

EFIRD'S DEPARTMENT STORE---Buy Here and Save Money

Among the various mercantile establishments that go toward making up the business life of a community, the

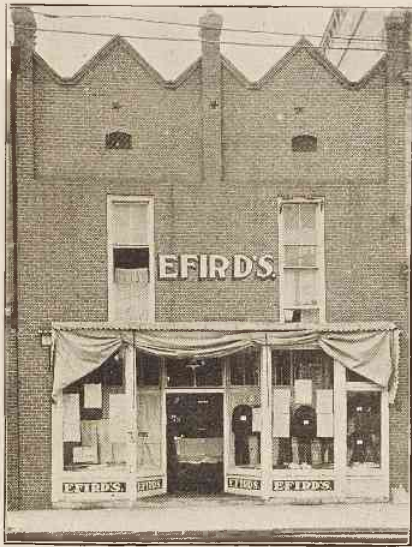
large quantities direct from the manufacturers for cash, thus taking advantage of all discounts and selling strict-

class, and one that would do credit to any city no matter where it may be. This is "Efrid's" on Main street in the center of the shopping district, and it is admittedly one of the most attractive and popular establishments in this section of the State. It is one of a chain of stores in Charlotte, Winston-Salem, Concord and Gastonia, all of which have met with gratifying success and every year becoming larger and larger. Under the firm name of Efrid Brothers, the concern was incorporated in Charlotte about 10 years ago. The officers are J. B. Efrid, president; P. H. Efrid, vice-president; E. L. Efrid, secretary and treasurer; and J. R. Efrid and J. W. Efrid. They are brothers and came originally from near Wadesboro, North Carolina, where they were born and raised on the home farm, and are excellent types of the young business men of the new south. Like all the other stores of the brothers, the one here in Gastonia was a success from the day it threw open its doors to the public, and invited the people to buy for cash, and get the benefit of reduced prices. This was something of an innovation in long accustomed methods of doing business in the south, but the people were not long in realizing the fact that it was to their benefit to pay cash and save money. The store was the pioneer in this section and since it was

established others have been obliged to fall in line. Fronting 50 feet on Main avenue, "Efrid's" extends back a distance of 150 feet, the building consisting of two stories, both of which are occupied by the firm. There is 15,000 square feet of floor space in which to display the immense stock carried, consisting of dry goods, ladies, men's and children's ready-to-wear clothing, cloaks, suits and garments, shoes in infinite variety and from the best makers, dress goods, silks, wash goods, household goods, and the thousands upon thousands of articles found in the modern, high class department store. It would require columns of The Progress to enumerate. One of the first impressions the visitor has upon entering Efrid's is the newness and freshness of the stock. It is the settled policy of "Efrid's" and one of the things that have brought success, never to carry any goods over from season to season. Before the close of a season everything is sold, no matter what the sacrifice, and the stock replaced with entirely new goods. Nothing has been forgotten or left undone that would add to the comfort of patrons. The goods are conveniently arranged for their inspection, the building is splendidly lighted and ventilated, the clerks courteous and experienced, and the delivery system prompt and efficient. The Lampton trolley cash sys-



INTERIOR OF THE BIG EFIRD COMPANY STORE.

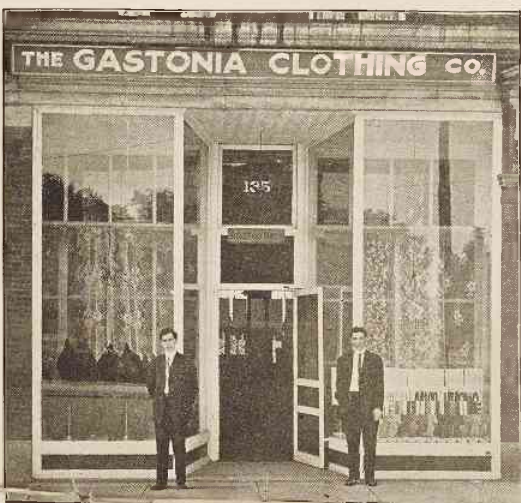


EFIRD'S DEPARTMENT STORE

high class department store occupies a commanding position. Buying in

tem enables the clerks to make change quickly so that there is no unnecessary waiting, and taken as a whole the establishment could not be improved upon. Mr. P. H. Efrid is the manager of the Gastonia store, which employs sixteen people, that at Charlotte, which is the largest in the city, 65, Winston 30, and Concord 25. The system of stores built up by these five brothers in a comparatively short time,

by enterprise, energy and uniformly fair and square dealing, is a fine illustration of what the young men of North Carolina are capable of accomplishing and also of the opportunities that exist right here at home if they are taken advantage of and backed by hard work as was the case with Efrid Brothers, who are all full of life and public spirit.



