



1800 ARE EXPECTED FOR BUYERS' WEEK

Record Event for the Pacific Northwest is Promised.

FUN A-PLenty IS PROVIDED

Dealers From Nine States, British Columbia and Alaska to Be Entertained by Jobbers.

Between 1800 and 2000 buyers from nine states of the union, British Columbia and Alaska will gather in Portland next week for Victory Buyers' week, which promises to be the largest event of the kind ever scheduled in the Pacific northwest.

A programme is being worked out by the committee in charge which will furnish plenty of entertainment for the visitors and at the same time give them ample time to look over the big stocks of merchandise which local jobbers and manufacturers will have on hand for the occasion.

Victory Buyers' week will open Monday, August 4, and continue through the week. The buyers will commence to gather here Saturday, it is expected, and that day and Sunday and Monday will see large numbers pouring into the city for the event.

Chamber to Be Headquarters.
The Chamber of Commerce will be headquarters for the buyers and all who come to attend the week's festivities are asked to register with the chamber immediately upon arrival.

Excursion tickets a yard long will be given to every visiting buyer and will be the means of opening the doors of the city to him. The excursion tickets will give admittance to all meetings and banquets and will furnish a free pass to the Oaks attractions and to automobile tours.

Buyers' week this year is again under the general leadership of Nathan Strauss, father of buyers' week in Portland. Mr. Strauss has been general chairman of the committee in charge of each of the five events of the kind held in Portland thus far.

General Committee Announced.

The general committee for the occasion this year will be as follows: Nathan Strauss of Fleischner-Mayer company, chairman; A. H. Devers of Closset and Devers; Henry J. Frank of Clumauer and Frank Drug company; O. W. Mielke of the Blake-McFall company; David T. Honeyman of the Honeyman Hardware company; Frank A. Spencer of Allen and Lewis; A. J. Baile of the Pacific Coast Biscuit company; W. H. Beharrell of the Wakefield company; Paul DeHaas of the Fishman and Baker Shoe company; George Lawrence Jr. of the George Lawrence company; F. M. Sells of M. Sells and company; and E. N. Weinbaum of the Portland Chamber of Commerce.

Victory buyers' week this year is officially known as Portland's seventh buyers' week, although it is only the sixth one actually held. Last year's event being given up after plans had been worked out for holding it.

First Event Held in 1912.
The first event of the kind was held in 1912, with about 300 merchants in attendance. Each succeeding year showed a growth in the numbers present and the territory represented and the programme became more varied year by year, until the present event and programme promises to surpass anything attempted so far.

War conditions made it necessary to give up the 1918 buyers' week. The local committee responding to the request from W. G. McAdoo, director of railroads, that all events of this nature be foregone, so that congestion on the railroads could be prevented. The overmen's request was promptly complied with and notices were sent out to the buyers canceling the 1918 buyers' week and showing briefly what Portland had been doing in war work.

Buyers Drawn from Wider Field.
Buyers' week this year promises to draw merchants from a larger territory than ever before, in line with Portland's rapidly expanding jobbing business. Eastern Montana, Colorado and Utah will be among the sections represented here, according to word which has been received at the Chamber of Commerce. In the past, these

merchants have made their purchases largely in Chicago, Minneapolis, St. Paul and St. Louis, but this year a few of them are coming to Portland to see what this city offers.

Portland jobbers are confident that the visits of these men from distant points means the further expansion of Portland's jobbing territory until it reaches almost to the shadow of the middle western centers. The local merchants are confident they can handle the trade in a way that will be favorable to merchants as far east as the Dakotas, and that the variety of stock here to pick from is superior in a large number of instances to the stock in the middle western centers.

Events Unusually Successful.
While other cities have held buyers' weeks of various kinds, Portland's events have been unusually successful, and during the last few months the committee has been in receipt of a number of letters from committees in other cities asking information as to methods employed here. Among the jobbing centers which have sought advice are Providence, R. I.; Cleveland, Ohio; Baltimore; Seattle and Spokane. Outside jobbers and manufacturers have also sought to take advantage of the splendid facilities of the city offered through buyers' week here, but have been turned down in every instance. The event here is recognized as an Oregon affair for Oregon goods. Recently a piano firm in Chicago and an underwear firm of Boston requested to be allowed representation here, but were denied.

