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In no other disease is a thorough cleansing of the blood more necessary than in Contagious Blood Poison. The least particle of this insidious virus will multiply in the circulation and so thoroughly contaminate the blood that no part of the body will be exempt from the ravages of this powerful disease. Usually the first symptom is a little sore or ulcer, insignificant in itself, but soon the blood becomes so contaminated that the mouth and throat ulcerate, glands in the groin swell, hair and eye-brows come out, copper-colored spots appear on the body, and frequently sores and ulcers break out on the flesh to humiliate the sufferer. S. S. S. cures Contagious Blood Poison by purifying the circulation. It attacks the disease in the right way by going down into the circulation, neutralizing and forcing out every particle of the poison, and making this fluid pure, fresh and health-sustaining. The improvement commences as soon as the patient gets under the influence of S. S. S., and continues until every trace of the disease is removed from the blood, and the sufferer completely restored to health. Not one particle of the poison is left for future out-breaks after S. S. S. has purged and purified the blood. Book on the home treatment of this disease and any medical advice desired free.

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 Men afflicted with any ailment should go to the doctor long established, most experienced and best success. Our treatment is successful. BLOOD POISON, STOMACH, SKIN DISEASES, KIDNEY, GOUT, RHEUMATISM, ALL Diseases of Men, no matter how acquired. This successful experience is valuable to our patients and you pay when cured.
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 Because of its purity, healthfulness and unsurpassed flavor.
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ETYMOLOGY OF OUR SPORTS

Picturesque, Pithy and Other Idioms that Flourish.

APT AND QUANT TERMS IN USE

Base Ball Frotlic in Coining Slang and Technical Words and Expressions—Racing Man's Odd Use of a Preposition.

Descriptions of affairs sporting, both oral and written, have their own peculiar etymology, are as full of technical expressions as any branch of art or science. They are, however, more widely understood and more easily learned than those of the other side of the street. The most interesting and are for the most part slang. But such technical words as base and battery and steal in base ball, punt in football, service in tennis, and many others in other lines of athletics are not slang; they are just generic proper and cultivated, and could not be dispensed with. As for the many expressions that pertain to the nature of out and out slang, they are most apt and pithy, though there are some forced slang expressions that are more cant. There is clever slang and coarse slang.

Two of the most interesting points in connection with the numerous coined words and expressions in sports are their origin and their fitness. Where do they originate? It would be hard to find a question harder to answer. The man who first used a certain slang word might know, but even he wouldn't be sure that somebody else hadn't given voice to it before him. In any event, there is an explanation of the words that lures one on to the temptation of dropping the slang in preference to purity of speech. Then, again, he who deals much with sports often is hard put to it for synonyms and finds himself alighting into the use of the ever changing lingo of slang.

Base ball is the most prolific sport in deriving words of its own. Most of the best slang—if any slang can be called good—originates with the players themselves, and the appropriateness of their expressions frequently is little less than a gift. What could express the meaning more explicitly than "putting it over in a groove" when telling how a pitcher sends up the sort of ball the batter likes? The points of the diamond changes arm into whip or wing, and the vertical service line in doubt long as to what these words mean, so well do they describe the anatomical member aforementioned.

"Glass arm" for lame arm and "Charley horse" for a strained tendon are as old as the hills, but the reason for the latter is not as clear as for the former. One says the meaning intended, the other is meaningless. "Pegging" the ball across the diamond instead of throwing it is an expression of which ball players are very fond, and which is confined almost entirely to them. It is "booting 'em," for fumbling and kicking around a ground ball, albeit they are intended to tell clearly, albeit they lack elegance. The ball player means no irreverence when he speaks of "angels," but is moved by his natural bent to seek the picturesque. "Angels" thus technically used are clouds in a blue sky, and they are a relief for the eyes of the player when looking up into the shimmering blue to gauge the flight of a fly ball. The course of the ball is easier to judge when there are a few fleecy clouds about.

