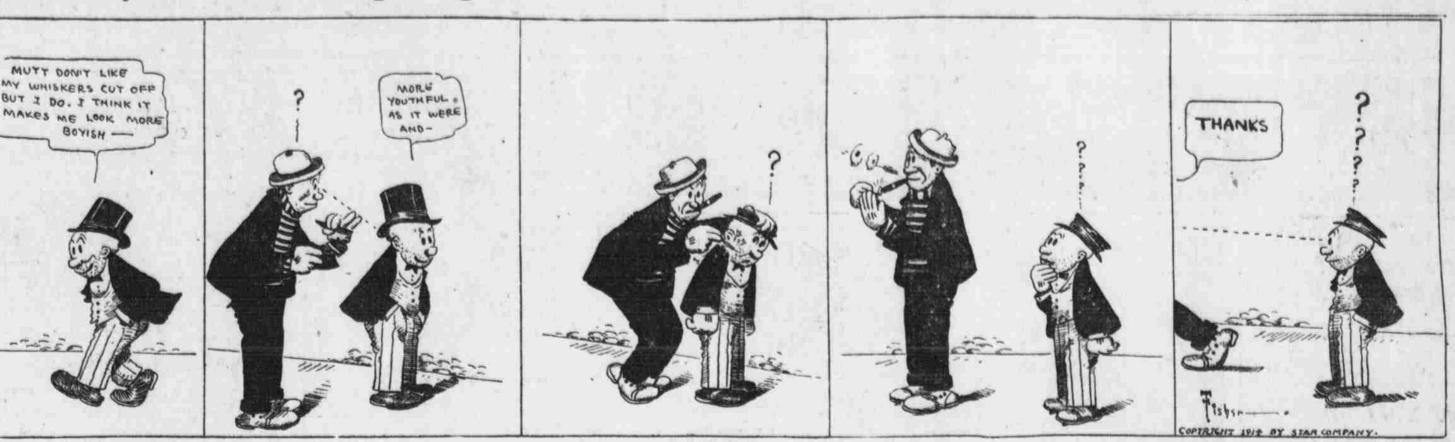
Jeff is Nearly as Good as a Cigar Lighter



NO COACHES ON SIDE LINES Abel Kiviat Wins

Most Radical Change Adopted by Rules Committee.

VARIOUS OTHERS ARE MADE

Proposal to Distinguish Players in a Game by Numbers.

NEW YORK, Feb. 8.-The intercollegiate foot ball rules committee decided yesterday that hereafter coaches should be barred from the side lines. This was the most radical change in the rules adopted at the meeting today, which was one of the shortest in the committee's history.

Other changes were as follows: Intentional grounding of a forward pass will be penalized by the loss of ten yards

from the point of scrimmage. When the ball from a free kick hits goal post and bounds back into the field the play is counted as a touchback.

After the teams line up the team hav ing the ball shall not enter the neutral zone in shift formation.

A player out of bounds when the ball is put in play penalizes his team by the loss of five yards. Under the old rule there was no penalty for this offense the first time it was committed.

The committee left it optional with teams to decide whether they shall have

referee and umpire. The committee reached no decision replayers in games by numbers. The members concluded to observe how this plan petitions.

nounced: J. A. Babbitt, chairman; 0:4%

In well played game the Magee & Deemers defeated Bellevue college Saturday first: Oscar F. Hedlund, Boston Athletic club of New York, sociation, 28 to 21. In the first half of play the clothiers had things their own way, but in the second period the col-

CRAWFORD, Neb., Feb. 7 .- (Special Telegram.)-Kid Edson of Crawford, won the decision over Kid Florain of Whitman in a ten-round go here last night. Both boys weighed 133 pounds ringside. round, when Edson began to demonstrate all their own way, scoring at will. Bob his superiority over his opponent and Weigle played the best game for the pubeasily kept his lead until the last round. This is the second meeting of Edson and Florain, the last meeting resulting

in a knockout for Edson. Logan, champion of Stoux City, was present and challenged the winner and match between them will be pulled off oice time in March.

A Sore Throat that Won't Heal Quickly relieved and helped by Bucklen's Arnica Salve. Helps piles and the worst sores. All druggists. 25c .- Advertisement.

Annual Mile Event After Heady Race

BOSTON, Mass., Feb. 8,-Winning the Hunter mile race, the event of the annual games of the Boston Athletic association, club, the Irish-American Athletic association of New York, permanent possession of the trophy which has been the object of competition for four years. The little New Yorker ran a heady race. He allowed Oscar F. Hedlund of the Boston Athletic association, the only other man who had a leg on the cup, to lead for the twelve laps. Then Kiviat forged to the front and finished strong. His time was 4 minutes, 28 seconds.

