

\$25, \$22.50,
\$20.00 \$17.00
& \$15.00
LADIES'
SUITS
at
\$10.00

**This Sale will Continue Until
SATURDAY, NOV. 18TH**
The Mashmeyer Store

50 LADIES'
ALL WOOL
SUITS
TO CLOSE
AT
\$6.95
PER SUIT
Satin Lined

LADIES' SUIT SALE

UNPARALLELED

Never Before Equalled in Early November

Read about the greatest Suit buying opportunity in our history.

150 Ladies' and Misses' Suits, all made of the latest and most desirable fabrics.

150 Suits, every thread pure wool, pretty plain fabrics, serges, all wool fine chiffon broadcloths and leading pretty novelty fabrics.

150 Suits designed and modeled in the very latest style.

150 Ladies' Suits lined with guaranteed satin linings.

150 Ladies' Suits are now selling at \$25.00, \$22.50, \$20.00, \$17.50 and \$15.00. Your choice of any now at

\$10.00

**This Sale will Continue until
Saturday Night, Nov. 18th**
Do Not Miss It

EXTRA SPECIAL!

50 LADIES' ALL WOOL SUITS, SATIN LINED, black and navy serges, also some novelties, all sizes from 16 age to 42 bust measurements. Some of these suits sold at 3 times the price we now ask for them. Take your choice from this lot of 50 All Wool Suits,

\$6.95 PER SUIT

A WORD ONLY AS TO CLOAKS—300 LADIES' AND MISSES' NOVELTY COATS, conceded by everybody to be the swellest collection in Eastern Indiana, all marked to sell after the Mashmeyer Store fashion, marked to sell so low that you can afford to buy them and not pass them by, marked so low that we can sell them quickly, and add you to the long list of the Mashmeyer Store Ready-to-Wear Customers.

A WORD WITH YOU REGARDING LADIES' BLACK COATS — What we claim for them. We claim them all made of the best obtainable cloths. We claim them all made properly, after the latest fashions, and carefully tailored. You will find them made with the new large collar effects now so very desirable. We claim them, in fact, up to the minute in every particular. Last, but not least, we claim that if you buy a black coat of us you will buy one AT A BARGAIN. 150 BLACK COATS TO SELECT FROM.

We have a beautiful line of LADIES' AND MISSES' NAVY BLUE COATS, now so much in demand. LOOK AT OUR STYLES AND OUR PRICES BEFORE YOU BUY.

EXTRA SPECIAL FOR CHILDREN—CHILDREN'S ALL WOOL COATS at \$1.95. Red and Navy Blue—take a look.

EXTRA SPECIAL LADIES' DRESSES—Ladies' and Misses' all wool SERGE DRESSES, correct in every respect, trimmed with large Satin and Silk Lace Collars any shade you may want and any size you may require. Think of the ready-to-wear at about a dressmaker's price for making. Come, see them, at

\$5.95 Each

SILK AND SATIN MESSALINE DRESSES—AT LEAST ONE HUNDRED TO SELECT FROM.

Ladies' All Silk Satin Messaline Dresses, beautifully made, artistically designed, come in all the pretty colorings and black. These dresses look to be and are worth \$12.50. We sell them at

\$7.45

The half is not told, but enough has been said to illustrate what is doing this week in Cloaks, Suits and Dresses at

THE MASHMEYER STORE

Eighth and Main, Richmond

WHERE ALL INTERURBAN AND CITY CARS STOP

Social Side of Life

Edited by ELIZABETH R. THOMAS

Phone 1121 before 11:30 in order to insure publication in the Evening Edition

WHAT IS IT?

What is the basis of all actions
Favorable, and unfavorable too.
What is the primary cause,
Of all conditions that come to you?

Do you act from force of habit,
Or impulse day by day,
But what is the builder, of habit
That leads you on life's way?

What method can you use
To govern and control,
Fortunate or unfortunate events
Of every human soul?

