

Concerning Advertising --and Man Clothes.

POSITIVE and strong statements in our advertisements is a duty to our public. The truth has small chance in advertising. Prevarication, or worse, long held high carnival in advertising. It is only the righteous remnant of advertisers that even now despise a lie, but sincerity demands the admission that the number that believes in honest advertising is increasing slowly.

This makes it hard for the truth-teller. His truth must be told with emphasis and skill to get a hearing—it MUST get a hearing if the business it represents is to win. "Truth crushed to earth will rise again" is all very good for Truth, but when Truth has goods to sell the market may be passed before Truth will materialize. Therefore Truth mustn't be crushed.

Readers have discounted advertising statements so much and so long that for their OWN good the Truth about our goods and prices should be urged boldly and persistently. Were it profitable we could make bright reading daily in giving an analysis of retail advertising. Our advertising is watched carefully to guard against over-statement, and there are other store-keepers of whom the same may be said.

The object of this is to repeat with force what is already understood—that our most positive advertising statements are the ones that command our own largest confidence.

For months and years we have told the clothes-buying public of Obion and adjoining counties Hart, Shaffner & Marx Clothes were good; that Young's Hats were all right, and that Hanan Shoes were tip-top. They have tried them to their entire satisfaction. ¶ Since re-opening our store a few weeks ago our business has gone beyond our most sanguine expectations, despite the very unfavorable weather. We have a brand new stock of all the old familiar lines, and are going to continue to sell at one reasonable price to everybody.

Why go to a store which marks a price the salesmen are compelled to cut in order to sell the goods.

Salesmen—
Joe Rogers,
G. W. Robinson,
Dan Glenn,

THE MODEL

H. T. ROBINSON
Manager
The ONE-PRICE Store.

UNION CITY'S NEWEST STORE.

Society.....

Four Leaf Clover.

The Four Leaf Clover Club was entertained last Tuesday afternoon at the home of Mrs. Knox Everett. A large number of the members were present. Visitors: Misses Nellie May and Ida Wood, of Dyersburg, and Cottie Cheatham, of Gibbs. The visitors' prize, a handsome candle stand, was awarded to Miss Nellie May Wood. The club prize, a Venetian vase, was captured by Mrs. Fred Kline.

Taylor-Crockett.

A very interesting event last Tuesday, Oct. 2, was the morning wedding uniting the lives of Donald C. Taylor, a prominent young gentleman of Trenton, and Miss Mary Crockett, a young lady popular in the social circles of this city. The ceremony, delivered by Dr. Ira Landrith, of Nashville, was an eloquent and beautiful tribute to the sacred institution of matrimony.

The nuptials were administered in the presence of a large assemblage of guests at the home of the bride's parents on Fourth street.

The hall and parlors were transformed into an Eden of choicest plants and flowers. The ceremonies conformed to the hour in simplicity, but the scene was brilliant.

While the guests were waiting Miss Mamy Gardner entertained them with "Dearie" and one or two other pretty selections.

The bride and groom came forth to the strains of the wedding march by Miss Mary Swiggart and the minister made them husband and wife—"Whom God hath joined together let not man put asunder."

The bride wore a stylish brown traveling gown; the groom was in black. When the rites were concluded the couple made a hasty exit and drove to the northbound train for St. Louis and Chicago to enjoy their honeymoon. They will be at home in Fulton October 10 at the Usona Hotel.

Mrs. Taylor, the bride, is the only daughter of Mr. and Mrs. Cave J. Crockett, one of the families of

descendants of the illustrious Davy Crockett. She was popularly associated with all that was best in the social life of the city, a member of various clubs and a frequent welcome guest of the members. She was a member and regular attendant at church and admired for both her social and moral worth. Mrs. Taylor was also charming in person and manner and enjoyed the highest regard of a host of friends.

Mr. Taylor was formerly engaged in this city as salesman for the Dietzels, afterwards being promoted to the place of traveling salesman for Simmons Hardware Co., St. Louis. He is a son of Col. R. Z. Taylor, of Trenton, and a young man of worth and character. He was well and popularly known in this city. The young people are happily mated and fully sensible of the important step in life. They were given universal approbation and congratulations followed them in a shower of blessings.

