

WELLS LOOKS GOOD TO SOME

Bombardier Has Followers Who Like His Style.

M'CARTY LETS HIM ALONE

Debate Over the Big Ones Has Taken New Turn and Interest is Beginning to Warm Up Among Bugs.

By W. W. NAUGHTON. SAN FRANCISCO, March 1.—Luther McCarty's seeming disinclination to meet English Bombardier Wells in a ten-round, decisionless bout, in New York has raised quite a controversy, and from what the writer can gather the majority of the critics seem to think the Bombardier has the best of the argument.

Well, as the pugilistic world was now-a-days, it is no very complicated matter can McCarty be charged with any violent offense against Censensbery ethics if he sets his face against the ten-round no-decision proposition to the very last.

What the writer would like to know is why the Bombardier is so persistent in holding out for a short bout and why he is content to dispense with the services of a referee.

To hark back a little. This fellow McCarty has been a commendably busy man since the process of wooing out the hopes of the world began. Fired by the ambition to get into the title of white champion, he has engaged in several contests and among those who were considered the toughest palefaced heavyweight set.

He beat Al Kaufman in jig time and he took a little longer to dispose of that rock-ribbed warrior, Jim Flynn. With his hands crippled and only a week of two between fights he went against the hardest of them all—Al Falser.

McCarty at the Top. This match, when it was arranged, looked like the final test for American heavies, and to add fuel to the occasion, Promoter Tom McCarney furnished a championship belt. McCarty won, hands down almost, and the very next day the sports began talking about a Bombardier Wells-Luther McCarty bout to take place on the following Fourth of July.

In the meantime, one Jesse Willard, who had outpointed Luther McCarty in an eastern short bout, began to inquire why Luther should be looked upon as the kingpin of American heavies.

"Why don't you box Jesse Willard for the championship next Fourth of July?" Billy McCarney was asked.

Well, it does not matter much what Billy said. The one thing apparent was that there was a desire to sidetrack Willard in favor of the Bombardier.

British Press Applauds. The British papers liked the idea. They were a unit in extolling Bombardier Wells as the representative British heavy-weight, and they declared he would command lots of backing from his own country when America selected a man to compete against him.

Has Wells ever shown an inclination to hook up with McCarty or anyone else on this side in a regulation championship encounter?

After all the nice things the English press said about him, one might expect to find him fired with the ambition to strive for the championship in the orthodox way. I have no doubt that some of the old time Britsiders on this side of the pond had visions of the Bombardier tying his colors to the ring post in his corner and coming to the scratch for the championship tussel with the old, ungrammatical formula, "May the best man win," on his lips.

But the Bombardier wants ten rounds and no decision.

What Bombardier Says. In justifying his position, he said recently: "Any sane person knows it is better to take \$10,000 for a ten-round bout than for a twenty-round affair, particularly if there is no decision rendered. If McCarty should be outpointed, I will agree to meet him in a twenty-round bout in California on a winner-take-all basis, and bet him \$5,000 on the side. If McCarty declines this offer, he will stand convicted of cowardice and I will promptly claim his title. If I don't hear from him I will go out on the road and challenge McCarty in every big city in which he shows. I take this means of proving to the American public that I really mean business.

This line of talk is no better and no worse than the ordinary "stuff" that emanates from ringmen, who are, as a rule, more honest than baiterent in proposing to fight a real championship battle later the Bombardier is putting the cart before the horse. We should have the referee first and the no-decision affair afterward.

As to claiming McCarty's title, the Bombardier had better wait until McCarty defaults in an out-and-out championship contest. Championships are not disturbed by no-decision bouts or by failure to engage in them.

Willard in the Way. As for following Luther around the country and challenging him, wouldn't it be the deuce if Wells ran across Willard in some wild and woolly western spot where Jess is not barred?

And wouldn't it be terrible if Jess said: "Seeing as how you can't land McCarty and not liking the idea of your going back to England without a match, I'll fight you myself."

Well, whichever way the cat jumps will be the right way. There are no hard and fast rules for topnotch fighters to follow, and if Wells can budger McCarty into a ten-round, no-decision match, no one will blame Wells.

