

Advertising Brings Success.
That's why I advertise in the GOLD LEAF, is shown by its well filled advertising columns.

SENSIBLE BUSINESS MEN

Do not continue to spend good money where no appreciable returns are seen.

That is Proof that it pays Them.

THAD R. MANNING, Publisher.

VOL. XXI.

Young Girls

Are often engaged in doing the work of a home under the most trying conditions. Nature cries out against the stooping and lifting, the running up and down stairs, the long hours when labor should be as light as possible.



It is now possible to obtain relief from the most distressing symptoms of this condition. It is now possible to obtain relief from the most distressing symptoms of this condition. It is now possible to obtain relief from the most distressing symptoms of this condition.

Printing That's Presentable.

That's the kind of printing I do. No shoddy work and inferior materials. I use the best of everything. I use the best of everything. I use the best of everything.

PRYCE T. JONES.
"THE JOB PRINTER."

"DAVE'S PLACE"

European Hotel, Restaurant and Lunch Counter.
Meals served at all hours day or night. Furnished rooms. Comfortable beds. Everything strictly first-class. An orderly, well kept place.

SALOON

Equal to any in the State, stocked with everything but the very best and purest. Fine cigars and tobaccos. POOL ROOMS IN CONNECTION.

Children

Small, safe, pleasant, attractive. Good for the stomach, throat, and lungs. It is a safe, pleasant, attractive. Good for the stomach, throat, and lungs.

Frey's Vermifuge

Small, safe, pleasant, attractive. Good for the stomach, throat, and lungs. It is a safe, pleasant, attractive. Good for the stomach, throat, and lungs.

Southern Railway

THE STANDARD RAILWAY OF THE SOUTH.
The Direct Line to All Points. TEXAS, CALIFORNIA, FLORIDA, CUBA AND PORTO RICO.

Strictly FIRST-CLASS Equipment on all Through and Local Trains; Pullman Palace Sleeping Cars on all Night Trains; Fast and Safe Schedules.

Travel by the SOUTHERN and you are assured of a Safe, Comfortable and Expeditious Journey.

APPLY TO TICKET AGENTS FOR TIME TABLE RATES AND GENERAL INFORMATION, OR ADDRESS:

R. I. VERNON, F. R. DARRY, T. P. A., C. P. & T. A., Charlotte, N. C., Asheville, N. C.

S. H. HARDWICK, Gen. Pass. Agent WASHINGTON, D. C.

Foley's Kidney Cure

makes kidneys and bladder right.



"CAROLINA, CAROLINA, HEAVEN'S BLESSINGS ATTEND HER."

HENDERSON, N. C., THURSDAY, MARCH 27, 1902.

A MENDABLE HONORABLE.

THE CASE OF THE GOLD LEAF AGAINST THE ROYAL BAKING POWDER COMPANY.

Convinced That We Were Wrong Apology is Made—In Justice to Ourselves, However, Explanations are Necessary, For the Length of Which Further Apology is Due to Our Readers.

In justice to both sides we have promised to give the facts in the case at issue between the Royal Baking Powder Company and the GOLD LEAF. To do so it will be necessary to go somewhat into details, and as the subject will be discussed with this paper we are permitted to do so.

The Royal Baking Powder Company had a contract with this paper for publishing a 4 inch advertisement, in preferred position, for 12 months. Said contract expired in December, 1899. They wanted to renew at a decreased price. We declined to do so. After considerable correspondence the matter was finally dropped. Then the publication of a series of 18 double-column electrotypes aggregating 312 inches space—new business advertisement—was taken up after the lapse of several months. A rate of little more than half that of the former offer, and a lengthy correspondence followed before they came to our figures.

Finally, under date of May 7, 1900, the Royal Baking Powder Company wrote asking that we "kindly consider advertising proposition as amended so as to read \$25 for the use of 312 inches space, as required," etc., formal order for the publication of 18 special ads, being enclosed.

