

THE FOURTH ANNUAL 50c SALE

AT THE MASHMEYER STORE BEGINS ON TUESDAY MORNING, DECEMBER 8, 1908

To those who have patronized our 50c sales in former years we need say but little, the mere announcement brings them to us. They remember the tremendous buying possibilities, they know what great things can be accomplished during this 50c sale time. We do not exaggerate when we say the greatest crowds at our store have been attracted, the greatest enthusiasm created, the biggest sales in the history of Mashmeyer Store have been during the time of our Holiday

FIFTY CENT SALE

READ NOW WHAT 50c WILL DO.

50c will buy a Dollars worth in some instances.

We do not see a single item quoted that does not represent 75c in actual value.

Read these items carefully and remember TUESDAY, DEC. 8TH IT BEGINS and the Christmas is near. Make your money do its utmost. There are many to buy for.

85c Quality Fancy Silk Plaids, Stripes, Grecian, all colors, 50c

BLACK SATINE PETTICOAT, full sizes, made of good mercerized satine, Holiday Sales Price **50c**

BEST GRADE SILKALINE—8 Yards Beautiful New Silkline, prettiest you ever saw, Holiday Sale Price, 8 yards for **50c**

10c FINE CHALLIES, the 30 inch wide kind, not the narrow inferior sort, quoted cheap and worth nothing, but good enough for any garment you choose to use it for. 8 Yards for **50c**

FINE BORDERED PERCALES, wide width, fast colors, fine, cloths, Holiday Sale Price 6 Yards for **50c**

FANCY PERSIAN RIBBONS, wide, all-silk, pretty, the 25c and 30c kind, Holiday Sale Price, 3 Yards for **50c**

HOLIDAY 50c SALE BEGINS TUESDAY, DECEMBER 8TH.

BEST 12½c OUTING FLANNELS, simply the best made; we said we would make this Sale attractive; think twice—now we sell 6 Yards for **50c**

FLEECE SUITINGS, YARD WIDE, Double Fold Fine Twilled, Fleece-back Suitings, worth 12½c; 8 Yards of them for **50c**

TABLE DAMASKS, 62 inch bleached, mercerized Table Damask, worth 40c per yard, Holiday Sale Price, 2 Yards for **50c**

72-INCH ALL LINEN TABLE DAMASK, worth 75c per yard, Holiday Sale Price **50c**

HOLIDAY 50c SALE BEGINS

TUESDAY, DECEMBER 8TH.

LARGE NAPKINS, the 75c grade, assorted patterns, Holiday Sale Price, per dozen... **50c**

HANDKERCHIEF BARGAINS—Ladies' Hemstitched Handkerchiefs, fine, soft quality, worth 5c each, One and one-half dozen... **50c**

LADIES' WHITE HANDKERCHIEFS—Hemst'd, dainty self checks, Holiday Sale Price, One dozen for **50c**

LADIES' INITIAL HANDKERCHIEFS, White, Hemst'd, Plaid, dainty initial corner, One dozen **50c**

HOLIDAY 50c SALE BEGINS

TUESDAY, DECEMBER 8TH.

LADIES' EMBROIDERED HANDKERCHIEFS—Fine, sheer, pretty, worth 15c each, 5 for... **50c**

LADIES' EMBROIDERED HANDKERCHIEFS—20c value, really beautiful goods; 4 for... **50c**

LADIES' EMBROIDERED HANDKERCHIEFS—25c grade (real value), hemstitched or Escalloped Edges, 3 for **50c**

MEN'S JAPANESE HANDKERCHIEFS, Silk Initial, large, soft, silk finish, 6 for **50c**

CORSET COVER EMBROIDERY, Extra Special for this sale, 18 inches wide, 20 pretty patterns, worth 25c; 3 Yards for **50c**

EXTRA SPECIAL—8 yards soft, fine Dress Gingham, worth 10c, Holiday Sale Price, 8 yards for **50c**

The above list of Bargains does not tell all the good things in our store. Hundreds, yes, many hundreds of splendid bargains confront you. The Cloaks, The Cloaks, The Cloaks, The Suits, The Suits, The Suits, The Dress Goods, The Dress Goods. Remember, the last days of 1908 are bargain days. Begins Tuesday, Dec. 8th, continues until Christmas.