What is this power within you
Which unconditionally:
Will make yourself and those about
you
Either happy or unhappy?

GORDON-LANDWER.

A quiet wedding was celebrated this morning at nine thirty o'clock in the St. Andrew's rectory by the Rev. Father Roell. The bride was Miss Jessie B. Landwer, daughter of Mrs. Mary Landwer of South Eleventh street and the groom, Mr. J. Bennett Gordon, of Indianapolis, formerly of this city. The rectory had been attractively decorated for the occasion with flowers and ferns. Only the members of the immediate families witnessed the ceremony.

The bride wore a handsome navy blue suit of broadcloth with a pretty blue hat modestly trimmed in blue feathers and gold bands. Her bouquet was a corsage one of valley-lilies and ferns. There were no attendants. Immediately after the ceremony Mr. and Mrs. Gordon left for a short wedding trip. Upon their return they will go to Indianapolis where later they will be at home to their many friends in their pretty new apartments in that place. They received a number of beautiful wedding gifts. The bride has a host of friends who regret to see her leave the city but wish her much happiness in her new life. The groom is also well known here as he was formerly editor of the Evening Item. Mr. Gordon is a member of the local lodge of Elks and has many friends both in business and social circles in this city. Mr. Gordon is now editorial writer for the Indianapolis Sun.

MISS MCGUIRE HOSTESS.

Miss Edna McGuire was hostess yesterday afternoon for the first afternoon party given by the November social committee of the Country club at the club house. Bridge was played at four tables. The favors were given to Mrs. Isaac Neff and Mrs. Ella Van Heusen. Another party will be given next Wednesday afternoon when Miss Rose Gennett will act as hostess.

ALL-DAY MEETING.

An all-day meeting of the Penny club was held yesterday afternoon at the home of Mrs. Louis Carrington in West Main street. A large number of the members were present. Most of the day was devoted to needle-work. A luncheon was served at noon.

FRIENDS SOCIETY.

A meeting of the Friends' Missionary society was held Wednesday afternoon with Mrs. W. O. Mendenhall at her home in College Avenue. Mrs. Allen D. Holt had charge of the devotional exercises. A report from the October campaigning committee reported forty five new members. Mrs. Frank Stephens gave the program for the afternoon. She told in part of Woman's Missionary Work in the Fields and called on about twelve of the members who told of the experience of different missionaries in the fields. Those taking part were Miss Sarah Hussey, Mrs. Truman Kenworthy, Mrs. E. B. Bally, Mrs. Gurney Gilbert, Mrs. Edwin Jay, Mrs. Charles Tebbets, Mrs. Henry King, Mrs. Howard Gluyas and Mrs. Herschel Coffin. After the program a social hour followed.

RETURNED HOME.

Miss May Gipe of Logansport, Indiana, who came Saturday to attend the Lontz-Twigg wedding which was celebrated Tuesday morning returned home Wednesday. Miss Gipe was entertained by Miss Lucy Smyser of North Fifth street, while in the city. She attended several ante-nuptial events given for the Lontz-Twigg bridal party.

ENTERTAINED CLASS.

Twenty three members of the Perseverance Bible class of the First Baptist church were entertained in a charming manner by Mrs. H. Robert Smith yesterday afternoon at her home in North Fifteenth street. The afternoon was spent socially. Refreshments were served. The class meets the second Wednesday in each month. The next meeting will be held at the home of Mrs. Monroe, 317 South Twelfth street.

WEDNESDAY CLUB.

Mrs. George A. Reid was hostess Wednesday afternoon for a meeting of the Wednesday club at her home in South Fourth street. Cards were played at several tables. Favors were given to Mrs. Harmon Wierhake, Mrs. Fred Pohlman, and Mrs. Alfred Weishaupt. After the game a luncheon was served.

MASQUERADE SURPRISE.

