

# Short Talks On Advertising

By Charles Austin Bates.

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 charities— all these things and more are advertising.

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 nothing but that his method was faulty.

Advertising is business news. It tells of things which are 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 allowed to grow stale with repetition in the same old way.

If you 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.

Don't say that you haven't the time to attend to your advertising properly. Really, you haven't time to do anything else.

Advertising is the most important thing about any business. It is the vital spark.

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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# APPETITES

Created and Maintained by Vinol.

THAT THE FOOD IS DIGESTED IS ALSO EQUALLY NECESSARY.

We Recommend Vinol as an Appetite Creator.

WE GUARANTEE THAT VINOL WILL AID DIGESTION.



"Proves nothing but that his method was faulty."

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 so much good.

Vinol contains the active curative 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 necessary for creating new flesh, muscle 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 received so much benefit from its use that I gladly furnish this testimonial in order that others may be induced to give it a trial and prove to themselves its recuperative powers."

—MRS. ELIZABETH FENBY, Waterbury, Conn.

We want every one in this place to know more about our Vinol, how it cures and what it cures.

We, therefore, cordially invite any one interested to call upon us; and 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.

is indescribable. Standing on the seashore you see a medley of gorgeous colors—light green, pale blue, dark blue, emerald, purple and chocolate brown, flecked perhaps with white sails and white caps, all gleaming under the intense light of the tropical sun.

We stand in the shadow and see and hear the tumbling surf as it breaks upon the white sands or sharp coral rock.

The island is of volcanic and coral 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 Rico 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.

From the Chicago Daily News.

Hard cider must be the spirit of the press.

The world contains an oversupply of average men.

The gold handled by a dentist is always at a premium.

The man who is learning to play the cornet is his own touter.

A girl loses her self-possession when she puts on a wedding ring.

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 ambition.

# The Advent of Summer Finds

## THE BIG BALTIMORE

THE BARGAIN CENTER OF ASHEVILLE

PREPARED to meet all the wants of its people. Our Big Double Store is stocked to its fullest capacity with seasonable goods, bought with good judgment and a keen eye to qualities and prices.

DRESS GOODS. Forty-four inch Homespun Suitings and also a full line of Covert Suitings, in all the latest styles and shades, sold everywhere from 75c to \$1.00, reduced to the remarkably low price of... 50c

SAILORS. Having sold out all our first orders of choice stylish Sailors, we have now just opened an entire new lot, including all the very latest shapes at the special low price of... 49c

CORSETS. We have put on our bargain counter another big lot of corsets, worth from 75c to \$1.25. Your choice as long as they last... 49c

THE BIG BALTIMORE, 10 AND 12 PATTON AVE.

## "Housework is hard work without Gold Dust"

Washing Willow Furniture and Wicker Chairs

Wicker chairs soon become soiled, but they can be cleaned to look like new with

**Gold Dust Washing Powder**

and warm water. Use a scrubbing brush when water becomes the least soiled, get fresh, follow with a soft, dry chamois cloth, and wipe dry. White iron beds can be washed by this method, but must be wiped dry quickly.

The above is taken from our free booklet "WICKER CHAIRS FOR HOUSEWORK"

Send free on request to

THE S. K. FAIRBANK COMPANY, Chicago, St. Louis, New York, Boston

## Asheville Transfer Co. checks your baggage from your house direct to destination with railroad checks.

OFFICES 60 Patton Ave. Phone 210. With Uptown Ticket Office. HERBERT C. ALLEN, Proprietor

## GOKE SANDRUFF CURE

Cures Dandruff, Falling Hair, Brittle Hair and all Scalp Troubles, such as Itching, Eczema, Eruptions, etc. Purely Vegetable, harmless and reliable.

Cure Guaranteed even after all other remedies have failed, or money refunded.

A TEXAS DOCTOR WRITES. "Goke Dandruff Cure" has done me more good than any preparation I have ever tried.

For Sale by all Druggists and Barbers. Treatise on Hair and Scalp Troubles free on request. A. B. BREMER CO., Chicago. "BEWARE OF IMITATIONS." DR. T. C. SMITH, WHOLESALE AND RETAIL AGENT, ASHEVILLE, N. C.

The only hair preparation admitted to the Paris exposition. Executions, Summons and all Legal Forms at The Citizen office. Phone 279. J. P. BROOKSHIRE

## 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 a safe, comfortable and expeditious journey. Apply to ticket agents for Time Tables, Rates and General Information or address

R. L. VERNON, F. R. BARBY, T. P. A., C. P. & T. A., Charlotte, N. C. Asheville, N. C. NO TROUBLE TO ANSWER QUESTIONS.

Frank S. Cannon, J. M. Colp, W. A. Turk 3d V.P. & Gen. Man. Traf. Man. G.P.A. WASHINGTON, D. C. Asheville Ticket office 60 Patton avenue. Transfer office same building. Baggage checked through from house to destination.

## AN AMERICAN'S IMPRESSIONS OF PORTO RICO

A Country Where There Is Perpetual Summer.

IT IS RICH IN TRADITIONS AND IN THE ROMANCE OF THE PAST.

Carolina, Porto Rico, April 16.—Perhaps the people of Asheville would like to hear something 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 gem of them all, for there is certainly no more beautiful island under the sun. 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 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 beautiful. In walking its narrow streets one dreams of Granada, the Alhambra, Boabdil and the diminished glories of Spain.

It was at one time a walled city, until its population overflowed its massive moss-grown and time-stained walls.

All the forts and barracks are now occupied by detachments of the Eleventh infantry, Fifth cavalry and Fifth artillery.

Many of the buildings in San Juan are painted a gorgeous color. They are built of brick and stucco. Stores and residences alike are flush with the narrow streets. Below are the stores and shops, above are the rooms for the family. The sidewalks are scarcely wide enough for two to walk abreast. These children of Spain have no conception of a residence house set in the middle of a large lot surrounded by trees and flowers.

Even the parks and plazas here are almost devoid of trees and flowers.

In one of the plazas stands one of the finest monuments in the western continent, to the memory of Christopher Columbus. It was designed and built by a famous architect of Genoa, Italy.

From San Juan you have a splendid 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 seashore is fringed with cocoanut trees and the tall, graceful royal palm trees. The low lands along the coast are of great beauty and fertility. Everywhere one sees villages, fields of cane, haciendas, cocoanut trees, rich pastures full of dun colored cattle, and native huts built in a fragile manner of palm boughs.

The island's surface is for the most part mountainous, the central part being one vast mass of mountains and high hills. The slopes are not very steep as a rule, and are cultivated to their summits. The mountains are not so rocky as the ranges in America. In the highlands we found the coffee groves. The coffee here does not thrive in the low lands.

It is said here that the cocoanut tree does not like to grow out of sight of the sea. It likes to have its roots washed by the salt water. The oranges of this island are of unsurpassed flavor. I have never seen anything in America 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 no doubt.