Hannes Kolehmainen, the famous club mate of Kiviat, was forced to quit the three-mile run, which William J. Kremer of Yonkers, N. Y., won in 14:43%, and establishing a new record for the track Kolehmainen was in distress when he dropped out after the two quarter miles. A. O. Reller, the Cornell sprinter, won

the forty-yard dash easily. A special match race at 290 yards be tween Donald F. Lippincott of the University of Pennsylvania and Thomas J. Halpin of Boston Amateur association lost interest after Lippincott fell on the first lap. Halpin won without great effort in fifty-seven seconds.

More than 400 athletes were entered for a fourth official to be known as field the games. Every large college in the judge, who shall have no specific duties east, except Princeton, was represented of his own, but act as assistant to the and leading athletic clubs sent their stars. Champions abounded, the title holders including those with honors garding the question of distinguishing gained in Olympic, national, intercollegiate, sectional and interscholastic com

worked out next season before making any recommendations.

The appointment of the following members to the central board of officials was bowser, Syracuse university, third. Time, 0-43.

Magee & Deemers

Take Indians from

Bellevue Into Camp

Bellevue Into Camp

Bellevue Into Camp

Bellevue Into Camp

1. A. Babbitt, chairman; Belay race (1,560 yards); Massachusetts Institute of Technology defeated Dartmouth. Time, 3:08%.

Three-mile run: W. J. Kramer, Long Island Athletic club, first; Harry J. Smith, Bronx Church house, second; C. Horne, Haverhill, third. Time, 14:5%. (Answ track record.)

Sixteen-pound shotput handicap: L. A. Whitney, Dartmouth, first (3 inches), 47 feet; 4 inch; J. C. Lawior, Irish-American Athletic club of Boston, second (3 inches), 47 feet; W. C. Maxfield, unattached, third (3 feet 10 inches), 45 feet 5% inches.

PIRATES GATHER IN GAME

FROM PUBLISHING TEAM Benson's Pirates defeated The Bee Pubishing five last evening at the Young Men's Christian association gymnasium, Honors were even until the fourth 52 to 17. The bushwhackers had things lishers, making nine of the seventeen scores for his side. Lineup:

PIRATES.

Drummond R.F. R.F. Ritchie
Ritchie L.F. L.F. Weigle
Linn C. C. Paulson
Burkenroad R.G. R.G. Real
Weigle L.G. L.G. Ludwig
Pield goals: Drummond (B. Ritchie (B).
Linn (B). Burkenroad (B). Olson (B).
Weigle (B. Reel. Foul goals thrown:
Linn (B). Burkenroad (B). Weigle. Fouls
committed: Pirates. S: Bee Publishing
company, 17. Referese: Hansen Timekeeper: Wolf. Scorekceper: Butherland.
Bubstitute: Barrowman for Weigle. PIRATES.

Ames Foot Ball Team Will Have Season of Spring Training

AMES, Ia., Feb. 8,-(Special.)-Spring FOR foot ball training for the Cyclone varsity elever is to be inaugurated by the Ames Abel R. Kiviat last night secured for his athletic department, according to a report coming indirectly from Coach Homer Hubbard this week, so that Ames can go on the gridiron in the fall on an even footing with the bigger elevens that are following the custom of early training. Williams, who had to turn most of his ham Lincoln. attention to athletics in general when he was made head of the physical trainbands full-too full for a coach to accon plish. Probably this reported step toward a split season for foot ball training is a step to enlarge the Ames coaching staff to a point to get the best results with the material available, especially in foot ball. Who the assistant will be, if one is coming, is not known.

Coyotes Announce Foot Ball Schedule

VERMILION, S. D., Feb. 8 .- (Special.) -Dean Marshall McKusick, as chairman of the board of athletic control, awarded nonograms and gold foot ball charms to the following members of the 1913 Coyote team: Captain Brown, Captainelect Ferguson, L. Brown, Rowe, Hengel. Henley, Horner, King, Willy, Brooks, Vidal. Captain Brown and King will alone be ineligible another year. A great ovation was given Captain Brown, who was characterized by Dean McKusick as the greatest of Dakota gridiron warriors and best of the long line of Coyote Brown foot ball men-

Manager C. G. F. Fry has announced the 1914 foot ball schedule as follows: October 10-Nebraska at Lincoln. 17-Minnesota at Minneapolis. 24-Notre Dame, probably at

lioux Falls. October 31—South Dakota State at Ver-November 17-North Dakota at Aberdeen. November 14 - Morningalde at Sioux

City. November 25-Creighton at Omaha. The first three games gives South Da-

Peru Normal Giris Win.

