

# THE DAILY IOWAN

OWNED AND CONTROLLED BY THE STUDENTS OF THE UNIVERSITY OF IOWA

VOLUME I.

IOWA CITY, IOWA, THURSDAY, SEPTEMBER 21, 1916

NUMBER 5.

## "GREAT STUDENTS DEVELOP A GREAT SCHOOL"—JESSUP

NEW PRESIDENT URGES SCHOLARSHIP IN FIRST FORMAL ADDRESS AT CONVOCATION YESTERDAY

**Auditorium Crowded to Capacity—Trowbridge Extends Welcome to New Faculty Members and McGovney Responds—Sixty-one Additions to Faculty**

Impressive with the new president, W. A. Jessup, presiding, with president emeritus, Thomas H. Macbride, in the chair, with sixty-one additional faculty members, and with several hundred new students, the sixty-eighth convocation held at the natural science auditorium at ten o'clock this morning passed into the history of the university.

### Many Turned Away

Fifteen hundred persons were crowded into the auditorium, which normally will seat only thirteen hundred, two or three hundred were unable to find room and were turned away. This is a sample of the crowded conditions in many of the buildings on the campus with this year's increased enrollment.

Preceding the president's address was the invocation and scripture reading by the Rev. Harry Burton Boyd, pastor of the First Presbyterian church of Iowa City. Miss Bertha Anne Cooper of the school of music very effectively sang "Ave Marie" with a violin obligate by Miss Helen Katz.

### Trowbridge Gives Welcome

In behalf of the faculty and student body Prof. A. C. Trowbridge of the department of geology gave the address of welcome to the new members of the faculties. The new dean of the law college, Prof. Dudley Odell McGovney responded to the address of welcome.

### Scholarship Helps University

"If you want a great university, become a great student for if we can have great students who arise to the opportunity of the university we can be great. The world offers you a challenge today; thousands have accepted it. You who have started owe it to your selves to accept this challenge."

With these words President W. A. Jessup aroused the three thousand students who heard his address.

"You are here on the world old quest for education. Far back in history men were interested in seeing their ideas transferred to the next generation and inspired with the idea of establishing an institution of higher learning. With the development of civilization there has been an enormous increase in the number of people that participate in this thing and a narrow field has broadened into a wide range of activity. Today there are six thousand freshmen in the state of Iowa. This can mean but one thing—competition.

### Growth Means Competition

"Within the past five years our university has increased its enrollment fifty per cent. This does not mean to the student only that this is a big university but it raises with him the question: 'What am I going to do to meet the challenge of the world? It means lively competition, a place in the world and an opportunity to serve.'"

The president traced the growth of the university from the time of its organization in 1856 to the present time.

"Fifty years ago," he said, "all the work offered in the university could be completed in six years. Today in the liberal arts college alone

(Continued on Page Three)

## FORMER DEAN GUTHRIE HERE FOR CONVOCATION

Dean Emeritus Guthrie of the medical college was welcomed yesterday by many friends in the faculty, when he came to Iowa City for the opening convocation. Dean Guthrie has been seriously ill but has so far recovered that he expects to resume his lectures in the university next semester.

### MANY SEEKING BAND JOBS

Tryouts for places in the university band are now being held and will be continued for the next two weeks. Sixty new men have so far signified their intentions to try for places, the largest number in ten years. The new material, according to Director O. E. Van Doren, is very promising.

## DENT ENROLLMENT LARGER THAN EVER

THREE HUNDRED AND THIRTY ENROLLED, THIRTY TURNED AWAY ALREADY—MANY NEW ASSISTANTS

Thirty applicants for admission to dentistry have already been turned away, according to Dean F. T. Breene. More are being refused entrance every day.

The enrollment in dentistry is the largest in all classes this year in the history of the college. There are 150 in the freshman class, 89 in the sophomore, and 91 in the senior, making a total of 330. The enrollment last year reached 303.

Dean Breene has had to resist strong pressure in turning students away. More than one begged to be allowed to stay.

The lack of larger anatomical and chemical laboratories seriously handicaps the college. Dean Breene believes that 400 students a year could easily be registered here.

Dr. Volland has as a new assistant demonstrator in operative technique, Mr. V. Vanzeale. Dr. Summa's department of prosthetic dentistry has several new assistants and demonstrators. Among them are Dr. C. B. Penrose, R. B. Smith, and Dr. R. L. Van Vollenbaugh. In Dr. Rogers' department of clinical dentistry the new demonstrators are A. E. Schlambusch and Dr. R. W. Rogers.

