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UP AND DOWN MAIN STREET

By the Mental Meanderer

"Believe me, that was some Dollar Day crowd Wednesday," said Mr. J. W. Cunningham, of Belk's staff, to Mental Meanderer the day after. "We had an overflow crowd from the time the doors were thrown open until night. Fast is we couldn't wait on the customers. We needed fifteen or twenty more clerks. Belk's was mighty well pleased with the results of the day. When you consider the short time we had to prepare for the event and to advertise it, I think it was really wonderful that we attracted such a crowd."

Up at Efrid's the same condition prevailed. At 8:30 Wednesday morning there was such a mob of buyers at this store that it was necessary to lock the doors for a while. Manager W. E.

Haynes expressed himself as being highly pleased with the day's business. "There were folks here from all over the county, from Lincolnton, Yorkville and nearly all the towns within thirty miles," he remarked.

The remarks of Messrs. Cunningham and Haynes were duplicated in almost every instance as the M. M. went up and down Main street the next day inquiring as to how Dollar Day went with each particular business man. In some lines of business things were not as lively as they were in others. The department stores, clothing, dry goods and notion establishments naturally had the biggest crowds, though the houses in practically every line did a nice business and the business men of the city as a whole were delighted with the results. It seemed to be the consensus of opinion that Gastonia should have two Dollar Days each year, one in the spring and another in the fall.

"What's worrying you?" asked the M. M. of George Glenn, ex printer, plumber, and near philosopher, as he stood on the street corner wearing a puzzled look on his face. "I was just thinking what blooming idocy it is for Gastonia county farmers to plant cotton this year. Why, lots of them are actually plowing under cotton that was never picked in order to plant more cotton."

"You're no farmer, George," suggested the M. M. "so what's the cause of your worrying about the farmer when he refuses to worry about himself?"

"It's this way," said George. "I ran across a farmer friend of mine up the street awhile ago and he looked like he had lost his last friend. I asked him what was the matter and he said he couldn't sell his cotton. I told him I didn't want any cotton, couldn't buy any cotton and couldn't do anything with cotton if I had it, but I named over twenty three separate articles that are produced on the farm all of which I was in the market for and which I was ready to buy and pay for. So I asked him:

"Have you got any chickens, butter, eggs, ham, honey, hay, canned tomatoes, cow peas, etc., for sale?"

"No," replied my friend, "I haven't a one of the twenty-three articles you mentioned for sale."

"Well," I said, "surely you are not

going to plant any cotton this year, are you?"

"And I don't think he is."

"Sometime ago" observed the Observant Citizen, "there was considerable talk of the wisdom of widening Franklin Avenue but it seems to have died down. At that time there was prevalent an opinion to the effect that Franklin Avenue was destined in the years to come to supplant Main Avenue as Gastonia's principal business thoroughfare. In the few short months since this subject was first discussed there has developed real evidence that said opinion was not without foundation. Already one big business house has been built on Franklin at the corner of Oakland street and the Gray property at the corner of South and Franklin bids fair to develop into a business property in the near future. The structures recently put up on this thoroughfare have been put right up flush with the street and this will continue to be done unless something is done by the city council before any more building is planned. As I see it this is a matter of real vital importance and ought to be given serious consideration before things progress any further in this direction."

In this connection another citizen who is interested in this same proposition called the M. M.'s attention to similar movements in Belmont and Rock Hill. A recent Belmont dispatch to The Charlotte Observer says: "At a meeting of the town council Tuesday night it was decided to widen the Central street which runs in front of the Central school building and the Baptist church from its present width of 32 feet and make it 50 feet wide. This will be taken from the side towards the school and church, and will add greatly to both the appearance and the convenience of the street."

A Rock Hill, S. C., dispatch to The Observer under recent date says: "Plans have been made for the removal of trees and poles from Caldwell street, that the thoroughfare may be widened for three feet on either side before paving is put down. This street is one of the busiest thoroughfares and with an additional six feet in width will be much more valuable. The property owners, including Uncle Sam, realized the value of having the street widened and donated the ground necessary, the city agreeing to set new curbing and replace the sidewalks with out cost to the property owners. The block is rapidly developing from residential to business district, four business establishments already being located on the street. With the thoroughfare widened and paved it is expected that other business houses will replace the residences."

