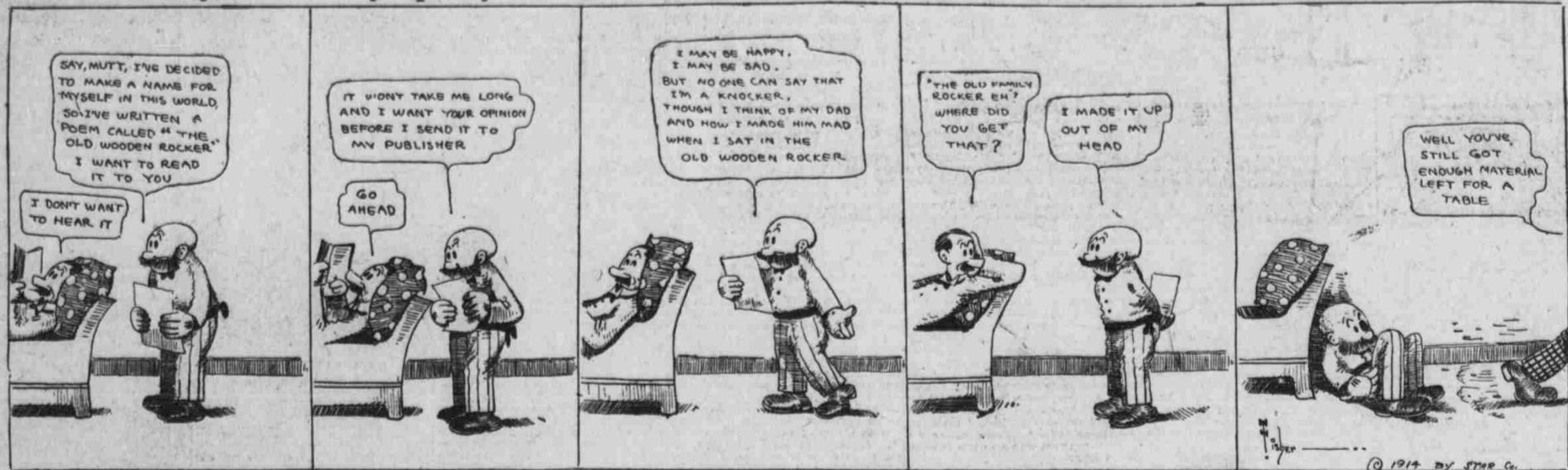


Mutt Evidently Has No Sympathy for the Bards

Drawn for The Bee by "Bud" Fisher



HORSEMEN ALL HAVE CHANCE

Establishing World's Record Within Reach of Each.

FEW RACING LONG DISTANCE

Big Opportunity Existing Right Now for Those Who Have Stock that Has Been Trained for Distance Go.

Most harness horse owners in the middle west do not appreciate the fact that establishing world's records is a sport that is available to them even though their bank balances are of moderate size. That the opportunity exists, however, is made evident from an examination of the records.

It is true that when the breed produces a 2-year-old that trots in better than 2:05, the average man can seldom hope to find a colt equal to the record holder in his small stable. But there are records on the books which animals in training now in Nebraska are capable of surpassing.

Since there is a lot of sentiment connected with the breeding and racing game the average horse owner would rather see his favorite steed's name in the books as a world's record holder than to win a good sized purse.

For instance it probably will be a long time before Uhlman's trotting record of 1:38 for a mile, or The Harvester's mark of 4:154 for two miles, will be beaten; and perhaps Nigam's three miles in 6:554, would be difficult to surpass, but Senator I's record of 19:12 for four miles, a 2:31 gallop—certainly it not invincible and it is a world's record and worth striving for.

Zambra, by McKinley, trotted five miles in 12:21, but the best six-mile trotting record is the sixteen minutes of Longtime (untraced), made in 1902 at the rate of each mile in 2:49.

