

## It's because their Turkish blend is BALANCED

Balanced—that is what makes Fatima's blend comfortable, both while you're smoking and afterward, too.

The milder tobaccos in this Turkish blend are so well balanced with the richer, fuller-flavored leaves as to entirely offset all "oily heaviness"—the cause of discomfort in so many other cigarettes.

And this very blending which makes Fatimas so comfortable (and therefore so sensible) is also just what imparts that unusually good Fatima taste.

But even so, you alone can decide whether or not you like Fatimas. That's easy to settle—try them.

*Liggett & Myers Tobacco Co.*



# FATIMA

## A Sensible Cigarette

arated part built especially for that purpose.

In addition to the plant itself, and within it, is the well lighted, sanitary, shipping room—the wrapping and assembling room—the loading platform, under cover—the office and the store room.

The Cherry City Baking Co. was organized and financed by prominent men in the baking business, and built with Salem labor and materials. It is under the management of Mr. G. A. Wishart, who acted as a perfect host last evening.

He comes to Salem enthused with the beauty and business opportunities that are open to the young man who is willing to work and take advantage of its substantial and constantly increasing openings. Mr. Wishart is well prepared, by practical experience as well as scientific study, to cater to the needs and desires of the Salem housewife. He is familiar with the best methods and has been associated with some of the most successful baking plants in this country. He has shown his faith in the future of Salem by not only investing his capital here, but also by deciding to make it his home.

The location of this plant in Salem means much to the city, not alone in better bread, delivered sanitary and fresh, through the grocers, but it adds a worthwhile and welcome pay roll to be expended by the skilled workers and employes.

When asked what this pay roll would amount to annually, Mr. Wishart replied—"that depends on Salem—we will give Salem the best bread that can be produced. No expense nor effort will be spared to establish a new standard for quality, and no efforts will be too great to maintain it as well as our service. I feel confident that your homes will realize this, almost at once, and when they do we will have no less than twenty employes, whose combined salaries will require more than twenty thousand dollars a year. It is our intention to take the public into our confidence at all times. As soon as we get in running order our doors will be open to every visitor, at any time. We are especially desirous of having the housewives of the city learn what this means to them in actual cash savings, as well as freedom from long hours in a hot kitchen, to the detriment of their health and their higher duties."

Mr. Wishart is a modest, earnest young man, who seems to know his profession in no uncertain manner. He has a kindly way and we bid him a heartfelt welcome to our city of cherries, after which this bakery is named.

### WHAT SENATORS SAY

(Continued from page one.)

of individual freedom restrained by law for the general good and this should apply to nations as well as to individuals.

"The principles of the message constitute an ideal to be struggled for, yet difficult to attain, but in the struggle nations will reach higher levels."

Senator Poindexter, Washington, expressed the fear that the president's proposals would come as an "affront to the European nations."

"I am very much opposed to the

### The Picture Tells The Story

Copyrighted 1915 by The Picture Advertisers, Box 17, Oregon City, Ore.

	<b>GEO. C. WILL</b> New Edison Disk Victrolas Grafonolas Each in every style and all records for each. 432 State Street		<b>GEO. C. WILL</b> Pianos I sell, the Best and Cheapest ones. Pianos rented. 432 State Street Phone 159		<b>Auto and Carriage</b> trimming Enamel. <b>F. W. BLISS,</b> Auto and Carriage Trimmer 304 S. Com'l.
	<b>AUTO-WORK</b> and Driving Gloves <b>F. E. SHAFER</b> 170 S. Commercial Phone 411		<b>WOOD-COAL</b> <b>SALEM</b> FUEL YARDS Phone 529		<b>Old Shoes Made</b> New The quality of our work is as high as the price is low <b>Ye Foot Shop</b> 325 State St. Opp. Ladd & Bush
	<b>Glasses our</b> Specialty. Lenses duplicated on short notice. <b>Dr. Herman Barr,</b> Optometrist Hartman Bros Co Jewelers		<b>Up-to-the-Minute</b> Jewelers and Optometrist <b>Hartman Bros Co</b> Jewelers State and Liberty		<b>The Handy Man</b> Around the House <b>PORTLAND R.R.</b> LIGHT & POWER CO.
	<b>Larmer Transfer</b> Phone, Office 930 or Residence 1898. Storage, Packing, Shipping, Moving, Coal and Wood, Quick, Reliable Service.		<b>PURE MILK</b> and CREAM <b>SUNNY BROOK</b> DAIRY Auto Delivery Phone 223 1260 State St.		

