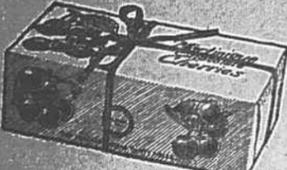


**E. C. Jones**  
THE WOMAN'S STORE  
FAIRMONT, W. VA.

**Special Today**  
MARTINIQUE  
CHOCOLATE CHERRIES  
a fifty cent value  
Special per Pound Box 33c.  
FINEST  
ASSORTED CHOCOLATES  
Pound of Candy in a handsome Xmas Box—29c.  
Two Pounds of Candy in a handsome Christmas Box 58c.



on nowadays until it's welfare work among the sales people greatly relieves the strain of steady selling, and a big force of temporary help makes things easier.

"Early Christmas shopping is not urged by us as a philanthropy so much as it is urged as a practical business hint.

The woman who reaches the store at 9 a. m. is the one who trots home at noon with her arms full of bargains and her temper intact.

"Many lines of goods cannot be duplicated right before Christmas, and the last minute shopper has a limited stock to choose from. There are also very few really desirable goods marked down at the last minute. The quality may be there, but the articles are pawed over and soiled. The early bird catches the bargain.

**Abe Martin**



**NO FAILURES WITHOUT EFFORT**  
Every One Is a Step to Success.  
**INSTINCT AND EXPERIENCE.**

Sometimes a Noble Failure Serves the World as Faithfully as a Distinguished Success—Look of Capital and Patronage—Farmers Frequently Fail. He Who Makes No Effort Exempt.

[Copyrighted, 1914, by Thomas J. Sullivan.]  
He only is exempt from failure who makes no effort.

In the lexicon of youth, which fate reserves for a bright manhood, there is no such word as fail—it comes later in life.

There are so many reasons which can logically and truthfully be advanced as causes contributing to the numerous failures that I will endeavor to analyze only the principal ones—the business failures.

Every failure is a step to success; every detection of what is false directs us to what is true; every trial exhausts some tempting form of error. Not only so, but scarcely any attempt is entirely a failure; scarcely any theory, the result of steady thought, is altogether false. No tempting form of error is without some latent charm derived from truth.

Failure is, in a sense, the highway to accomplishment, inasmuch as every discovery of what is false leads us to seek earnestly after what is true, and every fresh experience points out some form of error which we shall afterward carefully avoid.

In this article we have not the space to treat of individual cases or their many causes, but will deal altogether with the commercial side of the question—the business failures.

Perhaps the most general and common cause is lack of capital. Many men venture into business with just enough money to "swing" the enterprise for a month, at the end of which time they expect the new business to be self supporting. It seldom is, and as the concern becomes a financial cripple the inevitable is sure to happen—failure.

**Business Instinct Required.**

It may be said in passing that combined with the first form of failure there are two others, lack of business instinct and business experience. And these three are frequently augmented by another equally dangerous in business, and that is engaging in a business of which you have no knowledge or experience in. No man can hope to succeed in any line of business where his principal qualifications are assets and ignorance.

But without question the most pronounced cause of business failure in any line or in any community is that of lack of patronage. No business concern, professional man, church or school can long endure without patronage. Heaven's eternal wisdom has decreed that man should ever stand in need of man.

The beautiful must ever rest in the arms of the sublime. The gentle must the strong to sustain them, as much as rock flowers need rocks to grow on or the ivy the rugged wall which it embraces. Patronage is the sustenance of business, and without it failure follows just as surely as death follows the rock flower and the ivy when their support is withdrawn.

**Farmers Frequently Fail.**

Listed among the business men who frequently fail is the farmer, the greatest producer of us all. He fails for the same reason as do some of our other business men—because of ignorance. Many of these men have been born and reared as farmers and imagine that is all the qualification necessary to follow that vocation. It is not. Technical education, constant study of conditions elsewhere and a full realization of the necessity of fertilization of his farm constitute the first principles of the successful farmer.

Few farmers have not been obliged to avail themselves of the local merchant's willingness to extend credit, and now that the local merchant is facing a graver calamity and a greater pest than ever a farmer was obliged to meet in the retail catalogue houses' methods of doing business would it not be right and fair for the farmer and every resident of the community to rally to the aid of the man who rallied to their aid in days gone by with a willingness equally equaled by his confidence in his customer and his loyalty to his community?

When a farmer fails the whole community suffers, and the man who must bear the brunt of the burden is the local merchant. His capital is invested and his hope of return rests with the farmer's ability to produce. If a blight, a drought, a cyclone or pest bugs destroy the crops the merchant must make the best of it and "carry" the farmer for another season or until he has a good crop.

Loyalty is the greatest virtue that man is endowed with, and the practice of it now by residents of small cities and towns in favor of the local merchant whose business is endangered by the retail catalogue trusts would be a display of generosity manifested only by men and communities where the practice of the Golden Rule obtains.

**CHAMBER OF COMMERCE HESITATES**

RECOMMENDATION ASKED FOR BY B. & O. REFERRED TO COMMITTEE.

