

CHOICE OF ANY
LADIES' SUIT
Worth up to \$25
NOW \$10.00.
Sale began Thursday,
January 13th.

THE Mashmeyer Store..

CHOICE OF ANY AND
ALL LADIES' COATS
At \$5.00, worth up to \$15.
Sale began Thursday,
Morning, Jan. 13th.

JANUARY CLEARANCE SALE

Began This Morning, Jan. 13

This annual Bargain event will be of unusual interest to all Dry Goods buyers for several of the best of reasons. For many weeks, yes months, the buyer of the Mashmeyer Store has searched every market worthy of the name, for desirable, recommendable Dry Goods, to sell at a price so low, so very attractive, that January, the first month in this 1910 year, will be the best and biggest January month in the history of the Mashmeyer store. 'Tis a good big "get away" in sales, we mean to make in the new year. This is a sale of Dry Goods in great demand right now. Read over this list carefully; you will find goods such as your wants require—now and later.

Goods to Keep You Warm
Goods For January and February Sewing
The SELLING NOW of ALL CLOAKS and SUITS

THEY MUST GO!

Goods Such As We Name Below

Muslins, Cambrics, Gingham, Long Cloths, Seersuckers, Silkalines, Sheetings, Sheets and Pillow Cases, ready to use, Table Damasks, Crashes and Towels, Fleece Suitings, Outings (white and colored), White Goods (don't miss the bargain in White goods), India Linens, Dotted Swisses, Silks and Wool Dress Fabrics, Ladies', Men's and Children's Hosiery Bargains, Ladies', Men's and Children's Underwear, Ladies' Muslin Underwear, Embroideries, Laces. Lots of other things not mentioned here will be sold so cheap, you will be glad you came the first time, and the first buying will bring you back again and again, because of the splendid bargains.

Read Here ---Test Statements in the Store, Beginning Thursday Morning, January 13, Continuing the Month of January

Choice of Any Cloak in Our Store \$5.00

Coats in this \$5.00 Closing lot worth up to \$16.50

Choice of Any Ladies' Suit in Our Store \$10

New Suits, Nearly All Worth \$20 to \$25, All Go at One Closing Price—\$10.

Fine Long Cloth, worth 15c, per yard9c
Bates Seersuckers, the best 15c grade, all new styles 10c
Palmer Brand Seersuckers, 15c quality10c
Famous Red Seal Gingham, 1910 styles, worth 12½ and 15c10c
Fleece Suitings, extra heavy quality, dark colors, 10c grade5c
Fleece Suiting, double fold, 15c quality, now8c
Famous "Duckling" Double Face Fleece, worth 15c10c
Best Hope Bleached Muslin, worth 12½c8c
Best Lonsdale Cambric, worth 15c and 18c11c
9-4 Bleached Sheetting, splendid quality, while they last19c
Sheets and Pillow Cases cheap as ever, even though the market price is 50 per cent higher.
Bleached Sheets, large size, while we have them39c
Bleached Sheets, heavy, soft, worth 75c, now50c
Bleached Sheets, worth 85c each, during this sale69c
Pillow Cases, soft in quality, 36x45, worth 15c10c
Table Damasks and Crashes, read about them.
66 inch Bleached Table Damask, worth 45c, during this sale25c
70 inch Table Damask, bleached, worth 75c, January Sale Price50c
Great bargain here for buyers of good Table Damasks
72 inch best Dollar, yes worth \$1.25, Silver Bleached German Damask, extra heavy, all pure linen, January Sale Price73c
Don't miss them.
A great Crash Bargain—half-linen, 18 inch, soft and good, worth 10c per yard, now 4 Yards for25c
Fine Soft Dress Gingham, worth 10c per yard6½c
Good grade Apron Gingham, January Sale Price6c
Great Bargain White Goods, don't miss them—
60 pieces just arrived, bought at a big bargain price, not one worth less than 15c and up to 25c, great variety of patterns, choice of any during this time and as long as they last, per yard10c
Again we say, don't miss them.
India Linen, good quality, per yard5c
India Linen, good, worth 10c6½c
India Linen, 15c quality, January Sale10c
Fine Dotted Swisses, worth up to 20c, January Price 10c
Extra heavy Brown Crash, the regular 10c grade, January Sale Price6½c
Bleached Crash, twilled and heavy4½c

