

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

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

## THE ..Mashmeyer Store..

# 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 re-quire—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, Ginghams, Long Cloths, Seersuckers, Silkalines, Sheetings, Sheets and Pillow Cases, ready to use, Table Damasks, Crashes and Towels, Fleeced Suitings, Outings (white and colored), White Goods (don't miss the bargain in White goods), India Linens, Dotted Swiss, 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 yard	9c
Bates Seersuckers, the best 15c grade, all new styles	10c
Palmer Brand Seersuckers, 15c quality	10c
Famous Red Seal Ginghams, 1910 styles, worth 12½ and 15c	10c
Fleeced Suitings, extra heavy quality, dark colors, 10c grade	5c
Fleeced Suiting, double fold, 15c quality, now	8c
Famous "Duckling" Double Face Fleece, worth 15c	10c
Best Hope Bleached Muslin, worth 12½c	8c
Best Lonsdale Cambric, worth 15c and 18c	11c
9-4 Bleached Sheeting, splendid quality, while they last	19c
Sheets and Pillow Cases cheap as ever, even though the market price is 50 per cent higher.	
Bleached Sheets, large size, while we have them	39c
Bleached Sheets, heavy, soft, worth 75c, now	50c
Bleached Sheets, worth 85c each, during this sale	69c
Pillow Cases, soft in quality, 36x45, worth 15c	10c
Table Damasks and Crashes, read about them.	
66 inch Bleached Table Damask, worth 45c, during this Sale	25c
70 inch Table Damask, bleached, worth 75c, January Sale Price	50c
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 Price	73c
Don't miss them.	
A great Crash Bargain—half-linen, 18 inch, soft and good, worth 10c per yard, now 4 Yards for	25c
Fine Soft Dress Ginghams, worth 10c per yard	6½c
Good grade Apron Gingham, January Sale Price	6c
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 yard	10c
Again we say, don't miss them.	
India Linen, good quality, per yard	5c
India Linen, good, worth 10c	6c
India Linen, 15c quality, January Sale	10c
Fine Dotted Swiss, worth up to 20c, January Price	10c
Extra heavy Brown Crash, the regular 10c grade, January Sale Price	6½c
Bleached Crash, twilled and heavy	4½c

Hemstitched Pillow Cases, fine and soft, worth 25c, January Sale Price	15c
Black Mercerized Petticoats, 10 dozen to go at	48c
Men's Work Shirts away under price. Best heavy shirts, all sizes, in great variety of styles, all worth 50c everywhere, January Sale Price	35c
Men's Hosiery at a big bargain. Heavy Merino Socks splendid quality, worth 20c, January Sale price	10c
Don't miss them, gentlemen.	
Men's Fleeced Half Hose, extra heavy, 4 pairs for	50c
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 at	50c
Fine Damask Towels, the regular 50c quality, January Sale Price	25c
Extra Towel Bargain, never anything like this—22x45 inches, note the size, splendid heavy Huck Towel, worth 20c, January price	10c
Ladies' Fleeced Hose, extra heavy worth 20c pair, 4 pairs for	50c
Children's Fleeced Hose, 20c grade, Jan. Sale Price	10c
Pearl Buttons, splendid bargain, 3 dozen for	5c
Embroideries and Laces—18 inch Corset Cover	
Embroidery, worth 25c per yard, January price	15c
Embroideries, good quality at	5c
Embroideries, splendid, wide width	10c
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 Price	3c
Fine Valenciennes Laces—Laces and Insertings to match, beautiful new patterns, 7 yards for	25c
27 inch Jappo Silk, all colors and black, January Sale Price	29c
Table Oil Cloth, per yard while here	12c
Best Silkalines, plain shades and very choice fancies, all worth 12½c	8½c
Men's heavy Fleeced Underwear, to close, 50c grade	29c
Muslin Underwear—Ladies' Splendid Gowns, each	45c
Children's Muslin Underwear, Drawers and Skirts, good muslin, at	10c, 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 is	85c

### 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

for treatment. The club will meet with Mr. and Mrs. Edward Klute in two weeks.

**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 L. 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 Pocahontas of Elwood, Mrs. Emma Graham, Gt. K. of R. of Anderson, and Dr. C. M. Stout, Gt. Sachem of Middle-town. Every member is urged to be present and help make the social a success.

**THE TEDDY BEAR CLUB.**  
Mrs. Webb Pyle entertained the Teddy Bear club this afternoon at her home on South Twelfth street.

**MISSIONARY SOCIETY.**  
The Friends Foreign Missionary society met yesterday afternoon with Mrs. Charles G. Carpenter on South Thirteenth street. Mrs. Harry King presided and Mrs. A. Charles Francisco led the devotions. Some interesting papers and reports were given. Refreshments were served after which the time was spent socially. The society will meet some time in February with Mrs. R. W. Randle.

**EUCHRE CLUB.**  
Mrs. Anna Kordell entertained the American Euchre club this afternoon at her home on North Twentieth street.

**WEDNESDAY EUCHRE CLUB.**  
Mrs. Anna Englebert delightfully entertained the members of the Wednesday Euchre club at her home on North Tenth street. Progressive euchre was played at three tables. Prizes were given. Mrs. Martha Torbeck and Mrs. Estel Roub. A dainty lunch was served after the game. The members present were Mrs. Harry Metz, Mrs. Henry Kordis, Mrs. Edward Kahle, Mrs. John Mallock, Mrs. Martha Geir Torbeck, Mrs. Roy Taylor, Mrs. Estel Routh, Mrs. B. Sostmeyer, Mrs. Charles Hasecoaster, Mrs. Edward Geier, Mrs. Anna Englebert and Mrs. Frank Englebert.

**HOME ECONOMIC CLUB.**  
Mrs. Scott entertained the Home Economic club at her home on North Tenth street yesterday. Miss Bertha Lesh had charge of the meeting. The following topics were considered: "Food and the Body" and "Food Principles."

**FOREIGN MISSIONARY.**  
Yesterday afternoon Mrs. E. G. Howard entertained the Woman's Foreign Missionary society of the First English Lutheran church, at her home on South Eleventh street. A musical program was given by Mrs. Fred Bartel, Miss Alice Knollenberg, and Mrs. F. W. Krueger. The next meeting will be held with Mrs. Harry Kauffman on South Eighteenth street in February.

### Music

**ROYAL WELSH CHORUS.**  
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 splendid vocalists. 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" .... Freer  
"I am Thy Harp" .... Woodman  
"To Russia" .... Homer  
"The Pauper's Drive" .... Homer  
Recitation to music, "The Raven" .... Edgar Allan Poe

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

### 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.

"There's a Reason."