FEARNG GUN PLAY, HE WAS EASY MARK BOARD IS DIVIED CAPTOL IS CLEARED FOR THE GAY GRRLS OF ALL SPECTATORS Trouble in the Tennessee Leg-
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Tigers" Not Yet Settled. MAJORITY IS BLOCKED
BY SPEAKER OF HOUS Speaker Refuses Policemen Sent to Preserve
 rase


# $96 \%$ of the Women in the Homes Where The Constitution Goes Read It Regularly! 

 HE CONSTITUTION made a comprehensive and exhaustive test recently to determine for itself and its advertisers the extent to which the women in the homes where the paper is delivered read it, and what effect the store advertising it prints has in relation to their purchases.A letter containing ten simple questions was sent to 1,000 women in Atlanta, the heads of households where The Constitution is delivered regularly, scattered at random and without special selection.

All the replies to these letters, in the handwriting and bearing the signature of the women themselves, together with the complete tabulation from which these percentages were made, are on file in the advertising department of The Constitution, and all who are interested in reviewing them are invited to do so.

The tabulation of the replies showed these

## ASTONISHING RESULTS

$96 \%$ of the women in the homes where The Constitution is delivered read it regularly.
$86 \%$ read the advertising.
$870 \%$ say they are influenced in their purchases by the advertising.
3 \% read The Constitution in the morning; $7 \%$ in the afternoon, and $20 \%$ at some ungiven time. $270 \%$ of those who read it in the morning do so about 7 o'clock; $\mathbf{3 8 \%}$ read it about 8 o'clock; $27 \%$ as late as 9 o'clock, and $8 \%$ after 9 o'clock.
$48^{\circ}$
\% spend half an hour reading it and $52 \%$ read it an hour.
$113 \%$ do not read the paper at all; . $001 \%$ for lack of time; $.002 \%$ because paper is carried away from home; only 1 out of entire number because she was not interested in newspaper reading.
\$3\% read The Constitution as much or more than an evening paper.
The average period of the subscriptions of those who answered the questions was 10 years.
Not a single woman of all those who answered did not like The Constitution as a newspaper.

## THE DEDUCTIONS

If the percentages derived from this test are applied to the entire Atlanta circulation of The Constitution, it means that---

> 14,400 Atlanta women read The Constitution regularly. 12,900 Atlanta women read the advertising in The Constitution. 12,000 Atlanta women are influenced in their purchases by this advertising. $\begin{aligned} & \text { (ff the same formulas are applied still further to the entire circulation, both city and country, } \\ & \text { of } 45,000 \text { Daily and } 48,000 \text { Sunday, these figures would be more than doubled.) }\end{aligned}$

This makes a guaranteed audience every morning in the year for all advertising containing a meritorious and opportune announcement to women.

MR. ADVERTISER---In the light of these facts, what is to be said of your business sagacity if you permit a single issue of The Atlanta Constitution to enter that many households and to be read by that many women, without your business message?

THE CONSTITUTION
$\xrightarrow[\text { THE STANDARD SOUTHERN NEWSPAPER }]{\text { Publibed Dzily. Sunday. Tri-Weckly }}$



ors of the road, all men who are, it states,
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The World's Mysteries







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Beavers Needs a Vacation



\section*{Come Over to Sherrer <br> Courteous attention. Phone orders carefully filled. Deliveries prompt Prices as low as is consisistent with highest quality. <br> 

J. G. SHERRER

36 Gordion St. Bell Phones, West 1300, 1301, 1302

## Order Today and Be Sure of Your Sunday Constitution

## Woman---Poor Woman!

Here's one of her problems:
How should a girl who is engaged behave? What should she do? What should she not do?

Read Isma Dooly's article in next Sunday's Constitution
Who's Going to Win?
The first of a series of three football articles by Dick Jemison. This one will be on the prospects at Tech this year. It will be an inside story on the strength of the Jacket eleven, as gieaned from personal observation at the practice scrimmages and from Mr. Jemison's thorough knowledge of the game and familiarity with the records of the men Coach Heisman has corralled. There will be action pictures's The foecwing sun day Mir. Jemison will tell the inside story of Georgia's prospects, and whe Sunday thereafter he wil gauge the strength of arcircer alumus, don't miss any of these articles.

## The Dock for Derelicts

Britt Craig has been making a study of Atlanta's system of proba tion. He has talked to the probation officer and to the probationers. He knows what's being done. He will tell in Sunday's Constitution what this city is doing for those who have fallen by the way

Lookoul, Mr. Farmer
be in Georgia. 'The Sunday Constitution will tell where he was when last hear and what measur when he arrives, ing himat Theasures to take in fight cupying a full page, is the most, compre-
hensive, the most lucid exposition of th boll weevil menace which has ever been published in a southern newspaper. It
will be of tremendous interest to prac will be of tremendous interest to prac
tically every reader of The Sunday Con Localing the Shiloh Monument The South will commenmorate the
deeds of valor of Confederate warriors at
Pittsburg Landing by the building of a Pittsburg Landing by the building of a
monument. Recently a committee visited the Shiloh National Military Park to se lect the site for the monument. Mrs. J
K . Ottley, director for Georgia of the ed this state. She will write for Sunday' Constitution an account of the progress ticle will be of especial interest to Con-
federate veterans the United Daughters of the Confederacy, and the United Sons
of the Confederacy.