Hemstitched Pillow Cases, fine and soft, worth 25c, January Sale Price15c
Black Mercerized Petticoats, 10 dozen to go at48c
Men's Work Shirts away under price. Best heavy shirts, all sizes, in great variety of styles, all worth 50c everywhere, January Sale Price35c
Men's Hosiery at a big bargain. Heavy Merino Socks splendid quality, worth 20c, January Sale price10c
Don't miss them, gentlemen.
Men's Fleece Half Hose, extra heavy, 4 pairs for50c
Stand Covers, Lunch Cloths, all pure linen, the same we sold so many of during famous holiday sale, yard square, fine and hemstitched, worth one dollar, 10 dozen left at50c
Fine Damask Towels, the regular 50c quality, January Sale Price25c
Extra Towel Bargain, never anything like this—22x45 inches, note the size, splendid heavy Huck Towel, worth 20c, January price10c
Ladies' Fleece Hose, extra heavy worth 20c pair, 4 pairs for50c
Children's Fleece Hose, 20c grade, Jan. Sale Price 10c
Pearl Buttons, splendid bargain, 3 dozen for5c
Embroideries and Laces—18 inch Corset Cover Embroidery, worth 25c per yard, January price15c
Embroideries, good quality at5c
Embroideries, splendid, wide width10c
Linen Laces, all widths, insertings to match, 6 yds for 25c
Linen Laces, wide and heavy, up to 3 inches wide, insertings to match, all worth 5c per yard, January Sale Price3c
Fine Valenciennes Laces—Laces and Insertings to match, beautiful new patterns, 7 yards for25c
27 inch Jappo Silk, all colors and black, January Sale Price29c
Table Oil Cloth, per yard while here12c
Best Silkalines, plain shades and very choice fancies, all worth 12½c8½c
Men's heavy Fleece Underwear, to close, 50c grade 29c
Muslin Underwear—Ladies' Splendid Gowns, each45c
Children's Muslin Underwear, Drawers and Skirts, good muslin, at10c, 15c and 25c
Ladies' Gingham or rather Seersucker Skirts, prettiest and best you ever saw, January Sale Price 45c
A Splendid Yard Wide Black Silk Bargain, guaranteed edge, pretty goods at \$1.25, but the January price is85c

Don't Forget, the Main Show Began This Morning, Jan 13

Did you read the Price quotations through? Did you read them carefully? Did you think to observe that on a rising market, many of the articles quoted are priced lower for this sale than ever before, as stated above?

January is to be the Banner Month for Bargain Buying and Enormous Sales at

THE MASHMEYER STORE

8th and Main

"Where All Cars Stop"

Richmond

SOCIETY

Mrs. Elger Hibberd entertained at bridge yesterday afternoon at her home on North Ninth street, for her daughter, Mrs. S. S. Saxton of Chicago. Pink carnations were used for the decorations. Cards were played at five tables. The prizes were given to Miss Juliet Swayne, Mrs. J. Y. Poundstone, Mrs. Milton Craighead, Miss Elizabeth Comstock and Mrs. Jeannette Leeds. The invited guests for the afternoon were the following: Mrs. A. C. Lindemuth, Miss Carolyn Hollingsworth, Mrs. John Nicholson, Mrs. John Y. Poundstone, Miss Margaret Starr, Miss Juliet Swayne, Mrs. Louise White, Miss Nellie Howard, Mrs. Fred Carr, Mrs. J. Kendrick of Boston, Mass., Mrs. Omar Hollingsworth, Mrs. Rudolph Leeds, Mrs. S. E. Swayne, Mrs. Ella Van Huesen, Mrs. Wilber Hibberd, Mrs. Milton Craighead, Mrs. Jeannette Leeds, Mrs. Robert Stinson, Miss Elizabeth Comstock.

FORGET-ME-NOT CLUB.
Mrs. Earle Thomas entertained the Forget-Me-Not club at her home this afternoon.

DANCING CLUB.
The Cotillion Dancing club will meet this evening in the I. O. O. F. hall. The club meeting was postponed from last Tuesday evening.

MAUMEE COUNCIL.
At the regular meeting of the Maumee Council No. 4, D. of P. Saturday evening January fifteenth, there will be a raising up of chiefs. This will be followed by an open meeting in honor of the twenty-second anniversary of the Council. All who have been members will consider this a personal invitation to attend this meeting. Several who are prominent in the order will be present, among whom are Mrs. Lulu Beach, Great Potomac of Elwood, Mrs. Emma Graham, Gt. K. of R., of Anderson, and Dr. C. M. Stout, Gt. Sachem of Middletown. Every member is urged to be present and help make the social a success.

SHE GIVES LECTURE.
Mrs. Louise McIntyre will lecture at the First Presbyterian church this afternoon. Her subject will be "What Mothers and Daughters Should Know."

THIMBLE PARTY.
Mrs. D. W. Walters entertained with a thimble party at her home on South Ninth street this afternoon.

REHEARSAL POSTPONED.
Rehearsals for "The Fortune Teller," which were to have been given for the benefit of St. Paul's Episcopal church, have been indefinitely postponed, owing to the fact that Mr. Reber, who was to have coached the company, has not yet arrived. It is hoped to give the play after Easter.

