

TALKING IT OVER

BY JOE WILLIAMS

CLEVELAND, July 2—I have never been much of a hand at figuring out problems in finance and economics, and when the promoters of the Schmeling-Stribling championship announced that the cost of admission has been revised downward, specifically from \$5 to \$3 for the bleacher seats, and in the same paragraph predict that the total gate will soar from the anticipated \$500,000 to \$750,000, I do not know it. I do not know what they are talking about.

Dick Dunn, who is out here shirt-fronting for the Madison Square Garden Corporation of New York makes such a statement in the Public Gazettes. There is at the moment a great slathering of prices and a great number of commodities, due to one thing and another, which seems logical that this said slasher has been inspired by an over-zealous rush to buy. Possibly in the present instance the reduction was prompted by the fact that the customers were too dawdling in their approach to the office.

In the event it is difficult for the lay mind to reconcile the notion of profits as expressed by Dunn with the fact that even if the \$5 seats do sell, they will bring \$2 less. Maybe Einstein can make it add up. The truth is this has been a very tough fight to put over, despite the fact that the fight is a good one, a community novelty, and that the fight is being staged as the opening feature of the city's magnificent new stadium on the lake front, a circumstance which was supposed to add many thousands to the expected receipts.

However, public opinion seems to be that this championship or no championship Stribling is still Stribling and Schmeling is just another boy who weaves like Demsey.

For a number of days now the Garden advance agents have been touring neighborhood bars and the ballyhoo and in other ways excusing the lure of the come-on. It has been an inspiring spectacle to watch. Mike Jacobs and Walter St. Denis threw their peddler bags across their shoulders and start out for such thriving centers of social activity as East Liverpool, Dover, Wellsville and Springfield exhorting the natives to rally to the cause of the 600 ex-millionaires.

I AM told that hundreds of natives have made purchases out of the sympathy alone and that the sight of the two gentlemen trudging the countryside crying out, "Here you are ladies and gents, a brand new championship fight marked down to meet red ink prices," is so crammed with poignancy that only hearts of granite can possibly remain unmoved.

Mr. Jacobs is an expert at beating the drums of ballyhoo and his present tactic is to bring him back to the days when it was his business to stimulate applause and steam up excitement, a trick he performed by the simple process of hiring professional enthusiasts.

I was surprised to hear from Mr. Jacobs' own lips that he used to apply the batteries to his team for less than the cost of a meal than the late Eddie Foy used to in the early days of the master's career and it was Jacobs' duty upon arriving in a cold winter town to go out and employ a mess of cheer leaders, using Annie Oakley's way of remuneration, who at a given cue stood up and banged their palms violently together and emitted loud whoops to the supreme artistry of the performance.

Jacobs' scheme did not work, but the Belasco genius epidemic needed an artificial stimulus, but that the device was used largely as a spur to different natures. Very likely it is true as Jacobs tells you, that there is a psychological oddity about public initiative and unless there is something in a performance complete heart warming or emotionally exciting the customers will wait until some one else starts the applause before joining in.

BASEBALL CALENDAR

AMERICAN ASSOCIATION

	W.	L.	Pct.
St. Paul	39	32	.549
Louisville	39	32	.537
Milwaukee	36	35	.529
Minneapolis	36	34	.513
St. Louis	36	34	.507
Toledo	33	35	.483
Columbus	31	36	.468
INDIANAPOLIS	31	36	.468
Kansas City	30	35	.453

AMERICAN LEAGUE

	W.	L.	Pct.
Phila.	49	19	.721
Boston	27	38	.415
Washington	30	30	.454
New York	36	30	.494
Columbus	35	32	.493
Cleveland	35	32	.493

NATIONAL LEAGUE

	W.	L.	Pct.
St. Louis	42	25	.627
Boston	30	36	.455
New York	35	30	.485
Columbus	36	30	.485
Baltimore	35	32	.485

GAMES TODAY

	AMERICAN ASSOCIATION	AMERICAN LEAGUE
INDIANAPOLIS	at Toledo (two games).	
Louisville	at Columbus.	
Kansas City	St. Louis.	
Minneapolis	at Minneapolis.	

AMERICAN LEAGUE

	BOSTON	DETROIT
Boston	27	38
Washington	30	30
New York	36	30
Columbus	35	32

NATIONAL LEAGUE

	PHILADELPHIA	CINCINNATI
Philadelphia	42	25
Baltimore	30	36
New York	35	30
Columbus	36	30
Baltimore	35	32

RESULTS YESTERDAY

	AMERICAN ASSOCIATION	AMERICAN LEAGUE
INDIANAPOLIS	at Toledo (two games).	
Louisville	at Columbus.	
Kansas City	St. Louis.	
Minneapolis	at Minneapolis.	

NATIONAL LEAGUE

	PHILADELPHIA	CINCINNATI
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	6 Volt, 11 Plate	6 Volt, 11 Plate
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6 Volt, 11 Plate

	6 Volt, 11 Plate
	\$6.95 EX.

6 Volt, 11 Plate

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	\$9.95

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Recharges Free for 2 Years

	6 Volt, 11 Plate
	\$10.95

Recharges Free for 2 Years

	6 Volt, 11 Plate
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	CARS WASHED
	25c

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	25c

No extra charge for wire wheels. If it rains within 24 hours after we wash your car—we will wash it again for 25c.

	50¢
	50¢

50¢

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