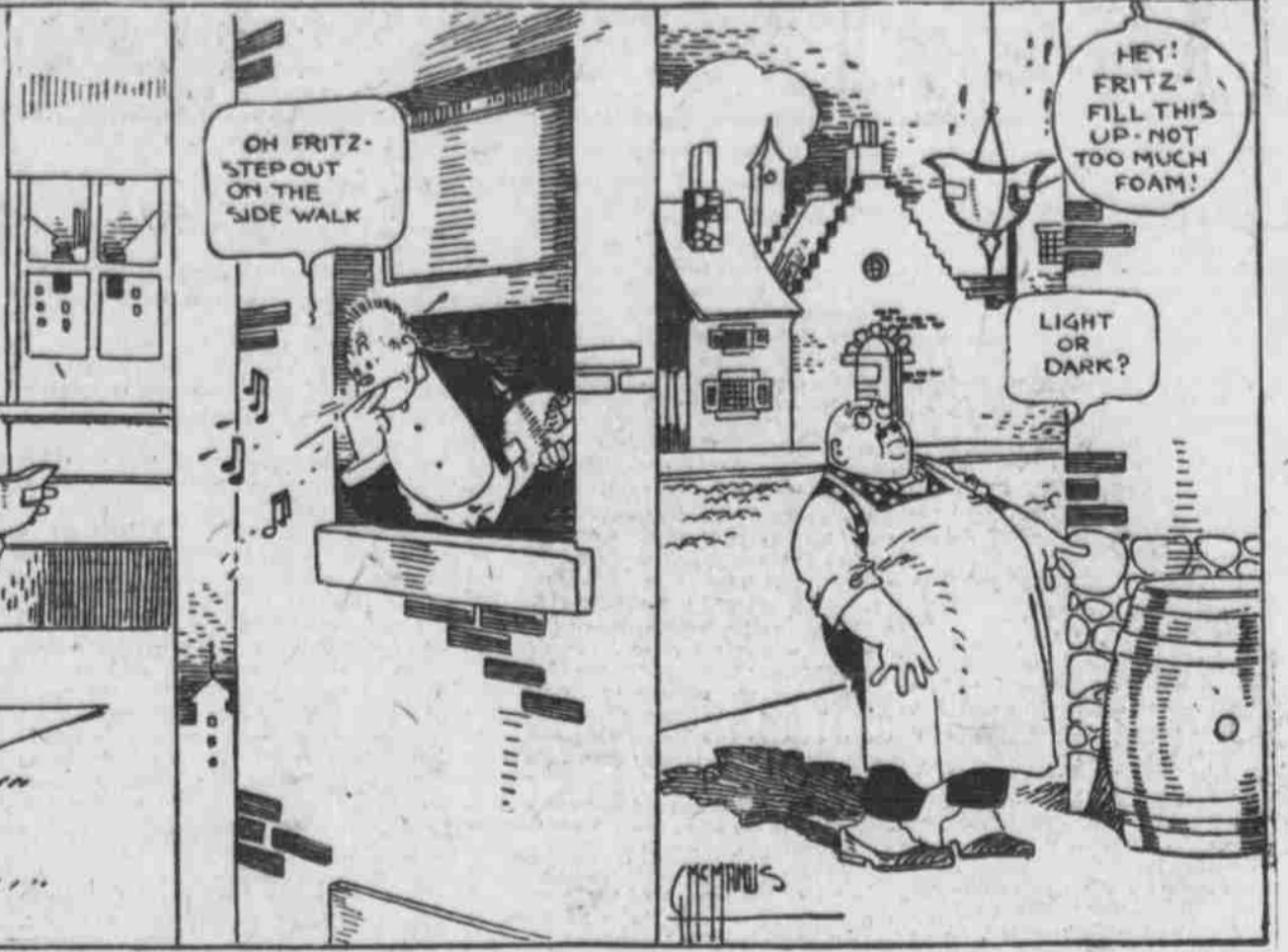


Bringing Up Father



OMAHA WINS OVER LINCOLN

Boys from Capital Succumb to the Attacks of Local Team.

PLATZ PROVES TO BE STAR

Irrepressible Dutch Runs Wild, Playing All Over the Floor All the Time, and Beats Up Team Work of Lincolinites.

Too much Dutch Platz proved to be the undoing of the Lincoln high school basketball team when it slammed up against the Omaha high school teamers at the Young Men's Christian association Saturday.

Members of the Hobo club, the recently formed organization of high school boys who have sworn to drap themselves only in the apparel of an Adonis of the road, were on hand in full force to cheer the irrepressible Platz.

From the very start of the game it was apparent that Lincoln would trail. The lads from the capital were well drilled in team work, but the team work was woefully lacking when Platz started to smash things up. Larson also dug in with his spikes and Gardner and Berry acted well as assistants.

