Bringing Up Father

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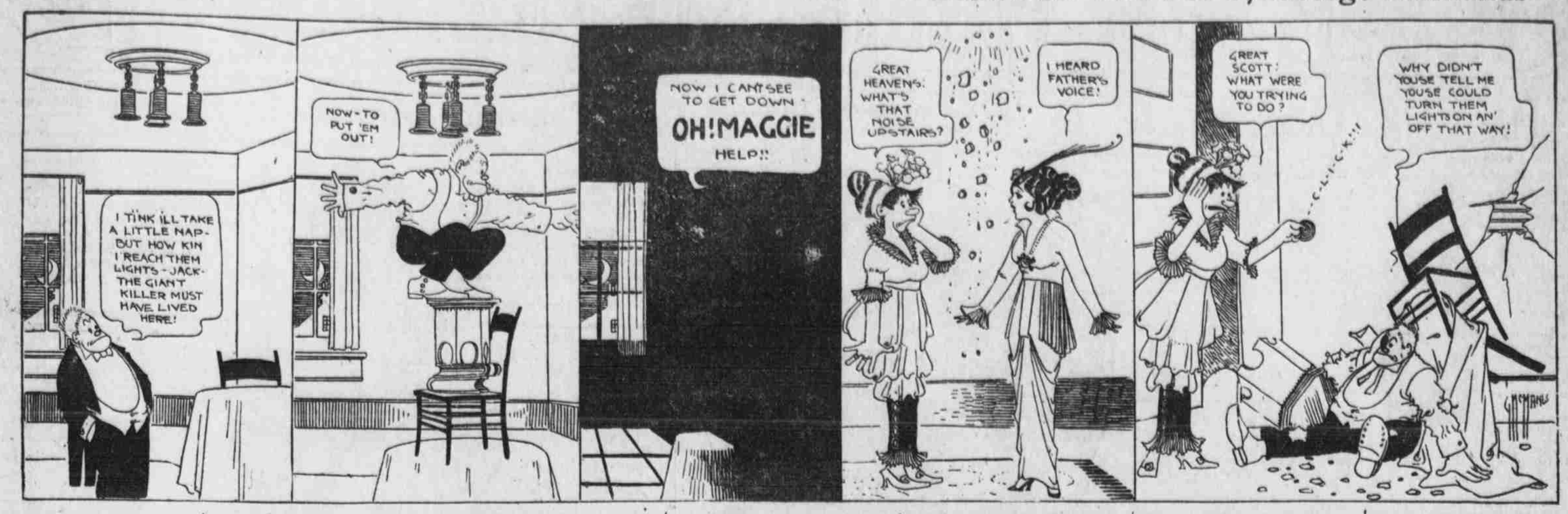
Drawn for The Bee by George McManus



OMAHA WINS AT BASKET BALL

Local High School Lads Trim Team from University Place.

LAST HALF IS INTERESTING

After a Very Slow Twenty Minutes of Playing Omaha Boys Come Back Strong and Play Whirlwind Game.

After playing a very mediocre first half, because Referee Miller was so prone to blow his little whistle and thus prevent any fast work, the Omaha High school basket ball team came back strong in the second half of the game with University Place High school at the Young Men's Christian association last night, and made a few baskets before the referee had a chance to blow his whistle. At the end of the first half the score stood 5 to 4 in favor of Omaha, but at the end of the game, it stood 29 to 10 in Omaha's favor.

But three field goals were made in the first half. Flothow made two, and McGee of the University Place, made one. The play was exceedingly slow, not because the fouls were frequent, as only ten were made, but because the boys were not permitted to work fast. Every time two players touched the ball the ball was taken away from them and tossed up by the referee. Thus the two teams seesawed back and forth, while the crowd grew impatient and peevish. But in the second half, the two teams got down to real work and played the ball all over the floor. Flothow slipped two more baskets, while Bauman got three and Gardiner got two.

Stars at Guard Positions.

