## 上in THE ATLANTA CONSTITUTION 䠄



Long Fight of the Democrat to Lower Rates in Interes
of the Consumer Is Prac
tically Over. COTTON FUTURES TAX - Conference Report Adopted
by Senate After Listless Debate - La Follette an




| Sixteen-Story Office Building Will Soon |
| :---: |
| Be Erected by E. L. Connally on Whitehall |

BURED FOR WEEK
MNER IS CALING FORBEEFDMWER

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Thomas Toshesky Entombed
Since ${ }^{\wedge}$ Last Friday, Is Very
Much Alive and Wants a
Substantial Meal.

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ALL STREET GMES
BARRED CO CHILDREN
BY HIGHW AY SOCIETY
ANKLE POCKETBOOK
STUNS PEDESTRANS
AT PE.ACHTREE SHOW


## DAVIS WAS SELECTED

TO KILL WALTER DREW
He Was to Be Paid \$5,000 fo Murder-Secretary-Treasurer Jones of Iron Workers
$\qquad$
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$\qquad$


These New Shirts Alone
Would Proclaim
A New Season
hattan mamntain their established merit
of chazacter distinction.
fall designs show colors varied
$\$ 1.50$ to $\$ 3.50$
Carlton's "Clean-Cuff" Shirt

lite white the cuft, whle the immacu-
$\$ 1.50$ and $\$ 2.00$
The New Ties
Thac troadness of the new tie is at
broad talliumg point. Thereses great
churss shown in the handsome frow-
dec eloped and from the deder dep folds.
50c up
Carlton Shoe \& Clothing Co. 36 Whitehall

MISS OCTOBER MORN DRAPED IN APRON Rema cination

UNGLE SAM'S MARSHALS
TO NAME THER DEPUTIES

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$\qquad$
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## Wilson to Visit Mobile

$\qquad$
Maxim Gorky Very III.


## No Need to Further Delay Buying Your Fall Clothes <br> When You Can Buy Your Needs On



National Clothing Company
270 Peters Street


Very Easy Payments
And At Prices That Compare Most Favorably with the Gash Stares


## CAMAL MOT NUMRRD BY THE ERRTHUMAKE



## New Color Notes

In New Shirts
and Furnishings
For the man who appreciates the privilege of high color in his attire, an nteresting season of color combina tions lies ahead.

If one is to be soberly and quietly clad outwardly he is going to make up for it-to the entire extent of his fanc -in fall and winter furnishings.

Such is the movement in Shirtsbeautifully blended colors grouped in broad stripes-striking contrasts with tartlingly good effects:

Madras and Mercerized Stuffs
$\mathbf{\$ 1 . 5 0}$ to $\mathbf{\$ 3 . 5 0}$
Silk Shirts
S5.00 up
Flannel Shirts $\$ 6.50$
Silk and Flannel.......S8.50

## Fanciful Waistcoats

## Very new are these enhancers of . effects in men's attire basket weaves are bound with silk braid and finished with pearl or jet <br> $\$ 5, \$ 6.50$ and $\$ 7.50$ <br> Geo. Muse Clothing Co.



## WSITEPVEISS CUTINGOF GRL

Husband of Five "Wives" Stumped by Marriage Tangle

Wyatt $F$ $\qquad$


If you ever buy a mortgage, the first thing you'll do is to consider carefully the underlying security; then you'll take into account the names on the paper-the moral security; sometimes the man property involved.
In the course of your life you probably invest in clothes enough money to buy a good big mortgage. Do you know anything curity in the clothes you curity in the clothes you
wear? Does the name and wear? Does the name and
reputation of the maker mean anything to you?

Our suits and overcoats are made to be "giltedged" security; we put
our name into them as a guaranty of good faith.

- If you knew how much value you would find in $\$ 25$, you'd start now to

Hart Schaffner \& Marx Good Clothes Makers

Daniel Bros. Co.