The South Georgia State Normal College A new institution in Georgia-one
has been started right.
Inlustrated.
especial interest to South Georgians.

Memoirs of a Morphinist
The remarkable story of the world's weirdest princess, Irina Dembizzi, who Empress, and of the Drug Maniacs' Club founded by her. Did you know wat the whole wealthy West End of Moscow cocaine and inorphine, and indulging in orgies of "sulphurism?" Read the story
of Princess Dembizzi in next Sunday's Constitution. It is true-every word. It titution's exclusive foreign service

Europe's Socialism Has Grown Tame
August Bebel, the greatest of socialist
stalwarts, admitted this before his death The taming of socialism in Europe, how ter from The Constitution's Berlin correpondent
$\qquad$ will be many others, in addition to the permanent features, the special fiction, plement, absolutely up-to-the-minute, the
comics, the page of club news, another page of real estate news, a page devoted
to theaters, Frank L. Stanton's inimitable column of humor and poetry, and best of news, clearly, accurately told, gathered by the greatest of news-gathering
cies, headed by the Associated Press

## The Best In All That Is Worth While.

 Order Early or You May Miss Your
## Sunday Atlanta Constitution

The Standard Southern Newspaper"


## S O C I ET Y

## Parties to Miss Collier Events of Thursday

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## Davison-Paxon-Stokes Co.

## Here Are Gifts of Linen That Any Bride Would Like

New and beautiful table linens in Luncheon Sets, boxed prettily and notably appropriate for the October wedding $\underset{\substack{\text { pret } \\ \text { gift. }}}{ }$

Luncheon Sets of 13 preces; One 24 -much centerprece, six 6 -nech donhes and sux 10-mech dolles, of linen, eyelet embroidery and scalloped

Bungalow Luncheon Sets of boautiful cieam hnen embroidered in
One $2 t-$ nch centerpiece, six 6 -meh dolles -olons. consisting of 13 preces One 24-nnch centerpiece, six 6-meh dolles and and 10 -112ck dolle

Luncheon Sets of real Madena embroudery on fine white luen. 13 preces; one 24 -meh centerpiece, six 6 -1nch dolles and six 10-1uch dollies

Real Madena Luncheon Sets of 13 preces One 28 -nch centerprece,
10 -meli dolles and six 6 -meh do hes, beautifully embiondered; price

## Centerpieces and Luncheon Cloths Singly

of ecru hnen embroidered in wh te:
56 inch Centerpiece, $\$ 2.50$.
45 -inch Luncheon Cloth, $\$ 3.50$
54 inch Luncheon Cloth, $\$ 4.00$

## Lunch Napkins--Madeira Embroidery

Lunch Napkus, scalloped edges, embrodered design m corneı; 13ly size $\$ 3.00$ dozen.
Lunch Napkins, hemstitched hmen with eselet embroidered design an

## Embroidered Linen Pillow Cases

Nothing more acceptable to a bride.
All-linen Pillow Cases, hemstithed and hand embroidered. severial pair.

Pillow Cases of all-linen, scallo jed edges, hemstitehed and embroid ered. $\$ 1.50$ pair

All-linen Plllow Cases, hemstitched and hand embrodered; several designs, $\$ 2.50, \$ 3, \$ 3.50$ and $\$ 4$ pair.

Prominent Women Attend Executive Board Meeting

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KEELY'S KEELY`S

## Every Day New Suit Attractions



## Popularly Useful Suits of

 Serges, Cloths, Diagonalsfor immediate autumn wear are being opened daily, and today we make first showing of popular priced suits for street and general utility wear.
These are shown in size for misses, juniors and ladies; in fact, you can find in the assortment shown today sizes from 14 years to bust 42.
Every girl, young lady and woman needs at least one hardservice suit, and they like to pay about $\$ 15$ for them.
TODAY WE SPECIALIZE in our first one-price INTRODUCTORY A UTUMN SALE about 250 wool suits at one price-

## FIFTEEN <br> DOLLARS

There is a group of cheviot and dagonal suits, cut with the new long tail coats and stylish skirts. Others are of fine men s wear serge, and good for dress-up uses as well as for hard wear.
Another group of serges and diagonals are shown in medium length coats, with Empire and plain backs, introducing several fancy touches, such as black velvet collar and cutfs, with tiny self-colored buttons.
Still another group is shown at $\$ 15$ of serge, with straight tailored skirts; 2 and 3-button cutaway coat, panel back, outlined with buttons on each side These suits come in all shades of blue and brown. wistaria, gray, black. Copenhagen and mahogany. and are ready this morning at
KEELY COMPANY
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$\qquad$ Mirs w. Nutusiomb, is the suest of

"Just,Say" HORLICK'S It Heans MALTED MILK The Food-drink for All Ages. More healthfut than Tea or Coffee. Delicolus, invisorakn milk, malted grain, powder formo. A quick lanch prepared in a minate. OFs Others are imitations.

