale price, yd. .32c	.32c	.32c
35c extra heavy Unbleached Muslin; Sale price, yd. .28c	.28c	.28c
50c Pillow Cases, good quality, size 42x36 in.; Sale price each	.39c	.39c

TINGS—BEDDING

The Difference. A Sale Worth While

100 Folding Coll Springs,	\$3.69
9 Congoleum Rugs in seconds;	9.98
10 price	9.98
75 Carpet Sweepers, mahogany finish; sale price .49c	1.79
36-inch Heavy Grass Rugs, perth 75c; sale price .49c	49c
Reductions On All Beds and Bed Outfits	
54-inch Heavy Grass Rugs, perth \$1.50; sale price .98c	98c
50 All-Feather Pillows—	1.00
100 Special Goose Feather Pillows; sale price, pair .50	5.00
50 extra heavy 9x12 Rugs, unless; sale price .34.98	34.98

No High Prices
at this store

20 Guaranteed White Felt Mattress, full size; sale	\$14.98
30 Best White Felt Mattress, full size	22.50
40 Best Kapok Silk Floss Mattress, Queen size; sale	29.00
20% Saved on Lace Curtains During Sale	
\$1.75 Wool Ingrain Carpet—matched tree—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	

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

Silk Dresses, mostly navy taffeta, prices range to \$25; Loom End sale .99c

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 .498

50c best yard-wide Percales; Loom End sale, .35c yard

35c Linen Crash; Loom End sale, yd. .19c

40 Heavy Brussels Rugs, 9x12; sale .28.98

65c fast colored Romper Cloths; Sale price, yd. .39c

65c Figured Burlaps for Drapery; Loom End Sale, yd. .49c

Bundles of short remnants, twelve remnants to bundle, matched pieces: .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 enables us to sell these good Voile Dresses at .48.85 one price; choice.

Children's Gingham Dresses—Prepare now for school days .1.95

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

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

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

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

Ladies' Non-Rust Cotton Corsets, all sizes; special for sale .89c

25c fancy plaid Dress Gingham; sale price, per yard .23c

65c White Plisse Crepes, good quality, in rem .39c 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 opportunity; 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 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, 10 1/2, 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 .81.18

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 .51.19

Men's ribbed Union Suits, good quality, sizes 34 to 46, short sleeve, ankle length; Loom End Sale price .81.39

Suit Cases, tan only, 24-in. sizes, deep case, \$2.00 value; Loom End Sale price .81.69

Boys' Stripe Cottonade and Khaki Trousers, most all sizes; very special during Loom End Sale at .81.19

One lot of Men's extra size Work Shirts, 17 1/2, 18, 18 1/2, 19, dark Chambray and fancy colored stripes, \$1.50 regular price; Loom End Sale price, per suit .75c

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 .81.29

Men's good quality Work Trousers, dark stripes, sizes 32 to 42 waists; very special during Sale at .82.89

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 .81.79

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 .82.47

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 .81.42

Men's Suits, plain blues and fancy stripes, size 34 to 42, \$25.00 value; Loom End Sale price .82.49

One lot of Men's fancy stripe Dress Shirts, neck bands, regular \$2.50 grade; Loom End Sale price .82.19

Men's \$3.00 Dress Shirts, neat stripe penguins; special during Sale at .82.69

Men's plaid Overall Jackets, sizes 36 to 44; special during Sale at .81.59

Boys' plain blue Chambray and colored stripe Sport Blouses, most all sizes; very special during Sale at .81.19

Men's dark grey Union Suits, short sleeves, ankle length; special price during Sale at .81.55

One lot of Boys' grey mix Wash Trousers, sizes 7 to 16, \$1.75 quality; Loom End Sale price .82.59

Men's plaid Overall Jackets, sizes 36 to 44; special during Sale at .81.59

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10% discount on any Child's high or low shoe in our stock.

One lot 100 pairs Boys' Button Kid Comfort Shoes, sizes 3 to 4 1/2; values to \$7.50; .83.48

Ladies' Brown Calf low heel Brogue Oxford. This is a new fall and winter style .88.35

Ladies' low heel Comfort Oxfords, solid leather; Loom End Sale price .82.85

One lot Ladies' Strap Slippers and Pumps, sizes 3 to 5; Loom End Sale price .82.98

Brown Kid two eyelet tie, Louis heel, short vamp, a high grade make; price .86.85

Ladies' brown kid "Camisole" Pump, Louis heel, our \$9.00 grade; price .86.85

Ladies' black kid lace Oxfords, Louis or military heels, short vamp; price .85.85