

You dont like  
**raw peanuts**  
You like them  
**roasted**

For the  
**delicious**  
**toasted**  
flavor

**LUCKY**  
**STRIKE**

the real **Burley**  
cigarette

It's  
**toasted**

20  
for  
10c  
Guaranteed by  
**The American Tobacco Co.**

**EDITORS ARE INVITED TO ATTEND BUYERS' WEEK**

Portland, Oregon, July 30—(Special)—Every editor in Oregon, Southwest Washington and along the border of Western Idaho will receive a special invitation to be guests of the Portland Chamber of Commerce at the annual banquet tendered to Northwest Merchants during Buyers' Week, August 6 to 11. The dinner will be on Friday night, August 10, and Phil S. Bates, secretary of the State Editorial association, has promised the presence of at least 100 editors.

The reason for editors joining the Buyers' Week crowd of merchants is that up-state merchants may be encouraged to make a larger use of advertising space, and that Portland manufacturers and jobbers who control advertising contracts may be impressed with the necessity of doing more advertising in encouraging the sale of their goods.

Editors who come to Portland for the entire week will be made members of every party of buyers on their excursions to factories, at luncheons and dinners and other entertainments.

Wednesday night, W. H. Farley, of Dayton, Ohio, will talk at the auditorium on advertising. Friday night at the big banquet the state editors will be represented by their president, A. E. Voorhies of Grants Pass. An advertising expert will tell the Portland wholesalers how to spend some money to advantage in the state press, and Mark Woodruff will talk to everybody on "press agencing, and its advantages and hardships."

The Portland Chamber of Commerce is hard at work on a campaign to encourage advertising of Oregon made and jobbed goods.

Buyers' Week is always the complimentary recognition of the retailers of the Northwest. It is for many

**The Pinery**  
Minam, Oregon.  
**GOOD FISHING**  
Tents, Beds and Saddle Horses for Rent. Pack trains to all remote points  
**Guides Furnished**  
Farmers Phone 88F

merchants an annual vacation. Many of them bring their wives and families, and for the ladies, special entertainment is furnished.

Because of the tremendous commercial activity now getting under way in the Northwest, the foresighted merchant is preparing to do a "land office business" whatever his line, and the retailers are preparing to flock to Portland in larger numbers than ever before. The acceptance from California, Idaho and Montana points are already much larger in number than ever. Oregon and Washington could call the roll of cities, towns and villages during that week and somebody would be found present from every one of them.

The program of entertainment and the committees are as follows:

Entertainment committee: O. W. Mielke, R. B. Bain, Jr., H. A. Green.

**Monday Evening**  
Informal reception in Green Room of Portland of Commerce; address of welcome by Mayor George L. Baker interesting moving pictures made by American Lifeograph Company of Portland—a new Oregon industry; musical entertainment; refreshments.

**Tuesday Evening**  
Smoke and High Jinks, for men only, at the Portland Chamber of Commerce; ladies to be entertained at theatre parties, where several high-class attractions will be shown.

**Wednesday Noon**  
Luncheon by the Ad Club at the Portland Hotel; visiting buyers to give competitive two-minute talks concerning their home city.

**Wednesday Evening**  
Especially arranged lecture by Mr. W. H. Farley of Dayton Ohio, illustrated by moving pictures; subject: "The Troubles of a Merchant and How to Stop Them". Mr. Farley will deal with the following questions:

1. Retail Advertising.
2. Retail Failures and their Causes.
3. Store Organization.
4. Window display.
5. Clerks' Efficiency.
6. Selling Methods.
7. Credit Business.
8. The Delivery Problem.
9. System in Retail Business.

Both ladies and gentlemen will be asked to be guests at this special feature; several musical selections will be another attraction feature; after which special guides will conduct the guests through the new \$600,000 Auditorium. In this building is housed the collection of the Oregon Historical Museum, and special arrangements have been made whereby this exhibit can be viewed during the evening through the courtesy of the Oregon Historical society.

**Thursday Noon**  
Luncheon at the Supple & Ballin ship yard; here an opportunity will be given the visiting buyers to inspect the large wooden vessels under construction in the United States; these vessels are being built for the United States Government.

At 1:30 o'clock, steamers will take the guests from the Supple & Ballin Ship yard and the Municipal Dock, at the foot of Oak Street, for a ride up the Willamette river to Oregon City; at Oregon City they will inspect the pulp and paper mills and the woolen mills.

At 6:00 o'clock, a dinner will be given by the Oregon City Commercial Club.

At 7:30 the steamers will take the guests to the Oaks. Some of the concessions open to the buyers at the Oaks will be: admission to the Rodeo; the Blue Streak; rides on the Mystic River; the Chutes; the Miniature Railway; the Merry-go-round and on the Joy Wheel; a trip to the Jail.

The auditorium will be especially reserved for Buyers' Week guests for dancing.

**Friday Night**  
Will be the "Big Banquet".

**Saturday Afternoon**  
Buyers' Week will close with various sight-seeing trips and a trip on the Columbia River Highway.

Buyer's Week is held under the auspices of the Trade and Commerce Bureau of the Portland Chamber of Commerce, of which Mr. Nathan Strauss is Chairman.

The Executive Committee, who has direct charge of this event, is composed of the following:

- Messrs. F. A. Spencer, Chairman,  
A. H. Devers,  
Geo. Lawrence, Jr.  
F. S. West,  
O. H. Fithian,  
A. J. Bate,  
W. H. Beharrell,  
Jay Smith,  
A. C. Black,  
O. S. Mielke,  
E. N. Weinbaum, Secretary.

**Kick About Tanks**  
Portland, Ore., July 30—(United Press)—A. F. McSweeney, Portland inventor is of the opinion that his Uncle Sam is not giving him a square deal. Moreover, he has told his uncle about it.

McSweeney complains today that the government was infringing on his patent rights in the design of an armored "tank" such as are now being used in Europe.

The war department contends that other designs of tanks are far better than McSweeney's patents, and that, anyway, tanks are not being used to any great extent in Europe and the United States is making comparatively few of them.

Emma Goldman has been taken from Jefferson City prison to New York to appear in Federal court.

Classified ads solve your want problems.

# TOMORROW

The Big Musical Treat

## Kulola's Hawaiians



in The Dreamy Oriental Fantasy

## The Princess of Paradise

GEORGE LOA--King of the Steel Guitar Soloists

PRINCESS NITA--The Sensational Hula Dancer

THE PICTURE PROGRAM

Jack Pickford and Louise Huff in

### "FRECKLES"

NOTE—The regular picture will be shown at the Matinee, the Hawaiians appearing only at the evening performance

ADULTS . . . 30c  
CHILDREN 15c

# ARCADE

Two Shows will be given — First Show at 7:30