KODAKS Sisuid

APPLES APPLES
 Hemein

BUY NOW BUY NOW
Cornwall \& Brazey
Fruit Growers

## $\$ 5.50$ <br> ATLANTA MONTGOMERY  THE WEST POINT ROUTE  

 98BOTHPHONES98 LILERS OSSEMGER ESSENGES 33SFORSYTHST.
f THE CONSTITUTION






Just From Georgia prank th stampon
 the heart of the city, have been altered
tiree, four, five and six times. Each time
sueh alteration have been made, property-
owners have been compelled, at lare cost
and great inconvenience, to change the grades of their lots. As Alderman Thom-
son says, the claims committee of council
is constanty busy with claims growing out
of this condition The money thus exp by the city for a few months would defray
the cost of a topographical map. And all
the money thus expended would have been
saved had a topographical map been emnployed many years ago.
IF street affords a pertinent nllastration
of the scientific and the non-scieutific
methods of municipal rebultingn. The street,
in its present condition, is an unanswerable in its present condition, is an unanswerable
argument for regrading and general ime
provement. It is now an almost level thor-
oughare wherg a oughare where a rew months ago it was a
series of hills and valleys, almost prohibit-
ine to certain forms of traffic. But had At-
lanta adopted the blue-print method many
ver years ago property-owners on Ivy and the
city government would have built with a
view to the future grade or the street. As it
is, the penalties to residents and users of
te to need recithal.
The change the city has wrought on Ivy
should he the eventual policy of the city to.
ward all important streets. Whitehall, For-
syth and Peachtree are other illustrations so



| BERLIN. <br> By Ghotge fitcen, Anthor of "At Good Old Slwnhh, |
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POSTMASTER JONES SHOWS SUNDAY CLOSING FOLLY

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Newspaper RRCHIVE

Page Five

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Many a Man May Be Innocent
Whom the World Thinks Guilty Judge Arthur Pọwall
$\$ 500$ Wedding Gift 10-Inch Sheffield Sandwich Trays Special Value
In order to secure spectal values for
our customers, we have these hand-
some Sandwich Trays made in lots of ne hundred at a time. Ordinarily,
for $\$ 8$

## Thantities enables These Sandwic

 inches in diameter. They are made of nickel silver, heavily silver-plated,
## a generation.

The patterns are assorted in six or
more designs. They look as well as
more designs. They, look as well as
Sterling, being really more durable Sterling, being really more durable.
One initial in Old English engraved without charge.
Mail orders shipped prepaid. ory you our big stock of wedding gifts. MAIER \& BERKELE, Inc.


## IF MEALS HII BACK <br> AND STOMACH SUURS







## IET TO DE IN DTTCH BY OY-RDNG NEGRO



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$x^{8}=$ 50-52 Marietta Street

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SOCIETY

## Philharmonic Orchestra Splendid Ad for Atlanta

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Your scrubbing is done in half the time, with half the work, with

## GOLD BUST

Washes dishes, pots, pans, windows and cleans everything in a jiffy.

5 c and larger packages
chat the GoLa musy TwaNs


Assorted Nuts and Fruits
A new and most captivating assort ment of flavors tha lovers of fine candy.

Just whole nut kernels and cubes of cious fruit enveloped in crisp shells of finest milk chocolate.

In each piece there seems to have been created 2 new and rate deliciousness that is delightfully satisfying. sold in beautiful lavender-tinted boxes---\$1.00 the pound.

## Nunnally;

o3 Peachtree ${ }^{3}$ Pecabtrce 34 whitehall

#  <br>  <br>  <br>  <br>  <br>  

Keely Company
Keely Company


Autumn
Attire
for the
Children

## Our Child's Dept., 2nd Floor

$\mathrm{W}_{e}$ will specially feature today and tomorrow Children's wants for the cool and chillv weather Coats, Hats, Dresses, Rain Coats, Underwear, Nightwear and Sweaters

## A Special Sale of Coats

 Black Plush Coats Black Plush Hats Thi (2 to 12 yeare) Coat will be the most popular Coat this season for Children. and we are ready with an ex Prices from $\$ 5$ to $\$ 10$
## A Coat Sale $\$ 5$

 (2 to 12 years) Some strictly talored, others with the new belted effects: many finished with velvet collars and cuffs; materials are Clotha, Zibelines. Chinchillas, $\$ 5.00$ These are the most called for Hats of the season. and are made of the genuine Hatters. Plush; correctly shaped and trimmed. Prices from $\$ 2$ to $\$ 8$
## A Hat Sale \$2

Made of velvets, corduroys and Made of velvets, corduroys and plushes, in black and colors; very mart for school or deneral wear: some are tailored. others flower and feather trimmed $\$ 2.00$

High Novelty Coats $\$ 6.50$ to $\$ 16.50$ A large collection of Boucles, Cheviots, Chinchillas, Zibelines and Chiffon Cloths.
These are all Novelty Shapes and Styles, being elegantly tailored
Keely Company