There are other long distance records, which, it requires no far stretch of the imagination to any, might be beaten by trotters of the middle west if given a fair opportunity.

The half-mile track trotting record, the wagon records and the race records have been pushed down to a point where the odds are on Father Time for the most part, but there are still participants believe are not so difficult. The saddle record for one mile was placed at 2:054 by Country Jay in 1909, but the other champion trotting records under saddle are as follows:

Two miles, George M. Patchen (1883), 4:36.
Three miles, Dutchman (1889), 7:254.
Four miles, Dutchman (1890), 12:51.

Church League May Take Up Base Ball

When the members of the Church League of basket ball teams holds its next banquet, February 13, making the Church league a permanent organization for the entire year will be discussed. A large number of the participants believe that a similar schedule of base ball games in the summer and foot ball games in the fall would be as great a success, if not greater, than basket ball.

HUSSANE TO MEET LAWSON ON MAT AT KRUG TONIGHT

Youuff Hussane, Omaha's aspirant to the wrestling championship of the world, will attempt to take another step upward on the ladder of fame tonight at the Krug theater by throwing Tom Lawson, another of the crop of Canadians who have invaded this country. Lawson arrived in Omaha yesterday and is ready to take on the Omaha Bulgarian. If Hussane is successful in throwing Lawson he will probably be given a match with Jess Westergard.

ATHLETIC MEET GIVES PROFIT TO Y. M. C. A.

The Young Men's Christian association netted over \$200 profit on the big indoor athletic tournament and carnival which was held at the Auditorium January 23. The number of admissions was a slight percentage over 1,500. The expenses of the carnival were very great, but even so, a nice profit was placed in the athletic fund of the association.

Ball Players Entertained. Members of the Alameda base ball team were entertained at the home of Leslie Pickett Sunday afternoon by Johnny Andrews and Leslie Pickett. The afternoon was spent in music and playing cards. Refreshments were served. The members of the team present were: George Suter, Art Siedberg, Walter Spedman, Verne Prober, Jim Suter, Fred Andrews, Johnny Andrews and Leslie Pickett.

Hawkeye Quintet Outplays Aggies

IOWA CITY, Ia., Feb. 1.—(Special Telegram.)—Iowa kept its record of basket ball victories over Ames clean here tonight, defeating the Aggies handsly, 23 to 15. The Hawkeyes had all the better of the game throughout, but missed many easy shots in the second half, most of them rolling off the rim. Parsons played with the Iowa team in spite of threatened attack of appendicitis and held his forward scores. The score at the end of the first half was 11 to 6, in favor of Iowa. Lineup:

IOWA. VonLackum ..R.F. R.F. Dowell
Fields ..L.F. L.F. Sweeney
Carmichael ..C.C. C.C. Holmes
Parsons ..R.G. R.G. Harpell
Jacobson ..L.G. L.G. Hannel
Substitutes: Grissel for Carmichael.
Summary: Field goals: VonLackum (4), Fields (3), Grissel, Jacobson, Dowell (2), Fields (2), Harpell (2). Free throws: Fields (1), Sweeney (1). Referee: Biech, Omaha Umpire: McHenry, Dartmouth. Time of halves: 20 minutes.

BELLEVOUE COLLEGE INDIANS TAKE FALL OUT OF BANKERS

Bellevue college defeated the Omaha National bank five Saturday at the Young Men's Christian association, 23 to 22. During the first half of play the bankers had the edge on their opponents, the period ending 12 to 15 in their favor. In the next half the collegians soon took the lead, which they managed to hold throughout the contest.

