

THE GINGHAM COMPANY

The publication of fashion touches every line of goods that reaches the various departments. The choice of hats is not winged by golden butterflies no more than the dresses...

The great help in Dress Fabrics comes from Paris. The fresh flashes by striking precedence in the race...

China and India Silks. No one shows here in greater profusion. No one shows greater diversity of style...

Embroideries and Laces. In endless variety. Look over the stock. The styles and qualities are charming...

The Millinery. It is on its "high noon" in its "high noon" in its "high noon" in its "high noon"...

Houseware. If there is anything in the house that is not here let us know and it shall be that is, if it is worthy of your buying...

Wash Silks. Feather-weight, with the fineness of China hand-loomed dainty, such colors as blue, black, white, red, green, yellow, orange, pink, purple, lavender, lilac, etc.

The New Grenadines. Not desirable. The choice of French silk, black, black with colored stripes or stripes. Black devices in blue, green, red, etc.

Silk Drapery Nets. Together and a marvel for the price. Some choice new patterns for \$1.25 all the way to \$5.25 a yard.

Embroidered Mouselein. in light tints, black, black with white in blonings, all over and trimming widths; also, in plain for drapery, 46-inch width.

de Soie. in light tints, black, black with white in blonings, all over and trimming widths; also, in plain for drapery, 46-inch width.

Fast-Black Mull. in light tints, black, black with white in blonings, all over and trimming widths; also, in plain for drapery, 46-inch width.

Jacquot's. in light tints, black, black with white in blonings, all over and trimming widths; also, in plain for drapery, 46-inch width.

Nottingham, Irish Point and Tamour Lace Curtains—Curtains from 60c to \$25 a yard.

ONE ROLL MATTING—40 yards for \$5. LARGE PLAIN MATTING—25c—regular price 40c.

DAMASK MATTING regular price 50c—now 40c. IRON-FRAME BROCADED GRENADINE 60c a yard.

SATIN-STRIPES GRENADINE—iron-frame—only \$1. NOTTINGHAM, IRISH POINT AND TAMOUR LACE CURTAINS—Curtains from 60c to \$25 a yard.

Look at these HANDSOME DRESS PATTERNS in our show windows. CAMEL-HAIR CHEVIOT only 50c. CAMEL-HAIR MIXED PLAID CHEVIOT only 60c.

LINES-FINISHED CHEVIOT for gentlemen and boys' shirts 8c and 10c. New lot of 12½c GINGHAMS only 6½c. 25 pieces of BLACK and WHITE DEMI-FLAUNCE.

Great bargains in BLACK FLOUNCE and NETS. Some of these patterns are now in great demand not only here but in Paris. First bottle best imported BAY RUM, regular price \$1—now 50c.

GENTLEMEN'S CELLULOSE CUFFS, 15c. GENTLEMEN'S TUCK SCARFS only 25c. Pure SILK WINDSOR-TIES 2 for 25c. PEARL BUTTONS, 5c a dozen.

New line of JEWEL and SILVER TRIMMINGS. HARTY'S WIRE-BUCKLE SUSPENDERS, 25c. FRENCH GINGHAMS only 10½c—worth 25c. GENTLEMEN'S COLORED-BORDERED HANDKERCHIEFS, 1-inch hem only 15c. GENTLEMEN'S REGULAR-MADE FANCY HALF-HOSE only 25c.

PLUS-BALLS for fancy work only 12½c a dozen. PALM, 30c a dozen. LACEY BLACK and COLORED JERSEY GLOVES, 15c—regular price, 20c. Bargains in TORCHON LACES by the dozen yards or one piece.

CUTICURA SOAP, 15c. COGNAC'S GAMBRIER-BOUTIQUE SOAP, 21c. One of our large size RUBBER HAIR-PINS, 15c. PICTURE-WIRE No. 3 only 12½c a piece. WETLTON'S CASINO only 10c a piece. COLORED SILK FAILLE the \$1 quality only 81c.

POWDER-BLOCKS only 7c. LONG FUTURES CHEZETTES only 6c. INITIAL LETTERS, 3 dozen for 5c—warranted fast. BANDEAUX for the hair only 25c.

