

AMERICA TO WIN OLYMPIAD

Martin Sheridan Reviews Chances of the Several Competitors.

POINTS TO SPARE FOR YANKEES

Runners, Jumpers and Weight Throwers from America Lead the World on Published Records of Actual Performances.

NEW YORK, July 11.—Martin Sheridan says: "In looking over the respective records of the athletes selected to represent America and London in the Olympic games and comparing them with the records of the athletes of England and other nations, America seems to have good chance to score more points in the track and field than all the other nations combined. Starting with the 100 and 200-meter dashes, America seems to have one, two, three places cinched with Robertson, Rector, Cartwright, Huff, Campbell and Cloughan, all good for ten and four-fifths and twenty-two seconds in the both sprints, and there is no man on the other teams that can beat eleven seconds flat for the 100 or twenty-two and three-fifths seconds for the 200.

"Taking the 400 meters, with Hillman, Taylor, Merittman and Allen, all of them are sure to do better than fifty seconds flat, and if driven to a hard finish one of the four may do forty-nine seconds or better. In the 800 meter, with Shippard and Bromlow, who ran in one and fifty-five seconds in the first, Shippard having had only one week's training, L. K. Shippard, Sheehan, Pigg and Carter, all can do better than one minute fifty-six seconds, will make a fast time. The others, will make a fast time. The others, will make a fast time. The others, will make a fast time.

"In the 1500-meter the favorites seem to have a shade the best of it, but with Shepard able to go the distance and Halstead, who local experts think is the greatest mile runner since the days of Hannibal, I believe, who ran in one and fifty-five seconds in the first, Shippard, Coo and Riley, Uncle Sam seems to have a better chance of scoring in this event than he ever did before. In the five-mile there is a poor chance for our boys to score, judging from time comparisons the Italians and Swedes seem to have the contest all to themselves. Since Bonhag's foot is in danger of giving out at any time, Bellis seems to be our best man, but judging from his race at Travers Island on June 11, the chances are poor of his doing close to twenty-five minutes, which he will have to do to get in the money.

"In the Marathon race Morrissey, Hayes and Ryan are the men who ran first, second and fourth in the Boston race, and the winners of western and middle west Maratons, and Leo Wilson ran a record-breaking race for the first sixteen miles in the Boston Marathon; so the chances of his glory being carried to victory in this historic event looks very bright. In the 100-meter hurdle race no such field of hurdlers has ever faced a starter's gun as America has ever represented her in Garrells, Shaw and Smith, each man being capable of running fifteen minutes one-fifth seconds, or better. America is sure of all three places in this event, the best foreign hurdlers can do is to get three minutes three-fifths seconds. In the 400-meter hurdle, with Bacon and Hillman, who ran in one and twenty seconds or better, and a second string of men who are capable of running better than the old record, America is sure of first and second places, and also has the best chance of third place.