But Bombardier Billy's present course is not overweighing proof that he "really means business." Of two evils, a championship bout and a ten-round, no-decision flatter, he seems inclined to choose the lesser.

BASE BALL AND PUBLICITY

How the Press Agent Has Helped the Game Along.

ADVERTISING AND THE SPORT

Magazines Learn They Are in the "Show Business" and Make Their Plans with This in View.

By W. J. M'BETH. NEW YORK, March 1.—Organized base ball is the fairest and squarest of all America's sports. But it is a show business, nevertheless. In its evolution it has gradually worked away from the true sporting sentiments which first framed its destinies until now predominates a desire to please, with the mighty dollar prompting this interest.

Yes, base ball is a show business, with all the frills of the show business, save the hippodroming feature. So far the powers have been able to guard against hippodroming by keeping the organization's ranks free from the contamination of ruthless promoters. Many of these have tried to break in. Some have succeeded. But it is to the credit of base ball that none was permitted to last very long.

If there had existed any doubt whatever as to the great stress modern magazines lay upon advertising this present season, should have very definitely settled the point. There are any number of instances to point the way the wind is blowing. One does not have to stir out of the great metropolis to find any number of convincing examples.

Farrell First in Line.

First and foremost there was the Frank Chance deal through which Frank Farrell gained for his fall-end club not only one of the greatest leaders of all base ball time, but an ad that would have been cheap at double price. I doubt if base ball moguls ever fully appreciated the value of press agency before the peerless leader's name was first mentioned in connection with the New York Americans. The space devoted to the developments of this case by the metropolitan journals simply turned green with envy the club owners of rival cities.

Here was a club that had finished a woe-begone last, behind a lot of teams that had very little class. It was a team that had loads of hard luck with which to contend in 1912. It is true, but fans look to results, not alibis. The New York Americans had degenerated into something of a sad joke to everyone but Frank Farrell. It was no joke to him, who had to put up the money without hope of immediate return. To add to Farrell's woes the rival Giants won a pennant and put up such a game fight against odds that they came out of the world's series with as much glory as, if not less money, than the Boston Red Sox.

Under Strong Handicap.

Mr. Farrell opened the winter season under serious handicap. The Giants drew the spread heads; the Highlanders the agile notes. And then one morning the news leaked that American league powers were angling for Frank Chance. Probably unknowingly, Frank Farrell had pulled the greatest advertising coup of base ball history. Everyone all over the country went to the story. The more it was discussed the better its advertising possibilities grew. Speculation was rife. Could the American league secure the waiver consent of National league club president? Would Murphy stand in the way? Would Chance really come to New York if he had the opportunity? Was he wrong in the head as Murphy insinuated? And a thousand other inquiries. These were threshed out at length to the exclusion of all else. Why, the champion Giants in no time were playing second fiddle.

Conditions played right into Farrell's hands all the way. Charles W. Murphy had framed a dramatic situation by the manner in which he disposed of Frank Chance. The country was with the peerless leader and opposed to the automatic Cub president. Murphy had jumped onto Chance in a very unsportsmanlike manner. He had struck while the man who had brought him four pennants and two world's championships in seven years and never finished lower than third, was down; while he was confined to a hospital cot as the result of a serious operation. And finally, when Chance did agree to meet Farrell, there was a new wheeze of publicity that never ones ended until the peerless leader fled from the coast to take the local helm. In fact, the buzz hasn't subsided yet, nor is it likely to until Chance has had every opportunity to vindicate his managerial abilities in Ban Johnson's circuit.

Giants Get Busy.

