

### Three Cigarette Faults to Avoid

First, avoid cigarettes that don't just suit your own taste.

Second, avoid those that bother your throat or tongue.

Third, avoid those that make you "feel mean" after smoking all you want.

If Fatimas, for instance, seem to you to be guilty on any one of those three counts, we say, avoid Fatimas.

We mean what we say—for, when it comes to the taste, Fatimas can't possibly please everybody—no cigarette can do that. But Fatimas do please more men than any other cigarette costing over 5c.

That's one reason why you should try them.

Another reason is because they are so SENSIBLE—so free from any "after-feeling."

If you want to know exactly what a "sensible" cigarette is, just try Fatimas by these two tests. Do that little thing today—you'll be glad.

Loggia & Meyer Tobacco Co.

### TWO TESTS FOR ANY CIGARETTE

The taste of the cigarette—according to a leading tobacco journal—is up to the smoker. But there are other qualities that you should look for in the cigarette that you are going to stick to for your steady smoke. Here are a couple of tests that may help the average smoker to choose more wisely between different kinds of cigarettes.

Clip out these tests and try them on Fatima.

FATIMA was the Only Cigarette Awarded the Grand Prize at the Panama Pacific International Exposition.



## Sport News

### Greatest Tennis Stars In Championship Games

Forest Hills, L. I., Aug. 31.—With 128 players, including the greatest stars of the country competing, the national tennis championship matches opened here today. At 10 o'clock Lyle E. Mahan, C. M. Bull, Jr., E. H. Whitney and H. Throckmorton took the courts for the opening singles matches and for the next week play will be almost constantly in progress until the finals are reached.

W. M. Johnston, the California star, was scheduled for his first match today with W. H. Hackett, former member of the American Davis cup team. Maurice E. McLoughlin, former national champion, and Clarence J. Griffin, of San Francisco, were also scheduled for today. McLoughlin will meet Ernest H. Hahn and Griffin will meet Sidney Thayer, of Philadelphia.

McLoughlin and R. Norris Williams, present title holder, are widely separated in the ratings and it is believed the matches will finally narrow down to these two.

The early matches resulted as follows: Louis Graves beat Norman Johnson, 6-3; 6-4; 6-4. F. W. Phillips beat H. L. Bowman, 6-2; 6-4; 6-0. H. F. Parker beat Charles Chambers, 6-3; 4-6; 6-2; 6-3. R. P. Thomas beat F. E. Palmer, 6-2; 6-3; 6-1.

A. E. Copeland beat J. F. Eaton, 6-4; 5-7; 6-0; 6-4. L. F. Grinnel beat P. A. Robinson, 6-2; 6-2; 6-2. W. I. Platt beat B. Davilla, 6-1; 6-0; 6-2. W. E. Anderson beat S. T. Henshaw, 6-4; 6-1; 6-3.

Californians Win. Forrest Hills, L. I., Aug. 31.—Three California players came through victorious in the opening matches of the national tennis championship here this afternoon.

Maurice McLoughlin, former national champion, won over Ernest Fritz Kuhn in easy fashion, taking three straight sets. C. J. Griffin and W. M. Johnston also won in their matches in straight sets.

Scores: Griffin beat Sid Thayer, 6-2; 6-2; 6-1. Johnston beat Harold H. Hackett, 6-0; 6-1; 6-2. McLoughlin beat Kuhn 6-1; 6-1; 6-0. George M. Church defeated G. P. McKearin 6-1; 6-0; 6-0.

Dawson All But Out In Elimination Sets. By George H. Holmes. Forrest Hills, L. I., Aug. 31.—Ward Dawson, part of the pride and hope of California in the national tennis championship here, nearly found himself eliminated from the tournament in the first round today.

J. G. McKay, after losing the first set to the Californian, came back at him so brilliantly that he captured two sets in short order before Dawson woke up. When he struck his stride Dawson had little difficulty taking the final sets and match. The scores were 6-3, 2-6, 4-6, 6-2, 6-2.

There was a brisk wind and a hot sun throughout the morning.

Great Golf Battle. Detroit, Mich., Aug. 31.—One of the greatest battles ever staged on an American golf course was watched by a big gallery today when Ned Sawyer of Chicago outplayed "Chick" Evans, western champion, in the morning half of the first round of match play in the national amateur championship tournament.

