

UNITED STATES LOCKED IN A TITANIC STRUGGLE WITH DICTATOR HUERTA

SIGNAL TRIUMPH WON BY WILSON

In Securing Repeal of Tolls
Exemption—Opposed by
Jingoes Who Sought to
Reid U. S. Treasury.

By John C. McGraw, Jr.
Washington, June 14.—(Special).—President Wilson achieved a signal triumph in securing the repeal by congress of the Panama canal toll subsidy.

It was a moral victory. It was a complete vindication of the president's position. It was a notice to the world that the United States solemnly regards its treaty obligations. The effect of a great nation living up to its solemn obligations is to inspire confidence in its ability to do so.

President Wilson appeared before congress on March 1st, and urged that a "mistaken economic policy" be changed; that an act which was "in plain contravention of the treaty with Great Britain" be repealed.

The speech was over 300 words long. Its delivery required not more than three minutes. But it set great machinery in motion. Fast interests affecting our trade and commerce were aroused. The coast shipping monopoly saw a valuable privilege about to be swept from its grasp.

But having made his appeal to the congress, President Wilson waited. Not another word has he uttered on the subject. There was no resort to the stick. Moral suasion was tried and found to be effective.

In taking this position, which saw in the face of the national platform of his party on which he was elected, the president knew he was standing his political leadership and the success of his party at the polls next November.

But the arguments of political expediency failed to deter him when he reached the conclusion, after full and careful consideration, that the toll had been mistaken in granting further bounty, and that he had been mistaken in upholding that position.

He performed the hardest act known to the moral law—Frank admission of an error and an earnest attempt to right the wrong. He has given an example of honest dealing which should serve as an example to all his countrymen.

There were those who greeted of party indifference. There were the men who, under the guise of liberal opposition, would have had the democracy reverse its historic position and grant a subsidy which is violative of democratic principles.

Others indulged in mock heroics and went overboard in their opposition. They surrendered to Great Britain. Their opposition ended in being forced to all the people and giving to a few American ship owners, who are already favored under their country's laws.

To exempt American coastwise ships from the payment of tolls for the use of the canal, was just what the president did to take their money with one hand and to give it back with the other.

Following the argument that the public would benefit from lower freight rates, our coastwise ships were allowed to carry cargo at a rate which was lower than that which is the historic protective tariff. The old doctrine of protection is based on the theory that we make the manufacturer prosper.

It is only the absolute truth to say that the ablest, the sanest and most patriotic men in both the house and senate stood with the president. Nature particularly was on his side. The house stood with the president. The senate stood with the president. The people stood with the president.

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clock under the American flag a rule on the United States treasury, and to a truly patriotic citizen, that is about the most and most commendable of all forms of protest.

It is equally significant that every modern and blackboard movement was violently in opposition to the president on this issue.

Of course there were a few representatives of the congress who were with the president and who were with the president. But these were in the minority. The victory was one of June 14th.

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MINOLA MCKNIGHT

MYSTERIOUSLY CUT

Witness in the Frank Case Refuses to Tell How She Was Injured.

Minola McKnight, wife of Albert McKnight, both of whom were witnesses in the Frank case, was severely injured across the face last night by a party whose name the woman refused to disclose.

Minola resides in the back of 113 Washington street, which is the home of Louis Pickard. Call officers from police station were summoned to her residence last night and found a physician attending her. A 5-inch cut was scored her face.

The McKnight woman was the next in the Frank case to be called to the stand. She was called to the stand by the state attorney, who said that she had been coerced into making an affidavit for the state attorney, and that she had been coerced into making an affidavit for the state attorney, and that she had been coerced into making an affidavit for the state attorney.

