



# Christmas Greeting

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### FOOTBALL NEAR SEASON ENDING

#### East-West Game and Georgia Tech-California Tilt All That Remains

By Alan J. Gould  
(Associated Press Sports Editor)  
NEW YORK, Dec. 24 (AP)—The football season winds up with a few appropriate flourishes on the Pacific coast within the next fortnight. The east-west fray, assuming something of the proportions of an all-American convention, will revive this Saturday the argument that Stanford and Oregon State started in New York. The New Year's day classic at Pasadena between Georgia Tech and California will have considerable to do with the final ranking of major teams for 1928.

The all-way game at San Francisco, played for the benefit of the Scripps hospital for crippled children, is of more than usual interest as a test between the talent of east and west, who will clash head-on in spite of all that Kipling had to say about it.

Harpster to be General  
Howard Harpster of Carnegie, the east's greatest quarterback, will direct the eastern attack which not only hopes to offset the sting of several well-known defeats this year, but also has been named west for the first time in this all-star event. The east has been postulating its forces at the Golden Gate for the past three years without a victory in show for its efforts.

If a few outstanding precedents are worth anything, Georgia Tech will not need to worry about the "tin" and "dishes" that have hit the Yellow Jacket gridiron squad.

The crippled and worn-out New York Yankees' hope to meet the outstanding Cardinals with all the robust energy of able-bodied men when the world's series comes along. The memory is even fresher of the "tin-striker" Oregon State football team that came across country to upset New York university as well as the Gops.

Reports Exaggerated  
California, therefore, may as well regard as exaggerated the reports of Tech troubles, even with such stars as Frank Street, Warner Miller and Sammy Thompson on the hospital list.

The two games on the Pacific coast will close football's most profitable season. The gridiron game had another boom year that stands out conspicuously because its two main stars in gate receipts, baseball and boxing, experienced something of a relapse in 1928.

Football Heads List  
The biggest "gate" was collected Ohio and "Cuban Bobby" Brown, Philadelphia, scheduled January 4. Sharkey has agreed to meet again in a third January 15.

the the Navy-Notre Dame game at Soldier Field, where the receipts probably totaled in excess of \$500,000 from a crowd of 120,000.

Boxing failed to even muster up a million dollar spectacle for the year as the Tunney-Hervey bout fell short of Tex Rickard's smart expectations. Baseball attendance fell off a trifle here and there, and the

Yankees swept out short a possible world's title harvest, but the biggest crowd of all time packed the Yankee stadium for a September double-header between the champions and Athletics.

President Coolidge has asked Congress for 15 new cruisers. You can't tell when we'll have a hurry-up call for good-will envoys.



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Look Over Our Want Ads for Bargains

### William Wrigley Jr. Expects Cubs To Win the 1929 National Pennant

By Paul R. Mickelson  
(Associated Press Sports Writer)  
CHICAGO, Dec. 24 (AP)—William Wrigley Jr. is a man with a business mind today.

Wrigley, who built one of America's largest fortunes on a stick of chewing gum, has perhaps the most expensive hobby in the world. It is baseball.

His million dollars has William Wrigley Jr. invested in this hobby through ownership of three baseball clubs, the Chicago Cubs, the Los Angeles Pacific Coast League club and the Reading International. Yet he admits he has never banked a cent on his investment in the sport.

Thrill His Pastime  
He wants just one return—a thrill. And he hopes to get his biggest thrill next season by cheering his Cubs to a National League pennant. Not since 1918 have the Cubs won a pennant, but with Rogers Hornsby in their lineup, Wrigley expects the prize all his own.

Sustaining a business conference, Wrigley, a husky man with a perpetual overflow of enthusiasm, said the Associated Press of his dream for a pennant, why he loves baseball, why he gets such a thrill out of it and why he thinks it is the greatest sport.

"I have approximately \$2,000,000 invested in baseball. But I wouldn't get out of it for \$50,000,000 because I love the game and because it supplies me with thrills every time I watch a game," he said.

"While I have never received a cent for my investment in baseball, I have received thrills that money cannot buy. And think of the ten millions of other people out of that game!"

Pennant His Ambition  
His ambitious ambition is to have the Cubs win the National League pennant next year. And he believes he has got the goods this time. Having picked up two of three of his best players.

"In the entire condition of baseball, if they want to, I believe he

### Loughran Signs For Battle In Chicago Arena

CHICAGO, Dec. 24 (AP)—Boxing in Chicago has picked up following announcement that three contenders for the heavyweight title have been signed to box here.

Tommy Loughran, Philadelphia, world's light heavyweight champion, has signed to meet the best heavyweight available before March 21, while Jack Sharkey, Boston, and Johnny Hiska, the bounding Cleveland brawler, have signed with Matchmaker Jim Mackay of the Chicago Coliseum Athletic club.

Hiska has signed, Mullen announced, to meet the winner of the match between Joe Sticks, Boston

Ohio, and "Cuban Bobby" Brown, Philadelphia, scheduled January 4. Sharkey has agreed to meet again in a third January 15.

We had dinner with a prize fighter  
We were surprised to watch him eat jelly

We had dinner recently with a famous prize fighter—one of the big fellows who'd the world come for his perfect fighting physique. We were interested in seeing what he would eat. We heard him tell one of the waiters to bring a glass of jelly. Before the meal was over, the great fighter cleaned up more than half of that glass of jelly.

That was a practical eye-opener as to the energy value of sugar. The sweet body of this man created and needed energy.

Normal children also are athletes and their energy-consuming bodies hunger for and need sweets. All people whose daily work is of an exhausting, physical nature hunger for and need sweets.

And all others need sugar as an appetizing agent. Sugar develops the flavor of healthful cereals, of fruits, and of vegetables, of milk in milk shakes, and of eggs in egg-ting.

Every grocery store carries pure jams, jellies and preserves, and enough canned fruits and vegetables to bring health and energy to the Sugar Institute.

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## Christmas Eve

'Twas Christmas Eve and all was still,  
As three small heads with golden hair  
Peered wide-eyed o'er the window-sill  
To see if old Saint Nick was there.  
Now comes the sound of dainty paws:  
It is the dear of Santa Claus.

Behold the wondrous magic sleigh,  
All laden down with shining toys  
And dolls, which only go, they say,  
To nice, good-mannered girls and boys  
(But surely it is not polite  
To peek at Santa Christmas night!)

Look! On the roof, with nimble tread  
Strides Santa, as the kiddies peep.  
They duck and scamper back to bed—  
A moment later they're asleep,  
And when they waken, they will see  
A world of gifts beneath their Tree.

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**Merry Christmas**  
To you - and you - and you...  
When bells ring out with friendly cheer upon this Holy day -  
And the living spirit of His love turns all but joy away  
We wish everybody  
A Merry Christmas

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