

OPEN EVENINGS UNTIL CHRISTMAS

A United Suit or O'Coat for Christmas—An Ideal Gift

Through our Certificate plan, it's an easy matter to give your friend or relative a Suit or Overcoat and still have the recipient of the gift make his own choice.

Simply come into our store and buy a United Christmas Certificate. Send this Certificate to HIM. He can come at any time, select his materials and be measured for a Suit or Overcoat.

This is the most satisfactory way of giving so useful and practical a gift.

United Woolen Clothes at

ESTABLISHED 1902 ALL SUITS TRADE MARK ALL OVERCOATS \$15 NO MORE NO LESS MADE TO ORDER MADE TO FIT

are the greatest values for the money obtainable.

The latest winter patterns in pure virgin-wool materials are here. Make your selection NOW.

We'll have your Suit or Overcoat ready for you before Christmas.

Mail orders carefully filled.



W. A. HERSCH, Pres.

106 Main Street

The Largest \$15 Made-to-Measure House in America.

Table listing branch locations: Parkersburg, Wheeling, Cincinnati, Clarksburg, Fairmont, Columbus, Charleston, Bluefield, Zanesville, Huntington, Marietta, Middletown, Sistersville, Steubenville.

much prospect of the industry becoming more important until the dog problem can be solved.

If sheep raising is contemplated the bands should preferably be limited to about 600 ewes with their increase, and in no instance should exceed 1,000 ewes. Further, if sheep are handled under a herding system the establishment of permanent bed grounds will be strongly discouraged from the start.

All things considered, however, the grazing of cattle appears preferable to that of sheep. Sheep to be a success are said to require continuous attention; in addition to the dog problem there is the difficulty of successfully wintering the sheep.

Swine Should be Improved. The question of swine grazing is one upon which the forest service is still seeking information. Swine, they say, do some damage to trails and young timber and pollute sources of water supply.

The conclusion reached by the department is that the forage growing upon the mountain lands of the southern Appalachians is an economic asset of great value, which at present is not being used to anywhere near its full capacity.

DECEPTION A GRAVE OFFENSE

Exaggeration a Blood Relative to Falsehood.

EXPERIENCE OF CONSUMERS.

In the Art of Deception the Mail Order Houses Excel the World—Where is the Doubting Thomas Who Does Not Remember the "Sight Unseen" Trades of Boyhood Days?

Copyrighted, 1914, by Thomas J. Sullivan. Of all the evil spirits abroad in the land deception is the most dangerous. It is the first and worst of all frauds.

Exaggeration is a blood relative to falsehood and nearly as blamable. Some men and some business concerns can never state an ordinary fact in ordinary terms. All their facts are swans till you see them.

There is no strength in exaggeration. Even the truth is weakened by being expressed too strongly.

A Gaping Monster. Mankind in the gross is a gaping monster that loves to be deceived and has seldom been disappointed. They say that idiots only may be coaxed twice, but how about the mail order buyers? How often are they deceived by the large catalogue houses?

In the art of deception the great mail order houses excel the world. In their greed for gain and rush to victimize the poor and unsuspecting they paint their pictures of alleged bargains too alluringly. They instill confidence in the mind of the buyer, only later to fill his heart with doubt and disgust.

Who does not remember the "sight unseen" trades or "swaps" of boyhood days? One of the parties in the transaction usually got the worst of it, didn't he? And as a rule it wasn't the one who proposed the deal, was it? There is a lot of the same sort of "sight unseen" trading going on to-day, only nowadays it is called merchandising by mail.

Catalogues Look Inviting. The illustrations in the catalogues of the retail mail order houses look inviting. The reading matter sounds up and sometimes the deal turns out right.

But, even supposing it does, where is the buyer any better off than if he bought from the home merchant? Take any article you choose from the long list of things sold by mail and you will find upon investigation that you can buy it just as cheaply and just as well at home. The expense of selling it by mail is just as great as the expense of selling it over the counter.