Omaha Plays Substitute.

Toward the conclusion of the contest Coach Mills substituted three of his embryo stars in the positions of the veterans, who had already clinched the game.

The game was moderately rough, just enough to make it lively and interesting. The fouls called were very few and all were technical. Ten fouls were called on Omaha and four on Lincoln.

OMAHA LINCOLN

Gardner R.F. R.F. Morris Plathow L.F. L.F. Lesse Berry R.G. R.G. Platz G. Hager Larson L.G. L.G. Schraeder Substitutes: Bauman (G), Bauman (B), Mathney for Morris, Vandiver for Schraeder, Platz (G), Gardner (B), Plathow (B), Bauman (B), Larson Morris, Lesse, Albrecht.

Mack's Regulars on Their Way to South

PHILADELPHIA, March 8.—The regulars of the world's champion Athletics left yesterday for Jacksonville, Fla., to join the other members of the Philadelphia American league team in training there under Manager Connie Mack.

Swiney Is Elected Captain of Ames Basketball Team

AMES, Ia., March 8.—(Special.)—John D. Swiney of Davenport, sophomore in the department of agronomy and a member of the Sigma Nu fraternity, was elected 1915 captain of the Ames varsity basketball team in an election held this week at the close of the schedule with the two Nebraska games at Lincoln.

Swiney was, perhaps, the most valuable aggressive player on the Cyclone quietest this season. He was a main cog in the team work the Ames five displayed, which, however, was not so marked as the speed of the team, and he was by far the most dependable player on the team at registering scores from foul line penalties. He succeeds Captain Hansel in the leadership of the squad.

The athletic council also awarded the honorary letter A to the five members of the regular first team. Those receiving the letter were Hansel and Harpel, the guards; Dowell and Swiney, the forwards; and Holmes, center. Hansel and Harpel just closed their third and last year in varsity basketball ball, and they are a fast pair that will be hard to duplicate.

Swiney got his second letter, having won the first two years ago. He was not in college last year. Holmes and Swiney were awarded their first varsity honors in basketball. Holmes earned an A in varsity foot ball last fall.

Leave Hot Springs For Georgia Town

HOT SPRINGS, March 8.—(Bill) Swiney and "Hub" Pardo, National league players, whose future has been in doubt owing to an incomplete deal between the Boston and Chicago clubs, left Hot Springs today to join the Boston team at Macon, Ga., in obedience to orders from President Gaffney.

While both players expect ultimately to be transferred to Chicago, it was reported here today that a deal which would make Pardo a member of the St. Louis club also was under consideration. Pardo, however, is said to have opposed this plan.

Twenty players of the Indianapolis American association team arrived today. The Pittsburgh National league players will arrive on March 15.

Yankees Defeat the Beaumont Team

BEAUMONT, Tex., March 8.—The New York Americans defeated the Beaumont (Texas league) team here today, 9 to 2. "King" Cole knocked a home run in the second inning with two on bases. Score: New York..... 9 R.H.E. Beaumont..... 2 5 4 Batteries: Cole, Schulz and Gossett; W. Smith, J. Smith, Betts and Hoffman.

Colts Outthit Dallas and Win the Game

DALLAS, Tex., March 8.—The New York Nationals "Colts" outthit the Dallas team (Texas league) here today and won, 9 to 2. Score: New York..... 9 R.H.E. Dallas..... 2 5 4 Batteries: Johnson, Erickson, Duvencik, Likowski, Holts and Feite.

HUSSANE AND PARDELLO WIN Bulgarian and Italian Win Wrestling Matches at Krug.

Bulgarian and Italian Win Wrestling Matches at Krug.

Yousif Hussane of Omaha and Leo Pardello of Chicago came out winners at Charlie Franke's wrestling carnival at the Krug theater Saturday and the two have been matched for the Krug night of March 21 to prove which is the better man.

Hussane defeated Pardello two straight falls, twenty-eight minutes and thirteen minutes, respectively. Pardello won two straight falls from Emil Perout, champion of France, in ten minutes and nine minutes, respectively.

The Hussane-Shultz match was a whirlwind. Both wrestlers were evenly matched as to weight, but Hussane had more science while Shultz had more strength. Shultz is a professional strong man and travels with circuses in the summer lifting weights and automobiles and the like, but the Bulgarian was too fast and wily for lifting last night. However, time and again the Bulgarian got Shultz in precarious positions only to have the St. Louis man pry his way out by sheer strength.

The falls came quickly when they did come and were the result of Hussane catching Shultz unawares.

Pardello and Perout had a very classy little rough scrap. The aim of both wrestlers appeared to be the maiming and wounding of the other. Their efforts to disable one another met with approval by the large crowd present as their methods of so doing were extremely funny.

