

# Greater Stocks, Greater Varieties, Greater Service, Greater Advantages in Clarksburg's New Kind of a Store

which marks another step forward in the Progress of Refined Merchandising

## GRAND OPENING

Wednesday, December First

Everybody Invited!

Everybody Come!

Wednesday in Clarksburg—at Parsons-Souders; an event for which thousands are waiting and which everyone within a day's journey should attend. The last nail has been driven—the store is royally ready to show in completed form. "Your Store," which has put on its new clothes welcome you to come and inspect it.

The store will be open to visitors in the evening—7 to 9:30 o'clock; come bring your friends.

The Cadenza orchestra is preparing a special program for the occasion.

Again! Thrice Welcome.

### Dainty Handkerchiefs in Dainty Boxes

Handkerchiefs—the most frequently given and probably the most welcome of all moderately-priced gifts are here in their thousands—plain, hemstitched, lace and embroidered in fine lawns and sheer linens.

A great deal of time and care has been used in the gathering of this great stock.

They are all standard—fine qualities from the makers of reputation and as quality is very important in the handkerchiefs you are to present to a friend, this point is one that you should certainly keep in mind.

For only by quality can you ensure satisfaction in advance. Price range from 10c to \$2.00.

### These Days Prove the Glove Store's Popularity

- 1st. Reliability.
- 2nd. Style variety.
- 3rd. Complete size range.
- 4th. Liberal quantities.

These are the factors that have always governed our policy in the glove store.

The same fine gloves are here today as we always carry—a possible exception being some of the lines of French kid gloves which are not here or anywhere in America because France is now exporting them—not making them in some cases. Prices 50c to \$4.50 a pair.

## The Store of Today

It is altogether unlike those of thirty, forty years ago, as is known to everybody old enough to remember.

Today, 14 years ago, after months of preparation from March the doors of

### Clarksburg's First Department Store.

opened, continuing the activities of the business then founded, in this old city.

It is conceded that there were no large stores in existence in Clarksburg then. In 1902 this store occupied its new building, between 2d and 3d, where it still goes on, greatly enlarged, as a part of this business, and under our improved system.

### The Seeds of Things Are Very Small

West Virginia's first prominence came from its development agriculturally.

Its next expansion was the opening up of its coal resources. Next in turn came the oil and gas, of which Clarksburg is the very center.

Clarksburg's factories and workshops gave the city some distinction but its progress was disappointing, notwithstanding its splendid location.

### Almost All Economic History is Affected by Human Personality

The striking events of industrial development and commercial progress date back no more than fifteen years, to certain men in locating the present traction line, others in establishing great factories, while others with foresightedness rooted and grounded in their faith established great banking institutions. And lastly, those who developed the natural resources that are unparalleled in any like area on the globe. These four circumstances form the

### Chief Landmarks of a New Clarksburg.

which stand out conspicuously as the fruit of the labors of the pioneer men of those days.

Policies, ideas, progressiveness swiftly came along in their turn, and have left their memory on the city until this day.

The city grew by leaps and bounds, its marvelous growth outdistanced even those of most optimistic minds.

"Knowing how" and "Doing Better" in meeting the demands of its people were the real factors that brought about

### Clarksburg's New Kind of a Store

being the outgrowth of a rapid succession of movements in retail merchandising beginning at 224-226 Main street.

Selected from a mass of events covering the last fourteen years, the new "entrepot" of retailing modeled here—

Established inflexible one price.

Established the return of undesired purchases as a matter of justice.

Established a different scale of consideration of employees.

It Revolutionized the system of displays, and presenting fashions.

It Revolutionized the advertising methods.

The store of today demands for its patrons Safety and Sanitary constructions of the buildings used by the public.

Uprightness in public announcements and private transactions.

An insistence that every one is entitled to

### Value for Value

THE STORE OF TODAY is not strictly a "Department Store." It does not deal in groceries, drugs or "everything that can be sold at a profit," but its method is to assemble under one roof a collection of complete and exclusive stores better than the single specialty stores.