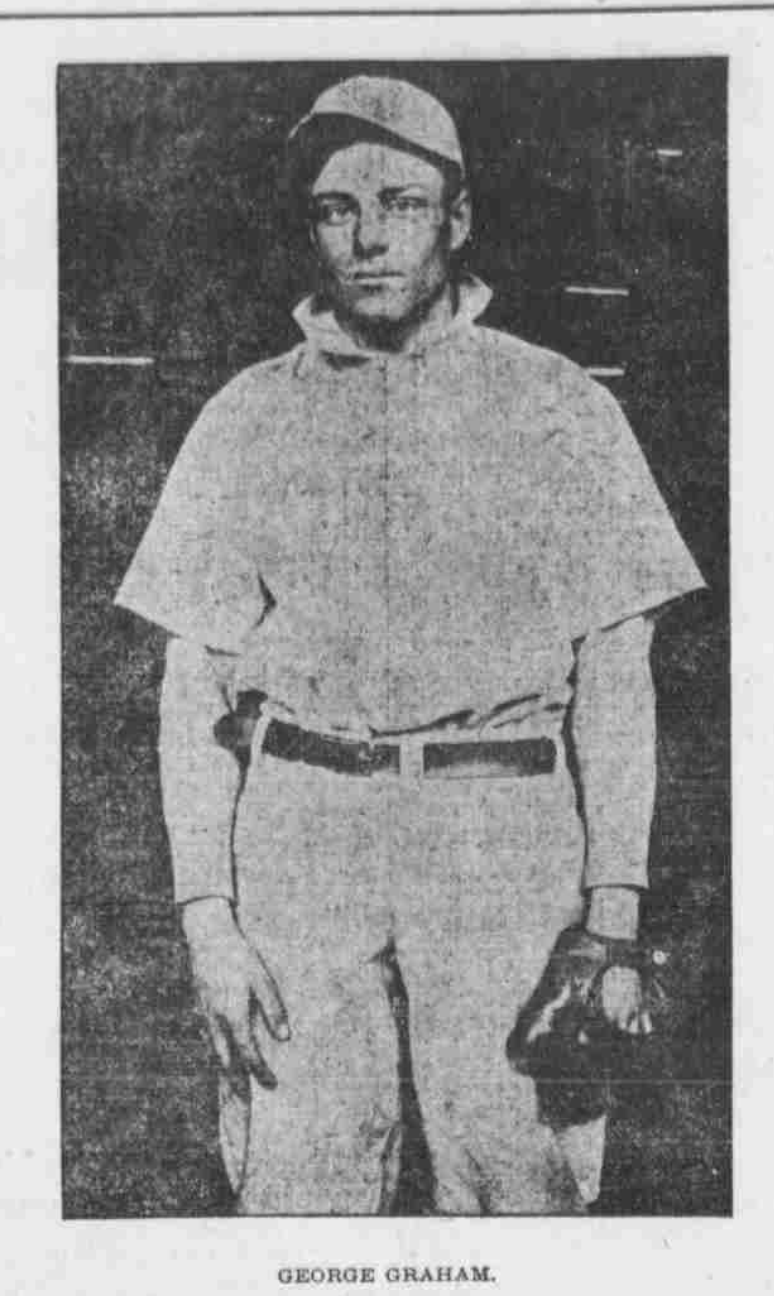
In the Field Events, starting with the hammer, Panaman, a brimful of confidence after his record-breaking feat at Torrington; McGrath, whose lame knee is rapidly improving, and who expects to be alright when the time comes to step in the ring in Shepard's Bush, and Gillis, Talbot and Horr, who can do better than 160 feet, the hammer looks won for America. Rose in the shot-put well, it's a shame for him to take the prize. He is good for forty-eight feet and better at all times. With Coo, Garrells, Burroughs, Horr and myself, America's interests will be well taken care of for second and third place. In the discus throw, Greek style, Horr will be an easy winner, being able to outthrow any man in the contest by five to ten feet, the fight for second and third being even between Garrells and Dearborn and myself. America, Jaervinen of Finland and Georgantas and his club mate of Greece, in the javelin throw, Sweden will take all three places in those two events, the javelin being a toy for the Swedish youth as the base ball is to the American. The first time an American athlete ever competed in this event or saw a javelin was two years ago in Greece. The Swedes can throw the javelin better than twenty-three feet and Millander of Sweden, who has a record of twenty-five feet, but, judging from his jump in Athens, he has little chance of getting a place; America looks good for two places in this event.

Jumpers Are Strong. In the high jump are Powers, Gedney, Patterson and Moffitt all good six feet, and Porter, who may possibly create a new record under favorable conditions, their strongest opponent, being Con Leahy of Ireland, the Irish and American champion, who is always good for six feet two inches or better. His points will score for England. Undoubtedly Con will protest and insist on his points being counted separately for Ireland. America looks good for two more places in this event. In the pole vault, Gilbert Cooke, Ballah and Nelson, America will hold its own or better. In this event, all being good for twenty feet or better. The hop, step and jump is an Irish game, but the Irish practice two hops and a jump—not being allowed, will place the Irish jumpers at a disadvantage, and will be in the Americans' favor. With Adams and O'Connell they should not get an even break. Adams is good for forty-seven feet. The standing jumps are easy for Ewry, Beller, Adams and myself. Of the twenty-two events the team competes in on track and field, America is sure of winning fourteen.