### SPECIAL MASS FOR STUDENTS

Arrangements have been made for the accommodation of Catholic students for the coming year by the Catholic churches of Iowa City. The Reverend W. P. Shannahan has announced that special mass will be held at 9 o'clock every Sunday morning at St. Patrick's church. A student choir for this service has already been organized.

### SCHOOL OF MUSIC GROWING

"Enrollment in the school of music has increased 100 per cent over that of last year since music has been made a part of the liberal arts curriculum," Prof. W. E. Hays, director, declared yesterday.

Four new practice rooms have been constructed in the basement of the building and these rooms are expected to be put into constant use.

### SWIMMING POOL OPEN SOON

The university swimming pool will soon be ready for use. It has been thoroughly cleaned and the pool room has been redecorated.

### DR. STEWART GIVEN OFFICE

Dr. G. W. Stewart, head of the department of physics, has been chosen by the Society for the Promotion of Engineering Education as chairman of the committee on physics. The society includes in its membership most of the prominent engineers of the country.

## HAWKEYE BOARD IS EFFECTED BY NEW RULINGS OF BOARD

NO RADICAL CHANGES IN PUBLICATION WILL BE MADE THIS YEAR

Committee on Student Publication is Now Laying Plans for the Hawkeye Next Year—Board Must Be Eligible Same as Athletes

The senate board of the extra curricular committee on student publication is laying plans for the management of the Hawkeye for next year, which will be radically changed from that of former years by the new rulings which were made during the summer by the committee.

At a meeting on Tuesday afternoon with the members of this year's Hawkeye, the committee considered carefully the work for the year. In view of the fact that the Hawkeye board for this year had already made their contracts for engraving and printing, it was decided that they should go ahead with the work as already outlined. However, a complete report of the finances of the annual will be kept in accordance with the rulings which will be published at the close of the year.

The work on the Hawkeye this year will be carefully observed by the committee on student publications in order that all arrangements for next year may be completed before the board is chosen.

In order to become a member of the board hereafter a student must conform to the rules of eligibility the same as a Varsity athlete. The other regulation which radically effects the publication of the annual for next year is found in section 5 which reads as follows:

"Moneys received by student organizations as fees from the student body or the public for entertainments or publications, or in connection with other activities, may not be divided among the members of the organization."

While it is very probable that the Hawkeye board will be placed upon a salaried basis the same as the staff of The Daily Iowan, no definite action has been taken on this matter by the committee on publications at the present time. This and other things in connection with the publication of the Hawkeye will be considered at future meetings of the senate board.

### CHEMISTRY ROOMS CROWDED

One-third more students this year than ever before are registered in the organic chemistry department. The department is crowded for room and the laboratories are taxed to capacity. New industrial equipment which is to be installed sometime this semester will relieve part of the difficulty. It has been needed for some time.

Clifford Jones of Morningside college becomes the storeroom keeper this year. J. W. Crowell has been promoted to assistant in the laboratory. Dr. Edward Wolesensky, who was an instructor in chemistry last year, will not resume his work. He will take the place of his father on the farm.

### SWISHER GOES EAST

"Step" Swisher of Iowa City, a graduate of the liberal arts college last June, left last evening for Hartford, New Jersey, where he will enter the home office of the Travelers Insurance company. He will visit several friends at Long Branch, New Jersey, where he will also have the privilege of hearing an address by President Woodrow Wilson on Saturday evening.

Send the "Iowan" home.

## "I" CLUB PLANS FOR HOMECOMING BANQUET

The "I" club, made up of the wearers of the "I", is already making plans for the annual meeting at homecoming time. It will be held at the Hotel Jefferson, and at a banquet at the time the old men will be told of the way the club is co-operating with the board in control of athletics. President G. H. Gunderson is anxious that all letter men who have not already affiliated with the organization shall see him or Paul Ingham to get membership arranged.

## NO PAY FOR CADET OFFICERS THIS YEAR

Word from Washington Says War Department was Unable to Get Budget.