Sawyer finished the first 18 holes 2 up, after showing the most remarkable golf of the tournament so far. His card was 72, one under par, which equals the record of the course. Evans turned in a card of 74.

The match was full of sensational shots and kept the huge gallery on edge all morning.

Sawyer continued his brilliant work during the afternoon round and eliminated Evans, 6 up and 5 to play. The match ended on the 31st green.

Jerry Travers drew an easy match with George A. Crump. Travers won, 14 up and 13 to play.

National Amateur Golf Championship at Detroit. Detroit, Mich., Aug. 31.—A huge gallery followed "Chick" Evans, the western champion, and D. E. Sawyer, former champion of France, when they teed off today in the first round of match play in the national amateur golf tournament at the Detroit Country club.

All the other stars had comparatively easy matches and interest centered in the two Chicagoans. Evans was generally picked to win, because of his consistent performances this year, though Sawyer is one of the most brilliant performers in American golf.

National Champion Quimet was matched against W. H. Gardner, of Buffalo, and Jerome Travers, former national champion, against George Crump, of Philadelphia. Neither expected much difficulty in winning.

Killed His Wife and Then Committed Suicide. Port Angeles, Wash., Aug. 31.—A letter addressed to his wife directing her in the disposition of certain articles after his death, found on a dresser today, indicated that John M. Gillespie, Spanish war veteran and Princeton graduate, had no premeditated intention of killing his wife. Gillespie shot and killed her and then committed suicide at their home here yesterday afternoon.

Mrs. Gillespie, sister of former County Auditor Ray McLoughlin had started divorce proceedings a short time ago. Two small children survive the couple.

### Vernon Club Would Buy Jim Thorpe of Giants

Los Angeles, Cal., Aug. 31.—Negotiations for the purchase of Jim Thorpe, world-famous Indian athlete and outfielder, were opened today by the Vernon club with the New York Giants. Thorpe is now playing with the Harrisburg club in the International league but he is still the property of the Giants.

Thorpe's batting average, which totals .293, aroused a desire in the heart of Eddie Maier, owner of the Tigers, for his services. All that is needed to make the Vernon club a real contender for the Pacific Coast league flag is right-handed outfielder and Maier believes Thorpe will fill the bill.

It is understood that Thorpe is for sale and Maier has wired an offer to the Giants for his services.

If it is impossible to meet the terms of the Giants for Thorpe, Maier has his eye on Outfielder Twombly, of the Richmond club. Twombly is a right-handed batter and was given a short tryout by the Cincinnati Reds this spring.

Watching the Scoreboard. Water baseball might have been a success back east yesterday, but it was a trifle too moist for the ordinary brand.

The Philadelphia Nationals found time to lick St. Louis in ten innings, four to three, being materially assisted by Left Fielder Bescher's iron bound chest.

Whittied's drive bounced off the bleacher wall, hit Bescher's massive torso and bounded into the seats for a home run, winning the game.

Pittsburg and Chicago Federals both whaled the pellet hard, the Pittsburgers being more fortunate in placing their bingles. Pittsburg won, 7 to 4.

Buffalo beat the Brooklyn Tiptops, 2 to 1, in the closing game of the series. Chase got three of Buffalo's six hits.

How the Batters Finished. New York, Aug. 31.—Joe Azevedo, of Oakland, Cal., defeated Phil Bloom of New York in ten rounds.

Milwaukee, Wis., Aug. 31.—Johnnie Dundee gained a hot-sapper decision of Ritchie Mitchell, Milwaukee, after being forced to extend himself for the last six rounds of a ten round bout.

New York, Aug. 31.—Sailor Jack Kealey of San Francisco knocked out Jack Carroll in the third round at the Military A. C., Williamsburg, with a right to the jaw.

Philadelphia, Aug. 31.—Sailor Charles Grande of California took a lacing at the hands of Jack Dillon of Indianapolis.

Bender Is Released. Baltimore, Aug. 31.—The management of the Baltimore Federal league club today announced the unconditional release of "Chief" Bender, formerly one of the greatest pitchers in the history of baseball.

