

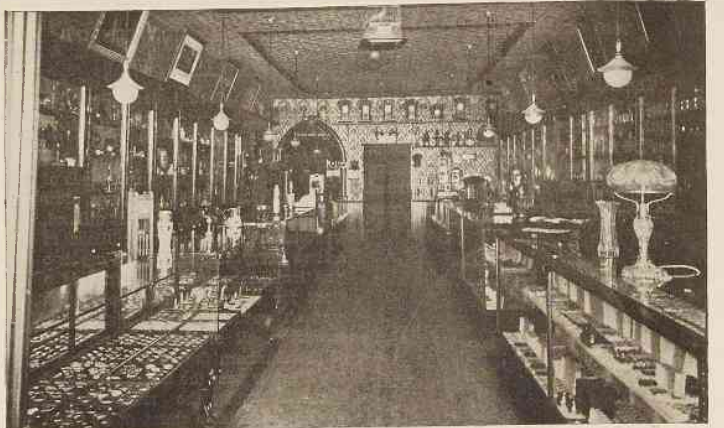


STORE OF TORRENCE-MORRIS COMPANY, JEWELERS

TORRENCE-MORRIS COMPANY JEWELERS--SILVERSMITHS EXPERT REPAIRING ARTISTIC ENGRAVING

Among the fine establishments that go far toward making up the life of a progressive little city like Gastonia, the jewelry store would be sadly missed by all who admire beautiful things and the results of skillful and artistic workmanship. The well kept jewelry store is by far the most attractive in the opinion of many and certainly it is one of the most interesting if conducted along modern and up-to-date lines. Such a place, for instance, as that of the Torrence-Morris Company, on Main avenue. This is the finest store of the kind not only in this section but in any of the nearby counties of the Old North State. The splendid business was established in 1885 by J. S. Torrence and conducted by him alone until 1904, when it was incorporated with Mr. Torrence as president, W. G. Torrence, vice-president, and W. B. Morris, secretary and treasurer. In the long period since the

business was first established, it has steadily increased in volume and magnitude until it has reached its present proportions. The space occupied covers about 3,500 square feet of floor space. The main room presents a magnificent spectacle. From the show windows, back through the deep store, are one series after another of elegant show cases, completely stocked with the finest display of jewelry, diamonds, silver plate, bronzes, art pottery, cut glass novelties, and optical goods. Nothing that the most fastidious connoisseur could call for is wanting in this really elaborate collection of the valuable and the useful. In the rear of the magnificent store is the optical parlor devoted exclusively to examining the eyes and fitting glasses. These examinations are made by a registered Optometrist, fee of charge. In the optical line every piece of work carries the firm's personal guarantee, and these guarantees have stood the test of more than a quarter of a century. Mr. Torrence is



INTERIOR TORRENCE-MORRIS COMPANY--JEWELERS

a native of Cherokee county, South Carolina, and few if any, men in the State known more about the business. He began business in the smallest kind of way with a half dozen watches and a few knick-knacks. Mr. Winget, the present vice-president, came from Pineville township, North Carolina, and is the right man in the right place. Mr. Morris is the optometrist

of the establishment, and one of Gastonia's wide awake and progressive young men, being one of the founders of the Commercial Club. He was born in Dallas, N. C. Mr. Morris is the president of the Sherrill Jewelry Company, of Lincolnton, a director of the newly organized Home Building & Loan Association, and a member of the Masonic fraternity.

Peoples Furniture Company

(INCORPORATED)

The Best of Everything in this Line at Honest Prices.

