RoAD SUPFRNSSOR TO BE APPONIED BY PRISON BOARD

After Long Deliberation, the Members Decide to Make Start With One Man January

MORE MAY BE ADDED as counties demand

Sorely Hampered by Lack o Funds, Say Commissioners Davison and Rainey-Sug gest Remed

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##     COUNT NOW STANIS THRFEGAMESTOONE MACNMEN TAKING THE FOURTH BATTLE Off to Six-Run Lead, the Ath- letics Were in Danger of Losing Game When Giants Started Hitting Savagely Near End. BENDER SHowED SIGNS OF TIRING PERCEPTIBLY Oldring's Circus Catch Saved Game--Merkle's Home Run and Barry's Hitting Were Offensive Features-Math- ewson Will Probably Face Shawkey Today. Phladelpia, october    COUNT NOW STANDS THREEGAMESTOONE MAGKMEN TAKING IHE FOURTH BATTLE Off to Six-Run Lead, the Ath- letics Were in Danger of Losing Game When Giants Started Hitting Savagely Near End. BENDER SHOWED SIGNS OF TIRING PERCEPTIBLY Oldring's Circus Catch Saved Game--Merkle's Home Run and Barry's Hitting Were Offensive Features-Math- ewson Will Probably Face Shawkey Today. philadelpaia, october  COUNT NOW STANDS THREEGAMESTONE MAGNMEN TAKING HE FOURTH BATTLE Off to Six-Run Lead, the Ath- letics Were in Danger of Losing Game When Giants Started Hitting Savagely Near End. BENDER SHOWED SIGNS OF TIRING PERCEPTIBLY Oldring's Circus Catch Saved Game--Merkle's Home Run and Barry's Hitting Were Offensive Features-Math- ewson Will Probably Face Shawkey Today. Philadelpina, october      

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\begin{aligned}
& \text { POSTMASTERS NAMED } \\
& \text { FOR GEORGIA TOWNS }
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TAdvertising results from any newspaper, whether for a jewelry store or a second-hand shop; are dependable, aside from the merit of the advertising itself, on quantity of actual circulation as represented by copies which go into the home; the extent to which its subscribers are the substantial portion of all good classes of people; its attractiveness as a newspaper which controls the amount of time its readers devote to it regularly which in turn regulates the likelihood of the advertising being read; its standing and influence with its readers who instinctively give the advertising the same credence as to the news and editorial columns.

IThe hour of the day or night at which a newspaper is published is of less importance than these things, but whatever advantages there may be in that are in favor of one delivered in the morning.
IIt has from 2:30 o'clock at night, the approximate hour at which morning papers are printed, until 6 o'clock to reach the door-step of subscribers in advance of their rising.
TWith mail editions printed as early, in some cases, as with The Constitution for instance, as 10 o'clock at night, it has from five to ten hours in which to travel with night trains to outside points for breakfast-table reading. Afternoon papers can cover only a small area on the day of publication.

TA morning newspaper reaches the family circle at the beginning of the day's activities; when the minds of all who read it are clear and fresh and responsive to impressions from the printed page whether news or advertising. Good salesmen make their most important calls in the morning before their prospects' minds are tired and their sensibilities dulled.

TIt is generally accepted, because nearly all men read a newspaper before going to work, that the morning newspaper is superior for advertising addressed to them.

IEven more generally women, to whom the majority of advertising is addressed, whether their household work is done by servants or not, have more leisure for reading between the time the morning meal is over, the children off to school, the day's routine determined, and noon than at any other period of the day.
IAny fair investigation will substantiate this. Recently The Constitution tested the extent to which women read it and learned, as a part of the result, not only that 96 per cent of the women in the homes where the paper is delivered read it regularly, but of these, 73 per cent do so in the morning hours, 8 per cent in the afternoon and 21 per cent irregularly as to time. Of those who read it before noon, 27 per cent do so about 7 o'clock, 38 per cent about 8 o'clock, 27 per cent about 9 o'clock and 8 per cent after 9 o'clock.