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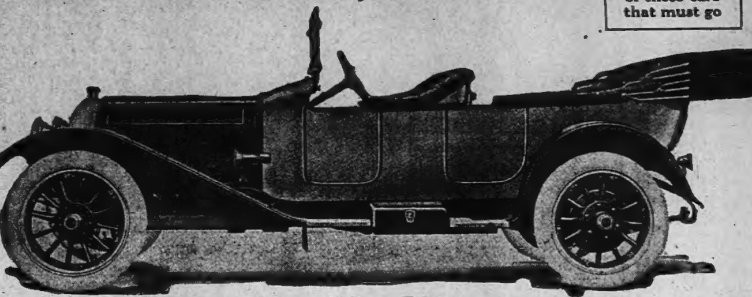
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THIS \$2,525 Seven Passenger Oakland Touring Car offered TO YOU for your spare time from now until June 27th.

There are two of these cars that must go

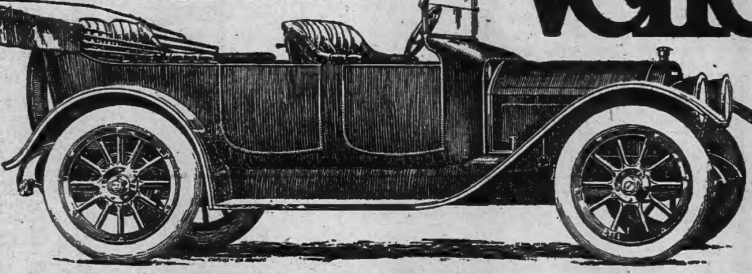


THIRTEEN FINE MOTOR CARS AND NINE LUDDEN & BATES SELF-PLAYER PIANOS, BESIDES MANY CASH AWARDS, MUST GO. THERE MUST BE TWENTY-TWO SUCCESSFUL CANDIDATES. NOW IS YOUR OPPORTUNITY.

It Is Not Too Late to Enter and Win An Automobile

Two \$1560.00 Five Passenger Velie Touring Cars

1914 Offered to Two Contestants for a Little Work in Gathering Free Votes From Now Till June 27.



100,000 EXTRA VOTES

THE OFFER

For every club of \$24.00 worth of new subscriptions turned in or mailed to this office between June 13 and June 20, a certificate for 100,000 additional votes will be issued. These clubs may be composed of new subscriptions for three and six months as well as yearly subscriptions.

NO LIMIT

There is no limit to the number of extra votes a contestant may secure. A certificate for 100,000 votes will be issued for every \$24.00 worth of new subscriptions turned in by midnight, June 20. No better offer than this will be made during the remainder of the contest.

Nine \$1150.00 Five Passenger Overland Touring Cars

Offered to Nine Energetic Persons for Their Spare Time From Now Till June 27.



LIST OF PRIZES—ALL F. O. B. ATLANTA

7 Seven-passenger Oakland Touring Cars	\$2,525.00 each	\$5,050.00
5 Five-passenger Velie Touring Cars	1,560.00 each	3,120.00
9 Five-passenger Overland Touring Cars	1,150.00 each	10,350.00
9 Ludden & Bates Self-Player Pianos	750.00 each	6,750.00
Total		\$25,270.00

All those who do not win one of the above-named valuable prizes will be paid a cash prize at the rate of \$10.00 for every \$100.00 of new subscriptions turned in during the campaign. There will be no blank or failure to those who turn in \$100.00 or more in new subscriptions.

NOW IS THE TIME TO ENTER

During this period is the opportune time to enter this Great Free Gift Campaign. New nominees may be among the leaders in a day's time. Four new 2-year subscriptions to The Daily and Sunday Constitution turned in during this period will entitle the contestant to nearly 500,000 votes.

This offer marks the real beginning of the campaign. Very little has been done previous to this time. If you will enter during this period you chance to win one of the thirteen automobiles or the nine self-player pianos is nearly as good as anyone's. Write, Telephone or Wire The Atlanta Constitution, Contest Department, for Subscription Books and Instructions.

MAIER & BERKELE, Inc.
Gold and Silversmiths
31 Whitehall St., Atlanta, Ga.
Established 1867

Handsome Wedding Gifts in Rich Cut Glass

A brand-new lot of useful articles in Rich Cut Glass, especially appropriate for wedding gifts, has just been received.