PERU, Neb., Feb. 8.—(Special.)—Friday night the Fairbury High school giris' basket ball team was defeated by the State Normal giris' team. Although it was bl'zzard weather the gymnasium was nearly full of enthusiastic young people, who cheered the visitors as much as the home giris. The score at the end of the first half was 25 to 3, at the end of the game 35 to 8. Peru played mostly substitutes during the last half. Miss Franz of Peru was easily the star. Peru Normal Giris Win. of Peru was easily the star

Chamberlain's Congh Remedy-The Mothers' Favorite.

"I give Chamberlain's Cough Remedy to my children when they have colds or coughs," writes Mrs. Verne Shaffer, Vandergrift. Pa. "It always helps them and is far superior to any other cough medicine I have used. I advise anyone in need of such a medicine to give it trial." For sale by all dealers.-Adver-

YOUNG MEN TO GIVE BANQUET him five years ago, the court decreeing ago is plainly in error, for both Williams knew what I was smiling about I would that he should pay \$30 a month for the and Rossmond were in jail in Omaha at smile again."

Will Have Get-Together Affair at Lincoln Thursday.

LINCOLN'S BIRTHDAY

Governor Refuses Extradition pers to State Editor-Body of Man Found Frozen Stiff in Refrigerator Car.

(From a Staff Correspondent.) LINCOLN, Feb. 8 - (Special.) - Next It is understood that an assistant to importance to the recent get-together Coach Hubbard, a foot ball man from meeting held by republicans of Custer an outside institution, will be hired to county is the annual banquet of the tune up the squad during the spring Young Men's Republican club of Lantraining season. Coach Hubbard was caster county, which will be held next placed in charge of varsity foot ball last Thursday evening at the Lincoln hotel fall, unassisted, except by Director Clyde in celebration of the birthday of Abra-

While a local event, still to some ex tent it has always been of state interest ing department a year ago, and he had for the reason that prominent speakers from outside the state have been the get the best results he would desire to headliners on the toast list. Three years ago Senator Beveridge of Indiana was the guest of honor, but this year the senator will be the big noise at the bull moose banquet the night before.

A. W. Jefferis of Omaha will be the principal speaker. Mr. Jefferis was a leading Taft republican during the late unpleasantness, but is heartily in sympathy with getting together. Lieutenant Governor McKelvie, who

was a Roosevelt republican during the same unpleasantness, will also be one of the speakers. His subject will be What the Republican Party Has Done for Nebraska." Mr. Jefferis will speak on "Abraham Lincoln Other speakers are Allen W. Field, jr.

and L. A. Welch

Dissention in Firm.

Trouble between Edward Bignell, auperintendent of the Burlington railroad at this place, and Harry T. Jones of together Jones-Bignell Concrete company, for the manufacture of cement piling under a patent issued to Mr. Bignell, has resulted in a suit by Mr. Bignell to require Jones to turn over to the company a certain patent for filing of a similar make is sued to a man by the name of Le Fevre, living in the east. The patent had been purchased, according to a statement by Mr. Bignell, at his request in order to cover all patents covering cement pil ing and Jones has falled to turn the patent over to the company.

The trouble severs a close friendship between Bignell and Jones of more than twenty years standing

In the formation of the concrete con pany Mr. Bignell received three-fifths of the stock and Jones and J. J. Thomas will be tried in Kansas City on next Wednesday.

Refuses Extradition. Governor Morehead refused yesterday News at that place, for abandonment of exact truth about the affair. The prinhis two miror children. Baxter was able cipal point, that he shot Nickell, is the saying that his wife got a divorce from the trio was together in Denver ten days I wondered what he would think if he

years and a half of that time he has clam. been able to contribute to their support. but he is now \$165 behind; but he showed that he had paid \$20 in January and about the same amount the two previous months. He told the governor that he was now married and had one child, but if his former wife would send the two children to him he would take care of them and could do so much better than to be compelled to send money for their support. George W. Berge, candidate for the democratic nomination for governor, appeared for Baxter. The governor

do and did not believe anything would be gained by sending him back to Denver. Frozen in Ice Box. showed that he belonged to lodge No. 2671 at Geno, Wyo. There was no sign of violence and it is supposed that he

BASE BALL GLOBE TROTTERS

car, caused his death

WASHINGTON. Feb. 8.—Thomas Hughes, pitcher on the Washington Amer-ican league base ball team for many years, has signed with the Los Angeles team, Pacific Coast league, it was an-nounced tonight.

