VESPERS PROGRAM INCLUDES SEVERAL EXCELLENT NAMES

Most Distinguished and Eloquent Speakers from All Parts of Country to Be Here.

ONE IOWA GRADUATE WILL SPEAK

Ralph Stephen R. Wise of New York, who has been awarded an M.S. degree in Chemical Engineering by the University of Iowa, will be the principal speaker at the Vespers program, to be held in the University Library at 7:30 o'clock Sunday, September 12th. Professor R. H. Veblen, head of the Department of Mathematics and Astronomy, will offer the address of welcome.

The general meeting of the Iowa Library Association will be held at the University October 3-11. It is expected that over two hundred librarians and trustees will attend. Special emphasis will be placed on the services of the library in supplying American states in extension service and in actual service with books and other reading matter. An attempt will be made to familiarize library workers of the state with the proper methods of co-operating with the American Library Association. In those hands the government has placed the task of furnishing libraries to the sixteen cantonments and the officers' training camps.

The University of Iowa Librarians, the Iowa State Historical Society Librarians, and the Iowa City Library will charge of the administration of the visiting library workers.

SEPTEMBER 9-11

APPOINT MAN FOR COMMERCE SCHOLARSHIP

North Dakota Professor Will Be First Man Employed Under Increased Appropriation

The University has made its first appointment in its new school of commerce, which was provided for by an appropriation of $25,000. If Mr. H. W. Scheller, acting head of the department of accounting at the University of North Dakota last year, has come to Iowa City to serve as the first instructor in transportation.

Mr. Scheller was one of the best authorities on this subject and the subject of public utilities amongst the youngest economists of the west. According to Dr. Norris A. Irwin, head of the department of economics, sociology and political science, a competent man was wanted and a competent man was paid.

Ralph Stephen R. Wise, of New York, is the first man who has been awarded an M.S. degree in Chemical Engineering by the University of Iowa.
The University and the country have a right to expect more of students this year than it is fair to expect in times when normal conditions prevail. The man or woman who does not exert himself to the last ounce to realize the greatest good from college this year is nothing short of a slacker. If the purpose of the student is not more serious, he has no place in the University this year.

The exigencies of the hour have added a new emphasis upon the demands for an educated people. The country is not maintaining colleges for the benefit of individuals as individuals. They are maintained for the good of the nation. Institutions of higher learning are being viewed by the government as an important factor in overcoming the national enemy. Up to this time the great war has been a war of brains and ingenuity, a war of intellects and a war of increased stress, it is safe to predict.

The Daily Iowan likes the statement of C. C. Conlan, commissioner of education: “Education should be viewed on a patriotic duty this year.” Every citizen of the United States has some service to perform for his country in this troublous time. It may be in active army service, it may be on the farm helping to increase the food production, it may be knitting or Red Cross work, or it may be the guiding of an education. At any rate, the obligation to serve the country in some capacity is universal in its application.

That person whose prime aim in the University is social exploitation, or whose best energies are not being exercised in the business of getting an education, is ignoring the obligation which rests upon him to serve the country. If he does his University work in any other than an earnest and efficient way, he is ill performing a patriotic duty; for being an asset to the country that student is distinctly a liability. It is time for a serious look at purpose in University life.

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FOR ENT—Two large rooms at ten feet suitable for four boys. Close in. Phone No. 362.

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For a Self Filler—Non Leaking Pen with a 14K Point—EVERY PEN GUARANTEED
We carry all makes of Pens—Parker, Moore, etc.
O'BRIEN'S
JEWELERS AND OPTICIANS
(Opposite the Englert Theatre)

MALE SPELLING PRACTICAL
Says Children Should Form Attention on Words Most Commonly Used.

The difficulty with spelling in the public schools of the past has been a lack of focus. Pupils have been taught too many words. As a result, many of the words in most common use are constantly misspelled.

This is the belief of Prof. Ernest Horr, of the department of education. He will put his theory into practice this year at the noted experimental school at Southampton, New York, which is under his direction, by teaching such words as have been shown by the study of writing vocabulary to be most frequently misspelled.

