

THE FOURTH ANNUAL
50¢ SALE
AT THE MASHMEYER STORE
BEGAN ON TUESDAY MORNING, DECEMBER 8, 1908
CONTINUES UNTIL CHRISTMAS

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 Dollar's 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 it began Tuesday, Dec. 8th, and the Christmas time 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 satin, Holiday Sales Price -----	50c
BEST GRADE SILKALINE—6 Yards Beautiful New Silkaline, prettiest you ever saw, Holiday Sale Price, 6 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
FLEEDED 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' Hem-stitched Handkerchiefs, fine, soft quality, worth 5c each, One and one-half dozen -----	50c
LADIES' WHITE HANDKERCHIEFS—Hem-st'd, dainty self checks, Holiday Sale Price, One dozen for -----	50c
LADIES' INITIAL HANDKERCHIEFS. White, Hem-st'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 Es-collaged Edges, 3 for -----	50c
MEN'S JAPANETTE 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**

10 yards Standard Prints, indigo blue and grey, 10 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. Began Tuesday, Dec. 8th, continues until Christmas.

8th & MAIN MASHMEYER STORE RICHMOND

NEWS OF SOCIETY

TO REACH THE SOCIETY EDITOR, CALL PHONE 1121

Mr. and Mrs. Gilbert Hennigar celebrated their twentieth wedding anniversary with a dinner party. It was given at their home on South Sixth street. The house was beautifully decorated with flowers and ferns. In the dining room carnations and smilax were used in appointing the table. An elegant dinner in several courses was served at six o'clock. Places were arranged at the table for thirty-five guests. After dinner, music and games furnished the amusement for the remaining hours.

The marriage of Mr. George Cole of Indianapolis and Miss Anne Dilks, daughter of Mr. and Mrs. George R. Dilks of Spring Grove, will take place, Tuesday, December 29.

The wedding of Miss Maude Leftwick daughter of Mr. and Mrs. O. A. Leftwick and Mr. Frank Thomas will be celebrated tomorrow evening at the home of the bride's parents, 310 North Sixteenth street.

Mrs. Charles Kirkman was pleasantly surprised at her home, north of the city Saturday evening. The affair was given to celebrate her birthday anniversary. Dancing was a feature of the evening's amusement. The guests were Mr. and Mrs. Samuel Robinson, Mr. and Mrs. Whitroe, Mr. and Mrs. Joseph Jordan, Mr. and Mrs. Vern De Hayes, Mr. and Mrs. Harry Jordan, Mr. and Mrs. George Worley, Misses Freda Ryan, Garner Friske, Hattie Gruelick, Audrey and Virginia Jordan, Addie and Ethel Worley, Grace Dunn, Lucy McElroy, and Nora Kirkman; Messrs. Oscar Ryan, Elden Roop, Charles Ward, Fred Hartman, Albert Polkner, Walter Schreider, John Graham, Lawler Dietemeyer, Fred Miner, Joseph Lahrman, Roy Robinson, Mont Norris, Irwin Hart, Emmett and Fred Mitchell, Richard Kerlin, Charles Kirkman, Frank Roy and Edward Kirkman and Harry Coalter.

Mr. and Mrs. Exam Haas and little son William of Harrisburg, Ill., will come next week to spend Christmas with Mr. and Mrs. Edgar Haas and family of South Twentieth street.

Miss Sarah Addington entertained a number of guests informally last evening at her home in Glen View. Music and social conversation were features of the evening. Luncheon was served.

The Fifth Street M. E. church council met last evening at the home of Will Taylor, in Earlham Heights, where its members were entertained.

A penny social will be given by the Standard Bearers at the Grace M. E. church, at 7:30 on Wednesday evening. An excellent musical program has been completed and it is expected that the affair will be well attended.

The Ticknor club met yesterday afternoon with Mrs. Harry Mather at her home on South Eighth street. The reading and discussion of "Twelfth Night" was continued. Mrs. John Dougan gave the "Current Events." Mrs. John Shroyer will entertain the club next Monday afternoon at her home on South Sixteenth street.

LONDON HOME FOR ROCKEFELLER

Oil Magnate Will Spend Part Of Time in England.

London, Dec. 8.—John D. Rockefeller is to become a member of London's colony of fashionables for at least a part of every year, according to the indications discovered when it was learned that the American oil king had purchased the houses at 28 and 40 Queen Anne's Gate and workmen had begun their demolition to make way for a marble palace.

While the transfer of the property has not yet been officially recorded owing to the amount of English real estate dealers are authority for the statement that the transfer has been made.

INTERESTING FEATURE IN HEALTH REPORT

November Vital Statistics Are Same as in 1907.

One of the most interesting features of the monthly health report that has been filed by Dr. Charles S. Bond, city health officer, is that the births and the deaths for the month of November of this year are exactly the same as those for the same month of last year—deaths 23 and births 29. This is something that has never occurred before so far as Dr. Bond knows. During the month just ended there were twenty-three deaths, twenty-one white and two colored. This is a decrease of four over the month of October.

A meeting of the Music Study club will be held tomorrow morning at nine-thirty o'clock, in the Starr Piano parlors. All members are urged to present.

The Woman's Missionary society of the Grace M. E. church will hold its annual Thank offering this evening in the church parsonage. The program will consist of music numbers and short addresses or talks.

"Miscellaneous" day was observed yesterday by the Magazine club; Mrs. Joseph H. Kinsey of North Eighth street, acting as hostess. Mrs. Walter Bates was the only reader for the afternoon. Refreshments were served after the program. The club meets next Monday afternoon with Mrs. J. M. Lontz, at her home in Westcott Place. Mrs. Romeo and Miss Paige will be readers for this session.

The Home Economic club will meet Wednesday afternoon with Mrs. Gilbert Dunham, at her home on North Tenth street.

The Anglican club of Earlham college, met last evening in the basement of the library. The play for the evening's consideration was "Antony and Cleopatra." Miss Meth presented the paper, which gave a detailed account of the principal points of the play.

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