

QUAKER NEWS.

Published at Sequachee, Tenn.

HILL & SON.

—EDITORS & PUBLISHERS.—

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THURSDAY, JULY 9, 1896

THE NEWS is a first class advertising medium. Did you know that?

THE big printing presses of the coming Nation were moved to New Ruskin, formerly Cave City, last week. Does this mean the abandonment of Tennessee City and the Cosoperative Colony there?

Wanted, at once, some one to manage an uncontrollable temper. Good wages will be paid to anyone who can take good care of it.—Tri County Democrat.

Hallo! What's de matter wid Hannah?

THE NEWS appears this week in an enlarged form, and there is no rise in the price as yet. In the face of this some refuse to take the paper, why we do not know. Remember you are cutting your own throat when you do not support us, for if we cannot make a living here, we can elsewhere.

THE NEWS has been requested to give an article on the meaning of 16 to 1. A full and comprehensive account of its meaning and derivation will be in next week's issue, as the paper is too crowded to insert it this week. The NEWS is always glad to answer questions and will gladly publish articles on live topics of the day.

MRS HARRIET BEECHER STOWE died Wednesday last at Hartford Conn. Mrs. Stowe was the authoress of Uncle Tom's Cabin, a book which is known the world over. She has also written several other works, but none attained the popularity which the story of Uncle Tom and his vicissitudes gained for the authoress. She was buried with private ceremonies at Andover, Mass.

Ripe apples, peaches blackberries and garden truck of all kinds, potatoes, beans, peas, squashes, etc., and all very cheap. Now if they will only put quinine at a low figure, living would be cheap here.—Waverly New Era.

This is a curious year judging it from the standpoint of sickness. There is a wave of malaria sweeping the country. Even exchanges as far north as Massachusetts speak of it. It is something like the epidemic of La Grippe that overspread the country about six or eight years ago.

A Vote of Thanks.

The Sequachee Dramatic and Musical Societies desire to express their appreciation of the kindness of C. H. Pearson, Esq., to them, and also for his thoughtfulness and generosity in providing a collation at the close of their exhibition.

Successful Newspaper Advertising.

Successful newspaper advertising is the result of close study of existing needs and conditions. It is the realization from something that requires as much thought and care as any other part of business. The man of keen insight and discrimination arranges the batteries of his thoughts where they will do the most good. Like the general of an army he examines the field of battle, counts up his forces, and then assails the enemy. This is the method of the up-to-date modern advertiser, the successful man of business. If you have anything to advertise, advertise it thoroughly, and to do this well, nothing in the wide, wide world can beat the newspaper.

The first and most necessary consideration is the medium. A good "ad" in a poor paper may possibly earn its salt, but it is doubtful. In advertising, advertise well. An excellent "ad" in an equally good paper which is carefully edited and neatly printed, must of necessity, yield results which will be only governed accordingly as the article is one which is desired by the general public or not. The influence of a paper is another powerful factor. Some papers are regarded by their subscribers with entire dependence and trust in all matters, political or otherwise, and the advertising columns are regarded with the same confidence. Such a one is the paper for the honest advertiser to seek.

Do not be tempted by large circulations. Examine the paper whose space you are thinking of buying and carefully determine whether it goes before the class you want to go before, or not. Do not advertise muslins in Kamtschatka just because a paper there has a circulation of several thousand among the natives, nor Russian furs in the Desert of Sahara—unless as curiosities.

An excess of advertisements in a country paper should lead to a suspicion of "dead matter," and when such is the case a paucity of live, fresh intelligence will always be observed, which, of course, is detrimental to the subscription list. We may, with very few exceptions, say that such papers are being run merely to catch some legal advertising, or for political purposes.

On the other hand, the good paper—the worthy advertising medium—such as we have described before—which enters the homes of the people as a counsellor and adviser, you may set down as being just the one the advertiser desires. He does not want to reach a lot of "old fogies" but those people only who believe that there is something better, or otherwise happening day after day, and take, and read, the newspaper to find it out.

No advertiser with due attention to the above points should fail to secure the publicity he desires. But this is hardly half the battle. The next step is to have the advertisement so constructed that it will attract the attention of the reader, and so concentrate his thought if only for a moment. It will bear fruit afterwards, if not now. Do not delude yourself that to attract attention, your "ad" must be a "chamber of horrors" like some bicycle "ads" we have seen. Such only create disgust. That which appeals to the reason is what is wanted. Humor is very difficult to manage and should be dealt with sparingly. It may entertain but not sell goods. Still a lucky "funny" saying will attract a deal of attention, but it must be just right, or it will fall flat.