A gift in Cut Glass is certain to delight the bride, especially if it comes from our store, for she will know you wanted her the best.

The cut shows an eight-inch, footed Fern Dish, with white metal lining, at \$5.00. This is from the celebrated Clarke factory, which is a guarantee of quality. This line is sold in Atlanta exclusively.

Call and let us have the pleasure of showing you the fine values we have in sensible wedding gifts.

Write or call for 160-page illustrated catalogue. Mail orders shipped prepaid. Safe delivery and satisfaction guaranteed.

MAIER & BERKELE, Inc.
Gold and Silversmiths
31 Whitehall St., Atlanta, Ga.
Established 1867

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!

Where are you going this evening?

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

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

1

Every body is a "Go-Fan" now, no matter what the age, the hearth-fire stuff is obsolete, for GOING is the rage! No longer the cozy ingle-nook whence none can once forsook, can hold a charm for an in-door stay, or even get a look! It's the Tango Tea, or the Opera, the "Cabaret" or Show, the Movies with their magic charm, or the White Way garish glow! Nobody stays at home now, the family's on the hike, for every member young and old, some "py-trail" must strike!

The flight
of the "Go-Fans"

2

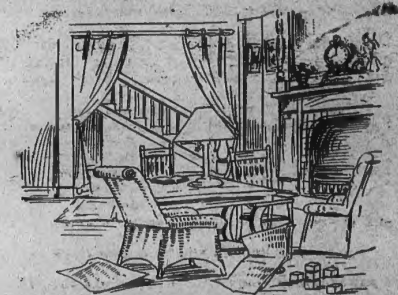


Scene A.D. 1904 'No place to go but home!

In the good year 1904, when quilting time came round, desks were slammed and the "Bobs" 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



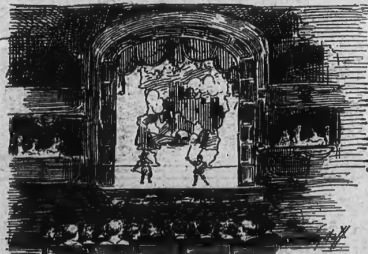
Same Scene A.D. 1914 'Nobody Home!!'

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 distractions of the day dull the appetite for news--

How did you enjoy the "Movies" last night?

4



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 dote 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 dup-



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 Rathskellers, to luncheon and cavort!!

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

Grand-Pas 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-Pas doing the 'Tango' and Grand-Mas doing it too, nor age nor weight, nor stature caught, 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!!

Grand-Mas doing it too!!



and... here is another Morning Paper moral:

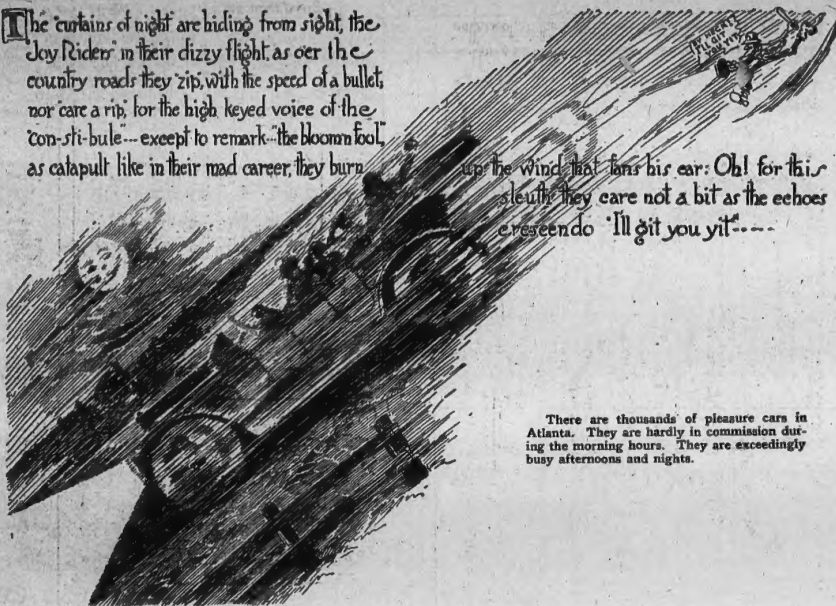
After-Tea-Time
is 'Tango-Time'

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 tangoers' in Atlanta dance evenings and nights--

Every little movement they rest and read, mornings!