The guarding of Platz and Larmon was the feature of the game. But three field goals were made off the pair. It seemed impossible to get the ball away from the Omaha guards, even though when the invaders did get the ball past they couldn't hit the basket. Flothow made one of the prettiest field goals ever made at the local gym. He tossed the ball in from past the center of the floor.

Baney, a substitute right guard, was put in the game by University Place and he proved to be a very strong individual. He incurred the wrath of the crowd constantly, but he did his work so secretly that he was not caught once.

Mons Berry, Omaha's center, was unable to play because of deficiencies in his studies. The loss of Berry was felt keenly, as he is a steady player. He will probably be lost to the team for the remainder of the season.

The lineup:

OMAHA.		UNI. PLACE.
Flothow	R.F.	R.F. McGee
Gardiner	L.F.	L.F. Eichberg
Bauman	C.	C. Amos
Larmon	R.G.	R.G. Clark
Platz	L.G.	L.G. Cole

Substitutes: Grubb for Amos, Baney for Clark. Field Goals: Flothow (4), Gardiner (2), Bauman (3), McGee, Grubb (2). Foul goals: Flothow (2), McGee (4). Referee: Miller.

Norfolk Secures the Fremont Franchise

NORFOLK, Neb., March 1.—(Special Telegram.)—Norfolk today bought the Fremont base ball franchise in the Nebraska State league. The entire Fremont team was bought in the deal.

HASTINGS, Neb., March 1.—(Special Telegram.)—C. J. Miles, president of the Nebraska State Base Ball league, received a telegram tonight stating that Norfolk had bought the Fremont franchise. The offer is made subject to the approval of the remainder of the teams in the league.

WEST POINT BASKET BALL PLAYERS OUTSTRIP HOOPER

WEST POINT, Neb., March 1.—(Special.)—The West Point basket ball squad defeated the Hooper team in the opera house last evening, 43 to 24. The team work of West Point proved to be too much for Hooper to solve. The score at the end of the first half stood 22 to 12 for West Point. They did not lose any of their speed in the second half. The lineup:

WEST POINT.		HOOPER.
Wells	R.F.	R.F. Bosler
Elliott	L.F.	L.F. Florn
L. Krause (C)	C.	C. Adecous (C)
J. Krause	R.G.	R.G. Zeller
J. Jensen	L.G.	L.G. Harms

Substitutes: Rich and Flores for J. Krause and Jensen. Field goals: L. Krause (10), Elliott (4), Wells (4), J. Krause, Zeller (4), Harms (3). Free throws: L. Krause (5), Zeller (10). Referees: Roegetter and Hackett. Time-Keeper: Rich.

OTIS SKINNER WILL TALK TO THE UNIVERSITY CLUB

Otis Skinner will give an informal talk at a luncheon extended him by the University club at its rooms on March 10, in reply to an invitation sent him some time ago. Mr. Skinner said, "I have no burning message to convey, but it will be a great pleasure to meet the hospitable members of the University club."

Five of the World's Great Billiard Men Will Play in Chicago

CHICAGO, March 1.—Five of the world's greatest billiard players will meet this week in an 18.2 tournament here. The tournament will begin Monday night and continue throughout the week.

The players are William Hoppe, the champion, and the favorite in the meet; J. Koji Yamada, the Japanese, who has the distinction of having beaten Hoppe; George Sutton, George Slosson and Calvin Demarest.

Hoppe and Yamada will open the tournament tomorrow night. On Tuesday afternoon, Slosson and Yamada meet, and Tuesday night Demarest and Sutton play. The remainder of the schedule will be arranged according to the outcome of the first matches.

The players will divide a purse of $500 and the receipts, according to their standing at the end of the tourney.

Michigan Aggies in Lead for Rifle Title

WASHINGTON, March 1.—Michigan Agricultural college is leading class A for the national championship in the Intercollegiate Rifle Shooting league. Massachusetts Agricultural college stands second, only one point behind. Washington State college leads class B and the University of Illinois class C.

Results of the week announced today:

Class A—Michigan Aggies, 988, against Massachusetts Tech., 928; Iowa State, 966, against Purdue, 937; Massachusetts Aggies, 972, against Norwich, 955; West Virginia, 952, against Harvard, 916; Minnesota, 974, against Princeton, 921; California, 932, against North George Aggies, 968.

