



J. W. Nelson.

**J. W. NELSON,**  
General Merchandise.

People may be trusted to trade at the store that gives them most for their money, and when we find the larger portion of a community can be found trading at one particular store, it may be taken for granted that they have picked out this store on account of certain features. This has been the case with the above mentioned house, and the factors which have been potent in the advancement and growth of this store, have been the sterling business principles of the management, the high-class goods he has handled at all times, the honest prices, and the courteous and attentive service that has been rendered all who have called on business or pleasure.

Mr. Nelson's house is the second oldest in our little city, and his friends and customers are numbered by the scores. He has been established here since 1895, and he has been making steady advance from the start, and as evidence of this he is continually drawing to his store the best and most critical patronage of the city and community. Much credit is due him, not only for the handsome and complete stock he always carries, but because of the manner in which he has handled large and steadily growing patronage with which he has been presented by the people of Marshall and Madison county who have found that it is to their interest to trade there.

Mr. Nelson carries a complete line of ladies' and gents' furnishings, dry goods, notions, novelties, staple and fancy groceries, complete line of shoes for men, women and children, etc., etc.

Mr. Nelson is a man of sterling business and personal honor and always adhered to the strictest lines of integrity in the representation of his business, with the natural result that he has won the esteem and

confidence of all with whom he has come in contact. He has built his business life on a solid foundation and bids fair to increase the prosperity and wealth of Madison county as the years go by. He is conservative in that he weighs well every step to be taken, whether acting for himself or others; but he is progressive beyond most of his fellows and never lost an opportunity to keep his own affairs, the interest of his county, and is one of those rare characters that commands the esteem and respect of both friends and foes.

**RALPH DODSON**  
Groceries.

There is no form of commercial life which is of more importance than the dealing in groceries, staple and fancy goods, and we may well congratulate ourselves on the high-class houses of this kind we have in our city, and while Mr. Dodson has only been engaged in this line of endeavor one month, he is fast building up a nice business and making many friends and customers. He is located in a neat clean building opposite the depot and carries a nice stock of staple and fancy groceries, canned goods, teas, coffee, salt and cured meats, candles, tobaccos, the famous "made in Marshall" French Broad Flour, fruits, produce, feed, soft drinks, etc.

Mr. Dodson is well known in the city, and will be found behind all movements which tend for improvements and advancement.

**Madison County, N. C.**  
The Garden Spot.

"I have wandered wide, and wandered far,  
But never have I met  
In all this lovely Western land  
A spot more lovely yet."  
—Bryant.

Rhapsody of speech ill becomes those who have the best, because in the possession of the best should be the result. However, on the borderland we have few to sing our praises, and as the poet says,

"But soft! methinks I digress too much  
Citing my worthless praise. O, pardon me:  
For when no friends are nigh, men praise themselves."

And we must speak of the wonders that we have. Nature has indeed endowed the county above the average and tho' others may disparage and throw the term of scorn, which, if deserved, has been proven to have disappeared forever, and Madison has thrown itself into the vanguard of the progressive counties of the State.

Others exploit their scenic beauties, their resources, their people, and have been heard far and near, while the Madisonian has been closed mouth about himself and the others have spoken ill; still the scorn has not been cast back and the reputation suffered silently while the people have enjoyed the riches that the Creator endowed them with.

Madison county has the scenic beauty that all the others have, and then some. From the tops of our mountains rolls out a panorama that the far-famed Alps have not, and which, tho' not the towering, rugged heights of the Rockies, has it all condensed and given to the world in a form to be enjoyed. From the vantage ground the eye looks out and sees the peak piled up like Ossa on Pelion until the abode of the Gods is reached. As we see it rolling out, to the eyes of the lover of the beautiful, the words of Bryant that cap this article pass the mind and our hearts glow with an inspiration that cannot be created in any other place. The artist finds his paradise and the lover of nature bathes his soul in the existence of beauty.

Crowned to the very top with profusion of woods and grassy mountain side the green lies before one like a carpet which now takes upon itself the variegated color of the Autumn. Red and yellow and green and below the brown of ripened crops.

