

TIMIDITY OFTEN ANTECEDENT OF SUCCESS-NOW IS THE TIME TO ENTER

Many Ways to Increase Your Standing After Being Nominated--- Get All the Merchants Coupons You Can-Have Your Friends Save Them for You--Cut the Free Ten Vote Coupon Out of Today's Paper---Get Subscriptions Is the Slogan.

When you spent that dollar yesterday did you get the votes you are entitled to? We cannot impress too strongly your advantage of asking for votes everytime a purchase is made at any of the following stores:

- Parker Furniture Co. S. & B. Clothing Co. W. B. Nowell, Grocer, Branham-Hinkle Co. C. B. Miller, Shoes. Hatton & Knight, "Drug Shop." F. A. Henninger, Jeweler.

The race is only getting well started and no contestant has any real lead over any other candidate. Now is the time to enter the race so you will have an equal chance with the other contestants.

Subscriptions to the Missourian are easy to get and each one carries with it a large number of votes. There are many people in Boone County who are not taking the Missourian. These people will gladly subscribe if you will ask them. Explain to them the Value of the paper. The large amount of home and foreign news it carries. Renewals count the same number of votes as New Subscriptions.

There is a free vote coupon in today's paper. Cut it out now and drop it in the Ballot Box in the Missourian office.

If you do any of the above things your standing will be materially increased.

The time is getting short in which to work for one of these handsome Jewelry Prizes. You had better take advantage of the time and bring in your subscriptions prior to Saturday, July 16. It only takes \$10 in subscriptions and one of these Handsome Prizes is yours. Contestants should not wait until they have the whole amount, but should bring in the Subscriptions as they get them. This insures the subscriber of immediate delivery of his paper and the contestant will get her votes credited to her immediately.

MISSOURIAN POPULARITY CONTEST VOTE SCHEDULE.

Table with columns for duration (3 months to 25 years) and number of votes (500 to 125,000). Includes sub-section for 'Missourian By Mail' with shorter durations.

Table with columns for years (5 to 25) and number of votes (15,000 to 105,000).

The above applies either on new subscriptions, renewals, or back payments on subscriptions.

All Ballots to be Deposited in the Ballot Box at the Missourian Office.

The merchants of Columbia have joined with the Missourian in this mammoth popularity contest now starting. When you purchase a dollar's worth of goods from any of these stores in the contest, be sure and ask for your coupon (as every \$1.00 spent entitles you to a coupon good for twenty votes).

THE RULES AND REGULATIONS state fully just how the contest will be conducted, and everybody should read them carefully.

List of Contestants In Big Missourian Contest DISTRICT NO. 1.

- Territory Inside the City of Columbia. Laura Girard, Monroe street. Edna Landrum, Guitar addition. Bertha Turner, Ann street. Hezzie Slate, 1500 Hinkson avenue. Ruth Keller, Hinkson avenue. Gertrude Selders, 812 Rogers. Robbie Lee Heaven, 1404 Hinkson avenue. Josephine Asbury, 305 St. Joe street. Lizzie Jones North 8th street. Belle Shaw, Broadway. Effie Pendleton, 717 Wilkes Boulevard. Ida Mae Long, Daugherty's Real Estate Office. Eva Ketchum, West 3rd street. Frances Jarvis, 201 West Broadway. Edna Norvell West 3rd street. Jessie Canole, 9 S. 6th street. Mabel Jenkins, West 3rd St. Mary Ketchum, West 3rd St. Ada Hayes, West 3rd St. Wilma Koch, Range Line and Wilkes boulevard. Irene Ingram, Westwood. Nellie Colesman, North 6th street. Eulah Lyon. Mrs. Callie Llewellyn, 713 Weist street. Sylvia Magill, Turner avenue. Dorothy Self, Paris Road. Alpha McGruder, Price avenue. Sue Frakes, Stephens Pub. Co. Jessie Hill, Stephens Pub. Co. Ethel Mordeac, 700 Tandy avenue. Mae Long, Columbia Telephone Co. Carrie Robinson, Wilkes boulevard. Dessie Barnhart Maupin's Dry Good Store. Ruth Chandler, North 9th street. Pearl Thornton, Harris' Candy Kitchen. Carrie Weist, Rogers street. Bessie James, Hickman avenue. Susie Hawkins, Guitar addition. Edith Martin, Moores Boulevard.