Class B—Washington State, 974, against Wisconsin, 943; Cornell, 963, against Oklahoma Aggies, 947; United States Naval academy, 932, against Columbia, dropped; Vermont, 935, against Lehigh, 901; Dartmouth, 909, against Clemson, dropped; Maine, 936, against Kansas, 855.

Class C—Oregon Aggies, 925, against Arizona, defaulted; Illinois, 935, against Missouri, 916; Worcester Poly, 917, against Pennsylvania State, dropped; University of Pennsylvania, 921, against Kansas State Aggies, 914; Notre Dame, 932, against Louisiana State, defaulted.

Minden Tigers Win from Harvard

MINDEN, Neb., March 1.—(Special.)—Good basket shooting and team work by Minden spelled defeat for Harvard, 54 to 14. The Minden Tigers were in the lead from the start to the end and were in danger at no stage of the game. Harvard was outplayed in every way. Minden has played nine games and lost none. Minden will play in the tournament at Lincoln. The feature of the game was good guarding and field playing by Peterson, Rogers, Carman and Johnson. Orcutt also played in star form. Lineup:

HARVARD.		MINDEN.
R. Hartley	R.F.	R.F. Rogers
Moger	L.F.	L.F. Johnson
Smith	C.	C. Orcutt
Sheedey	R.G.	R.G. Peterson
M. Hartley	L.G.	L.G. Carman

Field goals: Johnson (11), Rogers (7), Orcutt (5), Carman (3), R. Hartley (3), Moger, Sheedey (2). Foul goals thrown: Johnson, 7. Referee: Pate. Time of halves: 20 minutes.

JUNIORS HAND TRIMMING TO THE SENIOR TOSSERS

The juniors of the Omaha High school ran rings around the seniors in a preliminary game to the Omaha-University Place contest. The juniors made thirty-seven points to the seniors' thirteen. Lineup:

JUNIORS.		SENIORS.
Buzzard	R.F.	R.F. R. Douglas
Fitch	L.F.	L.F. W. Douglas
Enkstrom	C.	C. Adey
Moskovitz	R.G.	R.G. Dunham
Gould	L.G.	L.G. Neilson

Field goals: Buzzard, 5; Fitch, 7; Enkstrom, 4; Moskovitz, 2; R. Douglas, 2; W. Douglas, Adey, 3. Foul goals: W. Douglas, Buzzard.

Sidney Overwhelms Hershey.

SIDNEY, Neb., Feb. 28.—(Special.)—Sidney High school defeated the Hershey High school here last night, 74 to 5. Parks and Doran played the best game for Sidney. Lineup:

SIDNEY.		HERSHEY.
Grabill	R.F.	R.F. Bludell
Bassett	L.F.	L.F. Timmerman
Parks	C.	C. Hall
Doran	R.G.	R.G. Hall
Buzza	L.G.	L.G. Stokes

Substitutes: Doran for Bassett, Rutner for Doran. Referee: Bliss.

Cuts Down Squad.

CAMBRIDGE, Mass., Feb. 28.—Coach Sexton of the Harvard base ball team, cut his squad of battery candidates today and now has sixteen pitchers and catchers. He will have another catcher available in a few days, when Sidney Clark, '14, finishes his hockey playing.

Boston Gets Indian.

The Boston club has secured another new pitcher in the person of William Garlow, a Tuscarora Indian, a graduate of the Carlisle Indian school, and a foot ball and base ball player of note in the college world.

Cornell Defeats Princeton.

PRINCETON, N. J., Feb. 28.—Cornell's wrestling team defeated Princeton today, by a score of 12 points to 6.

FEDERALS ASSIGN PLAYERS

Two Hundred and Ten Men Distributed Among Outlaw Clubs.

FINAL RAID ON RIVALS PLANNED

Complete Roster Promised Public This Week—Session of Managers Peaceful, It is Reported.

