THURSDAY, MAY 5, 1980.

THE ASHEV TARE DATEY OFTIMES.



More things enter into advertising than are generally supposed. In fact every thing that connects a name and a business in people's minds is advertising.

Membership in churches and clubs and societies, the giving of social entertainments, public charitiesall these things and more are advertising. But greater and broader, and better and easier than all these is newspaper advertising. You may think of that with-out thinking of the other plans, but no scheme of publicity is complete without the newspaper.

Properly prosecuted, newspaper advertising will always pay. That here and there is a man who says: "Advertising doesn't pay. I've tried it," proves noth-ing but that his method was faulty.

Advertising is business news. It tells of things which any of great daily importance. It is of more account to the frugal housewife to know where she can get certain necessary commodities at a less price than usual than to know all the troubles in Siam or Alaska. The news should be news. It should not be al-lowed to grow stale with repetition in the same old way. My our can advertise only in a small way, pick out the best paper in your territory and spend all of your advertising money in that. Don't scatter. When your business grows, and you can spend more money, buy more space in the same paper, until you are sure you are using all you profitably can. Then add another paper. I would rather have one good "ad." than half a dozen poor ones. When "huating for bear" I would rather take the best gun I had and load it properly than to scatter my powder in half Advertising is business news. It tells of things



In running a newspaper, James Gordon Bennett, Sr., said, the important thing was to "get the news and then make a dom fuss about it."

First get the right sort of goods, in the right location, at the right prices, and "then make a dom fuss about it" in the best paper you can find. The trade will follow,

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A Country Where There Is Perpetual Summer.

IT IS RICH IN TRADITIONS AND IN THE ROMANCE OF



Vinol is the greatest aid to digestion that we have ever known. It is because Vinol acts so beneficially upon the stomach that it accomplishes to much good. Vinol contains the active curative

by Vinol.

ED IS ASLO EQUALLY

NECESSARY.

Appetite Creator.

WILL AID DIGESTION.

principles that are found in cod-liver oil, without any oil or grease. These medicinal elements act so favorably upon the stomach, that this organ obtains for itself the elements

tissue and for making rich red blood. When the stomach acts easily and naturally, a desire is created for good

simple food and a good appetite is the sure result. With cod-liver oil as formerly taken the medicinal elements which it contained were too often unable to counteract the harm that was done by the obnoxious grease that enveloped

them. Now that in Vinol we have those same elements separated from the vile-tasting fat, we have a tonic and re-builder that is simply marvelous in its action.

The following is a letter that will explain itself:

"This is to certify that I have used six bottles of Vinol and have found it of great value as an appetizer and tonic in general debility. I have re-ceived so much benefit from its use-that I cladle townich this testimonic that I gladly furnish this testimonial in order that others may be induced to rive it a trial and prove to themselves its recuperative powers."--Mus. Erz-ABETH FEENEY, Waterbury, Conn.

We want every one in this place to know more about our Vinel, how it cures and what it cures. Certainly the greatest tonic and rebuilder we have ever sold.

We, therefore, cordially invite any one interested to call upon us; and we want all to bear in mind that we will gladly refund to any one who is not satisfied with the action of Vinol every cent they pay for it.

Wingood's Drug Store.

In the past everything here has movis indescribable. Standing on the seaed at a snall's pace. "Manana," or toshore you see a medley of gorgeous morrow, is a great word among these colors-light green, pale blue, dark Everywhere you see fine or splend- blue, emerald, purple and chocolate d cathedrals and churches, but no brown, flecked perhaps with white





loa that equals them. Yet there has

never been any great effort made to cultivate the delicious fruit here, or to

build up an export trade. The tree

grows haphazard everywhere, in nooks and corners. Some Americans are now planting large orchards of oranges and

the future will bring them a fortune

Here, as elsewhere, the Catholic church

seems to be the great central idea

around which everything else revolved.