The wedding presents were abundant and overflowing, including very rare and valuable collections of silver, plate, etc.

Among the many guests present were Col. and Mrs. R. Z. Taylor, Judge W. C. Caldwell, Miss Gertrude Caldwell, Geo. and Hillsman Taylor, Trenton; Mrs. Mills, Paducah; Mrs. Anthony, Lexington, Ky.; Geo. Taylor, St. Louis; Mrs. F. J. Smith and Miss Sallie Crockett, Troy.

We offer our heartiest congratulations.

We appreciate the fact that few people are judges of diamonds, and that in purchasing these gems they must rely almost upon the fairness and honor of the house they deal with. It is for this reason that we are very particular to state to the customer all the facts regarding the diamond under consideration, giving the exact weight explaining the various grades, and naming the lowest possible price, in every instance. To those who are experienced in the selection of diamonds, the quality and prices will appeal without any comment on our part. Bransford & Andrews, the Dependable Jewelers and Opticians.

WANTED—Women experienced with sewing machine work by Canvas Decoy Company.

HONOR ROLL.

Attendance and Studies for Public High School, September, 1906.

A full month's work has been completed in the Public High School and the standings as made by the respective pupils have been read. From out those standings we publish to-day a full list of those who have maintained an average of 90 per cent. or over for the full time. This list might have been larger, but pupils who have been absent have not made up their work and have consequently had some zeros to their credit. No pupil is able to maintain these honors unless by regular attendance and faithful study.

HONORS.

Virgil—Morris Hawes, Bessie Beck, Mabel Griffin, Beth McConnell.

Anabasis—Fred Cloyes, Morris Hawes, Bessie Beck, Mabel Griffin, Annie Lee White, Beth McConnell. Spanish—Beth McConnell. Ad. Geometry—Beth McConnell, Fred Cloyes.

Fourth English—Fred Cloyes, Morris Hawes, Mabel Griffin, Beth McConnell, Dezzie Brown, Annie Lee White.

Caesar—Sally Kate Brevard, Joe Rippy, Mary Moore, Lula White.

P. Geometry—Lee Cloyes, Davis Flack, Sally Kate Brevard.

Third English—Lee Cloyes, Joe Rippy, Margaret Morton, Lula White.

German—Lee Cloyes, Roy Taylor, Sally Kate Brevard.

A Latin—Ruth Isaacs.

A Algebra—Dot Beck, Sally Kate Brevard, Ruth Isaacs, Katie Mays, Genevieve Nailling, Oral Pace, Lucille Posey, Lelia Reeves.

Second English—Allie May Davie, Ruth Isaacs, Janie Lane, Lucile Lane, Oral Pace.

Physiology—Katie Mays, Ruth Isaacs, Will Kerlin.

B Latin—Lara Caldwell, Mary Hunter Flack, Emmie Locke, Vardell Vaughn, Helen Verhine.

First English—Frank Elliott, Leslie Johnson, Ralph Quinn, Vivian Reynolds, Marene Allen, Lara Caldwell, Eura Clark, Campiel Escue, Mary Hunter Flack, Emmie



A SYSTEM TONIC ESPECIALLY EFFECTIVE IN KIDNEY DISEASES

SOLD EVERYWHERE - PRICE \$1.00 PER BOTTLE

ALLEN DRUG CO., Special Agents.

Locke, Ruth McConnell, Blanche Roberts, Vardell Vaughn, Helen Verhine.

B Algebra—Harry Campbell, Frank Elliott, Harry Harper, Mary Attebery, Leslie Johnson, Fulton Moffett, Ralph Quinn, Pierce Pardue, Vivian Reynolds, Marene Allen, Murray Woody, Lara Caldwell, Eura Clark, Mary Hunter Flack, Emmie Locke, Ruth McConnell, Blanche Roberts, Vardell Vaughn, Helen Verhine.

