

coming to Gastonia Mr. Rutter was connected with a number of plants in Pennsylvania and New Jersey, and came here most highly recommended from Jersey Shore, Pennsylvania. Since then he has been actively identified with the public works of the place.

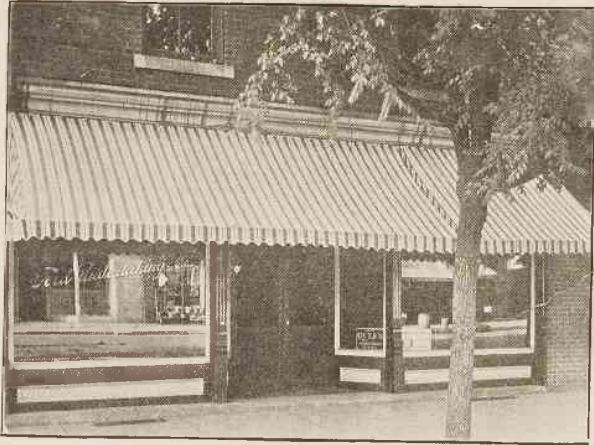
MORRIS BROTHERS DEPARTMENT STORE.

This is emphatically the day of the department store, and the community that cannot support several or more of a high class character, must be placed on the list of unprogressive and unenterprising towns. Gastonia has no place on this list either as regards department stores, or in any other particular. She has for instance in the establishment of Morris Brothers, corner of Main and South streets, one of the largest, most complete and up-to-date department stores in the Carolinas. With the prestige of a quarter of a century of fair and square dealing behind it, this enterprise is still one of the most modern stores that can be found anywhere, and has fully kept pace with the phenomenal growth that is fast placing Gastonia in the front rank of North Carolina cities. And no one firm in this section has taken a more prominent part in this up-building than have Morris Brothers, who came here when the present thriving metropolis of Gaston county was scarcely more than a country village, and by their energy and enterprise built up a great and ever growing business. The home of the Morris Brothers department store is a handsome two story brick structure, 30 feet on Main street, and extending back along South a distance of about 95 feet, providing a floor space of nearly 5,000 square feet for the display of the immense stock of seasonable goods with which it is kept constantly stored. The various departments, dry goods, notions, shoes, hats, clothing and gentlemen's furnishing goods, are in charge of experienced salespeople who are familiar with the needs of the people of this section and quick to anticipate them. It is by these methods of doing business that the store has made and kept its prestige as a leader

FORD UNDERTAKING COMPANY.

Chas. Ford, Manager.

Undoubtedly one of the most difficult occupations in public life is that pursued by the funeral director and embalmer, and the man who follows it for a livelihood must have special qualification if he hopes to make a success. The undertaker must, to be successful, be a man of fine judgment and discrimination, much tact and a student of human nature, all of which qualifications are possessed by but few men. The Ford Undertaking Company, incorporated, of which Mr. Charles Ford is the manager as well as secretary and treasurer, conducts the lead-



OFFICE OF THE FORD UNDERTAKING COMPANY

ing undertaking establishment in this city and section. Mr. Ford has had a long and valuable experience, having been for 14 years connected with the Armstrong Company, whose business was bought out by the present concern which was incorporated in 1907. By strict attention to business he has been given by far the larger percentage of the business in this vicinity and this has been growing larger each year as the people have realized and appreciated his abilities as a funeral director. Mr. Ford is a kindly, courteous and considerate gentleman, and has, during the many years he has

school commissioners, but he rarely has to refer to his books to answer the hundreds of questions he is called upon to answer every day. Mr. Rankin has made himself almost indispensable and is the ideal man for the important position he holds, and to which he was elected five years ago. He is now serving his third term. Mr. Rankin is quite a young man to hold the place he does having been born in Belmont, March 14, 1885. When he was about 18 years of age he left the home farm, after having received an excellent education at the old Belmont Academy, and became assistant postmaster at Belmont, while scarcely more than a boy. After serving in this position for about 18 months, he decided to go west