When we opened our new Shoe Department for Ladies' Moccasins, and Children's Fine and Medium Shoes we never anticipated our trade would reach such proportions in so short a time. The quality of our goods, the style, and the price, are the reasons for our success.

THE TOWER, LEVY & DAVIS, NEW STORE, 1, 3, and 5 East Broad Street.

OUR SPECIAL SALE OF DRESS GOODS CONTINUED. This will be good news to thousands. It means that this week will be packed just as full of extraordinary bargains as the last one was.

LADIES' BLACK, TAN, and BLUE BLAZERS only \$2.50. LADIES' POLKA-DOT BLACK SATINE SHIRT-WAIST only \$1.75. SOLID BLACK SATINE SHIRT-WAIST only \$1.25—guaranteed fast.

10 pieces BROWN LINEN only 20c a yard—worth 30c. PLAIN HUCK ALL-LINEN TOWELS with 3 stripe border and hemmed only 20c. (This towel has no fringe.)

Have you seen the PINE SILK GLORIA we are selling at \$1.50—40-inch wide in all shades? You will prefer it to any silk. FANCY TURKISH TOWELS—handsome patterns—only 17c.

6-4 WHITE SPREADS for criss only 75c—worth \$1. LADIES' RIBBED-SHIRTS, L. N. & S. S., only 40c. LADIES' PURE SILK VESTS only 75c. LADIES' 20-INCH UMBRELLAS, warranted pure silk with cherry handles and a cherry on every handle only \$3.00.

18-INCH FINE GLORIA UMBRELLAS with light blue, tan, garnet, black, and white handles only \$1.35. All the popular makes of CORSETS—P. D. C., P. Thompson's, Warren's, K. & S., and several other popular brands.

OUR SILK DEPARTMENT is one of the chief centers of attraction just now. No one shows here in greater profusion and variety. A very handsome line of CHINA SILKS in all the desirable shades—only 50c a yard.

EXQUISITE EVENING SHADES in Polka-Dot and Plain-Stripes. FINE DAMASK SCOTCH TOWELS, 23x49 with rich colored borders only 50c. EMBROIDERED LAMBRQUINS by the yard only 75c—reduced from \$1.

EMPHORIC LAMBRQUINS by the yard only \$1—reduced from \$1.25. PLAIN WHITE NAINSOOK 100—regular price 25c. PINK, BLUE, and BLACK MULL only 25c. Short-lengths of PLAIN WHITE INDIA LINEN, 16 to 20 yards, only 6½c—worth 12½c.

CHEEK MUSLIN over 5c grade this week only 4½c. RUBBER-CLOTH full 1 yard wide for sheets only 60c—regular price, 81c. This week we will inaugurate a SPECIAL MUSLIN UNDERWEAR SALE. Prices on some of our muslins will be as low as our competitors' low-price goods.

CHILDREN'S CAPS with draw-threads only 20c. COLORED MUSLIN CAPS only 25c. FRENCH BONNETS for children only \$1.25. Elegant line of WHITE CAPS and BONNETS at 50, 75c, and \$1. GENTLEMEN'S BLACK SATINE OUTFITTING SHIRTS only \$1.

GENTLEMEN'S TWILLED OUTFITTING SHIRTS only \$1.25. GENTLEMEN'S SILK-STRIPED OUTFITTING SHIRTS \$2.45. GENTLEMEN'S CHEVIOT OUTFITTING SHIRTS 50c. Any of these shirts are guaranteed to be fast colors and warranted not to shrink.

MOUSSELAINE DE INDIENNE, in handsome China Silk effects, worth 50c per yard, for 38c. A new line of GAUZE FANS for evening wear—very beautiful in effects—ranging in price from \$1 to \$3 each. The best value in the city.

CHILDREN'S MUSLIN CAPS, NERELY CAPS, and Tam & Shantier Hats over shown in Richmond. INFANTS' SHORT AND LONG CLOAKS, made of Cream Cashmere, handsomely embroidered, in great variety at very low prices.

BOYS' SHIRT-WAISTS in Fancy Plaid and White. Over fifty different styles just received, ranging in price from 50c to \$1.00 each. DRESS TRIMMINGS, New things arriving daily. Others tell us we have the finest line of these goods ever shown in Richmond.