Your local merchants have rent, taxes, clerk hire, etc. to pay, and the mail order houses have the same expenses, only rent and taxes are higher in the large cities than in the country town. And, in addition, they have to maintain a small army of bookkeepers, stenographers, shipping clerks and other employees, besides the immense cost of advertising.

How many of the rural consumers know that advertising appearing in what are known as mail order advertising mediums costs from \$42 to \$85 an inch in single columns? It is true nevertheless. Where does the enormous profit come from out of which these enormous bills are paid? Out of the pockets of the consumers.

Would Welcome Such Bargains. The city people would go wild with joy if these mail order houses actually had values with style and quality. They would not need to leave their own large cities to sell at the prices they quote, as the city people would swoop down upon their bargains like hungry hen hawks on green goslings. But with style and value lacking they do not dare show their goods in the city where the prospective customers would have the opportunity of comparison, but by cleverly worded and exaggerated description they make the country people believe they are offering more desirable wares than the country merchant carries and at a less price, and, having no opportunity for comparison before buying, many people naturally are duped.

Everybody knows the picture of a five dollar suit of clothes looks as good as the picture of a twenty dollar suit. The description reads well. The suit seems to be what you want.

Cash With the Order. You send your good money because the mail order house will not accept an order where the money does not accompany it. Then the suit arrives. It was to be all wool, but it is not. It is fully a size too large and several years out of date, and, besides, it has the style and general appearance of the prison made garment.

If Mr. Mail Order Man were right there you would not accept the goods, but he is far away, selling suits, no doubt, to some other unsuspecting souls of man.

Next time you are attracted by an ad. of some mail order "bargain" just clip it out and take it to your local dealer and see if he will not duplicate it. That's only neighborly and fair and gives your merchant a chance to make good his statement that his prices are the lowest and his goods the best.

COURAGE IN WAR WHAT WAR TEACHES—AS WELL AS BUSINESS LIFE.

Courage in war or business is born of good pure blood. Pure blood is the greatest blessing mankind can have. Millions of people need this powerful vegetable remedy that puts the stomach, liver and bowels in fine condition; that clears the skin of pimples, rash, blemishes and eczema; that dissolves boils and carbuncles; that makes nerves stronger and sturdier and gives to pale, weak, rundown people the fullest measure of health and happiness.

Dr. Pierce's Golden Medical Discovery, free from alcohol or narcotics, does just what is stated above, simply because it banishes from the blood all poison and impure matter. It is the world's great Blood Purifier; so enters joints, dissolves the impure deposits and carries them out, as it does all impurities, through the Liver, Bowels, Kidneys and Skin.

If you have indigestion, sluggish liver, backache over the kidneys, nasal or other Catarrh, unsteady nerves or unsightly skin; get Dr. Pierce's Golden Medical Discovery today and start at once to replace your impure blood with the kind that puts energy and ambition into you and brings back youth and vigorous action.

You get the best PITTSBURGH GAS COAL delivered promptly when you order from McCOY COAL COMPANY.

Phones: Office Bell 129 Consol. 128 Mine: Bell 788-J. 11-20-e. o. w. ft

PROCLAMATION!

I desire to call attention of our citizens to a provision of the city ordinances requiring all property owners and occupants of property in the city of Fairmont to keep the sidewalks in front of their respective properties clean. The time of the year is now at hand when it will become necessary for us to insist upon a strict observance of this law.



A TIP TO CHRISTMAS GIFT GIVERS.

Beyond question more people will give practical gifts this Christmas than ever before. The gift practical assumes many forms—some of them new, some as old as Santa himself. But none of them will appeal to young and old alike with quite so much delight as the practical gifts, such as are to be obtained at our store.

"PARTY BOXES" For your sisters and sweethearts. The girls all want them—\$1.00 to \$6.00.

SCARFS FOR LADIES And Misses. Large assortment at 25c, 50c and \$1.00—in Xmas Boxes.

