

# Grand Opening of Richmond's NEW 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 are selling regularly for up to \$2.50. The entire assortment to be placed on sale, your choice for only .....

**\$1 39**

"QUALITY MERCHANTISE--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 Percale at .....  | 17½c |
| Good count, light or dark Percales in many different patterns; special per yard 17½c. |      |

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 Tricotette, 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.

**CHOICE**  
**\$10**  
**\$4 98**

### 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.



| OPENING DAYS   |     |
|--|-----|
| Beautiful 25c DRESS GINGHAM  | 15c |
| Plaid and checked Dress Ginghams in a wide range of pretty patterns. |     |

### Brand New Exclusive **MILLINERY**

Five hundred beautiful, new Spring Hats, exclusive models made of the finest Straws, Horsehair Braids, Liseré, 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**

| 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 fashion 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. |     |



### 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.....98c

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 98c

Men's Summer Union Suits .....

69c

Men's Summer Weight Union Suits in Balbriggan or Porosknit, 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 Percale 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 Socks, 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 banded styles. Suits that are made to wear well; full, roomy cut; snappy styles in all colors. Every size included, from 8 to 16. 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. Knickerbocker styles, all sizes from 7 to 17; a regular \$1.25 value to sell for.

**79c**



| 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 COTILL CORSETS | \$1 |
| at .....                      |     |

| OPENING DAYS  |     |
|---|-----|
| LADIES' 50c BRASSIERS..   | 29c |
| 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. Regular 30c grade sheer quality Nainsook. The well known Panama brand; special, per yard, 23 cents. |     |

| OPENING DAYS |
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