

THE DAILY IOWAN

PUBLISHED BY THE STUDENTS OF THE STATE UNIVERSITY OF IOWA

Volume 8

IOWA CITY, IOWA, FRIDAY MORNING, MAY 14, 1909

Number 153

EVERY DAY COSTUMES ANCIENT IN ORIGIN

POPULAR FESTIVAL TO BE REVIVED AT IOWA

Fac-Simile of the Old English May Day Fete to be Given on Iowa Field on May 22.

(Mary Grove Chawner)
English poets have sung of the chorus of May and of the May Day games since Chaucer sent the young hero of his "Knights Tale" out to the fatal grove, "for to doon his observance to May," with this invocation on his lips: "May, with all thy flowers and thy grene,
Wel-come be thou, well faire, freshe May,
I hope that I som grene gete way."

It mattered not to Chaucer, nor to his English readers, that his hero was a prince of Thebes sojourning in Athens. Indeed the spirit of welcome to spring was the same in all the lands, northern and southern, and is the same today—in all lands which know a spring.

But though the month of May bears the name of a Latin goddess and traces its ancient games to her festival, it was in the north that the May Day games were most celebrated, perhaps because the rigorous winters made spring most welcome. And in the annals of "Merrie England" whose people have always loved outdoor sports, May Day held its place for centuries. On this day everybody was up early in the morning to go "a-Maying"—that is, to go out in the fields to bring in green branches and flowers, especially from the May-bush or hawthorne, then likely to be in bloom and therefore called "the May." Besides these loads of greenery, there was brought into the town with gaily decked oxen a tall tree, stripped of its branches, to be set up on the village green as the May-pole.

This popular old festival is to be revived this year at Iowa, on the twenty-second of May, instead of the first. The advantage of the later date in our climate is especially evident this year, when we might echo Hoses Biglow's wail:

"For half our May's so awfully like May'n't,
"Twould rille a Shaker or an evrige saint."

We must not forget the difference between old England and New England in the matter of neighboring ocean currents and we must remember too, that the May Day of medieval England was, by the old style calendar, nearly two weeks nearer the summer solstice than our first of May. But now we see that spring is at last ready to "Toss the fields full o' blossoms, leaves and birds," and everything is auspicious for Iowa's May Day. The revival of the freshest and finest part of these old games should draw to Iowa field, as to the old village green, all the people "both less and more" and fill them with the mirth and jollity of the old May Day.

MIDWAY TEAM HERE TONIGHT BIG MEET TOMORROW MORNING

Many of Visiting Team are Old High School Stars.

The fast freshmen team from Chicago university will arrive in Iowa City either this afternoon or tonight. Only a small squad of eleven or twelve men will represent the Midway school but nearly every man is capable of pulling points in at least three or four entries. "Old Man" Stagg has gathered in many of the old high school stars from the middle west and has built up a wonderful team this spring.

Perhaps his best find is Davenport, the Oklahoma sprinter, who ran his lap of the mile relay at the Philadelphia games in :50 flat. This great runner will enter seven or eight events tomorrow.

Harris, the old West Des Moines sprinter is Davenport's running mate. He has appeared on Iowa field before and needs no introduction. Two years ago at the state high school meet he broke the state record in the broad jump, with a leap of 21 feet, 2 inches.

Abrams who will compete in the jumps and weights events was in school here last year.

The Iowa freshmen have trained consistently all spring for this meet and will undoubtedly make a great showing tomorrow. Keppler has been out all week and will enter the sprints. Alderman, O'Brien, Murphy and Wagner are throwing the weights in good shape and should capture the majority of the points in these events.

The meet will begin promptly at 9 o'clock. Preliminaries will be run off in the two hurdles and in the 100 yard and 220 yard dashes.

Following is the list of entries from the Midway school:

120 yard hurdles: Harris, Rosenthal. 100 yard dash: Abrams, Harris, Davenport. Mile run: Baird, Kelley, Smith. Pole vault: Anderson, Lawler, Rosenthal. Discus: Abrams, Gerrend, Rademacher. 440 yard dash: Baird, Davenport, Harris, Smith. 220 yard hurdles: Davenport, Harris, Rosenthal. Shot put: Abrams, Davenport, Gerrend, Rademacher. Broad jump: Abrams, Anderson, Davenport, Harris. 220 yard dash: Abrams, Davenport, Harris, Smith. 880 yard run: Baird, Davenport, Kelley, Smith. Hammer: Abrams, Davenport, Harris, Gerrend, Rademacher. High jump: Abrams, Anderson.

