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LEADING FIGURES IN BIG CONTEST

Tex Rickard.

New York, June 22.—"Boxing's greatest showman." That is the title which George Lewis ("Tex") Rickard, promoter of the coming Dempsey-Carpentier bout, has earned in the staging of several bouts drawing the largest gate receipts in the history of the sport.

Thrown in contact with the boxing game by accident, Rickard, on account of whose career reads like fiction, accomplished nearly everything he set his mind on doing and has kept going along successfully, despite conditions that sometimes made the word "quit" seem attractive.

Rickard was born in Kansas City, Mo., Jan. 2, 1871. His father, a millwright, moved to the Panhandle of Texas when the embryo promoter was a small boy. At the age of twelve years, thrown on his own resources, with a widowed mother, two brothers and three sisters to support, "Tex" turned to the calling of cow-punching, universal in Texas.

Then started the travels which have made this man a "citizen of the world." He met success in the cattle business, but in 1894 "hit the trail" for the Klondike. Months of hardship brought fair returns, but after a year or two in Dawson, Rickard again moved. This time, he drew up in Goldfield, Nev., at the time when the mining craze engulfed that section.

But Goldfield was not satisfied with the local activity which the miners brought to that place. The town "boosters" wanted national note, and Rickard suggested a championship boxing match.

The promotion of big enterprises with the aid of virtually no capital has been characteristic of this prospector who has tapped the gold mines of Broadway as well as of the Klondike and Nevada. From his friends he secured enough money to offer Jimmy Britt and Terry McGovern a \$30,000 "guarantee" for a championship bout in Goldfield. Coming from an unknown, at that time, the offer was hailed by the boxers and their managers as a joke.

Rickard kept right on, however, and the managers of Joe Gans and Battling Nelson were more susceptible to the glint of \$30,000 in gold pieces laid before them. The lightweights fought a memorable battle at Goldfield. The town was advertised nationally, and "Tex" Rickard became a successful fade promoter.

Since that time, Rickard has promoted from a financial point of view, the greatest ring contests ever staged. They have been successes only because of the extraordinary "showmanship" of the man. Always his slogan has been "take a chance." He astounded the country with his guarantees for the Johnson-Jeffries battle at Reno in 1910. But his receipts totalled \$270,000, and he emerged a winner by \$100,000. Receipts for the Willard-Dempsey bout at Toledo, July 4, 1919, amounted to \$450,000, a new high mark.

Bouts staged by him in Madison Square Garden during the six months previous to last March brought in more than \$1,300,000. Approximately \$1,000,000 will flow into the box office before Jack Dempsey and Georges Carpentier square off at Jersey City, July 2, easily covering the tremendous outlay necessary to stage this bout. Rickard is one of the few who have coaxed substantial returns out of promotion in the boxing game.

"Take a chance" and "Be square" are Rickard's watchwords, which seem to summarize reasons for the success which has come to him in business as well as boxing. For boxing is only a sideline with him. Tex is a partner in huge cattle enterprises in South America. His herds roam over a range of more than 4,000,000 acres. He is general manager of a firm backed by American financiers in a project which produces beef for American consumption.

But despite the "take a chance" motto, mere good luck has had little part in the success of this man who now sits in a suite of offices in Madison Square Garden and directs, in the Jersey bout, July 2, a "million dollar proposition." Starting without capital, applying well the



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principles of credit, making the forfeits
of boxers pay for preliminary expenses
of the earlier bouts, Rickard has been
successful in the staging of thirty bat-
tles without a single loss. In the Gold-
field days, he was a prospector, uncover-
ing his gold in box offices as well as in
gold mines. Today, this smooth-faced,
affable business man is still prospecting.
But with success must come some disad-
vantages. "Tex" Rickard's name now
assures an event. There is no more
doubt and "Take-a-Chance" Rickard al-
most misses the thrill.

Gaudet-Wrynn.

An interesting wedding took place at
Moncton yesterday, when Miss Helen
Josephine Wrynn, daughter of Conduc-
tor and Mrs. M. Wrynn, was united in
marriage to Dr. Aurele H. Gaudet. On
their return from their honeymoon Dr.
and Mrs. Gaudet will reside in Moncton.

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ATHLETIC

Rothsay Track Meet.

The track and field sports at Roth-
say Collegiate School were concluded
yesterday.

The events run off yesterday morn-
ing and the winners were:

Senior Shot put: 1, Douglas; 2, Kit-
chen; 3, Teed; distance, 39 ft. 1-4 in.