8th & MAIN MASHMEYER STORE RICHMOND

NEWS OF SOCIETY

TO REACH THE SOCIETY EDITOR, CALL PHONE 1121

One of the most important musical events ever held in this city will be the recital Friday evening, December eleventh, at the Gennett theatre.

This will be one of the first of a series of recitals to be given this winter in the city. Miss Jeannette Durno, who is to appear here Friday evening, is a musician of wonderful accomplishments. She is one of the best known pianists of Chicago. Miss Durno will play in Indianapolis this week. The recitals will consist of a series of four. They are under the direction of Professor Justin Leroy Harris.

Mrs. George W. Zuttermeister entertained in a charming manner last evening at her home on South A street. The affair was in the nature of a dinner party, being given in honor of Mr. and Mrs. Harmon Vollrath of Indianapolis and Mr. and Mrs. Max Pfizner of Muncie, Ind. An elegant dinner in five courses was served at six o'clock. The table was beautifully appointed with flowers and ferns. Places were arranged for twelve guests. Carnations were given as favors. After dinner, the evening was spent socially.

Mr. and Mrs. John Lantz will entertain Wednesday and Thursday evening of this week with cards. A number of invitations have been issued for the affairs, which will probably be among the most important social events for the week.

Miss Mary Pratt of Indianapolis, is the guest of Miss Edith Tallant of South eleventh street, for a few days. Saturday evening Miss Tallant entertained several members of the High school faculty in honor of Miss Pratt.

The wedding of Mr. Robert Schissler and Miss Jessie M. Fornshell, daughter of Mr. and Mrs. Thomas Fornshell, took place Saturday evening at eight o'clock at the home of the bride's parents, on South Nineteenth street. The Rev. R. J. Wade, of the First M. E. church, performed the ceremony. About thirty-five guests, consisting of near friends and relatives, were in attendance. Floral decorations were used in embellishing the various apartments. After the ceremony a wedding supper was served. Mr. and Mrs. Schissler will be at home after a time at 47 South Nineteenth street.

Mr. George Clements and Miss May Snyder were married Saturday in Cincinnati. Both are well known here.

Miss Juliet Swayne of North Eleventh street is in Chicago, the guest of friends at the South Shore Country club.

Mr. and Mrs. John H. Aufderheide will give a dance December twenty-third. The guests of honor will be the members of the Wabash chapter of the Delta Tau fraternity.—Indianapolis Star.

Mrs. Ernest Findlay of Chicago, has come to spend the Christmas holidays with her parents, Mr. and Mrs. W. L. Thornburg, of North D street.

One of the most enjoyable functions of the holiday season will be the dance to be given Christmas night by Mrs. Charles Kolp.

Dr. and Mrs. E. H. Mendenhall were pleasantly surprised yesterday by a number of their friends and relatives, at their home on South Seventh street, the function having been planned to celebrate their ninth wedding anniversary. An elegant dinner in several courses was served at noon. Those enjoying the affair were Miss Dorothy Primrose, Miss Sarah Primrose, Mr. and Mrs. George Hill, Miss Esther Hill, Mrs. Martha Parry, Mrs. Anna K. Fisher, Mr. and Mrs. Paul Ross, Mr. and Mrs. Edwin Cowles, Mr. and Mrs. I. J. Brown, Mr. and Mrs. Walter Garver, Mrs. Lydia Mendenhall, Mr. and Mrs. Harry Cowles, Mr. John Brown, Master Edwin Ross, Master Benjamin Garver, Miss Margaret Garver and Miss Caroline Garver.

CLUB NOTES

Why is it that the eleven months of the year always pass along so quietly, but when it comes to December how short the time seems until Christmas? The women of the city from now on until after Christmas will be too busy to think of entertaining.

The women of the United Brethren church will give a chicken supper Wednesday evening, December 16, in the Sunday school room.

Mrs. Harry Mather is entertaining the Ticknor club this afternoon at her home on South Eighth street.

Miss Reba Sutton, Miss Edith Tallant and Miss Margaret Starr who are members of the Indiana Vassar club, have been notified of the annual breakfast which will be held Wednesday, December 13, in the Propylaeum in Indianapolis.

The students of the high school are very busy this week preparing for a carnival which will be held Friday, December 11.

Mrs. John Marshall is hostess for a meeting of the Dorcas society this afternoon at her home on South Thirtieth street.

Mrs. Joseph Kinsey is entertaining the members of the Magazine club this afternoon at her home on North Eighth street.

