

Here's a Bit of Breezy Literature Declared by Competent Judges the Country Over to Be the Most Interesting, Unique and Conclusive Argument Ever Advanced in Behalf of the Force of the Morning Newspaper as the Best Medium Through Which to Reach the Public!
Read It and See What You Think About It! Every Line Will Hold Your Attention!



DEDICATED TO THE
"Go-fans"
OR
DOMESTIC AFTER-TEA-HIKERS

Sketches and Verse by Henry C. Wagstaff.
Copyright, 1914, by J. R. Holliday.

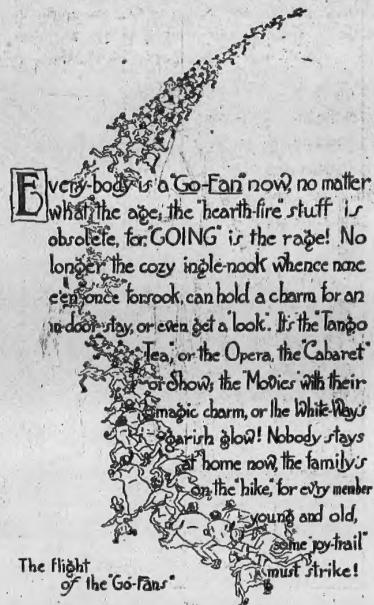
1



The Play's the thing" quoth Hamlet, "Ho! let the players now begin; and I will search mine Uncle's heart, and ferret out his sin! Sdeath, those were bold words I ween, but Hamlet was some sleuth to 'dope out' such a pantomime to gain a point of truth! And whether you dole on Shakespeare with his thrills of *trag-e-de*, or the Follie Girls in their giddy whirls, and filmy lingerie; there's every sort of show to see, Atlanta's never dull, for she gets the best things going in things Theatrical!!!

They're dark! in the morning!!!

The managers of Atlanta's regular theaters estimate a total daily attendance of 5,000 du-



The Flight
of the Go-fans

2



The CABARET is the fad of the day, with its music, song and dancing; to add to the zest of lobster and wine, and make the hour entrancing; and... it's after dark, when out for a lark the Go-fans ripe for sport, dive into the cellars of all the Rat-hellers, to luncheon and cavort!!!

The Rat-hellers of Atlanta are popular and up-to-date in every particular, and cer-



Scene A.D. 1904 "No place to go but home!"

In the good year 1904, when quilting time came round, desks were slammed and the Pater's all, for home were quickly bound. In the bosom of his family, each contented there to stay, to read the news and air his views on the topics of the day...

Ten years ago automobiles, "tangoing," and the "movies" were hardly known. Now they are the rage. The Atlanta movie managers claim a total admission daily of over 25,000. These shows draw their main attendance afternoons and nights.

3

Grand-Pa's doing the Tango!!



The Tango with its varied steps, invites the light fantastic; although to do the thing plumb through, is more or less gymnastic! But... Grand-Pa's doing the Tango and Grand-Ma's doing it too, nor age nor weight, nor stature aught, with the Tango has to do. To catch the glides, and dips and slides, and learn each step and rule, the Tango-fans in ecstasy, rush to the dancing school!!

At night-of course!!



Same Scene A.D. 1914 "Nobody Home!!"- Howbeit though, what time has wrought!! look on this picture later taken: the sanctuary of the hearth is nightly now forsaken. They're out and gone, this family, each one a "Go-Fan" gay, with heart aglow for the Movie show, or a "prom" on the "Great White Way!!"

This family reads the Morning Paper before the diffusions of the day clutter the appetite for news...

How did you enjoy the "Movies" last night?

4

Grand-Ma's doing it too!!



