

NEW Grand Opening of Richmond's DEPARTMENT STORE!

A Brand New Store With Brand New Merchandise ---- Make Plans to Attend the Opening

GRAND OPENING

Palm Olive Soap **6½c**

1,000 cakes of Palm Olive Soap to be placed on sale at 6½c per bar.

Wednesday, April 6th at 9 o'clock

On Wednesday morning, April 6, 1921, at nine o'clock sharp, the Richmond Dry Goods Co., Richmond's newest and most complete department store, will swing open its doors with the greatest mercantile achievement this city has ever known. The Richmond Dry Goods Co. is a concern having no connections whatever with the Grand Leader or any other store in Richmond. The shelves and racks and counters are laden with fresh, crisp, new merchandise—an entirely new and complete stock is ready for your inspection. Set your Big Ben alarm early and be near the doors bright and early Wednesday morning at nine o'clock.

GRAND OPENING

High-grade 15c Muslin... **6½c**

3,000 yards fine, high-grade Double L Unbleached Muslins, the kind that you usually pay 15c for.

Sample Line of Exquisite SILK CAMISOLES

A beautiful line of Sample Camisoles; heavy Crepe de Chine, some Crepe de Chine with Georgette combination, elaborately trimmed with rich laces and embroidery. Camisoles of this description have sold and our selling regularly for up to \$2.50. The entire assortment to be placed on sale, your choice for only **\$1.39**

"QUALITY MERCHANDISE--LOWEST PRICES"

RICHMOND DRY GOODS CO.

925-927-929 MAIN ST. RICHMOND IND.

Up to \$7.50 Finest Silk Blouses **\$2.98**

Handsome Blouses for women—Made of heavy Georgette crepe and crepe de chine, richly embroidered and trimmed; many of them are beaded; in all leading colors and sizes. Your choice at **\$2.98**.



OPENING DAYS

30c Percal at **17½c**

Good count, light or dark Percal in many different patterns; special per yard 17½c.

OPENING DAYS

MEN'S \$1.50 DRESS SHIRTS at **88c**

Well made brand new Dress Shirts, neat stripe designs, all wanted sizes.

OPENING DAYS

Ladies' 75c Silk HOSE... **39c**

A feature for the Opening. Full fashioned back seam Hose. Shapely in the leg, special per pair 39c.

OPENING DAYS

Beautiful 25c DRESS GINGHAM at **15c**

Plaid and checked Dress Gingham in a wide range of pretty patterns.

OPENING DAYS

CRIB BABY BLANKETS... **49c**

Well made with stitched border. Crib Baby Blankets in pink or blue, a \$1 value, to sell for 49c.

OPENING DAYS

Women's Fine Lisle HOSE... **29c**

Extra! Extra! Women's fine Lisle Hose, full fashioned, in all sizes, to go on sale at 29c per pair.

OPENING DAYS

LADIES' \$3 FRENCH KID GLOVES... **\$1.98**

Finest imported French Kid Gloves in white, grey, black and cordovan. All sizes.

OPENING DAYS

"Polly Prim" APRONS... **59c**

Just think of buying women's "Polly Prim" Aprons for 59c. Beautiful patterns.

OPENING DAYS

SATEEN PETTICOATS **89c**

Women's full cut heavy Sateen Petticoats, in blue, black, green, purple. All sizes.

Grand Opening of Richmond's Most Complete Ready-to-wear Department

Coats - Suits - Dresses

Suits Worth \$22.50 --- Coats Worth \$19.50 --- Dresses Worth \$22.50

The women of Richmond will be delightfully surprised when they see this wonderful assemblage of smartest Spring Wearing Apparel at \$10.00. Just think of it! Dresses of Silk Tricolette, heavy Taffeta, shimmering Satins, and Dresses of lustrous Charmeuse. Stunning styles in bewitching color effects; long or short sleeves, fluffy ruffled effects with all the latest trimmings. And the Suits! Such wonderful, such excellent workmanship, such wonderful tailoring, and smart new styles at such a low price as \$10! Brand-new spring Coats; the new wrappy effects, cape styles and Polo Coats. See them with your own eyes in our window display, then you can appreciate the true values and the real worth of these garments.

Women's Pleated Dress Skirts, Plaids

All-Wool Dress Skirts, pretty checked designs, knife or box pleated, in all colors, styles and sizes. Look all over town, go from store to store—nowhere in the city of Richmond can you find such elegant Skirts for \$4.98.