Mrs. Rudolph Leeds won the ladies' prize, Mr. Dudley Elmer, the gentleman's and Mrs. Joseph Hill the consolation, at a meeting of the "Buzsars" Whist club Saturday evening. Mr. and Mrs. Joseph Hill will entertain the club in two weeks.

IN THE WOMAN'S WORLD

What They Are Doing—Little Things of Interest.

JAPANESE SHADES.

Novel Effects Produced With Stenciling and Transparent Paper.

Shades in candle shades may be produced by combining stencil patterns cut from white drawing paper with Japanese or Japanese transparent paper. The latter may be obtained at a wholesale paper house or at kindergarten supply stores. It comes in a fascinating variety of beautiful colors, shades and tints, and often when a certain tone is desired colors may be laid one upon the other and the effect produced. In a miniature way this work is like stained glass.

Buy a candle shade lining with silk fringe at any department store. Rip the seam and lay on the white drawing paper for a pattern. Draw around it with a pencil, then decide on the design, simple or intricate, as you please. This is first drawn with a pencil and then given a broad outline with water color paint in some neutral tint, preferably a dark grayish green. If bands are desired at the top and bottom put on a smooth wash of the color chosen. Now comes the time when a small pair of sharply pointed scissors are most necessary, for the inside of all the flowers and leaves must be cut out, leaving only a skeleton of veins, stamens and pistils. The stamens are simply painted with green paint, as they are too tiny to be executed in any other form. The centers of the flowers are also painted—yellow, with a touch of dark brown or green. After cutting away the inside of the flowers and leaves place the stencil pattern upon the Japanese paper chosen and draw around one flower or leaf. Take, for instance, the daisy pattern that is shown. Fold the piece of transparent paper into eight thicknesses, leaving the pencilled form on top, as they are all alike. Cut eight at once, quite a little outside the pattern.

Now we come to the pasting of the transparent flowers and leaves on the underside of the shade. Gum tragacanth and a flatiron are indispensable at this stage of the work. The gum is pure white, so that the flowers and leaves of the Japanese may be covered with it without hurting the surface of the paper in any way. Much pressing with the flatiron is necessary and insures success. Use a stronger glue to paste the shade together, and the work is done. The finished shade may be used with or without a lining, but the little silk fringe on a store made lining adds greatly to its glory.—Good House-keeping.

Cleaning With Benzine.
One of the most discouraging things

about cleaning a spot with benzine is the ring that is left behind. The spot comes out, but all around it is a dark ring, which is usually made by the difference between the cleaned spot and the material as it is. Instead of being discouraged the next time this happens moisten the place again and apply a layer of gypsum. Put it beyond the edge of the ring and let it dry on the material.

Cleaning Felt Hats.
If one wants to retint last winter's felt hat it will be best to first clean it. Put ammonia in a little water and sponge the hat off with this. If greasy wash off the surface with fuller's earth.

Somehow after an experience with an overripe egg one is not filled with delight at the item on the menu styled "Eggs en surprise."

The Uses of Adversity.
"Grogan," said the head of the department store, eying him sharply, "you've quit drinking, haven't you?" "Yes, sir," answered the red-headed Hibernian who worked in the packing department. "I haven't taken a drink or anything stronger than aiced tea for three months."

"I am glad to hear it, Grogan. I'll make it an object to you to stay quit. But how did you break yourself of the habit?"

"Be hittin' me thumb nail wid a hammer when I was packin' a box o' goods."

"I don't see how that could cure you."

"Well, Mither Barker, it was this way. If I'd been sober, d'ye mind, I'd never have done it, but I wasn't. When I whacked me thumb instead of the nail I was tryin' to drive it made a black spot at the root av me thumb nail. I says to meself: 'Grogan, I'll punish ye for that. Ye shan't have a drink av anythin' but whiskey until that black spot has gone.'"

"Well, sir, it was two months before it had grown out to the end of me thumb an' I cud cut it off, an' be that time I'd lost all me appetite for beer an' whiskey."

"Thin I says to meself: 'Grogan, I'll reward ye for that. Ye're a sober man now, an' ye'll stay sober.' That's the whole story, sir."—Youth's Companion.

A substitute for marble which answers many of its purposes satisfactorily is made of waste slag from blast furnaces and lime, pulverized, compressed and then treated with carbonic acid.

PALLADIUM WANT ADS. PAY.