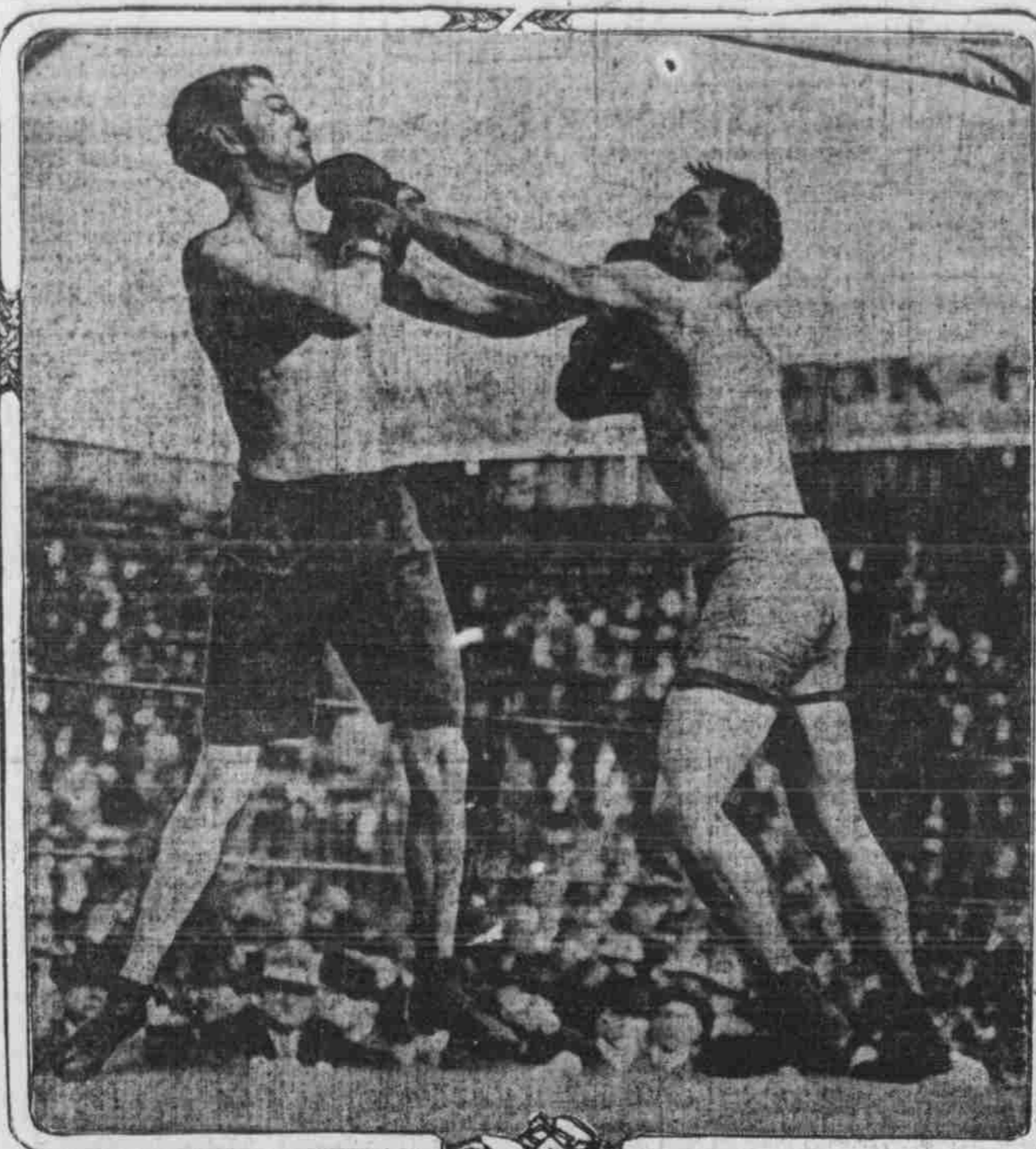
In connection with this same Chance deal it may be mentioned in passing that what appeared the first real break in luck seemed to have started the way of Frank Farrell. Before Frank Chance was secured the Hilltop club president effected an agreement with President Hempstead, of the Giants, to utilize the Polo grounds for all local American league games this season. It was, therefore, rather a disappointing draught for the Giant management to see the rival getting so much boosting when the two clubs would share the same ground. So McGraw bided his time in anticipation of some counter.