## LAWN GRASS  

P. J. BEACKMAliz CO., Iqe. Augusta, Ca.

98BOTHPPHONE 98 Numes onarch ESSENGERS AKECOOD 33SFORSYTHST.




## CHAMBERLIN-J0HNSON-DUBOSECOMPMPANY



This Picture of Estelle Mershon Hats Is From "Vogue" Page 57, the Millinery Number Published September 1 DR. GEORGE HANSCOM
AT Y.W. C. A. SUNDAY


Files Bankruptcy Petition.






This was the recognition they paid the hats of Estelle Mer shon, 20 E. 46th St., New York.

We reproduce this picture with a sense of pleasure
It is something money could not buy, nor influence effect
It is such hats as "Vogue" thinks so well of that Atlanta women, through out connection with Estelle Mershon, have "the privilege of choosing from:

And the big crystal cases of the Millinery Section are filled with them now, hats as smart and charming come from Paris.

Chamberlin-Johnson-DuBose Company
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## WHIFFS

First World's Series Game
At New York on October 7;

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## All Details Are Announced <br> World's Se Series Game on October 7; Is Are Announced




Both Soldiers and Jackets Answer "Ready" for Battle




## Tech's Backfield Star

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Norwich Game Off.
ARTHUR DEVLIN SIGNS TO MANAGE OAKLAND



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The Capital City Country Club Has Started Work on Second Nine Holes of Golf Course

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## ALKAHITST

 Season Ticket Sale BeginMONDAY, SEPT. 29

Prices: \$1.00, $\$ 1.50$ and $\$ 2.00$

His 70th Birthday Today


BOARD IS DIVIDED

## Continued From Page One.

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## Por 2 Season

## McELWAIN SHOES <br> Men whe walk

 great deal cannot afford to waste money upon poor shoe leather

A substantial, durable shoe can be bought for a reasonable amount when that shoe bears the McElwain name and trade-mark

Distributed by Leading
w. H. McELWAIN COMPANY

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MANAEERS AND CIERKS


With Eight Days Left In Conductors' Contest Votes Are Coming Fast

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Your Appeals For Help Should Reach People When They Are Thinking of the Day

All the News of Real Estate and





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 STORAGE \& WAREHOUSE URCHASE MONEY NOTES

AUCTION SALES

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"THE CONSTTTUTION, ATLANTA, GA. FRIDAY, SEPTEMBER 26, 1913.



Market Opened at Adyance of 3 to 10 Points, But Soon
Weakened Under Favorable

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Allumanomanas Country Produce:


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Robinson-HumphreyWardlaw Company
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AUDIT COMPANY OF THE SOUTH

We Offer 50 Shares
Atlantic Ice \& Coal Corp. Com. Stk.
JOHN B. WHEAT \& COMPANY Equitable Building






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Atlanta Chamber Activities BOost cTTY' MoTTO OF DEPARTMENTS

Thats the View at Wasting ton of Gamboa's Nomina-
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## MORPHINE

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$\square$C. CUMBERLAND SANITARIUM

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SaRES SENATOR WORK





## AMEDMEIS ARE CONSTIUTIONAL

 City Attomey Declares ThatInitiative, Referendum and
Recall Will Stand in the
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## FOR RENT

Offices in Rhoules Building
3 Stores Marietta and Cones
3 Stores Marietta and Cone Sts.
23-Room House, Walton and cone
23-Room House, Walton and cone Sts. A. G. RHODES \& SON


FORREST \& GEORGE ADAIR
FAB REMT-YEBY DESIRABLE MORTH SIDE RESIDENCE
 he state, hence our offerling the property
JAMMNE

## WEYMAN \& CONNORS

LEND ON REAL ESTATE, IMPROVED OR UNIMPHOVED. AT
LOWEST POSSIBLE RATES, RUIGK ACTION. WO RED IAPE.
INTEREST OF BORROWFRS, SAFEGUAROED.
CQUITABLE BUILDING.

Largest Order of Steel Otfice Furniture Ever Sold in the South

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Miles in the.Hurt buifding an entire nem. offlee equypment of Al-Steel Furnture. This is the fargest single order of All-Steel
Furnture ever sold in the south to any business concern (excepting banks
sand dollars.
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Foote \& Davies Company JUST ONE MINUTE FROM EVERYWHERE EVERYTHING FOR THE OFFICE

Ansiey markeungalow

## Two Good Litlle Investiments

C b.-GALLOWAY \& SMITH - VAN