In actuality, it is the

### First Clarksburg System Store.

It started at a time when storekeeping to say the least, was unscientifically conducted, and your eyes were your market.

Today it is part of a new civilization, in which there is an honor bond between merchant and consumer.

ON WEDNESDAY, DECEMBER FIRST—all day and evening—

### Reception Day at Parsons-Souders

And you are asked to come, everybody, men, women and children, and view the result of our efforts to give Clarksburg a store that is unsurpassed by any other in the state.

Music by Cadenza Orchestra, Wednesday evening, 7:15 to 9:30.

Monday, November 29.

*The Parsons-Souders Store*



### He Smiles

"He smiles around the world and the world smiles with him—"

He brings out good fellowship and joy and the desire to express it.

The sunshine of his smile even penetrates the hard shell of he who is known as a grouch and thus we see even the grouch slyly acting the Santa Claus and proving that he is only a seeming grouch and not a really and truly one.

The store is now loaded with bright new Christmas stocks and the smile of Santa Claus is reflected on the faces of daily increasing crowds.

From the unrestrained joy of the youngster to the happy smile of "experience," represented by the grandmother who has taken the child to give her the pleasure of anticipation.

### What More Charming Than Neckwear

Typically feminine as a gift because of its extreme daintiness and smart style character.

With an eye to the urgent demand of neckwear at Christmas our New York neckwear house has designed the newest and smartest of neckwear styles for winter.

So many of them that only part can be displayed. Price 25c to \$2.00 each.

### SOCIAL AND PERSONAL

(Continued from Page Three.)

#### Committee to Get Busy.

With the winter season setting in the Elks grill room committee intends to get busy at once on a program of additional amusements suitable for the season and which will prove attractive. It consists of Louis A. Carr Lucius Hoge, William A. Harrington, Will E. Morris and Frank J. Welch.

#### To Hold Bazaar.

The ladies of Queen Esther chapter, Order of the Eastern Star are to hold a bazaar in Bain's millinery store on West Main street Friday, December 10. Baked goods, home made candies and fancy work will be on sale.

#### In His Steps.

Charles M. Sheldon's famous religious society drama in four acts will be presented in the auditorium of the Adamston School building at 7:30 o'clock Tuesday evening.

There will be specialties between acts. The public is most cordially invited to attend. The Ladies' Aid Society of the Adamston United Brethren church is to have the play presented as follows:

- Cast of characters:
- Henry Maxwell, pastor of First church, Raymond. . . . R. H. Gardner
  - Edward Norman, editor Daily News. . . . F. L. Murphy
  - Alexander Powers, railway superintendent. . . . Edward V. Hale
  - Dr. Reginald West. . . . Earl C. McCarty
  - Virginia Page, heiress. . . . Miss Ethel Minter
  - Kellin Page, millionaire club man. . . . Roy E. Hale
  - Arthur Clark, managing editor Daily News. . . . Darrell Price
  - John Manning, tramp-printer. . . . Roy E. Hale
  - Madam Page, Virginia's grandmother. . . . Mrs. Ruby Jearott
  - Rachel Winslow, famous singer. . . . Miss Hattie Cunningham
  - Mrs. Winslow, mother of Rachel. . . . Miss John Miller
  - Loveen Gray, child of the slums. . . . Miss Mary Sams
  - George Staulley, clerk in the News office. . . . Cecil Sullivan
  - Society friends of Virginia—Florence White, Pearl Smith, Jean Watts, Zella Ashcraft, Carolyn Lovewell, Thelma Davison.
- Servants of Page Mansion.
- Mary. . . . Edna Sullivan
  - Jenny. . . . Andra Stires
  - James. . . . Raymond Sebon
- Prologue—Interior Raymond First church.
- Act I—Editor's office, Daily News.
  - Act II—(Six months elapse)—Room in Page Mansion.
  - Act III—(Six Months Later)—Same as Act II.
- Time and Place—Raymond, a manufacturing town in 1896-1897.

