

A Square Deal for Every Cigar Smoker

NO MORE—NO LESS

\$300,000,000 Is Spent For Cigars Annually

You are paying your part of this \$300,000,000. Where such a stupendous amount of money is involved, isn't it worth thinking twice about whether you are getting the best value for your money?

You've bought cigars with no guarantee of their goodness, no better assurance of their value than the recommendation of an unknowing retailer—in total ignorance of who makes them, how they are made or of what they are made—and with no guarantee of their real value.

You have kept on paying 10 cents for cigars that under proper manufacturing conditions should not cost you more than half as much.

Is that a square deal?

How much longer are you going to put up with it?

Isn't your part of the \$300,000,000 a year worth more consideration by the manufacturer and by the dealer? Why don't you demand some guarantee of reliable quality?

Why should you take chances?

You should not allow your prejudice or your indifference to interfere with your getting the best cigars you can possibly buy for your money. You cannot afford to ignore the better quality that is yours if you ask for and demand it.

The American Cigar Co. gives you as good a cigar to-day for a nickel as you could get five years ago for a dime. Whatever price you pay, you can get honest smoking values, if you go the right way about it.

Here's HOW

Guided by the combined knowledge of the greatest cigar manufacturers in Cuba and the United States, the American Cigar Company set about to perfect new and better processes in cigar manufacture and to provide an equipment that would bring about the much-needed improvement in cigar quality without increase in cost.

Thus, with the knowledge of what to do, and with the capital, equipment and disposition to do it, the American Cigar Company is to-day manufacturing cigars that are in every way better than any other cigars offered to the public.

Here's WHY

The American Cigar Company was organized to manufacture cigars that would win the patronage of smokers solely through their merits.

The supremacy of the American Cigar Company to-day is wholly due to its recognition of the "Square Deal" principle.

That you may have a reliable guarantee—a sure sign by which you may identify the product of these latter-day methods—wherever you buy, whenever you smoke—the American Cigar Company has placed this "A" (Triangle A) mark of merit on the boxes of the best cigars of various brand names.

A NEW CREMO

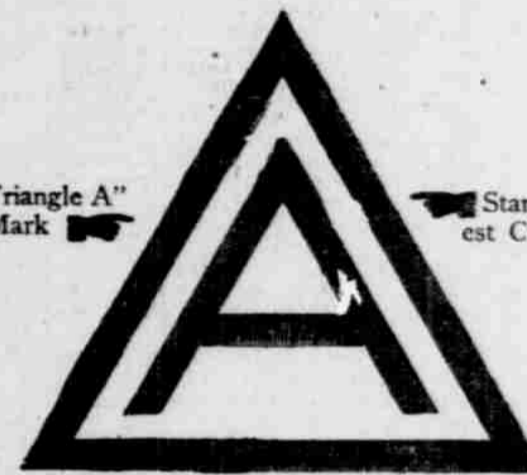
These modern scientific methods have been applied to the Cremo Cigar. A new Cremo is now being placed on the market. This New Cremo is a prominent demonstration of the great improvement in quality made possible only by reason of the manufacturing system used exclusively by the American Cigar Company.

WARNING—WARNING

Cigar smokers are warned against substitution. We are constantly discovering and prosecuting unscrupulous cigar dealers and manufacturers who are trading on our reputation. The cigar dealer who sells from stuffed boxes robs you on every cigar he sells. We caution cigar smokers to see that the goods they buy are genuine. Always look for the Triangle "A" merit mark.

The "Triangle A" Merit Mark

Stands for Honest Cigar Values



AMERICAN CIGAR CO. MANUFACTURERS

AGREE ON REFORM

Two of Big Nine Colleges Suspend Football.

NO COACHES ARE ALLOWED

Chicago and Northwestern Will Abolish Game for Two Years and Then Revive in Unrecognizable Form.

CHICAGO, Feb. 1.—Reformed football as recommended by the faculty representatives of the "big nine" colleges at a conference in Chicago a few weeks ago will prevail in the future at both the University of Chicago and Northwestern University. This was agreed upon today at separate meetings of the faculty of both institutions. Resolutions were adopted stating that it was the desire of the University of Chicago to abolish the game entirely for two years.

LUCAS WILL NOT BE AN OUTLAW

Tacoma Would Be Welcomed to the Northwestern Circuit.