STORE OF THE GASTON CLOTHING COMPANY

GASTONIA CLOTHING COMPANY.

A. R. Sherman, Proprietor.

Good clothes are undoubtedly one of the greatest assets a man can possess in the making of a successful career. They cannot be neglected by any man for they mean much in these days of keen competition when the well-dressed man is given the preference over the poorly dressed one in every walk of life where intelligence and ability is required. There is no valid reason why any man in this city or section should not be well-dressed, while there is here such a store as that conducted by the Gastonia Clothing Company, of which Mr. A. R. Sherman is the popular proprietor. This is one of the

ishing business, having had a long experience, and his friends have learned to rely implicitly on his judgment in the selection of clothing, and their confidence has never been misplaced. This is one of the secrets of his success, together with the fact that he only handles goods made by the best manufacturers.

ROBT. C. WARREN.

Blacksmith and Repair Shop. Almost the first industry to be established at some country cross-roads, which is in time, perhaps, to become the site of a thriving city, is a blacksmith and wheelwright shop, and around this, as a nucleus, the community gradually or rapidly grows as the case may be. This was to a great



SHOPS OF ROBERT C. WARREN

most attractive establishments in the city, and is located at 135 Main street, in the center of the shopping district. Fronting 30 feet on the principal thoroughfare of the town, it extends back a distance of 100 feet, providing a well lighted floor space of 3,000 square feet in which to display the immense stock of clothing, gentlemen's furnishing goods, hats, caps, underwear, shoes and everything needed by the well dressed man, no matter what his avocation in life may be, or what the size of his pocketbook. Mr. Sherman has only been in business on his own account for 18 months, but has been a resident of Gastonia for the past 8 years, and has a host of friends among all classes of society who have learned to like him for his integrity and uniform good nature. He thoroughly understands the clothing and men's furn-

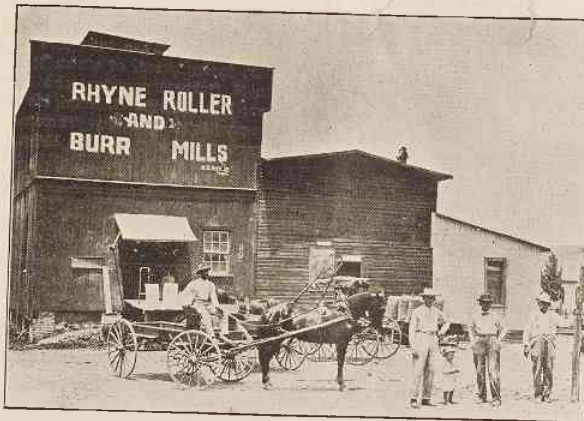
extent the case with Gastonia, and Mr. Robt. C. Warren, who now conducts the largest establishment of the kind in this section, can, although still in the very prime of life, remember well when the city was only a scattered country village. Mr. Warren's shop, located on South street, just below Main, are headquarters, to a great extent, for the horse owners of this city and section. His horse shoeing department is patronized by the most discriminating horsemen for they are well aware that he employs only the most expert and experienced mechanics to do his work. This however, is only one department of his large and growing business, for he does all kinds of general blacksmithing, repair work, paints and trims carriages, and is an around wheelwright. He also does all kinds of rubber tire work.

Mr. Warren's shops are of brick, two stories high, and front 26 feet, running back a distance of 75 feet, which gives him a floor space of nearly 3,000 square feet in which to conduct his large and constantly increasing business. Mr. Warren comes of a family of blacksmiths and there has been one in the family for the last five generations. The family formerly lived in South Carolina but moved here in 1878, and here it was that he learned his trade. In 1891 he went into business on his own account, and for 20 years has been the leading blacksmith and wheelwright of these parts. Mr. Warren is a Mason.

RHYNE ROLLER MILLS.

Manufacturers of Flour, Meal and Feed Stuffs—Custom Grinding.

