Bringing Up Father

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Drawn for The Bee by George McManus



OMAHA WINS OVER LINCOLN Swiney Is Elected

Boys from Capital Succumb to the Attacks of Local Team.

Irrepressible Dutch Russ Wild, Playing All Over the Floor All the Time, and Busts Up Team Work of Lincolnites.

ing of the Lincoln High school banket ball team when it slammed up against the Omaha High school tossers at the Young Men's Christian association Satur-The Dutchman went wild and besides so closely guarding the Lincolnites that they only managed to slip in three field goals, he pushed the leather spheroid through the hoop four times mself. When the game between Dutch and Lincoln was over the score stood 26 to 11 with Dutch on the long end.

Members of the Hobo club, the recently formed organisation of high school boys who have sworn to drape themselves road, were on hand in full force to cheer

to smash things up. Larmon also dug with his spikes and Gardiner and erry acted well as assistants. Gardiner and Berry both threw three field goal to add up a bit to the score and Flothow threw two and Larmon heaved a prett, one in from the middle of the floor. The Omaha team did not make a single point on free throws, while Lincoln made five

Omaha Plays Substitutes. Toward the conclusion of the contest bryo stars in the positions of the -eterans, who had already cinched 'ne game. Buzzard, Engstrom and Bauman entered the fray and kept up the good work by preventing any scoring by Lin-

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.

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Mack's Regulars on Their Way to South

PHILADELPHIA, March &-The regulars of the world's champion Athletics left pesterday for Jacksonville, Fla., to join the other members of the Philadelphia American league team in training there under Manager Connie Mack. The party was headed by Ira Thomas, who was resterday appointed captain of the champions, succeeding "Danny" Murphy The latter goes to the Baltimore international league club. Others to the party were Catchers Schang and Lapp, "Chief"

"Jack" Barry, who was injured while practicing with the Boly Cross team at ORGANIZER OF ATHLETIC Worcester, Mass., several days ago, will ion the Athletics in a few days, and Frank Baker will go south in about a week, being detained at his home in Trappe, Md., by illness in his family.

Drake Defeats Ames in Indoor Contests

AMES, la., March 8 .- (Special Telegram.)-Indoor field and track dual meets were inaugurated in the new state gymmaxium yesterday when Drake defeated Ames, 50 to 50, in a program of eleven

The Ames team went into five events in a sadly crippled condition. The cream of the varsity veterans of the Missouri valley and conference point winners were ferdure event of the meet was the mile tet. in the fast time of 2 50%.

The average time of the cyclone run-Porter of the University of Maine, was

YORK, Neb. March & Copecial Telegram. Harvard and York High school girls played a very interesting game of instite ball in the high school gymnastum and evening, ending 25 to 14, in favor of York.

Persistent Advertising is the Road to

Captain of Ames Basket Ball Team

AMES, la., March 8,-(Special.)-John Swiney of Davenport, soph the department of agronomy and a member of the Sigma Nu fraternity, was elected 1915 captain of the Ames varsity basket ball squad in an election held this week at the close of the schedule with the two Nebraska games at Lin-Swiney was, perhaps, the most quintet this season. He was a main cog 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 Hansel in the leadership of the squad. The athletic council also has 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 only in the apparel of an Adonis of the and Harpel just closed their third and last year in varsity basket ball, and they are a fast pair that will be hard to From the very start of the game it duplicate. Dowell got his second letter, was apparent that Lincoln would trait, he having won the first two years ago, he having won the capital were well. He was not in college last year, Holmes again the Bulgarian got Shults in precariagain the first again the Bulgarian got Shults in precariagain got Shults in precariagain the Bulgarian got Shults in precariagain got Shults in precariagain the Bulgarian got

Leave Hot Springs For Georgia Town

ney and "Hub" Perdue, 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 Perdue a member of the St. Louis club also was under consideration. Perdue, however, is sald to have opposed this plan. Twenty players of the Indianapolis American association team arrived today The Pittsburgh National league players will arrive on March 16.