A very pretty surprise masquerade party took place at the country home of Mr. and Mrs. Clarence Boren three miles north of Fountain City recently. The affair was given in honor of Miss Odell Shook. The house was beautifully decorated with pumpkins, corn, candies and other decorations of the season. An excellent time was reported by all present. Refreshments were served. Those present were the Misses Maude Shook, Maude Williams, Virgie Hodgins, Ada Fudge, Reba Lewis, Elsie Shook, Edith Mercer, Agnes Giltner and Odell Shook. The Messrs. Fred Hod-

gin, Orville Love, Lester Wright, Omer Hunt, Ralph Taylor, Lester Mercer, John Pendland and Earl Lewis, Mr. and Mrs. Howard Thompson, Mr. and Mrs. Boren.

CELEBRATED BIRTHDAY.

Comrade J. Frank Mackey, late of the 68th Indiana Regiment Volunteer Infantry, celebrated his sixty-ninth birthday anniversary, Wednesday evening, Nov. eighth at his home, 321 North Twentieth street. The home was prettily decorated with chrysanthemums. The dining room was festooned with red, white and blue bunting from the four corners of the room to the chandelier in the center. Bouquets of pink and yellow roses and white chrysanthemums formed a center piece for the table. A three course dinner was served.

The conversation usually at these birthday parties is the relating of experiences while in the army, but on this occasion it was more of a political nature, from president of the United States down to town marshal. The following comrades were present:

Jas. S. Bolander, Allen Coggeshall, Allen W. Grave, Lewis K. Harris, Joe P. Bliff, George L. Irwin, Lefe Larsh, Alonzo Marshall, Rufus A. Newman, Thaddeus C. Personette, Marion J. Roberts and John S. Seaman.

A flower was at the plate of each comrade.

TO WASHINGTON.

Mrs. W. H. Robeson of Washington, D. C., who has been in town for some time visiting her father, Mr. C. W. Ferguson and brother, Mr. T. J. Ferguson at the home of the latter in South Sixteenth street, will leave Friday for her home.

TO SEE PINAFORE.

Mrs. Charles Kirk and Mrs. Ray Lichtenfels will go to Dayton today where they will see De Wolf Hopper and Fay Templeton in "Pinafore."

GUILD MET.

A meeting of the St. Paul's Guild of the St. Paul's Episcopal church was held Wednesday afternoon in the Parish house. A number of the members were present. Several important matters were discussed at this time.

PARTY FOR MISS HACK.

Among the charming social events which have been given within the past few days for Miss Lucile Hack of Vincennes, Indiana, was the bridge party of last evening which had for a host and hostess Dr. and Mrs. S. C. Markley of South Seventh street. Fall flowers with the house plants were used in arranging the rooms where the guests were so hospitably entertained. There were guests invited to fill three tables at bridge. The favors were given to Miss Hack, Mrs. James Judson and Dr. Conkey. After the game Miss Nina Harris played several pretty instrumental numbers which added to the charm of the evening's pleasures. A luncheon in courses was served late in the evening and at the close of the affair. The guests were Miss Hack of Vincennes, Mr. and Mrs. Walter Dalbey, Mr. and Mrs. James Judson, Miss Nina Harris, Mr. H. J. Hanes, Dr. and Mrs. Conkey and Dr. Martin.

QUIET WEDDING.

A quiet wedding took place Wednesday evening, at the home of Mrs. Alice Voss, 47 South Eighteenth street when her daughter Miss Ruby Thompson was united in marriage to Mr. Henry Bletery. Only the immediate families of the contracting parties witnessed the ceremony, which was solemnized by the Rev. Martha Jones of the Universalist church. The hour for the wedding was seven o'clock.

After the ceremony a wedding dinner was served. Mr. and Mrs. Bletery left this morning for a short wedding trip to various points in Ohio. Upon their return to this city they will be at home after November Fifteenth, at 47 South Eighteenth street.

NOTABLE WEDDING.

