

# BUYERS' WEEK



## MERCHANTS WORK FOR COMMON GOOD

Co-operation Regarded as One of Great Opportunities Afforded by Buyers' Week.

### PROBLEMS TO BE TACKLED

Portland's Natural Advantage as Distributing Center Emphasized and Arrangements Made to Provide Pleasure With Work.

The advantages of Buyers' Week at Portland to the merchant who comes from the interior are parallel to those of the newspaper man who fitted the editor Bennett's idea of journalism: "Knowing where hell is going to break out next, and having a man on the spot."

The merchant who secures rank in the minds of the people of his community as "a successful man," as "leader in financial circles," or "one of our foremost citizens," is the fellow who was able to pick out a spot where the money was, and to get it there through wide-awake merchandising. That kind of a merchant knows the markets of the territory. There will be hundreds of the species in Portland next week, and if the boss of the firm is not here in person, he will have "a man on the spot."

They are the men who know that the consumer pays for the material, the labor, the advertising, transportation and every other element which costs money between the home of the raw product and the home of the consumer. And they are the men who know that it is to their interest to purchase their goods so that these items may be held down to the lowest point. All of which means Portland for the larger part of Wyoming, Idaho, Washington and Oregon.

### Many Articles Made Here.

The fact that Portland wholesalers and manufacturers carry the largest and best selected stocks in many lines that are to be found on the Pacific Coast, that 93 plants are turning out articles demanded by the trade territory and that they can be supplied to the consumer without the addition of the cost of trans-continental transportation, gives a logical reason for the retailer of the Northwest coming to this city Buyers' Week.

If other reasons were needed they would be found in the fact that it is a desirable thing for the retailer to rub elbows with the jobber, and it is a desirable thing for the jobber to get personally acquainted with his customer. It makes for confidence on both sides.

During Buyers' Week, which begins at sunrise on the morning of August 9 and ends with the sun-down sun from the Boston on the night of August 14, perhaps 1000 dealers from interior points will be the guests of Portland's Chamber of Commerce, and they will be handsomely entertained at all times.

**Entertainment is Planned.** Monday morning the registration of the names of visitors and their families and the issuance of tickets, credentials and a general get-acquainted meeting will be in order at the Chamber of Commerce, and on Monday night the first formal entertainment of the week will occur. It will be a reception at the Chamber. The leading mercantile houses of Portland will be there to extend a welcome and to become personally acquainted with visitors.

During the evening Miss Fannie Harney, noted lecturer, will speak on "Old Mexico," and will illustrate her remarks with a series of photographs showing the development of that country.

During the remainder of the week some form of entertainment will be provided for every idle hour. It is planned for the enjoyment of the families of merchants as well. Only one event is on the card which does not contemplate the attendance of women; the smoker Thursday night. But while the men are burning the weed, a delegation of Portland's bachelors will escort the women to the theaters.

During the two previous years in which Buyers' Week has been observed, the big social event has always been the complimentary banquet by the Chamber of Commerce. This year, the Chamber of Commerce will be the host, and the event will occur Friday night. President Colt will preside and will welcome on behalf of Portland.

**Speakers Are Provided.** Among the speakers will be Edward Cookingham, who will elucidate some of the problems and some of the needs of the Northwest, and will follow with a discussion of the shipping bill by W. D. Wheelwright.

George M. Cornwall, of the Timberman, will address the assembly of merchants on "The Lumber Industry of the Pacific Coast and its Direct Bearing on the State of Oregon." It is expected that Mr. Cornwall will be able to tell the story in a way that will make plain why the lumber mills of the Northwest are idle and to suggest some remedy.

It is in the working out of many of these great problems which makes Buyers' Week a successful institution, and which is responsible for its steady increasing popularity.

The interest of every community is bound up in extending trade relations, and they can only be solved through co-operation and pooling enthusiasm for their accomplishment.

The problems of the country merchant of Washington or Montana is the problem of the merchant of Oregon, and it is particularly the problem of the Portland jobber or manufacturer. Through assembling hundreds of merchants from interior points and getting in close touch with the wholesalers of this city a unity of purpose is obtained and a tremendous force is aligned behind them.

Portland Located Advantageously. With the advantages which Portland enjoys of water-grade rail transportation to all points of the compass and with two great rivers carrying steamers to far inland points, and with a proposed system of roadways leading from the rivers to the farms of the four states, it is inevitable that Portland will be the great distribution point of the future and that the greatest stocks of merchandise in the West will continue to be held here. Therefore it is the ambition of Portland business men to aid in solving the difficulties in the way of interior development. These problems are better understood after talking with the men who attend such annual Buyers' Week.

It would take 53 weeks of every year

## EXECUTIVE COMMITTEE IN CHARGE OF BUYERS' WEEK, WHICH WILL WELCOME VISITING MERCHANTS NEXT MONDAY.



Geo. Lawrence



A. H. Devers



J. Lowengart



Nathan Strauss, General Chairman



O. H. Fithian



A. C. Black



F. S. West



W. H. Beharrell



O. W. Melita



S. C. Pier



F. A. Spencer

for the Portland merchant to visit personally each of the communities from which merchants come to Portland for Buyers' Week. The Portlander cannot get his information that way. But the interior merchant can go into council with his neighbor and friend of Portland. In that way much has been accomplished and more will be accomplished in future.