AWAY WITH LOOT: ROBS HIS PALS

(Continued from Page One.) ents, but Tony was wary and did not

write any letters.

The story told to the Pueblo police by "Black Tony" doesn't fit with the confessions of Williams and Rosamond, who have been in jail in Omaha for some to grant the requisition asked for by the time. It would not be reasonable to exgovernor of Colorado for the return of pect the man accused of murder and Zenas H. Baxter of Haigler, editor of the treachery to his companions to tell the

thought Baxter was doing all be could

body of a man supposed to be Harry Rohm, about 26 years of age, was found frozen stiff in the Ice box of a refrigerator car in the Burlington yards crawled into the car and the extreme cold weather, together with a half open window on top of the refrigerator box. which let in the cold from the top of the

TO PLAY IN THE HOLY CITY

NAPLES, Feb. 8.-The decision of the New York base ball team and the Chicago American league club not to play a game here caused much disappointment to the sporting clubs, which met the players on their arrival from Alexandria yesterday. The teams will play an exhibition game at Rome on Wednesday and it is expected a big delegation test.

MURDERER GETS

When Detective Dunn left, he took with him the \$200 reward offered by the police. Discrepancies in His Story.

support of the two children. He has been that time. Other parts of his yarn about living in Halgler three years and two their travels is open to the same criti-TALE TOLD BY BLACK TONY

Drawn for The Bee by "Bud" Fisher

Differs from that Recounted by Joe

Williams and Blondie. PUEBLO, Colo., Feb. 8,-(Special Telegram.)-The police today obtained a complete confession from the man who has been under arrest and known as Charles Bender, but who now admits that his name is Antonio Ciareletto, wanted in Omaha, Neb., for the murder of Henry E. Nickell, a bank employe.

"I would not have shot Nickell," said Ciareletto to Chief of Police Daly, "if he had not made a bad move. He moved his right hand just like he meant to pull a gun and I had to plug him to save myself. Then I took his roll. amounted to \$600 and all I got out of ! was \$2.50. Nickell ought to have had last night. A union card in his pocket sense enough to stand still when told to throw up his hands.

> To Kansas City First. "After I got the money off Nickell

we, C. V. Rosemont and a third one whose name I do not know, ducked for Kansas City, but only stayed there a day. They wanted to take a train for Lincoln, so I went along with them. We got afraid, after we were in Lincoln a few hours, and I proposed that we com to Denver. We bought tickets, for we were afraid we might be arrested if we beat our way. When we got to Denver we went to the Palmer house. I don't know just where it is, but it is in the lower part of the city somewhere, and we only stayed there one night.

"We got scared again and came on t Pueblo. We framed up for another holdup job that night, but just about half an hour before we meant to start will go to the Holy City to see the con- ever seen of the other two, but I underbeat their way back to Omaha and get arrested

> Says He Had No Money. "What became of the \$600 is more than

I can understand. I know all I got of the \$600 was the \$2.50 which I got that night in Omaha to get my suitcase out of a rooming house. That and the amount we paid out for fare to Kansau City, back to Lincoln, and then on out to Colorado. One of the other boys paid my room rent at Kansas City while we

When we got to Pueblo we made up tel and had turned a trick there. That the Grantham and Burkhalter families. was the reason I got pinched. Oakes saw me and remembered. Then that de-

tective got me," "And, say, I could have killed that detective any time between the time he grabbed me and the time he landed me alarmed at such times. Chamberlains' in the station. I did have a notion to once or twice, but it looked like taking candy from a baby. He forgot to search relieved him quickly. I am never without me, and there I was, present with a gun to convince the governor that he was main point of agreement in the several that could outshoot his any day in the tive cure for croup," writes Mrs. doing all he could to support the children, confessions. Ciareletta's assertion that week. Once or twice I smiled and when

Police Chauffeur Identifies Him. When Clareletto was arrested or age by Detective Walton a charge of larceny was placed against him and be pleaded guilty to the charge. He would have escaped on a light sentence for that and another for carrying concealed weapons had it not been for the vigilance of Chauffeur McDonald of the po-

lice cepartment. McDonald, in casually glancing through number of circulars, read of a young man wanted in Omaha for murder. He took a second look at the picture and decided Ciarcietto was the man. He went to the cell of the man and the prisoner readily admitted his identity.

