

A Live Business With a Live Man

of the land.

The store of J. S. Thompson, deal to Fairmonts business sec-Jr. shown above is not an old tion it has added a progressive firm in fact it is a very recent element to the spirit of business addition to Fairmont. It was that is absolutely essential to a opened for business January 8, small town development, without 1913, but a more lusty infant it competiton merchants and pawould be hard to find were you trons suffer alike and Mr. Thomto search the width and breadth pson has brought with him a spirit of competition that is bene Mr. J. S. Thompson, (Joe) ficial to both merchant and custhe proprietor is a native of tomers. During last tobacco Robeson county, a home grown and cotton season Mr. Thompproduct, born and reared about son was desperately ill with apsix miles from Lumberton, and pendicitis and his usual progresit was in Lumberton that he be sive methods of obtaining busicame associated with White & ness could not be executed, in Gough and laid the foundation fact, his life was at one time for his splendid training in the despaired and as you can readimercantile business. They like ly imagine his business without to say over in Lumberton that his effective leadership did not White & Gough bought Mr. present its best face forward. Thompson along with the first This year, however, Mr. Thompstock of goods they purchased son announces that he will go for Mr. Thompson was the first after it, hammer and tongs, as clerk they had and was closely the old saying is and those who



Store of J. S. Thompson; Jr.

Thompson plays it skillfully as Fairmont should visit it. his full line of bargains in shoes, I clothing and general merchandise bears witness,

Dress Goods

His store has added a great

indenfified with their splendid last year missed visiting his success. Mr Thompson was store will certainly be there this with this firm six years and dur- season, as can be seen by the ing that time became expert at cut on this page his store is one the intricate art of buying bar- of prettiest in Fairmont and the gains in such a way that they outside leaves only a bare idea can be sold cheaply. His store of the tremendous stock to be embodies this principle—The found inside. His stock is as principle of all the greatest mer- nearly complete as a stock can chants of recent years-buy be and is all new clean goods. cheap and sell cheap and for stis a fine store a big addition to game of merchandising and Mr. the town and every visitor to

> For Best Brands of Shoes see J. S. Thompson.



