LEAGUERS TO HUNT IN MEXICO

They Will Follow Plan of Bridwell to Keep in Trim.

GOING AFTER WILD TURKEYS

Stark, Griggs and Mitchell Will Shoulder Guns at End of the Season and Hike Across

Border. NEW YORK, July 223-If beneficial re-

sults accrue as they did when "Al" Bridwell of the Giants spent his winters in bunting to maintain physical strength, the fature holds much in store for three promsing young major league players. The men are "Dolly" Stark of the Brooklyn National league club, Arthur Griggs and Willie" Mitchell, members of the Cleveland American league team. Bridwell's experience may have some-

thing to do with the proposed trip of the three players. If Stark, Griggs and Mitchell play better in the season of 1912 'fans' can attribute their work to the outdoor life which they will lead in Mexico this coming winter shooting wild turkey and quail, and grappling with bears, if there are any. As soon as the major league are over Stark, Grack and Mitchell are to go to San Antonio, a city in which all three began their early professional experiences. There they will be

San Antonio team, who has been engaged minor league base ball for more than ten years, and by a few members of the San Antonio (Tex.) league nine. An old wagon will be secured, packed with provisions and armament and the winter's trip will begin. For five months

the boys will rough it in the open, breath-

joined by George O. Leidy, manager of the

ing in the fresh air. Brooklyn "fans" have taken kindly to Starks. He is ambitious, always hustling. and in time he should make an excellent shortstop for the team. The future for Stark is one of great possibilities, as it is for every youngster who tries to break in with a major league dlub which needs a strong, reliable shortstop. If Stark takes the best of care of himself a place for ten or more seasons to come is awaiting him. Should be develop as fast as he gives indications at times of doing he should make one of the best shortstops Brooklyn has ever had. If he succeeds in playing the important infield position with certainty it will be unnecessary for Brooklyn to try out two or three different men for the

Only one fault has been found with Stark this year. That is his batting. In the early part of the season he seldom hit a ball out of the infield, but just before he was forced to retire a few weeks ago, on There was a reason for Stark's weak hitting. Cigar smoke irritated his eyes and for a long time he was unable to see a curve ball well.

his position at the plate is one of as surance. He does not take a long grip on the bat, but a medium hold, and when the ball comes toward him his eyes and bat work in unison. He steps into the ball with determination and if when he gets back in the game he doesn't hit better than he did before he was sent to the hospital it will be a surprise

Stark says that he has learned his lesson about smoking. He thought some of the old men were "handing him hot air" when they told him that smoking would affect his eyesight. Year before last Stark batted over the .300 mark. Last season his eyes were so bad that he hit at only a .230 clip. Asheville he gave up smoking and since has noted a wonderful improvement in his

Stark was not born in Memphis, Tenn., his present home. None other than the village of Starkville was the one in which he first saw the light of day. The town was named after one of his forefathers but which one Stark confesses he doesn't remember. He says the south is full of Starks, the name being as popular as

Harroun May Meet Mulford at Brighton

Sensational Race Planned to Be Run in Connection with Twenty-Four-Hour Contest.

during the twenty-four-hour automobile tending to many of the big cities of Canrace at Brighton beach on August 4 and ada, including Winnipeg and Vancouver, Harroun, winner of the 500-mile race at 9, at St. Louis on September 12, Philadel-Ralph Mulford, runner-up, in a special ber 18 and end the trip against the pick of event at the same distance. Of course, the New York state amateur league on Harroun would have the Marmon Wasp, September 19. which he handled at the brick speedway, A few weeks later the London Casuals

miles while the twenty-four-hour contest September 23. to start at the same time as the twenty- Young Australian League of Boys and will the club house and need not depend upon miles they may continue, taking up the 5, reaching Sydney on August 28 and artwenty-four-hour grind if they care to. riving at San Francisco on September 23. not resemble the Indianapolis contest in themselves well in boxing, swimming, ers, has been making the round of the any way. In the first place, it would be wrestling, running, etc. Soccor games have tournaments this summer and the four driven at night-most of it, at any rate, been arranged through the west and in have ranked well up in each of them. The vastly different from the makeshift of Newark. The Pennsylvania league has sippl event. concrete and dirt at Brighton. Motorists scheduled a game for this city. hope, however, that Moross will be sucand Mulford in competition would be made R. G. Thomas, P. A. Sergeant and R. R. L almost doubly entertaining

Another feature is promised. Bob Burman says he will try to drive a "fastest night mile" in the Blitzen Benz. With the twenty-four-hour race, Mulford and Harrearing around the mile circuit, Brighton ought surely to see the sensational.

