


# Two Newspaper Enterprises 

Which Démonstrated The Atlanta Constitution's Extraordinary Hold Upon Its Constituency of Readers

## THE M. \& M. CONTEST

In the winter months of 1912-13, ending on February 14th, The Atlanta Constitution conducted a Merchants and Manufacturers' Contest, an ingenious joint advertising and selling campaign in which many manufacturers of trade-marked products, with national distribution and a number of Atlanta retail businesses, participated.

A voting contest, with $\$ 6,000.00$ in cash and other prizes, was the means by which the interest of the readers of the paper was concentrated upon certain lines of goods and particular stores. Many Church societies, lodges, charitable organizations and under special terms, individuals, competed for prizes.

Votes in the contest were given only for labels and cartons from trade-marked merchandise and for invoices, receipted bills and cash register tickets from retail stores which were brought to The Constitution office and deposited. Every vote represented the actual sale of merchandise.

The total vote represented the sale of
$\$ 494,039.00$ in grocer, drug, food and beverage products;
$\$ 757,554.00$ in retail store merchandise;
$\$ 1,251,593.00$ was the aggregate business done by the advertisers participating as a direct result of the campaign. The indirect benefits in new trade and additional publicity were incalculable.

At the close of the campaign four large rooms and a great deal of overflow space in The Constitution building were occupied by tons of labels and cartons.

These were the results for a few of the products:
$1,900,000$ labels, representing $\mathbf{\$ 9 5 , 0 0 0 . 0 0}$ of Uncle Sam Bread.
$\mathbf{1 , 0 0 0 , 0 0 0}$ bottle caps, representing $\$ 50,000.00$ of Red Rock-a 5 c drink

6 truck loads of carton lids, representing $\$ 100,000.00$ of Cottolene.

HOD,5iz bands, representing $\$ 10,517.00$ of the Webcter Cigar

94,428 cartons, represénting $\mathbf{\$ 9 , 4 4 2 . 0 0}$ of Post Toasties.

100,000 wrappers, representing $\$ \mathbf{\$ , 0 0 0} .00$ of Cleaning Soap.
$\$ 23,000.00$ of Gold Medal Flour.

## THE WOMAN'S EDITION

On June 4th, The Federated Women's Clubs of Georgia issued The Woman's Edition of The Atlanta Constitution, which has been for years the official newspaper of this body of women's clubs, the largest and strongest in the United States, embracing 118 clubs and 18,000 members, as well as The Daughters of the American Revolution and The United Daughters of The Confederacy. Special departments, edited by club women, in which all the organization announcements, addresses by the officers, etc., are printed, are prominent features of the Sunday paper.

The primary object of the edition from the Federation's standpoint was to obtain the nucleus of the Ella F. White Memorial Endowment Fund for the maintenance of the state work.

The Federation, through its permanent organization, as well as a special organization created for the purpose, not only wrote and edited all the news and editorial matter, but sold the advertising and $\mathbf{1 5 , 0 0 0}$ copies of the edition. The women were entirely responsible for its success, except in the preliminary plans and some guidance from time to time in the technical phases of the production.

The Woman's Edition was 126 pages in size, the largest single issue of a newspaper ever printed in the state and one of the largest in the history of journalism. It had a circulation of 60,000 copies. Each copy weighed two pounds. It contained 60,000 copies. Each copy weighed two pounds. It contained
8,258 inches of advertising. The Federation of $W$ omen's Clubs participated in the profits substantially.

From every journalistic standpoint The Woman's Edition was notable. It was entirely different from the usual type of newspaper special editions. All the matter was of the most interesting character. The women did real newspaper stunts in the way of interviewing prominent men on delicate politin the way of intervewing proninent men ors a andects, attended police court as reporters, and obtained striking photographs. The art work, the typographical makestriking photographs. The art work, the typographical makeical viewpoint.

The issue attracted national attention. There was scarcely a newspaper of importance in the United States that did not comment upon it as a remarkable achievement, both for the Women's Clubs and The Constitution.