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

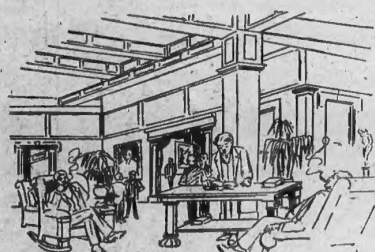


up the wind that fans his ear: Oh! for this sleuth they care not a bit as the echoes e-re-sen-do 'I'll git you yit'---

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 sordid cares are flung aside, and worries put to flight; where thirsts of every kind and hue, find blissful liquidations; 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: cozieries, receptions, cards or dancing, music or tears. Here the buds of femininity, and matron fair of face, in rapturous beauty mingle in gowns of shining grace! It's when the lights are brightest, there functions hold their sway—not through the drowse of morning, or the waning 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!!

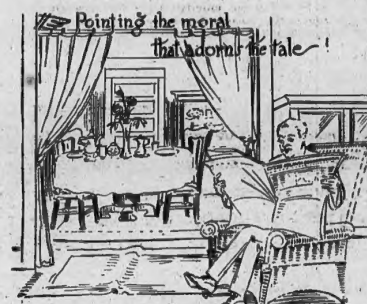
But—at any rate!!!

11



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."

15

16

Don't Fail to Read What the Biggest and Best Advertisers in the Country Say About This Little Booklet on the Following Page!

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

H. A. PORTER,

Advertising Manager Paine Sykes Co., Monticello, Ill.

"The statistics presented in your little story is very interesting and in several instances especially pertinent. My opinion on the value of the morning newspaper in Atlanta for advertising purposes is perhaps best evidenced by the fact that for a number of years I have been more or less active in connection with 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 clearest things of its kind which has ever been drawn to my attention."

M. M. GILLAM,

Gliff's Service-Advertising and Business Building, New York.

"This 'Go-Fans' service certainly shows the needs of doubt as to what the evening papers—poor things—are coming to. You have it in the attack manifestation of an effort to influence by suggestion that I ever encountered in the newspaper field. I like all of these novel and unexpected things. They show that gray matter is in motion—and that always means a step up and on."

FOLLEY & CO.,

Proprietary Medicines, Chicago.

"We feel like crowding grateful thanks on you for the little booklet just received, which we have all read with interest and appreciation of its unique character as a convincing logic and its valuable information."

R. S. CHEEK,

Secretary Cheek-Nash Coffee Co., Nashville, Tenn.

"I consider your 'Go-Fans' a fine advertisement for morning papers, and must say it has given me some pointers and arguments in their favor that I have not had before."

J. F. MURRAY,

General Manager Advertisers' Cut Service, New York.

"Your book of sketches is certainly well put together. I think it the best expression of opinion in four words."

H. L. STAPLES,

General Advertising and Outdoor Publication, Richmond, Va.

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

ROBT. B. JOHNSTON,

Experienced Advertising Man, and Recently with J. C. McInnes, Atlanta.

"Heartiest congratulations on your 'Go-Fans' booklet. It is the nicest thing of its kind I have seen in a good long while. Every page is a 'knock-out' for morning papers in general and The Constitution is particular."

JOSEPH E. BAUER,

Advertising, New York.

"It's a 'brick' and perhaps better than all superlatives that I might bring into a compliment, is the fact that I'd like to know the 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."

ILIFF M. SIMPSON,

President Sales, Shewalter & Barker, Advertising, Pittsburg.

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

"We assure you of the fact that the writer will always have a doubt in his mind in regard to Atlanta anything but a morning town, and that it will take a great deal of convincing 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 forceful reasons why the morning field at this psychological time is the 'one best bet' 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. D. May & Co., St. Paul, Minn., one of the Largest Book Houses in the United States.

