

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



BICYCLE RIDERS

are enthusiastic admirers of our new model wheels. Many of them are discarding their old mounts and are buying these new and up to the minute machines. Come and try them out. You'll find them easy to ride, comfortable too. Equipped fully with every modern improvement yet priced ridiculously low. We carry a full line bicycle supplies and do all kinds of repair work. We guarantee all our work.

GASTONIA CYCLE CO.

R. D. LEWIS, Proprietor

112 East Airline Ave.

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

Well, The Folks Just Keep Coming

Day after day they crowd our store. They are being more economical in their buying, that's why folks come here. They are buying merchandise these days, not prices. You are bound to save money if you trade here.

Gastonia's lowest price cash store

Lebovitz Department Store

GASTONIA'S LEADING CLOTHIERS

PALM BEACH AND KOOL-KLOTH SUITS

STRAW AND PANAMA HATS

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

"CAUGHT WITH THE GOODS"



SHAME, Fear, Deceit and a Guilty Conscience all come wrapped up in the mail order package. We should never be ashamed to look a neighbor in the face. In a community like ours, all are neighbors and friends, working together. Our interests are common. We are all in BUSINESS together. OUR business is home-town-development. Unlike the overcrowded city, our community has a soul. We tamper with our community-SOUL whenever we boycott home interests. Then let us keep our conscience clear, let us so LIVE that we can at any time look our neighbors in the face, knowing that no action of ours is holding back the progress of our own home town.

KEEP COOL THESE HOT DAYS WITH A Westinghouse Electric Fan

See them and get prices at

MICHAEL & BIVINS

East Main Avenue.

Gastonia, N. C.

We sell the Pyrene Fire Extinguisher

—EAT AT THE—

Royal Cafe

Across The Street From The Postoffice

FOR ENGRAVED VISITING CARDS

and

WEDDING INVITATIONS

see

Gazette Publishing Company

Phone 50

Gastonia, N. C.

MUSIC in the HOME

will make home more attractive, especially when the music is recreated by Thos. A. Edison's new invention

THE EDISON DIAMOND DISC

No needles to change. No records to wear

Torrence-Morris Co., Jewelers

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

GASTONIA PLUMBING AND HEATING COMPANY

Plumbing, Steam and Hot Water Heating

Estimates Cheerfully Furnished On Anything In Our Line

If you are planning to build, it will pay you to see us about your plumbing and Heating.

EFIRD'S

SHIRT WAISTS.

Just received 25 dozen of the latest styles in Ladies' Shirt Waists. These are regular \$1.25 values. They will go on sale this week for our Special Price of 98c.

**WHOLESALE
and
RETAIL**

ENGLISH LONG CLOTH.

We received two cases of English Long Cloth today; this is the regular 10c quality. We will sell it as long as it lasts at our very special price of 6 1/2c.

"Satisfaction Guaranteed or Your Money Cheerfully Refunded"

HEADQUARTERS FOR FINE FURNITURE

DINING ROOM SUITS

In Fumed Oak, Golden Oak and Mission Finishes

BED ROOM SUITS

In Oak, Mahogany, Birds-Eye Maple and Walnut.

OIL STOVES, COOK STOVES AND RANGES

We Furnish The Home

Mail Orders Receive Prompt Attention

Telephone 23

Gastonia Furniture Company

Adams Bldg.

Efird's Stores Save You Money