

# THIRD MONSTER Loom End Sale

7 DAYS ONLY 7

Begins Saturday July 11  
Ends Saturday July 18

**What are Loom Ends** Every factory and mill in the manufacture of their product accumulates mill ends or loom ends as they are commonly called, they are short ends from the looms, 1 1/2 yards to 10 yards in length. These ends are laid aside until the end of the weaving season, then they are tied up in great bundles and disposed of by weight—so much for a hundred pounds instead of so much a yard, the price always being less than the actual cost of the raw material. They are made from LOOM ENDS accumulated in all mills, therefore careful buyers by a persistent system of buying can secure loom ends of every conceivable kind of piece goods that is made.

We will make this the greatest money saving sale on record. It shall surpass all our former records in bargain giving. Don't miss this opportunity. It's the chance you seldom get. Get something \$1.00 saved is a \$1.00 made. Let us save you enough \$5 in your buying to enable you to get that something nice for the house, every housekeeper has been promising herself for so long but thought she couldn't afford it.

Everybody Listens When Dollars Talk and They Talk Louder in This Sale Than Ever Before in This Country.

Our buyer has succeeded in securing at a sacrifice **Ten Big Cases of Mill Remnant Bargains** and we propose to offer such unheard of buying chances during this sale as to make competition tremble and buyers smile.



LOOM END SALE



HAPPY CONDITIONS prevail with us during this sale, because price and materials will both suit the customer. The result will be quick sales and many of them. Satisfied customers make a sale go. Watch us satisfy a multitude.

A FEW DON'TS. Don't wait too long; don't be skeptical; don't miss the opportunity; don't fail to tell your friends; don't hesitate to come; don't overbuy yourself; don't be broke next week; don't miss the place; don't kick at the crowd; don't get mad if the crowd tramps on your corns in the rush.

Ladies' fancy colored shirt waists, all new materials and colorings, regular \$1.00 and \$1.50 values  
loom end sale price **79c**

Fancy colored corded wash silks regular 50c values  
loom end sale price **25c**

Turkey red table damask regular 25c values  
loom end sale price **15c**

Renfrews fancy red and white and blue table damask, 30c values  
loom end sale price **22c**

## BIG REDUCTION IN UNDERWEAR.

Fancy sofa pillow covers worth 25c loom end sale price **10c**

Ladies Topsy fast black seamless hose spliced heel and toe regular 15c value, loom end sale price **8c**

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 sale price **1c**

French Coco toilet soap loom end sale price bar **1c**

Fancy colored bordered hdk's loom end sale price **1c**

Pearl buttons, 2 doz on card loom end sale price per doz **2c**

Curling irons loom end sale price **2c**

Hump hooks and eyes 2 doz on card loom end sale price **2c**

**10,000 Yds. Loom Ends**  
Simpsons Best Calicos **2 1/2c** Per Yard While they last

Regular Price	Loom End Price
LL unbleached muslin	5c 2 1/2c
Staple check gingham	6c 4c
Light colored outing flannel	7c 4c
Union linen toweling	8c 5c
Special—one lot of dress goods 10c to 14c	19c 5c
4-4 bleached sheeting	8c 5c
Fancy feather ticking	19c 12c
Pure cotton batting per roll	8c 4c

Mourning pins loom end sale price per box **1c**

Mohair skirt braid, colored only loom end sale price **2c**

Ladies' fine hemstitched hdk's loom end sale price **3c**

Rubber hair pins 1 doz on card loom end sale price **5c**

Good side combs loom end sale price **3c**

Wire hair pins loom end sale price bunch **1c**

Fine tapestry velours regular 69c values, loom end sale price **39c**

Fine mercerized silk zephyrs regular 25c values loom end sale price **15c**

11x4 fine crocheted bed spreads regular \$1.25 value loom end sale price **85c**

Infants soft sole shoes, all sizes, all colors, loom end sale price per pair **20c**

Children's fine dongola kid shoes, sizes 8 1/2 to 11 1.25 value, loom end sale price **85c**

Same in Misses, sizes 11 1/2 to 2 loom end sale price **95c**

Ladies \$1.75 fine dongola kid shoes, loom end sale price **\$1.9**

Regular price	Loom End price
Genuine Russia crash	12 1/2c 8c
37in fancy madras waisting	17 1/2c 7c
French dimities and batistes	15c 8c
36 in fine curtain swiss	15c 9c
Fancy Egyptian cretones	15c 8c
Fancy art Denims	30c 18c

300 pairs broken lots ladies fine vici kid shoes, all new styles, worth upwards to \$3.00 loom end sale price **\$1.98**

Men's satin calf shoes, all styles \$2.00 value, loom end sale price **\$1.39**

**Extra Special**—200 pairs celebrated "Waukerz" men's shoes, patent leather enamel, box or velours calf, vici kid, all new up to date styles, every pair strictly hand made, worth upwards to \$5.00 loom end sale price **\$2.95**

TEN EXTRA SALES LADIES WANTED. Apply at Store

The Above are but a Few of the Many Things you will Have to Select From During This Sale

Come Early, Come Often, Tell all Your Friends of This Wonderful Sale

Remember the date, Sale begins Saturday July 11, at 9 a. m. Ends Saturday Evening July 18.

**Note**

Look for goods marked with red tickets. They denote a saving of

50 per cent.

# The People's Store

Denison, Iowa.

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50 per cent