HOW JAKE GOT INTO GAME In Business.

able for Jake Doubert's decision to lyn first baseman as a boy was employed brothers followed in his footsteps. Every opportunity Jake had he was playing ball. He made his professional debut with the

Kane club, which later blew up. He then threw his fortunes with Marion, another Pennsylvania team. It was while playing with Marion that Tom O'Brien, scout for the Clevelands, saw him and recommended

The Marion club, like the Kane club, also blew up and Jake went back to work in the mines. Cleveland ordered him to report in the spring of the next year, Jake says he will always remember his last day's work as a miner. Through a hit s work as a miner. Through a bit carelesaness he was nearly killed. The claim 'em.

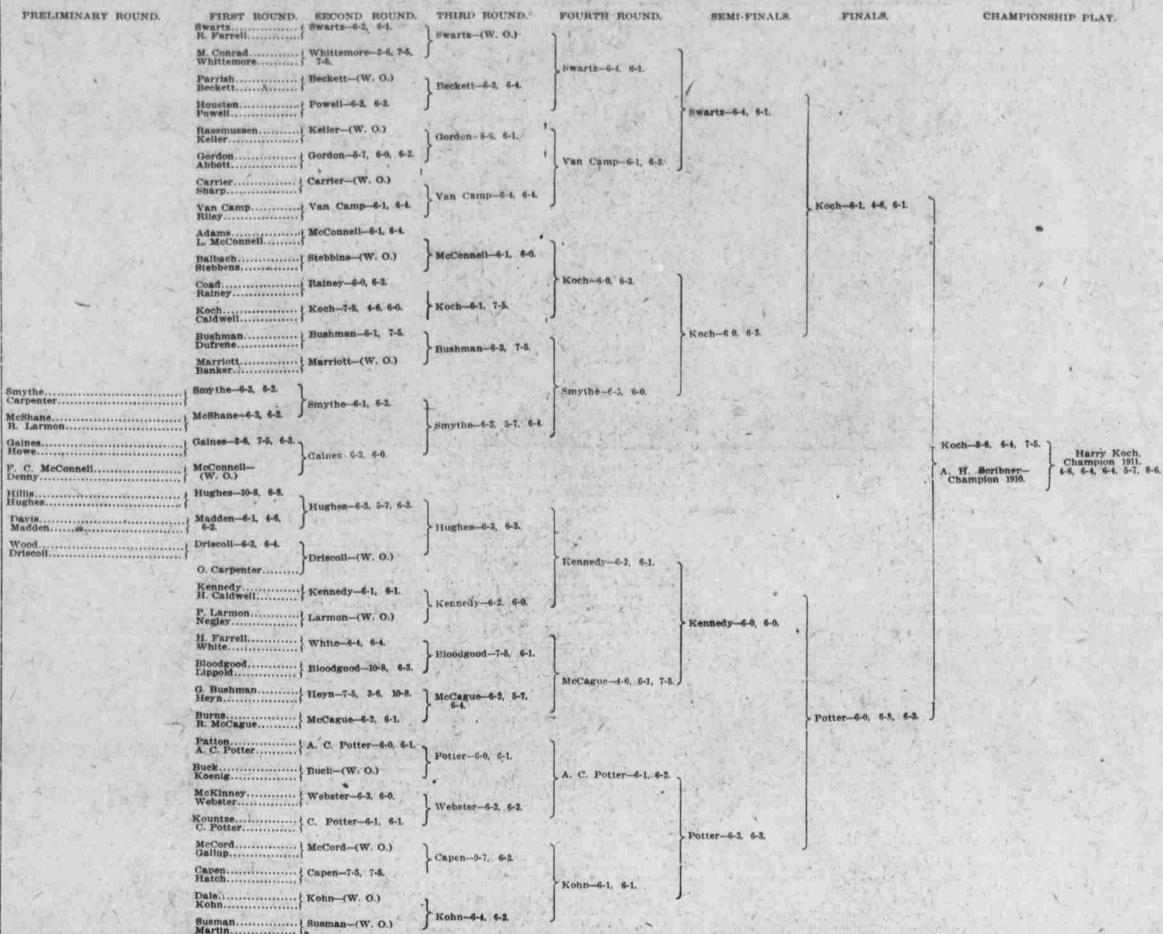
The most interesting examples of caulified to baseball and give up flower ear and smeared noss we have ever seen were possessed by men who never it on the Giants in aggressiveness and hitting and also pitching."

