IOWAN
Have You Bought your Young Athletic Ticket

ST. PATRICK'S DAY WITH ENGINEERS

Football Team for Department Session—Talents of Engineering Librarians—Freshmen Coming into Sports in Good Style.

The proper celebrating of St. Patrick's Day is a subject with which everyone concurred. Preparations for this big event have been the work of these students for the past month. The new building is being decorated with green and gold bunting. The trimmings are as good and complete as the idea of the new building.

This new building is to be used as a gymnasium to accommodate the students. It is a beautiful building and will be a great improvement to the school.

The idea of the new building is due to the late Superintendent of Schools, who was a strong advocate of this project.

UNIVERSITY BREAKS ENROLLMENT RECORD

Here are 2,718 students in University classes, including graduate and professional students. This is an increase of 2,304 students over the last year. A great number of students have been enrolled in the last few days, and it is expected that the number will continue to increase.

NEW STUDENTS IN UNIVERSITY CLASSES—MADE BY REGISTRAR

F. C. Ensign, Registrar, reports that there are 2,718 students in the university. This is an increase of 2,304 students over the last year. A great number of students have been enrolled in the last few days, and it is expected that the number will continue to increase.

A statement compiled in the office of the registrar shows that there are 2,718 students in the university. This is an increase of 2,304 students over the last year. A great number of students have been enrolled in the last few days, and it is expected that the number will continue to increase.

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OUR OVERCOATS

--as well as our Suits are superior to any we have ever seen. The exclusive woolens; the smart college styles and the greatest workmanship will please you and the values are greater than ever before. We will show you eighteen dollar garments that you and every one else will think worth twenty-five dollars. Come in and see these finely tailored suits and overcoats at

$15 - $18 - $20

THE DAILY IOWAN
Ralph G. Grampfield
Editor-In-Chief
Office Hours: 4:00 to 6:00 and 7:00 to 9:00, M., T., W., & F.
FORREST C. BEEDY
and
CARL R. KLEIN
Managing Editor and Business Manager
Office Hours: 6:00 to 9:00.
Entered as second-class matter at Cedar Rapids, Iowa, under the act of Congress of May 30, 1872.

COME BACK TO IOWA

On the day we need Wisconsin in the final gridiron battle will be held the first great homecoming of Iowa alumni. It is then that the old graduates will have an opportunity to make November 25, 1912, a day to be remembered in the history of the university due to jolly reunions, of renewed memories, and stories of past achievements; and a day of proudest, roundest "pur" that we have ever had that was due to an overwhelming victory over the great Badgers.

Every man and woman who has ever attended the university should return. These just out of school and getting settled in their new occupations will want to come back to renew the contacts of a time recently broken and to boost the plans for a greater university of the future. The older alumni will plan to recall the scenes of their student days to revisit the scenes of their student exhibit. Recently they held concerts which will put the university of Iowa in the foremost ranks.

ENGINEERS SHOW SPIRIT

We take pleasure in noting the spirit which the engineers of Iowa exhibit. Recently they held an in formal reception in honor of their freshman. This reception was designed for several purposes, not one of which was selfish. Their primary object was getting acquainted with the men. For several years the engineers have been the men who, accomplished things, in the university of Iowa. They laid their plans for the year at this reception, improving the new men and the freshness of the importance of keeping up their reputation. A noticeable feature was that the program was actually carried out by students. They have their honor societies which make an incentive for every student to work for the honor of belonging to them. There is none of this so-called graft existing in that college and as a result they have established their place of long and prestige. It would be well for members of other colleges to get together and organize booster clubs and start things going with the same type of enthusiasm and spirit which is evidenced by the engineers.

THE SCHOOL OF MUSIC

Within a few days the school of music will present some of their talent to the public. This is the new time that the school of music has appeared. It is not the last, however, there will be many concerts this year demonstrating what the school of music is accomplishing. These concerts should be patronized by the students of the university. They are primarily for the benefit of the students. The school of music has made remarkable growth during the past two years, through the instinet of the director and others interested. We hope that the students will give their hearty support and if they are not attending the school of music they should attend the concerts.

