

Terrible! Terrible! Jeff, You Deserved It

Drawn for The Bee by "Bud" Fisher



WOMEN BOOST FOR HIGHWAY

State Consul Has Plan for Them to Sell Certificates. FEBRUARY FOURTH SET APART Each County and Town Consul and at Least One Young Woman in Each Town to Read Certificates to One Purpose.

A one-day campaign by young women in every Nebraska town through which the Lincoln Highway passes is being planned by H. B. Waldron, state consul for the international thoroughfare, for the sale of Lincoln Highway certificates. Wednesday, February 4, has been designated by Mr. Waldron as "Campaign day," and the organization is fast being completed to make the effort to get new members for the association a splendid success.

All the time of each county and town consul and at least one additional young woman worker in each town, will be devoted exclusively to the sale of Highway certificates on that day. A large increase in the Nebraska membership of the Highway association is expected to result from the campaign, as many motorists and other public spirited citizens will then be reached, who so far have not been solicited to join the movement for better roads.

At least one good live solicitor will assist the town consul in each locality. State Consul Waldron, who has taken over the work of H. E. Fredrickson and is now conducting the highway business matters from his offices at 1066-57 Omaha National bank building, is in close touch with all the county and town consuls and his plan for the special campaign day is meeting with enthusiastic co-operation.

Saddle Mare Wins Show Ring Honors

An Omaha saddle mare that won high prizes from Denver horse lovers for her performance in the show ring last week was Tom Dennison's chestnut beauty, Fashion Denmark.

Fashion made a spectacular entrance into the Coliseum, kneeling to the audience and making her prettiest bow after entering the ring. She then marched across the arena and pivoted. When the handplay of a cakewalk Fashion tripped the light fantastic in a manner which made the audience enthusiastic, doing the difficult feat of changing her gait at regular intervals at the same time.

The mare was handled by Tom Bass of Mexico, Mo., probably the best known expert in his line in the United States.

HASTINGS COLLEGE FIVE TRIMS KEARNEY NORMAL

KEARNEY, Neb., Jan. 25.—(Special.)—Hastings college defeated the Kearney State Normal, 51 to 20, in the first game of the season at basket ball last night. The Normal at no time were in the lead, although the game was a tie for a part of the first half. Kell played a star game for the locals and honors were even between H. Pratt and Dimp Dunlap for the visitors.

The Community club team of Kearney defeated the Normal seconds, 37 to 35. The game was a tie at the end of the hour, and thirteen minutes were added to decide the winner. Lineup:

HASTINGS: C. Pratt, L. F. L. F., Kell, H. Pratt, R. F. R. F., Hotchkiss, Dunlap, G. L. G., Saunders, Kline, R. G. R. G., Davies, Substitutes: Warshaw for Hotchkiss, Davies for Moore, Free throw: Kestner. Goals: H. Pratt (6), Dunlap (7), Kline (1), Kell (7), Davies (1), Hotchkiss (1). Goals from fouls: H. Pratt (5), Kell (5). Referee: Tollefsen and Orr.

GRAND ISLAND COLLEGE QUINTET SCORES VICTORY

GRAND ISLAND, Neb., Jan. 25.—(Special Telegram.)—The Grand Island college basket ball team defeated the Central City college team last night by the score of 43 to 18. Flynn for Grand Island shot eleven field goals, some from the middle of the field. Holt of Central City featured in free goal shooting. Lineup:

GRAND ISLAND: CENTRAL CITY. Flynn, R. F. R. F., Messner, Thompson, G. L. G., Saunders, Proudfit, R. G. R. G., Ehausen, Lowrey, L. G. L. G., Barnes, Substitutes: Taft for Thompson, Field goals: Grand Island, Lowrey, 2; Flynn, 11; Taft, 1; Richards, 3; Thompson, 2; Central City, Holt, 3; Messner, 1; Ehausen, 7. Free goals: Grand Island, 1; Central City, 5.

Will Sign with Yanks. NEW YORK, Jan. 24.—President Frank Farrell of the New York American league announced that he had come to terms with shortstop Roger Peckensbaugh and Utility Player Roy Hartzel for the season of 1914. They will sign contracts at once. Both have been ordered to report at Houston, Tex., March 1.

Robber Sold to Sacramento. HASTINGS, Neb., Jan. 24.—(Special Telegram.)—William Robber of Hastings, for three years catcher for Oakland, in the Pacific league, has been sold to Sacramento in the same league and will leave for training February 26.