ALLEGED UNDESIRABLE WOMAN IS READMITTED

VANCOUVER, B. C., Feb. 8,-Marie Lloyd, an English vaudeville actress, detained here under a previous ruling that she is an undesirable alien, will be readmitted to the United States, it was announced today.

The actress first was refused admission at the port of New York, whither she traveled with a man not her husband Later she was admitted under \$4,000 bond and agreement to get out of the country at the end of her theatrical engagement. When she reached the far west she slipped over the line into Canada and was not permitted to re-enter the United States. The United States bureau of immigration, however, ruled today that she might do so upon renewal of her bond.

FARMER OF STERLING IS FATALLY HURT BY TRAIN

TECUMSEH, Neb., Feb. 8.-(Special Telegram.)-Manuel Boatsman, a farmer out I got arrested. That's the last I have living near Sterling, was atruck and fatally injured by a Burlington passenger stand that they were fools enough to train No. 41 tonight. Boatsman was thrown into the air a considerable distance and his neck and were broken. Boatsman's father, D. M. Boatsman, is president of a bank in Sterling. The victim is 40 years of age and is survived by a widow and five children.

PREACHER SENTENCED TO FIVE YEARS IN PRISON

PURVIS, Miss., Feb. 8.-Rev. Daniel Grantham, pastor of a Baptist church our minds it would be easy to pull off here, today was found guilty of mana holdup. Just about the time I was to slaughter and sentenced to five years in join the other two I was arrested. I was prison. He was convicted of killing afraid to get out on the street much be- George Burkhalter in a controversy cause I had worked at the Congress ho- growing out of an alleged feud between

Mrs. McClain's Experience

"When my boy, Ray, was small he was subject to croup, and I was always Cough Remedy proved far better than any other or this trouble. It always it in the house, for I know it is a post-McClain, Blairsville, Pa. For sale by all dealers .- Advertisement.

"Talks on Newspaper Advertising"

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

The Newspaper as An Educator

Advertising has been defined as "the art of disseminating information regarding a salable commodity."

That is a very imperfect definition of that which has become one of the greatest forces in modern commercial life. One thing we are sure of-advertising is an Art, not a Science. A science is a carefully and orderly arranged statement of conclusions based upon facts that have been ascertained by experimental research.

Now, advertising is not a science for two reasons: (1) no two advertising propositions are alike; (2) no two human minds are alike in their receptive powers. As advertising is not a science you cannot guarantee any exact, definite results through an appeal to a collection of human understandings. Even if you

could guarantee that the same impression would be made on a certain definite number of human beings by the same advertising it would not be possible to use this same appeal with an entirely different commodity which was offered for sale.

And so we have to conclude that advertising is not a science. Advertising is an art. An art is defined as a systematic application of knowledge or skill to bring a desired result. In advertising we employ, as skillfully as we can, all the knowledge we have of a certain salable product and all the knowledge we have of the human mind in order to create a new want or a new desire. And so we have to finally conclude that advertising is something more than merely giving information about a salable product; it is the art of creating a new want. It is the art of implanting in the human mind a desire to try new things and new methods. It must make the luxuries of today the necessities of tomorrow.

If literature is an art, surely advertising is an art -and yet advertising is not literature. Advertising must teach men new ways of shaving and dressing; it must teach women new ways of cleaning their teeth and preserving their complexions. Advertising must teach new ways of sweeping the carpet, new ways of furnishing the home, new ways of promoting cleanliness and health, new ways of enjoying life-and thus we come easily and quickly to the educational power of advertising and the function which newspaper advertising plays in adapting the human mind to new conditions and new opportunities.

In the newspaper we have daily lessons in the art of doing things better than our forefathers did them. In no

way does the newspaper more admirably fulfill its function as "the people's university" than in the daily information printed in its advertising columns. Though its columns may sometimes bring society filth and the squalor of poverty and the crime of the underworld into the home, the advertising stream of information that is clear, limpid and uplifting. While the newspaper cannot purge the news of all that is debasing and degrading, the message in its advertising columns may be kept from defilement. The advertising columns should be educational and instructive. It falls to the lot of the advertiser to educate the masses regarding the things that add to all the pleasures, comforts and conveniences of life. His advertising should do something more than appeal to the popular weakness for "bargain sales."

Truman A. De Weese.