"Your little brochure is tersely written and artistically 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; and, sometimes, more than twice the results."

"As late as this year, in the use of the big dailies all over the United States (The Constitution included) and the Dominion of Canada for May's northern grown seeds, the morning dailies outstripped the evening papers in actual results."

WM. FISHER,

First Vice Pres. C. F. Blanks Tea & Coffee Co., St. Louis, Mo.

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

SEIG. MARGON,

Member Advertising Agency of Thos. E. Basham Co., Louisville, Ky.

"I have read with a great deal of interest what you have to say in your illustrated 'Outburst.' It appears to me you have taken a punch at the evening paper, and I want to say it is a great stunt."

L. D. JONES,

Business Manager Florida Citrus Exchange, Tampa, Fla.

"I have received copy of your book of sketches and poems. It is a brilliant, witty, sarcastic, and, in the truth, and presents an entirely new line of reasoning as to why the morning paper is the superior medium."

W. W. ORR,

Secretary-Treasurer George Mues and Recently with J. C. McInnes, Atlanta.

"Your booklet strikes me as being very attractive, and a forcible way of presenting your argument for the morning newspaper."

ST. ELMO MARGENALE,

President Massengale Advertising Agency, Atlanta.

"Your booklet is thoroughly unique, attractive and up to date. I heartily congratulate you."

G. A. LEWIS,

President the Lewis Agency, Washington, D. C.

"I must say that you have applied a prevalent habit to a very good account in behalf of morning newspaper advertising."

JAMES O'BRAUGHNESSY,

O'Braughnessy & Co., Chicago.

"Your book of sketches and poems in the first good argument I have seen in favor of the morning paper as against the evening paper in recent times. I congratulate you on producing such an effective piece of advertising."

CHARLES M. STEELE,

Vice Pres. The Carl M. Green Co., Advertising Agents, Detroit.

"Please accept my thanks for the book of sketches and poems. This is a very clever piece of work, and I certainly appreciate having it."

H. W. ANDERSON,

Advertising Manager Maier & Bartels, Atlanta.

"There is a great deal of creative force in your book. In analyzing my own case, I find I have spent every evening but one during the past week attending theater parties, dances, banquets, etc. It is mighty good dope."

JOSEPH A. SCHLESINGER,

Advertising Manager for Harry L. Schlesinger, Atlanta.

"I certainly wish to compliment you on your booklet. I have seen it and I think the argument well taken as to the value of the morning paper."

VICTOR H. YOUNG,

New York, One of the Best Known Men in the Advertising Profession, and One of Its Best Spoken Buyers.

"I have not had time to read your new booklet very carefully, but from what I have seen of it so far, it seems to be the most unique thing of its kind that I have ever seen. It certainly should prove to be a winner."

H. 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."

JOSEPH L. MARENTETTE,

Atlanta Manager Consolidated Film and Supply Company.

"We must admit that after thoroughly digesting the very reasonable arguments set forth in the 'Go-Fans,' we are disposed to change our former opinion and express ourselves as fully convinced as to the logic of your position. And when on top of this we obtain the most unexpected results with the Lucille Love series, there is no further doubt in our mind as to the efficiency of your publication."

B. R. MONTGOMERY,

Montgomery Advertising Co., Jacksonville, Fla.

"Have read your little booklet with a great deal of interest, and although I have been in the newspaper business for twenty years, have not seen any strong arguments like yours presented before in behalf of the morning paper; the busy business man could read it quickly and it still fills him full of thought—the illustrations brought the subject home in a very forcible manner."

T. C. SHEEHAN,

Vice President Durham Duplex Razor Co., Jersey City.

"I 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 ten-circus."

J. S. OLIVER,

Advertising Manager Evansville Brewing Association.

"You certainly are taking advantage of your very best 'talking point' in the most novel manner. For a long while I have been under the impression that the evening publications had the edge on the morning papers when it came to a selection between the two. Your 'Go-Fans' argument puts the matter in an entirely new light to me and your claims are certainly logical enough."