University cadet officers will not receive pay for their services this year. Captain Morton C. Mumma, commandant of the regiment, has just received word from Washington that the war department has not been able to get the budget passed and has, consequently, no funds with which to carry out the provision of the new army bill which would provide pay for the advanced students of military science. A plan to have the state furnish the pay has also been rejected. Captains and lieutenants will, therefore, have to donate their services, as in the past.

## ATHLETIC TICKET SALE IS VERY SATISFACTORY

N. A. Kellogg, director of athletics, reports that the sale of I tickets is proceeding satisfactorily. The sale to date has been better than that of previous years. Mr. Kellogg believes the final rush for tickets before the first game will establish the record sale.

### STEVENSON WRITES ARTICLE

In the published notes of the municipal reference library of New York City, the article on "Efficiency in Municipal Accounting," written by R. A. Stevenson, of the university faculty is mentioned as an important addition to the library. The article was published in the Efficiency Society Journal for July.

### COLLEGE OF MEDICINE FULL

One hundred and fifty students have registered for work in the college of medicine and no room is left for more.

Dr. George Jenkins, head of the department of medicine in the University of Louisville last year and formerly instructor in the department of anatomy at John Hopkins, is a notable addition to the medical staff. Incidentally Dr. Jenkins has already become famous as a motor driver—"and thereby hangs a tale."

Dr. H. J. Prentiss, professor of anatomy, is to read a paper on "The Variation of Accessory Sinuses of the Head," before the American Roentgen Rays society in Chicago, next week.

### DIGNAN LEADS HESPERIANS

Hesperian society held their first business meeting Tuesday evening. Katherine Dignan was elected president to succeed Elsie Anderson, who will not resume her university work this year. Francis Barnhart was appointed chairman of the "rushing" committee, and Alma Groeger chairman of the approval committee. After the business meeting the initiation of Sylvia Cochrane and Marie Herbert took place.

### ATHENA BUSINESS MEETING

Athena society will hold a business meeting in the liberal arts auditorium Thursday evening at 7 o'clock.

## COACH JONES PUTS ATHLETES THROUGH HEAVY PRACTICE

TEAM LINES UP FOR FIRST TIME OF SEASON—ONE END TAKEN BY CAPTAIN LAUN

Davis and Jacobsen on "Yannigans" in First Practice Under Jones—Barron and Kirk Teach by Demonstration—Three Hundred on Sidelines

Live signal practice with all the frills and sweat and breathlessness of a season a week old was the workout which Coach Howard H. Jones handed to his fifty candidates for the Hawkeye football eleven as a starter yesterday afternoon in the first official practice of the 1916 season. Rough work will not be undertaken until some time next week, but hard work, it can plainly be seen, will be on the program daily from the start.

### Longer to Get in Shape

Opening of the practice season yesterday gives the team longer time this year than usual to get into shape. The four extra days will be utilized in conditioning the men, and by the time next Monday comes, the squad will still have two full weeks of practice before the opening game of the season with Cornell on October 7.

Early arrivals on Iowa field yesterday afternoon were put through a playful few minutes of chasing and kicking punts. This was little more than pure fun, but shortly after 4 o'clock two elevens were selected to run through signal drills. From then until 5:30 the teams were given stiff running signals.

### Davis and Jacobsen Relegated

Captain Laun, Triplett, and Bowles saw service on the right side of the line on what was picked for the first eleven and Holmes at center was flanked on the other side by Grubb, Fosdick, and McKee. Bannick, Mendenhall, Hammond and Scott were in the backfield. Of the letter men available, Davis and Jacobsen were sent in with the second string, which worked about as strenuously under the direction of assistant Coach Kent.

With men on the first squad who were thoroughly familiar with the game of football, Coach Jones was able to work rapidly with his material. Before the afternoon was over forward passing was being developed a little and several backfield formations were working with good early-season smoothness. Bannick at quarter ran the team rapidly and the plays were put through with a snap that was characteristic of the enthusiasm of the players.

### Barron and Kirk in Action

Barron and Kirk, assistant coaches, were used for a time as opposing linemen, and the first eleven chargers were taught to get them out of the way for fullback Scott to make a line smash. This realistic touch added more fire to the occasion. Forward passes were executed with Scott on the pushing end and were run off with encouraging form.

Late in the afternoon Kirk put together a third eleven out of the gallery of players that had been following and watching the first team and the gridiron was in active use from one end to the other.

