

Stanford Cops Coast Title By Whipping Beavers, 40-35; Earns Trip To NCAA Tourney

Pollard Leads With 16; Mandic Paces OSC With 11

PALO ALTO, Calif., March 17 (UP)—Stanford university won the Pacific Coast conference basketball championship Monday night by defeating Oregon State college 40 to 35 in a fast and thrilling game, the third and last of the three-game title play-off.



Sports Briefs
By Hugh Fullerton, Jr.

NEW YORK, March 17—After eavesdropping at a meeting of the New York track writers, who were discussing with considerable vigor the plans for their navy relief benefit track meet at the coliseum next week, this department has arrived at the conclusion that such promotions may help sports but they're bad for sports writing. As a coach pointed out, normally the writers would think it their duty to pan a coach who let boys like Less MacMittell and Gil Dodds shoot for a world record here on Wednesday and then run again at Cleveland Friday. But their inclination will be to soft-pedal such criticism when the writers themselves are responsible for one meet. You'll remember the local basketball writers got out from under the Metropolitan invitation tournament when they found they were in danger of becoming promoters instead of writers.

TODAY'S GUEST STAR
Monroe McConnell, San Diego (Calif.) Union: "We note with interest that Boots Poffenberger took a turn at playing third base for the Padre Rookies the other day and committed three errors in that many innings. There must be something in a name after all."

SPORTPOURRI
Jimmy Johnston's latest contribution to fistic lore is a set of figures to show that the wallop Abe Simon got from Joe Louis in their last meeting was equivalent to his being hit by a 2 1/2 ton truck—and the only damage Abe suffered was a cut lip. . . . The Pirates may have a girl usher at Forbes field this summer because the war and defense jobs have taken 215 of the 300 boys on the list. . . . Norman "Monk" Mosley, who has been starring in a spring football at Alabama, is the third of his family to perform in the "Bama backfield. . . . Pal Moran, the old-time lightweight, is the father of a promising young featherweight fighter who plans to enter the University of Wisconsin. . . . Ulysses (Tony) Lupien, who'd like to play first base for the Red Sox, says he's a ball player who went to Harvard, not a Harvard man who went into baseball.

Francis Du Pont, Famed Chemist, Dies in New York
NEW YORK, March 17 (UP)—Francis Irene DuPont, 68, a former vice president of E. I. DuPont de Nemours and senior partner of the New York stock exchange firm of Francis I. DuPont and company, died Monday night at Medical Arts hospital after an illness of several months. One of the country's outstanding research chemists, DuPont held more than 100 patents and was known most widely for his researches in the field of smokeless powder and for his development of the miners separation process, the patents of which were bought by E. I. DuPont de Nemours in 1936.

When the invader comes here he will be fought by a people who know that they not only are defending their own homes but also are standing on one of the most critical battlegrounds in the history of mankind.—Attorney General H. V. Ewart of Australia.

If rationing actually curbs the consumption of sugar, we should look for an improvement in the dental condition of the population.—Dr. Robert Kesel, University dentistry professor.

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War Rule Hits '42 Grid Sked

5000-Person Limitation May Shut Down Football
PULLMAN, Wash., March 17 (AP)—The Pacific Coast conference may scrap its 1942 football schedule because of the 5000 limitation on crowds in the Pacific coast defense area, Earl V. Foster, graduate manager of Washington State college, said.

One of the first pieces of business when the spring conference meeting is held at Portland next weekend, he said, will be the seeking of clarification of the rule. "We've all heard of this rule," he explained, "but so far as I know no one had received official notification. Next weekend, therefore, we'll attempt to find out the exact status of the schools with relation to the size of the crowds that can be assembled for sports contests—like for instance, our football games."

If the limitation is held to be in effect, he said, the "big games" of the year, which annually attract larger gates probably will be abandoned. Conference members, he added, "may find it more feasible to limit activity too close to home." Besides the crowd limitation ruling and its possible effect on the schedules, the freshman rule will again come up for discussion, he said. Foster's statement brought varied reaction. Edwin N. Atherton, commissioner of the conference, said he thought Foster "undoubtedly is talking for himself and not for the conference," and declared the loop had taken no action toward abandoning its football schedule "and we will take none until advised to do so by military authorities."

Graduate Manager Ken Priestly of the University of California commented: "I think that Earl's statement is a bit premature. We hope to cover all angles of the situation at this (conference) meeting, though." Al Masters, Stanford graduate manager, said he thought Foster was "just guessing."

"We've known for quite a while that we may not be able to play football this fall," he said. "All we can do now is get our regular schedule ready and hope that we will be able to go through with it. We can do nothing right now, nor can anybody else."

Sam Barry, Southern California coach, started some conjecture with the statement a few days ago that USC's two big inter-sectional games this year would be played in the east, instead of in the Los Angeles coliseum, as originally scheduled.