Shuardt for the bankers played a star game, making five field goals. Ohman, at center for the collegians, followed next in the number of points made, securing four field goals. Lineup:

BELLEVOUE. OMAHA NAT. P. Quackbush, R.F. R.F. Shuardt
Stookey ..L.F. L.F. Bussing
Ohman ..C.C. C.C. Hoffman
R. Quackbush ..L.G. L.G. Bender
Haldeman ..L.G. L.G. Beck
Field goals: P. Quackbush 3; Stookey, 1; Ohman, 4; R. Quackbush, 3; Shuardt, 5; Bussing, 1; Hoffman, 1; Beck, 1. Fouls called: Stookey, 3; Hoffman, 1; Beck, 1. Omaha National bank's Referee: Carna. Timekeeper: Pariah. Scorekeeper: Sutherland. Time of halves, 20 minutes.

WAYNE NORMAL COLLEGE TEAM BEATEN AT PIERCE

PIERCE, Neb., Feb. 1.—(Special.)—In an exciting game of basket ball at Pierce opera-house Friday evening, the local high school five defeated Wayne State Normal by a score of 23 to 19. The first half went to Pierce by a score of 19 to 9. The basket shooting of the Pierce team featured. This was the first defeat suffered by the normal this season. Lineup:

WAYNE. PIERCE. P. Quackbush, R.F. R.F. Shuardt
Stookey ..L.F. L.F. Bussing
Ohman ..C.C. C.C. Hoffman
R. Quackbush ..L.G. L.G. Bender
Haldeman ..L.G. L.G. Beck
Field goals: P. Quackbush 3; Stookey, 1; Ohman, 4; R. Quackbush, 3; Shuardt, 5; Bussing, 1; Hoffman, 1; Beck, 1. Fouls called: Stookey, 3; Hoffman, 1; Beck, 1. Omaha National bank's Referee: Carna. Timekeeper: Pariah. Scorekeeper: Sutherland. Time of halves, 20 minutes.

OMAHA AMATEUR BASE BALL PLAYERS ARE TO JOIN LEAGUE

A meeting of the Class B Amateur Base Ball League of Omaha is to be held February 12 in the city hall, in the Water board rooms, for the purpose of forming plans to enter the national amateur league now being formed. A meeting of amateur league heads from all over the country is to be held in Chicago on February 20 and 21 for organization purposes, and J. J. Isaacson, president of the local league, will in all probability attend.

ILLINOIS YOUTH HIGH AVERAGE WINNER AT SHOOT

HOUSTON, Tex., Feb. 1.—Mark Arle of Thomasboro, Ill., was high average winner of the thirtieth annual Bunny South handicap shoot, which ended here today. His score for the week was 119 targets out of 125. J. R. Jahn of Keota, Ia., was second, with 113, and H. Kenney of Chicago was third with 107. Mrs. Ad Topperwein of San Antonio, Tex., was high professional with 106; Harry Stevens of New York, second, with 103, and Ben Schwartz of Houston, Tex., third, with 102.

CLEARWATER BOYS WIN. AS DO TILDEN GIRLS

TILDEN, Neb., Feb. 1.—(Special.)—Clearwater high school basket ball teams played the Tilden teams at this place last night, Clearwater winning the boys' game, 25 to 6. The Tilden girls won their game, 25 to 2. The Tilden girls lead the Hickory Valley Basket Ball league, having won every game played so far this season.

BOULDER ROLLS DOWN MOUNTAIN, KILLING ONE

HINTON, W. Va., Feb. 1.—Frank Chilton was killed and Allen Meadows was seriously injured near Thurmond, W. Va., today when a boulder weighing several tons, loosened by recent rains, tore down the mountain side and crushed the motor car on which they were riding on the Chesapeake & Ohio railroad. The men were linemen inspecting the telegraph wires.

LADS ARE AFTER BIG GAME

High School Alumni Want the Oak Park High School.

FOR THANKSGIVING DAY DATE

Fund is Now Being Raised to Bring the Leading Team of Country Here for Foot Ball Game with Locals.

Supporters of the foot ball team of the Omaha high school will probably have an opportunity to see a team representing the local school fight a battle for the interscholastic championship of the United States at Bourke park next Thanksgiving day. After several weeks of indefinite delay a band of Omaha alumni has finally made preparations which will bring Oak Park High school of Chicago here next Thanksgiving day.