Students attended the workout freely, and about three hundred visited the field during the afternoon. Members of the faculty also showed an interest. Captain Mumma was on hand as he always was when stationed at the university a few years ago. Trainer Jack Watson had out his adhesive tape and scissors, but was not called on to put them in action.

### Jones Talks to Athletes

Coach Jones, in addressing the (Continued on Page Three)

## THE DAILY IOWAN

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Editorial Staff will be chosen by tryouts. Students desiring positions should see the editor at once

Subscription rate \$2 cash; 2.50 credit

### ALL IOWA WELCOMED

"In an attempt to bring the students in closer and more intimate relation with the team and its activities, to have them understand the work, trials, and grief imposed upon a member of the football squad, to have them more appreciative of what an "I" really signifies, Coach Howard Jones will bar no students from the Iowa field during the coming season."

The foregoing statement, which yesterday came from the famous Yale star and coach who will direct the Iowa gridiron men during the coming season, was probably the most welcome news that has spread over the Iowa campus since the opening of school.

Just what this privilege will mean to the team and student spirit will depend entirely upon the spectators themselves. The manner in which the students turn out each evening to watch the men who are working out the destiny of football on the sod of Iowa field will have no little influence in encouraging and heartening the men as they develop to meet the rush of the Aggies and others during the coming season.

As students of the university we owe a great deal to the men who go through the daily grind to make a name for Iowa. If we are unable to aid the team in a physical manner, it is still our duty to be real Iowa men and women by supporting, helping, and assisting whenever and wherever possible. We who are on the sidelines can do much to relieve the monotony and grind by being appreciative and by being on hand every night to applaud a plucky tackle, a pretty forward pass, or good constant work.

An appreciative and loyal student body will eventually cause more men to come out for the varsity. This, in turn, will increase rivalry and make a more efficient "I" team. The plan is a test of Iowa loyalty and spirit, placing in our hands much of the making or breaking of the team.

Iowa spirit is not a misnomer. May every man and woman in the university plan to get out as often as possible and prove this to the team and the men who are here to teach them football.

### YOUR MEMORY BOOK

With the early numbers of The Daily Iowan now available, it is still possible for those who have not yet started a file to do so by calling at The Daily Iowan office, 208 S. Clinton street, and securing any of the back numbers of the paper they do not happen to possess.

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The advisability of keeping a file may not be very apparent at the present time but it is not altogether improbable that before the end of the present school year many occasions will arise for referring to the file. It is in the future, however, that its benefits will be realized to the fullest extent.

No memory book you might keep will be able to furnish the complete record of your university career as a file of The Daily Iowan. It will recall for you the day you first entered the historic Old Capital building to register for a course in Iowa's greatest educational institution until the day you take the last long look at the dear old school as you leave it to assume the duties of life which it has made possible for you to perform. It will tell you of the parties you attended, the day your name first became known in the world of oratory and debate, the story of your athletic prowess, your literary and scholastic achievements, the organizations you "made," as well as a complete story of the history of the doings of your friends, the athletic events, in fact, it will record everything that has happened at Iowa from the day you entered until the day you leave.

The reader of any college paper that does not keep a complete file is neglecting a duty that may have been of untold value in some future day.

### NEW INSTRUCTOR IN PHYSICAL TRAINING

Miss Marguerite Roberts of Easthampton, Mass., is now assistant in manual-therapy in the department of physical training for women. Miss Roberts was graduated from the American School of Physical Education Boston. She comes with experience in the Zander room and orthopedic department of the Massachusetts General hospital.

Owing to the heavy registration in regular classes, two new sections have been formed in physical education for women, one for freshmen and one for sophomores. Under the new schedule the freshman course includes three hours a week rather than two, as before.

### SELF-GOVERNMENT FOR GIRLS TO BE CONSIDERED

Anna M. Klingenhagen, dean of women, and the Women's League will entertain all new university girls on Saturday afternoon from 3 to 5 o'clock in the liberal arts drawing room.

The new self-government constitution, which was drawn up last spring, will be explained to the girls by Miss Jeanette Magowan. The plan will be placed before the girls of the university for a vote in the near future, next week, perhaps.

Miss Klingenhagen will also address the girls, and there will be special music.

### GIVE OUT SUITS TODAY

Football suits will be given out to the freshmen this afternoon at the office of Manager Kellogg at the university armory, and those out for the freshman team will be expected by Coach Barron to be on the field and ready for work at 4 o'clock.