A Song for S. U.
This week another "love song" is a night valuable thing. And it's new, too. "College doesn't make me, it develops them; neither does it make fools, it develops them." You can't make good out of rotten apples--he better the apple the better the class. And just as it is with the college and university, they must have a man to begin with. It simply seems that just plain, broad-brushed "love song" ought to tell university and college men that they should know how to operate the Happenings. And it will. "Will it rain any time?" you ask. No rain. "And will it shine my grade?"--"In time. If I can't wear it, I'll bust it. Simply ask for your microscope and the National course in quick type writing today. You'll get it. That's for you.

Fred Racine
Fopetior

"HOSS-SENSE"
Just plain nonsense "love song" is a night valuable thing. And it's new, too. "College doesn't make me, it develops them; neither does it make fools, it develops them."

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Fred Racine
Fopetior

APPROVED
K. A. M.

No, I never kicked a football. I cannot sway a bat. Nor run the hundred yards in 10. Or tumble on the mat. Nor play golf or tennis, or throw the shot or disc. Nor swim, nor row, nor anything else that has a bit of risk. I cannot throw a basketball. I don't play in the band. I can't sing in the college choir. My hockey isn't it grand. My strong point's not anything. Nor dramatic art or cheerleading. Nor writing, nor my studio. And I guess I must confess I can't do much of anything. Or do that little well. But when our team won on the field I can yell like--Ames.

SEND THE IOWAN HOME.

STUDENTS WHO KNOW GO TO Taylor's

FOR THEIR

Ice Cream, Candy, Hot Chocolate and Bouillon

16 CLINTON STREET

GARMENTS DYED, DRIED, CLEANED OR PRESSER

Garments and home furnishings look like new when dyed and finished by the Varsity Process, Sanitary and Scientific. No crock, no shrink, no spot.

Bachelors and Bachelor girls will find they can use our shop for satisfactory repairs. Wages without wait to any part of the city.

VELVETS AND PLUSHES SATINS AND SEQUINS

Varsity Wardrobe
Second door west of Clinton on Washington Phone 54

THE LOBBY

Cigar Store
SMOKES

For the benefit and the good of Iowa...
The Rex Tailors
Suits or Overcoats
ARE
Tailer-made to Measure
FOR
$15
NO MORE
NO LESS
They are well Tailored of Fine
Quality, and will stand inspection
ORDER NOW
THE REX TAILORS
123 South Dubuque Street
Iowa City, Iowa

PICTURE FRAMING
If you want neat work and an up-to-date selection of MOULDINGS, see
RUPPERT & SEEMANN
20 South Dubuque Street

New Process Laundry Co. — Successors to— O. D. Laundry 211-213 Iowa Ave.
ook for the Red Wagon

LILLEY UNIFORMS
Are standard for colleges. They hold their shape through wear and are fitted properly.
LILLEY CAPS LILLEY BELTS LILLEY SWIFT LILLEY SWORDS LILLEY CHEVRONS and all equipment for colleges are unequalled for quality.
C. H. ILLEY & CO. Columbus, Ohio

Money to Loan C. BOTHELL
The Junior Debut Elect
The Junior debut class held their annual election at which time the following officers were chosen: President, Mrs. J. H. Whitcomb; vice-presidents, Miss Bessie Holaday and Miss Anna Smith; secretary, Miss Elizabeth J. Moore; and treasurer, Miss Evelyn F. Seibert.

The First Baptist Church
Corner Clinton and Breathing, Sts. 

Dr. H. P. Chaffee, Minister.

Extends a cordial invitation to Baptist students as others who have no place of worship, to meet with them.

A WORD TO YOU
About Bible study. Do you know many students are enrolling in these classes? WHY NOT YOU? The Bible class led by Hon. Milton Hem.

In this work, there is a place for you there Sunday morning at 12:00.

Services
11:45 a.m., sermon, "Peace in the Valley of Life." By Dr. and Mrs. Fox.

1:00 p.m., "P. U. P." Students' meeting.