The teaching of arithmetic and likewise be made more effective by focusing the training on the fundamental processes and neglecting the impractical processes such as the test. Handwriting, too, says Professor Horr, should conform to the stand which is modern and social life demands. Such subjects as history and geography can be taught in part by giving the children an insight into the principal industries of the country.

"Experience has shown," says Professor Horn, "that when children make paper in order to understand the paper industry, when they paint in order to understand the publishing industry, or construct concrete areas in order to understand the use of reinforced concrete on a building material, or design and make a desk as an introduction to the furniture making industry, a degree of skill is obtained which compares very favorably with results secured in the ordinary classes given under the title of practical instruction."

SEND OVER SOME WRIGLIES
Keep your soldier or sailor boy supplied.
Give him the lasting refreshment, the protection against thirst, the cold, the heat, and digestion afforded by Wrigley's.

It's an outstanding feature of the war—"All the British Army is chewing it."

AFTER EVERY MEAL
The Flavor Lasts

We Want Your Business
For a good many years this store has always been associated with Good Groceries
We are now better prepared than ever to take care of your wants in The Grocery Line
We solicit good credit accounts.

S. O. S.
Send Over Some Wrigleys

If You Eat at Boarding House
It Would Be Most Unwise for You to Pass This By Without Reading.

(Received By One Who Does)
Here are some rules for patrons of boarders' houses. We do not restrict their appetites, and so far as we have learned no one else does. The main idea is to think of ways and means of getting enough to eat without making yourself conspicuous.

First You
First, get in your meals early and if there are olives on the table, sit down near your plate. It is good form to begin eating at once, and the houseman and social life demand such subjects as history and geography can be taught in part by giving the children an insight into the principal industries of the country.

"Experience has shown," says Professor Horn, "that when children make paper in order to understand the paper industry, when they paint in order to understand the publishing industry, or construct concrete areas in order to understand the use of reinforced concrete on a building material, or design and make a desk as an introduction to the furniture making industry, a degree of skill is obtained which compares very favorably with results secured in the ordinary classes given under the title of practical instruction."

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UP-STAIRS
OVER PRINCE'S

Racine's Cigar Stores
Where good fellows like to linger longer
Billiard Parlers U-Stairs
ADVOCATES TREES
- FOR IOWA ROADS
An Act to establish a system of roads and local improvement funds that would enable cities and towns to establish a system of roads and local improvement funds of the quality that Iowa needs. The new system would provide for the construction and maintenance of roads and local improvements that would be suitable for the needs of the community and the region. It would also provide for the development of a system of local improvement funds that would be self-sustaining and would not require constant state support.

 eaten, a the

MERCHANTS
The Largest Restaurant in
the City
$3.00 MEAL TICKET $2.50
Coffee, Cakes and syrup ice
from 3 to 10 a.m.

PASTIME THEATRE
Tomorrow and Monday
MARY MILES-MINTZ
In
MELISSA OF THE HILLS
A very fine picture; also

MUTUAL WEEKLY
Showing Latest War News
Come in and hear the Orches-
tra Pipe Organ with a hu-
man Voice.
3 and 10 Cents.

GARDEN THEATRE
"Everything New But the Name."

TO-DAY
LITTLE ZOE RAE
in
"The Little Pirate"
Also a News Reel
COMING—PUBLIC BE DAMNED.

Why Accept Ready-Made
Speculation as Against
Made-to-Measure Certainty
We have all the latest fabrics, foreign and
domestic.

$18 to $25
"The Home of Good Tailoring"
MIKE MALONE

Boerger's PHARMACY

ADVOCATES TREES
FOR IOWA ROADS
Act as Walter Bell for Farm Land
and Do No Tary to the Roads—Shimok.
The common belief among road builders of this country that roads adja-
cent to highways are detrimental to roads because they retain drifts of
rain after rain is without foundation, according to Prof. Robert Shimok, an
authority in botany at the University. After considerable observation
and study he recommends a far more

excessive use of shad trees near roads
than there has been up to this time.
War should be waged against this
habit of haphazard growths of trees
along roads which act as a barrier to
the circulation of air, for wind, the
botanist says, is more important as
a drying agent than the sun. This
unadvised cutting can be avoided
with good grades of trees by keeping
fir trees confined to eight feet above
the ground, and cutting the brush and
woods along the sides. Protect Pipe Line.