Oak Park High school of Chicago has for several years been king of the interscholastic foot ball world. That school has turned out teams which swept all before, east and west. But never has Oak Park played Omaha, and there the alumni got to work.

It will cost something over \$500 to pay expenses for Oak Park to come to Omaha next fall. If the weather is favorable that \$500 would be but a small percentage of the gate receipts, but if the weather is not favorable \$500 would be much larger than the gate receipts. Thus a method to obtain that \$500 was inaugurated.

Petitions Circulated.

Petitions are being circulated around Omaha for business men, graduates of the high school or any Omaha inhabitant to sign. With that signature is the number of tickets which the signer will purchase previous to the contest, so that weather will not enter into the obligation. After an amount surpassing \$500 has been petitioned the alumni will collect the money as fast as possible, put it in the bank and then pay Oak Park's expenses regardless of anything else.

Lester Heyn has promised to contribute heavily toward the expense money and promises that he will see to it personally that the Oak Park team is entertained in a manner that will surpass any other entertainment any foot ball team ever received any time. Tate Matters is tickled over the plan and asserts that he will assist Mills in coaching the local line men so that they will be better prepared to withstand the attacks of the powerful Chicago backfield.

Wyman Beebe, Stuart Gould, Edgar Morris, Ralph Ludwig, N. D. Herdinger, Tate Matters, Karl Baker, Lester Heyn and others of the high school alumni and Omaha business men are lending their efforts to the movement and have started active work. Already one-fifth of the desired \$500 has been raised and it is expected that the remainder of it will be subscribed before the passage of two more weeks.

Sidney Defeats Scott's Bluff.

SIDNEY, Neb., Feb. 1.—(Special.)—Scott's Bluff lost its first game of the season Friday at Sidney. The score was 42 to 21. The team on the second team defeated the Sidney team 15 to 13. The Scott's Bluff team came in on a special train accompanied by 100 enthusiastic rooters. The return game will be played at Scott's Bluff next Friday night. Sidney is now the only team in the western Nebraska league that has not lost a game.

Humboldt Defeats Auburn.

HUMBOLDT, Neb., Feb. 1.—(Special.)—An interesting and exciting game of basket ball was witnessed by a large crowd in the high school building Friday night between the high school teams of Auburn and Humboldt, which resulted in a score of 23 to 12 in favor of Humboldt. Thus far this season the Humboldt team has been successful in every game on its own ground.

Game Drive Arranged.

PIERRE, S. D., Feb. 1.—(Special.)—The people about Midland have arranged for a game drive. At the start each of the four lines of hunters will be twelve miles in length, to be centered along the four sides on a single section, with each line a mile in length. No high-power firearms are to be allowed, and all dogs must be under leash until the central section is reached.

Wins Three Matches.

MELBOURNE, Australia, Feb. 1.—George L. Parker, the California sprinter, today won three challenge matches, the fifty yards in 28 seconds, seventy-five yards in 74 seconds and the 100 yards in 19 seconds.

Oscar Graham with Wickets.

The Wichita club has signed old Oscar Graham, the southpaw pitcher who broke in as a regular on the Humboldt team a dozen years ago and played here a couple of seasons. Graham was a clever twirler in those days.

Edgar Team Overwhelmed.

ALEXANDRIA, Neb., Feb. 1.—(Special.)—The Alexandria High school team defeated Edgar High school Friday by a score of 18 to 20. The game was characterized by the fast and brilliant playing of the local team.

Billionaires and Constipation Cured. If you are ever troubled with biliousness or constipation you will be interested in the statement of R. F. Erwin, Peru, Ind. "A year ago last winter I had an attack of constipation. Seeing Chamberlain's Tablets as highly recommended, I bought a bottle of them and they helped me right away." For sale by all dealers—Advertisement.

BALLOONISTS MEET AT K. C.

International Race to Start from There in October.