Having agreed on the price we wrote on May 9, 1900, saying: "Your favor of 7th, in reply to mine of April 28th, at hand. Amended offer \$25 for 312 inches space, additional space to be charged at pro rata, is accepted. Let the plates be sent forward and the work will be commenced at once."

After this letter was written, but before it was placed in an envelope, close reference to the formal order revealed down near the bottom of the sheet an interlined typewritten clause which read:

"All ads to go in position as provided for by annual contract."

This put a different phase upon the matter altogether. The small single column ad, called for preferred position—top of column, next to reading matter, and the 18 special ads, called for a position at the bottom of the column, in the form of a double-column electrotypes ranging from 6 to 12 inches in length. We thereupon wrote this:

"Your favor of 7th, in reply to mine of April 28th, at hand. Amended offer \$25 for 312 inches space, additional space to be charged at pro rata, is accepted as far as the price is concerned, but I cannot handle this business in the form offered (double-column electrotypes ranging from 6 to 12 inches in length) that way. We thereupon wrote this:

This letter we intended to send the Royal Baking Powder Company instead of the other one and this we were under the impression we had done. But it appears that we did not. The Royal Baking Powder people say they never received any such letter, but did receive the one accepting the business, unconditionally. We cannot dispute this and can account for it only on the supposition that after writing the second letter saying what we could do and what we could not do about the matter of position, we must have mailed the wrong one. Nor were we advised of such mistake until very recently.

In all our correspondence and contention about this matter the Royal Baking Powder Company never one time said they held such a letter from us—agreeing to do a specific thing—which we disclaimed having done. Had they done so this would have settled the whole business, for whether any contract had been signed or not the letter they got (although by mistake on our part) served the same purpose and was as binding as any other form of agreement.

The story now comes and the work was proceeded with. Complaint was made that the work was not being done according to contract. We replied that they had no contract calling for any position other than that given; the work was being done as we had agreed to do it, quoting the language of our letter (receipt of which was not denied); the position given was the best we could do, and if the service was not satisfactory we would cancel the contract and discontinue the business. They did not want the advertisement annulled, they said, but insisted upon its being done in accordance with agreement. This we were doing as we thought and repeatedly so stated.

When the work was completed payment was refused on the ground that it had not been done according to contract—display advertising immediately following 7 of the 18 electrotypes—and demand was made that these be made good. This we denied and refused to do our contention being that the contract and receipt were in our hands. The Royal Baking Powder people, even then, receipt of such letter was not denied by them, nor was anything said about the nature of the one they did receive. And right here we charge that the Royal Baking Powder Company did not act entirely fair with us or just to themselves. A copy of our letter in their possession have been all sufficient.

"We presume that our correspondence had passed between us without satisfactory results, we conceived the idea of having some amusement at the expense of the Royal Baking Powder Company, and at the same time score a point in our own favor. Taking one of their electrotypes the top part of which read: "Does Your Baking Powder Contain Alum?" was cut off and immediately under it in large letters running across two columns, the words of the contract, "We put these 18 copies of the Royal Baking Powder advertisement in the position that they advertised in, and if that had done them no good by the same reasoning this could do them no harm; and if they had received benefit from their advertising certainly as honest people they could not refuse to pay for it."

But the joke didn't work as we had anticipated. That is to say instead of writing to us they sent a lawyer to see us. The matter was explained but we would not be contented with that. We had had some of our own right—that they had been out of honest advertising account—and for the benefit of others we intended to say so. A paragraph to this effect was printed in the next issue. Doing that we proposed to let the matter end.

Then came intimations of a libel suit. When the case assumed this phase things began to get interesting. And to make it still more so their representative was publicly informed that while we had not intended to pursue the matter further, then, however, we would say that the GOLD LEAF was printed 52 times a year, and although possessing no great versatility, we could give the Royal Baking Powder Company "top of column, next to reading matter" and furnish change of copy every week for 12 months, or 12 times 12 months, and if they wanted to jump us with a libel suit let them crack their whip. Nor would there be any stopping of the press and lifting of the Royal Baking Powder Company's name from the GOLD LEAF, together with the advantage of choice position in editorial column. And that is how we came to give the Royal Baking Powder Company the amount of "free advertising" we have. And having made this promise we kept it, refusing all offers of a "compromise."