- Minnie Winscott, 812 Range Line. Nora Barnes, Moores Boulevard. Malissa Barnes, Moores Boulevard. Goldie Daniels, Fay street. Ruth Hutzel, St. Joe street. Dixie Pluke, Columbia Drug Co. Lottie Rice, Columbia Telephone Co. Bess Hawkins, Stephens Pub. Co. Nettie Mordeac, 700 Tandy avenue. Gertrude Hurt, Stephens Pub. Co. Iva C. McMillan, 1203 Moores Boulevard. Carrie Feely, Wilkes Boulevard. Ruth March, Wilkes Boulevard. Grace Brady, N. 8th street. Ruth Gans, Windsor street. Bernice Gingrich, Missouri avenue. Pearl Garnett, Range Line. Nellie Loomis, Waugh street. Fannie Martin, Christian College avenue. Mary Stephens, West Broadway. Ruth Tandy, Tandy avenue. Susan Tillery. Irvina Rose, Range Line. Daisy Whittaker, S. 6th street. Vinnie Waller, Waller's Studio. Margaret Cavanaugh, Ash street. Ellen Evans, Paris Road. Leo Ingram, Westwood addition. Virgie Jennings. Margaret Barnes. Stella Bryant, 708 Fairview avenue. Jessie Bowser, East Highland street. Estelle Burnett, Fairview avenue. Tillie Middlemeyer, Coates street. Ruth Forbis, Lyons street. Edith Berry, North 6th street. Bessie McClish, Wilkes Boulevard. Agnes Brown, 707 Tandy avenue. Grace Forbis North 8th street. Helen Jones, 1501 Hinkson avenue.

DISTRICT NO. 2 Including all The Territory Outside the City of Columbia. Columbia Rural Routes.

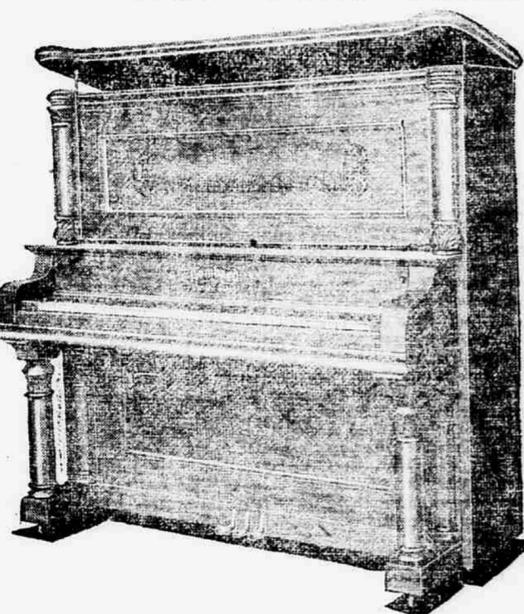
- Mandy Toalson, R. F. D. 5. Kate Hall, R. F. D. 5. Myra Hartley, R. F. D. 5. Etta Johnson, R. F. D. 5. Elsie Jacobs, R. F. D. 3. Gennie Valentine, R. F. D. 8. Minnie Rader, R. F. D. 8. Sarah Tow, R. F. D. 10. Dovie Portney, R. F. D. 8. Nannie Garrett, R. F. D. 3. Mabel Johnson, R. F. D. 5. Gertie Allen, R. F. D. 3. Nola Quisenberry, R. F. D. 3. Mabel Willite, R. F. D. 3. May Fenton, R. F. D. 2. Ethel Bennett, R. F. D. 2. Eugina Stidham, R. F. D. 7. Margaret Mitchell, R. F. D. 9. Ora Wiley, R. F. D. 3. Harrisburg. Etta Crews. Hartsburg. Ella Meyeretto. Mattie Slate. Rocheport. Nora Funk. Mary Bentley Campbell. Geneva Welbourne. Margaret Rapp. Nellie Brown, R. F. D. Dixie Rice, R. F. D. Lottie Thurman, R. F. D. Mrs. Mattie Evans. Centralia. Lucy Langston. Clara Behrens. Ida May Asbury. Frances Reece. Jessie Pool. Arline McCausley. Hattie Zaugg. Dora Crews. Robbie Potts. Flossie Shooler. Nannie Crews. Iris Berry. Linnie Pool. Martha Bronson. Frances Sappington. Cena Jack Bryan. Brown Station. Nettie Crews. Viola Ferguson, R. F. D. Hallsville. Katie Winn Scott, R. F. D. Beulah Boyd, R. F. D. Nettie Newman, R. F. D. Nettie Murry. Lena Austin. Bertie Robins. Letha Berry. Sturgeon. Mrs. Clyde Carr, R. F. D. 3. Katie Woods, R. F. D. 3. Frances Carter. Lena Sims. Margery Proctor, R. F. D. Myrtle Seymour. Corinne Lyons, R. F. D. Gertrude Warren. Lottie Brown. Laura May Benson. Blanche Robinson. Ollie Seymour. Hallie Hulet. Jennie D. Yowell. Lela Logsdon. Eva Seymour. Ruth Laxton. Pauline Steward. Hazel Miller. Wilton. Janie Dennis. Ashland. Bessie Claypool. Dixie Clatterback. Mabel Smith. McBaine. Hettie Reed.