Paul Piergini will travel all around Europe after the London games, and will possibly compete in Sweden, Germany and Austria. He plans to return to America about September 20.

IRISH REBELLION IS SERIOUS May Put England Out of All Chance of Winning. NEW YORK, July 11.—Another rebellion is threatened in Ireland. The Gaelic Athletic association, the governing body in the Emerald Isle, has ordered its members to refuse to compete in the coming Olympic championships unless the points they might score are counted for Ireland—not added to those of the rest of the British empire. The Irishmen want to compete as such—not as subjects of Great Britain, and, according to cable dispatches, it is about a toss up whether they will compete or not. Under the rules of the meet they can enter only as members of the English team. With Ireland lost to England the latter loses what little chance it ever had to beat America. O'Connor and Con Leahy, long and high jumping champions, respectively; Hayes, the great distance runner, and Morgan, the weight man, figure to make all kinds of trouble for the Yankees in these events. The Americans have hardly a man who could defeat the first two, but with them out of it the running jumps are at their mercy. The American team will win, anyhow, so that it will make little difference in the result whether the Irishmen vote or not, except that the margin of victory would be greater. The chances are, however, that rather than not compete at all the Irish athletes will fall into line when the time comes and work for England.

Omaha Cripple to Have Benefit



GEORGE GRAHAM.

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TENTY-FIVE HUNDRED ENTRIES

Army of Athletes to Take Part in the London Olympiad.

LONDON, July 11.—There are twenty-four countries or colonies competing in the Olympic games, and the number of entries is expected to be in the neighborhood of 2,500. Lord Desborough, president of the British Olympic council, considers the United States the most dangerous rival of England. It is in the distance runs, walking, swimming and diving that he thinks England has an advantage. Speaking of the coming games, Lord Desborough says: "Our arrangements with the Franco-British exposition has secured for us an arena for the games which so far has been unapproached in size and convenience. As to the prospects of British athletes, it is not an easy question to answer, but, personally, I believe we shall do much better than in previous Olympic games. The country where the games are held naturally has an advantage; the entries, however, are limited in all events, which will help the visiting countries. In field and track athletes, I expect the United States representatives to be the best, and we shall have to do our best to hold our own. Then there are many events in which our foreign visitors start under better auspices than ourselves, perhaps, in throwing the discus, for example, and the javelin, both of which are the forte of the Englishmen. The distances are measured by meters, not yards. But, as I say, on the whole we shall have to do our best to hold our own. Then there are many events in which our foreign visitors start under better auspices than ourselves, perhaps, in throwing the discus, for example, and the javelin, both of which are the forte of the Englishmen. The distances are measured by meters, not yards. But, as I say, on the whole we shall have to do our best to hold our own.

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YOUNGEST ONE OF THE ATHLETES

Sixteen-Year-Old Boy Who Made the Team as a Swimmer.

NEW YORK, July 11.—The youngest athlete who sailed for the Olympic games on the steamer Philadelphia was Harry Heber of the Chicago Athletic club. He is the youngest aquatic find of the indoor swimming season of 1908. Heber is but 16 years old, and a few months ago was totally unknown, but under the care of instructor Frank Sullivan he entered his competitive career last fall and since then he has been constantly and prominently before the public. First it was a tank record that he established for the fifty yards sprint then a defeat of the speedy Marquard in a 100 yards race, then a victory in the national championships and finally the winning of a place on the Olympic team. Heber has a brilliant future before him. He has a stroke that experts have pronounced as good as any seen in this country. He is strong and enduring and has youth. It should be remembered that at the age of 16 Daniels had never beaten 1:08 for 100 yards, and here we have a boy of the age who swam his century under two minutes and goes his furlong well under 2:45. Barring accidents, he should prove a more modern and faster edition of the "human pickarel."