CHOICE \$10 \$4.98

Brand New Exclusive MILLINERY



Five hundred beautiful, new Spring Hats, exclusive models made of the finest Straws, Horsehair Braids, Lisere, etc. Beautifully trimmed with flowers, fancies, fruit, etc. Hats of this character that you usually pay in millinery stores from \$5.00, \$6.00 and \$7.00—yes, and even \$7.50. This entire group to be placed in one grand assortment. Your early choice for only—

\$2.98

Up to \$12.50 New Pattern Hats

These are Hats of the better grade. High-grade, stunning, newest models, including Pattern Hats, embellished with pretty flowers, trimmings, etc. These Hats are positively worth up to \$12.50. Your choice for only **\$5.98**



Tricolette Combination Dresses

Beautiful NEW Spring DRESSES, made of fine quality Serges with Tricolette blouse effect. These Dresses are actually worth up to \$14.98. All sizes are included. The entire group to be placed on sale for the Grand Opening at the special price of... **\$6.49**

Free Alterations

Smart New Suits

Fine, All-Wool Tricotine or Serge Suits, strictly tailored throughout; smartest embroidered and braided effects in Navy Blue, Black or Tan. Every Suit is fully silk lined. Your choice of this group for... **\$24.98**

Grand Opening Specials

Men's \$1.50 Denim Overalls... **88c**
Men's Blue and White Striped Heavy Denim Overalls and Jackets, double stitched throughout and union-made. These Overalls are cut full and well made. A regular \$1.50 value to sell for 88c.

Men's Summer Union Suits... **69c**
Men's Summer Weight Union Suits in Balbriggan or Peroknit, ankle length, short sleeves, all sizes included; a garment that will insure good wear and give complete satisfaction. Special, each, 69c.

Women's or Children's Middies... **79c**
Ladies' and Children's Middy Blouses in white or colors; brand-new Spring styles, all sizes included. Grand Opening Special, your choice, 79c.

Boys' Finest Percal Waists... **44c**
Boys' Blouses, well made of the finest percales, cut full and roomy, sizes from 6 to 16; neat stripe designs in all colors. Waists that generally sell for 75c to \$1.00, to go on sale at 44c each.

Men's White-Foot Dress Socks... **19c**
Men's Lisle Dress Sox, with white feet, in all sizes; a regular 35c value. Buy 'em at the Grand Opening Sale, men, for only 19c per pair. Buy them by the box.

Boys' Wool Suits

Oh, Ma! Boys' strictly tailored Suits in Norfolk and belted styles, Suits that are made to wear well; full, roomy cut; snappy styles in all colors. Every size included, from 8 to 17. Your choice... **\$4.98**

Boys' 2-Pants Suits

Boys' Suits with two pairs of pants; made of all-wool materials, in high-grade patterns; all sizes included. Suits that generally sell for up to \$12.50 in this group for... **\$7.98**

Boys' \$1.25 Pants

Boys' Knickers, well made of excellent materials, Knicker-bocker styles, all sizes from 7 to 17; a regular \$1.25 value to sell for. **79c**



OPENING DAYS

WOMEN'S 65c CORSET COVERS **29c**

Ladies' 65c Corset Covers, lace trimmed, full cut. Grand opening, special 29c each.

OPENING DAYS

1.89 BED SPREADS **\$1.19**

Full size Bed Quilts, the kind that usually sells for \$1.89. Your choice for only \$1.19 each.

OPENING DAYS

HOPE MUSLIN... **12½c**

Genuine Hope Bleached Muslin, noted for its fine smooth finish. Per yard 12½c.

OPENING DAYS

LARGE 72x90 BED SHEETS... **69c**

Fully bleached, size 72x90 Bed Sheets. A wonderful value for only 69c each.

OPENING DAYS

Full-cut Women's GOWNS... **59c**

A 98c value; Women's Night Gowns in pink or white, cut full and roomy. Your choice, 59c each.

OPENING DAYS

WOM. PETTI-COATS... **59c**

Ladies' Gingham Petticoats, blue and white striped, full cut, an 89c value, special 59c each.

OPENING DAYS

WOMEN'S MUSLIN PETTICOATS **69c**

Ladies' full, roomy cut Petticoats, made of snow white Muslin with a neat flounce.

OPENING DAYS

LADIES' \$1.25 VAL-UE WAISTS **69c**

Sheer quality Voile Waists nicely trimmed with lace. Grand Opening special at 69c.

OPENING DAYS

Clark's O. N. T. THREAD... **5c**

Clark's O. N. T. sewing thread in black or white for 5c per spool. Why pay more.

OPENING DAYS

45-in. TABLE OIL CLOTH... **29c**

Table Oil Cloth, 45 inches wide in fancy patterns or plain white, our price 29c per yard.

OPENING DAYS

WOMEN'S \$1.69 COUTIL CORSETS **\$1**

Women's Coutil form fitting Corsets. Such well-known brands as Warner's and P. N. All sizes.

OPENING DAYS

LADIES' 50c BRASSIERS... **29c**

Ladies' 50c Brassieres, in pink, in all sizes, special for the grand opening, 29c each.

OPENING DAYS

20c CRASH TOWELING... **7½c**

Good absorbent quality Crash Toweling. Grand opening special, 7½c per yard.

OPENING DAYS

INDIAN HEAD Special **23c**

For middies, skirts, etc. Genuine Indian Head to be sold at 23c per yard Wednesday morning.

OPENING DAYS

Fine Panama NAINSOOK... **23c**

Regular 30c grade sheer quality Nainsook. The well known Panama brand; special, per yard, 23 cents.