

IN THE WORLD OF SPORTS

Looks Like White Sox Are in for a Good Darning . . . New York Boxing Commission Provides Two Good Scraps

BY PHILIP MARTIN
YOU can take Jimmy Dykes' word for it that all but about six of the current crop of Chicago White Sox will display their baseball wares elsewhere during the 1935 campaign.

Highly touted as a possible dark horse in this year's pennant chase, the White Sox have done nothing except steal the title of league doormat away from the St. Louis Browns.

Dykes states he will string along with his present infield, which consists of himself at the hot corner, Appling and Hayes, short and second respectively, and that clouting giant, Zeke Bonura on the initial sack. A pretty fair sort of inner works, if anyone should ask you.

It is also rumored about that Jimmy will place Al Simmons on the auction block. All bids received, however, must include a goodly share of youthful baseball talent.

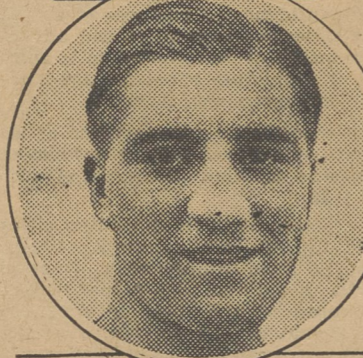
Under a new policy, heartily approved by Dykes, the Sox will try to develop their own talent. No more fancy prices for minor league stars who flicker out after their transfer to big time.

As a result, Jimmy will have to play a David Harem role if he expects to have a team of proper caliber on the field next April.

THE New York Boxing Commission fathers, who pose as the foremost authorities on things fistie, have decreed that Vince Dundee, middleweight title holder, must meet Teddy Yarosz, of Monaca, Pa., in defense of his crown, before Aug. 12. Otherwise, the title will be declared vacant.

Since becoming champ by winning over Lou Brouillard, Dundee has fought only once. Yarosz beat Brouillard twice—so there's little wonder Dundee has shied clear of the meeting.

ANOTHER nice little scrap on the bill of fight fare is that approved by the New York commission between Baby Arizmendi,



According to Jimmy Dykes, upper left, manager of the Chicago White Sox, his team is in for a good overhauling. Vince Dundee, lower left, will defend his middleweight title, and Baby Arizmendi, below, is favored to cop the featherweight crown, in coming bouts.



of Mexico and California, and Mike Belloise, Gotham featherweight.

The commission has declared Freddie Miller's featherweight throne vacant due to non-defense of title within its specified time, and will seat the winner of the Arizmendi-Belloise brawl in the chair.

This bout should see the descendant of the Aztecs ruling the division. Arizmendi has been

coming along fast the last couple of years, and his shifty stance and punch figure to be a bit too much for little Mike.

Something Is Happening In Dallas

Few people who live in the rich suburban-rural territory which spreads to the Northwest of Wyoming Valley know intimately what has been happening during the last five years in the modest white building which houses The Dallas Post, Inc.

Anyone who has visited The Post at one year intervals has noticed less vacant floor space each time, more noise of motors, a few more men working. More than that they cannot have left without sensing the spirit which was responsible for the physical changes they saw.

It was this spirit which enabled The Post to step boldly into the fine commercial printing and magazine publishing and to build up a steadily-growing volume of business in those lines while other businesses were suffering from an economic depression.

But The Post had, first of all, been a newspaper, and all the time it was expanding it was studying its nucleus and waiting impatiently for the time when good business judgment would say "Now, go to it".

For, throughout the country, advertising lineage was going lower and lower and subscribers, unable to pay, were making the burden for newspapers almost back-breaking. Rather than to exert pressure on subscribers who, The Post felt, were sincere and would gladly pay as economic conditions became better, The Post postponed the expensive things it had planned.

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Confident that general business conditions will boom this fall, that advertising (already stimulated) will increase, and that subscribers (already proving their loyalty) will overwhelm us with their payments, we have started a campaign which we hope will make The Dallas Post one of the outstanding weekly newspapers in the country.

This effort to establish The Post firmly among the leading rural weeklies will be based on two premises. The first is that certain traditions of the weekly newspaper are sacred. It was the weekly newspaper which moved westward with the frontier into remote settlements where metropolitan newspapers were unknown. It was the weekly newspaper which helped to build those isolated villages into cities of any size. It is the weekly newspaper today which touches intimately millions of lives in countless villages and towns throughout the nation. This heritage is our first consideration.

The other principle we shall endeavor to keep in mind is that the reader of the country weekly today is a far different person than the reader of yesterday and that this difference is especially noteworthy in the section served by The Post. The radio, magazines, automobiles, metropolitan newspapers have ended the isolation of the country dweller. He is no longer content with a slipshod job of editing and printing. He demands—and deserves to receive—his local newspaper to be as well-edited, as attractive typographically, and as alert and progressive as the city daily.

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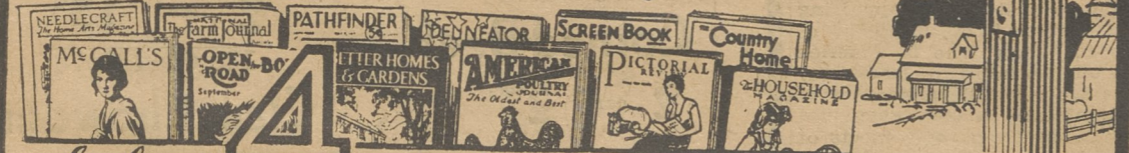
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