Some batters "choke" their bats. Willie Keeler for instance, they grab it considerably above the handle, take it around the neck, as it were, in a way that suggests that expression originated in the alert mind of some pitcher. Whereas the layman would have sought for words for a word as pat. The expression "hit the hay" for going to bed has become widespread, but ball players were using it several years ago. "Slants" and "benders" were the outgrowth of the desire for versatility of speech, the reaching out for a vocabulary that would afford a change from the constant use of the word and curves. Curves, by its way, is used in a twofold sense. It has its technical meaning, when the ball really does curve, and also is used in a general sense, that is to describe a pitcher's service in its entirety.

Everybody knows that the "pea" and the "pellet" and the "marble" and the "pill" and the "globule" and the "bulb" mean the ball. Singularly enough when there are a dozen slang terms for the ball, there are practically none for the bat. Just good, plain bat it is with no variation except stick. "Fungo" is an ancient expression to describe knocking out fly balls and not much heard nowadays. It is not strictly slang, being an accepted term in base ball as much as muff and steal.

When a player makes a clean, graceful, fly throw that gets above the catcher he "arches" it over and there is a touch of the poetic about that expression. There are players with whom the word "batter" for head has about supplanted the "bean" word under certain circumstances. Take it when a player is hit on the head by a pitched ball. To say he gets hit on the bean is coaching it in a cogent if not refined phraseology. "Hit umps" for the umpire originated in the ranks and has not passed to the cranks as has "bumps" to mean a pitcher is being hit hard. "Give it a ride, old boy," when sung out by a coacher, is a command to hit it far and hard as the expression is appealing. It has been taken up by golfers to mean a long drive. "Get a piece of it" and "take a bite of it" are also suggestions to the batter, but smack more of the vulgar. "Break up the game" means anything but break up the game, and the expression did not percolate through the intelligence of the fans as rapidly as some others. It took the same time to compare hand that spoiling the game was not meant, but what was meant was to put through some play—a three bagger with the bases filled—which would play havoc with the chances of the other side. The expression is one of considerable range. "Signed up" for single is a recent addition to the base ball language and is verbosity pure and simple.

Football isn't nearly as prolific in words of its own as base ball and doesn't always show the same discernment in using what it has. A peculiarity of football terms that wouldn't be pardonable in base ball is the indiscriminate use of the words "smear" and "ramble" and "smash" interchangeably and without any reason being doing so. A dropped punt is referred to both as a fumble and a muff, when it ought to be called a muff and nothing else. "Fumble" should be confined to juggling a pass or a ball rolled along the ground.

An expressive slang word in football is "smear." A man who gets through the other side's line and smashes a play before he gets started "smears" the play. Also a player who gets banged up and incapacitated is "smearred." Before rough work in football was reduced to a minimum by the new rules there was a very effective expression for a very effective play known as "give him the smokes." When a player gets smacked the smokes he stuck out his hand to ward off a tackle, the fingers of the hand pointing straight at the oncoming player, and all stiff and spread out. It wasn't an inviting object for an opposing face to run into. The fingers resembled a bunch of cigars; hence giving the smokes. "Interference" used in a certain sense, is indigenous to football. This is when it means helping the runner by bumping off opposing tacklers. It really is assistance instead of interference. The word is also used in the regular way in football. There is interference which actually is interference—interference with an opponent when he is about to put the ball in play and for which there is a penalty. Thus the same word means two widely different things.

WITHOUT THE COLLEGE ATHLETES

Doing in the Field of Sport in East and West.

GOOD BASKET BALL SEASON CLOSED

Chicago's Well Won Basket Ball Victory—Minor Sport Championships in General Arouse Interest.

In view of the result of the basket ball series for the national intercollegiate championship won by Chicago, there may be recalled something in this column in January, 1907, by a comparison was made of the college teams of the two sections. At that time it was said, "There has been a decided improvement in the present season in the quality of basket ball as played in the colleges. It is varied as 'oil,' 'grease,' and 'medicine.' The terms are not entirely appropriate. Grease, oil and medicine usually imply the use of something to help along, to facilitate. In billiards they mean leaving the balls in difficult position for the opponent, and just the reverse of facilitating.

