

This Store Will Close All Day Wed.

To enable us to arrange stock for this Gigantic "Make Room for Fall Goods Sale" which positively promises to be the greatest money saving sale ever offered to the buying public in this section of the state—and don't forget the opening date of sale is Thursday morning, July 22nd.



Railroad Store

The Store for All The People
THE STANDARD MERCHANDISE CO.
8th and North E Sts. Richmond, Indiana

July and August Store Hours

Open at 7 A. M. Close at 6 P. M.—Open Saturdays Till 10 P. M. The great majority of things you will need can be bought as conveniently in July as later. And our "Make Room for Fall Goods Sale" makes prices lower than they will be later.. We suggest that you read this page carefully for real live savings.



MAKE ROOM FOR FALL GOODS SALE

Congoleum Mats, size 18x18, assorted patterns, suitable for use under Jardinieres, Umbrella Stands, etc., regular 25c value at **5c**

Comes Like a Message From the Great Beyond

BROOMS for Fall Housecleaning—It's not too early to lay in a supply of brooms, especially when you buy them at only **17c**

To You---Bargain Seekers of Eastern Indiana and Western Ohio

FREE! FREE!

To the first 25 ladies who enter our store Thursday Morning, July 22nd at 8 o'clock, we will give absolutely free a useful gift to each one of the 25.

In all our business career we have never had in stock such high grade summer merchandise, and we cannot carry it over into another year. We don't want to carry it over, but you know well enough that the past season has been an off season and the result is we are forced to almost give away our grand, clean, bright stock of Summer Merchandise to make room for New Fall Goods. The prices quoted in this sale announcement tell the story and we wait for you to tell us whether or not you want these positive bonafide values we are offering. Read every item carefully. Come early and buy, as sale positively closes Aug. 1.

FREE! FREE!

To the first 25 ladies who enter our store Thursday morning, July 22nd, at 8 o'clock we will give absolutely free, a useful gift to each one of the 25.

Men's Underwear

75c Athletic Union Suits, special **39c**
\$1 Balbriggan or Poros Knit Union Suits at **79c**
50c Men's Summer Underwear **37c**
25c Men's Summer Underwear **19c**

Handkerchiefs

White, Red and Blue Bandanna Handkerchiefs, special at each **2 1/2c**
Others Specially Priced at 4c, 7c, 9c, 11c, 17c

Men's Work Shirts

50c Work Shirts, big values; large assortment, special at **33c**
Black Sateens **39c**
Don't pass up this Shirt Bargain.

SILK HATS AND CAPS

\$1.00 values, special **69c**
at **37c**
50c values, special **37c**
at **37c**
Summer Weight Cloth Caps—Just the thing for auto wear; special at **69c** and **37c**

Men's New Pants

\$1.00 Ki Ki Pants **77c**
\$1.50 Ki Ki Pants **98c**
\$2.00 Ki Ki Pants **1.48**
\$5.00 Wool Pants **2.95**
\$3.00 Wool Pants **1.95**
One special lot Work Pants at **95c**

WINDOW SHADES

In Dark Green, regular 35c values, 36x6 feet, **21c**
special **27c**
36x7 ft. Shades, special **27c**
at **15c**
One odd lot of shades, values to 50c; assorted colors, **15c**

WASH BASINS

And Pitchers, combined, regular 75c values, special **39c**
Large size Combinets, 75c Values extra special **33c**
at **10c** Cuspidors at 7c.

Floor Matting

35c Matting, special **21c**
at per yard **14c**
20c Matting—per yard **9c**
One lot of Remnants, values up to 35c, at **9c**

EVERYTHING SACRIFICED IN OUR LADIES' READY-TO-WEAR DEPARTMENT

Positively the Greatest Values We Have Ever Offered in Years



Ladies' Summer Dresses, \$1.50 values, at **89c**
Choice Ladies' Summer Dresses—silk; values to \$10.00, at **\$2.98**
House Dresses, one special \$1 lot at **59c**
House Dresses, regular \$1.25 values at **89c**
Women's \$3.50 Waists at **\$1.59**
House Dresses, \$1.50 values at **.98c**
75c Women's Lingerie Waists at **39c**
Women's \$1.50 Tub Silk Waists, **89c**



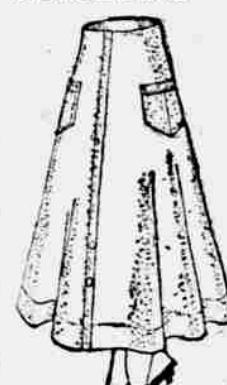
SUMMER HATS—

Your Choice at **39c**
Children's Summer Goods
Children's 50c Dresses, Special **34c**
Children's 75c Dresses, Special **43c**
Children's \$1.00 Dresses, Special **79c**
Children's Hose, etc., at special "Make Room for Fall Goods Sale" prices.
Children's Oliver Twist Suits, special **43c**

SUMMER SKIRTS

ONE LOT WASH SKIRTS

in white, tan or Shepherd Check, at **77c**
\$5 All Wool Skirts at **\$2.87**
\$4 All Wool Skirts at **\$2.43**
\$3.00 Skirts **\$1.79**
\$2.50 Skirts at **\$1.43**



Ladies' Handkerchiefs

Especially priced at 1c, 3c, 7c, 9c, 11c, 14c and 17c.
These are all excellent Linen Handkerchiefs and worth double the price.