### PORTLAND TO BE HOST

Retailers of Northwest to Be Received With Open Arms.

The following proclamation has been issued to the retailers of the Pacific Northwest:

**Proclamation.**—To the Retailers of the Pacific Northwest, Greeting: To you Portland owes its mercantile prominence. To your enterprise in carrying large stocks of goods, extending credits and developing new business, we owe the growth of our wholesale establishments. To your loyalty to home industry, we owe the development of our manufactures.

As an inducement to you to visit and inspect our factories, our warehouses and our stocks, we have set aside the week of August 9-14, 1915, and are hereby proclaiming same to be officially known as "Buyers' Week."

During this week we will entertain you with receptions, luncheons, smokers, banquets, jollifications and other events of interest, and we will take you in automobiles through the beautiful Rose City and adjacent points of interest.

Railroad fare will be refunded to one buyer from each firm whose aggregate purchases from participating jobbing manufacturers are \$500 or more during this visit. Reduced fares have been granted by all the railroad lines. These reduced fares will enable you to bring members of your family, or business associates at a low cost to enjoy the hospitality that has been arranged.

The size of our factories and output, the great variety of products manufactured here and the enormous stocks of goods carried here will amaze you. In several lines (largely in Portland) can you appreciate the value of seeing and inspecting your merchandise before selecting. Not only that, but you cannot hear the talks and expressions of opinion of the merchants from the various sections of the country without profiting by some man's experience. One cannot meet the jobbers and manufacturers without feeling that he has a clearer understanding and a broader knowledge in regard to both his buying and selling.

**IDAHO MERCHANT SEES BENEFIT OF BUYERS' WEEK.**

AMERICAN FALLS, Idaho, Aug. 2, 1915.—M. E. Smead, secretary Buyers' week: Not until you have attended one of the Buyers' weeks in Portland can you appreciate the value of seeing and inspecting your merchandise before selecting. Not only that, but you cannot hear the talks and expressions of opinion of the merchants from the various sections of the country without profiting by some man's experience. One cannot meet the jobbers and manufacturers without feeling that he has a clearer understanding and a broader knowledge in regard to both his buying and selling.

R. E. AUSTIN.

## BUSINESS AID FELT

Progress With Inauguration of Buyers' Week Is Noted.

### RECORD CROWD EXPECTED

Advantages to Retail Merchants of Northwest Especially Pronounced.

One Purpose Is to Enlarge Territory for Trade.

With the inauguration of Buyers' Week two years ago by the jobbers and manufacturers of Portland, there has been notable progress in the mercantile activities in the Portland territory. While all interests have been benefited, the advantages to the retail merchants of the Northwest especially have been pronounced.

That the benefits of this movement are multiplying is indicated in the interest being shown in the programme of the third Buyers' Week, August 9-14, Oregon, Washington, California, Idaho and Montana will be represented among the buyers visiting next week.

The purposes and advantages of Buyers' Week were explained yesterday by Nathan Strauss, a member of the firm of Felschner, Mayer & Company. Mr. Strauss is chairman of the trade and commerce bureau of the Chamber of Commerce and is in general charge of Buyers' Week programme.

**Larger Trade Territory Sought.** "One of the purposes of Buyers' Week is to enlarge Portland's trade territory and through the personal inspection of the wholesaler houses by retail merchants to demonstrate the advantages of Portland as a home market and to show that in many lines the largest stocks on the Pacific Coast are carried in Portland," said Mr. Strauss.

"The importance of Buyers' Week does not lie so much in the amount of goods bought during that week as in the fact that it provides opportunity for merchants to become personally acquainted with their customers who heretofore have been known only through their traveling representatives. Buyers' Week has made new friendships and cemented old ones."

"Since the inauguration of Buyers' Week, the responses of the retail merchants of the Pacific Northwest have been gratifying, and the sentiment of trading in the home market has been spreading steadily. They are finding it profitable to trade with us, as prices in Portland are no higher than in competitive markets and, besides, the necessity of purchasing in large quantities, as is customary in buying in Eastern markets, is eliminated here. The retail merchants thus are enabled to keep their capital working and to get a much better turnover on their stocks and a consequent increase in profits."

**Prompt Service Aid Recognized.** "The advantage of prompt service also is being recognized as being greatly in favor of Portland as a market. Large stocks are carried here and wholesale houses are enabled to fill orders promptly, making it unnecessary for retail merchants to wait two or three weeks to receive their merchandise after it is ordered."

"Buyers' Week also has widened the opportunity for Portland manufacturers to place before the trade of the Northwest the products of our home factories."