ROBINSON CRUSOE'S ISLE TO BE TURNED INTO HEALTH RESORT BY CHILE

(By The Associated Press.)

VALPARAISO, Mar. 15. — Juan Fernandez island, 450 miles west of Valparaiso, widely regarded as the spot a round which the story of Robinson Crusoe was written, is to be turned into a health resort according to present plans of the Chilean government.

The island is 12 miles long and four miles wide. Vegetation is abundant. Many kinds of fruits thrive there and the sea in the vicinity swarms with species of codfish and quantities of seals, according to a recent visitor.

The actual original of Defoe's story of Crusoe was said to have been Alex. Selkirk, one of a crew of three men, who quarreled with his skipper and was marooned at his own request on Juan Fernandez where he spent four lonely years. The gruff, white-haired Selkirk is supposed to have lived with his man Friday still is to be seen. A British warship visited the island in 1868 and members of the crew erected a tablet in memory of Selkirk.

Some years ago the Chilean government attempted to colonize the island and gave free passage to emigrants, but the scheme was a failure and the island now has only 200 inhabitants.

Secrets of GOOD ADVERTISING BUILDING CONFIDENCE.

When you patronize a merchant who practices honesty in his advertising and always sells the quality he offers through his printed announcements, you acquire confidence in him and his goods.

You accept his word as truth. You know that when he says he is going to sell dollar values at half price you can buy a full dollar's worth for fifty cents.

And you feel that you can go to his store at any time and be assured of honest treatment, honest values and honest prices.

Good advertising in its fullest sense can give any merchant the reputation of being "on the square." On the other hand, advertising with only an occasional little untruth can often undermine the reputation of a dealer to such an extent that you become suspicious and question every statement he makes thereafter.

Advertising that tends to build confidence is a mighty and valuable instrument in the hands of the progressive merchant. It is the means of nourishing his business and making it grow to the limit of its capacity.

WITH THE WOMEN IN CITY AND COUNTY

- Events of Interest in the Social Life
- of Gastonia and Gaston—Facts and Fancies for The Gazette's Feminine Friends.
- Mrs. Zoe Kincaid Brockman Editor Phone 747

BUSINESS WOMEN'S BIBLE CLASS ENTERTAINS.

The Business Women's Bible Class of the First Presbyterian church was entertained Wednesday evening by Mesdames C. E. Rhyne, Ralph Kendrick and Fred Rhyne at the home of the former. More than 50 people were present, including Fred M. Allen, teacher of the class, and Dr. J. H. Henderlite, pastor of the church. The St. Patrick's day idea was carried out in the decorations. In the music room and living room shamrock and quantities of bridal wreath were used. In the dining room the table was centered with a large vase of the same flowers, with streamers of twisted green paper from the chandelier to the edge of the table. Refreshments of green and white ice cream and green and white mints were served.

A clever contest, "A Penny for Your Thoughts," was enjoyed. Miss Ruth Morris winning the prize. A knut tying contest was won by Miss Edith Pickens. Talks were made by Mr. Allen and Dr. Henderlite.

Election of officers for the next six months resulted as follows: Miss Edith Pickens, president; Miss Willie B. Oley, first vice president; Mrs. C. T. Rhyne, second vice president; Miss Myrtle Hayes, treasurer; Miss Tiddy, secretary.

SOCIETY PERSONALS

Mrs. Allen Garvin, of Newton, is spending the week end here with her aunt, Mrs. Chas. Ford.

Mr. and Mrs. T. E. Leavitt, who have been occupying rooms at the residence of Mr. and Mrs. E. D. Atkins on South Low street, are now at home in the new Armstrong apartments on South Marietta street.

NOTORIOUS MEXICAN BANDIT IS KILLED BY FEDERAL TROOPS

Pedro Zamora, One of Villa's Lieutenants, Meets Violent Death Heading Rebellion.

MEXICO CITY, March 18.—Pedro Zamora, for the past 10 years one of the most formidable bandits operating along the western coast of Mexico, is dead, as a result of wounds received in a recent battle with federal troops near the town of Zeczontha, state of Jalisco. His body was identified yesterday by a number of his followers.