In the early settlement of the island

the churches were the forts, the school

houses the places of worship, etc. It

The guns at Manila and Santiago were

the death-knell to all this. The people

know nothing else but Catholicism.

The Americans are beginning to build

college have just been completed

Next year is bright with promise. "The

rising generation for the most part

will learn to speak English. It is the

aim of the insular board of educat o

school houses floats the American flag

Here there is not nearly that free-

dom between the sexes that there is

The Porto Ricans are nothing if not

are far superior to the same classes in

America. With all of our boasted civ-

superficial and not sincere, but I have

Twice a day the children salute

darkest hour is before dawn.

the highlands

no doubt.

tropical people.

in the low lands.

we found the coffee groves. The coffee here does not thrive It is said here that the cocoanut 'ree does not like to grow out of sight of the sea. It likes to have its roots wash-PORTO RICO ed by the salt water. The oranges of this island are of unsurpassed flavor. I have never seen anything in Amer-

THE PAST

Carolina, Porto Rico, April 16.-Per. the people of Asheville haps to hear something would like about Porto Rico from an American school teacher who has been here some months, and who has had ample opportunities to study the people and conditions.

If Cuba is the pearl and queen of the Antilles, Porto Rico is certainly the was a government of friars to a large gem of them all, for there is certainly extent. "The past is the father of the present." But all is now changed. Porto Rico is an emerald gem set in an opalescent and turquoise sea. It is one of America's smallest colonies, containing but 355 square miles. It is about 90 miles long and 40 miles and establish common schools every-wide and contains a population of 925,- where. The plans for a fine normal wide and contains a population of 925,-000 souls, hence, it is also the most densely populated of all the territory acquired in the Spanish-American

war. San Juan, the capital, has about 25,-000 souls. It has a large Spanish population and is a true copy of many cities in Spain. It is four centuries old, very pretty, wealthy and beauti- to put an American teacher in every ful. In walking its narrow streets one school that is located in a town of as dreams of Granada, the Alhambra, least a thousand inhabitants. Over the Boabdil and the diminished glories of Spain. It was at one time a walled during school hours. On the walls of city, until its population overflowed its every room is also found old glory. massive moss-grown and time-stained walls.

All the forts and barracks are now occupied by detachments of the Elev- cupy the same room. The girls have enth infantry, Fifth cavalry and Fifth artillery.

Many of the buildings in San Juan traditions. are painted a gorgeous color. They built of brick and stucco. аге Stores and residences alike are flush with the in the United States. When a gentlenarrow streets. Below are the stores man courts a lady he must do so in shops, above are the rooms for the presence of the mother or some and the family. The sidewalks are scarce, other member of the family. Young ly wide enough for two to walk girls are never permitted to go out abreast. These children of Spain have alone with their lovers. And here in no conception of a residence house set the past the higher education of wo-in the middle of a large lot surrounded men was practically unknown. by trees and flowers. Even the parks and plazas here are almost devoid of polite. The lowly class in this respect trees and flowers.

In one of the plazas stands one of the finest monuments in the western ilization and superfority, we can learn continent, to the memory of Christo-pher Columbus. It was designed and refined manners. They say that it is bufft by a famous architect of Gen-

oa, Italy. From San Juan you have a splendid view of the sea, the harbor and the distant mountains. The latter remind View of the sea, the harbor and the distant mountains. The latter remind one of the dark blue mountains of Tennessee and North Carolina. Their slopes are not so well timbered and watered. The whole panorama is of unsurpassed beauty. The beauty in the sea but two sea The used beauty. unsurpassed beauty. The seashore is fringed with cocon-

sons, the dry and the wet. During the hui frees and the tall, graceful royal night very heavy dews frequently fall. paim trees. The low lands along the coast are of great beauty and fertility. I have seen the water dripping from the houses in the morning from dew-Everywhere one nees villages, fields of fail alone. No such a thing as frost cane, hactendas, cocoanut trees, rich is known here, even on the summits of pastures full of dun colored cattle, and native huts built in a fragile manern Cross," wrapt in the slience ner of palm boughs.