Still further, the lack of circulation immediately behind tall shades or tall
growth of woods if present is re-
ponsible for great mud drifts in win-
ter. Trees trimmed to permit a free
interchange of air in summer would
make the mud drifts impossible on the
road in winter, the University man
declares. There are no real ob-
structions to the growing of trees along
highways from the standpoint of good
roads, and the comfort which trees
afford to those who travel the high-
ways in hot weather make them highly de-
irable.
The greatest value of such trees,
ever, is not connected with the road at all. It is the protection
which they yield to neighboring farms along against hot drying summer
winds. Professor Shimok has made
experiments which prove that the
rate of evaporation is diminished for
great distances from their rows of
trees.
People have long realized that
secretly good protection by timber
lots but they are just waking up to
the fact that it is fully as important
to protect grass fields.

Slight Loss Reported.
Shad trees were formerly planted
in the north and west sides of ar-
chards in undeveloped territory
but now it is a generally known fact
among land agents that the rapid
increase of trees, if not thinned,
the destruction wrought by hot winds
becomes greater than by the cold winds
of winter. It is for the commercial
interest of everyone to check the hot
winds that the University believes
wood plant trees along highways.
The loss of six or eight rows of
corn on the north side of such shad
lots because of the perpetual shade
of the trees would be far more than
compensated by an increased yield in the
remainder of the field, in the Professor
Shimok's opinion. All north and west
roads should have similar shad lots
because of their influence in conserving
moisture in adjacent fields and land adjacent to north and
south roads would also benefit to
their presence.

ATHLETIC SYSTEM
TO BE EXPANDED
Physical Development for All Will
Be Keynote in Athletics Here This Year.
Athletes will not be maintained at
the University in the usual way this
year. The plan which will differ
them from the athletes of the pre-
vious years will be their new
phases. The aim will be to make the
benefits of athletics, as a means of
conditioning for war service, avail-
able for the many students, where
as college-up to this time have
tolerated attention on the small circle
of other performers in the various
sports.
There will be all teams repres-
enting the University against other
universities and colleges and the
schools made by the athletic offi-
cials last year will be carried out.
All branches of athletics have non-
competitive groups of men for war
purposes, but University supporters
be fore the institution will be able to
produce teams able to thrill their
friends in intercollegiate fields.
But athletics will not end with In-
tercollegiate games. Interdepart-
ment contests by which the largest
number of men can compete will
be brought to the fore with a new
thrust. A closer correspondence than
ever has been previously will exist
between the department of physical
education and organized athletics.
Participation in sports which have
never before been open only to non-
athletes will be freely available and will now
constitute a regular part in the
physical training of men.
President Wilson was an athlete on the
Washington University track team. He
will be able to make the minute,
"Athletics in the United States."
the old dream, the extension of the work to serve a
greater number of students.

NEW PLANS FOR U.I. TELEGRAPH
Students in Special Courses May
Enlist When Able to Handle
Twenty Words a Minute.
Those persons who take the Uni-
versity's course in telegraphy
will be permitted to enlist in the United
States Signal-service as soon as they
attain a speed of twenty words a minute,
according to a Notice which was
recently issued by Professor M. F. Ford, the
Instructor in telegraphy.
The enlisted persons may not be called
into service upon enlistment but will
be allowed to complete their course.
This is a specially-drawn course
for the most of the cadets. The
students have not been required to
enlist in service upon enlistment but will
be allowed to complete their course.

TRY OUR FINISHING
DEPARTMENT FOR
DEVELOPING
PRINTING
and
ENLARGING
BOERGER'S PHARMACY

Sunday, September 16, 1917
PAGI FOUR
THE DAILY IOWAN, STATE UNIVERSITY OF IOWA.