HENRY W. LAIRD,

Practical Newspaper Man, now in Charge of Publicity Department of the Southern States Life Insurance Co.

"The 'Go-Fans' is a great piece of advertising literature. I am charmed with it. As a result of reading its pages I have an entirely new impression of the value of the morning paper. It has been my opinion, and others have held the same, that the afternoon paper is read in the bosom of the family, while the lights are shaded, the father in slippers and the mother plying her needle."

"But there is, as you point out, a new order of things. No longer does the father indulge his comfort-loving ideas and sit around. Instead, as the 'Fans' indicate, he squeezes into the pump and the dance shoe, and lies away to the tango and the trot. Or, it is the movie and the vaudeville, the cool park or the auto."

"And I can see how the afternoon paper suffers neglect, and is superseded by the later morning sheet, which the wife and mother gets time to look over after breakfast."

FRANK J. PAHEY,

Treasurer Gillette Safety Razor, Boston, Mass.

"As an exposé of the present attitude of at least two-thirds of the inhabitants of this grand old U. S. A., your advertising booklet is undoubtedly true to life. Also it presents, very neatly, your argument as to the advantage, from an advertising standpoint, of using the morning rather than the evening papers."

C. C. PORTER,

Vice President Taylor-Critchfield Co., Advertising, Chicago.

"I think the subtle idea conveyed in your booklet, that with the people tango mad, the morning paper is the logical one, is certainly very clever."

E. E. BULLIS,

Lord & Thomas, Advertising, Chicago.

"I have read every word of your booklet. It is certainly a novel, and I believe, forcible way of presenting the claims of a morning publication. If I am not greatly mistaken this unique piece of advertising literature will have considerable more effect than the hackneyed presentation of the morning paper against the evening paper."

GEORGE H. ELY,

Treasurer Charles H. Fuller Co., Advertising, Chicago.

"Your booklet just received and is very interesting. There is a whole lot of truth in it. Everybody picks it up that comes into my office, and they all think you have hit the nail on the head."

W. J. MORTON, JR.,

A Most Successful New York Advertiser, Who Has Directed the Campaign of Kops Bros. for Nemo Corsets.

"I think your booklet is a little different from anything I have ever seen before, since I was originally created. It certainly will draw attention to the 'Bible of Georgia.'"

CHARLES VAN GUNTEN,

Director of Advertising for Ed. Pinard.

"I consider your book of 'Go-Fans' exceedingly clever. You make a very strong case for the morning paper, and I think your points are well taken."

H. M. KAHLER,

Manager The Proctor & Collier Co., Advertising Agents, New York.

"It is a relief to get something a little out of the deadly routine of solidifying letters which clog the mails every morning, and your pungent verses are a welcome bit of variety."

G. W. BROOKS,

Southern Advertising Manager Orange-Judd Co.

"I have read with much interest your little booklet dedicated to the '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 I ever have been impressed before. I want to congratulate you on same."

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 compiled and made beneficial to any advertising solicitor in the morning field, and advertisers likewise, for it illustrated very decidedly the vast difference between the morning and evening mediums to the credit of the former to a marked degree."

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 book of sketches. It is a very cleverly conceived and executed idea, with more truth than poetry embodied in it. * * * Not only is it clever but it is a standpoint of a true portrayal of existing conditions, but it is very convincing from an advertising standpoint."

J. N. KENYON,

Kendon Man'g Co., Minneapolis, Minn.

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

Thought All Atlantans Joy-Abstaining; "Go-Fans" Upset All These Traditions

JOSEPH H. PHINNEY,

Director of Advertising for W. B. Corsets, and one of the Best Known Men in the Advertising World.

"A careful perusal of your book of 'pomes' entirely reverses my opinion of the home-staying character of the good Atlantans, whom I had hitherto pictured in my mind as a class of quiet, home-loving, joy-abstaining, amusement-depriving and thrifty citizens; but, alas, your little book entirely upsets all these traditions, and it appears to me that the contrary is the condition."