Call to the People
THE LARGER FAITH"
An Up-to-the-Minute Sermon
Rev. Fred A. Line
FIRST UNIVERSALIST CHURCH 16 East Harris Street SUNDAY EVENING, AT EIGHT O'CLOCK MORNING SERVICE 11 A. M.
Subject: "God's Right Hand Mán.

srive urse thie
 PUBLICITY COMMITTEE


MOTHER PUTS MATCH TO TURPENTINE POOL





Protect Woursidf! Tit the orlghal and gonulme; HORLICK'S
MALTED MILK The Food-drik for All Ages. For hifants, Ihivilidid, and Giowing child


 GEORGIANS WORKING




GOING TO KNOXVILLE?


## ABERNACLE TO RUN NURSERY ON SUNDAY



NOT BE LIVINa

T. WILLIAMSON HEADS
MACON LABOR UNION


## Wear

## Stein-Bloch Clothes

They're Style Clothes-They Fit-Retain Their Shape-and Serve Wonderfully Well.
We're glad to link up our local reputation with the national reputation of such makers as SteinBloch.
If you're needing a Suit or Overcoat you should inspect Stein-Bloch Smart Clothes-and get acquainted with our store service today.
Suits and Overcoats $\$ 25$ to $\$ 40$

## Parks-Chambers-Hardwick <br> COMPANY <br> Athant. Gi.

## Yellow Jackets Looking Formidable

## WHIFFS

Analysis of Playing Strength GIANTS WIN ONE Of the World's Series Rivals On Their Work This Season


Low Scores Are Predicted Luck Will Decide Outcome ATLANTA BOYS WIN Even Money Is General Odds


| IN TENNS TOUNNEY |
| :---: |
| A FANS PLEA. |

AMERICANLEAGUE


AND DRPP COUPIE
Loeb and Patten in Uniform Play Against Citadel Team

WON BY BALHMAN

CONNIE MACK GIVES
VETERANS WORKOUT


Eastern Painless Dentists


TGEEFANOUS WHALEBONE PLATE
 cotion heto


$\mathbf{A}^{\mathrm{D}}$
DVERTISING has developed so rapidly along the various courses of least resistance that fallacy after fallacy have had their vogue. Millions have been wasted in the discovery of their error. The most flagrant abuses, contradictory to good business principles and commercial ethics, have crept in and seemed to thrive.

But crooked advertising methods have about hanged themselves. Wildcat methods and questionable business devices based upon advertising, are curling up and disappearing before a national sentiment for honesty and conservatism. Advertising is very rapidly systematizing itself. Sound business principles are coming into their own. The advertising adventurer is finding no more easy harvests. The public is adventurer is finding no more easy harvests. The public is
not gullible today. Studious analysis and the finest sort of not gulibie today. Studious analysis and the finest sort of are taking the place of reckless speculation. Advertising is very are taking the place of reckless speculation. Advertising is ver
much nearer being a true business science than ever before.

## (1) ब I

ONE of the phases of this reaction is the increasing aversion of advertisers to buying space merely on circulation statements. A few years ago, "How much circulation has your publication?" was invariably the first, and frequently the only, question a publisher was asked to answer. In order to answer it effectively and truthfully, as nearly all of them desired to do, he directed the entire energy of his operating organization to producing circulation figures, regardless of cost and of profit to himself or the advertiser. He was driven to that extreme by the advertiser.

In recent years the most skillful advertisers; those with the largest annual appropriations; those whose business success is the most contingent upon their advertising program, are discounting mere circulation figures. . They are systematically gathering information from which to answer for themselves such questions as these:

What is the character of the publication?
What is its age?
What kind of people are its subscribers?
Over what area does its circulation range?
How does it secure and hold its subscribers?
Is its appeal to its constituency such as to elicit their confidence in its news and editorial opinions?

What proportion of the people it reaches are both by location of residence and station in life reasonably possible purchasers?

Is its management such as to give complete credence to its circulation representations?

Advertisers desíring to reach only certain classes are demanding even more special information, for the purpose of determining what mediums will give them the most responsive circulation, in relation to their particular advertising.

At the convention of the Associated Advertising Clubs of America, in Baltimore last May, there was a veritable outcry from national advertisers generally against unnatural increases in newspaper circulations, bringing with them inevitably increased rates. They demanded solidification; intensification of circulations within natural bounds; the minimization of waste; and the employment of only those methods of expanding circulation as will produce permanent readers among responsible classes.