Pardello proved to be the better at the scrappy stuff, so he downed the Frenchman.

Billy Meyers threw Pete Baltzer twice in succession in the preliminary bout. The first fall came in eight minutes and the second in seven.

Charlie Franke, manager of the Krug, announced after the conclusion of hostilities that he had matched Pardello and Hussane for the night of March 21, for a purse of \$200, winner take all. Whosoever wins will be given a car. If Hussane loses it will cost Franke a nickel for street car fare, and if Pardello loses it will be expenses of the trip to Chicago. Franke also offered a reward of \$200 to the man who can induce Jess Westergard to come out of his hole and wrestle Hussane here. Westergard has been evading the Omaha and Franke wants to book the match. Farmer Burns announced that he intended to challenge the winner of the Fred Reed-American bout for his protegee, Hussane.

IOWA GYMNASIUM TEAM WINS INTERCOLLEGIATE MEET

IOWA CITY, Ia., March 8.—(Special Telegram.)—Twenty hundred people saw the Iowa gymnastic team win the state intercollegiate championship here last night by defeating State Teachers Ames and Luther. The Hawkeyes had a good margin in all of the five events, with the exception of the flying rings, on which two unfortunate falls cut their total down.

The total of points was: Iowa, 289.5; State Teachers, 268.4; Ames, 257.4; and Luther, 255.8. S. D. Fantom, Iowa, took individual honors by earning 74.4 points in four events. His closest rival was Gross of the State Teachers, who entered every event.

Koehler Made Coach of Marquette Team

MILWAUKEE, Wis., March 8.—(Special Telegram.)—Dr. J. P. Koehler, who started his foot ball career as a player in the Nebraska foot ball eleven in 1899, has been appointed coach of the Marquette foot ball team for the coming season. With the job goes the position of athletic director.

Koehler will have advisory charge of all other forms of sport, and has issued a call for candidates, and forty men will report for spring training. Koehler thinks that conditioning in the spring will put the men in good shape when fall comes, and with this idea will put the players through their paces in the gymnasium before it is time to give them outdoor practice.

Home Runs Spell Defeat for Sox

SAN FRANCISCO, Cal. March 8.—Home runs by Chapelle and Schaik of the Chicago Americans No. 1, in the ninth inning of the game with the San Francisco Coast league team, spelled defeat for the home club today, the score being 5 to 2. Score: R.H.E. San Francisco..... 5 2 2 Chicago..... 2 5 2 Batteries: Baum, Hughes and Zpuiveda; Johnson, Jasper and Schaik.

Harvard Wins Debate.

HARVARD, Neb., March 8.—(Special.)—The Harvard high school debating team Friday won a unanimous decision over the Hastings high school team. Hastings supported the affirmative side of the trust question. The Hastings debaters were Harold Theobald, Don Webster and I. N. New. Harvard was represented by Ross Wiley, Mark Hartley and Hubert Chicago. The judges were Superintendent E. M. Cline of Geneva, Dr. Maxey and H. A. Prince of the University of Nebraska.

Do Women Do the Buying?

The literary fellows have a habit of stating a truth in the form of a question. In selecting the above caption I have followed this idea. I think the answer will immediately come to the mind of nearly every person who belongs to what we call the newspaper-reading class.

As a matter of fact ninety per cent of all the commodities in the average store are purchased by women.

The newspaper stands first as an advertising medium because it is peculiarly a home institution and, therefore, sustains an intimate relation to the family circle. It is for this reason that it makes a strong appeal to women.

Did you ever stop to think of the wide range of a woman's purchases? Women not only purchase all the commodities that are for her personal use, such as her own apparel and household furnishings, but in many instances she actually buys nearly everything that goes into the home, including the wearing apparel for her children and her husband.

Of course she selects the furniture for the home, the carpets, the rugs, the curtains. Also the utensils for the kitchen and everything that facilitates the management of the culinary department; but she also in many instances buys her husband's shirts, his socks, his neckties and even his underwear. In

List of Baltimore Federal Ball Club Members Given Out

BALTIMORE, March 8.—The complete list of players of the Baltimore Federal league club was given out tonight by Secretary Harry Goldman and is as follows: Catchers—Fred Jackitch, formerly of Rochester International; Harvey Russell, from Philadelphia Nationals; and Levey Allen, from Minneapolis club of the Northern league. Pitchers—Jack Quinn, formerly of Rochester and Boston Nationals; George Suggs, from St. Louis Nationals; Frank Smith, from Montreal; Irwin E. Wilburn, from Rochester; Joe Fineran, from Philadelphia Nationals; Herbert Young, from New Bedford club of the New England league; P. J. Conley, J. M. Allen and Jack Ridgeway.