The opportunity came with the professionalizing of Jim Thorpe, the wonderful Carlisle Indian school star and hero of the Olympic games. McGraw sneaked in while several big league scouts were napping at the tepee of Glen Warner and secured this wonderful athlete for the Giants. Now, while he will not admit it, there is little doubt that McGraw at first figured seriously on the Indian's base ball ability. He may have, of course, but it is more than likely that Mac realized the advertising value of Thorpe. Here was a man in whom the whole world was interested. Whether or not he might be able to play or develop in the game he was a great drawing card, to begin with as great if not greater than any star of the diamond. McGraw realized that in the first swing around the circuit he would have attracted through Thorpe more than enough money to pay all the expenses of securing him. And in addition he was getting a perfect type of physical manhood in which there lay latent possibilities that might pay. If Thorpe had not been professionalized, McGraw never would have gone after him. Professionalized, he was advertised into one of the greatest possible drawing cards.

Murphy Plays a Dentist.

Thorpe may become a great player, and if so McGraw will have as a result such an attraction as cannot be computed in dollars and cents. He may fall, and if we will be good for no more than one season. Chance, of course, is going to

Finish of Williams-Campi Bout



This picture shows the finish of the Kid Williams-Eddie Campi bout at Tom Sharkey's club in Los Angeles last month. Williams, on the right, was declared the winner after twenty grueling rounds. He amazed the coast sporting men by the way in which he handled Campi, who was considered far too clever for the youth from Baltimore. The photograph gives an excellent idea of the difference in the size of the two boys. Campi is very tall and rangy, while Williams is a small edition of Tom Sharkey.

What Will the Big Cornhuskers Do in Games in the Fall?

(Continued from Page One.)

college, has to struggle with, and at a much smaller salary than many schools pay a base ball or track coach for a couple of months in the joyous spring.

Too Much Work.

Besides being all-year coach of every sport on the calendar, "Jumbo" is business manager for every team also, with the sole assistance of a poorly paid aid, who ekes out his salary by helping coach the track team. Stehm must arrange all the games, coach all the teams, direct all expenditures and generally supervise the whole athletic work of a university enrolling 5,000 students annually.

And he is not big enough for the job. No man is big enough for that job at any salary. Coaches in any sport in these days must be eminent specialists. In order to compete on an equal basis with teams coached by such masters as

Assistants Must Come.

Men who have had coaching experience at smaller schools should be obtained to assist the coach. Old players, wise in the ways of the game and the weaknesses or strong points of annual opponents, ought to be given their expenses and possibly some small remuneration for two or three weeks early in the season, that each new man on the varsity might have at his elbow for the early practice games the inspiration and advice that every player knows is so important to the nervous youngster and so reassuring and strengthening to the seasoned veteran.

Among Nebraska's own alumni plenty

of such material can be found. Bender, Benedet, Borg, Koehler, Westover, Weller, Matters, Chaloupka, Collins, Hawley, Shonka, Johnson, Channer, Temple and so on, ad infinitum. What a world of good such a bunch could do down on Nebraska field about the first of next September.

Organize Athletic Board.

The athletic board should be reorganized on a broader, more liberal basis. Stagnation must give way and sound progressive principles injected into the policy of that board. Such dead timber as clutter its meetings must give way to new, live vigorous men, who will advocate better things and a new regime for Nebraska athletics.

The crisis is upon us. Now is no time to temporize or respect the false pride of any individual. Personal feeling, friendship, perhaps may be sacrificed, but the sacrifice will be worthy if it result in the elevation of Nebraska's foot ball to the level that is its right. The material is there in usage, the hearts of alumni and undergraduates alike are full of hope, and in the breast's of some a spirit of determination also has at last been aroused.