....and... here is another Morning Paper moral:

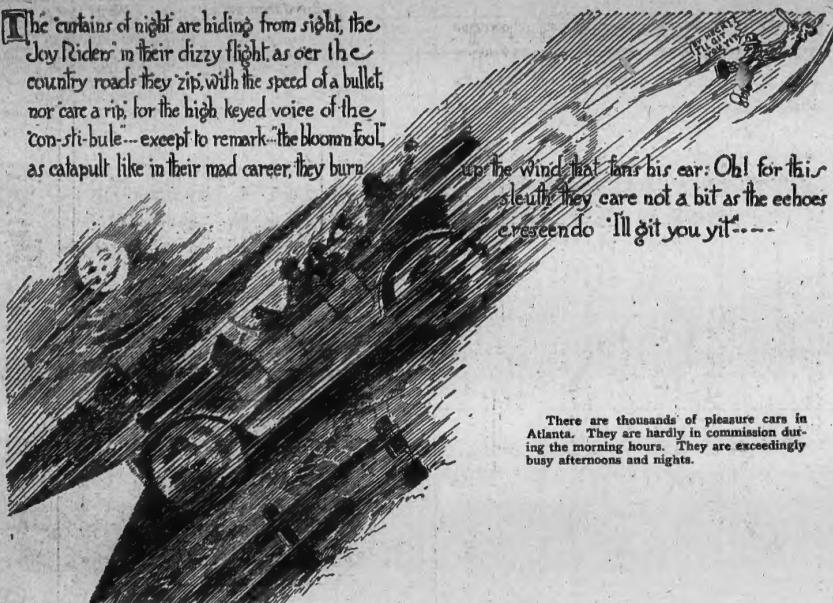
After-Tea-Time
is Tango-Time

The Tango is as popular in Atlanta, as elsewhere. In every part of the city, at the Hotels, at the Clubs at private residences, a large proportion of the population is dancing, or attending dancing school

The regular Union tangos in Atlanta
dances evenings and nights...

Every little movement... they rest and read morning!

The curtains of night are hiding from sight, the Joy Riders in their dizzy flight, as over the country roads they zip, with the speed of a bullet, nor care a rip, for the high keyed voice of the constable... except to remark "the bloom fool" as catapult like in their mad career, they burn



up the wind that fans his ear: Oh! for this sleuth they care not a bit as the echoes crescendo 'I'll git you yet'...

There are thousands of pleasure cars in Atlanta. They are hardly in commission during the morning hours. They are exceedingly busy afternoons and nights.

9

10



The Club life of a city: the personnel elect, holds up the mirror of society, its doings to reflect. Criterion of a city's growth and "booster" of its zeal, it gathers to its portals, men who guard the public weal! The refuge of the bachelor, the benedict's delight; where scordid cares are flung aside, and worries put to flight; where thirsts of every kind and hue, find blissful liquidation; and minds distraught, and nerves overwrought, find ecstatic relaxation!!

There are 19 clubs, all told, in Atlanta, their membership composed of all classes. These clubs are deserted mornings—but they are awfully busy afternoons and evenings!

13



There's always something doing in the smart set's saloons, receptions, card or dancing, music, or tears. Here the buds of femininity, and matrons fair of face, in rapturous beauty mingle in gowns of shining grace! It's when the lights are brightest, these functioners hold their sway—not through the drowsy of morning, or the wanning hours of day!

14



Feeding the "kitty" in the morning? The idea is a jest! her appetite is minus then, at night is full of zest! But whether the game is poker, with stakes well worth the play, or just a social game of bridge to pass the time away; you'll all agree it's after tea, the games are going merrily—at your neighbor's across the way—or at your club, till the dawn is gray!!

—but—at any rate!!!

11



Pointing the moral
that adorns the tale—!



Before Breakfast!!



After Breakfast!!
in the Morning hours when the mind is clear and in a receptive mood

15



Card games of every kind are exceedingly popular in Atlanta. They are played afternoons and nights. The most popular game begins at 8 p. m. and finishes only when the last "buck" is dealt.

12

Resume

The census of 1910 gave Atlanta 154,839; 102,861 being white. (The population has increased very much since then.)