MAKE ATHLETICS DEMOCRATIC

Professor Speaks Against Deifying of Football Teams.

CHICAGO, Feb. 1.—A dispatch to the Tribune from Madison, Wis., says: "Football reform may be one-tenth hysteria, but it is nine-tenths common sense," said Professor Adams, director of athletics at the University of Wis-

consin, at the alumni football banquet here last night. "The real problem," he continued, "is that of an athletic aristocracy versus an athletic democracy. While there are some 2500 students in the University, not more than 25 or 30 can be said to have received any desirable training in football—that training which comes from hearty participation in competitive games. All the bowl, all the fuss and all the reform has been over a couple of dozen young men on whom the admiration of the student body, the money of the athletic association and the time of the faculty were as lavishly expended as if they had been demigods, and not simply mainly young Americans, whom, with the exception of the few professionals who have crept in among them, it is a pleasure to know.

"We have set up an intercollegiate victory as the highest aim and ambition of student life. The popular mind ranks a victory over Michigan as a greater achievement than a great scientific discovery. The average college student would infinitely prefer to be a substitute quarterback than to make Phi Beta Kappa. We have set up a wrong ideal and then pursued it in the strenuous way which characterizes us as a people."

THE DAY'S HORSE RACES.

At Oakland. SAN FRANCISCO, Feb. 1.—Oakland race results: Three and a half furlongs—Seven Pull won, Mintao second, Janice Marion third; time, 9:21. Five furlongs—Lady Kent won, Maxetta second, Ray third; time, 9:21. Mile and a half—Catalina won, Iris second, Polenta third; time, 1:55.4. Futurity course—Cerro Bano won, Lem Rose second, Sterling Towers third; time, 1:11. Six furlongs—Royal Regue won, Martinmas second, Tom McBrath third; time, 1:13. Mile and a half—Ed Sheridan won, Supreme Court second, The Lieutenant third; time, 1:44.3.

At Los Angeles.

LOS ANGELES, Feb. 1.—Ascot race results: Four furlongs—Silver Stocking won, Halton second, Sweet Kitty third; time, 9:40. Mile—Tartan won, Prince Ching second, Katie Press third; time, 1:42.3. Five furlongs—Sir Wilfred won, Bribery second, Don Domo third; time, 9:58. Mile and a half—Vino won, Orleans second, Ramus third; time, 1:46.4. Mile and 70 yards—Henschman won, Dr. McCarthy second, Lucy third; time, 1:48.8. Six and a half furlongs—Money Muse won, Potrero Grande second, Revolt third; time, 1:29.4.

At New Orleans Fair Grounds.

NEW ORLEANS, Feb. 1.—Fair Grounds race results: Six furlongs—Rhinoceros won, Water Lake second, Buxton third; time, 1:18. Three furlongs—Bob Fet won, Jardiniere second, Susannah third; time, 0:58.1.5. Five and a half furlongs—The Ram won, Water's second, Stoner Hill third; time, 1:07.4. Mile—St. Valentine won, Kickshaw second, R. F. Williams third; time, 1:41. Mile and a half—Los Angeles won, Captain Rob second, Merry Pioneer third; time, 2:25.2. Consuelo II won, Charis Thompson second, Bitter Brews third; time, 1:42.

At New Orleans City Park.

NEW ORLEANS, Feb. 1.—City Park race results: Four furlongs—Karama won, Bella of the Bay second, Spies third; time, 2:47.4. Mile and a half, setting—Rosmond won, Helgeson second, Hymettus third; time, 2:27. Five and a half furlongs—Alphab won, Monacoder second, Tichmings third; time, 1:48.1.4. Mile and 70 yards, setting—Red Ruler won, Foreigner second, Berry Hughes third; time, 1:48.1.4. Six and a half furlongs—Grand won, Margaret Angela second, J. Ed Grill third; time, 1:22. Six and a half furlongs—Merry Arabah won, Basil second, Adessa third; time, 1:21.

Mile and a half—Carnate won, Harry Stephens second, Drexel third; time, 2:34.4.3.

THREE MOTOR-BOAT RACES

Fast Time of Gingers' 23 Is Feature of Day's Events.

