

PLANS TO BOOST THIS CITY ARE DISCUSSED

Commercial Club Will Heed Some of Suggestions Made by Tom Richardson, of Portland.

SLOGAN FOR CAPITAL CITY WILL SOON BE DECIDED ON

Arrangements to Take Care of Visitors on Way to Fair and Return Will Be Perfected.

A lengthy talk was given at the Commercial Club rooms last night by Tom Richardson, of Portland, and plans were adopted to boost Salem at the Panama exposition in 1915. Richardson gave the local organization some fine points on advertising the city and the members of the club voted as one to follow some of the suggestions mentioned by the Portland booster and to commence immediately to perfect arrangements for a big campaign.

About the first steps that will be taken by the Commercial Club will be to induce every merchant and business man in the city to use envelopes stamped with a slogan for Salem at the fair. The second proposition now up for consideration will be the slogan to be adopted. Much interest was manifested over this plan at the meeting last night.

Would Invite Visitors.
If Mr. Richardson's advice is followed out by the members of the Commercial Club, some arrangements will be made for entertaining the visitors at the exposition who stop in the city going and coming. It was suggested by Mr. Richardson that Salem offer those passing through an invitation in some appropriate manner to stop off and

10 CENT "CASCARETS" STRAIGHTEN YOU UP

No Sick Headache, Bilious Stomach, Coated Tongue or Constipated Bowels by Morning.

Get a 10-cent box now. Turn the rascals out—the headache, biliousness, indigestion, the sick, sour stomach and foul gases—turn them out tonight and keep them out with Cascarets.

Millions of men and women take a Cascaret now and then and never know the misery caused by a lazy liver, clogged bowels or an upset stomach.

Don't put in another day of distress. Let Cascarets cleanse your stomach; remove the sour, fermenting food; take the excess bile from your liver and carry out all the constipated waste matter and poison in the bowels. Then you will feel great.

A Cascaret tonight straightens you out by morning. They work while you sleep. A 10-cent box from any drug store means a clear head, sweet stomach and clean, healthy liver and bowel action for months. Children love Cascarets because they never gripe or sicken.

visit a while in Salem and that the Commercial Club get busy and make plans to entertain them. He stated that many of the cities in the valley are planning to extend invitations to effect-ers who visit the Panama fair and he thought the proposition one that would have a tendency to locate more people than any other plan that could be devised.

Mr. Richardson declared that what Marion county and Oregon need most at this time is that class of people who will till the lands and raise crops. He stated that the state of Oregon is short of such help and that the sooner the vacant acres could be filled up with



Scene from "The Lure," at the Grand Opera House Tonight.

home seekers, the better the country would be off.

Favor Publicity.
Among the other men to speak was Secretary Byann, Hal Patton, George Rodgers, E. P. McCormack and John H. Scott. All of the gentlemen were of the opinion that the people of Salem should take an active interest in welcoming the visitors to the Panama fair and that arrangements should be made for their entertainment. If possible, they believ-

NOTED ACTRESS IN LEADING ROLE OF "THE LURE" TONIGHT

One of the most gifted young actresses on the American stage is Beatrice Prentice, who will be remembered by playgoers of the Pacific coast for

It's a Pleasure to Wear a Suit Like This!

Aided and Abetted by the House of Kuppenheimer.

We've gathered for your approval a collection of men's suits, the best in fabric, fit and fashion we have yet seen.

We don't claim a thing for them—but we leave it to you. Come in and look them over. If, after seeing them, you can, by any twitch of conscience, be without one, we'll not coax you. The maximum of wear at the price for

Twenty-five Dollars

Others at \$15 to \$35.

The Toggery, Inc.

167 North Commercial St.

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The Plethoric Purse of the People

HOPS

and How It can be Punctured

by Prohibition

GRAPES

THEY CANNOT BE GROWN BY A CONSCIENTIOUS PEOPLE COMMITTED TO THE DOGMAS OF PROHIBITION

GROWERS OF THE GREATER PERCENTAGE OF GRAPES WOULD HAVE TO UPROOT THE VINES

ONE of the greatest factors in the creation of the wealth and land values of Marion county has been its consistent and ever improving hop crop. Both in grade and in quality it has brought to this section not only the money that has builded the homes of farmers, and the business blocks of far-sighted citizens, but has gradually gained for the product, because of its

Over 50,000 men, women and children labored in the Hop Fields of the Willamette Valley during the three weeks season of 1913, closed less than a month ago, and were paid over \$1,400,000 for their work. Hops are an ingredient of beer, and practically find no other purpose for their use. If Prohibition were to prevail this commodity could not be grown by any conscientious man in this section or city. Do you, by your votes, want to destroy this industry?

quality, a world-wide fame that today rivals the yield of Bavaria and Hungary. The utility of this staple is practically confined to the making of beer, and the better the quality of the hops the better the beer, hence the Marion brands have gone to making good beer. In the preachments for the ideas of prohibition there is no pause in the propaganda that indicates there is to be a consideration for the commercial