## Sport News

### CLAIMS HE HAS LEASE ON MADISON SQUARE

### Grant Brown of Cuba Says He Will Give Moral Tone to Boxing

By H. C. Hamilton.  
(United Press staff correspondent.)  
New York, Jan. 23.—Grant Hugh Brown, recently impresario of a race track in Havana, Cuba, will, by his own admission, begin today to uplift boxing in New York City. He claimed he had closed negotiations for a year's lease on Madison Square Garden and that he would begin at once to recruit members for his national sport club of America.

Brown says he intends to organize a club like the famous sporting organization in London, Madison Square Garden, he declared, will be made over so that a 15 story set of furnished rooms with both will be projected onto the Madison avenue side of the huge building. Inside there will be stationed permanently an area capable of seating 6,000 spectators, several hundred seconds and a few boxers.

Brown declares he will stage 25 or 30 high class boxing contests every year. An effort will be made, he declared, to have the highest class of attendance possible, members of his national club to be favored in application for tickets.

Brown expects to meet Tim O'Sullivan, manager of Les Darcy, today, and will make him a good offer for a bout with Jack Dillon or Billy Miske, the former being favored.

Now that Brown has gathered in the garden—apparently—Tex Rickard is expected to step entirely out of the way in regard to Darcy. He has said ever since the Australian left his native land without becoming a soldier that when the time came for Darcy to make a good match he would not stand in the way. Darcy, however, has refrained from signing for any of huge fortunes named by promoters. It may be that even yet he will refuse to sign until the western promoter has talked of

## Large Industry Launched With Opening of Bakery

Last night marked another step forward in the development of home industry in Salem. The first batch of the nationally famous "Holsum" and "Tip-Top" bread was baked in the newly erected plant of the Cherry City Baking Co., at Broadway and Market Sts.

The new building occupies a site a hundred by a hundred and thirty feet, on this conveniently located corner. The site was purchased and the building erected and equipped at an expense of about thirty thousand dollars. With the exception of the special machinery, most of the materials and all of the labor was secured in Salem.

The plans for handling the raw materials from the time they are received at the incoming door, from the trucks, until the finished products are loaded in the delivery department, have eliminated every unnecessary movement or handling.

The opening was marked with a reception tendered the grocers, their association and families, by the owners and managers of this new industry. Among the guests were officials of the city and state, and of the Salem Commercial club.

While the regular force of bakers were preparing for the baking of Salem's new bread the guests were initiated into the latest scientific way of making sanitary bread more nutritious and more economically. They saw how the materials are received and stored in rooms of just the right temperature, from where they are conveyed, as needed, to the weighing room. Here everything is weighed in exact proportions and the right amount of eggs, flour, yeast, milk, sugar and all other ingredients that go to make fine breads and pastry, are handled.

The sifting and blending of flour was an interesting and unknown sight to most of the visitors, as to the layman "flour is flour." Only the finest of flour that has been sifted through the bolting cloth will go through into the blender. From here it is transferred to the mixing room.

The mixing room—like all others—is operated on an exact scientific basis, as even the water that goes into the dough is weighed and tempered before going into the automatic mixers. More than one of the ladies remarked: "If I had as much strength in my arms as that machine puts into the kneading I know my bread would be just as fine and light as this."

After the dough is thoroughly mixed it is taken in steel troughs to the proofing room, which is kept at a temperature of eighty degrees, where the dough raises for five hours.

From this point it goes to the dividing machine which cuts the dough into pieces of exactly the same weight, at the rate of 2200 per hour. This is but one of the many machines for the saving of a great deal of time and manual labor, to say nothing of the freedom from human handling.

After each piece of dough has been rounded, on another machine, it travels through the proofer in aluminum cups, for twelve minutes, to bring back the elasticity that may have been lost when it went through the divider, and then through the moulder.

Next it went to the shaper that moulds it in shape for the pans. Filled pans are then taken to the proof boxes and left to rise for ninety minutes before baking in the big steam ovens. These ovens are heated with a line of fines running back and forth on the top and below the chamber. The heat is supplied by a furnace back of the ovens, and no direct heat or firing is seen or is in connection with any part of the plant, excepting only in the separator.

