

Richmond Dry Goods Company's First Sale Will Be a CHALLENGE SALE to All Competitors to Meet Our Low Prices

# Challenge Sale



## Something Worth Crowing About

Right now, in the month of June—just the month in which you need the summer merchandise the most—we challenge high prices with a gigantic sale which will begin at 8:30 a. m. JUNE 9, and will continue for 10 days. The high standard and good quality of our

merchandise will be the same as heretofore in spite of the tremendously reduced prices. A sale of such importance that you can scarcely realize the magnitude and importance of such an event. It is not a "sale of overnight development, but a carefully planned merchandising achievement in which all our nine stores participate—an event that required weeks and weeks of searching the markets for values unusual—and WE PASS the SAVINGS ALONG TO YOU.

SALE BEGINS THURSDAY, JUNE 9th at 8:30 a. m.

Men's 20c Sox  
9c Pair  
Women's Silk Hose  
63c

36-in. C. P. S. Percales  
17½c  
10c Value Cheese Cloth  
5c

"QUALITY MERCHANDISE---LOWEST PRICES"  
**RICHMOND DRY GOODS CO.**  
925-927-929 MAIN ST. RICHMOND IND.

BE HERE THURSDAY, JUNE 9th at 8:30 a. m.

Women's Muslin Gowns  
59c  
Boys' Summer Un. Suits  
33c

Up to \$2 Aluminumware  
87c  
Kleinert's Rubber Pants  
38c

### EXTRA

40-IN. MUSLIN .....12½c  
Sea Island Unbleached Muslin, 40 in. wide, extra good quality, 25c value.  
27c BLEACHED MUSLIN .....12½c  
My, what a nice soft finish this muslin has; 36 in. wide, 27c value.  
CRASH TOWELING .....8½c  
A regular 16c grade toweling, absorbent, bleached quality at 8½c.  
CAMBRIC LINING .....9c  
A 15c value, comes in black and all colors; special at 9c a yard.  
59c BEACH CLOTH .....34c  
For dress making, skirts, etc., 36 in. wide, all colors including light or dark.  
36-IN. SHEER VOILES .....32c  
Plain colors or figured patterns, fine quality, 60c value at only 32c.  
DARK CURTAIN MATERIAL .....19c  
Curtain Marquisette in dark green, blue and other colors, a 35c value, 19c.  
50c MADRAS SHIRTING .....27c  
Corded or Woven Madras Shirting in splendid patterns; special 27c a yard.  
FIGURED CRETONNES .....19c  
Fast colors, 36-in. wide, Art Cretonne, for draperies, special 19c.  
PLAID DRESS GINGHAMS .....15½c  
Plaid, Check, Stripes or Plain colors, 203 patterns to select from.  
INFANTS' 35c HALF HOSE .....19c  
Infants' 35c Half Hose, fine quality, all sizes, 19c a pair.  
CHILDREN'S 30c RIBBED HOSE 14c  
"Red Rooster" brand, fine ribbed hose, all sizes, per pair 14c.  
WOMEN'S 35c RIBBED HOSE .....19c  
with ribbed tops, good hosiery, to sell for only 19c a pair.  
INFANTS' 50c SHIRTS .....36c  
Infants' little ribbed shirts, sizes 1 to 6, special at 36c.  
MEN'S WORK SUSPENDERS .....9c  
Secundo, elastic in back, adjustable, special at 9c a pair.

Alterations  
Free



Every Garment Must Go!

## To \$10 Voile Dresses \$1.88

CHALLENGE SALE—A most remarkable collection of fine Voile Dresses, all the newest Fifth Avenue styles, sold to us by a New York manufacturer who needed money. "These Dresses," says this prominent manufacturer, "were made to sell for \$7.50, \$8.50, yes, and even \$10.00 each; but I wish to clean 'em up quick and will sell them dirt cheap." We bought the Dresses and guarantee a saving of \$5.00 to \$8.00 on each and every garment.