And but for this, perhaps we would never have known any letter than what we honestly believed and stoutly contended was right.

In reply to enquiry about the trouble between the Royal Baking Powder Company and the GOLD LEAF, made by the Dimsdale (Ga.) News, a little while back, they said:

"We have noticed the free advertising which the GOLD LEAF, of Henderson, N. C., has been giving us. That paper seems to delight in running a slanderous paragraph each issue, and since you have referred to the matter, it is well that you should know this is published because we have refused to submit to an extortion which the publisher has endeavored to work upon us. He contracted with us to do a certain thing. He declined to do it. He knew at the time he was not carrying out his contract, but demanded payment in full. This company can neither be brow beaten or bulldozed, etc."

This letter was sent to us, and quoting the above, we wrote the Royal Baking Powder Company as follows:

"I deny that I have attempted to work an extortion upon you, and denounce such statement as absolutely and unqualifiedly false. I deny that any such contract existed between us as you claim, or that there was any agreement to do the work in a manner other than the service rendered. I deny that I contracted to do anything that I did not do in both letter and spirit. The work was performed in perfect good faith on my part as I agreed to do it, and in demanding payment in full I asked for nothing but what I justly and honestly entitled to."

"I deny that I have attempted to brow beat or bulldoze you, and if I have seemed to impress you that way you are alone responsible for it. On the contrary, I am the object upon which you advertised to play that game. But for your sending me your libelous paragraph, I should not have been obliged to do anything. I have been given the amount of 'free advertising' you have. I had said your paper was closed out of honest advertising account by you and proposed to let the incident be dropped at that. But when the case assumed the phase mentioned your representative was politely informed that while I had not intended to pursue the matter

As an Advertising Medium
The GOLD LEAF stands at the head of newspapers in this section of the famous
BRIGHT TOBACCO DISTRICT
The most wide-awake and successful business men use its columns with the highest
Satisfaction and Profit to Themselves.

SUBSCRIPTION \$1.00 Cash

NO. 15.

GLORIOUS HERITAGE

THE AMERICAN BOY MAY ASPIRE TO HIGHEST HONORS

Which This Country Can Bestow—There is No Position of Honor, Profit, Emolument and Trust Which He May Not Hope to Reach—The Southern Boy's Heritage of Glory and Principle.

Rev. J. Wm. Jones in Orphans' Friend.
Among the things for which it is peculiarly appropriate that the boys of the Orphanage should thank God is that they are born American boys, and may aspire to the highest honors which this great country can bestow.

But I restrain my pen from entering that wide field, and confine it to the single point that there is no position of honor, profit, emolument and trust, which we may not hope to reach and for the privilege of which he can never sufficiently thank God.

He may strive to be merchant prince, railroad manager, millionaire, college professor, jurist, general, great preacher, Congressman, United States Senator, or President of the United States.

John D. Rockefeller, the multi-millionaire who is giving his millions to the cause of education, benevolence, and religion, began his career as a penniless orphan boy, so poor that he was glad to get a job of carrying rock from place to place on the streets of a city.

Charles Broadway Rouse, one of the greatest of New York merchants, who did so much to help his native Southland, began his career in Winchester, Va., as an errand boy, and after serving gallantly as a Confederate soldier, reached New York with only fifty cents in his pocket, and went to work as a porter in a store.

And many of the merchant princes, great bankers, and other millionaires of the country had no better advantages when they began their career.

For the benefit of orphan boys named John and Sam Miller lived in the "Ragged Mountains" not far from the University of Virginia and were accustomed to go there to sell berries, chestnuts and apples to the students.

One day John Miller said to his brother, "Sam, you can't see no need to go to this University. It is too high for us and such boys as we are. But I will tell you what we can do. Let us go to work, make money, and establish a school to which the poor boys of Alabama could go."

