On Sale Tuesday

THE DAILY IOWAN
PUBLISHED BY THE STUDENTS OF THE STATE UNIVERSITY OF IOWA

Volume 8

IOWA CITY, IOWA, SUNDAY MORNING, MAY 9, 1909

Number 149

On Sale in All Colleges

1910 HAWKEYE

On Sale Tuesday

OLD GOLD SPLITS EVEN WITH NORTHWESTERN U.

Each Track Team Wins Seven Firsts

Kingston Saves Day With Pleasureous and Keystone-Standards Bumper Home Record in Discus

The dual meet between Iowa and Northwestern held on the field would yesterday afternoon result in a tie under the current scoring system. However, Iowa had a little the better of the argument, landing seven of the first ten events. The 220 yards dash and 440 yard relay won by Northwestern gave Iowa the tie score.

The next meet in the good weather by winning the high hurdles with a time of 1:11.28. Kolb followed suit by running away from Captain Bradley in the shorter. His time of 22.20 also by a comfortable margin, Kolb ran a fine race in favourable weather, confident of a good meeting.

Childs gained the discus very easily, establishing a new Iowa record. He will be on the team at the meet with Maryland and Cleveland.

In the javelin throw, which event last year's anchor, Carl L. Crews, and Hon. V. Y. Hawley, Dean of the University, delivered and these statements in regard to it. Without any qualifications whatever the Iowa Hawkeye will be the best college annual ever published in America.

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Peoples Theatre

GRAND OPENING MONDAY, MAY 17

High Class Vaudeville
2 Hour Show 1 Show at Night

The Management of the New Peoples takes pride in announcing that the Theatre has been entirely remodeled and fitted with new equipment throughout, including an elegant seating arrangement. Reservations are now being made for the OPENING NIGHT ONLY. Set to all parts of the house. Big show for the occasion.

Reserved Seats FOR OPENING On Sale Thursday

The Max Mayer Mark of Style

You can tell the Max Mayer dressers wherever you see them. You may not know, unless you are acquainted with the kind of goods which we supply our customers, that they were fitted out here, but you will recognize that they appear a little more stylish and at ease than the other fellows do.

Correct Fashion

Informal Evening Dress

The Dress Suit of Black, or grey, material—OVERCOAT—Covert. Chest- length; or for full figure, coat. Waistcoat—A distinctive shade of silk or rayon, trousers—Same material. As coat, SAT—The Black Devil SHIRT—White, plain, or plain striped, and checkered Colours. Collar, Wing, or bow tie, same material, CRA—Black—Gray silk. Gown—Chic, Rayon or Silk, CREPE-GOLD shirt, suit, and SKIN of various shades. ROYAL—Fawn, black, lilac, topaz.

We've No Shirt Ideas

Manhattan suits are the kind that give a man all the style and comfort that a shirt possibly can. And in the summer time this is a great deal. A range showing Manhattan suits at LEOXOS SUITS AT $10 AND UP.

The Breath of Summer Pervades This Store

Through every department of this big clothing store there is a completeness of offerings as to make it easy for the man with even the worst case of spring fever to work up unlimited enthusiasm. We believe we know what university men demand in the way of wearing apparel and it has been possible this season for us to quite fully realize our ideals. The suits we are showing must be seen and worn to be appreciated. The quality of the fabrics, the striking beauty of the patterns, and the thorough workmanship on every garment is apparent to any casual observer. But it is the man who puts on one of these suits and gives it a season’s wear who will know what our tailors have done for us.

Suits $15.00 to $25.00

Stein-Blocb and College Brand

Summer Neckwear

Just common neckwear is not the kind which is sold at this store. We have more of it in stock at this store than in any other store in the city, and the range and the price of it are inconceivable. We specialize in $1.50.

The Right Grocery

111 S. Clinton

In The Right Place

To Buy Staple and Fancy Groceries

Dennis Teedy, Mgr.
Restaurant Olympian

J. Constantine, Prop.

"Rapid Transit Selling Plan for Stationery"

A Wholesale Circulating Library of High Grade Stationery—PLUS a whirlwind selling plan, including Super Advertising Matter that when you use will bring droves of the Best People to your Store.

Store Sellers Promptly Exchanged and Replaced with New Goods.

What a blessing it would be if every merchant would take a little time to study the plan of advertising that I am going to show you. It is one of the most effective tools I know for having your store do some real selling. It helps bring in new business and pays you a handsome commission.

It is a plan that has been developed through years of study and practical application. It is a plan that has been tested and proven in the field. It is a plan that has been used by thousands of merchants with great success.

Do Business on Our Capital & Gain Extra Profits.

"We believe that there is no other selling plan on the market today that will bring in more new business and bring in more business for a smaller investment than this plan.

The PLAN THAT SELLS IT.

We sell you more because—

• We sell you more because we will send you a special advertising matter that will have your store talking business from the moment your customers enter your door.

• We sell you more because we will give you a special advertising matter that will have your store talking business from the moment your customers enter your door.

• We sell you more because we will give you a special advertising matter that will have your store talking business from the moment your customers enter your door.

Do you know of anyone else who would like to know about this plan?

If you do, tell them about it and you will both be better off.

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