FEDS SIGN UP EIGHTY-THREE

Outlaw Magnates Give Out Report of Players Bagged. RUMOR OF DEFECTION IS DENIED Weegham Says Nothing to Widely Circulated Report He Would Buy St. Paul Club in Association.

CHICAGO, Jan. 25.—Magnates of the Federal league, after two secret committee sessions, today issued two optimistic reports, one of 127 players had been signed, eighty-three of whom were major leaguers, and the other that construction of all stands would be under way next week.

Among the eighty-three big leaguers are Rollie Zeider of the New York Americans, who, it was announced, signed a contract last night to play with Tinker's Chicagoans, and William Bradley of the Toronto International league team, who signed to manage the Toronto Federals. Zeider accepted the Federal terms after Arthur Irwin, the Yankee's representative, had declined to promise him a \$5,000 salary and a chance to play third base. Bradley gained fame as an infielder with Cleveland.

The committee which heard reports on players consisted of Walter Mullin, Buffalo; E. H. Hanlon, Baltimore; and Charles Weegham, Chicago. The committee on stands, to which was referred reports on contracts and plans, consisted of Edward Stelinger, St. Louis; President J. A. Gilmore and Edward E. Gates, Indianapolis.

Everybody concerned denied a widely circulated report that the St. Paul American Association team was to be purchased by Weegham and transferred to Chicago. Weegham said he would stand by the Federal league and President Chivington declared there would be no change in the American Association.

Only Press Clippings. A large envelope with the name of Charles Ebbetts of the Brooklyn Nationals and addressed to Charles Weegham caused some excitement when it arrived at the headquarters of the Federal league today, but when it was opened it was found to contain only press clippings. Jack Holland, the St. Joseph magnate, who was expected to arrive today to talk with Joe Tinker concerning Alexander Zwilling's signing with the Federals, did not appear, according to Tinker.

The signed contract of "Doc" Russell, pitcher, was received at the offices of the Chicago American league club today.

Ward Miller, former Cub outfielder, today admitted at his home in Dixon, Ill., that he had signed with the St. Louis Federal League club. He said he will receive a \$10,000 increase in salary and that his contract is for three years. Gilbert's Contract Received. BOSTON, Jan. 25.—The signed contract of Larry Gilbert, hard-hitting outfielder of last year's Milwaukee team of the American association, was received today at the Boston National club headquarters. Gilbert had been approached by Federal league agents and at one time was reported to have signed with the new league.

Signs with Outlaws. LOS ANGELES, Cal., Jan. 25.—Chester Chadbourne, outfielder of the Portland team of the Pacific Coast Base Ball league, signed today a contract to play three years with the Kansas City Federals. It was understood his salary would be \$2,000 a year.

Will Fight for Cole. NEW YORK, Jan. 25.—Frank Farrell, president of the New York Americans said tonight he would ignore Russell Ford, his former star pitcher, who has jumped to the Federal league, but says he will fight to the limit for "King" Cole, the former Cub, who was drafted by the Yankees from the Columbus club.

Farrell admitted he could do nothing until Cole appeared in a Federal uniform. "I will say, however, that Cole is my property; I invested money in him, and I will go to the limit to get this man," he added.

Farrell said he believed Sweeney had not jumped to the new league. He admitted Scout Arthur Irwin was sent to Chicago to sign Zeider and Sweeney, but because a member of Sweeney's immediate family was dead, Irwin decided not to try to do any business with the catcher until next week.

Arlington Defeats Blair. ARLINGTON, Neb., Jan. 25.—(Special Telegram.)—Arlington High beat Blair 14 to 6 in a much one-sided game of basket ball by the score of 99 to 18. Referees: Rice and Clark.

Best Treatment for Constipation. "My daughter used Chamberlain's Tablets for constipation with good results and I can recommend them highly," writes Paul B. Babin, Brushy, La. For sale by all dealers.—Advertisement

BEATRICE TAKES FAST GAME

South Omaha Defeated, but Only After Game Fight. ONLY NINE POINTS DIFFERENCE Gage County Players Find Mastic City Quintet One of Hardest Teams to Beat on Their List.

Fighting to the end, as if the goal were life, South Omaha High school lost one of the hardest fought basket ball games ever played on the local floor to the Beatrice High school five by the score of 29 to 20 Saturday evening in the South Omaha gymnasium.