room, the soda water fountain is one of the handsomest in the state, and nothing has been left undone to make the surroundings most pleasant and attractive to patrons. Recently a number of booths have been erected where a degree of privacy may be had by customers, while partaking of the refreshing beverages served or waiting until prescriptions are filled. Although a complete stock of beautiful and useful articles such as toilet sets, combs, mirrors, brushes in endless variety, manicure sets, confections, perfumery, and all such articles kept in a first class drug store are to be found here, the fact that this is a high class prescription pharmacy has always been kept to the front, the other departments being complete but of secondary importance. "Purity" has always been a motto followed at this pharmacy and none but the freshest and best are purchased from the leading manufacturing chemists after having passed the vigorous gauntlet of the pure food law. The store conducted by the Torrence Drug Company was established 29 years ago by Frost Torrence & Company, and on February 27, 1911, it was incorporated. Frost Torrence is the president, Joseph H. Separk secretary and treasurer, and W. F. Michael, general manager and buyer. Mr. Torrence is the dean of the pharmacists of this section, was born in the county and is secretary and treasurer of the Avon Mills, president of the Gastonia Ice & Fuel Company, and connected with other enterprises. Mr. Separk is one of the energetic business men and "civic wires" of the city, has for years taken a most active part in making known the advantages of Gastonia to the country, is mayor pro tem, a member of the board of aldermen and secretary and treasurer



THE GASTONIA BUSINESS COLLEGE

stantly grown in popularity, no better evidence could be found as to its reliability and the fact that it has always treated its patrons in a fair and square manner. Unless this had been the case 10 years, during which time it has continued to grow, it would long ago have been obliged to retire from business on account of

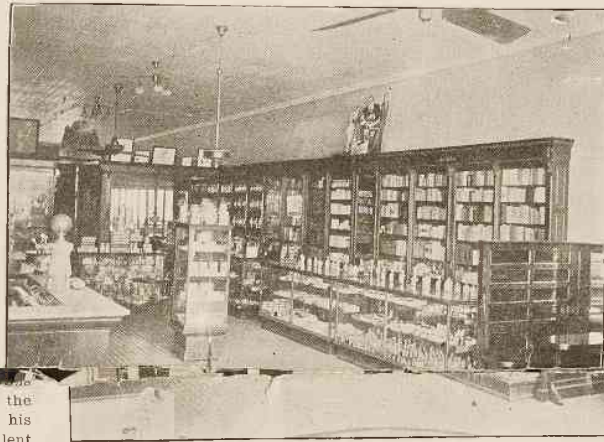
business methods. The store and office have ceased to be a kindergarten, and the business college now supplies trained people capable of performing every duty. The man or woman with a college diploma is given the preference every time. Although it is not yet quite a year old, the Gastonia Business College is already a pronounced success and has enrolled students not only from the city but from a number of the surrounding towns. This is one of the healthy, sturdy institutions that is destined to keep pace with the phenomenal growth of the town if it does not out-strip it, judging from the progress that has been made since its organization. The college is located in the new Long building on west Main street, and the principal, Mr. C. M. Robinson, is one of that type of young business men who are doing so much to push Gastonia to the front. His school has both day and night classes, students can enter at any time, there are no vacations, and the courses are from two to three months,

and for nearly a year he resided at Bandera, Texas, but the call of home was strong and he returned to his native county, becoming a deputy under sheriff C. B. Armstrong, resigning to accept his present position.

A. J. SMITH.

Register of Deeds.

Not many offices in the county are of greater importance than that of Register of Deeds, and the fact that Mr. A. J. Smith has been selected to fill the position for the fifth term is the best evidence that he has been faithful to his trust, and is eminently qualified to perform the duties devolving upon him. Mr. Smith has the custody of all deeds, mortgages, and similar papers executed in the county and they are recorded in his office. He has in vogue an excellent filing system, and the books and records are in excellent shape, conveniently arranged so that they can easily be referred to by those seeking information. One of the most important duties of the office is that of computing the taxes for the county property owners which are then turned over to the sheriff who makes collections, and transmits the money to the treasurer. Mr. Smith was born on the present site of Belmont in 1862, before the town was founded. He afterwards became its mayor, serving several terms and making a most excellent record for himself as an executive. He has also served as magistrate. Mr. Smith is progressive and always ready to aid any worthy cause for Gastonia's good.