There has been endless discussion in billiards as to the use of the expressions "132 and 131" in bank and line playing. Some experts contend that instead of 132 it ought to be 131 and instead of 131 it ought to be 130. Fortunately, however, common sense prevailed and these latter terms did not become the vogue. There could be no such a game as 13 inch bank, in fact, in, for, if a ball is banked so that it is in a position to strike the ball in no game unless all the players were done with the balls in the center space. The discussion arose over different meanings given to the word "shot," some declaring that a "shot" was not completed until the balls had ceased rolling. The dictionary defines a "shot" as a stroke, especially in certain games as billiards. Nobody will deny that two strokes in or one stroke in, as the case may be, are allowed in the two games, unless he wants to split hairs still finer and contend that stroke and count are synonymous. Point and count are not synonymous with shot.

The inventive genius of the billiard player has been in the art of making a "hook" to signify the rooting with the body; that a player involuntarily does on a close shot.

"Feather" in rowing to denote the adjustment of the oar blades when out of the water is familiar to everybody. Likewise nearly everybody who knows anything about rowing knows what the "catch" is; but "bucketing" and the "lap" are less familiar terms and are confined to the college sports. There always has to be a champion something or other team and from the moment that minor sports, so-called, began to be anything but minor an interest in them was heightened by the formation of championship leagues. There are championships in basket ball, gymnastics, wrestling, fencing, swimming, water polo, soccer, foot ball, lawn tennis, golf, hockey, lacrosse and others. Many of these championship leagues owe their formation to some such benevolent spirit as this: A college partying along for a certain year in a certain minor sport conceives the idea of writing to some other college or colleges which support teams of the kind to suggest making up a league. This is done to the greater glory of the college with the strongest team. That, of course, is not the invariable way, but in many cases it is so.

Whenever a championship is in question the game loses some of its sporting element. There is a little too much at stake and a consequent temptation to evade rules. Thus, for instance, some colleges which have the freshman rule have in times past arranged so that this rule would not apply to certain varsity minor sports. This is merely a type of the damage playing for a championship is likely to cause. Whether there should be championships at all is a question that is open to argument where the major sports are concerned. It does appear, in any event, that the holding of league series competitions for titles in every sport is not a thing that will do the best for the interests of college athletics.

West Learns Fast.
 However, to return to the recently played basket ball championship. In the games between Pennsylvania and Chicago it was proved conclusively that the west has learned. In the game in the Bartlett gymnasium the easterners were, of course, at a disadvantage. They had to contend with shooting at baskets with glass backs, which naturally made it hard to gauge the flight and direction of the ball. They were treated, too, to a very different style of play from that to which they had been accustomed.

The Chicago men have developed the system of putting the bulk of the aggressive work in a game on the guards, judged from the description given by Pennsylvania players. The forwards have been taught to loaf under the opponent's basket to take a long pass there. The Chicago guards were exceptionally good and were able to take care of the Pennsylvania forwards, and they did manage to get in the long passes, according to program, very often. The short passing and dribbling game of Pennsylvania the western men handled with greater success than any other college the Red and Blue met earlier in the season.

Individual Stars.
 In the first game Keelath, the leading scorer of the eastern players, did not make a goal from the field. Page, the great Chicago guard, a fit candidate for an all-America team, attended to that. The best Keelath could do was to make twelve out of fourteen goals from the foul line. Even had he made the other two the game still would have been Chicago's. The excuse, if it may be called an excuse, on behalf of the Pennsylvania men in that first game was that McNichol, the regular center, was ill and unable to play. For that reason a cloud is thrown on the work of Schommer, the Chicago center and captain, who in the first game scored four baskets from the floor, making eight of Chicago's 23 points by doing so. Keiffer, who opposed Schommer, made a basket. Speer, who was supposed to guard Falls, had two baskets made against him, but made a basket himself. Falls made seven out of fifteen tries from the foul line. The score was 23 to 14 in favor of Chicago, the bulk of the scoring of actual goals being strongly in favor of the westerners.

In the east against west series Falls, the left forward of the Chicago team, did the best scoring. He led with three field goals and seventeen baskets from the foul line, making a total of 23 points. Keelath, thanks chiefly to his nineteen goals from the foul line, had altogether 21 points. Schommer made 12 points, all on goals from the floor. Page, Harris and Hoffman of the Chicago team did not score in the series. The six Pennsylvanians who took part did not score. The summary of the point makers is:

Player and Position. Foul Field Total Points. Goals. Goals. Goals.