Excursionists Are Expected.
Crowds in Portland for buyers' week will be greatly augmented by visitors here for four other large gatherings and the arrival of two parties of excursionists from the east. During the time that buyers' week is in progress here the Oregon Pharmaceutical association, the Oregon State Retail Merchants association, and the Northwest Furniture Dealers association will hold sessions in Portland, while the National Editorial association will gather here for three days.

A special train is scheduled to arrive on August 7 with 150 New York residents on a tour of the Pacific northwest under the auspices of the department of the interior and the Brooklyn Eagle. Officers and members of the board of directors of the United States chamber of commerce are due the same day. Both parties will be here for that day only and will be entertained by the chamber of commerce. The New York party will leave the train at Eagle Creek and will motor to Portland over the Columbia highway.

The programme for buyers' week, with some few details still to be worked out, has been announced informally as follows:

Monday.
Visiting buyers welcomed and registered at headquarters at the first floor of the Oregon building, home of the Portland Chamber of Commerce. Big opening reception Monday night at the Chamber of Commerce rooms for visiting buyers and their families. Address of welcome by Mayor Baker. Musical programme consisting of vocal selections by Mrs. Edith Denmore, one of the principals of the Portland Opera association and others. Refreshments of Oregon ice cream and Oregon fruit juices will be served. A. H. Devers will be the chairman of the committee in charge of this opening event.

Tuesday.
Visiting buyers will pass the day with Portland jobbers and manufacturers. In the evening a big high jinks entertainment at the Chamber of Commerce for the men buyers only. A vaudeville programme will be given and a smoker will follow. Paul DeHaas will be the chairman. Theater parties

for the women will be arranged under the auspices of the women's reception committee.

Wednesday.
Wednesday noon will occur the luncheon for the buyers under the auspices of the Portland and Ad club. The event will take place at the municipal auditorium and between 800 and 1000 visitors are expected. The outside buyers will be called upon for competitive talks boasting their home towns. Each speaker will be limited to two minutes and a committee of judges will award prizes of merchandise orders to the most convincing talkers. O. W. Mielke will be chairman.

Wednesday night a general business meeting will be held at the Chamber of Commerce at which talks will be made by the visiting business men upon the various phases of modern business methods. David T. Honeyman, chairman of the jobbers' committee of the chamber of commerce, will preside.

Thursday.
Luncheon at the Henry Weinhard plant, the largest fruit juice and preserve plant on the Pacific coast. A visit through the plant will follow. It is expected the plant will be revealed to some of the visitors from distant points in showing how a great "wet" organic acid has been turned into an equally successful "dry" plant, without laying off a single employee because of lack of business. Frank P. Tabbette will preside at the luncheon and have charge of the arrangements.

Thursday night the visiting buyers will be taken to the Oaks park for a big socialization. All the concessions will be open to the buyers through the tickets which will be issued to them when they register, and each of the various amusement places will be visited in turn. A special act will be arranged at the theater for the occasion. Frank A. Spencer will be chairman.

Friday.
Luncheon at noon at the Swift & Co. plant at North Portland, with a special street provided to carry the visitors to that point. A demonstration of meat dressing will be given, showing the sanitary and up-to-date methods employed at that meat packing establishment. Opportunity will be given to visit other points in North Portland to view the industrial development there and to see the industrial sites which are invaluable to the Oregon Pharmaceutical association. Robert Bain Jr. will be chairman.

Friday night a banquet will be held by the chamber in honor of visiting buyers. Henry J. Corbett, president of the Portland Chamber of Commerce, will act as toast master, and a programme of addresses, not yet completely worked out, will be given. George Lawrence will be the head of the committee in charge.

Saturday.
Automobile excursions will be arranged to carry the visitors on sightseeing tours of the city and surrounding country. The automobiles will leave at 2 P. M. and at 3:30 P. M. Robert Stewart will be chairman of the committee on arrangements.

BUYERS' WEEK



FLEISCHNER, MAYER & CO.

Wholesale Dry Goods

Men's Furnishing Goods, Hosiery, Underwear, Notions, Fancy Goods, Ladies' Ready-to-Wear Apparel

Manufacturers of "MT. HOOD" Overalls, Shirts, and Mechanics' Clothing

"UNIVERSITY" Brand, Mackinaws and Overcoats

"JENNY and JOE" Play Suits

Visiting Merchants