

CONGOLEUM

The Guaranteed Floor Covering

Lays perfectly flat on the floor without tacking. Will not curl up at ends. The manufacturer guarantees every yard to give satisfaction. During this sale, special, sq. yard. . . **43c**

Before purchasing Your Linoleum for any Room, we Invite Your Inspection

Railroad Store

The Store for All the People

THE STANDARD MERCHANDISE CO.
Elghth and North E Streets Richmond, Indiana

New Easter Millinery

\$4 \$5 \$6

YOU CANNOT AFFORD TO MISS THESE WONDERFUL VALUES
New Easter Trimmed Hats—Choice of any in the store this week . . . **\$1.95**

GIGANTIC TRUSTEE'S PURCHASE SALE AND

EXTRA SPECIAL

50c Ladies' Large Kimono Aprons	27c
\$1.50 Ladies' White Silk Waists	98c
\$1.50 Ladies' White Muslin Petticoats	98c
75c Ladies' White Muslin Petticoats	39c

Great Pre-Easter Underselling Event

50c and 75c Men's Silk Neckties	39c
Men's extra fine Pure Silk Hose, all colors	21c
Special Men's New Easter Shirts	48c
Exceptionally good assortment New Easter Shirts, at	95c

New apparel is one of the things that nearly everyone buys, especially at Easter time, and most stores make big profits by getting full prices for their goods. Such is not the case, especially, with the Standard Merchandise Co., as at this time we offer to the buying public of this locality their golden opportunity to buy new Spring wearing apparel of the latest and most wanted styles and designs at prices you generally get during after-season sales. Our Trustee's Purchase Sale has so far met with great success, and, as a crowning feature, we offer these unusual values during this great pre-Easter underselling event. Read every item on this page if you want to save on your Spring apparel.



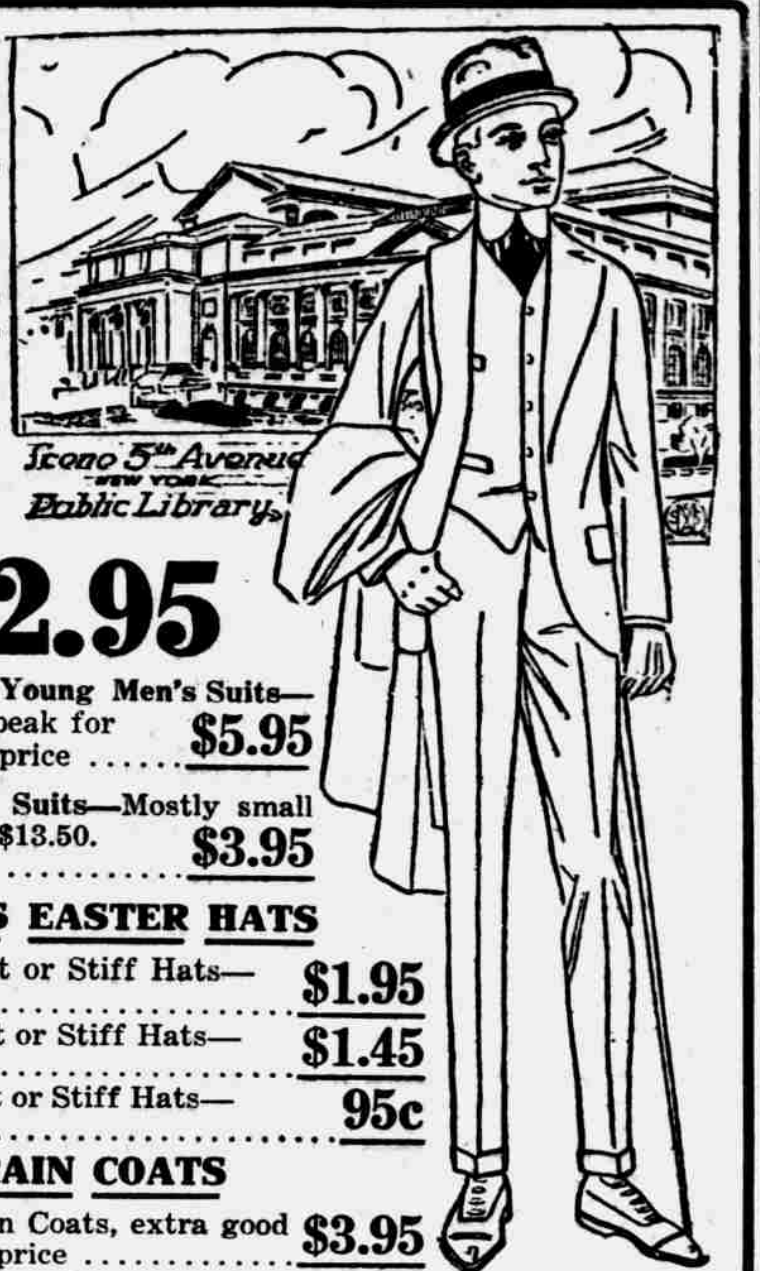
Special Easter Values in New Spring Wearing Apparel for Ladies

\$25.00 Ladies' Suits—Tailored in the heights of fashion—Sale price	\$9.95
\$15.00 Ladies' Spring Suits—In latest shades and materials—Sale price	\$7.95
\$10.00 Ladies' New Spring Coats and Suits—Every one of these garments will please—Sale price	\$4.95
One lot of Odd Coats and Suits—Values up to \$10.00—Sale price	\$2.95

LADIES' NEW SKIRTS

\$3.50 All Wool Skirts—Latest design	\$1.95
\$5.00 All Wool Skirts—Latest design	\$2.95
\$7.50 All Wool Skirts—Latest design	\$3.95
Ladies' New Silk Petticoats—Beautiful shades, regular \$5 values—Sale price	\$2.95