These two enterprises, both of them completed in the ensuing calendar year, have unusual significance when the complete facts about them are stressed in relation to The Constitution as an advertising meaium.

So far as can be ascertained, The Constitution sold more merchandise, a fotal of \$1,251,593.00, in the M. \& M. Contest than was ever sold by a similar plan in this country.

The Woman's Edition was the most successful from a journalistic as well as a financial standpoint of any similar enterprise ever undertaken in this country.

WHY? Constitution readers are its loyal friends. This is especially true of the women. It is able to secure from them, for any enterprise for which it stands sponsor, a large enlistment, because of its hold upon them through its character, its journalistic excellencies, and all the elements that make it a fine family newspaper.

No other newspaper of relative size could have sold $\$ 1,251,593.00$ in merchandise through such a selling plan because its prestige with its readers would not be strong enough to enlist enough people in buying certain brands of products and trading at certain stores.

No other newspaper enjoys the relationship with as strong and powerful organization as The Georgia Federation of Women'-Clubs, as to have made The Woman's Edition the notable suocess it was.

If the readers of The Constitution, particularly the women, by their attachment to it, enable the paper to accomplish these two remarkable things upon its own initiative, does it not signify that they read the paper, that they have confidence in it, that they give advertising addressed to them a sympathetic interest that can scarcely be secured in any other advertising medium?
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| ATLANTA，GA．，September 24， 1913. SEDSCRITRION KATESS． |
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 era in Geoporgia：
MARTIN，SCHOOL－BUILDER．



| Just From Georgia | A Story of he Moment |
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 ULTERIOR MOTIVES


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HOW TO MAKE CHEESE
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Have You Found the Correct Corset for Your Figure?

Mrs. Miller, an expert demonstrator, is here this week, showing
The"Grecian-Treco" Corsets
and giving full information concerning many superior qualitie
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nstrator study the lines of your figure and
CORSET STORE, THIRD FLOOR.
Davison-Paxon-Stokes Co.

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MEETINGS

| ROAD SUPERVISORS PROVING POPULAR PLAN | ONE PERSON KILLED. THREE INJURED IN WRECK ON GEORGIA |
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## SLEEP

During sleep the necessary body-repairs are arried on in the "human workshop.

Anything that prevents sound sleep at the roper time (at night) will sconer or later prevent smooth running" during the day

That "drowisy feeling" in the forenoon (when veryone should feel bright and fit) is often caused by want of sound, refreshing sleep the night before. Very of ten the habitual use of coffee is back of sleepless nights.

## Drowsiness during the

Day may be overcome
POSTUM
It contains the vital phosphates from wheat
quired by Nature for rebuilding the tissue cells in muscle, brain and nerves

It is pure and free from the insomnia-producing trug, caffeine, found in coffee

Postum comes in two forms
Regular Postum-must be well boiled.
Instant Postum is a soluble powder. A teaspoonful dissolves quickly in a cup of hot water and, with the addition of cream and sugar, makes a delicious beverage instantly.

Postum induces restiful nights and successful days
"There's a Reason"



EXTRA FINE Kodalr Finishing



## 1,180,000 Lbs. Solid Steel

SEABOARD'S NEW TRAIN TO Richmond, Washington and New York

## ATLANTA MANUFACTURERS PURE FOOD PRODUCTS

We beg to announce to the housewives of Atlanta that our goods, manufactured here, will be featured by the majority of the members of the Allanta Retail Grocers and Butchers' Association every Weảnesday., C. Make a point to specify "ATLANTA MADE," and thus help to boost the-best city in Dixie.

It's Thoroughly Good!


UPCLE SAm BREAD!

| Made by | Your |
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| Schlesinger-Meyer | Grocer <br> Baking ©o. |
| ATLANTA | Sells |
| At |  |

## CORNFIELD HAMS



White Provision Co. PACKERS
Atlanta
Georgia

## Blue Ribbon

 CoffeeIs Roasted in Atlanta, Packed in Ailanta Made

Cans and is As Good Coffee As Can Be Bought At Any Price.