Hep-Zet Play.

The Hep-Zet cast repeated "Just Out of College" last night for the benefit of the commencement Frolic committee, under the title of "The Pickle Play." This reproduction has scored a decided hit throughout the United States.

Practically the same cast appeared as on the previous rendition and without exception showed a high order of histrionic talent.

The work of Misses Moler and Moulton and Messrs. Gutz and Crowl was especially commendatory.

SHOULD ATHLETICS COUNT FOR CREDIT

ZETAGATHIANS WILL SETTLE THE QUESTION TONIGHT.

Irving Institute to Discuss Iowa's Liquor Problem—Philos Revel in Humor.

Should an athlete be given credit toward graduation for work done on an athletic team representing his school? This is the question which Zetagathian society will debate this evening. Irving institute will attempt to solve the liquor problem in the State of Iowa while the Philomathians will conduct a humorous debate on the question of whether a pumpkin growing on a vine which has crept onto another person's land belongs to the first or second party.

Zetagathian Society: Music. Optional.—Hayer. Debate, "That credit toward graduation should be given for work done on athletic teams representing their school." Affirmative,—Baker, Reams. Negative,—Buckner, Holman. Declamation,—Swan. Music.

Irving Institute: Music. "Humor from the cartoonist's point of view."

—R. Hilton. "The work of Mark Twain and Billie Nye."—L. A. Kennel. Debate, "Resolved, that a pumpkin growing on a vine which has crept onto another person's land belongs to the person on whose land it is found." Affirmative,—George Fisher, Schlund. Negative,—Ring, Klein. "Prominent humorists of today,"—J. S. Leeper.

Y. W. C. A. Notice

Miss Francis Crawford will lead the prayer meeting which will be held Sunday at 8:45 a. m. in Close Hall.

Marshall-Law-Irving Game.

The fourth game in the inter-society baseball league will be played this afternoon at 3 o'clock between Irving Institute and the Marshall-Law society.

Hawkeyes for Sale.

There are a few Hawkeyes on sale at the book stores, but a small number remain to be sold. Those subscribers who have not called for their annuals can procure them at either of the book stores.

Special 12 Page Edition of the IOWAN

with full running report of the Invitation Meet will be on the streets shortly after the last event, ending the meet.

5 Cents

Get them from the carries about 6 o'clock

INTERSCHOLASTIC EDITION; SPECIAL ISSUED AFTER MEET.

Iowan Will Publish an Athletic Extra.

Tomorrow afternoon the Daily Iowan will issue a special interscholastic edition of twelve pages. The edition will be printed in two sections. The first section will contain eight pages and the second section will contain four pages. This extra will be on sale shortly after the last event is pulled off.

This is the third of a series of special editions which the Iowan has issued this year. The first was a twelve page special issued during the Dental clinic and the second was a twenty page Law edition in three sections.

The interscholastic special will deal with many phases of Iowa and interscholastic athletics. The number of special articles will be large. Prof. A. G. Smith has an article on "The Chicago Conference." Prof. L. M. Byers has a similar sketch dealing with Iowa's relation to the Missouri Conference. An extensive history of interscholastic and freshmen athletics will occupy a large part of the paper.

Jacob Van der Zee who is in charge of tennis in the university has traced the development of this sport since its institution here long years ago.

One of the most interesting articles will center about the equipment of Iowa's athletes and the methods of training which are in vogue in the university at the present time.

All of last year's interscholastic records will be run and also all the entries in this year's meet.

Physical Director E. G. Schroeder gives an explanation of the purpose, plans, methods and benefits of the physical training work done here.

Besides all this valuable data, there will be a number of special editorials and a large amount of statistics which are of interest at any time.

At the time of the Iowa-Ames game at Ames in 1907 the Iowan had an extra on the streets fifteen minutes after the final whistle blew. This year this feat is to be repeated if possible, only on a larger scale. The extra will contain twelve pages instead of four, as at that time.

MacLean in Des Moines

President George E. MacLean goes to the state capital this morning to attend a meeting of the state Board of Educational Examiners.

Readers' Club Meeting

The Readers' club met last evening with Miss Taylor on North DuBuque street. After the regular program the members held a rehearsal of the play of "Noah's Flood," which will be presented at the May Day Fete.