IF—25,000 are in attendance at the "movies;" and,

IF—approximately 5,000 are in attendance at the regular theaters; and,

IF—thousands are out in pleasure cars evenings and nights "on the way;" and,

IF—the whole city is crazy about dancing; and,

IF—a fair percentage are playing cards; and,

IF—some of the balance are at the clubs of the city; and,

IF—part of the remainder are attending receptions, teas, etc., and,

IF—the hotels, restaurants, rathskellers, etc., are all comfortably filled—

HOW IS IT POSSIBLE FOR AN AFTERNOON PAPER TO GET THE CAREFUL READING THAT IS GIVEN THE MORNING PAPER?

The very make-up of the afternoon paper—its gross display type and large headings—show the situation. It is made for quick reading, while you are "on the way."

16

Read What Large Users of Daily Newspaper Space Over the Country Say of "Go-Fans" and of the Value of Morning Newspaper Advertising

M. A. PORTER,
Advertising Manager, Peppermint Syrup
Co., Monticello, Ill.

"The statistics presented in your little story in verse are mighty interesting and, in several instances especially pertinent. My opinion on the value of the morning paper in Atlanta for advertising purposes is perhaps best evidenced by the fact that for a number of years I have been more or less a constant competitor in the spending of real money for advertising space in its columns, and after all is said, that is really the crucial test of the value of an opinion."

W. F. FAIRBROTHER,
Manager Advertising Dept. Standard
Paint Co., New York.

"I consider your booklet one of the cleverest pieces of its kind which has ever been drawn to my attention."

M. M. GILLARD,
Gillard's Service—Advertising and
Business Building, New York.

"The 'Go-Fan' defense certainly sows the seeds of doubt as to what the evening papers—poor things—are coming to. You have it all the slicks and the rest of it, and the influence by suggestion that I ever encountered in the newspaper field. I like all of these novel and unusual ideas, but I think that they matter is in motion—indeed that always means a step up and on."

FOLEY & CO.,
Proprietary Medicines, Chicago.

"We feel like crowding grateful thanks to the little booklet just received, while we have all read with interest and admiration of its unique character, its convincing logic and its valuable information."

R. S. CHEEK,
Secretary Check-Nail Coffees Co.,
Nashville, Tenn.

"I consider your 'Go-Fans' a fine advertisement for morning papers, and make no bones about the same pointing and arguments in their favor that have not had before."

J. F. MURRAY,
General Manager, Advertisers' Cut
Service, New York.

"Your book of sketches is certainly well put together. 'Ain't It The Truth' expresses our opinion in four words."

H. L. STAPLES,
General Advertising and Outdoor
Publicity, Richmond, Va.

"Your 'Go-Fans' is a very cleverly prepared booklet and one which should be of substantial benefit to The Constitution."

ROBERT B. JOHNSTON,
Experienced Advertising Man, and
Recently with J. C. McMichael,
Atlanta.

"Heartly congratulations on your 'Go-Fan' booklet. It is the first of its kind that I have seen in a good while. Every part is well thought out for morning papers in general and the Constitution in particular."

JOSEPH E. BAUER,
Advertising, New York.

"It's a 'brick'—and perhaps better than all superlatives that I might strive into a compliment, in the fact that it's like a good address of the author. May I have it?"

R. S. ABBOTT,
Manager Atlanta Branch Ford
Motor Co.

"Your book has been thoroughly 'digested.' It is the first real 'live wire' proposition that I have seen from any of our Atlanta newspapers, and I am sure that it will be quite a boost to you."

FRED HOUSER,
Secretary Atlanta Convention
Bureau.

"I read your book with a great deal of pleasure and want to congratulate you. It is great."

LIFF M. SIMPSON,
President Simpson, Showalter &
Barker, Advertising, Pitts-

"The presentation in your booklet is a very effective chalk-talk of conditions that may not only apply to Atlanta, but also to a great many other cities and towns in this country. The moral of the prime is very effectively and convincingly handled."

"I am sure of the fact that the writer will always have a doubt in his mind in regard to Atlanta being anything but a morning town, and that anything that is done to the contrary is an argument to overcome the work that a few minutes' perusal of your book accomplished."

He Is Wondering Why There Are Any Evening Papers Published At All

HENRY WEBB,
Newspaper and Magazine Advertising, Dayton, Ohio.