4:00, song service and sermon. Dr. and Mrs. Fox.

The Rogers and DeLaine Line.

Good Singing. A Hearts Welcome

UNTIAHIRENICH

Iowa Avenue and Gilbert Streets.

Services at 11 A.M., morning topics: "Faith that Carries and Siglifies Life."

Young People's Society

Subject for Discussion: "Our Jury System." Presented by Mr. C. W. Gofield. Meeting at 7:30 P. M. in the Gold Room.

An Invitation

This church and its members extend a cordial invitation to attend its services to all who desire a simple and intelligents way to worship.

The Presbyterian Church

HAS INCREASED ITS EQUIPMENT

FOR THE BIBLE SCHOOL

The floor of the new room which adjoins the main entrance to the build.

ing, and which will be used in the evening classes has been laid, and is already being used by the class in attendance.

Many students, both men and women, have come to the classes in the mornings, but are planning to come tonight.

Only 160 more are needed to complete the floor. The members of the class have "my only hope for the world is believe in the truth of the Bible and its vital contact with the minds and hearts of all classes of people. This is the celebration of the great Christmas, and begin your Bible study today."

Dr. and Mrs. Fox will be at home to every student of this faculty tonight, this afternoon at 4:30 Church arrive.

There will be an oral examination at 11 o'clock.

Presbyterian students and all others who have no church home in Iowa City will receive a warm welcome at all the regular services of the church.

Morning service, "The Supreme Decision."

Evening service. Address on "A Great American Creed." By Dr. E. Adams, a rescue mission worker of Chicago.

SOPRANO

ANNA SMITH CLOSE

Vocal instruction

Studio 114 S. Clinton

Masonic Lodge

Rooms this afternoon at 11:15, looking forward to the visit of Brother J. H. Whitcomb.

MURCH MORSIE, Sec.

Dining Rooms Furniture

In variety, excellence and beauty we offer our collection of dining room suites in the finest ever shown in this city. Every effort has been made for its individual merit. The prices are extremely moderate.

Scheider Bros., (agents of qual.

ity), 116-118 College St.

7-9-27

Dance at Beegly's auditorium Tuesday night. Music by three-piece orchestra.

WANTED, FOR RENT, FOR SALE AND CLASSIFIED

126 South Dubuque Street

OPENING CONCERT --- OCTOBER 17

Y. M. C. A. Recitals

The greatest concert ever planned for Iowa City.

ALICE NELSON OPERATIC CONCERT COMPANY

IN THE BARBER OF SEVILLE

This great concert will be followed by an evening with CHARLES WAKEFIELD CADMAN, pianist and composer of Indian Songs with an illuminating singer, December 3d, IRENE LA SMURTE, one of the world’s six greatest tenors, February 11th; and a joint recital with IRENE SHERRER, phenomenal English pianist, and NAMARA-TOTE, American soprano, March 4th.

Season tickets are now on sale at Mrs. W. S. Clark's, 20 S. Clinton St. These tickets are $2.00 and there is an additional reservation charge of 25 cents for each concert paid when reserving seats. The sale of the best seats to the great opening concert will cost less if purchased with a season ticket than if purchased as a single admission. The great cost of this first concert makes it necessary to charge $2.00 and $2.50 for seats. With a season ticket the best seats will cost only $2.25. Therefore, even if the season ticket is thrown or given away after this concert, twenty-five cents are saved by purchasing a season ticket.

NO ONE SHOULD MISS THE GREAT OPENING CONCERT
HOCUS SQUAD IS GIVEN SHORT REST

SO SEVERE SHARRAGME FRAG TTMEST TREWEDAY PRATI C- KNEE KICKS

Dave Morley at Right Tackle in Place of Breuckner—England and Clay Tree Out—Tucker Makes a Great Stopping.

The spring squad was treated to a hike in up its work yesterday, following a long session Friday. In severe scrimmage was attempted, but the men were allowed to quit after two hours of routine work with some signal practice at the line.

The chief feature of the sign out practice of the first day was at right tackle in place of Breuckner as his first time. Gundersen in no way showing up to at the scrimmage, and promises to give Breuckner a fierce battle for the line.