DINNER PARTY.
Dr. and Mrs. Charles Marvel gave a charming dinner party last evening at their home on North Tenth street. The table decorations were pink roses. Six courses were served. The guests were Mr. and Mrs. Cleveland K. Chase, Mr. and Mrs. John Nicholson, Mr. and Mrs. Rudolph Leeds, Mr. and Mrs. John H. Johnson, Mr. and Mrs. Edgar F. Hatt, Mr. and Mrs. E. R. Beatty, Mr. and Mrs. George H. Dilks, Jr., and Mr. and Mrs. Nettie Neff.

SUNDAY SCHOOL CLASS.
Mrs. T. H. Kuhn entertained her Sunday school class at her home on South Thirteenth street. About fifty were present. The evening was spent at games and music. Refreshments were served.

OUT OF THE CITY.
Mr. H. C. Hasemeier is out of the city on business.

MRS. WEISBROD ENTERTAINED.
Yesterday afternoon Mrs. Charles Weisbrod delightfully entertained in honor of Mrs. Fred Krone of Muscatine, Iowa. Cards were played and a favor was given to Mrs. Fred Heitbrink. Mrs. Fred Krone received the guest prize. Later a lunch was served. The invited guests were Mrs. Jacob Lichtenfels, Mrs. Fred Bartel, Mrs. George Steinkamp, Mrs. Gus Thomas, Mrs. Fred Heitbrink.

MRS. PLACKA ENTERTAINS.
Last evening Mr. and Mrs. John Placka entertained a newly organized card club. There are sixteen members.

GOLDEN-HORNER.
Harry Golden, a son of Mr. and Mrs. Golden, formerly of this city, was married to Miss Sarah Horner last Wednesday morning in the Catholic church at Topeka, Kansas. Mr. Golden is chief clerk to the general superintendent of the Topeka Railway company.

PRINTERS DANCE.
The printers of the city will give another dance some time soon.

CLUB NOTES

MERRY-GO-ROUND MEETS.
Mr. and Mrs. Will Fry were host and hostess of the meeting of the Merry-Go-Round club last evening at their home on South Fourth street. The favors were given to Mrs. Edward Cooper, Mrs. E. R. Stover and Mrs. Sol Frankel. Mr. and Mrs. Lon Cox were substitutes for Mr. and Mrs. Roser. Mrs. Roser has been at the Reid Memorial hospital several weeks.

FIND OUT
The Kind of Food That Will Keep You Well.

The true way is to find out what is best to eat and drink, and then cultivate a taste for those things instead of poisoning ourselves with improper, indigestible food, etc.

A conservative Mass. woman writes: "I have used Grape-Nuts 5 years for the young and for the aged; in sickness and in health; at first following directions carefully, later in a variety of ways as my taste and judgment suggested."

"But its most special, personal benefit has been as a substitute for meat, and served dry with cream when rheumatic troubles made it important for me to change diet."

"Served in this way with the addition of a cup of hot Postum and a little fruit it has been used at my morning meal for six months, during which time my health has much improved, nerves have grown steadier, and a gradual decrease in my excessive weight adds greatly to my comfort." Read the little book, "The Road to Wellville," in pkgs.

"There's a Reason."
Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

Music

ROYAL WELSH CHOIR.
One of the musical treats of the season was given last evening at the First M. E. church by the Royal Welsh choir, which consists of twenty-five members, each one of them a splendid vocalist. Local musical critics are united in saying that the choir is by far the best that has ever been heard in this city. There was only a fair-sized audience, due to the inclement weather and the counter attractions.

BISPHAM IS COMING.
An event of unusual interest and one that is creating lots of talk among the music lovers generally, is the coming of Mr. David Bispham next Wednesday evening, to the coliseum. His reputation in Richmond is wide spread and his admirers are naturally looking forward to a great treat. It is hoped that not only as a fitting tribute to the famous singer, but as a substantial expression of appreciation of the three beautiful recitals Mr. Taylor has given to the public of Richmond, there will be a large attendance. The following attractive program by Mr. Bispham should be sufficient to fill the coliseum. Sale of seats opens at the Starr piano rooms Saturday morning, January 15.

"Mighty Lord and King" Bach
"The Frost King" Purcell
"Down Among the Dead Men"—Jacobite song.
"The Monk" Meyerbeer
"The Hildago" Schumann
"Edward" Loewe
"Ring Out Wild Bells" Gounod
"The Hosting of the Sidhe"
"The Host of the Air" Loeffler
"When I am Dead, My Dearest"
"I am Thy Harp" Woodman
"To Russia" Homer
"The Pauper's Drive" Homer
Recitation to music, "The Raven" Edgar Allen Poe

His Reason.

"Why do you always carry your umbrella?"
"Because it can't walk."