MARQUARD LOOKS LIKE A RUBE

New York's \$11,000 Beauty Not a Prize for Appearance.

NEW YORK, July 11.—Pitcher Marquard, the soup-paw of the Indianapolis club, for whom the Giants paid \$11,000, is a lanky six-footer, nineteen years old, and a regular "rube" in appearance, chin whiskers alone being needed to complete the picture. He is credited with remarkable speed and curves, and from what has been said of him will surely make good. Out of twenty-two games this season, he has lost four; average hit per game, 4.3; average bases on balls, 28. This is Marquard's third year in professional baseball. He played around Cleveland lots for a number of years, and then went to the Waterloo (Ia.) team, but jumped them and went back to Cleveland. That was in 1906. Last season he joined the Indianapolis club, but was later farmed out to the Canton (O.) team, and rejoined Indianapolis this spring. Marquard has a peculiar pose of the head, which is a natural one, due to a small defect in his right eye, that makes it necessary to carry his head on one side. Catcher Meyers, whom the Giants bought with Marquard and paid \$6,000 for, is an Indian, weighs 190 pounds, and is six feet tall. He has a great arm, and has been batting 300 this season. He was a student at Dartmouth college and played football there. The Giants have broken all records in this deal of prices. Cleveland held the former high mark. They paid \$5,000 for Heinie Berger, and got a gold brick. When Marquard heard that he was sold to the Giants, he said that he would quit the game at the end of this year to manipulate a chicken farm at Cleveland. He thought the story of the \$11,000 deal had turned his head, and he anticipated a part of the purchase money and a big raise in salary in order to get him to remain in the game.

KETCHELL OUT AS HEAVYWEIGHT

Stanley Thinks He Is Big Enough to Beat Burns.

SAN FRANCISCO, July 11.—Stanley Ketchell expects to fight Tommy Burns for the heavyweight championship of the world before the end of the year. Ketchell says: "I have shown that I am worthy of a match with any fighter on earth. Just now I weigh 175 pounds and am getting heavier every day, even while I am training. I follow a milk diet closely all the time and am always in the pink of condition. I am rapidly outgrowing the middle-weight limit, and it will not be long before I'll have to seek opponents to conquer in the heavyweight division. In the event of a fight with Burns it would not be necessary for me to make any specific weight. I am in condition to fight him right now, and if the chance were offered I'd sign articles for the contest so quickly that the men's point would melt. After I fight Burns I will quit the ring forever, and settle down as a rancher in Montana."

NEW RULES FOR BASKET BALL

Some Changes in Play Will Come as a Result.

NEW YORK, July 11.—The collegiate basketball ball rules committee has made important changes in the playing rules for next season. With the design of eliminating rough play, two officials, a referee and an umpire, were determined upon. The dribble was defined as a continuous passage of the ball, and it was decided that the ball must not remain motionless in the hands of a player after he has started his dribble. It was further decided that a player can shoot for a basket after a dribble. This is a sweeping change, and one calculated to make the game more popular. Further, as a penalty for rough playing, a rule was passed disqualifying any player having five fouls called upon him. Use Bee want ads to boost your business.

NO CHALLENGE FROM LIPTON

Sir Thomas Not Yet Heard From by New York Club.

SUGGESTS CHANGE IN CONDITIONS

London Sporting Paper Announces Proposals that Do Not Exactly Square with the Deed of Gift.

NEW YORK, July 11.—Cable messages from London say that Sir Thomas Lipton is about the challenge again for the America's cup. The Field, a sporting publication, announces the conditions as follows: "First—The new yacht shall be cutter rigged and built under the present universal rule of the New York Yacht club. "Second—The New York Yacht club shall designate the size of the yacht which it considers most suitable for the race."