In the bottom land lies the fallow fields and within the border fence

"The stacks of corn in brown array,  
Stand waiting thro' the placid day,  
Like tattered wigwags on the plain,  
The tribes that find a shelter there  
Are phantom peoples, forms of air,  
And ghosts of vanished joy and pain."

The river winds its way down thru the gorges cut by its silent wandering thru the ages and its muffled roar comes up to the ear like the speech of some great giant that lies prone but powerful still. The distant orchard, filled with the finest fruit, all red with the blushes of sweet beauty, the lowing heard as it rests from its grazing on the deep grasslands. Yonder hill in the distance gives to a church spire, showing that this people, rich in nature's bounty, is richer still in its desire to come closer to the Creator of nature. The school houses scattered over the wide expanse and with many imposing in their strength show that our people desire the better things.

The houses scattered over the county in close array show that as yet no single hand has dared gather to itself vast tracts of land but that we have more nearly the ideal in that the small farmer has his chance unhindered by the power of money kings. It may be that the single instance of advance but the great progress of all show that every man and woman in Madison is striving for the greatest good.

The soil is rich and the bountiful results of work, well applied, show that nature has given to us a soil that will respond to kind treatment and fill our storehouse and larder with the substantial reward of plenty.

Naturally rich as the soil in that which makes men, the county has sent out those who have made their mark on the world and Madison's sons and



Free Will Baptist Church and Masonic Hall.

daughters have made their mark in the world of letters and in politics and in business and in the pulpit.

Staunch of character, never knowing the word fail, for it is not in the vocabulary of a Madisonian; our men and women always succeed. The one word that they are sure of, now that the county is awake, is Excelsior, and, like the youth of old who sang thru difficulties and discouragements, rain and shine, we intend to win.

The roads building, the schools organized, the church life all show that the spirit is to win out and make Madison the best, if possible, and with this determination, and endowed, as the county is, naturally, in soil, and above all, in the character and spirit of the people, Old Madison will soon be, if it is not already, the peer of all.

**Mountain Park Pharmacy**  
Hot Springs, N. C.

For the past four years this popular drug store has been under the ownership and management of Mr. Jeff Bruce, who is thoroughly skilled in this line of endeavor, having graduated from the University of North Carolina at Chapel Hill, N. C. He has been actively engaged in his chosen work since that time with steadily growing success. The prescription department of the store receives his personal attention, and customers may rest assured of having their physician's prescriptions carefully prepared with fresh and pure drugs.

Mr. Bruce's stock is full and complete of drugs, drug sundries, drug notions, candies, cigars, cigarettes, tobaccos, etc., and his own formula for preparing Bruce's Cold Tablets and Bruce's Cough Syrup has proven wonders to many with these ailments.

Throughout his trade territory he possesses a large and select growing patronage, his honest equivalents, reliability, ample variety of price and quality and constant disposition to please and accommodate. He fully enjoys the confidence and esteem of all as a result of the integrity and reliability that has ever been the feature of his entire career.

**PRICE & FLEMMING.**  
General Merchandise  
Hot Springs, N. C.

While there are a large number of general merchandise stores in our thriving and prosperous county, none is more prominent or has better trade than the one conducted by Messrs. Price & Flemming, of Hot Springs, N. C.

This business was established three years ago and has been prosperous from its very start. They carry a full line of men and boys clothing, dry goods of all kinds, notions, ladies coat suits, dresses and skirts, Society King Shoes for men and boys, Runaway Shoes for Ladies and Misses, trunks, hand bags, suit cases, etc. and in fact everything that one would expect in a store of this character. At no time is their stock depleted but always kept up to a high standard and it is a rare thing that a patron leaves the store without finding what they called for.

This firm also makes a specialty of buying and selling chickens, eggs, butter, and all kinds of country produce paying the highest market prices to the country people at all times for these commodities which has made their place very popular with the trade.