The seir-steas of the forgets to cannot hold up and will not.

"New York is likely to give the Cubs a is not worried by this kind of fighting as was shown in his workouts with Jean-seen were possessed by men who never to the Giants in aggressiveness and hitting and also pitching."

The negro tried to make Morris follow. of carelesaness he was nearly killed. The superintendent of the mines told him it

Omaha City Tennis Tourney, Field Club Courts, July 17-22, 1911



WILL IMPORT ENGLISH GAME Golfers to Be Well This spring, when the Superbas were in Corinthians Will Come to United States Next Fall.

COME WEST AS FAR AS CHICAGO After Playing Series of Games Canada and This Country They Will Return in Sep-

tember. NEW YORK, July 22,-Designed to aid in increasing the growing popularity of the English association foot ball game, two English and an Australian team will play a series of games in the United States and Canada this fall. The famous Corinthians from London will be the first to arrive early in August.

amateur players, composed largely of college and international foot ballers Arriving on August 3 they will play in inder way to present a special feature Toronto on August 5 and after a tour ex-Promoter E. A. Moross wants Ray they will appear at Chicago on September ndianapolis on Memorial day, to meet phia on September 16, Pawtucket Septem-

the towns in which the Corinthians ap-The plan is for these men to race 500 peared. They are to open in Toronto on

leave Fremantle for America on August Moross says he is willing to put up a purse The party is made up of forty boys from of \$3,000. Aside from the fact that Harroun 16 to 19 years old, who are not alone expert would be meeting Mulford, this race would at the soccor game, but can also acquit Edwards, with three other El Paso play-Also, the brick surface at Indianapolis is New York, Philadelphia, Fall River and entire four will play in the Transmissis

The Corinthian team will consist of G cessful in carrying out his plans. A twen- G. Newman, goal; F. N. Tuft, J. E. Snell ty-four-hour race is always a picturesque and W. U. Timmins (English International) and interesting spectacle. With Harroun H. G. Howell Jones (Welsh International) Bradell, halfbacks; S. H. Bay (English International), C. E. Brisley, B. O. Corbett (English International), A. L. Corbett (Eng. lish International), G. C. Vassall (English International), R. C. Maples, H. C. Bache roun's machines and the Blitzen Benz (Cambridge captain) and L. Bickersteth (Oxford captain), forwards. C. Wreford Brown, president of the Corinthian club,

will have charge of the team. The schedule of games is as follows: August 5 at Toronto, August 7 at Hamilton, Daubert Plays Ball When Defeated Ont.; August 9 at Toronto; August 12 at Montreal, August 14 at Cobalt, August 17 pare them with the other clubs. I could NEW YORK, July 21.-Failure to obtain at Fort William, August 19 at Winnipeg, the location desired for a cafe was re- August 21 at Regina, August 24 at Edmon- prejudice, because I had been with them ton, August 26 at Calgary. August 29 at for so many years. I wanted to ascertain know he is a clean sort of fellow and make base ball his profession. The Brook- Vancouver, August 31 at Ladysmith, Sep- if there was not another team which could sincere in all he attempts. The only thing tember 2 at Victoria, September 4 at Van- take the championship away from Chance. we figure Morris needs is more heavy men in the coal mines in the neighborhood of couver, September 3 at Chicago, September But I must say honestly I do not think to fight. After he has met Flynn and home in Liewellyn. Pa. His father 12 at St. Louis, September 16 at Phila-there is. had been a miner, and Jake and his two delphia, September 18 at Providence, September 19 at New York.

The team is due to sail for home on September 30 from New York.