Modern merchandising has worked wonders in many branches of business life, but in none more so than in the furniture and house furnishing line of endeavor. When one considers that without leaving a store here in Gastonia he can furnish a home from cellar to garret completely, and then pay for the whole outfit either in cash or by the liberal credit or installment system, it seems marvelous. Yet it is true, and the store is that of the Peoples Furniture Company. The splendid establishment is located on Main street, and the following officers: R. W. Edwards, president; Robert Baker, first vice-president; J. Lon Thomason, second

vice-president. The store covers 12,000 square feet of floor space; all of this is crowded with furniture, carpets, matings, pictures, crockery, bric-a-brac, ranges, stoves and household goods of every description, and at every price. There is nothing like it to be seen in any other store in this section, and the fact that these goods can be bought on easy terms, together with the additional fact that it is high class in every particular, has made this the popular store of Gastonia. The business was established last January, with a substantial capital stock, and the following officers: R. W. Edwards, president; Robert Baker, first vice-president; J. Lon Thomason, second

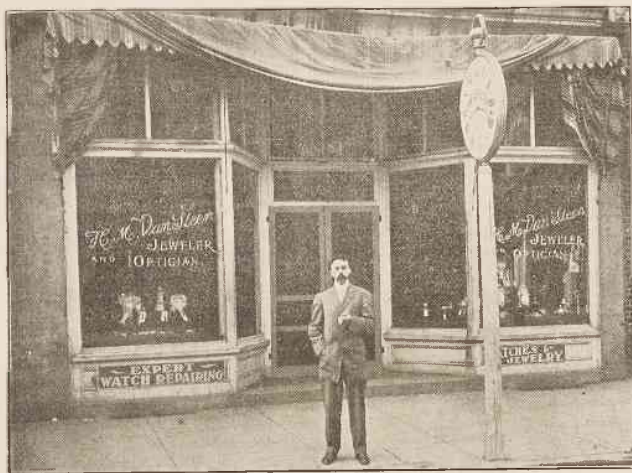


EXTENSIVE ESTABLISHMENT OF THE PEOPLES FURNITURE COMPANY

and treas. President Edwards is a well known South street merchant, who is full of progressive ideas. Vice-president Baker is quite popular in fraternal circles, being a member of the Woodmen and Junior Order of American Mechanics. He was formerly with the old John M. Best Furniture Company, of whom the present firm are the successors. Mr. Thomason is also a popular fraternal man, and one who believes in pushing Gastonia to the front. Mr. E. Price Rankin, the ever alive secretary and treasurer, is a member of the Commercial Club, and was formerly with the Rankin Furniture Company for many years. He is a member of the Odd Fellows.

VANSLEEN

Splendid Stock of Jewelry, Precious Stones, and Hand-Painted China--Optical Parlors.



VANSLEEN'S BON TON JEWELRY ESTABLISHMENT

Among the mercantile establishments that go far toward making up the life of a progressive little city like Gastonia, the jewelry store would be sadly missed by all who admire beautiful as well as useful things, the results of skillful and artistic workmanship. The high class jewelry store is by far the most attractive of all stores in the opinion of a great many people, and certainly it is one of the most interesting if conducted along modern and up-to-date lines. Such an establishment, for instance as that of Mr. H. M. Van Sleen, whose place of business is located on Main street in the center of the shopping district. This is one of the most recent enterprises started in Gastonia, having been established less than two years ago, and it speaks well for the enterprise of the proprietor as well as for the appreciation of the people of the city that it is one of the most successful. Mr. VanSleen is an expert watchmaker and jeweler as well as a graduate optician, having last July received his certificate from

the board of examiners in optometry of North Carolina. The optical parlors are well equipped for the examination of the eyes of those needing glasses. Mr. VanSleen carries a well selected stock of goods from the best makers. Standard watches from the most celebrated factories are kept on hand, the stock of jewelry and precious stones is large and attractive, the display of silverware, cut glass and hand-painted china attract the attention of lovers of beautiful articles of this kind, and nothing has been neglected or left undone to make this one of the most attractive places in town. A full stock of fountain pens, Roger's knives, forks and spoons, wedding, birthday and anniversary presents can always be found at this gem of a shop. Mr. Van Sleen has recently become the representative here of the Victor Talking machine, the Victor Victrola, and keeps on hand all the latest records as well as many of the old favorites. He is always glad to have his friends and patrons call and hear the very latest thing in music and has been very successful in handling this branch of his



JEWELRY STORE OF H. M. VANSLEEN

business. Mr. VanSleen is a native of Holland, and his father and grandfather were watchmakers before him. He began learning his trade when only 13 years of age and before completing his apprenticeship came to this country when 16 years old and finished it here.

