

**Abstract**

**NIŠ SPORTS CLUB „POBEDA”(1923-1944) SEEN BY THE PRESS**

Niš sports club „Pobeda” was founded on 11<sup>th</sup> June 1923 and it gathered the young from the outskirts of Niš at the time. Seen from the perspective of won titles in the Niš championship of the first grade and competition of Niš ball sub-alliance, „Pobeda” had the most first won places and high placements, and it also played a prominent role in the international cooperation with Bulgarian clubs and had numerous players in the representation of the Niš sub-alliance in the team for the South Cup 1936-1940. The paper shows the activity of the club „Pobeda” through the prism of the press of that time.

**Keywords:** „*Pobeda*”, *Niš*, *Morava district*, *Niš ball sub-alliance*.