The Beatrice five looked for an easy victory, but were soon surprised to find out that the locals knew a little about basket ball. The first half opened with both teams rushing the play, but Beatrice soon forged ahead with a safe margin. South Omaha followed up doggedly and the first half ended with the score of 15 to 4 in favor of Beatrice.

In the second half the South Omaha team played even harder than the first while the Beatrice team was fast becoming winded. Foley, the fast South Omaha right forward got away with four baskets in this half. Captain Herman of the Beatrice squad was thrown violently against the wall and knocked almost unconscious. He soon recovered and the game was resumed. In this period South Omaha scored fourteen points while Beatrice scored only nine.

Foley, the little captain of the South Omaha team, was clearly the star because of his fast basket shooting and floor work. The entire team played a splendid game, although they were outwaged by at least twenty-five pounds to a man.

The lineup: SOUTH OMAHA: BEATRICE. Foley (4), Nixon (2), Leach (3), Beatrice, Herman, Adams (3), LeBas (4), Cook, Riddell, Foul throws: South Omaha Foley (4); Beatrice, Herman (2), Foul: South Omaha, 14; Beatrice, 11. Points awarded: Beatrice, 3. Referee: Miller. Timekeepers: Patton and Jones. Scorer: Patten.

Linn Leads in the Basket Ball Play

In the Commercial Basket Ball league a comparison of the records of individual players gives Linn and Burkenroad of the Pirates, Nolan of the Telephone quintet and P. Quackenbush of Bellevue the highest honors in the order named on number of points scored in games so far this season.

Following is the full record of individual standing in the league:

Table with columns: NAME AND POSITION, Points Made, Free Throws Made, Free Throws Attempted, Field Goals Made, Field Goals Attempted, Games Played. Lists players from NEBRASKA TELEPHONE CO, BELLEVUE, OMAHA HIGH SCHOOL, and MAGEE & DEEMER.

MUST CUT THE ROUGH STUFF

Students of Home Teams Shall Not Rattle Visiting Nine. PLAYER WILL HAVE TO BEHAVE New Rules of National Collegiate Athletic Body Provide that Nobody Shall Bother Bateman.

URBANA, Ill., Jan. 25.—Base ball games in the western conference will be peaceful and gentle if the new rules of the National Collegiate Athletic association, made public today, are adopted. The rules provide:

- 1. The catcher shall not, during actual play, speak at all to the batsman, except where the occasion requires a bona fide word of caution, and in speaking to the pitcher the catcher must not use words reflecting or calculating to reflect on the batsman or any other member of the opposing team. 2. No members of either team shall call or shout during the game to any member of the opposing side, except to caution him against some danger, nor behave in any indecorous or unseemly manner. 3. There shall be no oral coaching from the bench. 4. The so-called encouragement of the pitcher from the outfield shall be stopped, or at least minimized. 5. The umpire shall warn a player for an infraction of the rules and then exclude him from the game. 6. The students of the home team must not cheer in any such way as to "rattle" the opposing team. 7. The conference board will not hold a meeting until June and it is considered unlikely that any action on the rules would be taken to affect the 1914 season.

BREECE ELECTED HEAD OF THE WICHITA CLUB

WICHITA, Kan., Jan. 25.—Daniel Breece of Wichita was today elected president of the Wichita Western league base ball club. "Nick" Maddox, formerly of the Kansas City American association club, was named manager.

Two Contracts Received. DETROIT, Jan. 25.—The signed contracts of Walter Pipp, first baseman, and Shortstop Fitzsimmons were received today by the Detroit American league base ball club. Pipp played a few games with the Tigers last season and Fitzsimmons is a recruit from the Spokane team.

First Defeat for Crete. GENEVA, Neb., Jan. 25.—(Special.)—The undefeated basket ball team from Crete met its Waterloo on the home floor last evening, the Geneva team defeating it 20 to 18. This is the first time that Crete has been defeated this year.

Persistent Advertising is the Road to Big Returns.

SIoux CITY CLEANS OMAHA

Basket Ball Squad from Up River Returns Victorious. DUTCH PLATZ AND MURPHY MIX High School Foot Ball, Basket Ball and Base Ball Star Plays Horse with Husky Sioux by the Name of Murphy.