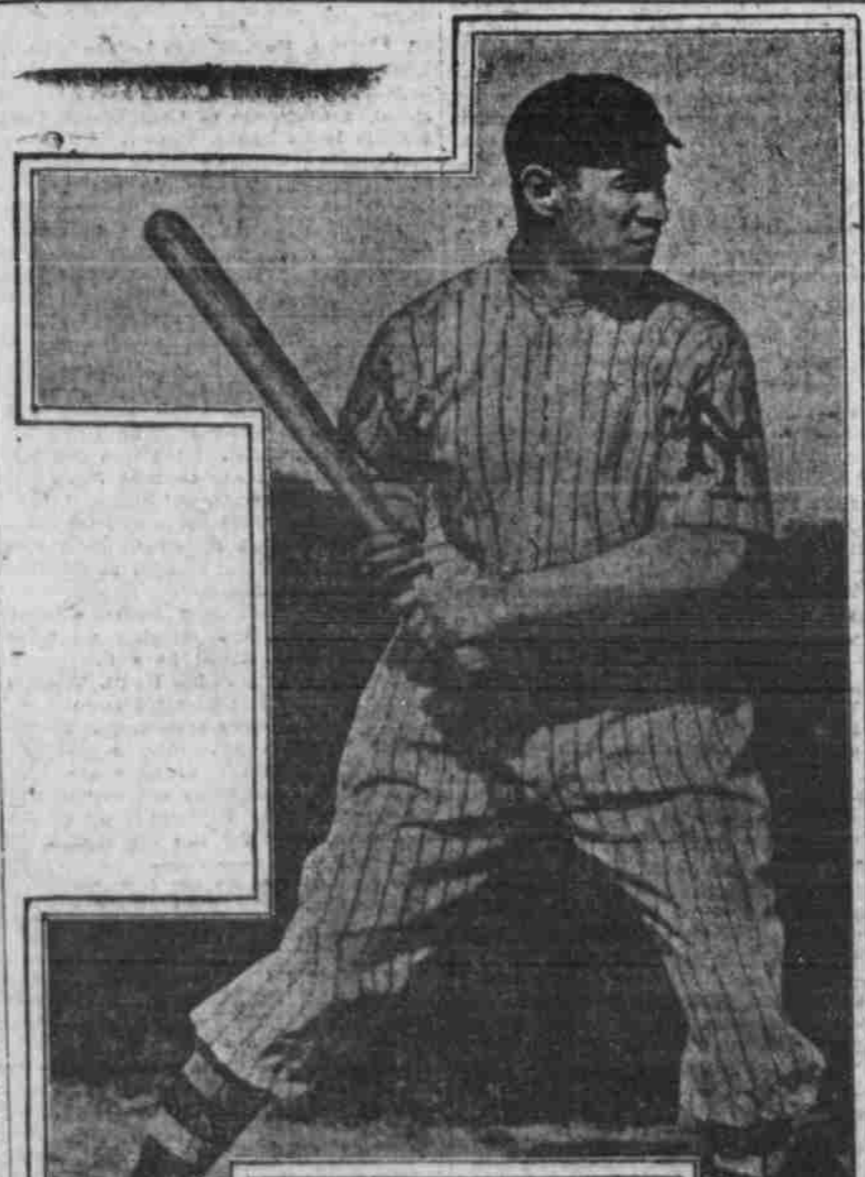
Will Beat Minnesota.

Next season our slogan shall be, not "We must beat Minnesota," but "We will beat Minnesota." Let it send the flower of its best. We will pit ours against it, and, with all luck to the Gophers, the best team will win—and the best team will be Nebraska. But before that time we must have two first class professional assistant coaches, a dozen well organized alumni coaches and the financial backing of the undergraduate board and a combined alumni. The sooner we get about it the quicker and the less we shall have to worry us next fall.

Wants No Strings.

The Chicago White Sox having called Murr Eiss from St. Joseph to send him to Milwaukee, the St. Joseph management is casting about for a first baseman. It is said Dutch Zwilling or Barney Reilly, will be tried out at the position. Owner Holland says that for the first time since he took the club the team is free from players held under option and that hereafter he means to have no man unless he owns him outright.

Jim Thorpe in Giant Uniform



This photograph of Jim Thorpe, the world famous Indian athlete, was taken at Martin Springs, Tex., where he is trying out for a position on the New York Giants. Thorpe is here shown in a Giant uniform about to hit out a long one. The Indian, according to experts watching him, is bound to make good in the big league.

MISSOURI CLUB MEETS SOON

Will Hold Mammoth Indoor Athletic Meet Middle of Month.

