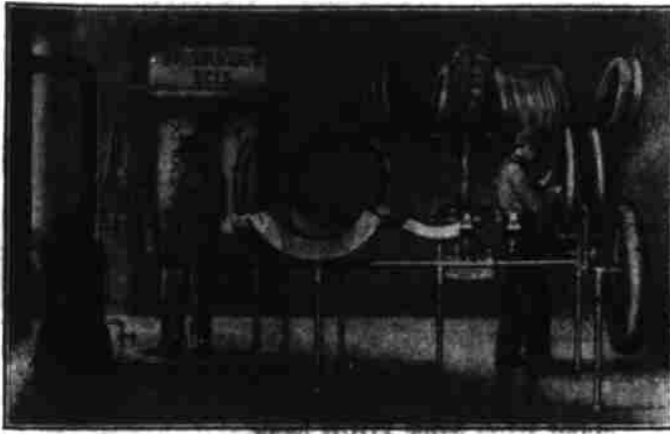


Thomson Mercantile Company's SPRING SHOWING

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



Why Have Your Vulcanizing Done Away From Home?

We can do it just as good here in Gastonia as it can be done anywhere. Saves you time and expense also.

We have bought out the Clemmer Vulcanizing Co. and Mr. R. C. Setzer is in charge of our vulcanizing department.

Gastonia Cycle Co.

R. D. Lewis, Mgr.
112 East Airline Ave. Gastonia, N. C.
Phone 391.

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

DON'T BE A BONE-HEAD

Trade where the people trade—where EVERY PURCHASE IS GUARANTEED SATISFACTORY OR MONEY REFUNDED.

The store that knows how and does sell

CLOTHING, SHOES, HATS, CAPS, DRY GOODS, MILLINERY, NOTIONS, LADIES' AND CHILDREN'S READY-TO-WEAR AT LESS PROFITS THAN ANY STORE IN GASTONIA.

Lebovitz Department Store

GASTONIA'S LEADING CLOTHIERS

CAPS

You'll need one for many purposes this Spring and Summer.

For outings, camping, automobiling, on a hike, at the game—a Cap makes the ideal headwear.

There's style and distinction in Caps.

Well made, serviceable Caps in all the popular styles and materials. 50c to \$1.50. A Cap for every purpose.

SWAN-SLATER CO. THE HOME OF GOOD CLOTHES

Garment Germs May Cause Disease

Our scientific method of pressing clothes kills all germ matter, restores life and luster to the cloth and positively produces in every garment

The Natural Body Shape.

Cleaning, Altering, Repairing, French Dry Cleaning.

PADGETT TAILORING CO. PHONE 52

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

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

FIFTY-FIFTY SERVICE WHILE YOU WAIT

With our Oxy-Acetylene Welding Outfit we weld Broken Parts of Cast Iron or Any other Kind of Metal.

Gastonia, N. C.

The Real Pillar of Society



IT'S good rule that works BOTH ways. When the farmer supports the home merchant and the home merchant supports the farmer, you have the real pillar of society. The farmer would have a poor farm if he did not have a good home market. And the merchant can't build up the home market alone. He must have the support of the farmer. Likewise, the merchant has poor business when the SERVICE he gives is not the best possible. The trade must be even. The services must be mutual. So, the picture you are looking at NOW should be true from both ends. If it doesn't quite suit you this way, turn the paper around. NOW you have seen the REAL PILLAR OF SOCIETY. The farmer upholding the merchant and the merchant upholding the farmer.

MICHAEL & BIVINS

Electrical Engineers and Contractors

ELECTRICAL SUPPLIES

National Mazda Lamps, all sizes

East Main Avenue.

Gastonia, N. C.

GET BUSY! Merchants of Gastonia! Sell TODD'S BREAD! GET SOME OF TODD'S GOLD

\$10.00 in Gold to the merchant selling the most Bread.
\$5.00 in Gold to the one selling the next largest amount.
\$2.50 in Gold to the one selling the third largest amount.
Contest closes Saturday, August 26th. Be sure to call for your tickets.

PHONE 63 TODD'S BAKERY

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.

GIVE US A TRIAL

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"

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

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

BEST SLICES OF MEAT 25 CENTS

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

LADIES' COAT SUITS.

We are making special reductions on all our Ladies' Coat Suits. Below we give you a few of our special prices:

All \$11.95 Suits now... \$8.95
All \$12.95 Suits now... \$9.95
All \$14.95 Suits now... \$11.95
All \$16.50 Suits now... \$12.95

MEN'S PALM BEACH SUITS.

Don't fail to call and look over the handsome styles and special values we are showing in Men's Palm Beach and Mohair Suits at the very special prices of

\$4.98 to \$6.98

MEN'S PANAMA HATS.

We have just received a shipment of Panama Hats which we are going to sell at the very special price of

\$1.98, \$2.98 and \$3.48

Ask to see the handsome line of Congoleum Rugs and Druggets we are showing

"We Are Not Running For Office"

But bless your heart we are running our competitors a mighty tight race in the Furniture business.

THE LATCH STRING HANGS ON THE OUTSIDE

Our Five Big Store Rooms filled and overflowing with the best of goods, purchased when prices were way down, puts us in position to give you close values.

"WE SELL IT—OTHERS KEEP IT."

YOU ARE ALWAYS WELCOME

Telephone 23

Gastonia Furniture Company

Adams Bld'g.

Opposite City Hospital

The Home of Good Quality

Efird's Stores Save You Money