Kelath, Penn., f.	19	12	31
Keiffer, Penn., g.	1	1	2
McNichol, Penn., c.	2	—	2
George, Chicago, f.	1	—	1
Speer, Penn., g.	2	—	2
Fitzpatrick, Penn., f.	1	—	1
McCradden, Penn., f.	1	—	1

All the Sports All the Time in The Bee.

How Harsh

Physic Wrecks the Bowels

Irritate the skin in any spot frequently and that spot will grow calloused. That is Nature's means of protection. So with the bowels. When you irritate the lining with salts or "pills," the lining grows hard. That so regards the natural bowel action that you come to need physic constantly. And you need a constantly larger dose because of the calloused bowels. You have the "physic habit."

How Harsh Physic Wrecks the Bowels

They act exactly the same as right living would do. If the bowels are already calloused, you may need two tablets a day for a time. But, after that, take one at a time—when you need it.

Cascarets are candy tablets. They are sold by all druggists, but never in bulk. Be sure to get the genuine, with CCC on every tablet. The box is marked like this:

Cascarets bring the same results gently and naturally—without irritation. They restore the natural bowel functions, so you don't need them long. And the dose never needs increasing. Their effect is the same as the effect of laxative foods—or of exercise.

THE WEST-POCKET BOX IS 10 CENTS. THE MOST ECONOMICAL BOX 30 CENTS. 12,000,000 BOXES SOLD ANNUALLY.

State Drawing For Irrigated Lands

Wyoming state drawing for choice irrigated homestead land in Big Horn Basin will be held at Wiley, Big Horn county, Wyoming, eleven miles south of Cody, on May 12, 1908.

DESCRIPTION OF LANDS—This is a compact tract of 150,000 acres of excellent bench land, irrigated by the Big Horn Basin Development Company.

TERMS—\$40.50 per acre. Price of land, 50 cents per acre. Price of perpetual water rights, \$40.00 per acre; \$5.00 per acre immediate payment, remainder spread over a period of 9 years.

PERSONALLY CONDUCTED EXCURSIONS will be run to Cody on homeseekers' excursion date of May 5th, round trip rate from Nebraska points to Cody, \$34.00. Excursion will be conducted by Mr. D. Clem Deaver, General Agent Burlington's Landseeker's Information Bureau, Omaha. Write him for information.

Burlington Route TICKET OFFICE, 1502 Farnam Street.

Union Pacific
 LOW ONE WAY RATES TO California, Oregon and Washington **EVERY DAY** To April 30th, 1908 FROM OMAHA \$30

Inquire at CITY TICKET OFFICE, 1324 Farnam St. Phone Douglas 1828.

ABOUT ADVERTISING—NO. 9.

If It Fits You Wear This Cap

By HERBERT KAUFMAN.

Advertising isn't a crucible with which lazy, bigoted and incapable merchants can turn incompetency into success—but one into which brains and tenacity and courage can be poured and changed into dollars. It is only a short cut across the fields—not a moving platform. You can't "get there" without "going some."

It's a game in which the worker—not the shirk—gets rich. By its measurement every man stands for what he is and for what he does, not for what he was and what he did.

Every day in the advertising world is another day and has to be taken care of with the same energy as his yesterday. The quitter can't survive where the pluggger has the ghost of a chance.

Advertising doesn't take the place of business talent or business management. It simply tells what the business is and how it is managed. The snob whose father created and who is content to live on what was handed to him can't stand up against the man who knows he must build for himself.

What makes you think that you are entitled to prosper as well as a competitor who works twice as hard for his prosperity? Why should as many people come to your store as patronize a shop that makes an endeavor to get their trade and shows them that it is worth while to come to its doors?

Why should a newspaper send as many customers to you in half the time it took to fill an establishment which advertised twice as long and paid twice as much money for its publicity?

This is the day when the best man wins—after he proves that he is the best man—when the best store wins, when it has shown that it is the best store—when the best goods win, after they've been demonstrated to be the best goods.

If you want the plum you can't get it by lying under the tree with your mouth open waiting for it to drop—too many other men are willing to climb out on the limb and risk their necks in their eagerness to get it away from you.

It is a man's game—this advertising—just hanging on and tugging and straining all the time to get and keep ahead. It is the finite expression of the law of competition which sits in blind-folded justice over the markets of the world.