

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.**

Eighth 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 Event
Pre-Easter Underselling**

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 assort- ment 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—**\$9.95**
Sale price

\$15.00 Ladies' Spring Suits—In latest shades and materials—**\$7.95**
Sale price

\$10.00 Ladies' New Spring Coats and Suits—Every one of these garments will please—**\$4.95**
Sale price

One lot of Odd Coats and Suits—Values up to \$10.00—**\$2.95**
Sale price

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

\$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 DRESS TROUSERS

\$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

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
\$7.50 New Rain Coats, extra good quality. Sale price	\$3.95

RAIN COATS**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—	43c
Sale price	
\$1.00 Ladies' Muslin Gowns—	79c
Sale price	
Ladies' Muslin Drawers—	43c
Special at 21c and	
Smart, New Collars—	48c
Special at 23c and	

50c Ladies' Silk Hose—In colors—Special at	29c
15c Ladies' Hose—Special	9c
25c Ladies' Silk Lisle Hose—Special	17c
10c Ladies' Gauze Vests—	6c
Special	

All Embroideries are Being Sacrificed at Half of Marked Price

50c Children's School Dresses—**39c**
Special

75c Children's School Dresses—**48c**
Special

EASTER GLOVES FOR LADIES

\$1.50 Gloves—**98c**
Extra fine quality

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. Special89c
Special Light and Dark Calico, yard41c
75c Table Linen, extra good quality43c

Percale, light or dark, 12½c grade. Special	7½c
10c Apron Gingham, extra heavy quality. Special	4½c
20c Indian Head, 54 inches wide. Special	15c
50c Ladies' Short Silk Gloves—all colors39c
\$1.00 and \$1.50 Ladies' Long Silk Gloves79c

Special Prices on Easter Novelties.

**Specials from all Over the Store**

20c China Matting. Sale price, yard 13c

Easter Special on Boys' Clothing

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

We are offering exceptional values in Boys' School Suits from \$1.45 to \$2.95

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

We are offering exceptional values in Boys' School Suits from \$1.45 to \$2.95

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

We are offering exceptional values in Boys' School Suits from \$1.45 to \$2.95

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