Apron Goods

Ginghams and Calicos, best standard prints, extra heavy quality, per yd. **4 1/2c**
12 1/2c Percales, now per yard **7 1/2c**

Congoleum and High Grade Rugs

Congoleum Floor Covering 75c values at **37c**
This article is advertised the world over and is guaranteed to give satisfaction in every respect.

Congoleum Rugs

Absolutely the Best Porch Rug Made
Stay perfectly flat on floor without tacking, and guaranteed; sizes 3 ft. by 3 ft. to 9x12; will fit any porch or space required. These must be seen to be appreciated; buy now at sale prices.
\$25.00 Axminster Rugs, 9x12 at **\$17.95**
\$22.50 Velvet Rugs, 9x12 at **\$14.95**
\$20.00 Tapestry Brussels, 9x12, at **\$12.95**
\$18.00 Tapestry Brussels, 9x12, at **\$11.45**
\$15.00 Tapestry Brussels, 9x12, at **\$9.45**

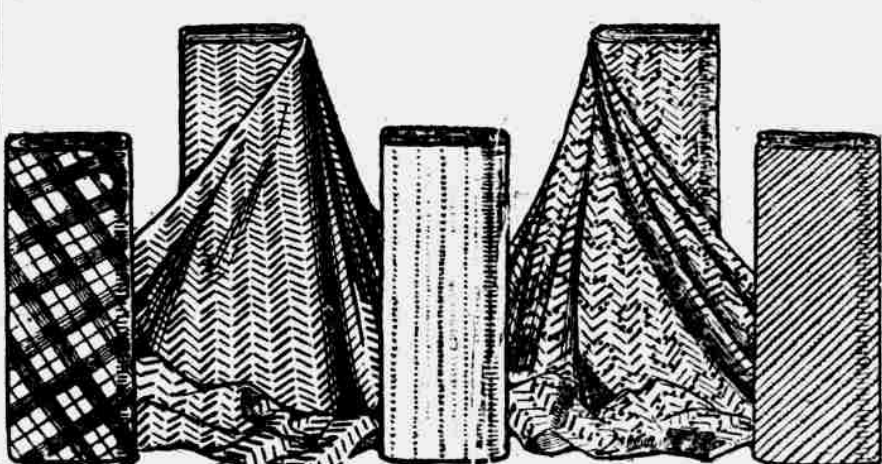


Fine Low SHOES For Men Women and Children

Ladies' Vici Blucher and Button, \$2 grade. **\$1.43**
Boys' Gun-metal, Blucher and Button Shoes, \$2.00 and \$2.25, at **\$1.59**
Misses' Shoes, assorted, lot good values, in sale at **\$1.49**
Men's Work Shoes, \$2.50 at **\$1.95**
Men's Dress Shoes, \$3.50 values at **\$2.95**

Mammoth Clearance

of Summer Dress Goods and Wash Goods Now--During 'MAKE ROOM FOR FALL GOODS SALE.'



All \$1.00 Woolen Materials, during sale **61c**
All 75c Woolen Materials; during sale **43c**
All 50c Woolen Materials, during sale **37c**
18c Kimono Crepes, during sale at **12c**
25c Mercerized Lining, all colors, Sale price **16c**
10c Dress Ginghams, sale price at **7c**
12 1/2c Dress Ginghams; Sale price **9c**
15c Dress Ginghams, Sale price **11c**
\$1.50 Table Linen, 2 yards wide, Sale price **79c**
\$1.00 Table Linen, Sale price **63c**
75c Table Linen, Sale price **43c**
50c Mercerized Table Linen, Sale price **39c**
35c Mercerized Table Linen, Sale price **21c**
Bleached and Unbleached Toweling, Sale price **3 1/2c**
7c Toweling, Sale price **5 1/2c**
8 1/2c Unbleached Toweling, Sale price **6 1/2c**
10c Bleached and Unbleached Toweling at **7 1/2c**
12 1/2c Bleached and Unbleached Toweling at **9c**
15c Bleached and Unbleached Toweling at **11c**
7 1/2c Unbleached Muslin, Sale price **5 1/2c**
\$1 1/2c Bleached and Unbleached Muslin, Sale price **6 1/2c**
10c Bleached and Unbleached Muslin, Sale price **7 1/2c**
9 1/2c Unbleached Sheetting, Sale price **21c**
9 1/2c Half Bleached Sheetting, Sale price **24c**
36 in. Pillow Tubing, Sale price **12c**
40 in. Pillow Tubing, Sale price **16c**
12 1/2c Bleached and Unbleached Muslin, Sale price **9c**
15c Towels, Sale price **11c**
25c Towels, Sale price **17c**
All Notions, Buttons, Etc. 1/2 off. Laces and Embroideries less than 1/2 off.