PALM BEACH, Fla., Feb. 1.—Three events in the motor-boat regatta were run off here today. Easily the feature of the races was the fast work of George Gingers' "23" in the last event of the day. The event was won by Coo in 1:40.55, with a handicap of nearly five miles. The "23" was started at scratch, and finished fourth, only a few yards behind the third machine, after making the 15.25 statute miles in the fast time of 1:42.67. Nine boats started in the race.

The first event of the day, open to boats of all classes and over a course of 10.25 and a fraction statute miles, was won by T. R. Collins' Comet, in 1:06.6. The Comet was the fourth boat to start. Four boats started in this event.

HYLAND KNOCKS OUT TWO

Colorado Boy Proves Too Much for California Fighter.

DENVER, Feb. 1.—Fighting Dick Hyland, of San Francisco, tonight, in his attempt to defeat three 130-pound local boys before a local club, succeeded in knocking out two of his opponents—Jack Haley and Kid Sullivan—in the fifth and third rounds, respectively of scheduled five-round bouts, and failed to dispose of Kid Eriehorn, 135-pound champion of Colorado, in the same number of rounds.

Slosson Will Challenge Hoppe.

NEW YORK, Feb. 1.—Willie Hoppe announced yesterday that he would accept the challenge issued by George F. Slosson to meet him for the world's championship title at 18-inch balk line billiards, one shot in, which title Hoppe won from Maurice Vignaux in Paris a fortnight ago.

Lipton's New Challenge Yacht.

LONDON, Feb. 1.—Sir Thomas Lipton will not discuss at present his plans to challenge for the America's cup in 1907. He points out that under the rules it is not necessary to challenge until the fall of this year, and until then will probably not say what his proposals are.

Simmons Will Wrestle Mellins.

Harold Simmons, of this city, has been matched to meet Dan Mellins, of Butte, Mont., in a wrestling match in Portland, February 12. Mellins has agreed to throw Simmons three times in one hour or lose the match. Simmons has had considerable training in this line and expects to defeat the Montana man. The match will take place at Ringler's Hall.

MANY WILL ASSIST

Seven Clubs and Schools to Participate in Indoor Meet.

GUARDSMEN ALSO TO HELP

Special Programme of Military Sports for Their Benefit—Arrangements Committee Receives Encouragement.

The local committee which is raising funds for the Athens All-American team has practically completed arrangements for the big indoor athletic carnival to be held at the Armory on the last Saturday in this month, February 24.

The following institutions have signified their intention of entering the competition: Multnomah Amateur Athletic Club, Milwaukie Athletic Club, Young Men's Christian Association, Columbia University, Portland High School, Portland Academy and Hill Military Academy. In addition to these, a special programme of events for the benefit of colleges and universities as well as the Oregon National Guard will be arranged.

Oregon Agricultural College, the University of Oregon, Albany College and several other institutions have signified a desire to help the affair along.

The programme of events will consist of the following: 50-yard dash, 400-yard run, 30-yard hurdles, shotput, running high jump, relay race and pole vault.

The events of the same character will be held among the intercollegiate teams. The military organizations will have a special programme of Army games, such as tent-pitching, bayonet races and wall-scaling.

Souvenir medals will be given the winning contestants for first, second and third places in each event.

Tonight, in the Y. M. C. A. gymnasium, the Salem Nationals will play the local Tigers, and it promises to be a fine game, as Salem got beaten by only one point last Saturday with two of their regular men out of the game. This will be the Tigers' last game this season, and they are eager to preserve their record of being undefeated the entire season.

The line-up: Salem. Tigers. Rhodes. Moore. Harvey. Moore. Stebbach. Hartman. Winstanley. Bennett. Jones. A. Mackie.

Jake Ais, the popular little shortstop of the Portland team, has been spending the winter at Murietta Hot Springs, California, and writes to a friend in this city that he is in great form and ready for the bell to sound the opening of the playing season.

Portland will have baseball on two holidays during the coming season—Decoration day and Labor day. For the first time since 1892 the Portland team will be away from home on the Fourth of July. The first of March is named as the reporting date of the local players at the training quarters at Stockton.

Clothing Company Files Papers.

Incorporation articles of the North Tailors & Gents Furnishers were filed in the office of the County Clerk yesterday by Werner Petterson, bank E. Norgard and Carl C. Vance; capital stock, \$500. The objects are to engage in the manufacture, buying and selling of clothing, furnishing goods, hats, boots, shoes, etc.

pers and bond. In handing the commission to the new United States Marshal, Judge Wolverton stated that it gave him great pleasure to present the commission. The papers which confirmed Marshal Reed's appointment were received from Washington several days ago. His first official act after receiving his commission, was to make service of a restraining order presented by Attorney M. B. Meacham.