New Easter Togs For Young and Old Gigantic Reduction On New Spring Suits



\$25.00 Men's or Young Men's Suits made from the newest fabrics and latest designs. Sale price	\$12.95
\$18.00 Men or Young Men's Suits—You will find these more than excellent values. Sale price	\$9.95
\$15.00 Men and Young Men's Suits—This lot is the greatest value ever offered before. Sale price	\$7.95
\$5.00 All Wool Trousers—Blue Serge included; at	\$2.95
\$4.00 All Wool Trousers—Sale price at	\$2.45
\$3.00 All Wool Trousers—Sale price at	\$1.95
\$2.50 All Wool Trousers—Sale price at	\$1.45

\$10.00 Men's and Young Men's Suits—Values that will speak for themselves. Sale price	\$5.95
One Lot of Men's Suits—Mostly small sizes, values up to \$13.50. Sale price	\$3.95
MEN'S EASTER HATS	
\$2.50 New Soft or Stiff Hats—Sale price	\$1.95
\$2.00 New Soft or Stiff Hats—Sale price	\$1.45
\$1.50 New Soft or Stiff Hats—Sale price	95c
RAIN COATS	
\$7.50 New Rain Coats, extra good quality. Sale price	\$3.95

Bargain Basement Specials

7 rolls Toilet Paper	25c
10c Brass Extension Curtain Rod 5c	
\$1.00 Curtain Stretchers	79c
One lot of Window Shades	3c
One lot of Window Shades, values up to 75c; while they last	25c
Choice of any Plate in our Bargain Basement	5c

Some Mighty Big Values in Fine Undermuslins, Hosiery, Etc.

75c Ladies Muslin Gowns—Sale price	43c
\$1.00 Ladies' Muslin Gowns—Sale price	79c
Ladies' Muslin Drawers—Special at	43c
Smart, New Collars—Special at	48c
50c Ladies' Silk Hose—In colors—Special at	29c
15c Ladies Hose—Special	9c
25c Ladies' Silk Lisle Hose—Special	17c
10c Ladies' Gause Vests—Special	6c

All Embroideries are Being Sacrificed at Half of Marked Price

50c Children's School Dresses—Special	39c
75c Children's School Dresses—Special	48c

EASTER GLOVES FOR LADIES

\$1.50 Gloves—Extra fine quality	98c
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Greater values can be had by paying us a visit during this great price cutting event.



Easter Dry Goods and Dress Goods At Great Savings

\$1.00 New Silks, 36 inches wide; sale price	69c
50c New Silks; sale price 34c	
All new 50c materials	43c
All new 25c and 35c materials	21c
\$1.25 Silk Poplin, 42 inches wide. Special	89c
Special Light and Dark Calico, yard	4 1/2c
75c Table Linen, extra good quality	43c
Percale, light or dark, 12 1/2c grade. Special	7 1/2c
10c Apron Gingham, extra heavy quality. Special 4 1/2c	
20c Indian Head, 54 inches wide. Special	15c
50c Ladies' Short Silk Gloves—all colors	39c
\$1.00 and \$1.50 Ladies' Long Silk Gloves	79c

Special Prices on Easter Novelties.



Specials from all Over the Store

20c China Matting. Sale price, yard	13c
9x12 Tapestry Brussels, regular \$20.00 value. Special	\$9.95
Congoleum Rug Border, rich golden oak effect, absolutely guaranteed. Sale price	43c
\$7.50 Genuine Coon Hide Suit Case; sale price	\$3.45
Easter Special on Boys' Clothing	
Brimful of snap, style and individuality—Boys' Norfolk Suits, plaited front and back, patch pockets, stitched belts, knick pants, in novelties, blue serges, etc.; values up to \$7.50—Sale price	
We are offering exceptional values in Boys' School Suits from \$1.45 to \$2.95	

NEW EASTER FOOTWEAR FOR MEN, WOMEN, CHILDREN AT SALE PRICES

Men's Black or Tan, Button or Blucher Cut Shoes; hand welts; \$4.00; now	\$3.45
Men's tan or black Shoes, welts, button or lace; \$3.50 values; sale \$2.89	
Men's new style Shoes, welts, good values; \$3 grade; sale price	\$2.24
Men's O-So-E-Z Vici Lace or Congress Gaiter Shoes; \$2.50 quality; at	\$1.89
Boys' Gun Metal Blucher, lace or button shoes; \$2 values; in sale at	\$1.69
Boys' Solid Shoes for school, new stock; \$2.50 grade; Sale price	\$1.95
Youths' Gun Metal Calf Button or Lace Shoes; \$1.75 stock; Sale price	\$1.39

A GREAT SALE OF SHOES FOR WOMEN

Ladies' Shoes, small sizes, 2 1/2 to 4; good stock, best makes, cut from \$3.00 and \$2.50 to	\$1.24
Misses' New Shoes, all leathers, for school; sizes 11 to 2; \$2.00 quality, at	\$1.48
Child's Rubber Sandals, sizes 3 to 8. 50c values; now	29c
Ladies' Velour Calf Button, hand welt. \$3.50 value going at	\$2.45
Ladies' Julietts with tips or plain toes, sizes 3 to 8; \$1.75 grade; Sale price	\$1.39
Ladies' Kid Button or Blucher cut, new stock. \$2.25 quality; in this sale at	\$1.69
Ladies' Patent Leather Button Shoes, new goods, \$3 values; at	\$2.39
Infants' Assorted Soft Sole Shoes, colored top, on sale at	21c
Misses' Assorted Shoes, worth \$1.75 and \$2.00; sizes 11 to 2; lace and button, at	\$1.19