STORE OF THE TORRENCE DRUG COMPANY

of the Gray Manufacturing Company. Mr. Michael is a thoroughly practical man and has been in the drug business for the past 20 years.

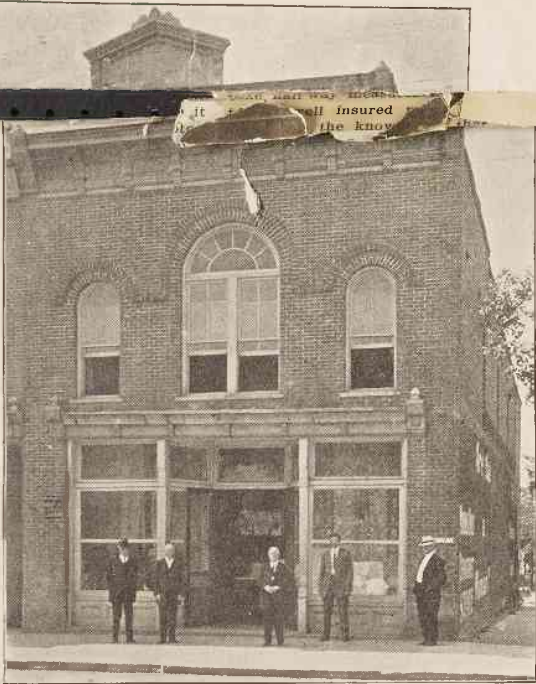
A. J. KIRBY & COMPANY.

Pianos and Organs, Sheet Music and Musical Merchandise.

No home of refinement and culture can be said to be complete unless it is supplied with one or more musical instruments for there are few families that have not at least one member with musical talent who can supply the others as well as visitors and friends, with unlimited pleasure. The organ and piano are by far the most popular of all instruments, and on account of economy of manufacturing in large quantities and the introduction of improved machinery the prices have of recent years been so greatly reduced that families with the most limited incomes are enabled to purchase high-class instruments. Located here in Gastonia is the piano and organ warerooms of A. J. Kirby & Company, at 124 Main street, who have for a long time supplied the people of this part of the Carolinas with splendid instruments at a reasonable cost when the grade furnished is considered. When a firm has conducted business successfully for a period of

the lack of patronage. Age in a firm is one of its best recommendations. Mr. Kirby represents the W. W. Kimball Company of Chicago, the largest manufacturers of pianos and organs in the world, and thousands of the most eminent professional musicians have been glad to give unsolicited testimonials as to the high class of the product of these immense factories which cover acres. On account of the great output the company is able to place on the market a superior instrument at a low price and ample capital

and the studios taken up. The rates are most reasonable when the high-grade of instruction given is considered and a feature possessed by few colleges is that all necessary books and stationery are furnished without extra charge. For shorthand, typewriting, English, spelling and business correspondence there is a special rate of \$35; bookkeeping, arithmetic, penmanship, commercial law, typewriting, and business correspondence, special \$35; and the two courses combined, \$65. These are special summer rates and should by all means be taken advantage of by those who desire a good business education at a small expenditure of money. The college is equipped with every convenience for study, the staff of teachers is experienced and capable, and the rooms are well



OLD AND RELIABLE DRY GOODS HOUSE OF MORRIS BROTHERS

through all these twenty-five years. There has never been a slip backward, no standing still, "forward" has always been the motto, and that this policy has been appreciated is evidenced by the generous patronage bestowed on the firm by the discriminating people of this city and section. The Snowflake Steam Laundry, of which the son of one of the proprietors is managing-owner, has a branch at the store. The members of the firm are: S. M. and B. T. Morris, brothers, who came here from Dallas, the old county seat, 25 years ago, and started business on a modest scale. They did their full share as good citizens in aiding in every way in the growth of the town, and have always been among its most prominent business men. For 15 years Mr. S. M. Morris has at various times served on the board of aldermen, and is at the present time a member of that body, and a most useful one on account of his experience and energy. He represents the Second ward and is also street commissioner, having under his particular supervision all the thoroughfares of the city, a duty he performs most creditably so far as the appropriation at his command will permit. Mr. B. T. Morris has also been all his life deeply interested in everything that appertains to the good of the city, and he and his brother work hand in hand for the welfare of the town.