Gamma Sigma Organized at Coe

Prof. Henry E. Gordon acted as toastmaster at the installation of the Gamma Sigma forensic fraternity at Coe College Tuesday evening. Several of the members of Iowa's debating teams were in attendance.

SECOND ANNUAL MEET WILL COME TOMORROW

TWENTY-SIX SCHOOLS SEND ATHLETES.

Elaborate Entertainment Planned—Freshmen Rally Will be Held Tonight.

Tomorrow is the big day. The high schoolers and the Chicago freshmen will be here in full force and Iowa will be ready to welcome them. Twenty-six high schools will send their star athletes to participate in the second annual interscholastic. Already some of them have arrived and by tomorrow morning over two hundred athletes together with crowds of rooters will be on Iowa field. Elaborate preparations are being made for the entertainment of the visitors. The freshmen are taking charge of the matter and are pushing things with a vim. A rally will be held tonight at the Natural Science Hall and everyone is urged to attend and help the freshmen along. Speeches will be made by Mark Catlin, Tommy O'Brien and Merle Alderman.

Tomorrow night after supper another rousing rally will be held from seven to eight, the band will give open air concert on the campus and after that the freshmen will assemble for a big bonfire and night shirt parade. Every freshman of all the colleges will take part in this big rally and the visitors will be shown a few eye openers in regard to Iowa spirit.

The buttons are here and have been distributed galore. Every loyal freshman is wearing one of the badges with the familiar motto, "I will for Iowa."

A new feature will be sprung in the way of tickets. They will be in the shape of a block "I" of old gold paper with a small picture of the old capital building in the center. A black string will be attached and the tickets will be tied to the button hole.

The visiting athletes will be cared for in the armory as usual. A training dinner will be served at 12 o'clock by the ladies of the Methodist church. Drawings for places will be held Friday night at the Triangle club.

The officials for the meet are as follows: A. S. Clark, Chicago, referee and starter. Timers, S. H. Bush, S. P. Seig, Max Mayer. Judges of finish, L. M. Byers, H. G. Plum, W. W. Smith, C. VanEpps. Judges of weights, E. Starbuck, E. F. Piper, I. C. Hastings, I. E. Stutsman. Judges of jumps, W. J. Teeters, G. E. Engstrom. Clerk of course, E. G. Schroeder. Assistants, J. O. Perrine, Mark Hyland, James Keefe, Merle Alderman, R. Hammer. Police, J. G. Griffith, H. L. Heinzman. Inspectors, Will Riley, Will Hotz, R. Gross, R. E. Renshaw. Scorer, F. G. Higbee. Announcer, O. L. Johnson.

Wassam at Davenport

Professor C. W. Wassam will go to Davenport Saturday where he will deliver a lecture Saturday night.

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VOLUME 8 NUMBER 153

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SUNDAY'S IOWAN.

The management of the Iowa takes this opportunity of informing its subscribers that the regular Sunday paper will be delivered to them as usual. The special edition which is to be issued tomorrow afternoon will have no effect whatever upon the regular issue.

IOWAN STAFF.

On account of the special edition of the Iowa Saturday afternoon all members of the staff are requested to submit all copy for Sunday's paper before 9 o'clock Saturday morning.

Jesup Prize Contest.

Mr. Chas. M. Jesup of White Plains, N. Y., who is much interested in the establishment of civics clubs in the colleges and universities offered a prize of fifty dollars to be awarded to the man undergraduate of the State University of Iowa who submitted the best essay on some phase or phases of present day citizenship as viewed from a non-partisan standpoint. He also offered a prize of \$50 to the woman undergraduate who would submit the best essay on some phase or phases of the social problems affecting the development and advancement of the status of women.

All essays written in competition for the prizes were to be submitted to the committee on awards on or before the 1st of May, 1909.

Three women have submitted essays for the prize offered to women and five men have submitted essays in competition for the prize offered to men.

Night Shirt Parade.

The freshmen are planning a night shirt parade and several other big events for Saturday night. Everybody is urged to make preparations accordingly.

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Try the Daily Iowan want column for results.

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Lowden Prize Notice.
 An examination for the Lowden
 Mathematical Prize will be held on
 Saturday, June 5, 1909, from 9:00
 to 12:00 A. M., in Room 116, Hall
 of Liberal Arts.