The opportunity for advertising waits for no man. The acceptable moment may be now or next week—

Much in Little

Is especially true of Hood's Pills, for no medicine ever contained so great curative power in so small space. They are a whole medicine

Hood's Pills

Always ready, always efficient, always satisfactory; prevent a cold or fever, cure all liver ills, sick headaches, jaundice, constipation, etc. 25c. The only Pills to take with Hood's Sarsaparilla.

that is for the advertiser to decide. This is the point on which the sagacious advertiser carries off the prize, and leaves the other man to mourn. "Watchfulness" should be his motto and undue precipitation may cause defeat. As a writer in Printer's Ink of June 17 says "the intricacies of the linotype are a straight road compared with the endless and countless field of advertising." The average advertiser does not consider that he has a big job on his hands when he starts to advertise properly. We say properly, because the only way to advertise properly is to advertise to sell and sell from the advertising.

Patience, acuteness and correct understanding of men and times assisted by the patronage of a good medium should bring success to the door of any advertiser. And the newspaper man is as much interested in his customer's success as any one, and the more good the advertisements printed in his paper do the advertiser, the better he feels.

Gets a Costa Rica Contract.

South Pittsburg Tenn. July 4—The South Pittsburg Pipe Works has secured an order for 1600 tons of cast iron water pipe for shipment to Cos a Rica Central America. As this order was taken in competition not only with American foundries but also Belgium and English foundries it is considered a credit to Tennessee industries.

It is true that the plant here is not as large as some of its competitors but it claims to have a marked superiority over Eastern competitors especially for the reason that it is located in the heart of the Southern iron district, having at its very door nearly all of the raw material that is required in the manufacture of the product, namely iron ore coal mines lime rock clay and cheap labor. This will be read with interest by all Tennesseans who are interested in the industrial development of their State.—American.

Deafness Cannot be Cured

by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube gets inflamed you have a rumbling sound or imperfect hearing, and when this is entirely closed deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by catarrh, which is nothing but an inflamed condition of the mucous surfaces.

We will give One Hundred Dollars Reward for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars.

F. J. CHENEY & CO., Toledo, Ohio. Sold by Druggists, 75c. Hall's family pills are the best.

Subscribe for the NEWS.

THOMAS H. HILL.

Notary Public: Certificate of Appointment filed in U. S. Pension Offices.

CORRESPONDENCE solicited from persons desiring to purchase land for residence or farming purposes. TITLES examined.

SEQUACHEE, TENN.

SEQUACHEE WATER WORKS.

Office:—Marion House.

Residents of Sequachee have all the privileges in connection with Water Services, equal to any first class city. The supply is taken from Cumberland Mountain from springs 350 feet elevation. Three miles of pipe are now laid.

HOTEL MARION.

NEW HAMPSHIRE AVENUE, SEQUACHEE, TENN.

Good Accommodations; Charges Reasonable.

Parties coming from the North will confer a favor by writing, or using Phone or Telegraph.

GABEL & BROWN,

—MANUFACTURERS AND DEALERS IN—

LUMBER!

ROUGH AND DRESSED. Flooring, Ceiling, Siding & Mouldings.

Yellow Poplar and Oak a specialty.

SEQUACHEE,

TENNESSEE.

JOB

LAW STATIONARY

WE can furnish you letter heads, bill heads, statements, circulars, invitations and cards.

BOOK WORK.

PRINTING!

The "Rossmore,"

The Business Centre.

Electric Cars to and from the Depots and all Points of Interest pass this Hotel.

Five Front Rooms: wide Halls: practically fire proof.

Polite, Prompt Attention.

Lookout Mountain in full view from Hotel Veranda.

Rates—\$2.00 per day.

ABNER L. ROSS, PROPRIETOR.

—CLERKS—

HORACE BAYLESS. J. T. STEWART.

Special attention and information to tourists and ladies traveling alone, CHATTANOOGA, TENN.

Merchant's Hotel.

Corner 8th and Chestnut Streets. Pleasant Location.

One block from Union Depot.

One block from Electric Cars.

Forty Front Rooms.

Electric Lights and Bells in every Room. Polite attention.

Information about Battlefields and Points of Historic Interest

freely furnished.

Rates—\$1.50 to \$2 per day.

Special by the week.

ABNER L. ROSS, PROPRIETOR.

—CLERKS—

FRANK HODGKINS. M. V. OWENS.

Subscribe for the . . .

SEQUACHEE VALLEY NEWS.