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MONSTER

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LOOM END SALE

*Everybody Listens when Dollars Talk,
and They Talk Louder in this Sale than
Ever Before in this Country*

10 - DAYS ONLY! - 10

SALE BEGINS MONDAY, JULY 14--ENDS THURSDAY, JULY 24

What Are Loom Ends?

Every factory and mill in the manufacture of their products accumulate Loom Ends, or Mill Ends, as they are sometimes called. They are short ends from 1/2 yd. to 10 yds. in length. These are laid aside and tied up in great bundles and they are then disposed of to the large retailers at very low prices. We were fortunate in securing 15 cases of these Mill Remnants at ridiculously low prices. A MILL REMNANT

SALE MEANS AN EXTRAORDINARY BARGAIN SALE. Below is a partial list of the many great bargains we offer during this sale. Read it over carefully and make a memorandum of the items you are interested in and be on hand early. Hundreds of additional bargains from our immense stock which cannot be described, owing to lack of space.

Ladies' fancy colored shirt waists, New Gibson effects, Loom End Sale price..... **29c**
Ladies' fine fancy colored shirt waists, all new materials and colorings, regular \$1.50 and \$1.75 values, Loom End Sale price..... **79c**

Fancy colored China silk, regular 50c value, Loom End Sale price..... **25c**

Turkey red table damask, regular 25c value, Loom End Sale price..... **15c**

Renfrews fancy red and white and blue and white table damask, 39c values, Loom End Sale price..... **22c**

Big Reductions in Underwear!

Fancy sofa pillow covers, worth 35c Loom End Sale price..... **10c**

Ladies' Topsy fast black seamless hose, spliced heel and toe, regular 19c value, Loom End Sale price..... **10c**

Your choice of our entire stock of Ladies' fancy colored and lace stitch hose, worth upwards to 69c, Loom End Sale price..... **39c**

Men's ribbed-top Rockford sox, Loom End Sale price..... **3c**

Good Adamantine Pins Loom End Price..... **1c**
French Coco Toilet Soap, bar, " " " "..... **1c**
Fancy colored bordered handkerchief " " " "..... **1c**
Pearl Buttons, 2 doz. on card " " " "..... **2c**
Curling Irons, " " " "..... **2c**
Patent Hooks and Eyes, 2 doz on cd " " " "..... **2c**

Mourning Pins, per box, Loom End Price..... **1c**
Mohair Skirt Braid, colored only " " " "..... **2c**
Ladies' Fine Hemstitched H'dk'ch'fs " " " "..... **3c**
Rubber Hair Combs, doz on card " " " "..... **5c**
Good Side Combs " " " "..... **5c**
Fine Japanese Fans, Loom End Price..... **2c**

Fine Tapestry Velours, regular 69c values. Loom End Sale Price..... **39c**

11x4 Fine Crochet Bed Spreads, regular \$1.25 value. Loom End Sale Price..... **85c**

Beautiful Figured French Satines, regular 19c values. Loom End Sale Price..... **10c**

Fine Mercerized Silk Zephyrs, regular 25c values. Loom End Sale Price..... **15c**

200 pairs Ladies' Fine Dongola Kid Shoes, narrow toes only, Worth upwards to \$2.50. Loom End Sale Price..... **69c**

100 pairs of Misses Fine Dongola Kid Shoes, broken sizes worth upwards to \$1.50. Loom End Sale Price..... **75c**

Ladies' Fine Vici-Kid Oxfords worth upwards to \$2.00. Loom End Sale Price..... **1.25**

Ladies' Fine Vici-Kid Shoes, all new styles, worth upwards to \$3.00. Loom End Sale Price..... **1.98**

Broken lot Men's Fine Dongola Kid and French Calf Shoes, worth upwards to \$2.50; Loom End Sale Price..... **1.19**

Many Other Wonderful Shoe Bargains.

10,000 YARDS LOOM ENDS

Simpson's Best Calicoes, **2 1/2** Cents a yard while they last

Regular Price.	Loom End Price.	Regular Price.	Loom End Price.	Regular Price.	Loom End Price.
Figured Challes and Irish Lawns.....	6c 3c	4x4 Bleached Sheet-ing.....	8c 5c	36-in Fancy Madras Waistings.....	17 1/2c 8c
LL Unbleached Muslin.....	6c 3c	Genuine Russia Crash.....	10c 5c	36-in Taffeta Lin-ing.....	15c 8c
20-in Cotton Check Toweling.....	6c 3c	Tinsel Drapery Cloth.....	10c 5c	36-in Fine Curtain Swiss.....	15c 9c
Amaskey Staple Check Gingham.....	7c 4c	36-in plain and fancy Silkolines.....	12 1/2c 6c	Fancy Egyptian Cre-tones.....	15c 9c
Light Colored Outing Flannel.....	7c 4c	A F C. Dress Gingham.....	10c 6c	Fancy Feather Tick-ing.....	19c 12c
SPECIAL—One lot of Dress Goods 15c to 4x4 Unbleached Sheet-ing.....	19c 5c	36-in Fine French Percaloes.....	12 1/2c 7c	Fancy Art Denims.....	19c 12c
	8c 5c	French Dimites and Batistes.....	12 1/2c 7c		

20 Extra Salesladies Wanted! Apply at Store

The Above are but a few of the Many Things you will have to Select from during the Sale.

WONDERFUL REDUCTIONS IN EVERY DEPARTMENT !!

Remember the date, Monday, July 14 to July 24 Bring this circular with you. It may aid you in making purchases.

THE PEOPLE'S STORE,

DENISON, IOWA.