Competition is open to all stu-
 dents who are finishing with the
 current year, the sophomore work
 in pure mathematics. The prize of
 fifty dollars (\$50.00) may be divid-
 ed equally between not more than
 two candidates, or may be withheld
 if it shall appear that the work
 of no candidate is of a superior order
 of merit. The subjects to be covered
 by the examination are algebra, Ge-
 ometry, plane trigonometry, analyt-
 ical geometry of two dimensions, dif-
 ferential and integral calculus.

Those intending to compete are
 requested to submit their names to
 Professor Weld at an early date.

Teachers Elected.

R. H. Sylvester, scholar in Edu-
 cation, has been elected professor
 of Education in Penn College.

W. L. Carberry has been elected to
 a science position in the Moline, Ill.,
 high school.

C. H. Simmers, scholar of Educa-
 tion, has been elected to assistantship
 in Education in the University of
 Wisconsin.

Elsie Cerny, instructor in Latin
 and German at Nora Springs, Ia.;
 Lydia Heery instructor in History at
 Eagle Grove; L. T. Hill superintend-
 ent at Monona.

The Junior Hesperians of the
 Shaeffer House entertained the sen-
 ior Hesperians and Zetagathians last
 evening at a picnic party. Mr. and
 Mrs. Luxford chaperoned the party.

Harlan Manuscript Received.

The State Historical Society of
 Iowa has just received the James
 Harlan Autobiographical Manuscript
 consisting of 10,000 pages of histor-
 ical matter.

This is perhaps the most exten-
 sive single collection of historical
 material relative to Iowa which has
 ever been made.

James Harlan was from Jan. 6,
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invited by President Lincoln to a
 cabinet position and in May, 1865,
 entered President Johnson's cabinet
 from which position he resigned in
 July, 1866.

James Harlan was born in 1820
 and removed to Iowa in 1846, reach-
 ing Iowa City on March 25. He took
 an active part in educational and re-
 ligious matters during the period of
 the territory. In later years his home
 was at Mt. Pleasant, Ia., where he
 died in 1899.

The Autobiographical Manuscript
 has been preserved by his daughter,
 Mrs. Rob't T. Lincoln, of Chicago.

COMING EVENTS

May 14. Phi. Delta Theta vs. Sig-
 Ma Chi in Pan-Hellenic league.

May 15. Mebda dance at Little
 Dutch hall.

May 15. (Morning) Chicago
 freshmen vs. Iowa freshmen on Iowa
 field.

May 15. (Afternoon) Annual
 interscholastic meet at Iowa field.

May 17. Monday, President's re-
 ception to candidates for degrees,
 Colleges of Medicine, Homeopathic
 Medicine, Dentistry and Pharmacy;
 President's house, 8 o'clock.

May 18. Tuesday, President's
 reception to candidates for degrees,
 Colleges of Law and Graduate Col-
 lege; President's house, 8 o'clock.

May 21. Ames vs. Iowa on Iowa
 field.

May 21. Annual Phi Delta Phi
 banquet at Burkley Imperial Hotel.

May 21. Friday, President's re-
 ception to candidates for degrees
 Colleges of Liberal Arts and Applied
 Science; President's house, 8 o'clock.

May 22. Brokers club dance at
 Majestic hall.

May 22. May Day Fete.

May 22. Nu Sigma Nu dance at
 Woodmen hall.

May 23. Philo-Octave dance at
 Little Dutch Hall.

May 23. Delta Tau Delta Dance
 at chapter house.

May 23. Delphian dance at Maje-
 stic hall.

May 29. Sigma Tau dance at
 Little Dutch hall.

B. A. WICKHAM
Architect and Builder
 Long Distance Phone 12L.
 Johnson Co. Phone 745.
IOWA CITY, IOWA

Get Your Dates Now
 Excellent facilities for picnics, enter-
 tainments, dances, etc. for students at

Brighton Beach Park
 The famous "Little Dutch Hall"
 For dates see W. H. Englert. Tele-
 phones: J. C. office 83, residence 188;
 Bell, office 4-Y.

The Right Grocery
 111 S. Clinton
 is
The Right Place
 to
 Buy Staple and Fancy
 Groceries
Dennis Teefy, Mgr.