TIn the same investigation it was learned also that of those who receive an evening paper in addition to The Constitution; 83 per cent read the evening paper no more regularly or thoroughly.
IA morning newspaper, constructed after and not during the hurly-burly of the active business day, is complete, accurate, well edited and dependable. In that sense it is more conservative than its afternoon contemporaries. The advertising columns inevitably
borrow some portion of the credence which those superiorities give it as a newspaper, and advertising results are correspondingly increased.
icontrary to a lingering belief, based upon conditions which have passed away, morning newspapers are at no disadvantage in relation to circulation among working people. The general acceptance of the eighthour day enables the wage-earner to work less hours, as a rule, than his employers. They now report for duty at 7:30 or 8 o'clock. They arise at 6 o'clock or earlier, with ample leisure to read the morning newspaper.
TThe afternoon paper sometimes bases its claims of superiority as an advertising medium upon the theory of the family circle around the library table with the evening paper passing in whole or in part from father to mother, from mother to daughter and son until it had been digested column by column by every member of the family.
TThe family circle in that sense is not the institution it used to be. More than ever before, especially in the cities, people are seeking entertainment and recreation after working hours. Recently an Atlanta newspaper made the plausible statement that ten per cent of the people were now engaged professionally in entertaining the other nine-tenths.
TThere are something like 5,000 automobiles on the city streets or country roads practically every night, each providing pleasure for from three to five persons.
TIt used to take from $\$ 1$ to $\$ 2$ to see a play with a choice of two or three theaters. Nowadays a nickel or a dime secures admission into one of a dozen moving-picture play-houses, where a thoroughly pleasing and for the most part wholesome entertainment may be had. They are all packed afternoon and night.
IThe streets of Atlanta are busy with people in the morning but in the afternoon and evening they can scarcely accommodate the crowds that throng them.『Baseball, golf, tennis, card-playing, dancing, musical concerts, lectures, week-day evening church services, social visiting, the parks-in fact, practically all activities of a recreatory nature are in direct competition with the afternoon newspaper at the time of its publication and delivery. Consequently, it has its own natural handicaps as an advertising medium.
TThis is said not in depreciation of the evening newspaper, for most of them are good mediums because they have true merits as such, apart from the mere fact of publication in the afternoon from which no special advantage accrues to them.
9TThe Constitution's 45,000 Daily and 48,000 Sunday circulation, its full representation with the substantial people of all classes, its excellence as a newspaper according to the best journalistic standards, its incomparable influence with its readers, supplemented by the fact that it is a morning newspaper---the only morning newspaper in Atlanta-are combined to make it a fine medium for all advertising purposes for which any newspaper anywhere is adaptable.

THE CONSTITUTION | THE STANDARD SOUTHERN NEWSPAPER |
| :---: |
| Publibhed Daily. Sunday. Tri-Weekly |
| IARK HoweLir |



NO ANONYMOUS CARDS TAKEN BY THE CONSTITUTION


The World's Mysteries


Woman Suffrage in Australia.
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Southern Railway Will Afford

Einus Letitiow.t tean Worth Between $\$ 1,000,000$ and $\$ 1,500,000$, According to Attorneys.

Convention Will Be H
Atlanta Beginning
December 12.

## SOCIETY

Old Guards' Ball Proves A Brilliant Social Event

Sunday Golf Dinner at
Capital City Country Club




Baker's Cocoa is GOOD COCOA
of fne cuaity, made form care fulty selected
 pared by a perfect mechanical process, without
the use of chemicals or dyes. It contains no added
potash, possesses a delicious natural fiavor, and potash, possesses a del

Booklet of Choice Recipes sent free
Walter Baker \& Co. Ltd.

## PIG GLUBS FOR BOYS NOW TO BE ORGANIZED



Nunnally's Fifty-Cent Candies
Include so many of the good old-fashioned homemade candies that they rival in popularity some of the highest priced assortments.