PITTSBURGH—Carnegie Tech cheerleaders led by Yelleg Referee Walt Ketchell at a basketball game as an apology for a Skibo rooster hitting him during a previous game.

Old Sol Will Control City's Street Lights

ST. HELENS, Ore., March 17 (AP)—The world's most reliable timekeeper—the sun—will control St. Helens' street lights. The city today announced operation of a system controlled by a photo-electric cell which turns on the lights when darkness falls and turns them off when visibility is adequate. Location of the device is a closely guarded secret since anyone with a flashlight could upset the sun's trusted timing.

Oregon Chromite Production Set For Early Start

PORTLAND, Ore., March 17 (UP)—Production of chromite will get underway in Oregon at once, Earl K. Nixon, state director of geology and mineral industries, said Monday coincident with announcement that the Metals Reserve company will start purchases of the defense metal April 1. "A great many" miners, he said, intend to produce chromite under the arrangement permitting purchases in truckload lots. Checks will be mailed within three or four days after delivery, permitting operation on a cash basis, Nixon said.

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Sports

Midland Empire
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Jimmy Carollo, left, 18-year-old heavyweight find of Corona, L. I., gives Bob Harris of South Carolina a one-way ticket to Dream street in first round of final in New York amateur boxing tournament at Madison Square Garden.

Islanders Open US Cage Defense

Blackbirds Favored as Fifth Annual Invitational Tourney Gets Under Way
NEW YORK, March 17 (UP)—The fifth annual national invitation basketball tournament, boasting the greatest collection of high-scoring cage stars ever assembled on one program, gets under way Tuesday night in Madison Square garden when the champion Long Island Blackbirds begin defense of their title against West Virginia University.

In the other opening round contest, West Texas State college, border conference titleholder and tallest team in the country, clashes with Creighton University, co-champions of the Missouri Valley conference.

City college, metropolitan champions by virtue of a one-point victory over New York University last week, plays West Kentucky State college, Kentucky conference leader for 10 successive years, and Rhode Island State, New England conference titleholder, meets Toledo University, the mid-west's leading quintet, in the second round Thursday night. Survivors of these two events play in the semi-finals on Monday with the final scheduled for Wednesday.

Long Island University, winner of the title last year and in 1939, has won 25 of 27 games and is playing in this tournament for the fifth time. West Virginia has been victorious in 18 out of its 22 games and lists substantial victories over Penn State, Pittsburgh, Army, Navy and Duquesne. It defeated three of the four teams to which it lost, and three of the four losses were during a stretch of eight days in which five games were played.

McAFEE JOINS FORTE
CHICAGO—Aldo Forte, Chicago Bear professional football guard at the Great Lakes Naval training station, is waiting the arrival of backfield teammate George McAfee, expected to arrive from the Norfolk station. Illinois man drove his car two miles in his sleep. This practice is becoming quite common in some states.

ATHLETES SPECIALIZE
DETROIT—Lloyd Brazil, University of Detroit basketball coach, believes two and three-sportmen are on their way out in college, says competition is too stiff and fast.

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Cyclone Cy Williams Pitted Against Lopez in Tonight's Main Armory Grapple Struggle

Irish Lads May Star At Denver

11-Game Marathon Sets Off AAU Cage Tourney
By LOUDON KELLY
DENVER, March 17 (AP)—St. Patrick's day is pretty sure to be celebrated fittingly at the national AAU basketball tournament tonight by such likely youngsters as Les O'Gara and Jimmy McNatt.

O'Gara is the star young forward of the defending champion Hollywood Twentieth Century club and McNatt, one of Oklahoma university's "scat kids" not so long ago, is a tournament freshman with the talent-laden Phillips 66 Oilers of Bartlesville, Okla.

Today's marathon slate of 11 games running from 9 a. m. to almost midnight will whip the field down to 16 teams for tomorrow's third round. Hollywood and the Oilers are seeded teams, along with Denver Legion, Oakland, Calif., Golden States, Seattle Alpine Dairy, Dallas Peppers and Los Angeles Cliftons.

The Cliftons' first foe is the Kutis Undertakers team of St. Louis at 11:30 a. m. today, and Seattle gets away against Denver university, one of the five college teams left, at 2 p. m. Dallas goes out against Colorado college at 4:30.

The first team to reach tomorrow's round of 16 was the Fort Collins, Colo., White Palace outfit, with two unlooked-for victories, the first over Kanotex Sovereigns of Arkansas City, Kas., and the next over Los Angeles Aero tech.

The Pacific coast area still has the most teams in the running with nine. The mountain section has seven, the midwest six, the southwest four and the south one.

Warmerdam Slated To Compete in Hill Relay Meet
PORTLAND, March 17 (AP)—Cornelius Warmerdam, world pole-vaulting champion, will compete in the Hill Military academy relay carnival here March 27.