OFFERS \$7,200 IN PRIZES

Missouri Boosters Offer Many Attractions for Those Who Will Enter Competition for the Bennett Cup.

NEW YORK, Feb. 1.—The international balloon race for the James Gordon Bennett cup this year will be started from Kansas City, Mo., on October 6. The contest committee of the Aero club of America awarded the race to the Kansas City Aero club, which agreed to offer \$7,200 in prizes, free gas to the entrants and to make all arrangements for handling the event. The Aero Club of America had the privilege of making the award by virtue of the victory of Ralph Upson, American, in the international race from Paris last year. Upson, in the balloon Godfrey, landed in England after covering approximately 600 miles in forty-three hours and twenty minutes.

Upson and Captain H. E. Honeywell, the American pilot who finished second in the 1912 international event, will be offered the opportunity of being two of the United States team of three to enter the 1914 race, it was announced by Alan R. Hawley, chairman of the committee. An Upson and Honeywell outdistanced all their former rivals last year, the contest committee considered they earned the right to represent their country at home if they desired to do so.

The third member of the United States team has not been selected as yet. The committee sent out notices to all licensed pilots in the country asking whether they favored holding a national race prior to the international event. If such a race is held, the winner will be the third American entrant at Kansas City. Otherwise the committee will select the aeronaut whose equipment appears to be the best for the competition.

Entries to the international race must be received by the Aero Club of America by March 1 next. Mr. Hawley said the committee expects ten or a dozen balloons to enter. To obtain permanent possession of the Bennett cup, a country must win three consecutive international races. Twice the United States has won two years running, only to be defeated at each third trial.

Cough and Cough Remedy.

Dr. King's New Discovery gives almost instant relief—first dose helps, best remedy for coughs, colds and lung trouble. 50c and \$1.00. All druggists—Advertisement.

Key to the Situation—Boe Advertising.

The banquet given by the Star society last Saturday evening was one of the leading social features of the year. A fine feast was served and partaken of by a hundred students and guests.

PIRATES TO LEAD LEAGUE

Trim Magee & Deemers at Basket Ball, 30 to 21.

CLOTHIERS LEAD AT OUTSET

Pirates Work Like Machine and Come Back Strong, Taking Contest and the League Honors.

Standing of Teams. P. W. L. Pct. Benson's Pirates..... 5 4 1 .575 Magee & Deemers..... 5 4 1 .500 Nebraska Telephone Co. 7 4 3 .571 Omaha High School..... 3 3 3 .500 Bellevue college..... 7 3 4 .423 Omaha National Bank..... 6 1 5 .187 Bee Publishing Co..... 5 0 0 .000 In a game featured with sensational basket shooting the Magee & Deemers went down to defeat before the Pirates Saturday at the Young Men's Christian association by the score of 30 to 21. The contest was the hardest fought game of the league season, both teams exerting themselves to the utmost to take the contest. The game was also one of the roughest witnessed in the Commercial league, a total of thirty-three fouls being committed.

Clothiers Lead.

The contest started with the Magee & Deemers taking the lead which they managed to hold during the early part of the first half. Sensational basket shooting of Meyer, the giant left forward of the hardscrabbers during this half, was by far the feature of the game. Twice in succession he made baskets from the middle of the floor which appeared almost impossible.

The second period was harder contested than the first. The Pirates were rather lucky during this period, finding loopholes in the Hardscrabbers' defense through which they piled up their scores. Ritchie and Drummond for the Pirates played an unusually consistent game, with accurate passing and aggressive playing. Burkenroad also played a stellar game, securing four field goals during the contest. Linn and Weigle playing in their usual steady manner, not showing up conspicuously in the scoring end of the game.