"I read your booklet with a great deal of interest, and after reading it I am wondering why there are any evening papers published at all. You certainly give several forcible reasons why the morning field at this psychological time is the 'one best' for advertisers, and it will make many advertisers sit up and take notice."

"To be frank with you, I have been a partisan of the evening field, but you have partially won me over to your views. * * * These views are expressed in all sincerity."

Morning Papers Gave Twice Returns Of Those Given By Evening Papers

D. D. LYNCH,
Advertising Manager L. L. May & Co., St. Paul, Minn.
one of the Largest Seed Houses in the United States.

"Your little brooch is tersely written and artfully sketched. * * * During my thirty-five years' active work as advertising manager for some of the largest houses on the American continent, I have always given the morning daily a preference over the evening paper. There is no question but what the morning daily is the organ of the well-to-do and comfortably fixed buying middle class, while the evening paper is taken by the laboring class, as a general rule. I have tried the morning daily and the evening paper, with the same copy to each, checked up the results given, and I have always found that the morning daily gave nearly twice the returns of those given by the evening paper. * * * I have sometimes given the morning daily a preference over the evening paper."

"At least as this year, in the use of the big selling all over the United States (The Constitution included) and the Dominion of Canada for May's northern green seeds, the morning daily outstripped the evening papers in actual results."

W. M. FISHER,
First Vitas Pres. C. F. Blanks Tea
& Coffee Co., St. Louis, Mo.

"Your book of sketches and poems highly appreciated by the writer; also by my Mr. C. F. Blanks. He expresses his appreciation of the fact that it is the first thing he has ever seen gotten up on such a celebrated master, which is now being practiced by nearly all the people."

R. P. FINLAY,
Stack Advertising Agency, Chicago.

"I believe you have described conditions quite accurately, much as I do, but I must acknowledge that such is the condition."

T. C. SHEEHAN,
Vice President Durham Duplex
Nasco Co., New York City.

"read your little book with a great deal of interest. I went from page to page wondering what it was all about. Finally, when I got to the resume, I was satisfied that you had made it a masterpiece."

H. W. FAIRFAX,
Advertising, New York.

"I thought your booklet so clever and unique that I took it home to show it to several friends. I had a hard time keeping it. Kindly mail me a few copies."

L. D. HICKS,
Advertising Manager The Southern
Ruralist, Atlanta.

"Where Are You Going This Evening?" is according to my humble opinion, without doubt, the cleverest piece of newspaper advertising that I have ever seen. It was sent out to advertise a newspaper. I have read over the little booklet several times and each time I have been struck at the playfulness of a farmer, instead of the advertising manager of an evening paper."

G. C. KEALEY,
Treasurer and Business Manager
Eric (PA) Dispatch.

"The idea is very clever, indeed, and it seems to present the facts just as they are."

LEO FEIST,
Publisher, New York.

"Very many thanks for the book of sketches and poems. Think it clever from every viewpoint."

F. J. PAXON,
Davidson-Paxon-Stokes Co., Atlanta.

"I have been much interested and am particularly fond of the originality of the verses as well as the pictures by our good friend, Wagstaff."

HAYNES M'FAIDEN,
Atlanta, Ga.

"One of the best arguments for the morning paper I ever saw."

DAN HALL,
In Charge of Southern Sales Dept.
American Tobacco Co.

"I have read your booklet very carefully and have thoroughly enjoyed it. It is clever—very clever."

G. H. E. HAWKINS,
For Years Successful Advertising
Manager of the N. K. Fairbanks
Company, Atlanta.

"Your booklet is very novel and puts forth an old argument in a new way."

E. M. HOOPES,
Special Advertising, Wilmington,
Del.

"Your little booklet of sketches and poems is very clever and the whole poem is a very whole some truth. Everyone seems to be on the go nowadays."

M. S. HIGGINS,
Geo. K. Keith Co., Walk-Over
Shoes.

"For a purpose we consider your little booklet unusually good."

F. A. HUGHES,
Secretary Lyndon & Hanford Co.,
Advertising, Rochester, N. Y.

"Your little booklet is certainly a nice collection of sketches, and not only is original, but mighty good all the way through."