FAIRMONTERS WANT TO KNOW WHAT BIG CORPORATION IS GOING TO DO.

VITAL QUESTIONS WERE RAISED AT THE MEETING HELD LAST NIGHT.

In the meeting of yesterday afternoon the Fairmont Chamber of Commerce failed to recommend to the U. S. engineer at Pittsburgh the project of the Baltimore and Ohio railroad company to change the harbor line of the river at this point in the extension of their Palatine branch. The matter was referred, however, to the public utilities and railroad and transportation committees, which will meet in a joint session on Monday afternoon. These committees are composed of the following men: Fred Holmick, G. M. Alexander, S. Ray Holbert, Clyde S. Holt, C. D. Robinson, O. S. McKinney, M. A. Fletcher, C. E. Hutchinson, Sam R. Nuzum and Duncan Sinclair.

Many questions of vital importance were raised at the meeting, one of which was whether or not the railroad company had a franchise through that part of the city. It is claimed by the city officials that the franchise rights expired last spring and have not been renewed, while the railroad company says that work has been done upon the proposed route during the last 12 months and this makes the franchise still binding. If the city authorities and the railroad company cannot agree upon the rights of franchise, it is likely that the question will be taken to the courts for final adjustment.

While there seemed to be very little opposition to the changing of the harbor lines by the building of a fill along the river bank by the railroad company still the discussions of the members of the Chamber of Commerce brought out the fact that they feel as if the company should take the city into its confidence to a greater extent and that it make known its real intentions before any privileges are granted. It was pointed out that the passenger station and freight depot might be built on the east side

**OPHELIA And Her Slate**



of the river and it seemed to be the consensus of opinion of all present that before the railroad people are given any concessions that they should tell what they are willing to do in regard to the building of the new bridge across the river, where their stations will be located and what they intend to do with the grants that are given them by the city.

The railroad company was represented at the meeting by an engineer who has blue prints in his possession of the plans of the company.

The Baltimore and Ohio railroad company will probably have representatives present at the meeting of the committee on Monday afternoon who will explain some of the things which the Chamber of Commerce desires to know and it is likely that the question will be amicably adjusted so as to be perfectly satisfactory to both sides.

**A LIBERAL REWARD.**

A liberal reward will be paid for the return of the two boxes of 1915 calendars of the West Virginian and Farmers Free Press taken from the room formerly occupied by the West Virginian.

These calendars are of no value except to these papers, and were perhaps taken by thoughtless boys. No questions will be asked if they are returned. Or if they have been removed for distribution to the public, the purpose for which they were bought, we will pay for the distribution on receipt of bill, if it is properly made.

The West Virginian calendars are the largest made and have that striking picture, "A Honeymoon in Venice," as the subject. The calendars can all be identified by the pictures and the printing.

**FOR WOMEN AND THE HOME**  
FEMININE CHAT AND CHATTER.

**CATCHING THE CHRISTMAS BARGAIN.**

IT IS THE EARLY SHOPPER WHO GETS IT—HER FORETHOUGHT LIGHTENS THE STRAIN UPON HER POCKETBOOK AND UPON THE HEALTH OF THE GIRL BEHIND THE COUNTER.

(BY ZOE BUCKLEY.)

Woman's inhumanity to woman is an oft-quoted aphorism. And no matter how optimistic one is, it is impossible to avoid seeing truth in it—sometimes. Take this little matter of doing Christmas shopping early, both early in the morning and early in the season. Thousands of women who wouldn't hurt a pussycat or see a kiddie suffer, put off their holiday buying longer than they need to. And it never once occurs to them that footaches, headaches, backaches and deep grinding aches of the spirit that limit cannot touch, are the results of their lack of thought.

For that's all it is. They don't intend to be cruel to the shop girls. Women are not deliberately unkind

to each other unless there's a man somewhere in the case.

No. It's just thoughtlessness. Many a cruelty is perpetrated unconsciously, like playing phonographs or recounting the smart sayings of your youngster. A reminder is all that would be needed to abate the evil. That is the purpose of this little piece I am writing for the paper—to poke you up a bit about your Christmas shopping.

I have just been reminded by the manager of a big department store that there are two reasons why you should buy as long before Christmas as possible. Besides the backaches, strained nerves and tired feet of the girl behind the counter there is the consideration of benefit to the customer.

"This, after all, is perhaps the more important," says a woman who has been for many years a prominent person in the business department of a New York shop, "for things are much easier for the store employe around holiday time than they used to be. Comparatively few shops keep op-

"Women are getting to understand this more and more. In a few years I believe night shopping will be confined almost entirely to those who are themselves employed until 6 o'clock."

**The Complaint of Tillie.**

That the last minute shopper is still abroad in the land, however, is proven by the wail of Tillie Carns. Tillie works at the neckwear counter of Whatchercalls. You've often bought gumpies and things of Tillie. She's a good sort; obliging, intelligent and a non-gumchewer.

Tillie shifted from one tired foot to the other when I asked her about the Christmas situation. She says I'm right about that thoughtlessness. "It ain't that they don't care; it's that they don't think," said she. Here is a sample of how women make trouble for you when it isn't necessary.