CHICAGO, March 1.—The Federal league today assigned 210 players, made preliminary plans for its pennant race and organized a final raid on its rivals, the raid planned to land in its ranks seven of the players now finishing their trip around the world with the Giants and White Sox.

This was announced tonight when the club owners of the "outlaw" league took a brief recess after a meeting that lasted all day. The meeting adjourned tonight. The managers of seven teams met first and showed their lists of players. Otto Knabe, manager of Baltimore, was ill and forced to stay at home. Later the club owners met with the managers and then went into secret session.

No List Given Out.

All efforts to get from managers or magnates the names of the players involved in trades failed. No list was given out, but a complete rooster was promised the public next week. Twenty-five "stars," who had not been connected with any club, but signed by President Gilmore "for the league," were awarded to teams in need of them.

The managers' session was peaceful, according to their statements afterward, and trades were made without trouble. Some of the leaders did not get all they wanted, and others were disappointed at losing one or two men they thought they were sure of. Manager Tinker said he had lost three men, one of whom he had hoped especially to keep, but said he had retained Zeider, who was wanted by Brooklyn.

Other managers made similar statements.

Will be at Pier.

There are seven ball players on the world tour who are wanted by the federals, and next week a crowd of the new league leaders, headed by President Gilmore, will be at the pier in New York to meet them when they land. The players are: Tris Speaker, Boston Americans; Sam Crawford, Detroit, who is wanted to manage the Brooklyn team; Catcher Wingo, St. Louis Nationals; Lee Magee, St. Louis Nationals; Mike Doolan, Philadelphia Nationals, shortstop; Outfielder Evans, St. Louis Nationals, and Pitcher Leverenz, St. Louis Americans. President Gilmore does not believe the efforts of his league to get some of these men will be fruitless as he expects to offer them inducements they can hardly resist, he said.

Two Others Mentioned.

Two other well known ball players, Christie Mathewson of the Giants and Hal Chase, of the White Sox, were mentioned today as possible Federal leaguers, but Chase's demands were considered too exorbitant when the league sounded him some time ago, it was said, and Mathewson's reply to the offer made by R. B. Ward of Brooklyn will not be forthcoming until after he gives Manager McGraw a chance to make a bid to retain his services.

This league schedule will include 154 games, it practically was decided tonight. The opening date games will be played April 13. A schedule meeting will be held in Baltimore March 28.

The Practice Grounds.

Every one of the Federal teams will be in training quarters by March 10, it was announced. The practice grounds are: Kansas City, Wichita Falls, Tex.; Indianapolis, Wichita Falls, Tex.; Pittsburgh, Lynchburg, Va.; St. Louis, Monroe, La.; Buffalo, Danville, Va.; Brooklyn, Columbia, S. C.; Baltimore, Southern Pines, N. C.; Chicago, Shreveport, La.

The league decided also not to let any of the players reported to have jumped back into organized ball get away from it without a struggle. The magnates voted to bring suit against a player if he refuses to join the Federal team signed with. All players will be ordered to report between March 8 and 12.

Hempstead at Marlin.

MARLIN, Tex., March 1.—H. W. Hempstead, president of the New York National league club, arrived today at the club's training quarters here. He is expected to confer with Christy Mathewson, with relation to the pitcher's future affiliation.

Mathewson recently admitted receipt of an offer to manage the Brooklyn team of the Federal league at his own terms.

Rube Marquard, pitcher, and Larry McLean, catcher, were arrivals today at the New York Nationals' camp.

Wymore Wins.

WYMORE, Neb., Feb. 28.—(Special.)—Wymore High school won the basket ball game with Pawnee City High school here last night. The score was 27 to 17. The lineup:

WYMORE.		PAWNEE CITY.
Philbrick	R.F.	R.F. Tracey
Glenn	L.F.	L.F. Dorty
O'Brien	C.	C. Martin
Phillips	R.G.	R.G. Anderson
O'Neil	L.G.	L.G. Atkinson

Substitute: Densmore for O'Neil.