MEDICI COLLARS, the very latest thing out for dress garments, in Black Silk Gimp, Hand-Crocheted, and Beaded Gimp. COSARGES, another new and pretty garment, made of Hand-Crocheted Black Silk Gimp—very stylish.

GAUSS & CO. MILLINERY, FANCY GOODS, &c.

Continuation of the sale of Bargains this and every week, but particularly THIS WEEK. Every one knows we are famous for selling goods at low prices. Go, call, and see for yourself.

"Foster Kid Gloves." Every pair must go, so remember the price for the... 2-book in Black and Colored, \$1.00—formerly \$1.25.

Reefers, Reefers. We are still selling those Reefers for Children at 98c worth \$1.25. They are just what is wanted at this time of the year, and range for ages four to twelve years.

CORSETS. Some of these elegant Corsets left at 50c—former prices of which were, 75c, \$1, and \$1.25. All popular brands also in stock.

JEWELRY. In this line we show some of the most to be found anywhere. We have secured bargains in all kinds of samples cheap, and which will sell well.

GIVEN AWAY. PILLOW-SHAMS, PILLOW-SHAMS. This useful article on sale again, and we have only a limited quantity. The price for them will be 11c per pair, for MONDAY only.

SUMMER VESTS. A nice assortment from 10c and upwards. JERSEYS. The prices of these goods have all been marked down, and range from 50c and upwards.

SPRING MILLINERY OPENING. In a few days we will announce the time for our MILLINERY OPENING of PATTERN HATS and NOVELTIES, when we will dazzle your eyes with the brilliancy of OUR designs.

STAMPING. Particular attention paid to STAMPING in all its branches. Work guaranteed and done at short notice.

GAUSS & CO., 113 East Broad Street. MITTELDORFERS' NEW GRANITE-FRONT BUILDING, 217 East Broad Street.

GRAND OPENING OF NEW SPRING GOODS. Immense display of all the PLAIN and NOVELTY DRESS GOODS. New shades, new designs. Our largest stock in price from 10c to \$2.50 per yard.

CHINA SILKS in all the new shades at 50c. GINGHAMS, PRINTS, CHALLIES, PERCALES, OUTFITTING SHIRTS, and other goods and all at the lowest prices.

CHILDREN'S CAPS and CLOAKS for Infants at very low prices. THE MEMBERS OF THE WESTERN ASSOCIATION will meet in the basement of the church on the MORNING OF THE 17th INSTANT at 8 o'clock to take part in the annual meeting of the Association.

GERMAN-AMERICAN ASSOCIATION. The members of this Association are requested to attend a called meeting on MONDAY THE 17th INSTANT, at 8 o'clock, at the Hall, for important business.

A SPECIAL MEETING OF THE FAIRMOUNT LANE CAMP will be held at the office of Major J. H. Dimeson, North and Main streets, Richmond, on FRIDAY, APRIL 18, 1891, at 8 o'clock P. M. All stockholders are requested to be present either in person or by proxy.

BOOKS, STATIONERY, &c. PASTER-CARDS AND NOVELTIES—BEAUTIFUL BOOKLETS, as follows: Easter-Day, Thoughts of Heaven and Sunset; Easter-Rosettes, as Book of the Song of Songs; Easter-Cards from the Greatest of the Special Items in Fine White Lace and the Cheap Turbans and Medals Lace can still be purchased at the Lace Counter.

ISAAC SYCLE & Co., 303 EAST BROAD STREET, NOTE LOCATION, NEXT CORNER THIRD.

\$30,000 WORTH OF NEW GOODS. We have made special efforts this season to place before you a line of Dress Goods that for pattern, coloring, and durability cannot be equalled.

54-inch ALL-WOOL TAN HEATHER MIXTURE, worth \$1 a yard, at 50c. 54-inch ALL-WOOL GRAY HEATHER MIXTURE, 60c a yard. TAN, BLUE, BROWN, and GRAY PIN-CHECK LADIES' CLOTH, 64 inches wide, at \$1 worth \$1.50 a yard.

