

50c

50c

## — THE MASHMEYER STORE —

## ANNUAL SENSATIONAL

## 50¢ SALE

BEGINS  
TOMORROWBEGINS  
TOMORROW

Friday Morning, Dec. 10th

Continues Until Christmas Eve.

This extraordinary bargain 50c Sale comes but once a year. It is the most important event in our Yearly business career. We try harder to secure the most sensational, unusual, very best articles for this sale than we do for any other sale time. It is during this sale that customers are made that never fail to make this their trading place every other month in the year, because of bargains bought during this two weeks 50c Sale. We think this is and will prove to be the greatest of all 50c Sales yet given by us. We certainly have the most wonderful, truly good bargains for Holiday buying. We show the biggest values in regular goods for immediate consumption. This 50c Sale affords everybody a chance to buy something for everybody else at

## — ABOUT HALF PRICE —

Just think of buying 2, size 26 inch Mercerized fast Black umbrellas for... 50c

4 Pairs of Men's 25c Imported Fancy Hose, mind you, the 4 pairs for Fifty Cents.

Read about these Silks, Splendid all Silk Dress and Waistling Silks—12 styles, all neat, pretty designs, practically all shades—during this time, 2 yards for... 50c

As many more yards of these Splendid Silks as you wish at the same ridiculous price, per yard... 25c

Then another as an instance of what you find in many others—3 yards of fine mercerized white Waistling, worth 40c to 50c, per yard, now you buy 3 yards of these for... 50c

Yet one other. We quote especially during this 50c sale. We sell 1½ doz. Ladies' Hemstitched White Handkerchiefs for... 50c

8 yards of Fleeced Suiting, heavy quality for... 50c

We might continue naming indefinitely a lot of just such Special Extraordinary things—in fact we do specify a Lot Below. Read Them, they will all bear the closest scrutiny, and remember we do not name them all by any means. A good thing to know and not forget is that

This 50c Sale Begins Friday Morning, December 10th, and Continues Until Christmas Eve

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READ! READ!

50c

2 LADIES' UMBRELLAS, Mercerized Cloth, 26 inch, worth 50c each; 2 Umbrellas for... 50c

2 CHILDREN'S UMBRELLAS, Mercerized Cloth, worth 50c each, During this Sale, 2 for... 50c

ALL LINEN DAMASK HEMSTITCHED LUNCH CLOTH, a good Dollar Value, During 50c Sale, each... 50c

YARD SQUARE DRAWN WORK LUNCH CLOTH, Easily a 75c article. During 50c Sale, each... 50c

50c HOLIDAY SALE BEGINS FRIDAY, DEC. 10. GREAT HOLIDAY TOWEL BARGAINS—

Style One—Fine All Linen Open Work Designs, a good 50c value for one. During 50c Sale you buy 2 for... 50c

HOLIDAY TOWEL BARGAIN NO. 2—All Linen, Fine 40x20 Knotted Fringed Towels, the best we have ever shown, 50c Sale Price, 2 for... 50c

HOLIDAY TOWEL BARGAIN NO. 3—All Linen, Fine Damask Towels, Hemstitched. You never saw such towels before for less than 50 cents each; now per pair... 50c

64 INCH BLEACHED TABLE DAMASK, worth 40c per yard, during 50c Sale, 2 yds for... 50c

50c HOLIDAY SALE BEGINS FRIDAY, DEC. 10. 30 INCH SQUARE SPATCHEL AND HEMSTITCHED STAND COVERS, worth 50c each, 50c Sale Price, 2 for... 50c

45 INCH SPATCHEL SIDE BOARD COVERS—Embroidered and Hemstitched, worth 50c, now 2 for... 50c

WHITE DAMASK NAPKINS, Sale Price per dozen... 50c

BROWN LINEN CRASH, Extra Heavy, 18 inch, 50c Sale Price, 8 yds. for... 50c

50c HOLIDAY SALE BEGINS FRIDAY, DEC. 10. 40 INCH PERSIAN FLEECED SUITINGS—

Every yard worth 15c. During this 50c Sale you buy 5 yds. for... 50c

THINK OF THIS—Extra heavy 12½c quality, fleeced Suitings, largely small and medium figures. During this 50c Sale We sell 8 yards for... 50c