- honest, business principles, with perfect justice and fairness to all concerned. No one in this office or connected with this paper will be allowed to compete. 2 The territory covered by this contest shall consist of two districts. The district known as District No. 1 shall comprise all territory within the city limits of the city of Columbia. District No. 2 will include all territory not in District No. 1. 3. The \$475.00 Lombard Piano will be given as a Grand Prize regardless of districts. The lady receiving the highest total number of votes will receive the elegant Grand Prize Lombard Piano which will be on display at the Missourian office. One \$375.00 Lombard Piano will be awarded to the highest contestant in the district not receiving the Grand Prize \$475.00 Lombard Piano. For instance if the \$475.00 Piano was awarded to a contestant in District No. 2, the \$375.00 Piano would be awarded to the highest Contestant in District No. 1. 4. In all there will be 28 awards at the close of the contest besides many special prizes from time to time during its progress. The first two awards are pianos. The next twenty-six awards will be payments on Lombard pianos and merchant's prizes, which will all be given regardless of districts. The third highest contestant shall receive a payment on a Lombard Piano for \$225 and first choice of the merchants' prizes announced. The fourth highest a \$220 payment on a Lombard Piano and second choice of the Merchants' prizes. The next highest a payment for \$215, and third choice of the merchants' prizes, and so on, in order; each contestant getting a payment \$5.00 less, and also her choice of the merchants' prizes until they are disposed of, until \$100, is reached. As stated before each of the 26 highest contestants not winners of pianos, shall receive as part of their award a payment on a Lombard Piano amounting to \$100, or more. The winners of these piano payments may apply them for their full face value on the price of any new Lombard Piano, paying the balance of the price of such piano by cash or on easy monthly or quarterly payments. 5. Any lady is eligible to compete. The most popular lady is the one who shall receive the most votes, and she will be awarded the beautiful upright Lombard Piano. 6. How to obtain votes. Subscriptions will bring the largest number of votes, see vote schedule elsewhere in this ad. A coupon will be printed in this paper from time to time which counts 10 votes if voted by date thereon. The merchants announced give 20 votes with each \$1 cash purchase, or \$1 paid on account. No increase or change whatever will be made in the schedule of votes. A subscription counts just as much first as last. 7. Votes once deposited in the ballot box cannot be transferred to another party. 8. Postmaster's and agent's commissions are to be suspended during the contest. 9. Special prizes will be awarded from time to time for special work. 10. Make up your mind who you want to vote for before coming to the office as the MISSOURIAN will not decide the matter for you. 11. Contestants should keep a list of their votes turned in each day and see that the published figures verify it. 12. An Awarding Committee of three of our business men will be appointed to make final count and distribution of prizes. 13. The contest will positively close on Saturday, September 3, 1910 at 10 o'clock p. m. On Tuesday, August 30, the three contest judges, to be announced later, will carefully lock and seal the ballot box. The voting will continue until the closing date when the awarding committee will take charge and make the final count. 14. During the last five days, if secrecy in voting is desired, place your cash subscription, together with your votes and coupons in a sealed envelope and deposit in the ballot box. Envelopes and subscription blanks will be furnished for this purpose. The strict compliance with these rules guarantees a fair and square deal to all concerned. 15. Contestants who enter this contest thereby bind themselves to abide by the rules and forfeit all rights to participate in the awards if they talk disparagingly of the judges or managers of this contest, or attempt to bring the contest into disrepute. In all disputes the decision of the contest manager shall be final. All prizes are put on display for the examination of the contestants and all complaints about them must be made BEFORE and not AFTER they are awarded. Grocery Stock at Auction. Unless sold privately before Thursday, July 28, will sell the B. M. Payne stock of goods and fixtures in bulk to highest bidder. This is a good chance to get one of the best grocery corners in Columbia. For further particulars see W. W. PAYNE.