54-inch ALL-WOOL HART CLOTH, all colors, 50c a yard. HALF-WOOL BLACK AUSTRALIAN CHEEP CLOTH, 12½c a yard. 40-inch BLACK LACE BUNTING at 40c a yard, worth 75c. CHINA DRAPEY SILKS in a variety of colors. Strong, well-made JAPANESE FIRE-SCREENS, 40c.

1000 yards ENGLISH CHEVIOT BRIMMANS for waist and children's dresses, 8½c a yard. Very large size DAMASK KNOTTED FRINGE TOWELS at 50c worth 70c. The largest 12½c ALL-WOOL TOWEL in the city. Remnants Genuine 40c FRENCH SATINES, lovely styles, at 10½c a yard.

38-inch ALL-WOOL CREAM TRICOT, 45c a yard. 54-inch ALL-WOOL CREAM BLAZER CLOTH, 80c worth \$1.25. 20 pieces FRENCH GINGHAMS, good style, at 10c a yard. Remnants in LADIES' BLAZERS and REEFERS.

We are showing a lovely line of LACE NETS and FLOUNCE. Twenty styles LACE NET, all silk, dots, figures, and stripes, at 75c a yard, worth \$1.25. A beautiful line of narrow ORIENTAL LACE.

5 pieces Gray Flannel at 9c, reduced from 15c. This half-price flannel is suitable for dresses, skirts, and lining. 15 pieces Chenille Fringe at 10c per yard, reduced from \$1.50, \$1.25, \$1, and 75c.

Vegetable Ivory Buttons at 5c, a card of two dozen or 25c per gross. This button is worth 5 and 10c per dozen according to quality. 1 lot Jet Buttons reduced from 50, 37½, 25, 15, and 10c to 5c per dozen.

1 lot large-size Metal Dress Buttons reduced from 50 and 25c to 5c per dozen. 1 lot medium and small-size Metal Dress Buttons reduced from 25, 20, 15, and 10c to 5c per dozen.

Another lot of Agate Buttons, in black and colors, at 1c per dozen. We sold more Hose last Monday than we had ever before in that record. This week we want to beat that record.

25 dozen Ladies' Hose, in black, brown, red, reduced from 50, 37½, and 25c a pair; 1 lot of Children's Striped Hose, unbleached grounds with colored stripes, sizes 6 to 8, at 5c a pair, or 6 pair for 25c.

1 lot Boys' Striped Socks, sizes 7, 8, 9, 10, a pair or 6 pair for 25c. 8, reduced from 50, 37½, and 25c. 1 lot Children's Socks, sizes 4 and 4½ only, in blue, black, brown, and red, reduced from 25 to 12½c.

Children's Black Lisle Hose, sizes 6 to 8, reduced from 50 to 25c. This is a magnificent value. Men's Striped Socks, unbleached grounds with colored stripes, in all sizes, at 10c, worth 25c.

Ladies' Pin-Striped Hose, regular made, at 10c, worth 25c. 3 papers Pins for 5c. 6 papers Needles for 25c. 2 rolls Tape for 5c. 2 spools Twist for 5c. 2 spools Clark's Cotton for 15c. 8 spools Dragon Cotton for 15c. Hemmed Pillow-Cases, 15c a piece. Hemmed Bolster-Cases at 25c, reduced from 50c.

This is the most absurdly low price. Gentlemen's shirt Bosoms with nearly a half yard of cambric inserted on each front, at 10c a piece. This inserting can be used to trim the fronts of gowns. Ladies' Black Silk of 25c a pair; 10c, will buy a pair of good Imitation Cashmere Gloves—in colors only. 1 small lot of Children's Silk Hose, navy blue only, in sizes 7, 8, at 25c a pair.

GRAND SPRING OPENING AT THALHIMER BROS'. THIS WEEK. We Display All the Novelties in Dress Goods, Consisting of the Most Stylish Fabrics Worn This Season.

OUR ASSORTMENT OF DRESS TRIMMINGS IN BLACKS AND FANCY EFFECTS IS THE LARGEST IN THE CITY AND THE MOST BEAUTIFUL STYLES ARE AMONGST THEM. LACE AND SATIN STRIPED GRENADINES are much in use, and we display a large variety of the newest designs. Over 100 pieces NEW DRAPEY NETS and NARROW BLACK LACE FLOUNCE, as much in use, the prices of which are low down.