SPORTS OF ALL SORTS. Chicago, Aug. 31.—John Breathed, track star and football player of the University of Chicago, will assist Coach Norgren of the University of Utah, it was stated today. He will have charge of the indoor track work, and assist in coaching the football squad.

New York, Aug. 31.—Packey McFarland and Mike Gibbons today began light training for their bout at the Brighton motorrome, September 11. Packey has been training at Chicago and Gibbons sparring and doing road work in St. Paul.

Los Angeles, Cal., Aug. 31.—The contest committee of the Los Angeles Messenger Pigeon association today certified the record breaking performance of Ben Bolt, carrier pigeon, which flew to Los Angeles from Norwalk, Ohio, in five days, 9 hours, 31 minutes, 10 seconds.

New York, Aug. 31.—Ad Wolgast, young king of the lightweights, today is just about as far at the bottom of the heap as he can slide. Packey Hommey, local lightweight, hitherto unknown, outpunched Ad last night in a ten round bout. Ad could claim only two of the rounds.

San Francisco, Aug. 31.—Jimmy Clabby, one of the contenders for the mid-weight championship, left here today for Sydney, Australia to box five bouts for Snowy Baker. His most important bout will be with Len Darcy, who knocked out Eddie McGeary.

Stanford University, Cal., Aug. 31.—The 1915 rugby season will start at Stanford Saturday, when Coach Floyd Brown will call out his legions and begin practice.

A number of high school stars have signified their intention of entering Stanford.

MARQUARD TO BROOKLYN. New York, Aug. 31.—Rube Marquard is to go to the Brooklyn Dodgers. A deal was put through today whereby the big southpaw was saved from being sent to the minors and instead will join the National league team across the bridge. Babe was to sign a Brooklyn contract this afternoon. It is understood his salary was cut from \$7000 to less than \$5000.

Atlanta Constitution: "God is still with us," says the Kaiser. "Same here," is the word from the allies. Somebody is headed for the Ananias club.

WAR NEWS OF ONE YEAR AGO TODAY. French minister of war issues call for additional reservists, bringing into the field all men between 20 and 48. Left wing French army again falls back to engagement on unfavorable ground but might have been decisive. Germany reports 120,000 Russians killed and 70,000 prisoners taken at Altenstein. Russians claim they have not been seriously checked. Car's edict renames St. Petersburg Petrograd. Vienna report says 3,000,000 men are engaged on Russian-Prussian-Austrian border, the battle line 400 miles long. With the movement toward Lubin a failure, new Lemberg taken by Russians, Austria recalls troops from France.

### SETS THE TOWN'S JAWS TO WORKING

How "Old 7," the Mysterious Figure, Advertises a Popular Confection—Creating an Advertising Character on Demand.



If you have followed the advertising of a certain large chewing gum manufacturer in the columns of the Capital Journal you had no trouble identifying the tall, red-robed stranger who made a bright spot on State street for four hours yesterday morning. And if you saw the big white "7" on his chest you didn't need to step up and get the sample stick of gum from him to make sure that this was "Old 7, the Baffer," representing the much-discussed and mysterious "7th point," which has been advertised in connection with the new Sterling Gum.

That Salem is interested in national advertising was shown by the reception extended "Old 7" when he started along State street yesterday morning. The children "snatched" him first and crowding around him, were rewarded with red envelopes containing a sample stick of gum—the famous "7 point" kind. Later in the day "Old 7" made a tour of the confectionery shops. Then he disappeared, leaving as he expected, an air of mystery surrounding his identity, and, most of all, the identity of the mysterious "7 points."

There's an interesting story behind "Old 7" and the advertising campaign of which he forms a part. Probably you'll be glad to hear it, for the chances are that "Old 7" will become as famous a national character as "the old woman who lived in the shoe" or any of the characters of "Spotless Town."

Creating an Advertising Character. The people who made Sterling Gum—and, by the way, they figure as one of the important gum manufacturers in the United States—realized that they had seven points of superiority in their brand of Sterling Gum. The seventh point, in their estimation, is the most important point of all, but to stimulate interest in all seven points and make the public cooperate with them in extending the publicity caused by their advertising, they have consistently refused to publish the nature of this final point. In fact, they plan to offer rewards for the discovery of Point 7, which is hidden in the gum.