The firm is composed of Messrs. M. T. Price and W. M. W. Flemming two of Hot Springs most enterprising and progressive young business men. Mr. Price is the present Mayor of the town, and takes an active interest in everything tending to the welfare of the city, and very few have keener sight into the general trend and outcome of public acts.

**Beware of Ointments for Catarrh that Contain Mercury,**

as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by E. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally, and made in Toledo, Ohio, by E. J. Cheney & Co. Testimonials free. Sold by Druggists. Price, 75c. per bottle. Take Hall's Family Pills for constipation.

**NICHOLSON & LANCE,**  
General Merchandise  
Hot Springs, N. C.

Hustling qualities, combined with business ability and reliable methods, can always secure results, and the individual endowed with these characteristics and stimulated by an ambition to be both aggressive and progressive can not fail of achieving success. The foregoing observation is at once suggested by a glance at the career of the business conducted by the above mentioned firm which has been in existence fifteen years. This firm has built up and added to until today it provides most everything in dry goods, notions, shoes, hats, groceries, hardware, tinware, ladies ready to wear goods, shoes, grain and feed, etc. Their stock is well displayed in their building which has an area of 7,600 square feet of floor space.

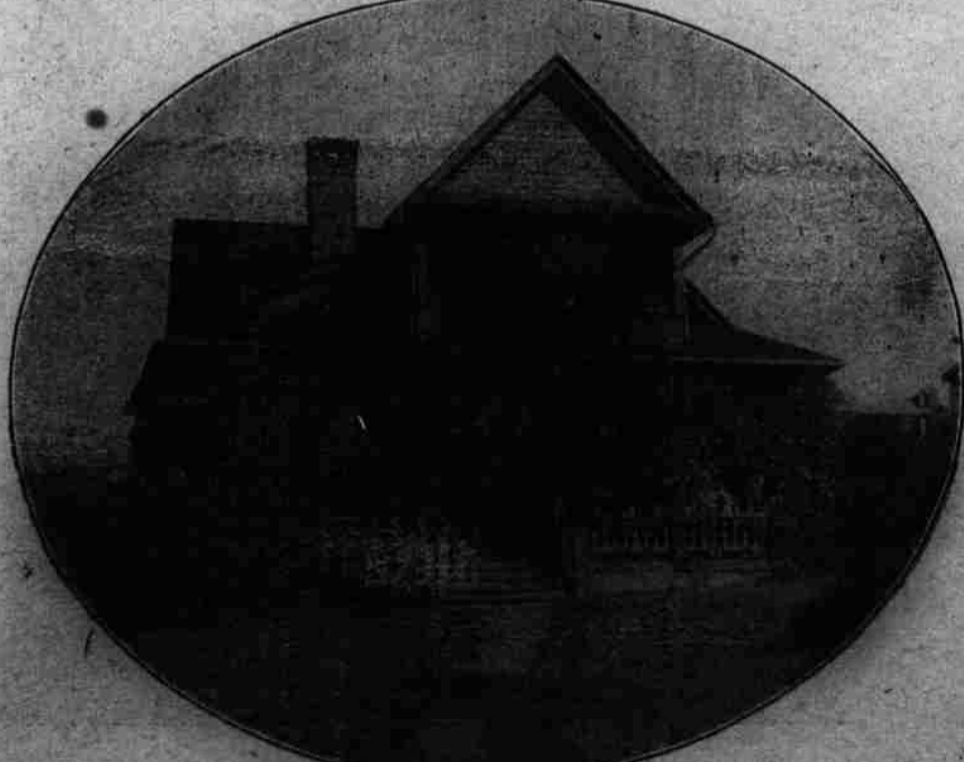
The members of the firm of Messrs. B. I. Nicholson and J. E. Lance, who have made good by living up to representations in all cases. That they have the confidence of the people generally is demonstrated by the large trade they receive. This endorsement by the people is valued highly, for it has won by fair dealings and moderate prices. As merchants and citizens this firm has a reputation for reliability in all relations that has won the confidence of the entire community.

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