Yankees Defeat the Beaumont Team

BEAUMONT, Tex., March 8.-The New York Americans defeated the Beaumont (Texas league) team here today, 3 to 2. "King" Cole knocked a home run in the nd inning with two on bases. Score:

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	New York	*****************	ALCOHOL TO THE REAL PROPERTY.
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ı	Beaumont	A STREET, STRE	
			TTREETAL STATE
۰	Batteries	Cole, Schulz at	A Bonnette
	When bak. W	Charles Sprikking Wil	MY CHOMMORES
	SECONDARY J. B	mith, Betts and	The state of the s

Colts Outhit Dallas and Win the Game

BODY IS UNDER !! S EYE

CHICAGO, March &-Nethods of Paul Weissman, organizer of an international athletic association which he styled fas Deutsch - Amerikanischer Turnerverbund. were inquired into by the federal grand jury yesterday. Postal inspectors reported that Welsaman promised free trips to the Panama-Pacific exposition in connection with his membership campaign.

Weissman opened an office here about eight months ago and is said to have written letters to virtually overy athletic on in Germany and Austria.

LEE QUILLIN ACQUIRED BY LINCOLN BALL CLUB

not in physical condition to compete. The three years third baseman of the Denver relay, which was won by the Ames quar- Lincoln club of the Western league, by ners was 57% seconds, a flat second under the time with which Wilson best Stahl, eral league team, but was satisfied to the Drake Indian, in the quarter-mile run.

> TEN PIRATES START ON THEIR JOURNEY SOUTHWARD PITTSBURGH, March &-Ten me left here tonight for Dawson Springs, Ky., where they will spend a week before going to Hot Springs, Ark., to begin spring training. Other players will jo the squad on the way.

HUSSANE AND PARDELLO WIN Koehler Made Coach

Bulgarian and Italian Win Wrestling Matches at Krug.

WILL MEET EACH OTHER SOON

Straight Falls, While Pardello Wins Over Peroul in a

Similar Manner.

Yourif Hussane of Omaha and Leo Pardello of Chicago came out winners at Shulte of St. Louis, two straight falls, prectice. twenty-eight minutes and thirteen minutes, respectively. Pardello won two straight falls from Emil Peroul, champion of France, in ten minutes and pine min

wind. Both wrestlers were evenly matched as to weight, but Hussane had more Shultz Is a professional strong man and travels with circuses in the summer liftman pry his way out by sheer strength. The falls came quickly when they did come and were the result of Hussane catching Shuitz unawares.

Pardello and Percol had a very classy Pardello and Peroul had a very classy little rough house scrap. The aim of both use supported the affirmative side of the Wrestiers appeared to be the maining and wounding of the other. Their efforts to were Harold Theobald, Don. Webster and A. Robertson, Scribner. 180 disable one another met with approval by the large crowd present as their meth- lone Wills, Mark Hartley and Hubert Pardello proved to be the better at the E. M. Cline of Geneva, Dr. Maxey and scrappy stuff, so he downed the French- H. A. Prince of the University of Ne-

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

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 2300, winner take all. Whoever ones will be given carfare home. 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 o come out of his hole and wrestle Hussane here. Westergard has been evading the Omahan and Franke wants to book the match. Farmer Burns an nounced that he intended to challenge the winner of the Fred Beel-Americus bout for his protege, Hussane.

IOWA GYMNASTIC TEAM WINS INTERCOLLEGIATE MEET

IOWA CITY, Is., March & .- (Special Telegram.)-Twelve hundred people sav the Iowa symnastic team win the state in tercollegiate championship here last night by defeating State Teachers Ames and DALLAS, Tex., March 8.—The New York Luther. The Hawkeyes had a good mar-Nationals' "Colts" outhit the Dallas team gin in all of the five events, with the (Texas league) here today and won, 9 to 2 | exception of the flying rings, on which R.H.E. two unfortunate falls cut their total

The total of points was: lows, 280.5 State Teachers, 269.6; Ames, 257.6, and Luther, 255.5. S. D. Fantom, Iowa, took individual

honors by earning 76.4 points in four events. His closest rival was Grosse of the State Teachers, who entered every

The State Teachers were close on the heels of Iowa's team in every event and were ahead in the flying rings, Iowa. had the largest margin in the tumbling events in which Gearhart and Fanton were easily the best of the field. The events contested were: The horisontal bar, parallel bars, rings and tumbling, F E, Birch of Earlham Judges the events.