"Seriously, I think if the condition mentioned is prevalent, your argument in favor of advertising in the morning edition of The Constitution is an uncontrovertible argument in its favor, and I am glad that your subtle persistency, kind personality, and our long-time friendship, was sufficient to induce me to partake of all these good things provided by The Atlanta Constitution and obtain for W. B. Corsets its wonderful influence during the early morning hours in which its readers were endeavoring to recuperate from the previous night's distraction."

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 Bureau, Atlanta.

"Where Are You Going This Evening? is, according to my humble opinion, undoubtedly the cleverest piece of newspaper advertising that has ever been sent out to advertise a newspaper. I have read over the little booklet several times, and each time I have been thankful that it happen to be a farmer, instead of the advertising manager of an evening paper."

S. O. KEALEY,

Treasurer and Business Manager Erie (Pa.) Dispatch.

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

LEO. FREIST,

Publisher, New York.

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

F. J. PAXON,

Davison-Paxon-Stokes Co., Atlanta.

"I have been much interested and amused with the originality of the verses as well as the pictures by our good friend Mr. Wapfall."

HAYNES W'ADDEN,

Atlanta, Ga.

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

DAN HALL,

In Charge of Southern Sales Dept. for 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 Very Successful Advertising Manager the N. K. Fairbanks Company.

"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 is an embodiment of a very wholesome truth. Everyone seems to be on the go nowadays."

M. S. HIGGINS,

Geo. Smith 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 clever little book is certainly a new slant in the morning and evening collection of selections, and not only is original, but mighty good all the way through."

L. B. WHITFIELD,

President and Manager Als-Os 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 the evening paper, especially since tangling in hair to stay and the cab fare is all the go."

WALTER S. KIDDER,

Vice President Hayner Distilling Co., Dayton, O.

"This is to acknowledge receipt of book of sketches. It is a very cleverly conceived and executed idea, with more truth than poetry embodied in it. * * * Not only is it clever but it is a standpoint of a true portrayal of existing conditions, but it is very convincing from an advertising standpoint."

J. N. KENYON,

Kendon Man'g Co., Minneapolis, Minn.

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

PAUL P. REESE,

Southern Manager The Whitehead & Hoag Co.

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

A. B. KEARNEY,

The Hoag-Edlin Drug Co., Memphis, Tenn.

"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. Man. National Toilet Co., Paris, Tenn.

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

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 your paper would get the lion's share."

D. M. HENDERSON,

Nellie Advertising Agency, Baltimore.

"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 that is clever. I have just read it carefully, and while I am a hard working woman, and not a 'go-fan,' I can appreciate their 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 work with it among my friends who publish evening newspapers. It certainly reflects credit on you."

H. J. PEARCE,

President Brenau College, Gainesville, Ga.

"I congratulate you upon your booklet. It is bright and to the point, and the best presentation of the advantages of the morning newspapers I think I have seen."

SANDY BEAVER,

President Riverside Military Academy, Gainesville, Ga.

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

S. 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 at my desk every day, yours is the only one which I have taken the trouble to read from beginning to end."

J. B. HAINER,

Advertising, Philadelphia.

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

R. R. SHUMAN,

President Shuman Adv. Co., Chicago.

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

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

MILT H. SAUL,

Advertising Manager Georgia Railway and Power Co.

TWELVE BATTLES LOST AT FINISH

**Second Division Teams in
Both the National and the
American Are Playing
Classy Ball.**

BASEBALL Today
Atlanta vs. Nashville

[illegible]

best hitting clubs in the major leagues. Here are the team batting averages of the two leagues, up to and including the game played Wednesday, June 10:

CLUBS.	G.	A.	R.	H.	Avs.
Philadelphia, . . .	42	1490	188	888	.271
New York	41	1266	189	867	.269
Brooklyn	42	1379	161	862	.263
Cincinnati	43	1821	230	950	.266
Pittsburgh	42	1478	198	887	.265
St. Louis	42	1709	168	898	.259
Chicago	46	1661	191	892	.238