The husky and somewhat rough basket ball squadron conducted a successful invasion of Omaha Saturday and capped the climax of said invasion by plastering warts all over a team representing the local high school. The boys on the hill were simply outclassed because not a man on the Omaha team could shoot baskets when he got a free and unobstructed chance while the Sioux City lads rolled up a score of twenty-five points, which was just seven points more than Omaha could amass.

Both teams informed Referee Hascall that it would be appreciated if the game were permitted to be "medium loose." Hascall accommodatingly agreed and he let the boys romp to their hearts' content. In a few minutes Coach Stewart appeared upon the scene whimpering and pleading that little Dutch Platiz be restrained from throwing Irish Murphy, who weighs about thirty pounds more than Platiz, all over the floor. The mutual love between the Irish and the Dutch was manifested between Platiz and Murphy and the duo had a great little scrap whenever they were together. Platiz had a shade on the Sioux City chap because he was the fastest and he was willing to go to the floor while Murphy disliked to skin his knees.

Some of the Omaha boys suffered severe roughings, but they stuck to their initial declaration to play loose and they didn't object. Bauman was the recipient of a bloody nose, which necessitated his removal in the second half. The lack of forwards who could shoot alone beat the high school. With Hughes in the game it would have been a runaway because of the local team's superior prowess at playing the floor and guarding. Lineup:

SIoux CITY: OMAHA. Gardner, R. G. R. G., Smedy, Plotow, L. F. L. F., Proctor, Berry, Wirth (6), Gardner (2), Aldrich, Platiz, Substitutes: Larmon for Gardner, Gardner for Bauman, Field goals: Bauman, Plotow (6), Gardner (2), Platiz, Smedy, Wirth (6), Murphy (3). Foul goals: Kline (2), Aldrich (2). Fouls committed: Omaha, 12; Sioux City, 6. Referee: Hascall. Timekeeper: Carns. Scorekeeper: Sutherland.

KLING TRIES FOR K. C. TEAM

Holland Says He Will Represent Western League. CONFERS WITH TEBEAU TODAY If Association Owner Refuses to Consent to Invasion of Field, Effort Will Be Made to Buy His Club.

ST. JOSEPH, Mo., Jan. 25.—(Special Telegram.)—That John Kling, last year's catcher for the Cincinnati Reds and a former member of the Boston Nationals, will get the Western league club to be transferred either to Kansas City, Mo., or Kansas City, Kan., was the statement here today of John Holland.

A talk with Kling at Kansas City, where he owns a pool hall, brought out the news that he will confer tomorrow with George Tebeau, owner of the Kansas City American association franchise, and will try to reach an agreement. If Tebeau refuses to allow the invasion of the Western, an effort will be made to buy his club, thus gaining the end sought by the Western league's board of directors.

Cornhuskers Permit Nebraska Wesleyan Five to Walk on Them

LINCOLN, Neb., Jan. 25.—(Special Telegram.)—Nebraska's basket ball team went down to defeat before the whirlwind Wesleyan five last night, 24 to 18, in a desperately fought game, the result of which hung in the balance to within the final minute of play.

Fets by a spectacular basket put the University Place lads in the lead, and they followed it up with two more goals, clinching the game. Nebraska played indifferently during the greater part of the game and this spelled defeat for the Huskers. The summary:

WESLEYAN 5: NEBRASKA 18. Kestner (3), B. F. B. F., Shields, Kline, L. F. L. F., Haskell (3), Hughes, C. C. C. C., Myers, Johnson, E. G. R. G., Howard, Vinton, L. G. L. G., Hughes, Substitutes: Fets for Hughes, McGee for Johnson, Hanslik for Shields, Finley for Myers, Hawley for Howard, Howard for Fets, Field goals: Kline (2), Kestner (2), Hughes (3), Fetz (4), Vinton (2), Shields (3), Haskell (3), Myers (1), Howard (3). Free throws: Kestner, two out of four attempts; Haskell, two out of nine attempts. Fouls called on: Kline, Kestner, Hughes, Johnson (3), Vinton (2), Shields (3), Myers, Referee: Waugh.

NEW PLAN TO OPPOSE FEDS

Organized Ball to Make International Twelve-Club Circuit. ALL TEAMS TO CONTRIBUTE MEN Proposed, It is Said, to Place Washington, Pittsburgh, Cleveland and Brooklyn in the Circuit.

BALTIMORE, Md., Jan. 25.—The converting of the International league into a twelve-club circuit by placing new clubs in Washington, Pittsburgh, Cleveland and Brooklyn, was said tonight by a reliable base ball authority to be the latest plan of organized base ball for combating the invasion of the Federal league.

