No VARisty SCRimMAGE WEDNESDAY.

The varsity did not scrimmage any Wednesday evening, simply going through signal practice, tackling dem- and punting. The two freshmen teams had a good scrimmage however. The 'Varsity is now trying to get in good form for the Monmouth game and after that will perfect itself for the Chicago contest Oct. 7th. There will be no game on Oct. 4th, so that over a week of hard signal practice and short scrimmages should put the Iowa team on a good footing. "Andy" Challengers and Tupper are expected to be in condition to play that game. "Andy" has been badly missed since he was hurt by wrenching a tendon of Achilles.

The freshmen will soon be in good trim for a game and another Iowa will no doubt have another team to be proud of. While the 'Varsity is conquering the larger col leges, the first-year men will have the smaller colleges scalps at their belts.

FRATERNITIES.

The recent pledges are the following:

Delta Gamma: Edith Koone and Elsie Lyon, Iowa City; Delta Delta, Ida Hosbon and Agnes Altmuth, West Union; Kappa Kappa Gamma, Henrietta Freytes, Iowa City.

Thursday afternoon the Delta Gamma went up on the river on a picnic.

The freshman Homeopathic had its organization and elected the following officers: President, Knot; Vice President, Hiles; Secretary and Treasurer, Pawett; Student Delegate Folkins.

The "Iowa Club" had its first meet- ing yesterday with Mrs. Burkheimer, 133 East Market street. This organiza- tion is composed of students' wives and mothers and meets once each week for social purposes. All who are eligible will be welcome.

About a dozen new members were "taken in" yesterday and more are expected at the next meeting. While the new ones are getting acquainted the old members enjoy a social meet- ing.

Y. W. C. A.

The Y. W. C. A. meeting Sunday af- ternoon will be devoted to organizing Bible study classes. Mrs. Wilcox will address the meeting and it is hoped that a large number of women will be present.

Young "Daddy" Roosevelt, Jr., has entered Harvard as a freshman. He is following in the footsteps of his father, but he has some mighty large tracks to fill.

Now for Monmouth.

If Monmouth is Heavy and Fast As Last Year, The Game May Be Close.

Tomorrow's game may be expected to one of the highest interest. Last year the Monmouth team was heavy and fast. Judging from this, Coach Challengers expects a close game, and says Iowa is likely to have difficulty in winning.

The team has not been picked yet, but it appears that Iowa is winning easily, a larger number of men will be used, otherwise the strongest players will not be used.

A big crowd is expected if the day is fine. If the Ladies want a good color will be admitted for 25 cents.

A ten foot Iowa pennant has been purchased, and will fly from the top pole of the Old Capitol for the first time to morrow. It was hoped that the day would be in time for the Core game, but it failed to arrive.

FLORENCE KELLY TO SPEAK.

Florence Kelly of New York City will lecture before the Graduate club of the University on the evening of Nov. 8, 1905, in the auditorium of the Liberal Arts building. She is one of the foremost leaders in the child labor movement in the United States. She will speak upon the subject of 'Idle Men and Telling Children'. She pictures before the Iowa State confer- ence on Charity and Correcton at Marshalltown on Nov. 9, and before the Ladies' Clubs of Des Moines on Nov. 15.

The Graduate Club is to be congratu- lated on the privileges of hearing a speaker of such importance on this important question.

CLASS SCRAP AT DES MOINES COLLEGE.

The first class fight of the year for Des Moines college was pulled off Tuesday on the campus and was the result of a "dare" on the part of the freshmen. On the evening before, a sophomore function the freshmen captured Tate and Pearson, two of the seniors, and kept them pris- oners in the academy society hall. This nettled the sophomores, but their indignation was the more acute on the following morning when they perceived the class colors of the fresh- men floating from the highest pinna- cle of Burlington hall. After some deliberation the freshmen colors were dragged down and the flags pulled down in the fight that ensued.

The Y. W. C. A. has bought 100 cop- ies of the Association Hyam book. The association has been with books for some time, and these will be much enjoyed. They are recent and are a real treat at the Y. W. conference at Waterloo last summer.
RUNNING A NEWSPAPER.

If the Iowan were a purely private enterprise, we should not feel disposed to talk in so public a manner about business affairs. But the paper and its management have been subjected to such criticism during the past two years that a few observations will hardly be out of place.

Probably no business is more completely misunderstood than that of the Iowan. It needs no one to put a profit to your magazine if you don't know how to figure. The price of advertising per line multiplied by the number of inches in a given issue, and multiplied by the number of papers gives the sum, realized from advertising. To this add the subscription price multiplied by the number of subscribers, and you have the income. Subtract from this the cost of printing one paper, multiplied by the number of papers, and you have your expenses. Then it is a matter of subtraction.

Some very well-meaning people have figured the problem of running the Iowan this way, and conclude that the profits ought to go well toward the two thousand dollar mark.

A superficial view like this has led to the conclusion that former managers have carried away much wealth. This opinion is strengthened by the knowledge that under favorable circumstances, some of the managers have done well.

We feel that there is a general misconception of existing conditions and even of conditions that have prevailed for two years back, and we have welcomed the suggestions that a committee of the faculty and the student body take the account of the Iowan at the end of the present year. In the meantime, we shall be glad to show the friends of the paper how we have been glad to show the friends of the paper.

The price of advertising per inch multiplied by the number of subscribers, and you don't know how to figure. This has led to the conclusion that former managers have carried away much wealth. It is so easy to figure the problem by the number of subscribers, and you don't know how to figure. The price of advertising per inch multiplied by the number of subscribers, and you don't know how to figure. The price of advertising per inch multiplied by the number of subscribers, and you don't know how to figure.