For instance, in this fifty-cent box you will find Chocolate Fudge-Divinity Fudge-CaramelsRoasted Cocoanut Marshmallows-Pecan Chips and a generous assortment of Chocolates-all of them made of the purest materials, in a factory noted for its cleanliness.


103 Peachtree 34 Whitehall 33 Peachtree


Nothing adds more to the
enjoyment of waffles and




## "A PERFECT WRECK"

I was a perfect wreck from female trouble. I had pains in my right side, and suffered from fainting spells and dizziness; then I would have numb, cold feelings. Sometimes my feet were swollen, so I could not walk a step. I had so much backache and was so nervous and weak. My appetite was irregular, and my kidneys troubled me at times.
${ }^{4}$ After 20 years of suffering, a friend advised me to give CARDUI a trial. I did so, and found great relief, after taking the first bottle. I continued to take it until I was completely
woman and do almost all my housework

## At All Drug Stores

mand do almost all my housele
great revival held


# Take <br> <br> The Woman's Tonic 

 <br> <br> The Woman's Tonic}


SOCIAL ITEMS
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## WEDNESDAY October 15th

Advertising forms close for the fall and

## The Bell

 Telephone Directory$\qquad$ It will contain a Busmess Classified Section,
printed on colored paper.
$\qquad$ 20,000 telephones.
$\qquad$ every day. It will be on duty durng the holiday season, whe ay Early and by Bell Telephone," is at its height. It will persistently and successtully encourage
hone orders for those advertisers who use it Only a limited amount of Just telephone, write or call today

Southern Bell Telephone \& Telegraph Company Main 9802


Every Day! Every Day! Every Day! There's a thousand edible and household items for sale at the 37 Rogers Stores that you can buy at an actual saving of from $=0 \%$
Our daily ads in the Atlanta papers can list but a mere fraction of the tre-
mendous stocks constantly carried by the Rogers' Stores!
FIG

## "Better Bread" <br> pure and whotesome. Scurinaf 3 1-2c--10c Loaf $7 c$

For Today's SELLING at \$19.75

Our buyer in New York has pushed in by xpress several hundred more of the beautiful Man-Tailored Suits, (many of them Schwartz manufacture). Suits made to retail at $\$ 30.00$ and $\$ 35.00$ in high-class Department Stores. Dressmakers and men tailors would ask you $\$ 25.00$ to make alone-believe us, we know what we are talkins about.

These Suits are highly finished to the last stitch-Cutaway 38 -inch Coats, satin lined, silk shields, skirts plain or draped, conforming absolutely to lines of French models. Every suit of exquisite new material, rough and plain cloths, in every color-Black' and Navy Blues in a plenty-you ought to come and see them for street and evening wear-you'll be dressed to the minute with one of these suits.

We know they are right, the well known "High" Guarantee accom-
ies each Suit from our doors-sizes from 14 to 44, at
$\$ 19.75$ Mail and Telegraph Orders Filled. Our Sh
Serve You If You Call Her

## J.M.Higil Company.

| \% |
| :---: |

GIANTS' RALLY FALLS ONE RUN SHY

Games 3-1 in Mack's Favor;
Giants Rally Desperately In Seventh and Eighth


IECH HIGHPLAYS
ROME CLUB TODAY

McGraw Charged With Friday Loss
By Sport Scribe

FLETCHER IS FNED
FOR CURSNG UMPIRE


## KENNESAW BISCUIT 5c

trom the time of the earliest Egyptian, Phoenician, Greek, and Roman physicians straight down to the present day, mineral waters have been considered the oldest and ablest curatives known.

Standing alone in its class, the high regard in which WHITE ROCK WATER is held by the doctors of today is attested by its enormous sale.

## SPECIAL PRICES for thirty days

$\$ 8$ Set of Teeth|Gold Crowns, \$3 $\$ 5$
 Bridge Work, \$3 Gold Filling, \$1 Amalgam, 50c

## Watch Your Teeth!

Your own fault if you neglect them when you can get HIGHEST-CLASS dental work GUARAN TEED at almost cost of materials.