To supply the necessary talent of major league calibre for the four cities, it is proposed that all the clubs in the American, National and International leagues contribute players. With the National and American teams each donating two and the International clubs three each, the new clubs would each have fourteen men as a nucleus.

A part of the plan as stated last week, is to have the National commission recognize the Internationals as a major league by the abolition of the draft.

DISCUSS BALL QUESTIONS AT LONG CONFERENCE

PHILADELPHIA, Jan. 25.—Governor Tener, as president of the National league; John A. Heydler, secretary, and D. Leroy Reeves, base ball secretary to the governor, held a three hours' conference here today, at which the question of umpires, the forthcoming schedule, the spring meeting of the league and the reception to be given to the work touring base ball players in New York were among the things considered.

Heydler said the Federal league was making little headway in signing National league players. He intimated that most of the umpire staff of last season has been signed.

Kid Wheelock Loses. BEATRICE, Neb., Jan. 24.—(Special Telegram.)—Kid Wheelock, a light weight of this city, lost to Charles Arsen at Kansas City in the sixth round last night. A blow near the heart put Wheelock down for the count. The two men will meet again February 14.

Avoid Blood Poison by using Bucklen's Arnica Salve on all wounds, bruises, sores, scalds, salt rheum, etc.; prompt relief for piles. Sold for sale by all druggists.—Advertisement

"Talks on Newspaper Advertising"

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

from the distractions of his own business. He is ready to be convinced of something. Moreover, he can't talk back to an advertisement. He cannot engage it in controversy. "But I am not in the mail-order business," says the merchant. "My goods have to be sold by salesmen. It is a matter of talk even though I do advertise. Besides, there is the personal touch—the influence of personality, which you cannot exert through printed advertising." In this the merchant is laboring under two delusions. In the first place advertising that is properly done sells the goods before the customer comes in. Now, all this applies to retail advertising in a newspaper as well as to national advertising. If a merchant makes his advertising educationally descriptive from day to day the things that are leaders in his advertising should be sold to the customer before he enters the store. In his own mind the customer has already bought the article. He is merely coming to the store to supply the want already created through advertising. It is plainly obvious that the clerk who attempts to sell him after he has been "sold" is wasting the time of his employer. It is conceivable that the customer might want to confirm what he has already learned through the advertising, and it may be wise to answer a few questions, but the valuable clerk will not encourage his conversational powers beyond reasonable limit. The printed advertising should be newsy, informative, terse and to the point. It should waste no words. Now, about the "personality" in salesmanship. It is possible to put personality into printed advertising. Type is the silent salesman that works after the store is closed—on holidays, Sundays, when the merchant is sick or well—and yet it is possible to invest this silent salesman with a distinct personality. Some men who never talk have more personality than the most garrulous salesman—in fact it is the advertising into which the merchant has put his personality that leaves and finally makes a definite impression. Through the printed type the merchant can project his own personality. It soon becomes vibrant with his well-known peculiarities. You can see and hear John Wanamaker when you read his advertising. It is distinctly different. You quickly differentiate it from all other advertising, and you soon find yourself looking for the Wanamaker message every morning or evening in your newspaper. It has the Wanamaker atmosphere—and the advertising stands for everything of honesty, peculiarity or sincerity that may be associated with that name. The purpose of advertising is to multiply sales. The great merchants who have used newspaper space intelligently and efficiently are the ones who have built up the volume of sales until it requires all the time and energies of large bodies of salesmen to supply the demand created each day by advertising. Are you one of them? TRUMAN A. DE WEESE.

Selling the Goods Without "Talk"

There are other advantages in the printed word over the old style of "salesmanship by conversation." It is true that you can reach thousands through the printed word while you are talking to one customer—but that isn't the only advantage of the printed page in the newspaper over the talk of the old-time drummer. The man who tries to sell goods through talk wastes thousands of words and every thousand words means a quarter of an hour. How often have you seen a loquacious salesman laboring for an hour to sell a two dollar article the profit on which might be as much as forty cents? If the salesman received four dollars a day, how much profit did the owner of the store make on that sale? You not only reach a larger audience through the printed advertising, but you catch the prospective customer in a receptive mood. If he is reading his newspaper he is in a mental attitude that makes him responsive to argument. He is far away