For the Magee and Deemers, Meyer did the most sensational playing, but the splendid way in which his teammates showed up also was a feature. The game last evening was the first contest which the Magee and Deemers have lost this season, having beaten every team in the Commercial league. Lineup:

MAGEE & DEEMERS. PIRATES. Magee ..R.F. R.F. Drummond
Nagle ..L.F. L.F. Ritchie
Anthes ..C.C. C.C. Linn
Jones ..R.G. R.G. Burkenroad
Amerson ..L.G. L.G. Weigle
Field goals: Linn (2), Meyer (4), Anthes (1), Drummond (2), Ritchie (1), Linn (3), Burkenroad (4). Fouls called: Meyer (2), Linn (2), Burkenroad (2). Fouls committed: Magee & Deemers, 20; Benson's Pirates, 11. Referee: Carna. Umpire: Pariah. Scorekeeper: Sutherland. Time of halves: 20 minutes.

OPINION ABOUT TO CHANGE

Public's Regard for White Hopes Becoming More Plausible.

RECOGNITION COMES HARD

All of the Ex-Champions Met with Innumerable Difficulties Before the Fans Regarded Them Seriously.

NEW YORK, Feb. 1.—Signs are not wanting that public opinion is about to undergo a change in regard to the relative merits of our white hopes and the flatic warriors who preceded them. The question has suddenly become the leading topic in sporting circles all over the country. A year ago there was no question to discuss. Opinion was all one way. There was none to be found so reckless as to uphold the opposite view even long enough to start an argument. But within the last week or two many of the leading flatic warriors are beginning to hedge. The opinion is gradually forming that the struggling heavies have been too harshly criticized, in some cases at least. There is a general tendency to delve into the past for the purpose of making comparisons. It is recalled that all the old stars had considerable trouble obtaining recognition. Corbett was laughed at for daring to meet Sullivan. Fitzsimmons was thought crazy to tackle Demsey. Jeffries was booted out of New York on account of his excessive awkwardness, and Johnson was long termed a joke fighter with a yellow streak as broad as his back. It was also recalled that as a rule the old set of ringmen were an intemperate lot, given to spending their earnings over the bar. Under such conditions it was a physical impossibility for them to show perfect form, even though they conformed to the standard of the time. If all probability this standard was much lower than that of the present and accounts in a great measure for the prevailing impression regarding their great superiority.

Big Fights Were Scarce.

In those days big fights were scarce and far apart. There was no chance for excessive familiarity to breed contempt. There was no such host of clubs as there is at present, with bouts every night in the week. The fans were not surfeited with boxing, and consequently were more easily satisfied and impressed with what took place, just as the fans in the small towns at present are impressed with the work of two second raters, who would not cause a ripple of excitement in any large city.

The popular remark that our leading white hopes are merely awkward dubs without a vestige of fighting ability is wrong on the face of it, else how account for Gunner Rawles and his kind? Presumably the latest victim of Bombardier Wells possessed the full quota of arms and legs. He must be a fairly healthy, husky person if nothing else.

EASY WIN FOR LINCOLN FIVE

High School Basket Ball Team Surprises Omaha.

TWENTY-THREE TO SIXTEEN

Star Work of Forwards McClay and Leese Brings Team Quickly to Front, Where it Remains.

LINCOLN, Feb. 1.—(Special Telegram.)—Lincoln High school defeated the Omaha High school on the local Young Men's Christian association floor tonight in an exciting game of basket ball, 23 to 16. Lincoln's victory completely upset the dope, as Omaha had been picked for easy winners. Lincoln won as a result of the sensational goal throwing of its forwards, Morris also starred by sensational field goals for Lincoln.

Lincoln Took the Lead Early in the Game

Lincoln took the lead early in the game and maintained it throughout by a slender margin, the score at the end of the first half standing 16 to 8. Lineup:

LINCOLN. OMAHA. McClay ..R.F. R.F. Plotow
Leese ..L.F. L.F. Gardner (C.)
Abrecht ..C.C. C.C. Berry
Hager ..R.G. R.G. Larson
Morris ..L.G. L.G. Platz
Substitutes: Bauman for Plotow, Bueard for Bauman. Field goals: McClay (2), Leese (2), Abrecht, Hager, Morris (2), Gardner (2), Platz. Free throws: Morris (3), Gardner (2). Fouls called: McClay, Hager, Morris (3), Plotow, Gardner, Bauman. Referee: Waugh. Time of halves: 20 minutes.