"HAND BAGS" in all the new styles They are pleasing and practical gifts for Ladies and Misses. Prices, 50c to \$4.50.

MEN'S SILK FOUR-IN-HANDS In Xmas Boxes—25c and 50c. \$1.00 and \$1.50.

MEN'S "NEGLIGEE SHIRTS" Percal and Madras—\$1.00 and \$1.50. \$3.00 Silk Shirts at \$2.00.

"PILLOW CASES" Stamped to be worked. 50v pair.

"CORSET COVERS" and "NIGHT GOWN PATTERNS" Stamped—complete with Embroidery Fines—50c and \$1.00.

"BATH ROBE AND SMOKING JACKET MATERIALS" at

"DRESSER SCARFS" In large varieties—25c, 50c and \$1.

"CUSHION COVERS" Complete—25c, 50c and \$1.00

"STAND COVERS" Many beautiful patterns—25c, 50c and \$1.00.

"Gift" Yourself with a "Royal Tailored" Suit or Overcoat

of BOTH, for Christmas, and thereby be classified with those 500,000 men who are wearing "Royal Tailored" Suits and Overcoats, purchased during this year, 1914.

Think of it—the Royal Tailors is the largest tailoring company in the world. Get "That Million Dollar Look" for Christmas.

LADIES' "KIMONAS" We sure have some beauties—Crepe, Flannelette, Outing and Silk \$1.00, \$1.50, \$2.00 and \$3.50.

"DOLLS" The unbreakable kind—25c, 50c and \$1.00.

"SWEATER COATS and JERSEYS" All colors, styles and qualities—50c and up to \$5.00.

NAVAJO BLANKETS Those beautiful Indian designs, used as Couch Covers, Smoking Jackets and Bath Robes—\$1.75.

"LINEN TOWELS" 50c and \$1.00 pair.

LADIES' MUFLERS In Xmas Boxes 25c and 50c.

"BREAKFAST CAPS" 25c and 50c.

MEN'S "BELTS" In Xmas Boxes 50c and \$1.00.

BED ROOM SLIPPERS For Ladies, Men and Children They are practical gifts for Xmas. In Xmas Boxes, 50c, 75c, \$1.00 and up.

"KID GLOVES" For Ladies, Men and Children, 50c, 75c, \$1.00 and \$1.50. In Xmas Boxes.

"HANDKERCHIEFS" Any quality desired at 2 for 5c and up to 50c each. Xmas Boxes for Handkerchiefs, given with 25c purchases.

"UMBRELLAS" Why Not? \$1.00 to \$3.50.

"SILK HOSE" For Ladies and Men. 25c, 50c and \$1.00 pair. In Xmas Boxes.

"LADIES' GARTERS" Pretty Silk ones. In Xmas Boxes 50c and \$1.00.

MEN'S SUSPENDERS Silk—50c and \$1.00. In Xmas Boxes.

GRAZING IN APPALACHIAN FORESTS

Some of the forest lands in the Southern Appalachians recently acquired by the government have just been examined to determine the extent to which they may be used for live stock without impairing the value of the watershed protection. The national forests of the western states produce enormous quantities of forage and are strongly in demand for pasture.

Heavy rainfall and mild climate combine to promote a heavy growth of vegetation in the southern Appalachians, and the capacity of the land is said to be considerably in excess of that of lands in the west. Within the areas so far examined the department of agriculture says there is practically no indication of injury from grazing, though some of the mountain lands have suffered from various forms of injury and lack of proper methods of use and protection.

Approximately 97 per cent of the lands acquired by the government are now covered by timber or undergrowth. The remainder consists of land potentially valuable for forest purposes, but at present cleared of timber. Of the non-timbered lands a part are "balds" supporting heavy growths of excellent grasses, while the remainder are lands on which cultivation has been attempted, but which will grow up again to trees.

FINE FOR RHEUMATISM!