MERCERIZED WHITE GOODS—Waistling Bargains once more. Figured and Striped, Fine Mercerized Waistlings, not one worth less than 30 to 35c per yard. During this 50c Sale we sell 3 yards for... 50c

50c HOLIDAY SALE BEGINS FRIDAY, DEC. 10. 25c QUALITY CORSET COVER EMBROIDERY—18 inches wide, during 50c sale, 3 yards for... 50c

WONDERFUL HOSIERY BARGAIN—For Men. Pretty holiday designs, imported French Toes; never did, never do sell at less than 25c per pair. During this 50c Sale you buy exactly half price, 4 pairs for... 50c

LADIES' EXTRA HEAVY RIBBED TOP FLEECED HOSE, 25c value; so plainly a wonderful bargain you'll all want them at 4 pairs for... 50c

RIBBED FLEECED HOSIERY for Children, Misses and Boys, extra heavy, extra long, worth 15c a pair, in fact look like 20c goods; 50c Sale Price, 5 pairs for... 50c

LADIES' HEMSTITCHED HANDKERCHIEFS, 1½ dozen for... 50c

50c HOLIDAY SALE BEGINS FRIDAY, DEC. 10. LADIES' ALL LINEN HEMSTITCHED HANDKERCHIEFS, per dozen... 50c

LADIES' DAINTY CHECK HEMSTITCHED HANDKERCHIEFS, per dozen... 50c

LADIES' 20c FINE SWISS EMBROIDERED and Hemstitched Handkerchiefs, 4 for... 50c

LADIES' 25c SCALLOPED and Hemstitched Fine Swiss Handkerchiefs, 3 for... 50c

50c HOLIDAY SALE BEGINS FRIDAY, DEC. 10. LADIES' ALL PURE LINEN 40c quality, Fine Embroidered and Hemstitched Handkerchiefs, 2 for... 50c

LADIES' 40c Quality Fine Swiss Embroidered and Hemstitched Handkerchiefs, 2 for... 50c

Hundreds for Selection. BABY CRIB BLANKETS—The good, pretty kind... 50c

50c HOLIDAY SALE BEGINS FRIDAY, DEC. 10. 72 INCH BLEACHED TABLE DAMASK—50c Sale Price... 50c

BLACK SATIN PETTICOATS—Full size, all lengths, flounced; 50c Sale Price... 50c

FINE SOFT DRESS GINGHAM—Regular 10 grade, 50c Sale Price, 8 yards for... 50c

A SILK BARGAIN Extraordinary—Fancy Dress and Waistling Silks, a regular 50c value, all beautiful, neat designs. During this 50c sale we sell them at 2 yards for 50c

AS MANY MORE YARDS of this splendid Silk as you may want at the same unheard of price of per yard... 25c

50c HOLIDAY SALE BEGINS FRIDAY, DEC. 10. FINE HOLIDAY BOX HANDKERCHIEFS—

Beautiful, Sheer, Embroidered and Hemstitched, in a very pretty box, 2 handkerchiefs, box and all for... 50c

LADIES' FINE SILK HOSE SUPPORTERS, 2 pairs for... 50c

LADIES' ALL SILK GARTERS—All Shades 2 Pairs for... 50c

MEN'S FINE KID GLOVES, lined, worth 75c... 50c

MEN'S WONDERFUL TIE BARGAINS, a regular 50c Silk and Satin Tie, all shades and beautiful combinations, full length, during 50c Sale, 2 for... 50c

BABY CRIB BLANKETS—The good, pretty kind... 50c

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So many, many articles remain untold we cannot mention all—COME AND SEE THEM, that's the surest way to buy the best and cheapest holiday goods you ever bought. Make your money do its utmost. You will get the best, biggest return during the

## — 50 CENT SALE —

8th &amp; Main

At The Mashmeyer Store

8th &amp; Main

RICHMOND—"Where All the Cars Stop"—RICHMOND

50c

50c

## At Local Theaters

## "The Woman's Hour."

Never before in her career has radiant Nancy Boyer been so handsomely endowed with a stage vehicle as she is in "The Woman's Hour," a modern American comedy by Frederic Paulding. The play, bright as Miss Boyer is brilliant, clever as she is artistic, alluring as she is magnetic, and strong where she is amply able, is one of those enchanting productions that permits an unlimited amount of naturalness, which is the delightful quality that permeates Miss Boyer's acting.