Ask Your Grocer for It
Kennesaw Biscuit Block Chocolates FRESH, CRISP WHOLESOME CRACKERS
Pure Delicious Candies
Frank E. Block Co. atlanta, ga.

McDougall's Coffees ESTABLISHED IN ATLAMTA 园 1885<br><br>Our leading brands<br>McDougall's Royal Blend, 1 and 3 pound cans. McDougall's Old Plantation Biend, 1,1b, cans,<br>Southern Coffee \& Spice Mills MPORTERS, RDASTERS AND PAGKERS B. H. Medougall, President<br>$76-78$ Peters St.

## D. B. Wilder Mig.Co.

syrup refiners
PURE GEORGIA CANE SYRUPS

BRANDS
"Uniform" and "Bonita"

Pickles Like the Home Folks Made Pure Apple Vinegar Jelly Just 销ade fer Hot Biscuits Grown in Ceorgia, Made and Packed in
DixiePickle\&PreservingCo.
Pure Apple and Distilled Vinegar Gatsup, Pickles, Pepper Sauc DIXIEBRARE Goods Retain Natural Flavor

Madame-Don't fail to ask Your Grocer for our
Allanta-Made Coffiee
Special Blends
Eureka--Alca--Square Deal
Allanta Coffee Mills Company

## PURITY <br> quality

U-NO COFFEE
Unmixed Unmatched Unusual
Reasted in Atlanta
MeCord-Stewart Co. Coltee Reasters
Allanta
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WESTON MFG. CO.

Manufacturers of
Weston's Genuine
Mayonnaise Salad
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grompar puiss
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## Eastern Elevens Play First Games Today

## WHIFFS

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## MARLEY



ARROW
COLLAR
Analysis of Playing Strength Of the World's Series Rivals On Their Work This Season


Jene Patten Breaks Artery: Knee Put in Plaster Cast; Will Be Out Week Longer


SOLDER-AGKET


Texas--New Orleans---Galifornia


SERVICE
FAST, SAFE and COMFORTABLE
Call at ontice for Information and hiteratur




Edited By DICK JEMISON FFRENCHMEN GROW WARY OF AMERICAN RHILWAYS
$\qquad$

## The Constitution Is Atlanta's Only Morning Newspaper. Put Wamt Ads Heré Your Appeals For Help Should Reach People When They Are Thimiking of the Day



WM. LYCETT'S
SONS CO.
FORMERLY of No. 70
$\square$ imports arriving daily.

109 If You Can't Bring or
Send Your Wamt Ad


railroad schedules.
Afrival and Departiedules.



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TAXICABS
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## Belle 'Isle

IVY 5190. ATLANTA 1598



## SHHMDT NOT RATY; SHMMNG ISSMIT



REAL ESTATE-For Sale. REAL ESTATE-For Sale.

## GEO. P. MOORE

reai, estate and renting
io Auburn Avenue.
JUNIPER STREET-Well constructed 6-room bungalow,
with vapor heating plant. Very nice lot. No loan. Price, \$6,oom.
INMAN PARK-Magnificent two-story Io-room slate roof
lousc. Very fine place. Situated on perfectly
level corner hiousc. Very fine place. Situated on perfecty level corner
Int. size $10 \times 200$ oct.
 PONCE DEE LEON AVE lot bargain, beyond the springs; size
$50 \times 150$ perfectly level back for 125 feet. Price only $\$ 3,000$. Easy terns.
 4TH WARD negro property; rents for $\$ 8$. To per month. Price,
$\$ 850$. This property is on a street with all conveniences.

EDWIN L. HARLING





NOTICE-LINESTORS
 COLQUITT AVENUE HOME
 HURT \& CONE

## LOOK AT THIS!

*6.750-BRICK STORE-New and paying about 9 per cent incone while it enbances in value. Can arrange terms.
J. R. NUTTING \& CO

801-4 EMPIRE LIFE BLDG. BOTH PHONES.
DREWRY STREET
 ATLANTA DEVELOPMENT CO.