Musterole Loosens up Those Stiff Joints—Drives Out Pain

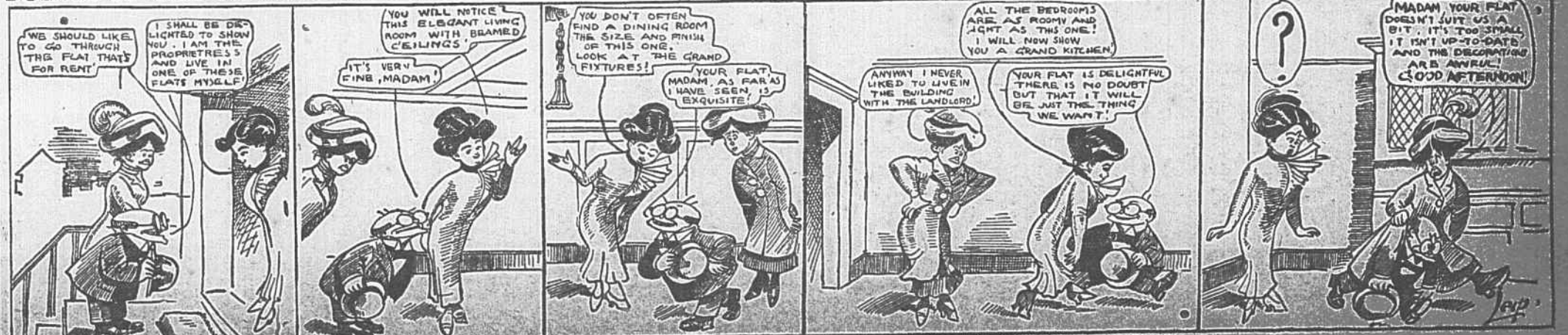
You'll know why thousands use MUSTEROLE once you experience the glad relief it gives.

Put a jar at once from the nearest drug store. It is a clean, white ointment made with the oil of mustard. Better than a mustard plaster and does not blister. Brings ease and comfort while it is being rubbed on!

MUSTEROLE is recommended by doctors and nurses. Millions of jars are used annually for Bronchitis, Croup, Stiff Neck, Asthma, Neuralgia, Congestion, Pleurisy, Rheumatism, Lumbago, Pains and Aches of the Back or Joints, Sprains, Sore Muscles, Bruises, Chilblains, Frosted Feet, Colds of the Chest (it often prevents Pneumonia).

At your druggist's, in 25c and 50c jars, and a special large hospital size for \$2.50. Be sure you get the genuine MUSTEROLE. Refuse imitations—get what you ask for. The Musterole Company, Cleveland, Ohio.

DOINGS OF THE VAN LOONS



Mother Evidently Doesn't Believe in too Much Gallantry

Our civic pride will suggest the reasonableness of this provision and I feel sure that any neglect of this will be rather an oversight than otherwise. It will be understood from this time on that all persons must keep the sidewalks clear of snow in front of their own property. This is particularly true where there is any travel on and over the sidewalks. ANTHONY BOWEN, Mayor.

Anderson's Bon Ton Christmas Gifts Furs for Ladies and Children

DOLLS — The prettiest you ever looked at. 10c to \$6.00. Special Prices on Silk Petticoats. La Grecque Underwear—same as handmade. Linens, Table Cloths, Napkins, Scarfs and squares, 25c up to \$10.00.

Sweaters, \$1.00 to \$5.00. Hand Bags, 25c to \$7.50. Underwear—Silk, Wool and Cotton. Neck Wear—All the latest styles. Silk Hose —Black, White and Colors, 50c to \$2.00.

Umbrellas—Ladies' and Children's. Gloves—Ladies' and Children's.

All Hats One-half Price Children's Colored Coats—all 1/2 Price.

Handkerchiefs in all prices, 5c to \$1.25. Put up in neat boxes — ready to mail. All colors in Ribbons.