Defeat for Harlan. LOGAN, Ia., March 5.—(Special.)—In the return game of the basket ball game with Harlan High school, the Logan High school defeated the visitors by a score of 30 to 18. Lineup:

LOGAN. HARLAN. LINCOLN, March 8.—Lee Quillin for three years third baseman of the Denver base ball club, has been acquired by the Lincoln club of the Western league, by purchase, and tonight signed a Lincoln contract. He had declined to play with Denyer and received offers from a Federal league, by purchase, and tonight signed a Lincoln contract. He had declined to play with Denyer and received offers from a Federal league, bundap.

ij	Logan High Triumphs.
	LOGAN, In., March 8 (Special) -The
	Logan High school basket tall team de-
Н	feated the Dunlap High school team here
	last evening, lo to 4. The lineup:
	LOGAN. DUNLAP.
3	McColdR.F. R.F Schrennig
9	CoffeyL.F. L.FCreamor
ð	labell
ı	Hust
ñ	Mills
	Williams R.G. R.G Hicks
5	Heferee: A. W. Miller, Omaha, Score-
ä	keeper: Superintendent F. E. Green.
8	Logan, Timekeeper: Superintendent Rau-
	ebaug, Dunlap,

of Marquette Team Federal Ball Club

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. Tre has issued a report for spring training. Koehler thinks Charlie Franke's wrestling carnival at that conditioning in the spring will put the Krug theater Saturday and the two the men in good shape when fall comes, been matched for the Krug the and with this idea will put the players night of March 21 to prove which is the through their paces in the gymnasium better man. Hussane defeated Billy before it is time to give them outdoor

Home Runs Spell Defeat for Sox Foe

SAN FRANCISCO, Cal. March 8 .- Home uns by Chapelle and Schalk of the Chicago Americans No. 1, in the ninth inning of the game with the San Francisco Coast league team, spelled defeat for the

Harvard Wins Debate. HARVARD, Neb., March 8 .- (Special.) --The Harvard High school debating team Friday won a unanimous decision over ts to were Harold Theobald, Don Webster and ods of so doing were extremely funny. Rousey. The judges were Superintendent

List of Baltimore Members Given Out recent intermational congress held

BALTIMORE, March 8.-The complete list of players of the Baltimore Federal league club was given out tonight by Secretary Harry Goddman and is as fol- temperance have not as yet shown them-

Catchers—Fred Jacklitch, formerly of Rochester Internationals; Harvey Russell, from Bridgeport club of Eastern association, and Leroy Allen, from Minneapolis club of the Northern league.

Pitchers—Jack Quinn, formerly of Rochester and Boston Nationals; George Suggs, from St. Louis Nationals; George Suggs, from St. Louis Nationals; George Suggs, from St. Louis Nationals; Frank Smith, from Montreal; Irwin K. Withelm, from Montreal; Irwin K. Withelm, from Montreal; Irwin K. Withelm, from Rochester; Joe Finneran, from Philadelphia Nationals; Herbert Young, from New Bedford club of the New England league; P. J. Conley, J. M. Allen and Jack Hidgeway.

First Base—Harry Swacins, formerly of Newark Internationals.

Second Hase—Manager Otto Knabe, from Philadelphia Nationals; and George W. Simmons, from Rochester.

Similaty, 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 insiduous advances of intemperance we recommended:

"I. That courses of education in hydically the dangers of alcoholism, be instituted in the public schools and that in sections where the efficacious defense against the insiduous advances of intemperance we recommended:

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"I. That courses of education in hydical particularly the dangers of alcoholism exist more forcible propaganda be instituted under suspices of the police.

The Hebron Boys Win GAME;

GIRLS LOSE TO FAIRBURY

HEBRON, Neb., March 8.—(Special.)—

The Hebron basket ball team played fairby off its feet last night in one of the hottest games ever played on the local particularly the dangers of alcoholism exist more forcible propaganda be instituted under suspices of the police.

The Hebron team of the hebron and the hebron and fairby of

Shortstop-Mike Dooian, from Philadel-phia Nationals.

Third Base-Enos Kirkpatrick, from Brooklyn Nationals, and James (Runt)
Walsh, from Philadelphia Nationals.

Otufielders-Guy Zinn, formerly of Boston Nationals and Rochester; Benny

BOULIER OF CEDAR BLUFFS HIGH MAN AT TARGETS

CEDAR BLUFFS, Neb., March 8 .- (Sp ial.)-The Cedar Bluffs Gun club held its seventh annual blue rock shoot Thursday, with the following results;

A. Campbell, North Bend. . 189
George Krause, Morse Bluff . 180
A. Olson, Cedar Bluffs. . 180
George Boulter, Cedar Bluffs. . 180
J. J. Martin, Cedar Bluffs. . 180
C. Krause, Cedar Bluffs. . . 20
C. Hutton, Cedar Bluffs. . . 45
T. Buck, Cedar Bluffs. . . 45

(Continued from Page One.)