### MISS WARDELL TO YALE

Miss Ruth Wardall, head of the department of home economics, will leave Friday night for Yale university, where she will take a year of graduate work in the general field of nutrition. She has a year's leave of absence.

### DR. YOUNG SUCCEEDS WILSON

Dr. M. H. Young succeeds G. W. Wilson as instructor in physiology and mycology in the department of botany. Dr. Young holds both undergraduate and graduate degrees from the University of Wisconsin. For several years he has been a supervisor in the Philippines.

### GLEE CLUB TO MEET

All old members of the Girls' Glee are requested to report at the school of music at 4:30 Thursday or to send their names in if they cannot attend in person.

All new candidates for the Girls' Glee club should register at the school of music Thursday, at 4:30.

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TYPEWRITING wanted by university student. Call Red 362 between 10 and 11 a. m. and ask for Page.

### NOTICE

All candidates for commissions in the cadet regiment will meet the commandant at the armory at 4:30 o'clock this afternoon at the armory.

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JOHN T. RIES

### COACH JONES PUTS ATHLETES THROUGH HEAVY PRACTICE

(Continued from Page One)

men, said he wanted all to remain out and work from the first of the season to the last, for they never could tell when they would be called upon. Drawing from his own experience, he related how he had played only in the last, but the championship game of the season when he was out for the first time at Yale. He said he intended getting the athletic board, if they would do so, to pass a ruling that any man who played in the final game of the season might be entitled to his "I" with the other players and might be considered a member of the team and as having made the team just as much as those who had played from the first. This "I" would be awarded, in case the rule is adopted, no matter whether the player had been in any other game or not.

Von Lackum, who was at end on the second eleven in practice, took occasion at the close of the afternoon to saff a few punts down the field against the wind. He booted the ball in 1915 style and was putting his punts for 45 and 50 yards with good direction.

A soaking rain on the athletic field is all that is needed to put it in good condition for practice. Now the ground is so dry and hard as to endanger the players when they fall.

#### DR. BESS WRITES ARTICLE

Dr. Elmer Allen Bess, student counselor for the Presbyterian church of Iowa City, is author of an article appearing in the current issue of School and Society. The title of the article is "Training for Vocational."

### "GREAT STUDENTS DEVELOP A GREAT SCHOOL"—JESSUP

(Continued from Page One)

sufficient courses are offered to keep a student busy continuously for seventy years. Again, it means competition and the necessity of choosing wisely the course that you take.

#### Encourages Athletics

"In the period which has elapsed since the founding of this institution we have not only modified our ideas in regard to academic work but in other things such as athletics, physical education, and health. There has been a great change from the standard of a hundred years ago when a Harvard student was expelled from the university for owning a boat. Much good is gained from athletics.

"In the field of physical education we now offer better opportunities. 'Part and parcel' of the great movement over th country is our free clinical service.

"Because of competition we must be careful to make our university not only big but great. If we are looking for bigness in our university we are destined to be gratified and if our search is for greatness we must be great students. The university is judged by its products.

#### "A" Student Good Risk

"Some people think that an "A" student is a poor risk for success. Investigation in every field of work shows that the chance of success is much greater among students of high scholastic rank than among students with average grades. Men have become interested in what kind of college students succeed and they have devised tests to give an idea of the expectancy. I believe I can tunity for success increased three pledge you on exact actuarial evidence that if you wish to have your opportunity for success increased three to one you can do it with scholarship."

The Epworth league of the Methodist church invites all Methodist students to a mixer to be held in the church at 7 o'clock Saturday evening.

#### WOMENS LEAGUE MEETS

Both councils of the Women's league will meet Thursday afternoon at 4:30 o'clock in room 13, liberal arts building.

#### CATHOLIC MIXER TONIGHT

Newman Club, the student Catholic organization for men and women, will hold its mixer tonight commencing at 7 o'clock in the Knights of Columbus hall. A short interesting program has been arranged and Catholic men and women are invited to attend.

Tryouts for the Men's Glee club will be held at 7 o'clock Thursday at the school of music.

### SUCCESSFUL SEASON AT LAKE OKOBOJI

New discoveries in moss and parasitic forms made the summer's work at Lakeside laboratory unusually successful is the report which Prof. B. Shimek, who had charge of the laboratory, has brought back to the university. Weather conditions made this the best working season in twenty-five years, according to Mr. Shimek.