Sir Thomas is reported to have expressed the hope that his American friends would see their way clear to meet his wishes. The size of the boat, he said, was no object to him. Before challenging, it was said, Sir Thomas desired to find the sentiment regarding the acceptance of his challenge. In case a race is decided upon, he will ask permission to build two boats and race them against each other to select a Shamrock IV. Cornelius Vanderbilt, the president of the New York Yacht club, said that he had heard nothing regarding Sir Thomas Lipton's challenge. Neither did he believe that any sentiment existed in the yacht club other than that expressed in the letter sent to Sir Thomas last fall, in which the club insisted that it would meet yachts built with no other restrictions than those involved in the "deed of gift" of the America's cup. It was said at the office of the secretary, G. A. Cormack, that no challenge had been received from Sir Thomas. Mr. Cormack emphatically denied that the club had accepted a challenge. When a formal challenge has been received it will receive the proper consideration. A canvass of the prominent members of the club failed to reveal any sentiment in favor of racing under conditions other than have been in vogue. Several expressed themselves as sceptical regarding a challenge this year. They spoke of Sir Thomas in words of commendation, however, and expressed a hope that if he again tried for the cup he would desire to do so under the old conditions.

The America's cup was given under a deed of gift which contains but one restriction, that of the length of the water line. It calls for a boat pre-eminent for speed and requiring the utmost skill in designing, construction and management. The Americans have always believed that the cup should be sailed for by the most powerful and fastest boat possible to build. They look upon the America's cup as calling for speed alone, without regard to comfort or, as Sir Thomas puts it, a "wholesome and seaworthy type of boat." The English of late have developed the theory that the yachts raced should adopt the universal rule, which makes a scientific comparison of sail, beam, length and all other dimensions.

On September 25, 1906, the New York Yacht club declined a challenge from the Royal Irish Yacht club, which desired to race two sixty-eight-foot boats under New York Yacht club rules. In his challenge Sir Thomas expressed himself as believing that this length was fitted to the limitations of the cup class. There existed a difference of opinion among the yacht club's members regarding the acceptance of these conditions, but the men who financed yacht races in the past put their feet down hard on the proposition to race under any conditions other than those allowed by the deed of gift. They said it was belittling to the cup to accept the challenge of a small boat. Unless the Shamrock IV is to be sailed under the same conditions that have governed the previous contests, there is little doubt that another challenge will be declined.

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Safe Advertising

We stand for safe advertising. Any other kind is unnecessary. The day when advertising was speculation is over for the man who knows. A newspaper campaign can be proved out in six towns just as well as in six hundred.

A magazine campaign can be proved in six mediums just as well as in sixty. Before one spreads out he can know to a certainty what the results will be.

Our question is never, What are you going to spend? Though our revenue, as with all agents, is a commission, paid largely to us by magazines and newspapers, on the expenditure.

We ask ourselves, rather, What are the possibilities? And we accept or refuse an account on our judgment of them.

We can do this because we command the ability to make a success of anything possible. We are willing to abide by results.

The largest accounts we have were started with small expenditures. On many, we spent ten times our commission in working out the first campaign.

Each dollar spent came back with a profit. We proved it beyond any question. Then the advertiser, naturally, spent all the dollars he could.

We are ready to do the same with you, if your line has possibilities. We have spent 35 years in advertising. Yet every week we learn something new of what it can do.

Note how advertising has multiplied in the past few years. Note the vast variety of little and big things now being made to pay. Ten years ago most of these things seemed impossible.

Hundreds of these new accounts, in unexplored fields, are due to our development. We have done so many things, never done before, that we have come to believe that almost anything can now be done by advertising.

But it cannot be done, in these days, without experience and ability.

There is too much good advertising to leave any chance for the amateur.

We Pay One Ad-Writer \$1,000 per Week

Mr. Claude C. Hopkins, now permanently at the head of our copy department, receives a salary of \$1,000 per week.

The highest salary ever paid in advertising. But Mr. Hopkins, as a salesman in print, is unrivaled.

He has made more money for advertisers, in more different lines, than any other man who ever wrote copy.

Many of the greatest successes of the past twenty years have been due to his copy and schemes.

And he is safe. Experienced enough to avoid the impossible. Able enough to make the possible pay.

We have in our copy department, under Mr. Hopkins, the ablest men we know.