Middle shot put: 1, LeRiche; 2,
Johnson; 3, Carter; 26 ft. 9-14 in.

Junior high jump: 1, Fleming; 2,
Walker; 3, McIntosh; 4 ft. 2 in.

Middle hammer throw: 1, LeRiche;
2, Parks; 3, Johnson; 67 ft. 3 in.

Midgets' running broad jump: 1,
Lance; 2, M. Sprenger; 3, Allerton; 11
ft. 8-14 in.

Senior 220 yards: 1, Black; 2, Scam-
mell; 3, Burbridge; time 25 3-5 sec.

Senior half mile: 1, Scammell; 2,
Burbridge; 2 min. 31 1-5 sec.

Senior hammer throw: 1, Teed; 2,
Brownell; 3, Kitchen; 97 ft. 6 in.

Afternoon Events.

Middle high jump: 1, Frith; 2,
Parks; 3, Johnson; 4 ft. 7 in.

Senior high jump: 1, Dennis; 2, Ste-
rens; 3, Teed; 4 ft. 11 1-2 in.

Junior 75 yard dash: 1, Walker; 2,
McLean; 3, Bliss; 9 4-5 sec.

Senior 100 yard dash: 1, Black; 2,
Douglas; 3, Burbridge; 10 4-5 sec.

Middle hurdles: 1, Parks; 21 3-5 sec.

Junior 220 yard dash: 1, McLean;
2, Walker; 3, Bliss; 30 4-5 sec.

Middle 10 yard dash: 1, Carter; 2,
Parks; 12 sec.

Midgets' 75 yard dash: 1, Lance; 2,
Sprenger; 3, Allerton; 11 sec.

Senior 120 yard hurdles: 1, Scam-
mell; 2, Douglas; 3, Burbridge; 18 sec.

Junior 220 yard walk: 1, Montgom-
ery; 2, Harding; 3, McLean; 1 min. 6
3-5 sec.

Senior 440 yard dash: 1, Scammell;
2, Burbridge; 3, Douglas; 55 sec.

Middle 220 yard dash: 1, Carter; 2,
Parks; 3, Green; 28 sec.

Old Boys' Race: George Holly of
class of 1917.

The officials of the meet were: start-
er, C. West; judges, C. MacKay, H.
West and S. Cloves; timer, S. F. Willett.

The old boys' race was in charge of N.
R. DesBrisay, A. C. Skelton, W. R.
Walsh and R. Doose.

THE NEW ARENA.

At a meeting held in the Commercial
Club offices last evening to discuss the
building of the proposed Arena, preli-
minary plans were made for the rais-
ing of the necessary money to finance
the undertaking. F. W. Coombs, presi-
dent of the Athletic Association of the
Commercial Club, was in the chair, and
the following organizations had repre-
sentatives present: Y. M. C. A., Y. M.
C. I., South End Improvement League,
Civil Service A. A., Athletic Association
of the Commercial Club, Athletic Com-
mittee of the Hardware Clerks' Associa-

tion, executive of the Commercial Club.
Letters were received from the St.
George A. A. and West End Improve-
ment League expressing regrets at not
being able to have representatives
present.

Each representative was called upon to
report as to the willingness of his or-
ganization to co-operate and all reported
that they were very much in favor of
the erection of such a building and told
of their willingness to co-operate to the
fullest extent.

Girls, Don't Wash Your Face

Use Liska cold cream instead (you
have never used anything like it.) Just
try it once, and you will never be with-
out it. Soap and water has a tendency
to make the skin rough, and does not
cleanse the skin as thoroughly as Liska
cold cream. To prove it make this test:
Wash your face with soap and water,
dry thoroughly, then apply Liska cold
cream, massage it well into the skin,
then wipe off the superfluous cream with
a soft white cloth; examine the cloth
and see how much dirt has accumu-
lated thereon. Liska cold cream
cleanses, softens and beautifies the skin.
For sunburn or after a dusty auto trip
there is nothing like it. Its fine after
shaving, too. Let hubby or brother try
it. Just compare Liska cold cream with
any other you have ever used, and you
will need no further argument to con-
vince you that it's the best. It's put
up in tubes, the only sanitary way. Try
it tonight. You will be delighted. At
toilet counters everywhere including
Watsons Drug Stores.

A RUSH FOR SPIRITS.

Vancouver, B. C., June 21.—A rush on
liquor permits is reported throughout
this province, many non-residents tak-
ing advantage of the clause which per-
mits them to obtain spirits while here.

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