

# Thomson Mercantile Company's EASTER SHOWING

In the latest Millinery, Coat Suits, Dresses, Silks, White Goods, Etc.

NEW UP-TO-DATE MERCHANDISE ARRIVING EVERY DAY

Trade at Home and Trade with Thomson.



## We Invite Your Attention

to our new model bicycles. We ask you to examine them from every standpoint. You'll find the wheels splendidly built, with every up to date improvement. You'll find them easy and comfortable to ride, and you'll find our prices so reasonable that not to own a wheel is nothing but self denial. We handle a complete line of handle bars, tires, lamps, tools and all other bicycle and motorcycle accessories. We can fix any broken part of frame. All work strictly guaranteed.

GASTONIA CYCLE COMPANY

R. D. LEWIS, Mgr. 112 E. Airline Ave.

## J. M. BELK COMPANY

Fifteen years of successful business and still growing. This alone should convince you that there is something genuine to this store and that we are doing business on a firm foundation. Why have we been in business fifteen years and still growing?

Because the people come here and purchase their goods and come back again and again, year in and year out.

And to you we are very grateful and trust that you will continue to help us make this Gastonia's Leading Store.

J. M. BELK COMPANY One of Belk's 12 Retail Stores

LEADERS

IN STYLE

# LEBO'S

LEADER IN  
LOW PRICES

Buy Your Spring And Summer Goods Here

WE SELL FOR LESS BECAUSE WE SELL FOR CASH

Clothing, Shoes, Hats, Caps, Ladies and Childrens Ready-to-Wear, Notions, Dry Goods and Millinery.

## Lebovitz Department Store

"Gastonia's Leading Clothiers"

NEW SPRING SHIPMENT OF  
MEN'S AND BOYS' CLOTHING  
FURNISHING GOODS, HATS, CAPS, ETC., ETC.

are arriving by every Freight and Express.  
Come in and look them over.

SWAN-SLATER CO.

The Home of Good Clothes.

Have you visited

STOWE-BABER CO.

Gastonia's Newest and most up-to-date grocery store. If not, come and give us a trial.

Best Goods—Best Prices  
Quick Delivery

Phone 411

## BYNUM CAFE

Gastonia's Most Up-to-Date Restaurant

The place to eat when you're in town. The service at our quick lunch counter is excellent.

TRY US

## Reading, Sewing

and Embroidering becomes hard, disagreeable work when you cannot see well. Let us fit you with the glasses that will enable you to see clearly and do away with eyestrain.

H. M. VAN SLEEN  
OPTICIAN

## GASTON IRON WORKS

B. FRANK NORRIS, Proprietor and General Mgr.

FOUNDERS AND MACHINISTS

Cotton Mill and Building Castings a Specialty.

With our Oxy-Acetylene Welding Outfit we weld Broken Parts of Cast Iron or Any other Kind of Metal. All Work, Materials and Prices Guaranteed.

GASTONIA, N. C.

# A PLAIN TRUTH



A MAN may patronize the mail order houses for years—may send them in that time hundreds of dollars—and at the same time they wouldn't accommodate him for a two-cent stamp. This is plain, unvarnished truth. If you think otherwise try it for yourself and see. These out-of-town houses do not know you—do not care to know you—are not interested in you in any way—only in the money you send them. Spend your money with your own townsmen, who know you for what you really are, who appreciate your worth, your business, your assistance in building up home interests.

## MICHAEL & BIVINS

Electrical Engineers and Contractors

ELECTRICAL SUPPLIES

National Mazda Lamps, all sizes

East Main Avenue.

Gastonia, N. C.

Made at Home by  
your Home Bakery



From Oven to  
Housewife

Todd's Bakery  
Phone 63

When you know as good as we do that Hart, Schaffner & Marx Fine Clothing, Varsity 55 has captured the best dressed men all over the country, you can be pretty sure it is the best clothing for you. We sell Walk-Over Shoes. They have taken the grand prize at Panama Exposition. Come and see them.

H. Schneider

Established 1885

## TORRENCE - MORRIS CO.

JEWELERS-OPTICIANS

117 Main Street

Gastonia, N. C.

WHAT YOU WANT WHEN YOU WANT IT AT

## KENNEDY'S

The Rexall Store

Phone 84

Agents for Mrs. Bryan's Cut Flowers, Nunnally's Fine Candies, Vinol, Hyomei and Miona, Magazines. Best Fountain Drinks. Leading Brand of Cigars.

SPRING 1916



All the new styles in Men's Ladies', Boys' Misses' and Children's Oxfords and Pumps can be found at our store. The new styles will be added from time to time, as they come out.

ROBINSON SHOE CO.  
"The Home of Good Shoes"

Buy that Spring Suit from

## Saunders Tailoring Co.

Samples of the season's newest fabrics now on display.

Cleaning and Pressing the Sanitary Way.

Phone 222

Next to Citizens National Bank

EAT AT

## MORRIS CAFE

115 South St.

And you'll enjoy life. Everything clean, sanitary and up-to-date. Our cooking satisfies the most fastidious. Give us a trial.

S. S. Morris & Co., Props.

Near the Court House

Phone No. 354

## J. B. BOYD'S MEAT MARKET

is the place to buy your

Fresh Meats, Fish and Oysters

He will appreciate your trade and give you good meats at the right price, delivered promptly.

113 South St.

Phone 341

# EFIRD'S

## NEW MUSLIN UNDERWEAR

White Petticoats, 70c.  
Ladies' White Petticoats, well made of fine quality Muslins with neat lace or embroidery trimmings, assorted, 12 styles, worth up to \$1.50 each. Special at 70c.

Petticoats at 40c.  
One lot of White Petticoats

with deep embroidery flounces, values worth up to 69c. Special at 40c.

Crepe de Chine Underwear to Match.

Flesh Colored Crepe de Chine Envelope Chemise to match, at \$1.99

Ladies' Drawers.

Ladies' Tucked Drawers 14c  
One lot Ladies' Drawers, plain hemstitched or with lace or embroidery trimmings, values worth up to 39c. to go at 25c.

GET IT AT EFIRD'S

## EVERYTHING IN SUMMER FURNITURE

Vudor Porch Shades, Vudor Hammocks, Porch Swings, Porch Rockers, Porch Suits,

Refrigerators, Ice Boxes, Ice

Cream Freezers and Every-

thing in Furniture, Stoves

and Home Furnishings.

CASH OR CREDIT

## Gastonia Furniture Company

The Home of Quality