"A customer who had just moved into a new apartment gave me her old address out of habit. When the things were not delivered she came to the store and bawled me out for fair. I was ready to cry anyhow from nervousness and footache, and she was the last straw.

"It took me fifteen minutes to hunt her purchase out in my book. When I showed her the address she had given, she apologized profusely. But in the meantime the delivery department and I had both been raked over the coals and a lot of time wasted. If women would only think

"Another thing that wastes our time and tries our souls is the woman who looks at a garment or other article, likes it, but isn't quite sure if she could do better at another store.

"So she orders it sent home C. O. D. She finds something she prefers elsewhere, and our parcel is returned. Customers have no idea how much time, labor, expense and disappointment this causes.

"The time, labor and expense falls on the delivery department. The disappointment belongs to us. We have the sale subtracted from our books and get a call down, although we do our best to suit the customer.

"Women look upon saleswomen as a part of the store fixtures. They simply don't think what their hardness to please and their changeableness of mind means to us girls. I'm sure if they thought a little, things would be easier.

"They are thoughtless, too, in making amusement places of the shops, on matinee days. Along about five o'clock the store is packed with women who just run in after the show to use up the time until the dinner hour. They generally have appointments around six, so they run in, turn over the goods, price things, ask questions, fill up the aisles—and then fit out again to keep their engagement with husband or friend Jack! It's simply that they don't think how much bother it causes when the Christmas rush is on."

**City Officers In Attendance At Services**

MAYOR AND OTHER OFFICIALS HEAR DR. JARVIS PREACH.

"A MAN NOT BIG ENOUGH FOR HIS JOB" SUPPLIED SUBJECT.

The city officials went in a body to the evangelistic services at the Presbyterian church last night and together with a large congregation made up of the representative people of the community, heard Dr. Jarvis preach a most excellent sermon on the subject, "A Man Not Big Enough for His Job."

The sermon was regarded as among the very best yet delivered by Dr. Jarvis, and made a splendid impression on the audience.

The influence of the meetings is being felt in every department of the church and its influence has also extended to other churches and peoples.

Dr. Jarvis is a brilliant man and handles his sermons in a most impressive manner.

The series of meetings will conclude with the two services of Sunday.

**Christmas Slippers**

Gifts this year should be practical. Nothing makes more practical, useful gifts than a pair of our FELT COMFY'S or soft LEATHER SLIPPERS.

We have a complete Christmas line. Open Evenings next week.

**SMITH'S SHOE STORE**  
The Spot To Buy

State of Ohio, City of Toledo, Lucas County, ss. Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of Hall's Catarrh Cure.

FRANK J. CHENEY, Notary Public.

Hall's Catarrh Cure is taken internally and acts directly upon the blood and mucous surface of the system. Send for testimonials, free.

F. J. CHENEY & CO., Toledo, O. Sold by all Druggists, 75c. Take Hall's Family Pills for constipation.

**Parents! Teach Thrift**

The parent who does not train his children to look out for themselves financially, shirks responsibility.

Their success and happiness in the future depends upon their training in financial affairs.

There is no better way to teach the child thrift than by means of a saving account. This Bank stands ready to serve you.

4% On Savings and Time Certificates

**The PEOPLES NATIONAL BANK**  
Fairmont  
CAPITAL \$200,000,000

**TO THE MAN-- Appearance Means Something**

In the few remaining days until Christmas Morning--you had better let us assist you in the selection of things that all men need and appreciate.

Suits, Overcoats, Balmacaans, Hats, Shirts, Ties, Shoes, Combination Sets, Traveling Bags, Suit Cases, Underwear, Bath Robes, and Gloves in Christmas Boxes

**SAM B. ISEMAN**  
A Real Man's Store Main St.



**FLOWERS**  
Hayman Greenhouse Co.  
101 and 103 1/2 Bldg. Bldg. Bldg.  
FAIRMONT, W. VA.

**THE MERRY CHRISTMAS TIDE**

Will confer no greater benefit on the grown-up children than the gift of a good business education. Give them an order on the UNION BUSINESS COLLEGE for a commercial, or stenographic course, and you have fitted them for a career in life that nothing can rob them of, when they have been trained in UNION BUSINESS COLLEGE.

Of Fairmont, 512 Jacobs Bldg., Fairmont, W. Va.

**UNION BUSINESS COLLEGE**

Date . . . . . 1914  
Gentlemen: I am interested in the course marked X in the column below, and wish to enter about . . . . . 1911.  
Please furnish in full information about your school, cost of tuition, books and board, also how long it requires to complete the course. Name . . . . .  
F. C. . . . .

**COURSES:**

<b>SHORTHAND</b>	<b>COMMERCIAL</b>
Prin. of Shorthand	Prac. Bookkeeping
Punctuation	Business Forms
Correspondence	Commercial Law
Paraphrasing	Business Practice
Spelling	Banking
Speed Drills	Business Penmanship
Typewriting	Business Correspondence
Copying	Rapid Calculations
Business Penmanship	