The Reach Trade Mark

Beware of imitations when buying Reach Base
 Ball Goods. Don't let anyone impose upon
 you with the worn-out story of "just as good."
 Any authority on 'Base Ball will tell you that
 Reach Base Balls and Reach Mitts and Gloves are used almost ex-
 clusively by the big leagues. That's proof of Reach Superiority. The
 identifying mark is the Reach Trade Mark—it is stamped on every
 article of Base Ball goods, except Base Balls and Bats selling at retail
 for less than one Dollar. The Reach Trade Mark assures you of
 satisfaction—the Reach guarantee in-
 sures the quality. Look for the Reach
 Mark on every Base Ball article you
 buy.

The Reach Guarantee
 The Reach Trade Mark guarantees per-
 fect goods. Should defects appear, we will
 replace any article absolutely without
 cost (except Base Balls and Bats retail-
 ing under \$1)
 The Reach Official Base Ball Guide for
 1909—10c at dealer's or by mail.
 The Reach Base Ball Catalogue for
 1909—FREE.

A. J. REACH CO.,
 1725 Tulip St., Philadelphia, Pa.



Iowa City Academy
 Prepares Students for State University
 Fine opportunity to make up deficiencies.
W. A. Willis,
 Principal


Say Bill, Have You Seen FAT PARSONS
 That Sells Hardware and Sporting Goods on Washington Street (better hurry).
 All kinds of TROUSERS AND COATHANGERS, Tim Suits and Foot Balls

BOOK STORE
MAKES A SPECIALTY OF STUDENTS' SUPPLIES
 Text Books for all Colleges,
 Fancy Goods, Largest Stock, Lowest Prices
 26 Washington Street
John T. Ries

Irish's University Business College
 114 1-2 Washington Street
 Classes are being formed for University Students

Luscombe, Photographer...
 Has made all the Athletic Pictures for
 the last ten years. We cater especially
 to the student trade.
 9 Dubuque St.

QUALITY



The above combined with really quick and courteous treatment
 the facts on which we base our requests for your laundry work.
 Care in handling of your articles—together with a thoroughly
 equipped plant guarantees you no frayed edges, scorched work
 etc. A trial solicited.
The C. O. D. Steam Laundry Owens & Graham / 211-213 Iowa Ave.
 Both Phones

Do You Hear Well?
 I have received the agency for the
STOLZ ELECTROPHONE
 A new, scientific and practical invention for
 those who are Deaf or Partially Deaf.
 I will be pleased to demonstrate its use to all interested
 parties.

HENRY LOUIS, PHARMACIST
 CORNER DUBUQUE AND WASHINGTON STREETS

PERSONAL and SOCIAL

Miss Lydia Heary spent Wednesday in Cedar Rapids.

F. E. Allen, L. '11, Estherville, Ia., is pledged to Phi Delta Theta.

Miss Mabel Coopers of Oelwein is visiting her sister, Miss Edna Cooper.

The geology classes will go to Selon Saturday to do field work.

Mrs. Mark Catlin entertained at an afternoon tea-party Thursday.

Miss Mae Keyser was in Marengo Wednesday afternoon.

Mr. Lyle of Tipton spent Sunday in Iowa City visiting friends.

Mr. Emil Kluckhohn has returned from a visit at his home, Odebolt, and Des Moines.


The student volunteers of Y. W. C. A. enjoyed a picnic yesterday morning.

Miss Ellen Filean goes today to Attalissa to visit Miss Margaret Anderson.

The seniors of Hesperia and Zeta-theta will give their joint senior program this evening.

Prof. W. C. Wilcox's mother will return to the city next week to take up her residence here.

The Edda society will have a picnic in the city park Saturday. Prof. and Mrs. Flom will chaperon.



Yetter's
THE BIG STORE

Important Announcement

S. U. I. Hat Pins, Seal Pins, Pillow Tops, Pennants, etc.

Also almost limitless variety articles peculiarly acceptable for the bride, the graduate, and anniversary remembrances

Miss Dorothy Frankie has been elected to become a member of the Erodolphian literary society.

The senior girls at the Shaffer house entertained the senior Hepa and Zets at a picnic Tuesday evening.

Miss Florence Odell, L. A. '07, who is teaching at Ottumwa, arrives today to spend Sunday at the Tri-Delt house.

Chester Baxter, Emil Kluckhohn, and Paul Darnell leave today for an over-Sunday visit at the home of the former in Winfield.

The Delta Gamma sorority gave a shower Wednesday evening in honor of Miss Pauline Swisher who is to be married May 25.

Mrs. Gregory who has been caring for her daughter Gertrude L. A. '12, during a severe illness, has returned to her home in Marshalltown.