## C. $\mathbb{C}$

THERE are, broadly speaking, among the whites, no classes of people in Atlanta and Georgia in relation to newspaper circulation. In such cities as New York, Chicago and Boston, there are distinct classes, each sufficient to maintain newspapers of class appeal. For example, The New York Evening Post and The Boston Transcript, both excellent and prosperous papers, are read almost exclusively by wealthy and cultured people.

Here in Georgia everybody is pretty much alike. There is not much difference between any of us in dress, food, habits and sentiments. There is only a small proportion of very poor people and almost as small a percentage of people who are wealthy.

In evidence of this there are about 2,500 men in Atlanta who are members of one or more of the three leading social clubs. The majority of men in Atlanta of considerable means or income are members of one or more of these clubs. The entire population which they represent, on a basis of five to each family, is but 12,500 , or 7 per cent of the entire population. If a newspaper reached every one of their homes it would have but 2,500 class circulation in Atlanta.

There are no stores in Atlanta catering to the wealthy classes exclusively. Fifth Avenue in New York is lined with them for miles. There are not enough wealthy people in the city to provide a profitable patronage to many stores carrying only expensive merchandise. Ninety per cent of the stock of Atlanta stores is sold to all classes. Most stores carry some lines of goods that only the wealthy can afford, and some lines that only the poor accept. Broadly speaking, however, stores are not stocked for the classes, but for the masses, because the masses make up the great "90 per cent:"

The same thing is true of newspaper circulation. Any newspaper of circulation running into the thousands must reach about the same general average of people as any other paper in the same field.

Consequently 1,000 actual circulation, the kind that is delivered in the homes, of one newspaper in Atlanta and Georgia among white people is, on that basis alone, worth about as much for advertising purposes as an equal quantity of any other newspaper.

## C. C C

THERE is, however, a distinction that relates to quality rather than to quantity, which is responsible for a very great difference in circulation value in relation to advertising results.

It has been demonstrated repeatedly, by exhaustive tests, that all other things being approximately equal, the longer a publication has had the same list of subscribers and the better its standing with them the higher is its productiveness as a medium for legitimate lines of advertising.

This element is commonly referred to as PRESTIGE.
It is accounted for on two grounds. The longer a newspaper goes into a home the more it becomes a part of the family life. The reading of it regularly becomes a fixed habit. It is read thoroughly day by day. The more thoroughly a paper is read, for any cause, the more is the advertising read.

Instinctively people who read advertising, and nearly all of them do, unless it is obviously not entitled to it, give it the same general credence they do the news or editorial pages upon which it appears. If a reader has confidence in the dependability of his newspaper, intuitively he transfers that confidence to its advertising columns. The association of ideas is inevitable.

## C C C

THE ATLANTA CONSTITUTION was established fortyfive years ago. It has always been the same general type of a newspaper it is today conservative, clean, able, enterprising and progressive. Its circulation has had a gradual growth from a few thousand to approximately 50,000 .

The average period of 1,000 subscriptions taken at random in Atlanta recently in a test upon another matter, was found to be ten years. Probably half of its present subscribers have taken the paper many years, some for twenty-five years and more for ten years or more.

A considerable part of The Constitution's constant increase in circulation comes through sons and daughters of old subscribers entering new homes of their own, with the paper as one of the first family investments.

The Constitution is referred to as "The Georgia Bible." It is a great Southern Institution. It stands for all that is best in southern life, both traditionally and currently. It has that prestige which goes with reliability.

It is those two factors, in relation to advertising values, more than any distinctions in the classes of people it reaches, which gives it a very high value as an advertising medium, and which more than offset mere quantities of papers distributed as the basis for circulation figures.

## COTTONFELIOF COMNOTTONS5641 

 Market Broke Sharply WhenCondition Figures Were
Read, But Prices Rallied in
Late Trading.

Government Figures Make
Cotton Crop Condition 4.1
Per Cent Lower Than That
of Last Month.