Kirk was given considerable dressing before the game and will get a fair average of his work. A good kick is harder than usual, and the big rail back has the back for the line. He gets plenty of work into his kicks, but it is impossible to say if he will be able to do when his regular back is charging on.

A neat scrimmage with the reserve second squad was staged on Friday over a very good fair. The back is in particular getting away and playing well. The halfback charged several weak spots, due to inexperience of the men. Poor work by the ends who were tried out caused considerable fumbling, and the position now looks about as sound as the back for the line.

Kirk and the veteran Clement were tried out, and both had their moments. However, neither of them has had much work to work of the spring end of the game, and the coaches are not yet badly worried about the place.

J. Tucker, a half back who starred on the freshmen team last year until an injury caused his removal from the game, was injured toward the close of Friday's scrimmage, and was unable to make the first practice of the week. His injury is not considered serious.

Have You Bought Your Year Ticket?

Every Student of the University Should Support Iowa Athletics

Get in the Game!

Have you bought your year ticket? This is the question which the athletic board is asking the students today. It is a question, moreover, which every student should ask himself; and if the answer is "No," he should take the first opportunity to go to Whetstone's or the secretary's office and make it up for past failures. This is an expression of opinion which would probably look better, from a newspaper standpoint, in the editorial column; but, disguised as a plea, it may perhaps be shown by some who never bother with editorial columns.

The value received for the ticket is enormous. The ordinary student is interested in football, and he will be interested in the sport that he has chosen. The ticket is a success in every way.

The officials of the athletic board call attention to the fact that Iowa is located in a comparatively small town, where the enormous crowds which support athletics at rival institutions are not possible. The accounts of the board for the past few years have shown a steadily increasing deficit, which has now reached almost four thousand dollars.

With proper support from the students, it would be possible to overcome this in a comparatively short time. The only student who excused for failure to buy is the one who has absolutely no money to spend for recreation; and at Iowa these are few. A large percentage of the students here must support athletics by buying these tickets, if they cannot be supported.

The value received for the ticket is considerable. The best athletic teams in the west are supported by Iowa. Every student who belongs to the athletic board and is interested in football, basketball, track and baseball can be seen in action on the field and in the Iowa gymnasium through the medium of these tickets. The student who refuses to purchase one of these tickets can hardly excuse himself. It is a question of college loyalty, of being willing to support a leading college activity. It is a question of the quality of the material available at other schools is not known, and several things may happen to his own squad before November 22.

Variety dancing party at Co. I on Thursday evening, September 28.

Brown's American and Nickeldom Show all Licensed Pictures---Best in the World

At Brown's American

THE BLIGHTED SON

Story of a prodigal son who, having killed his mother and estracener and made a street beggar of his aged father by his extravagance and wild deeds, suffers a career of unbelievable hardships, but finally returns home—a man.

The prodigal's life turns into a magnificent picture.

BROWN'S SMOKE HOUSE

Thos. A. Brown, Prop.

You'll Like Our Smokes

COLONIAL SHOP

Finest Barber Shop in the City

Entirely New Throughout

Experienced Barbers

DROP IN

JOHN R. THOMPSON, Prop.

118 E. Washington St.

Attractive Prices

Everything to Furnish a STUDENT'S ROOM

Desks Writing Tables

Book Cases

Rugs Chairs

A Large stock

Light Housekeeping saves money for many people

We will fit you with just the things you need

Iowa City Wrecking Co

125 S. Clinton Phone 967

EAT

130 East Washington St.

. . . . At the . . . .

BONTON

Served to please
Having Completed a Lucky Purchase of VOILE SKIRTS in Black
We Place These on Sale at $6.00 Each
In this lot there are skirts that are worth as high as $15.00.
These Skirts Must be Seen to be appreciated. Come Early and get a Good Selection
H. A. Strub & Co.

4 Cylinder 1913 Henderson (Underslung)
May 3rd, 1913

H. A. Strub & Co.

EASTERN UNIVERSITY

FRANK PALIK

FRANK PALIK

For five years coat maker for Coast & Sons, has now opened
a shop of his own at 118 E. Washington St.