Flour and meal from the Rhyme Roller Mills has for a number of years



PLANT OF THE RHYNE ROLLER MILLS

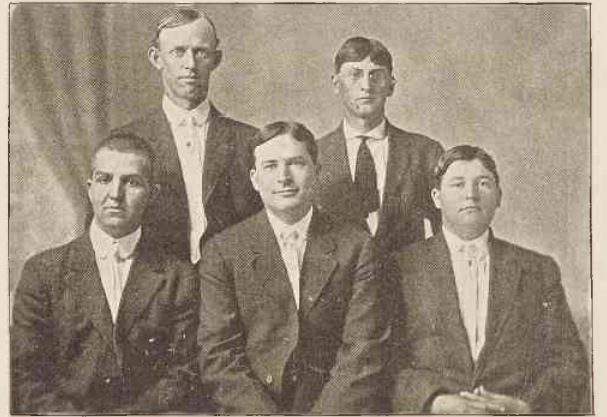
held a high place in the estimation of the housewives of Gastonia and the surrounding country. They think truly that there is none quite as good and the demand for the products of this high class mill are always in steady demand among the people of this section. The Rhyme Mills are located just in the rear of the Ozark Cotton Mills, across the road, and the proprietor is Mr. A. B. Rhyme, who for 50 years has been a miller in this part of the country. He built the mills about 17 years ago, after ideas of his own and has successfully conducted them ever since, assisted by his two sons, B. G. and A. T. Rhyme, both of whom are expert millers, having been taught by their father. When they were first started the mills were run on the burr system, and this was continued for 14 years, but as the demand became greater it was decided to install the roller process, and three years ago this was done. The mills at the same time were thoroughly renovated and modernized by the installation of new machinery. It would be difficult to find cleaner and more sanitary surroundings than those in and about the mills, and Mr. Rhyme and his sons pride themselves on this fact. The capacity of the Rhyme Roller Mills is 30 barrels of flour, 200 bushels of meal, and 200 sacks of mill feed every day, and a ready sale is found for the product. Both Mr. Rhyme and his sons are natives of the county where they have always lived.

Joseph W. Timberlake, true Virginian and rising young attorney, some day will be heard from.

SNOWFLAKE STEAM LAUNDRY.

W. M. Morris & Co., Prop.

The advent of the steam laundry has caused a veritable revolution in hundreds of thousands of homes all over the country, and there is not the slightest doubt as improvements are being made, that the great bug-a-boo of every housekeeper known as 'wash day' will in time become a thing of the past. Even at present there is no real reason for washday in Gastonia homes if the head of the family would only investigate and consider the merits of the Snowflake Steam Laundry of which W. M. Morris & Company are the enterprising proprietors. It can easily be proven that it is true economy to patronize this up-to-date sanitary establishment, and eliminate a day for the calendar that means nothing but hard work and oftentimes writhed temper, a poor dinner and a generally disagreeable time for every member of the family of average or moderate



MR. MORRIS AND HIS SNOWFLAKE LAUNDRY BOOSTERS

J. O. FASSOUX.

the most discriminating housewives of

Fresh Meat, Fish and Oysters.

There is not a more sanitary and well ventilated store for the sale of meats exclusively in Gastonia or anywhere else for that matter, than the establishment kept by Mr. J. O. Fassoux, located at 112 east Main street conveniently near the best residential as well as the business section of the city. The stand has been a meat store for many years, and is modernly equipped with every convenience for carrying on a high class business such as that conducted by the popular and enterprising proprietor. The first impression one has upon entering the store is that of the extreme cleanliness everywhere apparent not only to the eye but to the nostrils. The sanitary arrangements of the establishment

this city and section and has an ever increasing trade. Although born in Charlotte he was raised here and worked as a butcher for Mr. W. N. Davis 13 years. He started in business on his own account March 20, 1911, at 112 Church street, but his present quarters are much larger and better.

We want more public spirited men like Mayer Craig, Col. Armstrong, John C. Rankin, Joseph H. Separk, A. G. Myers, L. L. Jenkins, J. K. Dixon, R. R. Ray, P. C. McLurd, and a few others in Gastonia and vicinity and then this good young town would get a much swifter move on.

All kinds of first class benevolent and fraternal organizations in Gastonia.



STORE OF J. O. FASSOUX

could not be improved upon and this is saying much for a business of this character. Instead of having his meats exposed for sale on the counters to be fed upon by disease infected flies and other insects, Mr. Fassoux keeps them carefully stored in the largest and most modern refrigerator in this section and they are served to his customers free from any possible contamination. This is the largest butcher shop in the city, fronting 25 feet on Main street and extending to the rear 90 feet. All the meat handled is all home dressed meats, slaughtered here in Gastonia, and no western meat is sold. Mr. Fassoux numbers among his patrons

Bessemer City is one of the best of its size in the old North State.

Oh, may you dwell in such a scene, Where love and peace abide, Where life is but joy serene With none to fear or chide.

"Ah me, what changes time has wrought— And how predictions have miscarried! A few have reached the goal they sought, And some are dead, and some are married!"