The dead bandit was associated with various revolutionary factions for years. He was a first lieutenant of Villa, after which he joined Zapata, but finally he operated independently in the states of Jalisco, Michoacan, and Colima. An extensive area in those states was under his control for a long time. At the beginning of the administration of Provisional President de la Huerta, the bandit surrendered, but within a few months headed another uprising. Last August he raided the towns of Aulhan and Quatlan, from which he carried off a number of captives. Among those taken prisoner by Zamora were seven Americans and several British subjects. It was said that sixteen girls carried off from Quatlan had committed suicide following their capture by the bandits. Most of his prisoners were released voluntarily and when government troops pressed the pursuit of the bandit hotly, he released the rest after being promised immunity from arrest.

He announced he intended to follow peaceful pursuits, but, unlike his former chieftain, Villa, he was not contented with a peaceful life, and several days ago it was reported that he was again heading a rebellion, and federal troops were sent against him. The bandit forces were encountered at Zeczontha, and Zamora received fatal wounds.

GOV. ALLEN OPPOSED TO NON-PARTISAN LEAGUE

(By The Associated Press.)

TOPEKA, Kas., March 18.—In connection with an order for an investigation of the refusal to permit Non-Partisan League speakers to address a meeting at Marion Wednesday night, Governor Henry J. Allen today issued a statement in which he asserted that he was opposed to the league movement but that every effort would be made to see that league workers received fair treatment.

The governor characterized the league movement as one to preach class-minded doctrine.

Former United States Senator J. R. Burton, who was escorted from Great Bend last Saturday night, was one of those refused permission to speak at the Marion meeting, according to the reports reaching the governor's office. Governor Allen directed that the attorney general bring Marion officials here and question them concerning the affair.

The Postoffice Department has been run for years, so far as the human element is concerned, on principles that went out of style just 1921 years ago next Easter. "—Will H. Hays, new postmaster general.

Healthy people are law abiding and uphold law and order. On this theory we propose to make the police department a crime-preventing organization, in combination with the health department. "—Chief of Police Fitz Morris, Chicago.

LUCKY FOR ME SAYS CHATTANOOGA MAN

W. F. Dennis, 203 Lyerly St., Chattanooga, Tenn., formerly of Mobile, Ala., makes an interesting statement regarding Taulae.

"It certainly was lucky for me," said Mr. Dennis, "that I got hold of Taulae when I did, for I was just about down and out. Off and on for three years I have been down with malaria. For ten months on one occasion I was confined to the house most of the time."

"As I usually spent my winters in Chattanooga, I came back here last September to spend the rest of my life with my daughter. When I arrived here I was in a very weakened condition, for the malaria was fast getting the best of me. I had no appetite, felt weak and tired all the time and had pains in my stomach that were completely upsetting my nerves. I slept very little and got up mornings nearly exhausted. In fact I was just about 'all in' and kept getting worse."

"Five weeks ago I got Taulae and my appetite picked up with my first half bottle. Soon I was able to sleep all night and felt like a new man. I eat any kind of food set before me and enjoy it. I have gained several pounds in weight and feel better than I have in five or six years. Taulae has saved me money and given me health, too, and I can't say too much for it."

"Taulae is sold in Gastonia by the Harper Drug Co., Lorry Drug Store and R. W. Edwards; in Mt. Holly by Grif fin & Co., and by the leading druggists in every town.

BUENOS AIRES, Mar. 15. — The cotton industry in northern Argentina has qualified its importance in three years as a result of aid given to the farmers by the state railways. In 1918 it approximately 12,000 acres were planted while the 1920-21 crop area covers an area of about 50,000 acres.

The crop yield is from 1,200 to 1,500 pounds per acre, according to statistics published by the railways, one third of which is fiber and the rest seed. A gin and a cotton seed mill have been constructed to take of the crop.

The great problem of the Argentine cotton farmer is lack of labor for picking the crop. Attempts have been made to use machinery for this but these have been reported as being only partially successful.

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Easter Dresses

were never more lovely or the prices more reasonable. materials of Crepe de Chine, Taffetas, Satins, Tricollette, Canton Crepe, Foulards etc. Only One Dress in Each Style. Prices: \$9.95, \$14.95, \$19.50, \$25.00, \$35.00 to \$45.00

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