CONTRACT

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CONTRACT IS LET FOR
CHILDREN’S HOSPITAL.

The contract for Iowa’s new $150,000 children’s hospital at the University has been let by the building committee of the state board of education to the Theodore Stark company of Cedar Rapids. The building will be made of brick and situated on the recently purchased tract of land across the river from the Old Capitol, which is near the central building of the University’s campus.

It will be the first University building constructed on the west side of the river.

Douglas Fairbanks
IN
“Wild and Woolly”

A Western Comedy Bubbling Over with Laughs PUNCTUATED BY TYPICAL FAIRBANKS THRILLS

CONTINUOUS FROM 1:35 p. m. to 11 p. m.

To-Day
ADMISSION 25c
CHILDREN 10c

WHAT IS THE FAIR PROFIT IN BUSINESS

Some Principle Holds in Public Utility Business as in Private Enterprise—Raymond.

The question of the fair profit in the business world which has faced the people of all time is one of the subjects considered by Dean W. G. Raymond, head of the engineering college, in a book on some of the problems of public utility control. The fair return for supplying water in a city, which is a monopoly business dealing with an absolute necessity, should be less than the profit in the railroad business, for instance, which is almost always partially competitive and always of greater risk.

After a review of arguments, Dean Raymond in his book concludes that fair earning for such a monopoly enterprise as supplying water may be approximately twice the going rate of interest on loans, this to include interest on the funded debt and the profit known as dividends.

Partially competitive businesses, such as railways, may reasonably be expected to earn as much as three and a half or four times the ordinary rate of interest on loans, this capital invested in any successful enterprises of proved stability may be utilized to earn from one to two times the common rate of interest on commercial loans.

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ENGINEERING
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HOME ECONOMICS

EVERYTHING THE STUDENT NEEDS

Engineering Drawing Sets and Supplies, Dissecting Sets Waterman, Moore and Ely Safety Fountain Pens Loose Leaf Leather Note Books Iowa Banners and Jewelry

Some Special Bargains in Second Hand Medical 

JOHN T. RIES
YETTER-COAST
Fashion Promenade
Introducing Fall Fashions
At
Englert Theatre
Tuesday and Wednesday
SEPT. 18th and 19th
Yetter's Will Show
Faultlessly tailored models that reflect types of feminine refinement and simplicity.
Yetter's and Coast's will cooperate in presenting the exhibit evenings—Yetter's will show women's garments exclusively at the Wednesday matinee.
Photpapel, Florence La Badie in "The Woman in White"
Also Vocal Selections

General Admission 10c
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PHARMACY
Pharmacist Shows
Usage of Drugs

LEAD IN SCHOLARSHIP
Is everyone prepared to get? You could do was to get... for fifteen cents an ounce.

The language of a nation has a definite influence upon the character of the inhabitants, in the opinion of Professor E. T. Hayes, head of the school of music, in the phonograph as an aid in the teaching of vocal music remains unbroken. In bringing quality and accuracy to the voice of a speaker, he declares the phonograph is without a peer.

When a student begins work under the University's music school, a record is made of his voice. From this record, and from the records which are made subsequently, he is able to determine beyond guess work the progress that is being made by the singer.

The real niceties of the machine, however, lies in the fact that the pupil can stand off and hear his own voice. Students generally show a tendency to disbelieve an instructor when he criticizes some point in the pupil's singing. But when the instructor can point out the faults with the record to back up his statements, his criticisms have a greater weight with the pupil.

Language Vital to Country's Progress

Hayes Uses Talking Machine to Point Out Faults in the Pupil's Singing

After two years of trial the facts of W. E. Hayes, head of the school of music, in the phonograph as an aid in the teaching of vocal music remains unbroken. In bringing quality and accuracy to the voice of a speaker, he declares the phonograph is without a peer.

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Another use which Professor Hayes has found for his phonograph is the testing of voice freedom. In this test the pupil merely sing into the horn of the phonograph. If the tone is properly placed a distinct hum, caused by the vibrations set up within the machine, can be heard above the voice of the singer.

Every student of the University should be a daily Iowaan subscriber.