One of their advertising specialists suggested that one of the highest priced advertising men in New York, "Let's make a real character and call him 'Old 7, the Baffer.'" So they did.

"Old 7" visits each city about the time that Sterling Gum is put on sale. His appearance is very striking. His preparatory to starting a transcontinental trip in the interests of "that expensating seventh point."

What Happened in Newark. When "Old 7" visited Newark, N. J., some weeks ago, he attracted such a crowd on the main thoroughfares that the police, who failed to endorse over the novelty of the idea, interfered and arrested "Old 7" for disturbing the peace. Since that time "Old 7" is careful to call on the Chief of Police and pass out a few packages of gum before he appears on the streets.

Fortunately, Salem was a better reception, and, as he says, an enjoyable day here, and, as he says, he represents is selling well and will prove popular here.

SUICIDE OR MURDER? Spokane, Wash., Aug. 30.—With the finding of the bodies of a woman, believed to be Nellie Guinette, aged 40, and an unidentified Scandinavian in the ruins of a shack, the police department was confronted with a mystery today. It is not known whether it was a case of double suicide, double murder, suicide and murder, or accident. The shack, which was supposed to have been unoccupied, was burned Saturday night. The bodies were found late yesterday. The Guinette woman's husband was also burned to death several years ago.

CHILD'S BODY FOUND. Seattle, Wash., Aug. 31.—Lying in the sand, partially covered by drift wood, the body of little Florence Kelly was found near the Alki Lighthouse here last night by two men who were gathering wood. It was two miles from where the 18 months' old baby disappeared near her home last Thursday while playing on the beach at Fauntleroy park.

NEW TODAY. One cent per word each insertion. Copy for advertisements under this heading should be in by 2 p. m. PHONE MAIN 81.

HARRY—Windowcleaner. Phone 758. Oct 1

ORDER ash wood at Ward K. Richardson's. tf

OLD LUMBER for sale, cheap. Call 430 Court street.

FOR SALE—First-class work team. R. W. Batt, Rt. 3, Box 133. Sept 2

WANTED—Hay bailer to bail straw. Mute school. Phone 646. Sept 1

TWO fine oak and glass show cases for sale. See Poole's drug store. tf

FOR RENT—Furnished housekeeping room; close in. G. W. Johnson. tf

NO. 1 second-growth tin, \$3.50; furnace wood, \$3.25 per cord. Phone 2249. tf

WANTED—Middle-aged lady or girl to do housework on farm. Phone 49-F-4. Sept 1

FOR RENT—Furnished housekeeping rooms, 694 North Commercial street. Aug 31

FOR SALE—Cheap, at a bargain, 9-room house. Inquire A. J. Daniels, Marion hotel. Sept 1

GET your shoes repaired for hop-picking; prices reasonable. Nineteenth and State. Phone 500. Sept 4

WILL TRADE hogs for team of horses and harness; price must be right. Route 8, Box 103, Salem. tf

WANTED TO EXCHANGE—City lots for cordwood. J. H. Lauterman, 339 Chemeketa. Phone 900 or 678. tf

WANTED—Place to work for board by young man attending business college. E. M. Van Nuy, Turner, Ore. Sept 2

WANTED—Man wants plowing or other farm work with team. Route 4, Box 33, Salem, Ore. tf

FOUND—Watch. Owner can have by identifying it and paying for this advertisement. 2760 Brooks ave. Sept 1

GET your shoes repaired for the fall season; prices reasonable. Nineteenth and State. Phone 500. V. Dykstra. Sept 10

WILL BUY green prunes for drying. Henry A. Townsend, Box 152, Route 3. Phone 36-F-23. One mile west of Liberty. tf

I STILL have nice boxes for canning. Bring your peaches to the orchard, opposite Poor Farm, at T. J. Clark's. Sept 1

HIGH SCHOOL girls want place to work for room and board during school term. Phone 64-F-21 or 699. Sept 1

WANTED—A party to look after stock on place through September. Call at 3 p. m. Tuesday, room 3 Bayne bldg. Jacobs & Co. Aug 31

WANTED—A few more hop-pickers; free transportation daily to and from town. W. J. Estabrook, 3/4 mile north on Lincoln road. Phone 52-F-11. Sept 2