"The first Buyers' Week was held in the Fall of 1913 under the auspices of the Jobbers and Manufacturers of Portland. The same organization was sponsor for Buyers' Week in 1914. The advantages of Buyers' Week to Portland's commercial interests, however, were recognized by the consolidation committee in charge of the reorganization of the Portland Chamber of Commerce in making it one of the permanent activities of the organization.

"The acceptance received up to the present time from invitations sent to the trade of the Northwest are gratifying and indicate an attendance far in excess of any previous year."

### OPEN HOUSE IS PLANNED

Clubs and Civic Organizations to Welcome Retailers.

Not only will every factory and jobbing house in Portland have its door open to visiting merchants during Buyers' week, August 9 to 14, but some of the prominent organizations of the city also will keep open house and help to entertain the visitors.

The Portland Chamber of Commerce, under whose auspices Buyers' week

is being conducted, will be the main headquarters for the visitors and special plans for their entertainment have been made by that organization.

The Portland Ad Club will throw its quarters open at the Portland Hotel

and a special committee will be on hand to extend a hearty welcome.

The Portland Press Club has extended an invitation to the visiting merchants to visit its quarters on the second floor of the Elks building, Stark and Broad-

way. The door to the clubrooms will be kept open day and night and every visitor will be made to feel "right at home."

The management of the Y. M. C. A. also will help to entertain the visitors.



## Visit These Great Mills

Visiting merchants and guests for Buyers' Week will be welcomed at the Oregon City Woolen Mills.

Take this opportunity to see the oldest and largest woolen mills west of the Mississippi River—a plant where every step, from raw wool to finished blanket and garment, is performed under one roof.

### GRAND PRIZE and Three Gold Medals at San Francisco Exposition, on

Indian Blankets Steamer and Auto Robes Motor Coats  
Indian Sport Coats Mackinaws Lounging Robes  
Bed Blankets Flannel Shirts Cassimere Trousers

This sweeping decree of merit awarded in competition with domestic and foreign manufactures.

If you can't visit our mills, see the complete line at Portland salesroom.

## Oregon City Woolen Mills

Oregon City, Oregon  
Portland Salesroom, Sherlock Bldg. Max Maison, Mgr.  
New York Office, 373 Fourth Avenue



## BUYERS' WEEK

Make Our Store Your Headquarters

We Are Pacific Coast Representatives of the

STEINWAY, WEBER AND OTHER PIANOS  
PIANOLAS  
VICTOR VICTROLAS

And Carry a Complete Stock of Records.

## Sherman, Clay & Co.

Sixth and Morrison Opposite P. O. Portland, Or.

## VISITING BUYERS

Come to our store and let us make your acquaintance. Only 5 blocks from the Commercial Club.

## Failing, McCalman Co.

FRONT NEAR OAK

General and Shelf Hardware, Nason's Paints.

Sixty-four Years of Satisfactory Service

## Our Wholesale Department Is Prepared for Buyers' Week

Holiday Lines in Great Variety Now Ready for Inspection.

Books, Stationery, Souvenirs, Leather Goods, Cameras, Novelties, Games, Desk Sets, etc.

## GILL'S

THE J. K. GILL COMPANY  
Third and Alder

## The Geo. Lawrence Co.

80-86 First Street

Cordially invites the inspection of their stock of Harness, Saddlery, Shoe Findings and Shoe Store Supplies by visiting merchants during Buyers' Week.

## WELCOME BUYERS

Colonial Steel Ranges  
Perfect Steel Ranges  
Opal Steel Ranges  
Opal Heaters  
Park Oak Heaters  
Carbon Heaters  
Mission Combination Heaters

## The Portland Stove Works

JOHN MONTAG, Prop.  
Manufacturers of ALL KINDS OF STOVES, RANGES, FRUIT AND HOP DRYERS AND STOVE REPAIRS.  
Phone Main 7819  
622 HOOD ST., PORTLAND, OR.

## Fithian-Barker Shoe Co.

29-31 NORTH FIFTH STREET

To all visitors we extend a cordial invitation to inspect our LABORATORY and PLANT

## BLUMAUER-FRANK DRUG CO.

Eighth and Everett Sts., Portland, Or.

Wholesale Druggists and Manufacturers of Purola Products  
Distributors for the Northwest of Pharmaceuticals, Druggists' Sundries, Cigars, Soda Fountains and Supplies, Etc.



## Buyers Are Invited to Inspect Our New, Modern, Sanitary Plant

## T. S. TOWNSEND CREAMERY CO.

East Seventh and Everett Streets

## AUTOMOBILE SUPPLIES

of Every Description  
MASTER CARBURETORS, RUYEN GARAGE GREASE GUNS, SPLITDORF-APPELO FORD STARTERS, SPLITDORF REMY, EISMANN AND OTHER MAGNETOS, AIR COMPRESSORS, GASOLINE STORAGE SYSTEMS, APPELO AND HENDRYX GENERATORS, STEWART \$5.00 HAND HORNS AND A COMPLETE LINE OF FORD ACCESSORIES.

## ARCHER & WIGGINS

OAK STREET, CORNER SIXTH.