James J. Richardson, Oregon AAU president, said Warmerdam sent notice he would enter after learning it would be a USO benefit.

Brazil Meets Casey in Middle Go; Adoree Billed

"The return of Cy Williams," top attraction on tonight's armory grapple card will not be titled "The Triumphant Return of Cy Williams" if Vicious Vincent Lopez has anything to say about it.

And he will. For the mean Mexican ex-world's heavyweight mat champ faces Cryin' Cy in the same identical ring tonight in a bout which should set a new high for Klamath mat fans who like their rassing touch, dirty and anything but clever.

The pair are both noted for their ignorance of ethics, fair play and sportsmanship. Both weigh well over 220; both are veterans; both can take it. It should be a wonderful exhibition.

For variance, the middle go on a better-than-fair card will pit Pedro Brazil against Handsome Jim Casey, straight out of County Cork, in a match which looks as nothing but clean. The acrobatic duo have never met before in a Klamath ring. They're heavyweights and allergic to dirty work.

Bulldog Jackson, who challenged Andre Adoree for this week, was put down for the count instead by complications from an auto smashup injury he got last week. While Jackson nurses the spot where doctors found a handful of glass in his knee, a new boy, Art Kallio will tackle Adoree, the Montreal Frenchman, in the opening bout tonight. Kallio is a Finn with fine athletic talents, according to Promoter Mack Lillard.

Gongtime is 8:30.

Mioland, Market Wise Out to Erase Poor Showing
MIAMI, Fla., March 17 (AP)—Mioland and Market Wise, two turf greats who got nothing but exercise out of the \$50,000 Widener here March 7, will run again Saturday in an effort to prove the poor showing each made was purely accidental.

The contention of many railbirds was that both Charles S. Howard's Mioland, winner of \$224,450 in three seasons, and Louis Tufano's Market Wise were simply lost in the scramble of an oversized Widener field. There certainly was little doubt that both were lost at the finish line. Mioland running eighth and Market Wise ninth.

WHAT A FAUX PABI
COLUMBUS, O.—Bill Johnston of Ohio State was disqualified in the 16-pound shot put event against Illinois after taking second place for using a shot .005 of a pound lighter than regulation.

LYNN ROYCROFT, O. M. L. Man
HomeKeeper PLAN
You owe it to yourself to know about the HomeKeeper plan... for the man who needs a large amount of insurance protection, but who wants to buy only half that much. I'll be glad to explain it to you mutually, briefly.

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118 North 7th St.

This is an Eskimo
—he lives in Alaska

This is an Icebox
You can sell an icebox to an Eskimo. It has been done. Iceboxes are to keep food cold in hot weather, and believe it or not, it gets hot in Alaska.

The important thing is to reach the buyer when the time is ripe. Newspaper advertisements are the best way to do this—they show buyers the article for sale, tell them its merits, quote its price and direct buyers to where it is sold—at the time when they most want to buy.

For instance, most people want bathing suits in summer; most people want overcoats in winter.

BUT IT TAKES MORE THAN TIME-LINESS TO PLANT IDEAS IN PEOPLE'S MINDS. IDEAS HAVE TO BE REPEATED REGULARLY TO THEM.

This is a Preacher
Every Sunday thousands of preachers talk to their congregations about religion. Religion meets one of the greatest needs of mankind, but people have to be reminded of it time and again, must have religion interpreted to them week after week, in order that it can do them good in their daily lives.

So it is with any idea, big or small. It takes REPETITION to make it stick in people's minds, whether the idea is that stealing is wicked, or that Vitamin B₁ is good for you, or that the XYZ Company makes good bathing suits.

All people don't want to buy the same things at the same time, and advertisers must prepare them for the time when they do want to buy. A lady probably wouldn't be thinking of buying a bathing suit if she is going to a wedding today.

But the advertiser wants her to realize right now that his bathing suits are the best bathing suits, so that she will be thinking about them when she gets ready to go on a vacation.

On the other hand, there are mighty few days on which any man or woman may not need a cake of soap, a can of soup or a safety pin.

That's why you'll find the real necessities are advertised regularly in newspapers.

When business is better in this town everybody benefits. When everybody in the town knows what's going on all over the world, each man can tell better how to vote, what to buy and how to protect himself.

Read these ads each week. Tell your friends to read them. They tell you what an important part your newspaper has in helping you to know what's going on, so you can decide what you personally are going to do about it all.

The publisher of this paper wants to serve the community the best he possibly can. If you have any suggestions or questions or criticisms don't hesitate to write him a letter. It will receive personal attention.

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Luncheon in the RENDEZVOUS, the popular Biltmore "Night Club in the Afternoon".

Visit the beautiful Biltmore COFFEE SHOP... the world's largest, most modernly equipped.

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