## DR.E.G. GRIFFIN'S

GATE CITY DENTAL ROOMS
24 $1 / 2$ Whitehall Street, Over Brown \& Allen's, Tele
phone Main 1708. Lady Attendant.
Established 23 Years--
Both Drs. E. G. Griffin and S. A. Griffin Personally in Charge

EXAMINATION FREE
all work guaranteed

FOR SALE
IM MEDIATE $\left\{\begin{array}{l}\text { Roofing Pitch, Cool Tar } \\ \text { Creosote, Road Binder }\end{array}\right.$ EEIIVERY Metal Preservative Paints EELIVERY $\begin{aligned} & \text { Roofing Paint, Roofing Felt } \\ & \text { and Shingle Stain }\end{aligned}$

Atlanta Gas Light Co. Main 4945

## PReSDOEI ASKED to VIST AIANIA



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FOR NEW CLUBHOUSE Members of Organization Ex-



## Kennesaw Biscuit



# To The Churches 

## ${ }^{66}$ You shall have power." <br> …Acts 1 i:

Your committee reports
Atlanta had a district.
Men canled it "segregated
In it girls were bought.
Women were sold
While scat
the lie.
For segregation only advertised.
In the favored spot landlords were getting rich a year ago.
Then you protested
In Christ's name you pleaded-
ATLANTA CEASED PROTECTING CRIMINALS
Homes for their victims were opened; a refuge for the fallen was founded; scores were helped.

Fulton County provided a home for the incorrigible.
Georgia has established a school for wayward and delinquent girls. protected vice. to pay Young men and boys were there in stripes and chains for lack of money companions. Our State was-our State is, manufacturing criminals. companions. Our State was-our state is, manufacturing criminals.
You asked it-and our Legislature wrote Probation into the laws of Georgia. Today a judge who will can save a first offender.

Convicts, you found, clothed in stripes without regard to conduct.
At your request the Prison Commission ordered this stopped in Georgia, leaving only eight states which thus degrade their prisoners
worthy. You give him hope
. You give him hope. $d$
This summer you opened day schools in your buildings for children. Daily Vacation Bible Schools, they were called. Fifty-seven teachers were employed.
And day after day twenty-five hundred and eighty-two children came without money to be taught.

You gathered these before they became wayward, incorrigible or fit for probation or the jail.

But over all was a shadow
Again and again in fighting vice, helping prisoners, teaching children, you came upon the trail of that monstrous evil, the liquor traffic.
"'IT SENDS THE INDIVIDUAL TO THE GUTTER, RUINS THE HOMF, CORRUPTS POLITICS, AND IN SOME RESPECTS IS THE MOST POWERFUL FOE OF THE CHURCH OF CHRIST.
"Above the cradle of every baby in America hovers the vulture, the saloon.

And yet, complacent ones urge that you be recreant to your duty. which "Prought our Lord and Saviour to the cross, is the very light which makes it impossible for you to be silent in sight of the sin and shame and suffering caused by the liquor trade.

You must cry out
If silent you would share the guilt. For in the pocket of every citizen of a community that licenses these curses, is a part of the price, of the tears and blood of women and children.

God's light will lift this shadow.
Across the aces, He calls:
You have the
You have the power. Jnet us obey!
Last year your Committee disbursed the following sums


In this does not appear that which was spent for work among, and for prisoners, amounting to $\$ 2,745.39$.

- For the year beginning October 1st you have approved the following budget; consolidating many works in o le call.


In your name we ask all men and women to subscribe
Send all subscriptions, however small, to the office of this Committee in the Baptist Tabernacle, Luckie Street.

One man gives ten thousand dollars, conditioned that the whole be raised. What is your share? Send it today.
EXECUTIVE COMMITTEE OF THE MEN AND RELIGIQN FORWARD MOVEMENT.


Market Closed Barely Steady
at Net Loss After Slight
Rallies During the Session.