LIST OF MERCHANTS' PRIZES:

- One Hoosier Kitchen Cabinet, valued at \$27.50, given by Parker Furniture Co. \$15.00 Gnp, Trunk or Merchandise to be given by S & B Clothing Co. \$20.00 in Merchandise to be given by W. B. Nowell, Grocer. One Ladies' Suit or Dress, valued at \$10.00, given by Branham-Hinkle Co. Two Pairs Ladies' Shoes, valued at \$10.00, given by C. B. Miller, Shoes. One \$10.00 Kodak given by Hatton & Knight, "Drug Shop." \$10.00 Electrolier with Art Shade, given by F. A. Henninger, Jeweler.

THE FIRST GRAND PRIZE

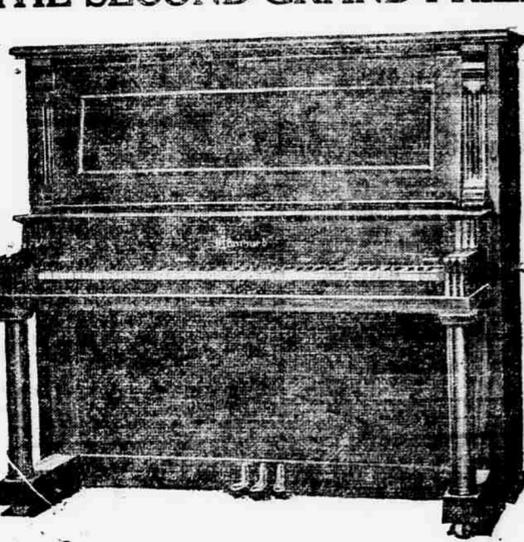


LOMBARD--NEW STYLE K--(Artistic.) PRICE \$475 THE PIANO WITH THE SWEETEST TONE.

Perfected Scale, Improved Action and French Finish. Veneered in the Finest Mahogany, Oak or Walnut. This beautiful and exquisitely artistic case is double veneered, the interior being lined with polished bird's-eye maple. It has empire top--the entire top raising. Roundback Boston fall board to conform with the ends. Full extension swing music desk, automatic action, handsome raised center piece. Scale 7 1/2 octaves, 88 keys, white keys capped with finest ivory, genuine ebony sharps.

The beautiful design and veneers of this case stamp it truly artistic and splendid. It is very heavy, as it is very massive, built to stand the greatest strain from the tension of the steel strings. The workmanship is of the very highest order. Extra varnish work, extra hand rubbing, extra care in every detail, making this piano an art creation. The tone is brilliant, large, strong, full and very rich. It is a big piano and a big tone--big, deep and grand.

THE SECOND GRAND PRIZE



LOMBARD--STYLE F--PRICE \$375.

Ought to Know Her. "Do you know that girl?" "Do I know her? Say, I've taught her to swim every summer for the last five years."--Detroit Free Press.

Now is a good time to sell--list your property with me and if I don't get you a buyer it costs nothing. Alha T. Fountain. "HONEST AND CAREFUL BUSINESS METHODS." That's me.

AUSTIN-CONLEY Jersey Dairy Pure Milk and Cream The ONLY THOROUGHbred TESTED JERSEY HERD in Columbia. PHONE 804.

COLUMBIA BUSINESS COLLEGE COLUMBIA, MO. GOOD POSITIONS. Awaiting our Bookkeepers, Bankers, stenographers, stenographers, and generally trained Commercial Clerks. Within five blocks of the State University. Unexcelled faculty. Thorough courses. Excellent equipment. Four-year plan. Splendid library. Opportunities for boys and girls to work their way. Write today for particulars. Address, Geo. H. Bentley, Pres., Columbia, Mo.

FREE VOTE COUPON. GOOD FOR TEN VOTES in the Missourian Popularity Contest FOR If voted on or before July 15, 1910.

MISSOURIAN CONTEST NOMINATION BALLOT GOOD FOR 1000 VOTES. CONTEST DEPARTMENT I nominate the following lady as a candidate for a Piano in your Ladies' Popular Voting Contest. NAME ADDRESS ST. or R. F. D. No. MY NAME IS MY ADDRESS IS DATE HOUR IMPORTANT, READ THIS. Only one nominating ballot can be voted for one person. Under no circumstances will the name of any one making a nomination be divulged.