Musings of an Old Sport.

Entertained During the Transmississippi

Automobiles Are to Be Provided for the Use of Visitors During the Entire Week.

Plans for the entertainment of the visiting golfers during the last week occupied the gerater portion of the time of Jerome Magee and the committee of local men who are working with him in arranging for the Transmississippi golf tournament, which is to be held in Omaha, August 14 to 19. A special committee has been appointed to take charge of entertaining the contestants and it is the intention of the committee to plan some sort of an affair of pecu-The Corinthians are England's finest with the sleeping hours of the golfers. Al- follows: ready plans have been worked out for several of the evenings, but the committee refuses to disclose any of its plans until the whole scheme is complete.

It is also planned to assemble a large number of automobiles which will be at any of the eastern clubs. Everybody out the service of the visiting players while they are in the city. They will be taken and Mulford would be at the wheel of his are to arrive and may play in many of between their hotels and the grounds in the machines and the system will be worked out to such perfection that when one of the visitors wishes to use a machine is in progress. A condition is that they are Another visiting team will represent the will be provided with one by the clerk of

some chance acquaintance. The only entry of importance during the week was that of P. J. Edwards of El Paso, Tex., who is reputed to be a large sized luminary in the golfing consellation.

Kling Names Cubs to Win Pennant

BOSTON, July 22.-John Kling, formerly of the Chicago Cubs, now of the Boston Rustlers, has issued a rather interesting pegnant forecast. Surprising as it may seem. Kling names the Cubs to win the pennant-not the Rustlers. Reasons why Chicago will take another National league flag are presented most plausibly. What Kling said follows:

"When I left the Cubs there was one thing I wanted to do. That was to com- of Johnson, and it is figured he will more not do this before without just a little

"Of course, I may be wrong, but it is team in the league. Philadelphia looks Morris can whip any fighter near his By the time some of us make up our mind they're backing up the wagon.

Being broke can't hurt a man unless he permits himself to get used to it.

A knock sticks where a boost giances off—but some day that'll all be changed.

The trouble about postponing the day of reckoning is that they make us take a rain check.

The only man who ever denied us the right to be happy wore our own hat.

The self-kicker often ships his promises as perishable freight and then forgets to claim 'em. not seem to have a weak spot on his club. delphis has a good hitting club, but Dooin heavier opponent out of his with by work certainly does not hope to win the bunting ing around him and darting in and out

HE FIGHTS LIKE THE CHAMP At First Morris Fought with Wide Swings, but Since He Has Been Training He Has Been

Doing Much Better. CHICAGO, July 22.-"I am confident Carl Morris can beat Jack Johnson." So spoke Frank B. Ufer recently in this city. The here trying to arrange a bout between Morris and Jim Flynn. Such a statement was to be expected from a man who is spending money-his own or somebody liar interest to golfers for each night of else's-to make a champion of Carl Mor-"tourney" week. These entertainments are ris. It may be taken at its face value. to be snappy and to the point and are to Ufer, however, did issue an interesting he short so as not to interfere in any way statement regarding Morris. What he said

> "People in the middle west and east are a little skeptical about Morris, although to see him. He has never fought there and would prove a big drawing card in west is sure of our man Morris, and they would back him to the last man. He car whip Flynn in twenty rounds. Of that I am certain, and so is everybody else who has followed the man: After whipping Flynn we think Johnson the next in line

"We have had several boxing partners for Morris in Tules and a few matches but none has given our man a fair trial Shreck furnished only an exhibition match for Morris. Shreck was taken to a hotel after the fight and it was a half hour before he was able to walk. Morris, with one of his short-arm jabs, knocked the man across the twenty-four-foot ring. Before that he had spilled him out of the