Men whom we pick out without regard to expense, by the brilliant results that we see them accomplish.

We are seeking everywhere, all the time, for the men who make the exceptional records.

In this vortex of advertising—in this school of experience—such men multiply their powers.

All of these writers advise with Mr. Hopkins. All copy must meet his approval.

Our Advisory Board

Our Advisory Board consists of sixteen men, all masters of advertising. Each is a man of proved ability, and of vast experience.

Mr. Hopkins is at the head of it. Before this whole Board comes every large problem of present or possible clients.

Here we discuss the advice to be given to any concern that consults us. And this advice is free.

These sixteen men decide what is possible and what is impossible. They decide on means and schemes and copy.

Thus all the ability, all the experience, at our command is brought to bear on each problem.

That is why we succeed. Yet this high-priced talent is not an expense to us; not an expense to our clients.

We handle advertising on the usual agent's commission. These brilliant men all earn their way by developing the small account into the large one.

By making advertising so profitable that it expands, while minor men would kill it.

It is far cheaper for us to keep advertisers, and to develop them, than to constantly solicit new.

To New Advertisers

If your article has possibilities, tell us about it. We will gladly give you our judgment. If the thing is impossible, we won't undertake it. We cannot afford the time. If the thing has a future, we will tell you how to safely prove it out.

We have made hundreds of fortunes in this way.

To Old Advertisers

Give us a limited territory—a limited number of mediums. Do this, if you wish, without disturbing present relations.

Let us prove our claims. Learn what new ideas our able men may work out for you—what new view-point they can bring to bear.

Then compare the results. Don't let us argue. Let us leave the question of who gets your advertising to some proved results.

Can you, Mr. Business-Man, neglect such an offer as that?

Please cut out this coupon—now while you think of it. Send it to get our book "Safe Advertising"—a brilliant example of our advertising power.

Then form your own judgment of what we can do.

A Reminder

To send to Lord & Thomas, Chicago, for their book, "Safe Advertising."

Please state name, address and business. Also the position that inquirer holds in the business.

LORD & THOMAS

AM. TRACT SOC. BLDG. NEW YORK

NEWSPAPER, MAGAZINE AND OUTDOOR ADVERTISING

TRUDE BUILDING CHICAGO

HOTELS AND SUMMER RESORTS.

Chicago Beach Hotel (AMERICAN OR EUROPEAN PLAN) Finest Hotel on Great Lakes. A cool, delightful spot—only 10 minutes' ride from city's amusement and shopping district. This elegant, modern hotel is beautifully situated close to the great South Park system. 450 large, airy, outside rooms, 250 private baths. Its broad veranda of nearly 1000 feet overlooks Lake Michigan on two sides. Table always the best. The beautiful lawns, shrubs, flower beds, tennis courts and nearby sandy beach add to the enjoyment of its guests. One can enjoy all the summer gaieties or find restful quiet among its shady, sequestered surroundings. Tourists and transient guests have every attention. Booklet free on request. Address Manager, 51st Blvd. & Lake Shore, Chicago, Ill.

Spend your vacation at Valhalla in Lake Shetek. Fishing, Boating, Bathing Beautiful Parks and Cottages. Valhalla Summer Resort. Fairy-Land of Minnesota. Hotel Service Superb, Special Rates to Families. RUDOLPH BEAL, Manager. Lunches Will Meet Trains Near Curries and Garvin. P. O. Address, BLATTON, MINNESOTA.

Jetter's GOLD TOP THE PERFECT BEER. A luncheon is more complete, an evening call more enjoyable by a bottle of Gold Top. Pure barley malt, choicest grade hops, pure spring water, combined by the most perfect brewer's art. Develops your appetite and your energy. Promotes your comfort and health. Produces profound and refreshing sleep. Jetter Brewing Company Telephone No. 8, South Omaha. Omaha headquarters, Hugo F. Bill, 14th and Douglas, Tel. Doug. 1542; Council Bluffs headquarters, Lee Mitchell, 1013 Main St., Tel. 80.