A thorough course in cutting
by the Jackson System as taught in New York City,
Fifth Avenue, and also by the Dresden System as used in
Berlin, Germany, assures his
patron's work of exception-
ally high class.

You can also save money by
getting your clothes from him
because the less rent and
smaller expenses of doing
business on the second floor
enables him to give you much
better value for the same
money than you usually get.

Come and see the big special
he is offering at $26.00.

TAKE A KODAK
with you and let us
do your developing
and finishing
when you return.

FRANK PALIK

MY TAILOR

118 E. Wash. St. \:: Upstairs

Reichardt's

Lunchenettes
Drinks
Sodas
Sundaes

The Rexall Drug and Kodak Store

124 College Street

Edited Essentials

MY TAILOR

President, Lee Shillinglaw; vice
president, Miss Elma Allen; secre-
tary and treasurer, Arthur Bailey.

THANK YOU FOR YOUR CONSIDERATION.
We Give You All
The Advantages
--that the art of tailoring has to give

First: A choice from one of the most complete selections to be found anywhere.

Second: Styles as they are today.

Third: The utmost care in making. The highest class work on everything always.

Fourth: We are content with modest profits, so that our prices will be found BELOW what the best tailoring usually costs.

Talk To Us Before You Buy

JOS. SLAVATA, Tailor
107 South Clinton Street

EXQUISITE REPRESENTATIVE, ON VALUE OF ADVERTISING,

Theodore Wanerus States That Advertising is One of the Most Valuable Agencies Given Good Reasons.

Advertising is here to stay. Advertising is so new that few people realize the important place it has come to occupy in the business world.

There are two conclusions reached by Theodore Wanerus of the State University of Iowa in a thesis on "The Economics of Advertising."

He states that advertising is justified from the economic standpoint. His reasoning is as follows:

"Changes in means of transportation, and increased production of goods are other reasons for the use of advertising. In the time of our grandparents the most common methods of carrying on trade were means of land animals, rude of clay, stone cogs, and the slow sailing vessels. In contrast we have a network of human railways, local and interurban electric lines, swift steamships, and even airships which have almost immediately spread their wings as our world citizens instead of dwellers in isolated outposts.

"With this improvement in speed of transportation a remarkable increase in the production of goods has taken place. Buyers for this increased output must be found in order that the consumption may keep pace with the production."

"This increased speed of transportation and the increased in production have made necessary a certain speed of advertising, a speed of spreading the knowledge of goods, and again the means employed is advertising."

"So long as our system of competition in the business world remains as it is, advertising is here to stay. It cannot be done away with from present-day business methods."

Mr. Wanerus divided man's wants into two classes: "cultural wants and existence wants." The latter were for the purpose of food, clothing and shelter, while cultural wants included those things that tend to the enrichment and development of life through cultural development. The existence wants are common to all races and conditions of mankind; the cultural wants came with the rise of nations and high civilization.

"The efficiency towards a standard of living increases with each succeeding generation, there will always be the classes of people into which for the higher comforts and luxuries with the world has to offer. These classes may be readily procured by any city at any village store. This is not true, however, of those luxuries and products which fill the cultural wants."

Mr. Wanerus sums up his argu-

Peoples Steam Laundry
Either Gloss or Domestic Finish
Work Called for and Delivered
C. J. TOMS
Proprietor
Phone 58
225 Iowa Avenue

The Pure Food Emporium
We cater to the class of people who are particular at what they eat but object to being "held up" on the price. Our unusual facilities enable us to give you exceptional SERVICE all along the line.

GEORGE D. BARTH
GROGEB
6 and 8 So. Clinton Street

WIENEKE'S Arcade Bookstore
The Fountain Pen Store
Note-Books, Drawing Instruments and Student's Supplies
A choice line of Candles

GooM Bread • Butter
In Half the Meal:
Our bread is made of the best quality of Southern Flour, bak-
ed evenly and thoroughly in a real oven, and has that good taste and a crisp crust, which adds so much to the flavor of good bread. Try a loaf and you will come back for more.