None Good Enough for Him. 'Several other men encountered Mor-

ris, but none seemed anywhere good enough for him. Hart was easy for him. The only man who was a good partner for him was Joe Jeannette. All these men were good in their line a few years back and should be able to go at least three rounds or four. Hart was completely exhausted at the finish of three rounds. "We had Joe Jeannette there for aix weeks and he was the only man who gave Carl a fair tryout. Jeannette is a frisky fighter and had been conceded a great

chance to whip Morris "At first Morris fought with wide swings and did not cover up well, but since he has been training he is handling himfast jumps. His style is much like that than overcome the champion's experience. "I have known Morris since long be fore he entered the fighting game, and I shown what he can do we are going after "Of course, I may be wrong, but it is big game, and challenges will fly then my opinion that Chance still has the best We are confident out in Okiahoma that good, and so does the Glants' team, but weight in the world as we are that he can the Cubs surpass both. Why, Chance does put Flynn out in a low number of rounds. self wonderfully well. He has a short jab with each arm that is as dangerous as means. Find me a set of twirlers who can feet a inches and weighs 25 pounds. His reach of forty-eight inches in hard to overcome by any fighter and he is fast becoming a shifty man on his feet.

with only Alexander and Moore. They with an occasional punch, keeping the

UFER CONFIDENT OF MORRIS him, but Morris waited his chance for real off in Wyoming. Another one, localized, fighting. He follows his man, but does is brewing. A Sheridan dispatch to the not seem to be worried in any way by the New York Herald says:

> Some thirty years ago a diamond boom is such that diamonds in large quantities was hatched in San Francisco and pulled may be discovered in that section, and as

Believes that He Will Be Able to Put DIAMOND DOPE IN WYOMING nounced that the formation of the Big Horn mountains lying west of Sheridan,

a result northern Wyoming is infected with he diamond fever. Diamonds in the rough are not numerous

in the Big Horn towns, and the would-be liamond prospectors are not cure wh ing the idea that when taken from the ground diamonds are ready for the setting. The information that diamonds may be found in the Big Horn came to Sheridan in a letter from E. Gillette, formerly stars

for the statement is H. N. Darton of the government bureau of mines. This bureau, under Mr. Darton's supervision, has been engaged in a study of the Big Horns, especially as regards the 'black dykes' those mountains, It has been determined that the comp

sition of these dykes is exactly the same as that of the black dykes of South Africa in which the great diamond mines of that country are located. In South Africa these dykes come from far down in the earth, and are like chimneys filled with clay Similar formations are found in the Big mine experts to make exhaustive analyses of the contents of the dykes. The announcement that diamonds may be found in the mountains followed the work of the bureau.

How to Cure Corns Rome Treatment for Poot Troubles Brings Instant Relief.





The Follies of Advertising

Mistakes That Need Not Be Repeated

There have been countless mistakes made in advertising, and someone paid the penalty for each.

Someone learned a lesson.

Countless moves have proved very successful, and someone knows the reason.

You are using ideas which others proved fallacious. You are making mistakes for which

others paid dearly. You are doing some things which other men do better.

And there are many maneuvers, unknown to you, to which other men owe their success.

Suppose you had access to all this experience—in a thousand separate

Suppose every question could be an-

swered correctly by someone's proved Suppose every selling idea, right or wrong, could be followed by you to its

Suppose a thousand advertisers taught you all the lessons of their thou-

sand business lifetimes. Don't you think it would help you to mark your own course? Don't you think it would save you mistakes?

We have for decades been in intimate contact with leaders in a thousand

We have been their advisers—their co-workers-in all that pertains to sell-

We have kept familiar with their every move. We know every steppingstone, every pitfall they encountered.

290 Fifth Avenue, NEW YORK

Their every maneuver, whether it failed or succeeded, is recorded in our Books of Experience.

From this mass of data, in the course of years, we have evolved a new science, called Strategy in Advertising. It comes from combining a myriad

experiences into certain fixed rules of procedure. It has revolutionized advertising in

our institution. It is doing in a month what once took years. It is doing cheaply what once was expensive. It is doing safely what once was a gamble.

Since the advent of Strategy, based on endless experience, the whole science of advertising has assumed a new

The methods and results are now, for the first time, set down in a book, illustrated by many examples. It is the most interesting, most helpful book ever issued on advertising.

Whoever has a selling problem is welcome to this book. The ablest man will find instruction in it. We are glad to send it as an insight to this Agency's

Cut out this reminder; put it in your pocket. Then, when convenient, write us for the book.

A Reminder

to write Lord & Thomas, Trade Building, Chicago, for their latest book, "Real Salesmanship-in-Print."

LORD & THOMAS

Advertising

132 North Wabash Avenue. CHICAGO