The rival Philadelphia clubs are hitting the ball hardest this season. Here are the team slugging averages up to and including the games played Wednesday, June 10:

Bates, Cincinnati	48	28	54
Bell, Cincinnati	49	27	55
Hoblitzel, Cincinnati	49	25	54
American League.			
Players—Clubs.			
E. Collins, Athletics	49	28	76
Cobb, Detroit	49	28	76
E. Murphy, Athletics	49	24	83
Mosler, Washington	48	29	64
Kavanaugh, Detroit	47	28	60
Bush, Detroit	46	29	58
Foster, Washington	46	28	58
Speaker, Boston	43	28	58
Walker, St. Louis	49	28	58

Browning	10	27	4	4	100
Doecher	12	28	1	2	100
Williams	5	16	0	0	100

OTHER RESULTS

American Association.

Kad. City 3.	Colbus 0.	St. P. 0.
St. P. 1.	Lou'lle 5.	Minn'le 4.
Ind'le 10.		

The rival Philadelphia clubs are hitting the ball hardest this season. Here are the team slugging averages, up to and including the games played Wednesday, June 10:

	American League.					
CLUBS.	YB.	JB.	H.R.	TBxR.	Ave	
Athletics.	61	24	5	557	176	.343

**YANKS AND DOVES
ARE BEST FIELDERS**

OTHER RESULTS

American Association.
 Kap. City 3, Col'bus 0. St. P. 0, Lou'lie 1.
 St. P. 1, Lou'lie 5. Minn'lie 4, Ind'lie 10.
 Minn'lie 0, Indian'lie 2. Mil'ee 0, Clev'd 2.

10

The following schedule figures are published only as information and are not guaranteed:

Atlanta Terminal Station.

*Daily except Sunday. **Sunday Only.
 Atlanta, Birmingham and Atlantic.

Effective May 1.	Arrive.	Leave.
Brunswick, Waynes		

Atlantic and West Point Railroad Company.
No. 100,000
West Point, N. Y. 11.50
15 West Point, N. Y. 11.50
16 West Point, N. Y. 11.50
17 West Point, N. Y. 11.50
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99 West Point, N. Y. 11.50
100 West Point, N. Y. 11.50

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DRESSMAKING—SEWING
DRESSMAKING, fancy, plain, satisfaction guaranteed. 4 E. Main, Ivy 2022.

IP in need of a C. C. Cramer, call Ivy 1225. See Mr. Hart's Ad.

AUCTION SALES
THE SOUTHERN AUCTION AND BARGAIN COMPANY, at 50 South Pryor, buy or sell your furniture, household goods or plane. Phone Bell Main 2197.

HORSES AND VEHICLES
FOR SALE—Pair of gentle horses, weight 1400 pounds each. \$115 per pair, also good work horse. Write to Mr. J. A. Smith, 1000 N. 1st, St. Louis, Mo. 63101.
Horse, 11½ years old—16½ hands, beautiful of work. Vetter's Stable, 113 Marietta st.

OKE heavy team of work horses, sound and in fine condition, also the gentlest drag on heavy spring wagon. Woodward Lumber Co., 1000 N. 1st, St. Louis, Mo. 63101.

COWS
FOR SALE—A small herd of Jersey cows, 1000 lbs. and over. Write to J. A. Smith, 1000 N. 1st, St. Louis, Mo. 63101.

FOR SALE—A fine Jersey cow. Call Main Point 724-2-1.

DISEASES
CE-DROL, disease disease breeding animals, purifies the blood, cures all diseases. Write to the Ad. 116 Greenwood Ave., Ivy 7222.

Blank

Free Gift Campaign

Date.....1914.

(Mr. or Mrs. or Miss.)

State.....

In The Constitution Free Gift Campaign

Sign.....

Address.....

Amount \$.....

Count 5,000 votes are sent to the Constitution. Only the first nomination blank The Constitution reserves the right to use of the person making the nomination