A notable society event at Wyoming, Ohio, today was the wedding of Mr. Willard Z. Carr, son of Mr. and Mrs. James Carr of this city and Miss

No Substitute For Newbro's Herpicide

"Something Just As Good."

A discovery can be made but on e. After that all similar acts become emulations, imitation or an attempt at substitution.

Newbro's Herpicide is a discovery. It was the first remedy ever given to science to kill the dandruff germ. Other preparations have since been offered to the public, some similar in appearance, some in odor, but all bringing the daring promise of doing the same things that Herpicide has been doing for years.

Every article of this kind is merely one more instance of vicious emulation, vile imitation or a base attempt at substitution.

The "something just as good" story is old, why give it a thought? Herpicide is the Original Remedy. It kills the dandruff germ and prevents the hair from falling. Itching of the scalp stops almost with the first application.

Don't be deceived by "Something just as good." If your own druggist does not keep the genuine dandruff germ destroyer, Newbro's Herpicide, go to one who does.

One dollar size bottles are sold under an absolute guarantee.

Send 10c in postage for sample and booklet to The Herpicide Co., Dept. R., Detroit, Mich. Applications may be obtained at good barber shops.

A. G. Luken and Co., Special Agents.

Susan Brownell of that place. The wedding was celebrated at high noon in the Presbyterian church at Wyoming, O., in the presence of many wedding guests.

Mr. Burton Carr, brother of the groom was best man, Miss Brownell, sister of the bride was maid of honor. Mrs. Rudolph G. Leeds, a college friend of the bride was matron of honor. Among the ushers were Mr. Rudolph G. Leeds, Mr. Thomas Kaufman and Mr. Brownell, a brother of the bride. Many persons from this city attended the affair. After the ceremony a wedding breakfast was served at the home of the bride's parents in Elm street. Mr. and Mrs. Omar Hollingsworth, Mr. and Mrs. James Carr, Mr. Burton Carr, Mr. and Mrs. Thomas M. Kaufman, Mr. and Mrs. Rudolph G. Leeds, and Mr. and Mrs. Fred Carr were among those who went down for the event.

Mr. and Mrs. Carr will take up a residence in this city. They have the best wishes of their many friends here for a most happy future. The bride has made many friends here during her short sojourn in this city as she has on several occasions been entertained by Mrs. Rudolph G. Leeds.

Mr. Carr is with the American Seeding machine company.

TO OHIO.

Mrs. Charles Kirk and Mrs. Ray Lichtenfels left this morning for Dayton, Springfield and Columbus, Ohio, where they will spend several days.

FOR BRIDE-ELECT.

The following social item was received in this office yesterday too late for publication in this edition:

Honoring Miss Clara Nichter, a bride-elect, Miss Hilda Gausepohl entertained in a delightful manner at her home last evening. The guests were the members of a card club to which the bride-elect belongs. Miss Leota Springer, Miss Nellie Vogelmann, Miss Helen Miller, Miss Norma Runge, Miss Minnie Nichter, Miss Leona Imhoff, Miss Anna Ortmann, Miss Mary Zeyan, Miss Mildred Lufkin and Messrs. James Dillon and Howard Geler made up the party.

DANCE SOON.

The date for the dancing party to be given by the members of the Phi Delta Kappa fraternity at Connersville is Thursday, November the twenty-third. It is expected that several local members of the fraternity will attend.

CHURCH SOCIAL.

On next Saturday evening the members of the Elkhorn Baptist church will give an oyster supper. The proceeds are to be used to insure the building. Everyone is invited to attend.

MEETS FRIDAY

The Pansy club will meet Friday afternoon with Mrs. George Cotton at her home, 202 Lincoln street.

ROYAL BAKING POWDER

ABSOLUTELY PURE

The only Baking Powder

made from

Royal Grape Cream of Tartar

Saves Butter, Flour,
Eggs, and makes
home baking easy

No Alum — No Lime Phosphate