He first settled in Iowa and while in the west attended college and graduated in optometry. Mr. VanSleen then came south and for five years resided at Moultrie, Georgia, where he was in business before deciding to make this city his home.

LEBOVITZ DEPARTMENT STORE

ONE OF GASTONIA'S BIG COMMERCIAL HOUSES

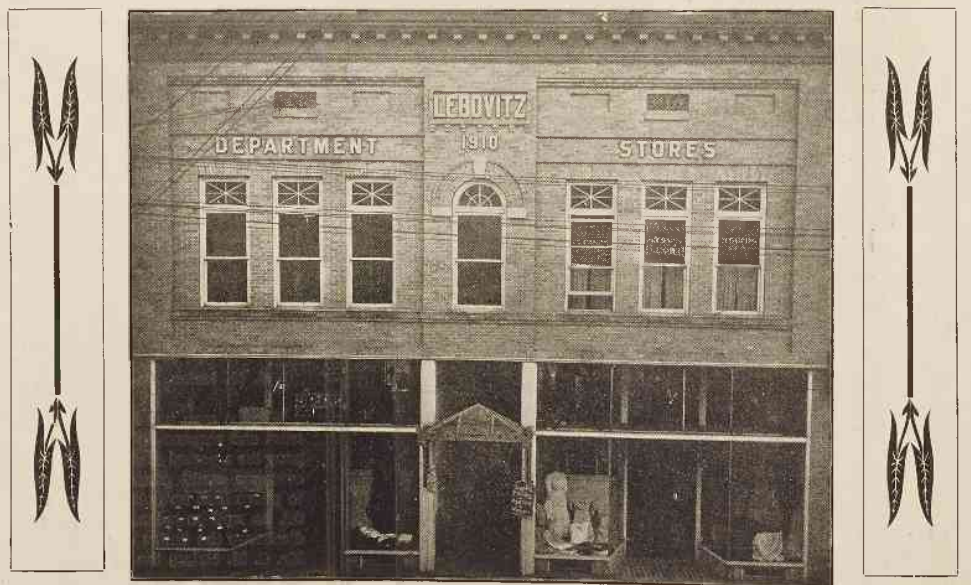


MR. DAVID LEBOVITZ

When a mercantile enterprise has been successfully conducted for a period of over 17 years, keeping the old patrons and constantly adding new

ones, it is the best evidence that its dealings have always been fair and square or it would long ago have been compelled to go out of business. This is the enviable record enjoyed by the firm of D. & L. Lebovitz, who conduct one of the largest, most complete, and attractive department stores in Gastonia, at 119 and 121 Main street. The firm is the great family outfitter of Gastonia and the surrounding section, and has as patrons some of the first customers who began to deal with it when the doors of the old store were opened in 1894. The stock of men's, youth's, and boy's clothing, hats, caps, shoes and furnishing goods, ladies' misses', and children's ready-to-wear garments, lingerie, millinery, laces, embroideries, ribbons, dry goods, skirts, waists, hosiery, toilet articles, notions, shoes and slippers, is most complete. Nothing is carried over from season to season, the policy of the house being to dispose of everything by the time the season closes, no matter what the sacrifice, and replace it with an entirely new stock.

Mr. Lebovitz came here from Baltimore in 1894, when Gastonia was scarcely more than a village, and opened a general dry goods and clothing store on the site of his present handsome building, one of the most substantial on Main street. He began on a comparatively modest scale in one of the first brick buildings that had been built in the town, a one story structure, fronting 25 feet and extending back a distance of 80 feet. Six years after coming here he married, and made Mrs. Lebovitz a member of the firm as well as a partner of his joys and sorrows, and she is today as active in the business as he is himself. Two years ago the old building was torn down, and the present handsome Lebovitz building, built after their own ideas, was erected and is an ornament to the city. Well lighted, ventilated and arranged, fronting 45 feet on the principal street of the city, and extending back a distance of 96 feet, it makes a model store which would be a credit to any city many times the size of Gastonia.



LEBOVITZ DEPARTMENT STORE