## FARMS FOR SALE

acres, with over 1,000 feet frontage on Fairburn car line, aber
miles of Athanta, Has 4room honse, barn, good orchard and pasture.
Buy tuis now tor $\$ \$ 3,50$ and it will make you mones. 20 ACRES, with good 5 -room ho
car line. Cheas at $\$ 2,750$.

GEORGIA HOME \& FARM CO.

| R Rent-Houses real estate |
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| W. A. FOSTER \& RAYMOND ROB |
| RENT FOR SALE |
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| ONE DOLLAR A WEEK |
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| DON'T DELAY ANOTHER DAY |
| 5 P. M.-DAILY-5 P. M. <br> AT THE TICKET window <br> oLD union sration ope kimball house |
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## WE WANT YOU TO KNOW

THAT we have a lot on PEACHTREE STREET in the same block as the Georgian Terrace Hotel, 25x140 feet to a 10 -foot alley. The price is

## \$200 PER ${ }^{+}$FRONT FOOT LESS

THAN the adjoining property. It is no forced sale, but
merely a division. Owner holds a clear deed and will make easy terms.
HERE'S YOUR CHANCE: A QUICK PROFIT!
W. L. \& JOHN O. DUPREE 501-2 EMMPIRE BUILDTNG Bell Phone Main 3457
FOR SALE OR TRADE
BEAU'TIFUL HOME on Highland avenue to trade for a lot
either on Peachtree road or in Druid Hills. Price $\$ \mathrm{I}$,, 000 . $W_{\text {eill }}$ either on Peachtree road

A GOOD LOT just off Peaclitree road this side of
Buckhead. Price $\$ 2,000.00$.
EXCELLENT HOUSE on the sorth side on a prominent
street. House built of the finest material has street. House built of the finest material has every improvement, and would maxe an deal proposition for a two-
family house. The property is located on a corner. Price,

## ss7,000.00.

 at this property and make me an offer. The property is at
present rented for $\$ 20.00$ per month. Price $\$ 3,500.00$. Nothing azainst this property:
FOUR STORES and four apartments in one building. Leased tor ten years. Win trade for a farm for this property as part payment. The price is $\$ 4$,
properaty.
SOME good property in Ansley Park to trade.

MLLTON STRAUSS
620 Forsyth Buildiitig.
Tive 1053

REAL ESTATE-Auction.

## T. B. ${ }^{\prime}$ LUMPKIN REALTY CO.

BIG AUCTION SALE AND BARBECUE Thursday, the 25th, at Center Hill JUST five miles from Atlanta, so nice lots, onc large store house' one 5 -room cottage and one 8 -room dwelling,
in good shape. Present owner will be glad to lease the store and cottage on a basis of paying you ro per cent on your investment. These lots are sure to sell for double their present worth in less than two years. We are sure that the present cherted road will be widened and a street car line extended beyond this property by that time.

It is simply a proposition that is bound to make yon good money. Come out and look it over yourself and get the lot we are going to give away.

Take River car line on Forsyth and Marietta, get off at Elliott's store. We will have automobiles to meet every car and take you to the place and send you back whenever it suits you. Sale commences at 12 o'clock and adjourns at
T. B. LUMPKIN REALTY CO.
O. G. CLARK, Auctioneer

REAL ESTATE-For Sale REAL ESTATE-For Sale. BURDETTE REALTY CO.

## 4r3-14 Empire Bldg. <br> > Phones 2099. <br> <br> Phones 2099.

 <br> <br> Phones 2099.}ROSWELL ROAD FRONTAGE, near Buckhead, between Piedmont avenue and Peachtree Road, at $\$ 15$ per iront foot; 25 tef tront and 400 feet dee., Wis propery angeterns good se tion and is covered with large oaks. Can arrange terms
LARGE PEACHTREF ROAD LOT near Piedmont avenue for $\$ 4,750,82$ feet front, 300 feet deep and 160 feet wide in rear
Opposite Mr. Hanson's bome. Car line, water and sewer. A num ber of large oaks. Terms $\$ 1,350$ cash, balance at oper cent interest. FOR SALE




## 

W. T. NEWMAN \& COMPANY

CORNER LOT
IN ANSLEY PARK, on a car line. Price, $\$ 4.500$ cash. Price has been reduced from $\$ 6,500$. THIS OFFER IS FOR QUICK SALE ONLY.