BUNA VISTA FERRY BOAT—For sale cheap. New and in good running order. Barring proposition. Inquire J. A. Huston, Buna Vista, Ore. Sept 5

FOR RENT—That fine newly rebuilt 10-room house on Marion street, near Garfield school, may be rented cheap by the right persons. H. S. Gile & Co. tf

FOR SALE—10 acres of good cultivated land in Alpine, Benton county, 2 houses, double chicken house, barn, and fruit; 1/4 mile from school and town. For terms inquire of R. A. Dunavan, Alpine, Ore. Sept 1

MONEY TO LOAN—On improved farms at 7 per cent annual interest. I am representing the Commerce Safe Deposit & Mortgage Co., of Portland, Ore. Quick delivery of money. Write me. F. J. Berger, Salem, Ore. tf

HOP-PICKERS—Three hundred wanted; 225 cents trelis; river bottom hops; thoroughly sprayed; fine picking, long job; good accommodations. Lakebrook farm. Register immediately. T. A. Livesley & Co., top floor Salem Bank of Commerce. Phone 581. Aug 31

For Sale, Choice 225 Acre Farm. One of the best Grain and Dairy Farms in Polk county, and owing to its location is an ideal tract for subdivision located 7 miles from Salem on rock road, with railroad and shipping station at door. Has a large set of modern improvements. Good family orchard; all fenced and cross-fenced with woven wire; 200 acres under cultivation, and in clover. Balance in timber and pasture with running water. This farm will be offered for a short time at a bargain. Will consider some good Portland or Salem income property as part payment, some cash, balance long time 6 per cent. This is an exceptionally good proposition, and will not last long. For further information see JOSEPH BARBER, Office 405 Hubbard Bldg. Phone 1644 or 1222. Salem, Ore.

### STATE FAIR BULLETIN

State Fair Grounds, Monday, Aug. 30.—Indications of rain, cloudy, yesterday's weather ideal.

Hon. J. H. Booth, president; Hon. W. H. Savage, vice-president; Mrs. E. T. Weathered and Hon. M. L. Jones, members of the state fair board, were on the grounds yesterday. All expressed satisfaction with the progress of work at the grounds. President Booth will be here again on the 10th of September to remain a day.

H. C. Eccleston, wife, daughter-in-law and mother-in-law, metored over from McMinnville yesterday. Mrs. A. J. Baker is a pioneer of 1853-53, is 83 years old and in excellent health. Mr. Eccleston and family will be found at No. 12 Main Entrance Way during the state fair.

J. B. Stetson returned from the Centralia, Wash., meet last night satisfied with his winnings at that successful fair.

T. L. Davidson, Jr., and family, will be found at No. 1 Moores during the week September 27th to October 2d.

Geo. Wildridge, Salem, who was a marshal last year in E. F. Carlton's department, will hold the same position this year. He was in this morning and selected his old location at 44 1/2 the Main walk. Mrs. John Vidler, of Portland, will be his neighbor on the

\*\*\*\*\* HERE'S NEW VIGOR FOR OVERWORKED STOMACHS \*\*\*\*\*

Daniel J. Fry, the popular druggist, has been in the drug business long enough to have his own opinion of the best way of selling medicines. He says the plan adopted by Mi-o-na, the great dyspepsia remedy, is the fairest he has ever heard of. He doesn't believe that a medicine ought to be paid for unless it does the user some good. And Mi-o-na is sold under a positive guarantee to relieve dyspepsia or to refund the money. You simply leave 50 cents on deposit with Daniel J. Fry and if, after you have used the box of Mi-o-na you decide that it has done you no good, all you have to do is to tell him so and he will return your money.

Hundreds of people have been relieved of stomach agonies by using this remarkable remedy. It is not simply a food digester; it is a medicine that puts all of the digestive organs into normal condition and gives ruddy, glowing, vigorous health. A change for the better will be seen after the first few doses of Mi-o-na, and its continued use will soon give the power to eat anything at any time and not suffer distress afterward.

Mi-o-na is sold under a positive guarantee to refund the money if it does not cure. This is the strongest proof that can be offered as to the merit of the medicine.