been in the business, thoroughly demonstrated to the public that its wants will be attended to in a first-class manner and at reasonable cost. He is a native of Gaston county. Mr. Boyce, the president, is one of the most prominent business men of Gastonia, is treasurer of Gaston county, is cashier of the First National Bank, a member of the board of education and is connected with a large number of local enterprises. Mr. J. O. White, the vice-president, is also one of the most active business men of the city, being president of the Modena Cotton Mills and a member of the board of aldermen.

JOHN R. RANKIN.

City Clerk.

There is no man in the employ of the municipality who has so many varied duties to perform as Mr. John R. Rankin, the first and only city clerk that Gastonia has ever had. In the absence of the mayor from the city hall he is to all intents and purposes in charge, and has to have every detail of the various departments at his fingers ends. And he does to the wonder of all who are not aware of the wonderful memory Mr. Rankin possesses, and his special qualifications for the position he holds. He is the keeper of the city records, being clerk to the board of aldermen, and also to the

TORRENCE DRUG COMPANY, Inc.

Prescription Druggists.

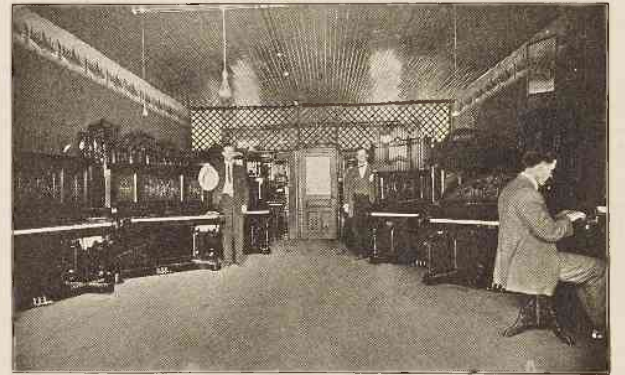
The oldest and at the same time one of the most modern pharmacies in this city and section is that of the Torrence Drug Company, corner Main and South streets. It has a floor space of 3,300 square feet in which to display one of the finest stock of goods ever brought together in a city of the size of Gastonia, and to carry in an immense business extending throughout this section. The interior is finished in stained carved quartered oak, the beautiful plate glass show cases stretch nearly the entire length of the

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KIRBY'S PIANO HOUSE

enables it to sell on the installment plan as well as for cash on the most reasonable terms. Mr. Kirby, who is a native of Greenville, S. C., has been in the business for a number of years, and is acquainted with its every detail. Since making his home here he has made a host of friends throughout this section, and his reputation as a fair and square merchant is of the highest.

GASTONIA BUSINESS COLLEGE. Open all Summer.

C. M. Robinson, Principal.

This is emphatically the era of business. It is the age of commerce, and the young man or woman who has been properly trained has an advantage over the one who has not that can scarcely be overestimated. The business man of today has no time to train his employees, he is too busy, and when they come to him for employment he expects them to know

furnished, lighted and ventilated. Mr. C. M. Robinson is a practical business man. He is a native of Rockingham county and after attending the public schools and Wake Forest College he graduated from Lee's Business College at Charlotte. For eight years he was bookkeeper in a large cotton mill office in the meantime making a close study of modern business methods. One of his assistants, Miss Gertrude Barber, who has charge of the shorthand department, is an acknowledged expert and one of the most proficient shorthand writers in the state. Mr. Robinson, since making his home here, has made a host of friends and is noted for his public spirit and progressive ways.

Gaston and Mecklenburg Counties were pioneers in building good roads, and perhaps in no section of the United States are found as many miles of good public highways as is seen in these two counties.