UP TO \$22.50 FINEST IMPORTED ORGANDY DRESSES \$13.26  
The most exclusive Organdy Dresses that you will be able to find in Richmond. Do not come expecting a \$15.00 Dress for \$13.26. These Dresses are positively worth \$22.50 each, and you will agree with us when you see them. **\$13.26**

Up to \$14.75 SILK  
**DRESSES**  
Such values that Richmond women do not very often see: well-made, stylish Silk Dresses of Taffeta, Messaline, etc., to sell for only—  
**\$6.86**

**SILK POPLIN  
SKIRTS**  
Well tailored Silk Poplin Dress Skirts, full cut, all sizes—  
**\$1.98**

22 Women's WOOL-VELOUR  
**COATS**  
These smart three-quarter length Coats are worth \$14.75; a wonderful garment for cool evenings or for vacation wear. Twenty-two of them to sell at—  
**\$4.77**

Beautiful up to \$10 Voile, Organdy or Gingham  
**DRESSES**  
A wonderful group, values to \$10.00, to be sold at—  
**\$4.83**

**GABARDINE  
WASH SKIRTS**  
White Wash Skirts, trimmed with pockets, a \$1.50 value—  
**99c**

**All of Our  
Women's  
SUITS**  
Half-Price  
None Held Back

**High Class \$25.00  
SILK DRESSES**  
Dresses of the better kind—Tricolettes, Satins, Taffetas, etc., suitable for Fall wear  
**\$13.33**

### EXTRA

BOYS' 75c DRESS CAPS .....37c  
Dress Caps, new styles, made of wool materials, all sizes, special at 37c.  
BOYS' WASH SUITS .....29c  
An odd lot, slightly mussed, values to \$1.39. To clean 'em up, special at 29c.  
BOYS' \$7.50 SUITS .....\$3.87  
Wool mixture Suits, coats lined, nifty patterns, all sizes, choice \$3.87.  
BOYS' 75c WAISTS .....38c  
Full cut Percalé Blouses, good patterns, well made, all sizes, choice 38c.  
BOYS' \$1.00 PANTS .....69c  
Boys' Knickers, full cut, all sizes to 16, a \$1.00 value that we will sell for 69c.  
MEN'S WORK SHIRTS .....49c  
Just think of it, men's blue chambray work shirts, all sizes to 17, for 49c.  
MEN'S \$1.39 DRESS SHIRTS .....84c  
New dress shirts made of good Percales, neat stripes, all sizes, each 84c.  
WOMEN'S 25c VESTS .....12½c  
Gauze Vests for Ladies, Holdtight shoulder straps, a 25c value for 12½c.  
WOMEN'S 50c BLOOMERS .....29c  
Jersey knit bloomers, pink, elastic knee and waist, each 29c.  
\$1.00 SILK CAMISOLES .....63c  
Women's Camisoles made of washable satin, trimmed, special, each 63c.  
\$1.25 MIDDY BLOUSES .....89c  
For women or girls, all sizes, come in all colors, special 89c.  
WOMEN'S 50c CORSET COVERS 39c  
50c value Corset Covers, lace trimmed, all sizes, special at 39c.  
ODD LOT CORSETS .....63c  
Coutil Corsets, mostly small sizes, values to \$1.50, choice 63c.  
\$5.00 GEORGETTE BLOUSES .....\$2.29  
Real \$5.00 waists and blouses and tie-backs, all colors, sizes; special, \$2.29.  
MEN'S \$1.25 UNION SUITS .....62c  
Athletic Nainsook Union Suits, no sleeves, knee length, all sizes, each 62c.

The Underselling Shoe Department Will Score Another Victory—We Challenge Competition to Meet These Underselling Prices.

