

50c

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.

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

50c

50c

NEWS OF SOCIETY

TO REACH THE SOCIETY EDITOR, CALL PHONE 1121

One of the most enjoyable social functions of the early winter, was the dinner and card party given last evening by Mr. and Mrs. John Lantz, in their beautiful home in Westcott place. Dinner was served at six-thirty o'clock to about forty guests. Chrysanthemums, roses and ferns were used in decorating the various apartments. An elegant dinner in several courses was served. After dinner whist was played at ten tables. Mrs. Jonas Gaar, Mr. George Cates, Mrs. George Cates and Mr. Louis Emmons were awarded the prizes. Those enjoying Mr. and Mrs. Lantz's hospitality were: Mr. and Mrs. Howard Campbell, Mr. and Mrs. Nettleton Neff, Mr. and Mrs. Ray Shiveley, Mr. and Mrs. Rudolph Leeds, Mr. and Mrs. Albert Reed, Miss Mary Shiveley, Miss Carolyn Hollingsworth, Mr. and Mrs. S. E. Swayne, Mr. and Mrs. Lee Ashley, Mr. and Mrs. Edwin Cates, Mr. and Mrs. George Cates, Mr. and Mrs. Charles Kolp, Dr. and Mrs. Grosvenor, Mr. Clarence Gennett, Mr. and Mrs. Henry Gennett, Mr. and Mrs. Harry Gennett, Mr. and Mrs. Jonas Gaar, Mr. and Mrs. Albert Gayle, Mr. and Mrs. C. E. Shiveley, Mr. and Mrs. Fred Carr, Dr. and Mrs. Smith, Mr. and Mrs. Omar Hollingsworth, Mr. and Mrs. C. W. Elmer, Mr. and Mrs. Frank Reed, Mr. and Mrs. Frank Bruffett and Mr. Louis Emmons.

The recital to be given Saturday evening, December 12, by Miss Lucy Francisco of the music department of Earlham college, promises to be an enjoyable affair. The program will begin promptly at eight o'clock in Lindley Hall. The public is cordially invited to attend.

Mrs. George L. Goodwin will entertain with a thimble party tomorrow afternoon at her home on South Twelfth street. The guests will include members of Miss Della Unthank's Bible class.

Miss Grace Banfield of Elwood, Ind. was the guest of Mrs. Rudolph Leeds yesterday.

Mr. and Mrs. Lon Gephart, Miss Ruth Gephart and Mr. Harry Gephart of New Castle are guests of Mr. and Mrs. James Mulford and Miss Laura Fryar of South Thirteenth street.

Mr. John Saunders, Mr. George Saunders, Mr. and Mrs. Roy McClellan and Mrs. Laura Hamilton of Indianapolis, are visiting in this city for a few days.

Miss Emma W. Thomas instructor in one of the Lafayette schools will spend her Christmas vacation with Mr. and Mrs. B. M. Thomas and family of South Seventh street.

A very pretty china shower was given recently by Misses Florence and Inez Schroeder at their home, 203 South Thirteenth street, complimentary to their sister Miss Marie, whose marriage to Mr. Paul Noss will be celebrated Saturday evening at five o'clock. Many pretty gifts were received. Music and games were features of the evening. Light refreshments were served. The guests were Misses Freda Townsend, Leona Neirman, Audra Roosa, Mary Davis, Cora Schroeder, Delores Wolf of Fountain City; Ruth Powell, Carrie Tharp of Williamsburg; Essie Ellis, Edna and Edith Hilbert, Ada Noss, Nellie Hatt, Abbie Carroll, Goldie Stevenson, Clara Kehlenbrink, Bertha Baumgartner, Edna Duning, Mrs. Nellie Thompson, Mrs. Margaret Hatt, Mrs. Rena Lincoln and Mrs. Elizabeth Schroeder.

A very quiet but effective wedding which took place last evening was that of Miss Maude Leftwick and Mr. Frank Thomas, which was celebrated at the home of the bride's parents Mr. and Mrs. O. A. Leftwick of North Sixteenth street. Only the immediate family with a few friends witnessed the ceremony which was performed by the Rev. Robert Dunaway of the Second Presbyterian church.

The bride was costumed in a green tailored suit.

Mr. and Mrs. Thomas left last evening for an extended wedding trip to various eastern points. Upon their return they will be at home in their newly appointed residence on North Seventeenth street.

The following is a list of the patrons of the Artist recital series who were not included in the list published in these columns about two weeks ago: Dr. C. S. Bond, Dr. Marvel, Dr. Grosvenor, Dr. Zimmerman, Dr. F. W. Krueger, Dr. E. J. Dykeman, Dr. A. O. Martin, Dr. I. S. Harold, Dr. Chattin, Dr. S. E. Smith, Dr. F. S. Anderson, Dr. S. C. Wilson, Dr. Kemper, Dr. Chenoweth, Dr. C. J. Mendenhall, Dr. E. E. Townsend, Dr. S. C. Markley, Dr. Roy Morrow, Rev. Wade, Rev. Lyons, Rev. Thomas J. Graham, Rev. I. M. Hughes, Rev. Huber, Rev. Howard, Rev. Bunyan, Rev. D. C. Huntington, Rev. Maier, Rev. Feeger, Rev. Joseph Beck, Mr. George Dilks, Mr. George R. Dilks, Mr. and Mrs. Elwood McGuire, and Mr. and Mrs. Caithell.