NAMUR'S BAKERY
117 South Clinton Street

C. W. THOMPSON
COAL AND COKE
Phone 1109
Yard 701 S. Dubuque St.
Come and see us before you buy

All the Newspapers and Magazines
Finest Cigars, Tobaccos and Pipes

WIENEKE'S
220 EAST WASHINGTON STREET

We Buy and Pay the Highest Prices for Second Hand Clothing and Shoes
We Call Far Either Large or Small Lots

CHAS. FELZEN
114 S. Dubuque St. Telephone 292-L
Personal

Roy Schrader spent yesterday in Toleda.

Special sale on gardiners, 20 per cent, will be held today at the Denver China Store.

D. L. W. D., 11, of Cedar Rapids, has returned to complete his dental course.

Dr. Richard Summa, D. D. S., of St. Louis, Missouri, is in town today calling on his son.

Mr. and Mrs. A. A. Conner, D., 11, have gone to their old home in Cedar Rapids for the week-end.

Dr. T. W. Sawyer, D. D. S., of Iowa, passed the North Dakota state board with highest honors the last week.

Dr. Robert Spencer, D. D. S., of Oklahoma City, is in town today on the subject of Orthodontia at the dental building.

Mr. and Mrs. S. Conner, D., left for Minneapoils this morning to complete his dental course.

Another freshman dent has made his appearance, this making a total of 11 in the freshman class.

John Wolf has enrolled in the freshman dent class. Mr. Wolf came from Methock college.

Dr. James Mason, D. D. S., 11, of Nevada, is in town for a few days.

Miss Clark, ed., 11, of Cedar Rapids, has returned to complete her dental course this year.

W. H. Avery, B. A., 12, new superintendent of schools in Kansas Iowa, is visiting in the city over Sunday.

Lloyd Colburn of the dental college, is spending the week-end in his home in Des Moines.

Prof. and Mrs. C. A. Cumming, of the art department, left for the former's studio in Des Moines today.

The still life studio of the college of applied science is one of the very unique work. Prof. Cumming has undertaken the job himself, as he has his own ideas of what decoration, and the many objects made indicates unusually artistic result.

Fifteen of the students increased the art work of the studio this week.

The art students of the college have worked hard to make the course easier, and it is surely going to be to their liking now, we are pleased to report.

Dr. W. Waybid, ed., 11, was visiting friends in Iowa City the day before yesterday.

Mrs. C. M. Silber, M., 11, spent the day with friends in Iowa City, and the rest of the day spent running the wash and getting their clothes into order.

VISIT YETTER'S

And place yourself directly in touch with the very newest buying clothing; that's one of the advantages of ready-made garments; doesn't take long to get a fit and a style you want.

But saving time is only part of the advantage; saving money is another part of it.

St. Patrick's Day

(Continued from Page 1)

no further coating to take part in the meetings.

Friday evening of F. A. is in engineering building, the assembled Students of Applied Science held their first meeting for the year. The topic was completed mainly in the show of a transit board and the announcement of the committee for the coming year.

The Transit is the annual publication of the college of applied science. It is, of course, scientific in tone, and must be written in such style.

The Transit is always being improved and its high standing among such publications is an ensemble in itself. We wish to mention the association the transit has sponsored the publication this year by F. A. Martin, editor-in-chief, and N. Hasson, business manager. Our members of the board will be announced soon.

The meeting adjourned after a lively discussion on the subject of the Transit building.

The Iowa City high school will be the subject of the next Transit, which the West Liberty team 24 in Iowa field.

The teams were well matched, the locals securing a margin over the visiting twenty previous games in scoring the long game.

Engineers, follow your donuts. You follow girls who are from some town, ship in and The Iowa to your public library.

The Iowa delivered to your every morning before breakfast a cent and a half a day.

When you're in a hurry you'll find that we can save you a lot of time buying clothes; that's one of the advantages of ready-made garments; doesn't take long to get a fit and a style you want.