Advance Guard of Braves Start South

BOSTON, March 1.—The advance guard of the Boston National league base ball team left tonight for the south. Seven players were in the party. They will pick up the other members of the club en route and meet Manager George Stallings at Macon, Ga., Tuesday. Those who started from here were Joe Connelly, Walter Maranville, Leslie Mann, Walter Kenefick, George Tyler, Fred Tyler and Tom Griffith.

Cleveland Regulars Leave for the South

CLEVELAND, March 1.—The regulars of the Cleveland American league base ball team left at noon today for their spring training camp at Athens, Ga., where the recruits and Manager Birmingham preceded them several weeks ago. Only three players were in the party leaving here, Graney, Leibold and O'Neill. Others will be picked up en route.

AMERICAN RHODES MEN MAKE A GOOD SHOWING

LONDON, March 1.—American Rhodes scholars were successful in several of the events in the Oxford university sports held here today.

F. T. Adams of Texas won the hammer throwing event with a throw of 122 feet 3 inches. V. B. Havens of New Jersey won his heats in the hurdles and the hundred yards flat.

N. S. Taber of Rhode Island was second in the one mile flat race, being five yards behind A. N. S. Jackson, president of the Oxford University Athletic association, who broke the track record. Jackson's time was four minutes twenty-two and three-fifth seconds.

The sports will be concluded on Monday.

Persistent Advertising is the road to Business Success.

HARVARD RELAY TEAM SETS A NEW WORLD'S RECORD

BOSTON, March 1.—A Harvard four-man relay team, running against a team from the Boston Athletic association, today set a new world's record for 1,560 yards, finishing in three minutes and three seconds. The other old record, held by the Boston Athletic association team, was 3:05⅘.

The Harvard team left for New York City after the race and will compete there tonight for the McAleenan trophy.

FINAL WALLOP FOR AGGIES

Cornhuskers Trim Ames Five in Decisive Fashion.

SCORE FORTY-ONE TO THIRTEEN

Nebraska Has Clear Record for Season Against Valley Teams, But Will Not Play Kansas, Due to Disagreement.

LINCOLN, Neb. Mar. 1.—(Special Telegram.)—Nebraska wound up the Missouri Valley conference basket ball season by drubbing Ames, 41 to 13, here tonight. The Aggies were overwhelmed by the superior team work of the Huskers. Nebraska has a clear record for the season against the conference teams, but owing to the difficulty with Kansas will not play the deciding game for the championship.

The Huskers have lost only one game during the season and that to Wesleyan. Minnesota was twice defeated on the Gopher floor. The Cornhuskers and Wesleyans will play a rubber game next Thursday night at the city auditorium, each team having won one game.

Captain Haskell played a brilliant game for Nebraska in winding up his career, securing five field goals. Lineup:

NEBRASKA.		AMES.
Hanzlik	R.F.	R.F. Porterfield
Haskell (C.)	L.F.	L.F. Swiney
Myers	C.	C. Noble
Hawkins	R.G.	R.G. Hansell (C.)
Howard	L.G.	L.G. Kelly

Substitutes: Hugg for Hanzlik, Finley for Myers, Rutherford for Howard, Rogers for Porterfield. Field goals: Hanzlik (2), Haskell (5), Myers (2), Hawkins (3), Howard, Hugg (2), Finley, Rutherford (3), Rogers, Noble, Hansell, Kelly. Free throws scored: Haskell (2), Myers, Swiney (5). Fouls called: Hanzlik, Haskell (3), Hawkins, Hugg (2), Finley (2), Swiney (3), Noble, Hansell (2), Kelly (3). Referee: Mark Hyland, Iowa university. Time of halves: 20 minutes.

Recommends Chamberlain's Cough Remedy.

"I take pleasure in recommending Chamberlain's Cough Remedy to my customers because I have confidence in it I find that they are pleased with it and call for it when again in need of such a medicine," writes J. W. Sexson, Montevallo, Mo. All dealers.—Advertisement.

MEETING OF ALL AMATEUR BALL PLAYERS WEDNESDAY

A meeting of all base ball managers, players and their friends, will be held at the city hall next Wednesday evening. Johnny Gonding, Frank Bandle, Jewel and Joe Hummel, will speak to those who attend. It is planned to discuss the pros and cons of amateur base ball in Omaha and to encourage the sport as much as possible.