An interesting meeting of the Men's Union of the First English Lutheran church was held last evening in the church parlors. The program as announced yesterday was given without change. The club has decided to study the "History of the Lutheran Church in America" this year.

A program will be a feature at the opening of the bazaar to be held this evening by the women of the First Presbyterian church in the church parlors.

Miss Bertha Larsh was hostess for a meeting of the St. Agnes Guild yesterday afternoon, at her home, South Thirteenth street.

The Ladies of the G. A. R. will meet Friday afternoon in the hall. All members are urged to be present as election of officers and other important business matters will be transacted at this time.

Mrs. Dudley Elmer was hostess yesterday afternoon for a meeting of the Wednesday Duplicate Whist club, at her home on North A street. Whist was played at three tables. A luncheon was served after the game.

The Friends' Missionary society met yesterday afternoon with Mrs. Rowena Randle, at her home on East Main street. A large number of members were in attendance. "Early Missionaries" was the subject for the afternoon's discussion. Mrs. Robert L. Kelly, and Mrs. Gurney Gilbert, read papers on the subject. Mrs. Phyllis Stevens gave a report of the work in Mexico. Miss Sarah Hussey gave an account of the work in Romalia, Asia. Mrs. Philip Schneider had on sale several pretty articles sent by her daughter, Mrs. Elizabeth Binford, who is in Japan. After the program a social hour followed. Light refreshments were served. The society will meet in January with Mrs. Samuel Dickinson, at her home on East Main street.

Mrs. Charles Johanning was hostess for a meeting of the Missionary society of the First English Lutheran church last evening at her home on South Thirteenth street. The devotional exercises were led by Mrs. John Bartel. Several music numbers were given by Mrs. Johanning and Mrs. Helthbrink. After the program a short business session was held, followed by a social hour.

A very interesting reading pertaining to the Christmas season was given yesterday afternoon by Mrs. Toler, at a meeting of the aid society of the First Methodist church, which was held in the church parlors. The organization will serve a dinner sometime in January.

Mrs. Sherman Brandenburg entertained the members of the Good-Cheer club yesterday afternoon at her home on North Twelfth street. A program consisting of several Christmas numbers was given by Mrs. James Cook and Mrs. Laura Dolloff. The house was beautifully decorated with Christmas bells. Several pretty music numbers were given by the hostess, after which luncheon was served. Mrs. Miles will entertain the club in two weeks.

The Standard Bearers' society an organization of the Grace M. E. church, held a "Penny Social" last evening in the church parlors.

Mrs. Claude Addleman entertained the members of a sewing circle yesterday afternoon at her home on West Pearl street. The hours were spent socially and with needlework.

Mrs. Paul Comstock will be hostess for a meeting of the Daughters of the American Revolution Saturday afternoon, at two-thirty o'clock, at her home on South Fourteenth street. "Anecdotes of Revolutionary Times" will be given by the members. Mrs. Jennie Yaryan will read a paper. All members are invited to be present.

The members of a bridge club were entertained yesterday afternoon by Mrs. Robert Study at her home on South Sixteenth street. Prizes were awarded to Mrs. Charles Kolp and Mrs. Harry Simmons. After the game luncheon was served in the dining room; all the guests being seated at one table, which was attractively appointed with carnations and ferns. Mrs. Kolp will entertain the club next Wednesday afternoon at her home on North Tenth street.

Mrs. Gilbert Dunham entertained the Home Economic club yesterday afternoon at her home on North Tenth street. "Dust and Dust Gardens," and "Character of Bacteria" were the subjects for the afternoon and were discussed by Mrs. Frank Lamar. Mrs. Frank Land will entertain the club next Wednesday afternoon at her home on North Twelfth street.

CLUB NOTES

The N. O. C. club met yesterday afternoon with Mrs. Harry Wessel at her home on South Fifteenth street. Mrs. Frank Peer was a guest for the afternoon. Point euchre was played at three tables. Prizes were awarded to Mrs. Elliott, Mr. Harry Snyder and Mrs. Harvey Brown. After the game, luncheon was served. The club will meet in two weeks with Mrs. Elliott at national avenue.

The Happy Hour club will meet Thursday afternoon, December seventeenth at one-thirty o'clock, with Mrs. Charles Dietemeyer at her home North

ARTIST RECITAL SERIES.

Single tickets may now be reserved for Durno, the first of the Artist Series to be given at the Gennett Opera House Friday night. Single admissions, \$1.00. Season ticket for 4 recitals, \$2.00.

A company capitalized at \$500,000 has been organized at Atlanta, Ga., for the purpose of manufacturing paper from cotton stalks, a heretofore useless by-product. It is claimed that paper can be made from cotton stalks at a cost of about \$15 a ton.

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