First Base—Harry Swacina, formerly of Newark Internationals. Second Base—Manager Otto Knabo, from Philadelphia Nationals; and George W. Simmons, from Rochester. Shortstop—Mike Doolan, from Philadelphia Nationals. Third Base—Enos Kirkpatrick, from Brooklyn Nationals; and James (Runt) Walsh, from Philadelphia Nationals. Outfielders—Guy Zinn, formerly of Boston Nationals and Rochester; Benny Meyers, from Toronto Internationals; and Y. L. Duncan, from Philadelphia Nationals.

BOULIER OF CEDAR BLUFFS HIGH MAN AT TARGETS

CEDAR BLUFFS, Neb., March 8.—(Special.)—The Cedar Bluffs Gun club held its seventh annual blue rock shoot Thursday, with the following results:

H. Krause, Morse Bluff..... 120 Shot at Spike O. Laddenburger, Morse Bluff..... 100 L. Ranslen, Morse Bluff..... 118 A. Robertson, Scribner..... 112 V. Campbell, North Bluff..... 128 George Krause, Morse Bluff..... 125 A. Olson, Cedar Bluffs..... 148 George Souther, Cedar Bluffs..... 120 J. J. Martin, Cedar Bluffs..... 142 C. Krause, Cedar Bluffs..... 40 C. Hutton, Cedar Bluffs..... 45 C. Olson, Cedar Bluffs..... 35 T. Buck, Cedar Bluffs..... 45

PARIS ACTIVE AGAINST DRINK

(Continued from Page One.)

recent international congress held in Milan.

A circular issued by the committee reads: "The superior council of public health recognizes that grave effects from intemperance have not as yet shown themselves in Italy, but it considers conditions favorable for starting an anti-alcoholic campaign, particularly in the form of prevention.

"With the purpose of insuring a more efficacious defense against the insidious advances of intemperance we recommended: 1. That courses of education in hygiene, including particularly the dangers of alcoholism, be instituted in the public schools and that in sections where the evils of alcoholism exist more forcible propaganda be instituted under auspices of the police.

"2. That the government shall favor the institution of asylums for the care and cure of drunkards.

German Parliament Lined Up.

HEBRON BOYS WIN GAME; GIRLS LOSE TO FAIRBURY

HEBRON, Neb., March 8.—(Special.)—The Hebron basket ball team played Fairbury off its feet last night in one of the hottest games ever played on the local floor. Having been beaten by Fairbury, Hebron was in for revenge and won by a score of 49 to 27.

The game between the Hebron and Fairbury girls, resulted just as disastrously for the Hebron team, for Fairbury won by a score of 22 to 2. Captain Allice Hussane of the Fairbury girls' team has played five years and has become an expert.

STROMSBURG HIGH WINS.

STROMSBURG, Neb., March 8.—(Special.)—Stromsburg High school defeated the Stromsburg All-Stars in a fast game of basket ball Friday evening, the score being 49 to 27.

HIGH SCHOOL ALL-STARS.

A. Peterson..... R.F. R.F. R. Peterson W. Colson..... L.F. L.F. A. Erickson F. McCue (C.)..... C. C. C. Peterson W. Erickson..... R.G. R.G. F. Swanson C. Lind..... L.G. L.G. R. Erickson Substitutes for high school: R. Lehner, A. Rodine. Field goals: Peterson (3), McCue (1), Lind (3), Colson (3), Rodine, A. Erickson, F. Swanson, R. Peterson (3). Foul goals: McCue, Colson, Swanson.

Bond Issue Proposed.

CEDAR BLUFFS, Neb., March 8.—(Special.)—The school board of this city has called a mass meeting for Monday evening, March 16, when the new school bond proposition will be talked over. The proposition is to build a school here to cost \$200,000. The election will be held early this spring.

Talks on Newspaper Advertising

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

evening paper. Other literature that comes into the home is read at leisure moments. The newspaper is quickly and promptly read because its life is only twenty-four hours and tomorrow its news will be stale and uninteresting. It is, therefore, the medium for quick and decisive results— for making an immediate and definite impression upon the mind of the reader.

All this emphasizes the need of great care and study in preparation of "copy." Anybody can write the mushy stories in the body of a magazine and most anybody can write the "news" matter in the paper, but not every man can write the kind of advertising copy that will attract attention, that will convince and persuade the possible customer.

or four years has been amazing. Quiet residential districts have been invaded by shady restaurants and cafes, and institutions known as "American bars" equipped with barmaids and exotic fiddlers, and serving mixed drinks termed "American." To these places come hangers-on of both sexes; none of them close their doors before 2 or 4 o'clock in the morning, and in most of them business is at its height at those hours.

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