Dr. F. A. Stromsten, who conducted the work in zoology during the last four weeks, made an important advance in the study of fresh water crustations.

Dr. W. L. Schenck, who has been a demonstrator in the college of dentistry for two years, has opened an office in Iowa City.

Magdalene Freyder, '16 graduate, is teaching english and oratory in the Sigourney high school.

Helen Potter, sophomore student last year, has entered the state college at Ames to complete her work in home economics.

### FANNIE WARD INSPIRED PLAY.

Salvation Army Lass Character Written Especially For Her.

Willard Mack, the well-known photo dramatic writer, wrote "A Gutter Magdalene," the Paramount picture produced by Lasky, especially for Fannie Ward.

The story, which is one that abounds in situations of great intensity, gains in effect by being probable and logical and was prepared for the screen by Clinton B. Stagg shortly before his tragic death.



Fannie Ward, Lasky-Paramount Star.

Of the hundred and one characters that Fannie Ward, the versatile Lasky-Paramount star, has portrayed on the stage the most unique is that of the Salvation Army girl in "A Gutter Magdalene."

In this she has more than surpassed her best achievements in the skill of her work, and this is deserving of great comment, when it is remembered the great success she met in "The Cheat" and "Tennessee's Pardner," both Paramount pictures, and her work on the stage in such productions as "An Unlucky Star," "Her Only Way," "Madame President," "What the Doctor Ordered," "The Three of Us," "The Marriage of William Ashe," "A Fool There Was," "In the Bishop's Carriage," "The Climbers," "Cheer, Boys, Cheer," and others of like importance.

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### Personal and Society

Blanche Shellady is teaching sixth, seventh, and eighth grade work in North Liberty this fall. After Christmas she expects to resume her university work.

Marguerite Skeels finished a trip through the west Wednesday when she arrived to take up her university work.

Florence Morony, graduate of last spring, is teaching Latin at Pomeroy.

Olive Eastman, daughter of Professor Eastman, is in Sac City this year as a teacher of English in the high school.

Kitty Kurz, an active member last year of Delta Delta Delta, has a position in the New London high school, where she is teaching German.

Miss Ruth Tharpe is in Afton this year where she has a position as public school music teacher.

Christine Biller returned to her home in Des Moines Tuesday, after a few days' visit at the Delta Gamma house.

Florence Fuller is attending school at the State University of Illinois at Champaign this year. She has affiliated with the Alpha Chi Omega chapter there.

Miss Hazel Kent is teaching public school music in the public schools of Memphis, Tenn.

Bernice Cole was elected rushing captain of Octave Thanet society when members met at Close hall Tuesday evening.

Kappa Sigma fraternity will give a dancing party Friday night. So will Delta Chi. Psi Omega will entertain at dancing Saturday night.

Jessie Gardner, Alpha Delta Pi, is back in the university after a year's absence.

Achoth sorority girls miss from their number this year Vera Snyder, freshman last year. She is teaching sixth grade work at Grinnell.

Eva Mahon, sophomore in liberal arts last year, is teaching near Clinton this year, according to information which has reached her Alpha Delta Pi sisters.

Lorna Murphy and Claire Nolte, two Currier hall girls of last year, are now juniors at the University of Wisconsin.

Mrs. James Cooney, nee Portia Evans, and Susan Blake, have been at the Delta Delta Delta house during the "rushing" season. They returned to their homes at West Union and Fort Dodge, respectively, on Monday.

Miss Margaret Powell of Cedar Rapids will be a guest of Louise Manatrey at the Delta Gamma house this week end.

Miss Mary Meredith is teaching in her home town at Atlantic this year. Her subjects are English and History.

Miss Florence Katz returned to her home in St. Paul Tuesday, after spending "rush" week at the Delta Gamma house.

Naomi Gunderson and Beatrice Rock were guests at the Alpha Chi Omega house during "rushing" season. Miss Gunderson is Latin teacher in the Wellman high school and Miss Rock is teaching in her home town at Williamsburg.

### BRISCO SCORES AGAIN

Among the books listed in the fall announcement of Appletons is Dr. Norris A. Brisco's work on "Fundamentals of Salesmanship." It discusses the technique of salesmanship, human nature, health, habits, dress, character, tact, personality, memory, imagination, expression, knowledge, and psychology.

Send the "Iowan" home.

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