They kept this purpose steadily in view and were very successful in business. Besides establishing an orphanage at Lynchburg, and making other handsome legacies, they left their money to the University of Virginia, and the "Miller Manual Labor School," which in twenty years has spent over two million dollars in its beautiful grounds, buildings, shops, machinery and laboratories, and in supporting the school, and still has an invested fund which yields an income of \$75,000. This enables the school to take every year about 300 children whom they feed, clothe, educate, and train for future usefulness and success.

Abraham Lincoln was one of the poorest and seemingly most unpromising boys of his day, but by force of native intellect and indomitable will, pluck and courage, (whatever we may think of his principles and character) he rose to be President of the United States. Andrew Jackson was a very poor boy, and seemed to have no future before him, when his parents moved from North Carolina, his native State, to Tennessee, but he became "the hero of New Orleans" and President of the United States, and none doubt now that "Old Hickory" was one of the great men of his times.

Andrew Johnson also, was a native of North Carolina, and migrated to Tennessee as poor as he could be. In an address at the University of North Carolina some years ago he said that on his journey to Tennessee he passed through Chapel Hill "without a nickel in his pockets, and with but little hope before him. I was in Greenboro, N. C., and saw a sign still hanging on an old house there which read "Andrew Johnson, Tailor." And yet this man became United States Senator, President of this great country, and now lives as he may deserve his principles, and certain traits of his character, we must admire his genius, perseverance and success.

Roger Sherman rose from his shoemaker bench to become one of the great leaders of his day, and when on the floor of the Senate a distinguished member twitted him with Juvenal's famous satire—"Let the shoemaker stick to his last," Sherman at once retorted: "If the distinguished gentleman had been a shoemaker he certainly would have stuck to his last for he would not have had either talent or energy to get beyond it."

Presidents Garfield and Cleveland came up from the masses and many more of our leaders were poor in their youth, but they were not poor in spirit, and sufficient sense to remove the impression you have created by your editorial paragraphs that we are not fair and honorable and that we are "beat you." We feel quite assured, however, that you will have hastened to do this, and request from us was unnecessary.

We are giving consideration to the matter of republishing or inserting new matter, and will communicate with you later.

"Very respectfully,
"ROYAL BAKING POWDER CO."

"Can't Keep It Secret."
The splendid work of Dr. King's New Life Pills is daily coming to light. No such grand remedy for Liver and Bowel troubles was ever known before. Thousands of lives have been saved by curing Constipation, Sick Headache, Biliousness, Jaundice and Indigestion. Try them. 25 cents at Melville Dorsay's drug store.

Kodol Dyspepsia Cure

Digests what you eat.
This preparation contains all of the digestants and digests all kinds of food. It gives instant relief and never fails to cure. It allows you to eat all the food you want. The most sensitive stomachs can take it. By its use many thousands of dyspeptics have been cured after everything else failed. It prevents formation of gas on the stomach, relieving all distress after eating. Dieting unnecessary. Pleasant to take.

It can't help, but do you good.
Prepared only by E. J. F. W. W. Parker, druggist.

D. R. E. H. TUCKER, DENTIST, HENDERSON, N. C.

JOHN HILL TUCKER, Physician and Surgeon, HENDERSON, N. C.

G. A. Coggeshall, M. D., Physician and Surgeon, HENDERSON, N. C.

H. H. BASS, Physician and Surgeon, HENDERSON, N. C.

D. F. S. HARRIS, DENTIST, HENDERSON, N. C.

FRANCIS A. MACON, Dental Surgeon, HENDERSON, N. C.

Henry Perry, Insurance.

Every Woman

PARKER'S HAIR BALM

McCain & Currin

Real Estate and Insurance Agents

HENDERSON, N. C.

KIDNEY DISEASES

are the most fatal of all diseases.

FOLEY'S KIDNEY CURE is a Guaranteed Remedy

or money refunded. Contains remedies recognized by eminent physicians as the best for Kidney and Bladder troubles.

For sale by Melville Dorsay Druggist

OSCAR OUTLAW, Tonsorial Artist, HENDERSON, NORTH CAROLINA

Best Pilled up Shaving Parlor in Town