## Sale of Fine Footwear

### WALKING OXFORDS



Walking Oxfords and Comfort Slippers, made of soft brown or black kid with medium or low heels and flexible solid leather soles; Challenge Sale price—

**\$2.98**

### BABY DOLL PUMPS



Made of soft polished colt skin, brown calf skin and black kid with low, broad heels, and foot-form toes, flexible leather soles; guaranteed to wear. Prices according to size.

**\$1.65 to \$3.45**

### DRESS SLIPPERS



Attractive Sport Oxfords of white Nile Cloth and Nu-Buck with brown and black kid trimmings. Military and low heels.

**\$3.45 to \$4.45**

### SPORT OXFORDS



The newest styles in Dress Slippers, including Pumps, Ties, Oxfords and Straps, in brown, mouse, black kid or suede; high, low or medium heels.

**\$3.98 to \$5.85**

### Boy's Play Shoes

Every boy needs Shoes for vacation. We are offering well known Boy Scout Shoes, made of Elkskin with double stitched soles. Price according to size.

**\$1.95-\$2.45**

### House Slippers

A comfortable one strap House Slipper for warm weather, made of soft kid, with low heels and flexible soles.

**\$1.69**

### Child's Sandals

Made of good wearing calf skin with solid leather soles. Sizes up to 2. Challenge Sale price—

**\$1.39**

### White Oxfords

In ties, straps and pumps, made of Sea Island Duck, Nile Cloth and Washable Kid. High, low or medium heels; real values at—

**\$1.95, \$2.95  
\$3.45 and \$4.85**

### COMING! SHOES FOR MEN

WATCH, WAIT and REJOICE!

A complete line of Footwear for Men, in a few days. Men, delay your buying. Wait! Do not buy your Shoes until you see our announcement in this paper of our opening of this new department. You can save money on your Shoes here. We will soon have a complete line of Men's high-grade, well made Shoes at our usual underselling prices.

### Children's White Shoes

White Sea Island Duck, low shoes with comfortable low heels and nature toes, in Oxford and strapped styles; prices according to size.

**\$1.65 to \$2.95**

Prices Smashed to Smithereens in Our Millinery Department

## All Our Hats Reduced

UP TO \$7.50 HATS - - - - - \$3.49

Beautiful new Hats, purchased from leading New York manufacturers, that are worth double this price. Every Hat a sample—no two alike. Come here tomorrow and choose from this grand assemblage. All the new styles are embodied, and every fascinating color combination will be found here. Hats for every occasion. You should see them.

**CHILDREN'S HATS \$1**  
Values up to \$3.50 - - - - - \$1.00

Children's and large Girls' new Straw Hats, a whole table full, large broad rimmed Hats, smaller Hats and other styles, gross grain ribbon streamers, a bargain, each. **\$1.00**

**Our Trim'd Hats \$1.99**  
Values up to \$7.50 - - - - - \$1.99

A wonderful array of Summer Hats, we had to buy 300 in order to get them at this price. Many of them are just like the ones pictured here. Plenty to choose from, trimmed abundantly with flowers, fancies, fruits and novelties. Every Hat is worth \$7.50.



SEE BIG WINDOW

**Stylish Hats**  
Exclusive to \$10 values

If you would see these pretty Hats you will agree with us that there is nothing like it in or around this city of Richmond. Clever off-the-face models, stunning Hats with wide brims, turbans, hats desirable for immediate summer or early fall wear. Many two or three color combination effects, others of navy taffeta with smart white stitching. The assortment is so great, the assemblage so big, that space does not permit elaboration of description. You must come in and see them with your own eyes, to appreciate the wonderful values. Up to \$10.00 Hats in this group to sell for only **\$4.89**

**Velvets  
Georgettes  
Velours  
Taffetas  
Straws**

**\$4.89**

For Sport or Dress Wear. The Most Wonderful Value Ever



**Women's \$3.50 Hats**

One whole table full of Women's Sailor Hats, values that range up to \$3.50 will go on the altar of sacrifice for only—

**99c**