Women May Swell "Chi" Registration List Above Gotham's

CHICAGO, Feb. 1.—Women will have their first opportunity in Chicago next Tuesday to qualify as voters at general elections, and election officers assert that the Chicago registration will exceed that of New York City, if all the eligible place their names on the polling lists before the municipal election April 3. There are now 47,340 voters registered in Chicago, including 2,500 women listed under the old law that permitted them to vote for school trustees. While female politicians are holding rallies to obtain the registration of as many women as there are men voters, William H. Stuart, chief clerk of the election commission, figures that the total women voters will not exceed half the number of males.

This would bring the total number of voters to about 60,000. There will be a second registration day on March 11, and the polling books have been prepared for an ultimate total of 75,000. The total number of voters on the rolls in New York City at the last majority election was 60,000. Most of the men in Chicago will not have to register anew this spring.

"Talks on Newspaper Advertising"

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

Is Both Salesman and Distributor

Now that the power of printed type to multiply the "personality" of the salesman many thousands of times is more clearly understood, let us consider the peculiar and wonderful adaptability of the newspaper as salesman for the merchant who is selling a commodity that is usable by a large percentage of the human family.

When we come to foods, or clothing, or household articles of universal consumption the newspaper is the medium par excellence for reaching direct results. And right here let us observe that there is no conflict between the newspaper and magazines in the mind of the experienced advertising man who understands their values in the business of promotional publicity. Each has its value in the general scheme of merchandising.

Where an article can be purchased by only a small percentage of people it is possible to give it national fame through the magazines, but even then it is necessary to localize this "national fame" through newspaper advertising in the localities that are selected as centers of distribution.

Magazines are the Artillery of advertising. They bombard the citadels of Doubt in the high places. Newspapers are the Infantry of advertising, the constant ping-ping of whose musketry gradually takes an army of consumers right into the stores where the goods are sold. Newspaper advertising is the "missing link" in many an advertising failure. It is the one thing necessary to convert national publicity into sales. Many a manufacturer has spent millions in national publicity without realizing that newspaper advertising was the one thing needed to pull his goods out of the jobbers' warehouses. Of what use is national publicity for a pro-

duct unless that national publicity can be converted into actual sales through localized, intensive newspaper advertising?

The newspaper is the most important factor in Distribution, because it completely covers the consumer possibilities within the radius of its circulation. It reaches both the dealer and the consumer. It has a stimulating effect upon the Distributor—the man who is selling the goods. The enterprise of the advertiser, as shown in his advertising, is infectious. The dealer "catches" it from his local paper. It secures his interest and co-operation. If properly directed it will educate the dealer regarding the "talking points" that lie behind a product. It impresses the dealer with the necessity for stocking up with the goods. Advertising is the persistent and consistent dissemination of information regarding a salable product. The advertising must have "news" value. If you are in a newspaper your advertis-

ing should not only have "news" value, but it should have a timeliness that appeals to human interest. It should be as interesting and instructive to readers as any editorial or news story in the paper. If it isn't, how are you going to attract the attention of readers? If you are advertising in a newspaper that enjoys the confidence of its readers—a paper that is a true tribute to the people—you must not fail to take full advantage of that relation by gradually appropriating the good will and confidence of the paper through honest advertising and honest merchandising. The newspaper is the live wire of industrial and political activity. It is the "motion-picture" of civilization. The advertiser should get on the film that is reeled off each day in the white light of the world's publicity. He must have a message each day that is vibrant with life and so vivid in its appeal to human interest that no reader can skip it or overlook it. Truman A. DeWeese.