STARS TO CONTENT FOR HONORS

Teams of National Reputation Will Meet and Vie Progress, and Many Colleges Will Be Represented.

ST. LOUIS, Mo., March 1.—It has been some time since the enthusiasts of indoor athletics of St. Louis have had the chance of witnessing a really important meet. This chance will come this year, when the Missouri Athletic club will hold its mammoth athletic meet at the Coliseum on March 15.

Dr. Bassett, the athletic director of the Missouri Athletic club, has received entries of some of the country's greatest athletes. When such stars as Meredith and Lippincott of Pennsylvania university; Ira Davenport of the Illinois Athletic club, formerly a Chicago university runner; Cass of Illinois university; John Nicholson of this city; James Wendell of Wesleyan university; Hazen of Kansas university; John Paul Jones of Cornell university; "Frankie" Cornet and Oliver Retter of St. Louis, now students at Cornell, Reels and Lowberg of Chicago Field Athletic association, are to compete there can be no doubt as to the class of the events. This is by no means a complete list of high-class athletes who have entered in the big meet, but a few of the most prominent, of whose prowess the entire athletic world knows.

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Swimming Contest to Be Held at Y. M. C. A. Pool

The first annual greater Omaha swimming championship to be held in the Young Men's Christian association tank on March 15 is attracting considerable attention among the amateur mermen of Omaha and vicinity, who are looking forward to an exciting evening in the aqua pura.

The events slated to take place are a twenty-yard splash on the back, a forty-yard breast stroke, 100 and 400-yard any-way-to-get-there, plunge for distance, fancy diving and a 100-yard relay race. The pool is twenty feet wide by sixty long and ranges in depth from three and one-half to seven and one-half feet. The water will be kept at 80 degrees during the contest and all contestants must be equipped with full length bathing suits. An entry fee of 25 cents for an individual and \$1 for relay teams will be charged. All applications must be in the hands of the physical director, J. T. Maxwell, by Saturday noon, March 15.

Assistants Must Come.

Men who have had coaching experience at smaller schools should be obtained to assist the coach. Old players, wise in the ways of the game and the weaknesses or strong points of annual opponents, ought to be given their expenses and possibly some small remuneration for two or three weeks early in the season, that each new man on the varsity might have at his elbow for the early practice games the inspiration and advice that every player knows is so important to the nervous youngster and so reassuring and strengthening to the seasoned veteran.

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The Grotte Brothers Company

Wholesale Distributors 1206 Farnam Street, OMAHA, NEB.

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Advertisement for Sunny Brook Whiskey. It features a large illustration of a man in a military-style cap and uniform, looking through a telescope. Below him is a bottle of Sunny Brook Whiskey. The text reads: 'SUNNY BROOK THE PURE FOOD WHISKEY SUNNY BROOK'. At some time or another nearly everyone gets an attack of the "blues," everything seems to go wrong, and the whole world has a dreary look. That is the time when a little Sunny Brook—The Pure Food Whiskey—will perform a magical change. Its rich, fragrant bouquet, and mellow flavor make it a delicious beverage—every golden drop pleases the senses and soothes the nerves. Best of all, its absolute purity and highly developed medicinal properties make its use perfectly safe—in fact, highly beneficial. Sunny Brook—The Pure Food Whiskey—is Bottled in Bond—every bottle bears the Green Government Stamp, so that in addition to the unqualified guarantee by the largest distillers of fine whiskey in the world that its quality is unsurpassed, you have the assurance of the U. S. Government that every drop is pure, natural, straight whiskey, unadulterated, fully matured and U. S. Standard 100% proof. "The Inspector Is Back of Every Bottle" The Grotte Brothers Company Wholesale Distributors 1206 Farnam Street, OMAHA, NEB.

AMERICAN STUDENTS MAKE THE RHODES ATHLETIC TEAM

OXFORD, England, March 2.—Five American Rhodes scholars are included in the team selected to represent Oxford in the annual athletic meeting with Cambridge on March 16. They are Zeiler of Iowa, Stole of Leland Stanford, Lange of Oklahoma, Hivette of Chicago and McCormick of Chicago.