

THE FOURTH ANNUAL 50c 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 satine, Holiday Sales Price **50c**

BEST GRADE SILKALINE—6 Yards Beautiful New Silkline, 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**

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 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**

CORSET COVERS AND FLOUNCINGS—Fine 18 inch Cambric or Swiss Flouncings, or Corset Covering, 35c and 40c grade, 2 Yards for **50c**

DOTTED WHITE SWISS, Fine Quality, 4 or 5 dots, for selection, worth 20c per yard, 4 Yards for **50c**

35c GRADE WHITE WAISTING—Highly mercerized, 5 designs, do not miss seeing them; 3 Yards for **50c**

HOLIDAY 50c SALE BEGINS TUESDAY, DECEMBER 8TH.

BEAUTIFUL NEW BELTS—Leather and Elastic, combination button trimmed, all colors, worth 50c; 2 for **50c**

LADIES' 50c GRADE WHITE FOOT HOSE, soft, fine elastic, a really 50c quality, 2 pairs for **50c**

50c QUALITY STAND-COVER, Sprachtel Work, fine cloth, 2 for **50c**

DOLLAR GRADE STAND COVER, beautiful design, very elaborate, Holiday Sale price **50c**

FINE HEMST'D STAND COVER, they will surprise you, worth 50c, Holiday Price, 2 for **50c**

MEN'S SATIN TIES, 4-in-hand fine Satin Ties, every one a 50c value, all shades, green, red, navy, light and medium blue, fancies in great profusion. Holiday Sale Price, 2 for **50c**

HOLIDAY 50c SALE BEGINS TUESDAY, DECEMBER 8TH.

LADIES' GRAND UNDERWEAR BARGAIN, Slightly soiled Ladies' Heavy Fleece Shirts and Drawers, good enough to ask 35c each, Sale Price 3 for **50c**

(Do not miss this underwear)

MEN'S SPECIAL UNDERWEAR BARGAIN, 2 of them; read them both **50c**

MEN'S SHIRTS AND DRAWERS, regular 75c Fleece Underwear, soft, downy, Fleece, these Splendid Garments, each **50c**

HOLIDAY 50c SALE BEGINS TUESDAY, DECEMBER 8TH.

MEN'S FANCY WOOL UNDERWEAR, Dollar grade Ribbed Shirts and Drawers, handsome and good, each **50c**

LADIES' EXTRA HEAVY BLACK FLEECE HOSE, extra long extra heavy, regular 20c grade, 4 pairs for **50c**

26 INCH UMBRELLA, mercerized Twill Satine Cloth, a splendid bargain, Holiday Price **50c**

ALL SILK SCARFING, now very popular, pretty patterns like these are hard to obtain; per yard **50c**

MEN'S COLORED BORDERED HANDKERCHIEFS, think of buying full sized, fast colors, Holiday Price, 15 for **50c**

TAPESTRY PILLOW TOPS, beautiful new designs, all lined ready for filling, worth 50c each, Holiday Price, 2 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, Garnet Friske, Hattie Gruebeck, Audrey and Virginia Jordan, Addie and Ethel Worley, Grace Dunn, Lucy McElowney, and Nora Kirkman; Messrs. Omar Ryan, Elden Roop, Charles Ward, Fred Hartman, Albert Folkner, Walter Schriener, Fred Miner, Joseph Lauman, 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.

CLUB NOTES

Mr. and Mrs. Lon Cox were host and hostess for an informal party last evening at their home on South Seventh street, given by the members of the Ivy club. This is an afternoon card club, but the members decided to entertain their husbands at this time. Point euche was played at six tables, prizes were awarded to Mrs. Ferling, Mr. Burton Gaines and Mr. and Mrs. George Ferling. Mr. and Mrs. Burton dainty luncheon was served. Those enjoying the function were: Mr. and Mrs. Will Stephens, Mr. and Mrs. George Ferling, Mr. and Mrs. Burton Gaines, Mr. and Mrs. Thomas Jessup, Mr. and Mrs. George Martin, Mr. and Mrs. Jeff Wilson, Mr. and Mrs. Charles Arrowsmith, Mr. and Mrs. Shepherd, Mr. and Mrs. Chrisman, Mr. and Mrs. Russell Stratton and Mr. and Mrs. James Reed.

The East End Aid society, of the First Christian church, met this afternoon at two thirty o'clock with Mrs. Strauss, corner Twentieth and North C streets.

The Good-Cheer club will meet Wednesday afternoon with Mrs. Sherman Brandenburg, 702 North Twelfth street.

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 be 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. Romey and Miss Paige will be readers for this session.

Mrs. T. J. Ferguson entertained the members of the Aftermath society this afternoon at her home, 103 South Sixteenth street.

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.

The Woman's Foreign Missionary

society of the First English Lutheran church will meet Wednesday afternoon with Mrs. Johanning, 431 South Thirtieth street.

The Young Men's club of St. Mary's church will give a musical and dramatic entertainment, Thursday evening, December tenth, in St. Mary's hall. Two plays will be given and also a number of songs including plantation melodies. A feature of the music program will be the appearance of the Monarch quartette.

The Ladies' Aid society of the First M. E. church will meet Wednesday afternoon in the church parlors. All members are urged to be present.

Mrs. Jennie Barnes will be hostess for a meeting of the Penny club tomorrow afternoon at her home on Ft. Wayne avenue.

The Standard Bearers society of the Grace M. E. church will give a "penny social" Wednesday evening in the church parlors. All members and friends of the society are cordially invited to attend.

A meeting of the Dorcas society was held yesterday afternoon with Mrs. John Marshall at her home on South Thirtieth street. The club has decided to distribute clothing the day before Christmas to a number of needy families in the city. A Christmas donation was also made yesterday by the members. The guests for the afternoon were Mrs. Elmer Haer and Mrs. Louis Hirsch of Indianapolis. Needlework was a feature of the afternoon. Luncheon was served later in the afternoon. The next meeting will be held with Mrs. Lee Nusbam at her home on North Eleventh street. This will be a social session.

The Ladies Aid society of the East Main Street Friends church will have an all day meeting Thursday, December, 10 in the church. All members are urged to be present.

The Ticker 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 25 and 40 Queen Anne's Gate and work men 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 red tape involved, several prominent 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. During the month there were twenty-nine births reported, twenty-six white children and three colored. Among this number was seventeen boys and twelve girls. This is a decrease of three over the month of October. During the month there was one case of typhoid fever, one of scarlet fever and eight cases of small pox.

The mere fact that Scott's Emulsion

is universally recommended for Consumption is proof positive that it is the most energizing and strengthening preparation in the world.

It warms and nourishes, it enriches the blood, stops loss of flesh and builds up. Get Scott's.

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