U. S. History—Ralph Quinn, Vivian Reynolds, Murray Woody, Lara Caldwell, Emmie Locke, Vardell Vaughn, Helen Verhine.

Spelling—Harry Campbell, Ralph Quinn, Murray Woody, Lara Caldwell, Marene Allen, Mary Hunter Flack, Emmie Locke, Ruth McConnell, Vardell Vaughn, Helen Verhine.

Mental Arithmetic—Pierce Pardue, Ralph Quinn, Vivian Reynolds, Murray Woody, Lara Caldwell, Mary Hunter Flack, Emmie Locke, Vardell Vaughn, Helen Verhine.

Department—Annie Lee White, Mabel Carmen, Fern Major, Ruby Littleton, Harry Campbell, Lee Cloyes, Roy Taylor, Fulton Moffett, Mary Attebery, Will Kerlin, Jennie Lane, Lucile Lane, Allie May Davie, Volena Floyd, Mary Hunter Flack, Emmie Escue, Lara Caldwell, Emmie Locke, Frank Elliott, Ralph Quinn.

The following pupils have been neither absent nor tardy. The list speaks well for the thoughtfulness of parents and diligence of pupils. We regret that sickness of pupil or parent has made some absence which would in no other case have existed:

Eleventh Grade—Morris Hawes, Bessie Beck, Mabel Griffin, Annie Lee White, Fern Major.

Ninth Grade—Will Kerlin, Melvin Tisdale, Una Gossum, Katie Mays, Allie May Davie, Lucile Lane, Ruth Isaacs, Ruth Maveety, Jennie McKinney, Lucile Posey.

Tenth Grade—Roy Taylor, Ruth Crenshaw, Gertrude Lane, Lucile Major, Maude Nichols, Ruth Wells, Lucile Wells, Lula White.

Eighth Grade—Harry Campbell, Leslie Johnson, Pierce Pardue, Ralph Quinn, Lara Caldwell, Emmie Locke, Helen Verhine.

If you want a big line of cut glass to select your presents, go to Nailling-Keiser Hardware Co., successors to H. Dietzel.

Don't fail to read the ad. of The Model Store in this issue if you are looking for good clothes to wear.

Our tall line of jewelry, silverware, cut-glass and novelties are arriving daily. Call and see them. Bransford & Andrews.

When you buy an article from Bransford & Andrews that is not as represented return it for they had rather you would test them than any one else. And they will make it good, either in exchange or in cash.

Bought Farm.

A. E. Glover yesterday bought the Geo Moody farm of 100 acres at \$75 an acre. The farm is near Mr. Glover's place.

We have a brand new line of gold and silver handled umbrellas, and they are beauties. And the prices are the lowest possible for the grade of goods. Call and ask to see them. Bransford & Andrews, the Dependable Jewelers and Opticians.

The Indians.

As our ancestors saw them, they were tall, straight, well-formed people and were active, hardy and strong. They had brownish red skins, some of them being much darker than others. They had black eyes and coarse straight black hair.

The men had no beard. They very rarely had handsome faces, and there were very pleasant looking ones. They had some noble traits of character, and some of their chiefs were great and wise men for savages.

They were brave and cunning, cruel and revengeful. They were very fond of gay colors and trinkets.

The Indians were very lazy and dirty, and were great liars and rogues. They did not think stealing and lying was wrong. They had no houses to live in but a sort of hut called Wigwam. The women did nearly all of the work, while the men hunted, fought and stayed about the camp. They traded the skins and furs of wild animals for ammunition.

The French and Indians had a war in 1812 the French were defeated. The Indians would rob and kill any of the white men any time they had a chance.

The Indians of North America were not all exactly alike in appearance and habits, nor did they all speak the same language. They shoot with bows and arrows. The men have short hair, ornamented with feathers.

When white people first settled in Tennessee, and in the adjoining parts of North and South Carolina, the Cherokees lived in the mountains and valleys of what is now East Tennessee. They had cattle and horses, and raised considerable crops of corn.

FAY HAMPTON,
Age 11 years, Mt. Olive school, Crystal, Tenn.
Teacher, Miss Lizzie Bramham.

Ring 100 for your favorite magazines.