L. B. WHITFIELD,
President and Manager Alfa-Ga
Syrup, Montgomery, Ala., one
of the largest advertisers in
the South."

"Your booklet is certainly a nice advertisement for the morning paper. I think you are right, that the morning paper is read more closely than any other paper in the country, and that is the reason why it is so good."

MILT H. SAUL,
Advertising Manager Georgia Railway and Power Co.

"For the past fifteen years I have been in the attitude of watchful waiting for the morning newspaper's answer to the evening newspaper's challenge in regard to home readers. It was, therefore, a great relief to receive recently your booklet describing the afternoon and evening diversions of the American populace, for I consider this a complete answer to the time-worn assertion that everybody stays at home in the afternoon and evening to read the paper."

"I believe in a wide circulation of this highly interesting document, and extend the advantage now enjoyed by afternoon papers over their morning contemporaries, which advertising has grown out of nothing more than a bold statement repeated so often that the publishers believe it themselves, while the morning paper publishers allowed it to go unchallenged during all these years."

A Complete Answer to Claim That
Everybody Is "Evening Stay-at-Home."

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PAUL P. REESE,
Southern Manager the Whitehead
& Haag Co., Memphis.

"The book of sketches and poems is exceedingly clever and the story is well told. I congratulate you upon getting up such a convincing piece of advertising for The Constitution."

E. B. KEARNEY,
The Heslinga's Drug Co., Memphis.

"Your little booklet came this morning. It is very cleverly compiled and is a true conception of the 'barbaric state' of present day life."

W. C. JOHNSON,
Sec. and Gen. M. National Toilet
Co., Paris, Tenn.

"We want to congratulate you on your make-up and facts set forth in your little booklet. There is a great deal more truth than poetry in the statements."

R. WINSTON HARVEY,
Advertising Manager Craddock-
Terry Co., Lynchburg, Va.

"The booklet is a masterpiece and sets forth with a great deal of force, The Constitution's ability to reach the good people of Atlanta."

P. E. PAGE,
Talcum Puff Co., Brooklyn, N. Y.

"We have received your book of sketches and poems for which we thank you. It looks good to us."

E. A. WHEATLEY,
Advertising Counsel Chattanooga
Medicine Co.

"I think your book of sketches and poems is highly ingenious and very effective."

A. B. SKELDING,
General Manager Tide Water
Power Co., Wilmington, N. C.

"Your arguments are not only interesting but convincing, and I feel quite sure that if we were to do any newspaper advertising in Atlanta our paper would get the lion's share."

D. M. HENDERSON,
Nolley Advertising Agency, Balti-

"Thank you for your book of sketches—one of the finest pieces of newspaper advertising that has ever come to our desk."

JEAN DEAN BARNES,
Advertising, New York.

"The book is clever, and while I am not advertising woman, and not a good woman, I appreciate your point of view."

JEFFERSON THOMAS,
President Thomas Adv. Service,
Jacksonville, Fla.

"Your booklet was duly received and read with considerable interest. I have had some fun with it among my friends, and I am sure it will be a good advertisement for your paper."

H. J. PEARCE,
President Brenau College, Gainesville, Ga.

"I congratulate you upon your book of sketches and poems. I think it is the best presentation of the advantages of the morning newspaper which I have seen."

SANDY BEAVER,
President, Riverside Military Academy, Gainesville, Ga.

"I must congratulate you upon this booklet and the argument contained therein."

S. G. GREVE,
Advertising, St. Paul, Minn.

"I certainly want to compliment you very highly on this little bit of advertising matter, as in the mass of stuff which arrives in my desk every day, this is the only one which I have taken the trouble to read through from beginning to end."

J. E. HAINES,
Advertising, Philadelphia.

"Your booklet is most attractive and—very clever, indeed. You have me wondering if the evening paper has even a look-in."

R. R. SHUMAN,
President Shuman Adv. Co., Chi-
cago.

"You certainly have made a good case in behalf of the morning paper."