#### Afternoon Tea.

With Mrs. Benjamin B. Blackford, of Parkersburg, and Mrs. J. Arter Fisher, of Pittsburg, as honor guests, Mrs. Henry Raymond entertained very pleasantly at a small tea from

3 to 5 o'clock Monday afternoon, the guest list including old friends of Mrs. Fisher and Mrs. Blackford. Yellow chrysanthemums were used in the floral decorations of the table. Miss Garrard presided and was assisted by Mrs. Albert W. Rapp, Mrs. Harvey F. Smith and Mrs. David B. Carper.

Choral Club to Meet. All members of the Marcato Choral Club are asked to be present at a rehearsal of the choruses from 7:30 to 8:30 o'clock Tuesday evening in the Central Christian church.

To Meet. The Tuesday Literary Club will meet at 3 o'clock Tuesday afternoon in the home of Mrs. John J. Davis on Lee street.

Recital Postponed. The club recital of the Marcato Music Club of December 4 has been postponed until Saturday afternoon,

December 11, and will be held in the auditorium of the Masonic temple. A program of "supernatural music" will be rendered with Mrs. Amos Payne in charge.

### PERSONAL

Miss Priest has returned from Columbus, O., where she spent Thanksgiving holidays with relatives.

Charles M. Hart has returned from Winchester, Va., accompanied by his daughter, Miss Mary, and Mrs. Hyde, Mrs. Hart's mother.

### OF INTEREST TO WOMEN

Combination Sport Outfits. Some of the bright-colored corduroy sport coats have skirts to match, these skirts usually being of the conservative sport lines, amply wide for comfort in action, but no over full, well supplied with pocket, a trifle high in waistline and very often but-

toned all the way down the front. The coats are likely to be on Norfolk lines, but occasionally one sees a straight coat, loosely belted, pocketed and of any length from hip to knee.

### Mocha Cake.

Beat two eggs separately; when beaten add gradually one cup of sugar; then add one cup of flour, sifted with one teaspoonful of baking powder; then beat well; take one-half cupful of milk and small piece of butter; let it come to a boil; then pour over mixture and beat well. Very fine.

### PYTHIAN SISTERS.

There will be no regular meetings of the Pythian Sisters Tuesday, November 30, on account of a district meeting held at Fairmont at that time. All members who desire to attend the afternoon session are requested to leave on the 12:30 car, or the 5:30 for the evening session.—Advertisement.

## Christmas Suggests

### A Sealy Mattress For Xmas

It is like a huge pillow for the body and must be slept on to be properly appreciated. Is guaranteed to give twenty years of service without becoming uneven or bumpy. Our special price is \$20.00 which is equivalent to \$1.00 a year or 2c a week for the best mattress made. Try one thirty nights with the privilege of returning it if not satisfactory.



As to Quality:

The SEALY is made entirely and solely of pure, virgin, long-staple cotton—the best that grows. It is cotton with body and vitality.

As to Making:

The SEALY is made in a way entirely different from other mattresses. One great big ball of cotton is compressed into the regulation thickness.

As to Comfort:

When you lie down on a SEALY it undulates to meet the form of the body—it accommodates every change of position—gives perfect, even support.

As to Hygiene:

SEALYS are made right where the cotton is grown. It is pure and clean; nothing touches it except pure, wholesome air. No tufts to collect germs.

### Select Useful Christmas Presents

In selecting your Xmas presents, let us urge you to select something of real use and real value, something that you will be happy to give and others will be proud to receive; something that will always be an ornament in the home; something that will not be forgotten in a day; something that will show care and thoughtfulness in selecting. That something can only be FURNITURE.

We have purchased an immense stock expressly for holiday trade, covering every possible want. The large quantities purchased enabled us to secure discounts, and we are giving our customers the benefit. We are especially anxious to make this December a record-breaker for sales and have marked our goods at a closer margin of profit than ever before.

Presents selected now will be delivered Xmas Eve.

**PALACE FURNITURE & PIANO CO.**  
168-170 West Main Street