**To Box Portlanders.**  
Portland, Ore., Jan. 23.—Three California boxers will appear at the Rose City Athletic club tonight in bouts with fast Portlanders.

The principal quarrel is between Harry Pelsinger of San Francisco, 128, and "Muff" Bronson, hailed as a marvel around these parts. Jimmy Duffy, of Oakland, tackles Weldon Wing, of Portland, at 118, and Sammy Morris, of San Francisco, will meet Shel McCool in the 125 class. Several other matches are scheduled.

**Will Out Salaries.**  
New York, Jan. 23.—According to word received here from Charles H. Ebbets, president of the Brooklyn National league club, now at Hot Springs, Ark., 11 members of the champions have received contracts calling for salary reductions. He added that he would not recede from the stand he has taken. Three players have already returned their contracts.

**The Baseball Strike.**  
New York, Jan. 23.—Dave Fultz today began preparations to strike another blow in his fight to obtain concessions for minor league ball players. He expects to receive applications from players in nine minor leagues heretofore denied membership in the baseball players' fraternity. He let down the bars to players in Class B and C leagues.

**Freddie Most Explain.**  
Milwaukee, Wis., Jan. 23.—Freddie Welsh, lightweight champion, has been summoned to appear before the boxing commission, February 5 to explain his poor showing against Richie Mitchell here January 16.

**A Rough Scrap.**  
Racine, Wis., Jan. 23.—In one of the roughest 10-round scraps ever staged in Wisconsin, George "E. O." Brown secured a draw with Bob Mohs, Milwaukee, here last night. Standing toe to toe, the two fighters exchanged wallops during the entire route and both were badly battered when the gong sounded.

ciates and families, by the owners and managers of this new industry. Among the guests were officials of the city and state, and of the Salem Commercial club.

While the regular force of bakers were preparing for the baking of Salem's new bread the guests were initiated into the latest scientific way of making sanitary bread more nutritious and more economically. They saw how the materials are received and stored in rooms of just the right temperature, from where they are conveyed, as needed, to the weighing room. Here everything is weighed in exact proportions and the right amount of eggs, flour, yeast, milk, sugar and all other ingredients that go to make fine breads and pastry, are handled.

The sifting and blending of flour was an interesting and unknown sight to most of the visitors, as to the layman "flour is flour." Only the finest of flour that has been sifted through the bolting cloth will go through into the blender. From here it is transferred to the mixing room.

**LIGHT HEARTED WOMEN**  
A cheerful, light hearted woman is the joy of a man's life. Beauty will fade, a good figure will change, but the charm of health and cheerfulness will endure to the end. But how can a woman be cheerful and happy when dragged down by some female derangement, with a headache, headache, and often on the verge of a nervous breakdown.

Lydia E. Pinkham's Vegetable Compound is the standard remedy for such ailments. During the last 40 years thousands of homes have been made happy by this woman's great remedy for women's ills.

## Special Values in-----

# MEN'S GOODS

Broken lines of Men's Fall Suits are now greatly reduced. Hart Schaffner & Marx \$25.00 Suits can now be had for \$21.25, and where we have but one of a size, \$19.85. We have several lines of suits that formerly sold for \$20.00 that we have specially low priced at \$15.85. We also have several Oregon Cassimere Suits that always sell for \$12.50 to \$15.00 that we want to close out and are very low priced at \$10.85; sizes 36 to 46. When you consider the increased prices on all woolen goods--- and we will guarantee these all wool---you can readily see the splendid values we are offering.

### Special Bargains

Men's 6-inch Heavy Work Shoes, regular price \$4.50 to \$5.00; now ..... \$3.95

\$6.50 14-inch High Top \$4.95

These are all first class Heavy Work Shoes; all sizes.

Odd lots of Men's Dress Shoes formerly priced at \$5.00, now ..... \$3.90

We have Three lines of HART SCHAFFNER & MARX Suits that ought to move quick at \$15.85

They are the best fabric, neat dark patterns, correct style and best of tailoring. You can make a big profit on your investment by buying now.

## SALEM WOOLEN MILLS STORE

## Would You Buy a BICYCLE

Now if You Could Save \$10

We have some Standard makes of wheels which we will sell at prices that will be bargains for you and we need the room.

- Snell and Yale ..... \$25.00
- Watt Shipp Savage and Standard ..... \$35.00
- Single Tube Bicycle Tires ..... \$1.00



126 So. Com'l St. Phone 363