University of Omaha Beats York College

After several weeks of poor playing the University of Omaha basket ball team came back strong last evening and defeated York college by the score of 37 to 17.

Burke and Leymaster for the visitors were the star players, making between them thirteen points. Parish and Jenkins were the stars for the Omahans. The line up:

YORK.		OMAHA.
Burke	L.F.	L.F. Parish
Gregory	R.F.	R.F. Jenkins
Franklin	C.	C. Dow
Porter	L.G.	L.G. Seltzer
Leymaster	R.G.	R.G. Selby

Field goals: Parish (5), Dow (2), Jenkins (4), Burke (3), Gregory (2), Leymaster (2). Foul goals thrown: Parish (3), Leymaster (3). Fouls committed: Omaha, 10; York, 7. Time of halves: 20 minutes. Referee: Paisley. Timekeeper: High. Scorekeeper: Jones. Substitutes: Jorgensen for Seltzer, Saunders for Porter.

NEW INTERSCHOLASTIC RECORD FOR FORTY YARDS

BRUNSWICK, Me., March 1.—A new interscholastic record for the forty-yard dash was made at the Bowdoin indoor school track meet today, when Weybrant of Brunswick High school, covered the distance in 4⅘ seconds, according to figures available here.

Strengthens Weak Kidneys.

Electric Bitters will more than surprise you after the first bottle. Get a bottle today, safe and cure, 50c and $1.00. All dealers.—Advertisement.

Notes from Shelton.

SHELTON, Neb., March 1.—(Special.)—The Grand Island High school boys' basket ball team and the Wood River girls' team came up yesterday and last night met the local teams in the school gymnasium. A large crowd of fans from each place witnessed the games, which resulted in a victory in both for Shelton by scores of 28 to 18 and 53 to 4, respectively. Of eleven games played by the Shelton boys but three have been lost this season.

Jack Anschute, living a half mile from Shelton, was trimming trees Thursday and a limb struck him on the leg with such force as to badly crush it below the knee and it is feared that amputation will be necessary.

A large number of stockholders of the Shelton Oil and Gas company met in Reddington's hall Thursday and almost enough cash was raised to liquidate the indebtedness of the company and take the case out of the district court, where suit had been brought by the receiver. Next Monday being the time set for hearing the case it is expected that ample funds will have then been raised and the case dismissed. The property will then be owned by the original stockholders, who will make disposition of the machinery.

Pennsylvania Burg Wins Tenth Straight Victory in Shooting

WASHINGTON, March 1.—Warren, Pa., won its tenth straight victory in the Interclub Rifle matches this week and retains its lead in class A. Warren also made the highest score, 995 out of 1,000.

King's Mills, Ohio, broke the tie for the leadership of class B by defeating Stillwater, Minn., 991 to 985. Scores:

Class A—Warren, Pa., 995, against Adrian, Mich., 974; District of Columbia, 989, against Milwaukee Old Guard, 980; Bucyrus, O., 992, against Bridgeport, Conn., 986; Birmingham, Ala., 989, against Tacoma, Wash., 984; Cleveland, O., 984, against Youngstown, O., 956; Dickinson, N. D., 993, against St. Paul, Minn., 982; Manchester, N. H., 968, against Milwaukee, 925.

Class B—King's Mills, O., 991, against Stillwater, Minn., 985; Marion, O., 983, against Helena, Mont., 888; Walden, Colo., 976, against Bedford, O., 958; Boston, Mass., 973, against Hopkins, Minn., 963; Minneapolis, Minn., 961, against New Orleans, La., defaulted; Louisville, Ky., 928, against San Francisco, 819; Madison, Wis., 950, against Rochester, N. Y., 939.

Superior Trims Franklin.

SUPERIOR, Neb., March 1.—(Special Telegram.)—Superior won from Franklin High school basket ball team, 32 to 30. It was the fastest game seen here this year.