Miss Elizabeth Lancaster has returned to her home at Buffalo after visiting the past week with Iowa City friends.

In his previous success, "The Chorus Lady," seems to have hit the bull's eye, for "The Traveling Salesman" is making a tremendous success at the Illinois Theatre, Chicago.

The play is being presented with the original New York company which comprises Frank J. McIntyre, Elsie Ferguson, William Beach, Sarah McVicker, Arthur Shaw, Percival T. Moore, Edward Ellis, Nicholas Burnham, H. D. Blakemore, R. C. Turner, Richard Ogden and Maude B. Sinclair.

Performances nightly, Sunday included, matinees Wednesday and Saturday, which are over at 4:40 p. m. and 10:40 p. m. respectively, allowing out-of-town patrons an opportunity of catching early returning trains. Prices 50c to \$1.00, no higher, and mail or telegraph orders always receive especial attention at The Illinois.

Try the Daily Iowan want column for results.

The Bijou Vaudeville Theatre

THREE TIMES DAILY
8:00, 7:45, and 9:00 p. m.

THURSDAY, FRIDAY, SATURDAY AND SUNDAY.

OVERTURE
MRS. BEESON
Musical Director
BELLA ITALIA TROUPE
The European Sensation.

FRED HEIDER
Singing and Dancing Comedian

IRVING GEAR
Hebrew Comedian

POWERS CAMBOGRAPH
TWO REELS OF MOVING PICTURES
Evenings 10c and 20c; matinee, any seat 10c.

REICHARDT
THE CONFECTIONER

Palmetto Chocolates Our Specialty. All Candies Home-made. Ice Cream made in All Shapes and furnished for Parties and Receptions.

All Latest Drinks

Try the Daily Iowan Want Column for Results

What a blessing it would be if every wholesaler would take back slow selling goods in exchange for something fresh and new. —'Would be a merchandise millennium.

"Rapid Transit Selling Plan for Stationery"

Numerous, Quick Sales, with No Additional Operating Expense, Make Splendid "All Extra" Profits

A Wholesale Circulating Library of High Grade Stationery—PLUS a Whirlwind Selling Plan, including Superb Advertising Matter that when properly used will bring droves of the Best People to your Store

Slow Sellers Promptly Exchanged and Replaced with New Goods.