Marshall Reed Gets Commission.

When Judge Wolverton yesterday morning handed to Charles J. Reed his commission, he became United States Marshal for the District of Oregon. Shortly after court convened United States District Attorney W. C. Bristol, handed Judge Wolverton Marshal Reed's bond, amounting to \$20,000. Before entering the courtroom Mr. Reed had taken the oath of office and all that was necessary was to have Judge Wolverton approve the pa-

stage from the mouth of an old brass cannon will prove a revelation to all. Captain Trotter is a fine example of the benefits of physical culture, being a Hercules in strength and activity, despite his 64 years. There is a large assortment of other good vaudeville features on the programme, including the Scotchels, "Fiddling Ruben," Crawford and Duff, comedy entertainers; Widow Carter, comedienne; Mickey Feeley, monologist; Jones and Barton, novelty comedians; Leo White, baritone; and a new act of moving pictures, "The Night Before Christmas."

Panages.

Have you seen Captain Holtum, the veteran cannonball king, who heads the feature bill at Panage's Theater this week? His act is by odds the sensation of the season, and a vaudeville treat that should not be missed. His exhibition of daring and skill in catching a 21-pound steel ball fired across the

stage from the mouth of an old brass cannon will prove a revelation to all. Captain Trotter is a fine example of the benefits of physical culture, being a Hercules in strength and activity, despite his 64 years. There is a large assortment of other good vaudeville features on the programme, including the Scotchels, "Fiddling Ruben," Crawford and Duff, comedy entertainers; Widow Carter, comedienne; Mickey Feeley, monologist; Jones and Barton, novelty comedians; Leo White, baritone; and a new act of moving pictures, "The Night Before Christmas."

BUSINESS ITEMS.

If Baby Is Cutting Teeth Be sure and use that old and well-tried remedy, Mrs. Winslow's Soothing Syrup, for children teething. It soothes the child, softens the gums, allays all pain, cures wind colic and diarrhoea.

To the Scotchmen of America

THERE is an article in MUNSEY'S MAGAZINE of great value to you—an article you can not afford not to read. It is on THE SONS OF SCOTLAND IN AMERICA, and is a romance of Scottish brains and Scottish pluck and Scottish achievement. It shows the constructive genius of the race, and the tireless energy and fighting qualities of the race.

The Scots, like the English and the Irish and the Dutch, were basic in our civilization. Five Scotchmen were among the signers of the Declaration of Independence, and of the four members of George Washington's original cabinet, three were of Scotch blood—Alexander Hamilton, Knox, and Randolph. Eight of our Presidents have been of Scotch or Scotch-Irish blood.

A Great Series of Race Articles

This is the second paper in a series of race articles now appearing each month in MUNSEY'S MAGAZINE. The first was on THE JEWS IN AMERICA. The third will be THE GERMANS IN AMERICA. Then follow THE IRISH, THE ENGLISH, THE FRENCH, THE DUTCH, THE CANADIANS, THE SCANDINAVIANS, THE ITALIANS, and finally THE AMERICANS IN AMERICA.

This is a great series of articles which should be read by every one who is of the blood discussed, and every one of any blood at all who is enough of an American to wish to know who is who and what is what. This article on the Scots in America appears in

Munsey's Magazine

For February

Illustrated with 18 portraits of leading Scots in America

It was the romantic Paul Jones, a Scotchman, who founded our navy. It was a Scotchman who founded Princeton University. It was a Scotchman, James Gordon Bennett, who gave us our modern American journalism. And it was Andrew Carnegie, a Scotchman, who first organized our steel industry upon its present colossal scale, and who, beginning his career as a messenger-boy in Pittsburg, became in a short span of life the greatest ironmaster of the world and the second richest man in the world.

The February MUNSEY is one of the finest and most finished numbers in all that goes to make a high-grade magazine that we have ever issued. In the dignity and quality of its contents, in its press-work, including color printing, and in the excellence of the paper on which it is printed, there is no better magazine of the month at any price—none better anywhere.

On all news stands 10 cents; by the year \$1.00.

FRANK A. MUNSEY, 175 Fifth Avenue, New York