

The Daily Nebraskan

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THE UNIVERSITY OF NEBRASKA
Lincoln

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WEDNESDAY, APRIL 14, 1915

CIGARETTE ADVERTISING

We received a very flattering offer through the mail this week. In fact it is such a tempting offer that we are going to let our readers in on it. This is the letter:

March 13, 1915.

The Nebraskan,
Lincoln, Nebr.

Gentlemen:

This company has just undertaken a large publicity campaign for the Cigarette Company and in order to introduce this cigarette to your college we are making you the following proposition:

We will send you an advertisement as per copy enclosed herewith to be run in your paper to the extent of \$15.00 and we will pay for same in Cigarettes at the retail price of 25c per box.

This advertisement is to be charged at your regular rate for display advertising.

Our object in doing this, is that you will have an opportunity to sell these cigarettes in your college and introduce them to smokers of tobacco.

If you will have a representative of your paper call on all the local dealers who supply your men with their tobacco and obtain their order for the Cigarette in quantities of 100 or more we will agree to spend with you in advertising one-third of all such cash received to be paid for in cigarettes at the retail price of 25c per box. This means not only on the first order you secure but on all orders from any dealers to whom you introduce the Cigarette for a period of one year or until March 1, 1916.

It is only necessary for you to select a couple of live men and send them out on this in order to receive an advertising contract on your paper. You may tell your dealers further that their name will appear in the paper as suppliers of the Cigarette.

Our idea in making this offer to you is simply to get you interested so that you will take the few hours necessary to secure the introduction of this cigarette to your college.

Your particular attention is called to the schedule of prices as outlined in the agreement herewith and we feel sure that after trying the cigarette yourself you will not hesitate to recommend it to the dealers. It is a high class smoke; distinctly a smoke for college men and after testing the sample you need no further assurance of the merits of this pure Turkish cigarette.

Trusting you will co-operate with us in putting the

Cigarette on the market, we remain
Yours for Verified Service.

MWT-R

Now while the finances of the Nebraskan may not always be in the best condition as yet we are not "broke." We are willing to do anything reasonable to make both ends meet but we draw the line at peddling cigarettes. We extend our sympathy to any college paper that has to go into the cigarette business to pay out. But the fact is that college papers are approached on every hand with these advertising schemes whereby some of these outlaws may attain respectable standing in the college community by virtue of being advertised in the student paper. No, gentlemen, we decline with thanks your flattering offer.

**WORKS OF NEBRASKA
PROFESSOR PUBLISHED**

Early American Correspondence Edited
by Professor Jones Published by
Massachusetts Society

The Massachusetts Historical Society has recently published a volume of early American correspondence discovered and edited by Professor Guernsey Jones, head of the department of English history of the University of Nebraska. A recent number of the "American Art News" of New York City contains the following comment upon the volume.

"One of the most important recent additions to the literature of American art is the volume of letters and papers of John Singleton Copley, issued by the Massachusetts Historical Society. The original papers are in the possession of the British nation where they have lain for more than a century in the Public Record office. In bringing the contents of these documents to light, Prof. Guernsey Jones of the University of Nebraska, has rendered a service to historians of American art, the value of which will be increasingly evident as Copley recedes more and more into the class of the literally 'old' masters. * * * To artists perhaps the most significant information obtained from these papers is that which bears upon the repute in which Copley was held by the greatest artists of his day, while he was still an American, that is before the date of his departure from Boston in 1774. * * * Sir Joshua Reynolds is quoted as saying: 'Your picture was universally allowed to be the best picture of its kind that appeared. * * * You would be a valuable acquisition to the art and one of the first painters of the world.' Sir Joshua's remarks concerning Copley's contribution to the exhibition of 1766 (a forerunner of the Royal Academy annual) were echoed by Benjamin West. But West's letters, numerous and lengthy, throw a new light on his relations with Copley and tend to bear out the feeling that West's friendship had something sinister in it. West had a way of scooping prestige by 'fathering' the work of young Americans in England. By his express solicitation, Copley, who entered his first British exhibit through Joshua Reynolds (the best auspice possible) transferred this confidence to West. One can fancy how sleek Benjamin must have chuckled as he thus easily wrested patronage from the most distinguished of British artists for the repression of the rising American. It was the same gratuitous, but clammy hand that Trumbull resented and Gilbert Stuart calmly and amusingly spurned. West exposes himself terribly in these letters. All the criticisms he can possibly frame he sends across the water to impress Mr. Copley with the fact that he has still much to learn—from him. Poor Benjamin! How time has leveled him.