DRAKE PROFESSORS LOOK OVER CREIGHTON WIRELESS

Drake university of Des Moines will erect a wireless telegraph receiving station at Des Moines, modeled on the one at Creighton university.

Profs. David Morehouse and S. W. Wilvat of Drake were recent visitors at the Creighton station, where Father William F. Rigge of Creighton explained the simplicity of the local station. After some time spent in overlooking the Creighton station it was decided to erect a similar station at Drake.

DEATH RECORD.

T. J. Butler.

TABLE ROCK, Neb., March 1.—(Special.)—Word has reached here of the death Friday at his home at Red Cloud, Neb., of T. J. Butler, a pioneer of Pawnee county, Nebraska, who settled in this county almost half a century since. He was a veteran of the civil war, having served in an Indiana regiment. He was 70 years old. Funeral services were held at 3 p. m. today at Pawnee City. He is survived by a wife, a daughter and a brother, Chief J. M. Butler of the railway mail service. Another brother, now deceased, W. A. Butler, served as county treasurer of this county from 1868 to 1876. He was also a cousin to David Butler, first governor of the state of Nebraska, and an uncle to Judge John B. Raper, present judge of the First judicial district.

"Talks on Newspaper Advertising"

By TRUMAN A. DeWEESE, (Box 82, Buffalo, N. Y.)

The Newspaper as a "National Medium"

The advertising in a newspaper represents two classes of advertisers—national and local. We therefore have to look at newspaper advertising from two angles—from the standpoint of the national advertiser and from the standpoint of the local merchant.

I know the newspaper is not usually regarded as a "national medium." Considered alone and by itself it is not a national medium. It depends upon the way in which the newspapers are used. If a national advertiser uses the newspapers in a hundred or more widely scattered cities and towns, reaching into every State in the Union, he is cerainly doing national advertising in the newspapers. If he is confining his advertising to one city or state he is doing local advertising.

No matter how we regard the newspaper, it remains a fact that some of the most successful national advertisers have never used anything but newspapers — but they have used them in a national way. They have used the newspapers because they were manufacturing a commodity of universal use (shoes, crackers, soap, cereals, etc.) for which it was necessary to secure a very wide distribution. Many of these manufacturers have used magazines to popularize a trade-mark and after having fixed the trade-mark indelibly in the public mind they have used newspapers to "cash in" on the trade-mark—supplying the one connecting link necessary to bring the commodity to the consumer.

We do not need to indulge in any "blue sky" theories on this proposition. We do not need any essays on psychology from the college professors to elucidate this subject. We have the facts upon which to predicate our conclusions regarding the value of newspaper advertising to the national advertiser who is seeking a wide distribution for his products.

We may therefore regard this fact as proven beyond controversy that the newspaper is the indispensable medium for the manufacturer of a product that may be used by the entire human family Now, what shall we say of the newspaper as a medium for advertising a commodity that can be used only by a small percentage of the population? This class of commodities may be illustrated by automobiles, pianos and talking machines. On first thought the superficial thinker will say that the advertising of such a commodity in newspapers represents a great waste. The manufacturer is paying for a tremendous circulation a good part of which is of no value to him. The newspaper, we will say, goes to every home on a certain street in a certain town, but on the entire street of a hundred homes there are not over ten possible purchasers of an automobile. This is an unwarranted assumption of course, but let us accept the statement for the sake of the argument.

Now it happens that such commodities that are purchased by a small percentage of the population are the ones that yield a large profit. If there is a profit of one thousand dollars on a certain automobile it follows that the manufacturer may easily spend two hundred dollars to sell one car, and for this amount he can reach all the people in the entire city every day through many changes of copy for several days or several weeks, depending on the size of the city. The profit on the commodity easily pays for the waste circulation. It enables the manufacturer to reach thousands who do not want an automobile in order to reach the one man who does want an automobile—and when it has found that one man it leads him right up to the dealer in the town and the salesman "does the rest."

And so it follows that newspaper advertising has a much larger adaptability to all kinds of national merchandising than we thought. It is even profitable for the manufacturer whose products are usable by only a small percentage of the population.

TRUMAN A. DeWEESE.