The money earned in the Hop Yards of this section the past season will clothe many a boy and girl this winter, who had the opportunity to work during the vacation period. Followed to its logical conclusion the growth of Hops would have to cease, if the Prohibition idea were to become a legal fact. Do the fathers and mothers of this city want to lead aid to the pernicious proposition that would destroy this great and legitimate industry here and elsewhere?

interests involved, not any more than there is for the tastes and appetites of the great laity. The assault has no ending in its ramifications. It is taking away revenues

from municipalities and creating political conditions more pernicious than was possible prior to the time that the assault upon brewing and distilling passed from its state of a fad on the part of a few to the fanatical fancies of many. It has set in

Did the good people of the City of Salem ever stop to think that almost 70 per cent of the crop of Hops grown in the Willamette Valley is marketed in and from this center? It means a great volume of business passing through the local banking channels. Over 20 firms and individuals engaged in handling this business maintain offices here, and most of them have families and homes here. Do you want to drive them out of business, and make their homes valueless?

motion the notion of many that they can advertise themselves to fortune through other products. One national producer and advertiser of a cereal product endeavors to convey the idea that every drinker of coffee (and the world is full of them) is going to the demnition bow-wows if they don't desist, and turn to the concoction which his questionable conglomeration of-

The Hop crop of this valley for the year just closed amounted to practically 32,000,000 pounds, as near as present computations make it. Based upon the market at this time, it has produced over \$7,500,000, and over \$5,000,000 of that sum will have been handled in Salem before the final bale has gone to its mart. This business makes the greatest payroll in Marion county and the City of Salem. Prohibition means that this industry must be wiped out if we adopt it here, and purpose living under its nefarious doctrines in conscientious way.

fers. This nation has not become a people of nervous disability by more than a century of coffee drinking. Neither has it lost its vitality and its greatness in all things through its moderation in drinking stimulants. On the contrary, it has accomplished more than any other of the peoples of the earth, and it is, therefore no wis-

er to give heed to the alarmist with dire predictions if appetite is to be continued to

By the records in the assessors' offices of the counties in the Willamette Valley during the past year 27,000 acres were planted to Hops. Most of these acres and their vines could not be bought today for less than \$500 each. If they were all of such value, just think of what Prohibition would do to over \$13,000,000 worth of real estate! The equipment would be worth nothing, and the land for other purposes would be worth less than \$100 per acre.

be satisfied than it is to seriously consider the clamor of a self-advertiser, who has a substitute for coffee.

But the conditions are such that provide there must be a response to political usage, and a "campaign" is on. It is not only a disturbance of business that follows these periods, but if they were allowed to fasten their tentacles upon every community at one time, would bankrupt the producers. Just think of what would happen in this world of ours, if by Universal Edict, every phase of brewing and distilling could be made to come to a halt. The commercial wreckage would create a chaotic condition that would involve the civilized nations of the earth. Such a state is possible, but highly improbable. In the meantime the

But the Hop grower is not the only one who is to suffer, if this species of intolerance is to become organic. The orchardist who gets a fancy price for his Royal Ann cherries that go into Marischino liquors, will have a much lessened revenue, if, perchance, he has any at all. And what applies to the cherry grower will apply to the producer of prunes and peaches that were in demand for the creation of brandies.

disturbances continue over restricted territory, and with varying results. From an ethical point of view any community which commits itself to the Prohi Idea, cannot consistently and conscientiously continue in the production of those ingredients

which enter into the creation of beer, wine or liquors of any kind whatsoever. It is, therefore, pertinent to ask: Do the Hop Growers of Marion county want to go out of that line of production, which has given them and their neighbors so great a percentage of wealth? Equally of concern to them, but in a more remote way,

How about the vine grower who sold or made his grapes into wine and the orchardist who made his apples into cider? How about the cooper that made the barrel to hold the liquor; the malster who made the malt; the glass worker who blew the glass, for if it were not for the drinking of alcoholic beverages, two-thirds of all the glass industry in the world would not be required to operate.

is the idea which would nullify the production of the grape or the rye and the corn crops of other centers. For be it remembered a law-making system which makes the prohibition of any kind of beverage possible, may, in all reason, go just another step on its way and say unto Mr. Producer: "Thou shalt not cultivate the hop vine or the grape vine, because of what it is possible to work them into."

How about the manufacturer of ice machinery, bottling and other machinery, for if it were not for alcoholic beverages, the world could get along with less than half of those now in existence. One can hardly cite a single industry or business, but what directly or indirectly derives some pecuniary benefit from the drinking of alcoholic beverages.

Vote X Against Prohibition

This space has been purchased by the

SALEM WELFARE LEAGUE

Its purpose is to give to the voters of Salem unbiased statements and facts regarding the effects of Prohibition, free from emotional surroundings. We have no interest at stake, other than the general welfare of Salem and its people.

JOHN D. TURNER, Secretary.