"One of the most entertaining of the Copley letters is the one written from Boston by the young colonial painter asking Liotard 'the Turk' one of the greatest of pastelists, for a set of the 'best Swiss crayons.' Prof. Jones and the Massachusetts Society deserve all praise for this important volume."

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NOTICES

There will be a special meeting of all interested in tennis in Law 101 Thursday morning at 11:30 o'clock.

Entries for All-University Hand Ball Tournament singles will close Friday evening, April 16.

The Ivy Day Committee meeting called for 11 o'clock will be held at 11:30, Thursday, in U. 106, following Convocation.—Chairman.

Commercial Club

A meeting of the University Commercial Club will be held in U. 102, Thursday afternoon, April 15, at 3 o'clock. Parliamentary law practice will be the main feature.

The University Christian Science Society gives a reception in Art Hall, Saturday evening, April 17. All interested in Christian Science are welcomed.

A. L. Bixby of the State Journal will talk to the "Ag" Club on "Worse Than Agriculture," Thursday, April 15.

Palladians

The trip to the caves has been changed to Friday evening instead of Saturday as previously planned.

PRESIDENT.

Scott's Orchestra. Call B-1462 or B-4621.

**TENNIS ENTHUSIASTS
MEET TOMORROW**

Championship Doubles to be Decided
This Spring—Missouri Valley
Tournament Here in May

Tomorrow morning at 11:30 students interested in tennis will meet in Law 101. There were thirty entries in the tournament last fall and even more will take part in the spring tournament. Only the singles were determined in the fall meet but the doubles will be settled this spring.

The Missouri Valley Tournament will be held in Lincoln on May 14 and 15, when leading players from all Valley Universities will be in attendance. This tournament, held in St. Louis last year, was well attended.

The Athletic Board will vote on the question of supplying funds for the care of the two University courts at their meeting Monday night. At present some work is being done on the courts while those desiring to play have the privileges of the courts until after the Athletic Board have decided upon their action. Last fall the courts were looked after by the players themselves. The courts are situated just east of the northeast corner of the football field.

Students Arrested

Three Sophomores and a P. G. of the University of Illinois were arrested in Champaign one day last week, charged with train flipping. Three of the men pleaded guilty and were fined \$5.50 each. The P. G., however, asserted that he was not on the train and has been released on his own recognizance.

The Daily Illini says there seems to be, in Champaign, an epidemic of train jumping. A few days ago a man was arrested on a similar charge and fined \$5 and costs in the Champaign court, and then taken to Urbana and given a fine of \$25 and 30 days on a state charge.

Printing and engraving at Boyd's,
125 No. 12th.

WILL BUILD—I own a desirable corner lot on North side, close in, on best paved street. Will build either for fraternity or sorority on terms. For information write W. B. care Daily Nebraskan 124-126-509

OLE Sir Walter Raleigh sent out his men to find gold an' they fetched back tobacco. But Sir Walt he wasn't disappointed a bit—No, Sir!



For what good is money but to provide the good things of life like VELVET, The Smoothest Smoking Tobacco? 10c buys a tin and 5c a metal-lined bag of this Kentucky's Burley de Luxe with that aged-in-the-wood mellowness found only in VELVET.

Leggett & Myers Tobacco Co.

WRESTLING MATCH
Won By
COLLEGE BOOK STORE
FACING THE CAMPUS.

They have won two straight falls already, but referee says they must get the third also. So they have a dandy stock to make a hit with the students when they go there to buy their graduation presents.

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