J. A. DAIR,
Advertising Manager The Mobile
Register.

"I thank you very much for sending me the book of sketches and poems and I assure you that it is not only interesting, but it is intelligently composed and makes a beneficial and lasting impression on the public. I have no doubt that it will be of great value to the advertising field."

E. H. GOODHART,
President Ad Men's Club of Atlanta.

"I have just received your booklet and I certainly enjoyed its pages of catchy and witty matter. * * * It is truly timely and right up to the last tick of the clock."

WALTER S. KIDDER,
Vice President Hayner Distilling
Co., Dayton, O.

"This is to acknowledge receipt of your booklet. It is a very cleverly conceived and executed idea, with more truth than poetry embodied in it. * * * Not only is it clever from a standpoint of originality, but it is very convincing from an advertising standpoint."

G. W. BROOKS,
Southern Advertising Manager
Standard Advertising Co., Boston.

"I have read with much interest your little booklet dedicated to 'Go-Fans.' This certainly is something entirely new in the way of ideas, and I believe it presents in a very forcible way the arguments of the morning newspaper. In fact, it has impressed it on my mind more clearly than it ever has been impressed before. I want to congratulate you on your booklet."

M. B. STORM,
Assistant Advertising Manager
United Drug Co., Boston.

"Your little booklet is very clever indeed, and I think the argument well taken as to the value of the morning paper."

J. N. KENYON,
Kendall Manuf. Co., Minneapolis,
Minn.

"Your book of sketches and poems is excellently done and I have received and read. My opinion is that it gives a fellow something to think about."

HOTELS AND RESORTS

Crockett, Arsenic, Minnie Springs and Batha. Elevation, 4,150 feet. Cures paralysis, rheumatism, skin diseases, malaria, rheumatic and skin troubles, and diseases of the complexion. Write for catalog.

O. C. THOMAS, M.D.
Crockett Springs, Va.



**BUSY WEEK AHEAD
FOR JUDGE HARRIS
SPEAKS FIVE TIMES**

Judge Nat B. Harris, gubernatorial candidate from Macon, Ga., will deliver stump speeches in the interest of his campaign in the following cities during this week:

On Monday he will speak at Cartersville; on Tuesday at Rome, Friday at Columbus, and Saturday evening at Newnan, and Saturday evening at Fairburn.

HOTELS AND RESORTS

NEW YORK—CATSKILL MOUNTAINS.

HOTEL KAATERSKILL
Catskill Mountains, N. Y.

Open June 15. Altitude 3,600 feet. Located in the Catskill Mountains, 100 miles from New York.

14,000 acres of farms, forests and fields. Fresh Fruit and Vegetables served on the Table. (No carfare.)

W. H. FRETTMANN, Owner and Proprietor.

OSTEND
Atlantic City, N. J.

Stately, direct, on the ocean front with views of the ocean, coast, and mountains. Capacity 1,000. Every room has a private bath. All services, including maid service, are included in the room rates. Direct line to New York.

G. O. GORDON, Manager.

HOTEL DENNIS
Atlantic City, N. J.

Stately, direct, on the ocean front with views of the ocean, coast, and mountains. Capacity 1,000. Every room has a private bath. All services, including maid service, are included in the room rates. Direct line to New York.

WALTER J. BURKE.

Address until June 21.

Bethesda, Md.—John B. F. Farnam, President, and Wm. H. Farnam, Vice President, Farnam & Richards, Inc., Prepa-

red.

SEASON 1914

THE ATLANTIC HOTEL
MOREHEAD CITY, N. C.

This famous old Southern Seaside resort opens on June 15th. Best fishing, bathing and boating on the Atlantic Coast. Largest and most delightful Ball Room in the South.

Cuisine and service unequalled.

Rates very reasonable.

Books on application.

A. J. COOK,
Assistant Manager.

ATLANTIC CITY

NEW HOTEL MEMPHIS

Prepared to receive the public to beach and attractions. A high-class, modern hotel, with all the conveniences of a superior table and service. Special rates for members of the American Legion.

W. H. FRETTMANN, Owner and Proprietor.

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