Nothing lessens a man's success in his work or a woman's fascinating personality more than a weak stomach, with its attending evils. Use Mi-o-na and see how much more there is in life.

went and S. Page, Salem, on the east side, while opposite him will be Mrs. Bertie Shafer and mother, Mrs. Tharpp, of Newport.

Mrs. Geo. Yergen writes that they commenced picking hops the 28th.

Mr. and Mrs. Geo. Yergen, Norma and Ray Yergen, Leita Pellatz and C. D. Havens will be in camp again this year.

Mrs. John M. English Shaw, who has held ticket No. 1 for nineteen years, holds the same number this year.

W. E. McElroy, leader of McElroy's band, Portland, is on the grounds today. Prof. McElroy is a son of the late Prof. E. B. McElroy, known to teachers in Oregon twenty-five years ago.

Numbers of wagons passing on route to the hop fields. Some of the regular campers at the state fair made use of the camp grounds last night on their way to the fields.

Painters are at work on the auditorium inside. Three of them are occupying the Meredith cottage.

The floral display is in fifteen per cent better condition than at this time last year. The eyes of the thousands of visitors will be gladdened.

Carpenter Joe Dickenson is making repairs in the stock barns having finished the water tank tower. The finished News can be plainly read 500 feet distant from the top of the tower. The electric light on the tower can be seen two miles distant.

Secretary Jones has one of the gardeners putting the lawn north of the pavilion in fine condition. A two-inch stream of water from the big well is supplying the water.

The parade of campers on Wednesday night of the Oregon state fair promises to eclipse anything in that line ever attempted on the grounds. Former Governor T. L. Geer and Miss Looney will head the procession. Governor Geer was chief executive when the present plan of arranging the state fair was adopted by the legislature.

These who can send in their tents and have them erected now will find it far better than waiting until the 15th rush a few days prior to the opening of the Oregon exposition. The Salem vicinity people are advised to put up their tents now and come out to the park and pass any idle time. Invite your friends to call upon you at the fair grounds, an ideal spot for recreation after a warm day. The Methodist ladies will have their five tents up two weeks before the fair time, and will have song services there several evenings.

Will not some of our local ministers announce that on each Sunday prior to the opening of the state fair, September 27, there will be services in the oak park at the fair grounds? Here is where our ministers can do something novel and not be sensational.

SEATTLE PAPER QUITS AGAIN. Seattle, Wash., Aug. 31.—For the second time, The Seattle Sun has set and the Sun has gone out of business. When the Sun, a daily newspaper, failed several weeks ago, the employees, after a short months ago, started it up again on a co-operative basis. It lasted about seven weeks, and today it is announced there will be no further efforts toward keeping it alive.

### Government Wireless Station To Be Erected On Coos Bay Soon

San Francisco, Aug. 31.—A government wireless station which will also be used for commercial purposes will soon be established at Coos Bay. Negotiations are under way between Henry Sengstaeken of that port and government officials at the customs house here.

A station at Coos Bay will greatly increase the efficiency of the coast wireless service for vessels in distress. Coos Bay has spent \$600,000 improving its inner harbor, which has a channel 500 feet wide and 25 feet deep at low tide, admitting vessels of deep draught to enter the harbor with full cargo.

HE DEFRAUDED MANY. St. Louis, Mo., Aug. 31.—Charged with negotiating a deed of trust for \$30,000 in Waukesha, Wis., John W. Barnard, aged 64, is held here today by the police who allege he has netted \$360,000 during the last 16 years through fraudulent realty operations in 35 cities. Barnard was formerly a bank director and politician in Forest City, Ark. He has agreed to return to Waukesha without extradition proceedings. The police are endeavoring to connect him directly with swindles in other cities.

Ye LIBERTY Where You See the BEST PICTURES TODAY Wednesday and Thursday Bosworth, Inc., Presents MAUD ALLAN The International Danseuse in "THE RUGMAKER'S DAUGHTER" A dashing romance of the Turkish-American rug trade which presents the world famous dancer in one of her most beautiful dances. Also Another Reel Visit to the Great South American Continent. Coming Friday and Saturday "THE RUNNING FIGHT" A Story of Law, Love and Trust Busting Watch for the Big Double Feature Sunday and Monday.

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