"The superior council of public health ing, and in most of them business is a

recognizes that grave effects from in- its height at those hours. selves in Italy, but it considers conditions

"Z. That the government shall favor the cure of drunkards."

German Parliament Lined Up. BERLIN, March 8.-The German Par

ance is not proved, but the new measure makes such refusal mandatory. It also requires applicants for licenses to show and can be depended upon to conduct called a mass meeting for Monday eventheir business properly.

The new measure is general in its ap- proposition will be talked over. The plication, but is aimed primarily at Ber- proposition is to build a school here to lin, where the development of drinking cost \$30,000. The election will be held places of a dublous sort in the last three carly this spring.

PARIS ACTIVE AGAINST DRINK or four years has been amazing. Quiet gaudy restaurants and cafes, and institutions known as "American bars" equiped 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 3 or 4 o'clock in the morn-

HEBRON BOYS WIN GAME;

by a score of 22 to 2. Captain Alice Hurinstitution of asylums for the care and less of the Fairbury girls' team has played five years and has become an ex-

Stromsburg High Wins. BERLIN. March 8.—The German Parliament, like that of France, will soon be called upon to consider measures of restraint upon the liquor business of the empire.

The federal council has prepared for consideration a bill which is the result of years of agitation against the issuing liquor licenses regardless of whether there is any real demand for more drinking places. Under the existing law municipalities are authorized to refuse licenses where the need for their issuance is not proved, but the new measure

Bond Issue Proposed. CEDAR BLUFFS, Neb., March 8 .- (Spe sons of good character, |cial.)-The school board of this city ha ing, March 16, when the new school bond

of these ideas in small space.

"Talks on Newspaper Advertising"

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

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 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

many instances it is her pleasant duty to select the husband's shaving soap, and to discover those little comforts and conveniences that are not brought within the range of his busy mind. If there is a boy in the home she is very apt to buy his clothing because her practical mind can select that which is in the best taste and is apt to wear the longest. She is more interested in the garden, has more time for enjoying its pleasures and delights and hence she buys the seeds and the garden tools. Of course she buys the musical instruments for the home, and if there is a victrola in the house her educated musical taste naturally leads her to select the records. Ninety per cent of all the new novels and even the more serious books of erudition and travel are largely read by women. Therefore it follows that she is the heaviest customer of the book publishing houses.

With this brief survey of woman's purchasing powers it is easy to see that the newspaper, because of its intimate relation to the woman's sphere of action, must stand first as an advertising medium for nearly all commodities that are sold in the average store. The newspaper is not only the best medium because of its direct relation to the housewife in the home but because it reaches the members of the family at the best hour of the day when their minds are most receptive. This is true of the morning paper and the

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, there-. fore, 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.

The chief characteristic of good advertising copy must be decisiveness and lucidity. Advertising copy must say a great deal in a few words. The space is valuable and the impression must be quickly made on the reader's mind. Spending two days in writing an advertisement of 300 words is not a waste of time and grey matter. An advertisement should be written and re-written until it is a model of incisive English, Hasty and imperfect copy is a waste of time and money.

If we accept all these propositions then it is easy to accept the conclusion that an advertiser in a newspaper should use large space. It is not possible to carry out any

The attempt of a merchant to tell "the story of his past life" in two or three inches of newspaper space is always a pitiful and grotesque fizzle. The wonderful development of modern newspaper advertising makes it possible for the merchant to attract attention in small space. He is buried and lost in a mass of big advertising of merchants who are doing big things in a big way. But even if he succeeds in attracting attention he cannot say anything worth while in small space. There is something about the bigness and boldness of a large ad that arrests immediate attention and inspires confidence in the advertiser. The average reader says to himself, "No merchant could afford to advertise in that way if he did not do a big business and if he does a big business it is a sure sign that he has earned the business through enterprising up-to-date merchandising." The same arguments in behalf of the use of big space also apply to the use of strong, clean-cut Roman type, the kind that is easily and quickly read by the average reader in the average home. To the man who knows the attention value of clean, strong, plain type, the use of smaller types such as Old English type and freakish letters is almost a crime. What is to be gained by the advertiser who prints an important message to the consumer in type which the consumer cannot read?

TRUMAN A. DeWEESE.