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The attraction at the Golden next Monday evening, October 2, will be "Tom Thumb," which is such a departure from the average dialect productions. It is a Swedish dialect comedy with a plot well worth listening to. Mr. K. Mitchell interprets the role of the Swede "just over." As the play progresses, "Tom" shows evidence of gradually becoming American. It is said that since the death of Mr. Johnson, no one has assumed the character so perfectly as Mr. Mitchell, who originated the part in England. The play is staged with high-class repertoire. During each act a number of refined specialties will be Introduced, and after the play is Over will be given, the play being "A Senator from Kentucky."

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THE CEDAR RAPIDS CARNIVAL AND HORSE SHOW
October 2d to 7th, 1908
AS USUAL WILL BE
Iowa's Greatest Event
$25,000 IN CASH FOR ATTRACTIONS

THE GREATEST FIREWORKS
The Great Spectacular Battle of Fort Arthur

THE GREATEST VAUDEVILLE
A Village of Philadelphians Direct from World's Fair

THE GREATEST TRAVELING MEN'S DAY
The Greatest Travelling Men's Day

A SQUADRON OF U. S. CAVALRY
Will Maneuver Daily

A GREAT FLORAL AND AUTOMOBILE PARADE
The Greatest Society Cross

THE GREATEST CARNIVAL ON EARTH

Don't Forget the Dates
OCTOBER 2 TO 7
Excursion Rates From Everywhere

MILTON REMLEY WILL SPEAK
One Milton Remley, Emmanuel, general of Iowa, will address University men on several occasions, and has each time been listened to by appreciative audiences. This is an opportunity which none should miss. There will be special music, and the meeting will last but one hour. All men are invited.

Combs and Mirrors at Whitestones.

Soda Water at Whitestones.

"Twist optimist and pessimist.
The difference is quite dull.
The optimist the doughtest seen,
The pessimist the hole."
Little Willie—pair of skates.
Hole in the ice—golden gates.

Planos to rent at A. M. GRIFFIN.

Luscombe will frame your pictures artistically.

Found—The best drug store in town. Whitestones.

Little boy—pair of skates.
Hole in the ice—golden gates.

TIME TABLE
Cedar Rapids & Iowa City Electric Railway.

Leave Cedar Rapids
Leave Iowa City
Daily
5:50 a.m. 5:30 a.m.
7:00 a.m. 7:00 a.m.
8:50 a.m. 8:00 a.m.
10:00 a.m. 10:00 a.m.
11:30 a.m. 11:30 a.m.
1:00 p.m. 1:00 p.m.
2:30 p.m. 2:30 p.m.
4:00 p.m. 4:00 p.m.
5:30 p.m. 5:30 p.m.
7:00 p.m. 7:00 p.m.
8:30 p.m. 8:30 p.m.
10:00 p.m. 10:00 p.m.
11:30 p.m. 11:30 p.m.

Round Trip and Special Tickets Sold at Ticket Offices only. Single Trip Tickets sold at stations or on cars. Baggage, 30c pounds carried from Milburn, Upshur 8-30 sold for 80c without baggage.

Cedar Rapids Ticket Office, 524 S. 24th St.
Iowa City Ticket Office, Cor. Clinton and College Streets.

WIENIKE'S Arcade Book Store
Magazines
Stationery and Notions
Drawing Instruments
Pianos to rent at A. M. GRIFFIN.
Cut Flowers & Floral Designs
& South Clinton Street

SMART chaps are always eager to inaugurate the new season in advance of the throng. We shall hold our opening display of Fall and Winter overcoats much earlier than the other shops because this is a shop that doesn't cater to men of average ideas.

You swagger young fellows around the young twenties, who-to-day are dictators of proper clothes will find

College Brand Clothes

laid out for choosing tomorrow.

They are nearer to the custom-tailor idea than any ready-to-wear garments have ever touched. They have all the little trickeries of special measurement—as much, if not more, swinging and dash to them, and certainly an equal degree of fitting perfection.

You can't find clothes just like College Brand Clothes because there "ain't none", and different from clothes for men of settled tastes.

They are custom shouldered—custom draped—the clothes are custom clothes—the cut is the cut of custom shop. Every point has been strained to make them outstandingly clever without straining your income in their buying.

College Brand Clothes cost no more than any other good sort of ready-made clothing—this resemblance, however, is only price deep.

The moment you leave the cost ticket out of calculations they are no more like any other shop's stock than last year's College Brand Models are like this Fall's.

Headquarters for Uniforms
MAX MAYER
The Good
Clothes Store.
Official Regulation Military Uniforms

Correct in Every Detail

We pay strictest attention to this very important department in our store, having our uniforms made especially for us, according to the latest regulations prescribed by the military department of the University of Iowa.

Form-Fitting. Regulation Length.

Made from the best of cloth, by a strictly uniform house.

* * *

Compare ours with others, you’ll see the difference at a glance. Ours are Right.

$10.00 and $12.50

Made to Measure if you like

Proper Chevrons for non-commissioned officers
Officers Blouses made to order

* * *

Autumn Clothing and Furnishings for College Men

here in the greatest profusion, styles and patterns, to please the fancy of the young fellow.

* * *

Largest Assortment of MEN’S HEAD GEAR in the City

Sole Agents for Dunlaps, Roelofs, Howes and Longley Hats; also carry a complete line of Stetson.

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