The island's surface is for the most part mountainous, the central part be-ing one vast maze of mountains and high hits. The slopes are not very steep as a rule, and are cultivated to the construction of the Southern Cross in the United States. It is too far south. It might be called a diamond. Nothing steep as a rule, and are cultivated to the construction of the Southern Cross in the United States. It is too far south. their summits. The mountains are not southern sky. so rocky as the ranges in America. In the beauty of these tropical waters

sails and white caps, all gleaming unschool houses, in the American sense of the word. Of course all the church- der the intense light of the tropical es are Catholic. I do not believe there sun." We stand in the shadow and see is a single Protestant church building and hear the tumbling surf as it, on the island. In the brief period of breaks upon the white sands or sharp two years the United States has done coral rock. The island is of volcanic and coral more for common schools than Spain has done in three or four . centuries.

rock formation-hence, its great fertility. Fruit of some kind ripens every month in the year. Here is a much older civilization than is found in America. Porto Rice had been a thriving Spanish colony for 100 years when Jamestown was settled in 1609. In another letter I will tell more of the country and its strange customs. It is rich in historic tradition and the romance of the past; much more so than Americans generally suppose. It is not far from our shores, yet we have known but little of it. J. F. EDWARDS.

POINTED PARAGRAPHS.

These people are eager to learn English and everything American, The From the Chicago Daily News. Hard cider must be the spirit of the

press. The world contains an oversupply of iverage men.

The gold handled by a dentist is always at a premlum. The man who is learning to play the

the flag and sing "My Country. 'Tis of Thee." The boys and girls do not occornet is his own toutor. A girl loses her self-possession when a separate room and a lady teacher. It she puts on a wedding ring. is in keeping with Spanish customs and

Usually the more money a man has the more selfish his children are. A woman talks until things get serious, then she gives the man a chance. When a young rooster gets a comb he reaches the top notch of his ambi-

tion. It is easy enough to find a seat in a crowded street car, but it is always occupied.

Every man knows how mean his acquaintances are, but he is never absolately sure about himself. A St. Louis spinster was recently

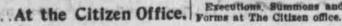
kissed in a dark hall, and she hasn't had a light in her house since. The man who makes a study of a

woman's disposition may learn a great deal, but the cost of tuition is apt to be rather high.

A railway brakeman does both the coupling and the switching, while a clergyman does only the coupling, and the coupled ones do the switching inter.

DEEDS OF TRUST. Legal DEEDS OF CONVEYANCE BIANKS CHATTEL MORTGAGES, SEARCH WARRANTS, of All STATE WARRANTS, EXECUTIONS, SUMMONS, Kinds ETC.

of





Washing Willow Furniture and

"Housework is hard work without Gold Dust"

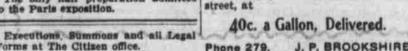
Troubles, such as Itching, Eczema, Eruptions, etc. Purely Vegetable, harmless and reliable. ADVICE AS. TO PATENTABILITY Notice in "Inventive Age" Book "How to obtain Patents" Guaranteed

Charges moderate. No fee till paten Letters strictly confidential. E 6. SIGGERS, Patent Lawyer, Wash even after all other remedies have failed, or money refunded. A TEXAS DOCTOR WRITES.

"Cohe Dandruf Cure" has done me more good than by preparation I have ever tried. W. J. DOSS, M. D. Dryman Mineral BD7 I For Sale by all Druggists and Barbers.

Treatise on Hair and Scalp Troubles free on request. R. BREMER CO., - Chicago.

"BEWARE OF IMITATIONS." DR. T. C. SMITH, WHOLESALE AND RETAIL AGENT, ASHEVILLE N. ... The only hair preparation admitted to the Paris exposition.



Spring ...

THE STANDARD RAILWA OF THE SOUTH THE DIRECT LINE TO ALL POINTS TEXAS, CALIFORNIA, FLORIDA. CUBA AND

Southern

Dailway