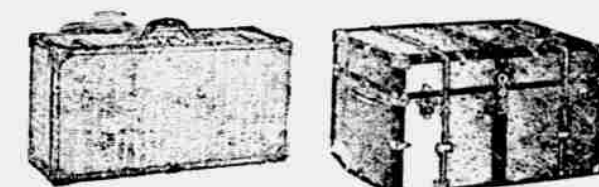
LADIES' Furnishings



75c Muslin Gowns, sale price **46c**
Ladies' Hose specially priced at **6c, 7c, 9c, 14c, 19c** and **39c**
50c Short Kimonos, sale price **34c**
\$1.00 Long Kimonos, sale price **69c**
\$2.00 Long Kimonos, sale price **\$1.19**
\$3.50 Long Kimonos, sale price **\$1.79**
50c Ladies' Knit Union Suits, sale price **34c**
25c Ladies' Knit Gause Union Suits, sale price **19c**
\$1.50 Muslin Petticoats, price **89c**
\$1.00 Muslin Petticoats, sale price **67c**
75c Muslin Petticoats, sale price **39c**
\$1.00 Muslin Gowns, sale price **69c**

Trunks and Suit Cases

\$1.00 Fibre Suit cases, sale price **79c**
\$2.00 Fabricoid Suit cases, sale price **\$1.27**
\$2.50 Fabricoid Suit Cases, now **\$1.95**
\$7.50 Genuine Cow Hide Suit Cases, sale price, now **\$2.99**
\$4.00 Trunks, sale price now **\$2.43**
\$3 Trunks, sale **\$1.97**
\$5 Trunks, sale **\$2.99**
\$7.50 Trunks, sale price now **\$4.87**
\$10 Trunks **\$6.89**



Ladies' Hose

10c Hose, now **7c**
15c Hose, now **9c**
25c Hose, now **19c**
35c Hose, now **23c**
75c Silk Hose, now **43c**
CHILDREN'S HOSE At Special Prices

Embroidery Clearance

A low price placed on all Embroidery; dainty patterns for Dresses, Corset Covers, etc., At Less Than One-half Price

BOYS' BLOUSES

50c BLOUSES—sale price **39c**
35c BLOUSES—sale price **19c**
50c SHIRTS sale price **25c**
Don't miss these specials for that boy.

Gloves Reduced

Silk, Chamoisette or Kid Gloves for men or women; every Glove cut in price. Bargains for all.

Notions and Ribbons

Also Jewelry, at less than one-half price; these values must be seen to be appreciated.

Men's Summer Suits Cut to Rock Bottom

MEN'S \$10.00 PALM BEACH SUITS **\$4.95**
These come in light, dark greys, black and blue pin stripes.

\$20 all wool Suits—Blue Serges, Tartan Plaids, Cassimeres, Woolties, etc.—English styles; **\$12.95**
\$10 and \$12 All-wool Suits, blue serges, plaids, woolties, etc. you can not afford to overlook these values. **\$6.95**
\$15.00 All Wool Suits, a large selection of up-to-date patterns and designs—sale price **\$9.85**
One lot of Men's all-wool Suits, mostly small sizes, values up to \$15, to close out quickly, go now at **\$3.95**



75c All Wool Suits **\$4.87**
Sale price **\$4.87**
\$6.00 All Wool Suits, **\$3.95**
Sale price **\$3.95**
\$5.00 All Wool Suits, **\$3.39**
Sale price **\$3.39**
\$4.00 Suits, all wool **\$2.95**
Sale price **\$2.95**
\$3.00 Suits **\$1.95**
One lot, values to \$5.00, special at **\$1.49**
25c Boys' Pants at **15c**

Straight Ahead for These Great Furnishing Values---

No Better Values Were Ever Offered in High Grade Furnishings for Men

\$2.50 Men's Dress Shirts, silk lustre, extra special at **\$1.39**
\$1.50 Men's Dress Shirts at **95c**
\$1.00 Men's Dress Shirts at **79c**
75c Men's Dress Shirts at **43c**
50c new Four-in-hand Ties, **39c**
Straw Hats, regular \$2.00 values, all this season's new styles, at **95c**



\$1.50 Straw Hats at **75c**
\$1.00 Straw Hats at **48c**
50c Straw Hats at **19c**

SALE POSITIVELY STARTS THURSDAY MORNING AT 8 O'CLOCK AND CLOSSES SATURDAY NIGHT JULY 31