SMITH \& EWING.
REAL ESTATE, RENTING, LOANS Ivy 1513. 130 PEACHTREE Atl. 2865.

WEST PEACHTREE HOME
ONLY $\$ 1,000$ CASH
$\$ 11,000-$ NOT FAR from the junction of West Peachtree and Peachtree road, good 2 -story, 8 -room house, with
very convenience; has hardwood floors, furnace, sleeping porch, servant's room and garage. Lot 50x 200 feet. If you TURMAN, BLACK \& CALHOUN 203 Empire Euilding.

## FOR EXCHANGE

40-ACRE FARM on Cascade Road, having 20 acres in cultivation, Dalance in timber and bottom lands, to exchange for small house
and lot, unencumbered, in city, costing not over $\$ 2,500$. Farm will make ideal location for a daity. Only 8 miles from city on graded phone us what you want to trade THE L. C. GREEN CO. 305 Third Nat'l Bank Bldg. Phones, Ivy 2943, 4546. FOR SALE


 THOS. J. WESLEY

## MUST BE SOLD



$R$. C. WOODBERY \& COMPANY

## COTTON ADVANCED

 ON SPOT DEMAND$\qquad$

## WHETIT OONN, OATS Allclaseliowe

Large Available Supply Sent
Wheat Down-Corn Fol-
lowed - Smaller Demand

AILANTA QUGTATONS NO EFFORT MADE


MONEY IN WHEAT

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Bonds for Investment High-grade municipal,
railread and public service corperation bonis Send for Lis! of Olfering; Harris, Forbes \& Co.

## Assets Realization

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Buys short term bond
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| Reading Made a Spurt and Made New High Figure for the Year, But Lost Part of It-Sentiment Bearish. |  |
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# 100 Shares GA. RY. \& POWER Common <br> J. H. Hilsman \& Co. MAIN 94 



AUDIT COMPANY OF THE SOUTH



AMERICAN REFUGEES REACH MEXICO CITY




Deciding Final Standing

East Lake Residence For Sale
Tast Lake Residence
For Sale

## FORREST \& GEORGE ADAIR

For Rent--Whitehall Street Stores stand where a nice, small business ca

WEYMAN \& CONNORS LEND ON REAL ESTATE, IMPROVED OR UNINPROVED. AT
LOWEST POSSIBLE RATES, OUICK ACTIOK. NO RED TAPE. NTEREST OF BORROWERSSAFEEUARDED.

Largest Order of Steel
Furniture
Ofice
Ever Sold
$\underline{\underline{\text { in the }}} \stackrel{\text { South }}{=}$


| Creenwood Avenue Cottage <br>  B. M. ORANT \& OO. |  |
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## FOR RENT

Offices in Rhodes Building
3 Stores Marietta and Cone Sts.
$\mathbf{2 3}$ 3 Stores Marietta and Cone Sts.
23-Room House, Walton and Cone Sts.
A. G. RHODES \& SON

202 Rhodes Euilaling
Bankrupt Sale Manufacturing Plant

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## International Tape Company

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## ANSLEY \& JOHNSON INSURANCE <br> Insurance every day in the week. call us. <br> Phone Ivy 873 <br> 821 Forsyth Bldg.

## Marlborough-Blenheim Broadway: 36:37th stroot

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| to TURN IMMIGRANTS TO PORTS OF SOUT |



FUNERAL DIRECTORS $\frac{\text { corner Baker. Auto ambulance. }}{\text { SPECIAL NOTICE. }}$