<p>QUALITY STATIONERY.</p> <p>The latest designs, shades and finishes in correct stationery for cultured people—men, women and maids—brides and debutantes—young and old, rich papers packed in boxes of such exquisite beauty that a sight is a sale.</p> <p>Dozens of designs to choose from; all of such conspicuous merit that you at once get the reputation of having the only correct line in town.</p> <p>NO DEAD STOCK POSSIBLE</p> <p>Because we take back and exchange any and every unsold, unbroken box that does not "take" in your section, giving you something fresh, and bright in its place.</p> <p>Do you know of any other wholesaler who will do this? Where do you suppose our biggest trade comes from? From the backwoods?</p> <p>Not on your life—from CHICAGO, Denver, Philadelphia, Harrisburg, Grand Rapids and from every state and every important city in the country, as well as thousands of small towns and villages.</p> <p>Not so bad for Iowa City, is it?</p>	<p>THE PLAN THAT SELLS IT.</p> <p>We sell you more than stationery—we sell you a complete, brilliantly-advertised stationery business—works while you sleep—builds up a permanent trade—wins fame and reputation—sells several boxes where you'd sell one otherwise and increases your business in other lines by bringing well-to-do people into your store who never crossed its threshold before.</p> <p>All you need is to buy an assortment of our box stationery with our superb advertising service, use a little counter, show-case, shelf or window space, do your part at using our advertising furnished with your name and address and business, and your customers will do the rest.</p> <p>OUR ADVERTISING SERVICE IS PRICELESS</p> <p>It includes:—a dainty, captivating booklet called "Correspondence" that tells people just what they want to know about the etiquette of correspondence. You mail or distribute it as your book with your own imprint on it.</p> <p>Also embraces a quantity of artistic blotters; striking hangers for your store and a magnificent window display, ready made advertisements, readers, cuts, etc., etc.</p> <p>This advertising will give your whole business a tone and character that will bring the best people into your store.</p>	<p>DO BUSINESS ON OUR CAPITAL OR EARN CASH DISCOUNTS WITH YOURS</p> <p>Druggists—Stationers—Confectioners—Dry Goods and General Merchants, Jewelers, Booksellers, Newsdealers, and Postmasters—fall in line and begin piling up some of that "N. M. Co." Stationery money—Good, clean money, pleasantly earned and bringing with it scores of new customers net for stationery alone, but for your other lines.</p> <p>Every man and woman, and nearly every child, who passes your door writes letters. Evedy one is a possible customer for this beautiful box stationery—so enticingly put up that the box sells it.</p> <p>They get their stationery somewhere—if not of you, from one of your competitors, and they buy other things at the same time.</p>
<p>"We distributed the beautiful books 'Correspondence' and other advertising matter and it has brought us new business and many have expressed appreciation of receiving the useful little book. We like your plan and we are going to be able to easily sell enough of the stationery to meet the acceptances as they come due. With the long time, fine special advertising and exchange, your plan is better than any one we know of. We are selling lots of paper and it is giving good satisfaction."—MARTIN W. RIESEMANN, Druggist, Franklin, Pa.</p> <p>"We have found that the package has a good deal to do with selling goods. We have also found that the quality on the inside of the package has a little more to do with selling the goods. When you get both of these things combined, we find that you have the best selling article of its kind, and that is what we have to say about the stationery received from you."—WALTER K. SCHMIDT CO., Wholesale and Retail Druggists, Grand Rapids, Mich.</p> <p>"The quality of the goods and their neat and attractive appearance proved to be an excellent salesman themselves, and I have no doubt that I shall be compelled to make another order soon. I like your plan and consider it a remarkably fiber and just proposition."—T. N. HARTZELL, Books and Stationery, Kearney, Neb.</p>	<p>"We like your stationery line and manner of doing business."—STEVENS BROS., Druggists, Cynthia, Ind.</p> <p>"The line is a fine one to sell and we have not a dissatisfied customer among our patrons. It is profitable and makes a good showing in our store."—BRADLEY BROS., Druggists, Wabash, Ind.</p> <p>"The box paper I received from you is a fast seller and is giving excellent satisfaction. It also draws trade to my store and is a good ad."—J. W. WHITSON, Druggist, Blooming Prairie, Minn.</p> <p>"The assortment of stationery you shipped to us improves the looks of our store and helps to sell our old stock; in fact, we have done well with it."—J. H. McBURNEY, Postmaster, Lost Springs, Kan.</p> <p>"I find that your line of stationery is just what my customers want."—JOSEPH J. EHRET, Stationer, 1871 Lincoln Avenue, Chicago.</p> <p>"Your goods are more than I expected. They make a nice display and are selling well."—MRS. F. A. PIERCE, 1306 Addison Avenue, Chicago.</p>	<p>"Your special advertising matter has enabled me to greatly increase my sales on stationery." In addition to this it has created a great deal of favorable comment in regard to my store. Your proposition is a dandy."—HENRY J. ST. JOHN, Druggist, Victor, Mont.</p> <p>"The attractiveness of the package makes it a good seller, and the quality of the paper brings forth unsolicited praise from my customers."—GEO. A. BUNTING, Druggist, Baltimore, Md.</p> <p>"The line is an excellent one and, judging from present sales, I will have many demands for the same kind of goods from the same persons who have purchased already."—LORNE A. DODDS, Prescription Druggist, Pittsburg, Pa.</p> <p>"The line is a fine one to sell and we have not a dissatisfied customer among our patrons. It is profitable and makes a good showing in our store."—SIMON HERR, Drugs, Etc. Brazil, Ind.</p> <p>"We have one of your stationery assortments. It is a high-grade line and sells well to our customers."—L. A. PEPIN, Proprietor Sheridan Park Pharmacy, one the most exclusive and fashionable residence districts of Chicago.</p>

SALESMEN WANTED.

for the Easiest, Pleasantest Line a salesman ever sold—a Business that Brings to every Earnest Industrious Salesman—and we hire no others knowingly—a Steady Income and the Lasting Friendship of every one of his customers.

"Anybody that can walk and talk and cannot sell this line should go out on the farm and shuck corn."—G. N. Schell, Ill.

National Mercantile Co.

FRED W. MAIN, Manager

IOWA CITY . . . IOWA

The Best of Goods

The Most Liberal Terms

The Most Effective Advertising

Every Customer Delighted

Order your spring suit now **SLAVATA, TAILOR** A large line of new suitings just arrived