The character of Hester Temple, the woman in the play, embodies every essential of a star's role, and Miss Boyer's rendition of the part is decidedly clever and wholesomely entertaining. The story has to do with the awakening of two souls, skeptical, not of the passion in the abstract, but in the individual form, ready to believe in love, yet doubtful of its power to move them. The comedy is clean cut, the situations are new, the atmosphere breezy, and it lacks nothing in the way of dramatic essentials. This charming production which represents two and a half hours of good, wholesome amusement, will be presented at the Gennett tonight.

## Tim Murphy.

Tim Murphy is coming Dec. 17.—Tim Murphy offers as his play for this season a new comedy called "Cupid and the Dollar." It gives to this always clever exponent of high class comedy unlimited opportunity to again distinguish himself as a player of merit. While it is a powerful story it is not devoid of comedy situations, for there are many amusing and logical episodes brought about as a frame work for the more dramatic situations, with back of all a beautifully conceived love theme. In presenting "Cupid and the Dollar," Mr. Murphy has considered every occasion by which to make this a strictly high class entertainment and offers it beautifully mounted, elaborately costumed and carefully cast. Among his accompanying players will be Dorothy Sherrod in the principal feminine role, enacting a part aptly suited to her. Tim Murphy is under the management of Wm. A. Brady and Louis F. Werba.

## "The Prince of Tonight."

Henry Woodruff makes a lovable and handsome "Prince of Tonight" which will be seen at the Gennett on Tuesday evening of next week. The story of the musical production is the tantalizing and assured love of Virginia Stuart for Jim Southerland, a college graduate and flirt. Virginia wagers that she can induce Jim to give her his college pin to wear as a token of affection. Jim succumbs to her charms but she heartlessly throws him over and laughs at him. Then by some magic power, Jim is transformed into the Prince of "Lunitania" from the rising to the setting of the sun. The Prince meets Virginia and she falls madly in love with him, but he gets sweet revenge by taunting her almost beyond endurance and hurling back to her the sarcasm she dealt out to him. The seats will be placed on sale Saturday morning at ten o'clock.

## "The Soul Kiss."

One of the biggest musical productions before the public this season, and which will play an engagement at the Gennett for a matinee and night, Wednesday, December 15, is "The Soul Kiss." Few musical attractions in recent years have made a better impression upon theatergoers. If an attraction can remain in any one city any particular length of time, it must be conceded that it is a sort of an attraction theater-goers and the public approve of. This can be said in favor of "The Soul Kiss," which has a record of three hundred performances in New York, at the New York theater.

## At the Murray.

Although the weather is extremely cold, the crowds continue to come to the Murray to see one of the best bills that has been heard this season. The bill has two headliners. The Heidelberg Four are making the best hit with their wonderful quartet music. They are, without an exception, the best male quartet that has ever sung in this city.

The Carnalios Family, catapult acrobats, are making quite a sensation with their marvelous feats.

## Burlesque Tonight.

Scribner's Columbian Burlesques will show at the Phillips tonight. This is one of the best burlesque companies now on the road and is sure to fill the house this evening. The company comes highly recommended and at a big expense. The scenery and costumes used are very elaborate and the music numbers are the very latest. Plenty of pretty girls and funny men with some real late and funny jokes. Big company. Something doing all the time.

In fighting the Moors, the Spanish army strengthened its plaster blockhouses with bullet proof boiler plate fighting tops at each corner.

Pure sugar and pure flavorers properly handled must of necessity make pure candies. Call at the Greek Candy Store and be convinced.

## GENNETT

## ALL THIS WEEK

## NANCY BOYER

## STOCK COMPANY

## Daily Matinees, 2oc

## TONIGHT

## The Woman's Hour