GMWNG RPPORT

| PUSHIEHMHER |
| :---: |
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TWO MEN ARRESTED
FOR TRAIN ROBBERY
White woman rilled
by a negro convicti


PEACE PACT PLANNED
FOR WORLD MERCHANT

Finday

## BOwners and Operators of the HEW YOBX \& AMERICAM TEYIAL OFFICE <br> E <br> , 

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HE DROPPED $\$ 5,000$ ON "SURE" HORSE RACE


RAILROAD SCHEDULES

## 


$\qquad$

32.2. TAXICABS Belle Isle SEED AND PET STOCK H. G. HASTINGS \& CO.
$\qquad$


HELP WANTED-Male and
FEmale.
LEARN SHORTHAND
LED


THE CONSTIIUTION, ATHANTA, GA, FRIDAY, OCTOBER $3,1913$.

## Constitution Want Ads Give You Bigg Returns On a Very Simall Investment. One Smand Want Ad Keeps a Big Room Rented. Telephone Main 5000 Today.

Ads In The Constitution For Situmtions Wanted Cost Little Money. Try One. To Want a Better Jobls a Sigm That Younre Alive. Cet a New Place Now.


FOR RENT-Houss




\$1,000 at 7 per cent for first mortgage loan
handle this either for short or long term MILTON STRAUSS
620 FORSY'TH BLDG.
IVY 1053.
REAL ESTATE-For Sale. REAL ESTATE-For Sale

## F AR M

$511 / 2$ ACRES Carroll county, $31 / 2$ miles Temple, Ga
Forty acres cultivated, practically level, good, stron ed soil; 10 acres good bottom land; 3 -room house, barn and pasture fenced with wire; public road runs through balance at 8 per cent.
50 ACRES Whitfield county, two miles Dalton, on con-
vict-pike road; 30 acres in cultivation; red and grav-
elly soil that will make a bale of cotton per acre; J-room
house, barn, good orchard and pasture. This soil will
grow alfalfa readily. Price, $\$ 1,600 ; \$ 600$ cash, balance
annually.

## GEORGIA HOME \& FARM CO

114 candler bumding.
A HOME
SLEY PARK'S best restdent section, ${ }^{2}$-atory brick veneer. Every modern
DRUID HILLS SECTION

W. L. \& JOHN O. DuPREE

|  | bell phone main 3457. |
| :---: | :---: |



SMITH \& EWING

## PERFECT GEMS-NOT A FLAW

##  <br> THE L. C. GREEN CO.

PONCE DE LEON AVENUE BARGAIN

R. C. WOODBERY \& COMPANY

## A GOOD HOME FOR SALE



TURMAN, BLACK \& CALHOUN

## NORTH SIDE HOME


HURT \& CONE

REAL ESTATE-For Sale. REAL ESTATE-For Sale: TF YOU CAN SPARE ONE DOLLAR A WEEK GRASP THIS WONDERFUL OPPORTUNITY NOW ONLY 7 DAYS

BUY YOUR LOTS NOW BEFORE THE STONE MOUNTAIN CAR
LINE BEGINS TO OPERATE

ALTOLOMA
ALTOLOMA GARDENS ONE DOLLAR A WEEREK THREE DOLLARS A WEEK NO INTEREST - - NO TAXES DON'T DELAY ANOTHER DAY 5 P. MEET MY AGENTS DALY - 5 P. M OLD UNION STATION-OPPO. KLMBALL HOUSE W. P. COLE, Manager

1408 CANDLER BLDGG-PHONES: IVY 432, ATL. 953. EDWIN L. HARLING



FOUR NORTH SIDE BUNGALOWS
VE listed with us two new bungalows close in on Northi
modern and up-to-date in every respect We can sell
 L. P P BOTTENFIELD

Tozi-5 EMPIRE BUILDING.
T. A. GUMM, Mainager City Sales Department
BURDETTE REALTY CO.
pHONES 2099.





## LOOK AT THIS!

6,750-BRICK STORE-Marietta strect. New and paying about 9 per cent income while it exhances in value. an arrange terms.
J. R. NUTTING \& CO

801-4 EMPIRE LIFE BLDG, BOTH PHONES

## DREWRY STREET

##  <br> ATLANTA DEVELOPMENT CO.

FOR SALE


 W. T. NEWMAN \& COMPANY

HOME OR INVESTMENT
ON NORTH SIDE, well located, a good eight-room residence on lot $50 \times 150$ to alley. Owner needs money and will sell at sacrifice if taken quick.

> See LIEBMAN

REAL ESTATE-RENTING
17 WALTON ST.
DO YOU WANT A BARGAIN? $\$ 2,500$ CASH
St the deal. The property is just on Peachitree street on Baker

W. L. \& JOHN O. DuPREE


