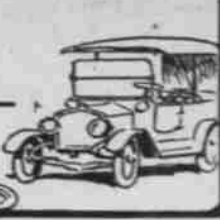


BUYERS' WEEK



BIG ATTENDANCE OF BUYERS IS EXPECTED

Elaborate Plans Made for Entertainment.

STEADY GROWTH REVIEWED

Nathan Strauss, Known as Father of Buyers' Week, Tells Object of Annual Event.

Victory buyers' week will be the greatest event of the kind Portland has ever witnessed, according to the forecast of Nathan Strauss, chairman of the general committee in charge of the event here August 4 to 9. A record-breaking attendance of Pacific coast merchants and buyers is expected and elaborate plans are being made for entertaining visitors on a scale surpassing anything Portland has previously seen in this line.

Mr. Strauss is known as the "father of buyers' week" in Portland, and has been the chairman of every general committee handling the event since the first buyers' week was held here in 1912. It was largely through him that the first event sponsored by Portland jobbers and wholesale dealers was made possible, and since that time much of the growth of buyers' week in magnitude each year has been due to his efforts.

"While Portland has always been the chief distributing center for the Pacific Northwest," said Mr. Strauss in reviewing briefly the history of the undertaking here, "it occurred to a number of Portland merchants early in the summer of 1912 that the large stock of merchandise carried here, the largest in many lines on the Pacific coast, warranted a much more extensive territory for distribution than we were then enjoying."

Better Acquaintance Wanted.
"Not only that, but a desire to become better acquainted with the merchants who were then trading in Portland, who in many instances were only known to the houses with which they were dealing through traveling salesmen and through correspondence, led to the inauguration of the first Portland buyers' week, held the first week in September, 1913."

"The response upon the part of the merchants throughout Portland's territory at that time was most gratifying. Altogether 350 buyers from as many different firms visited Portland that year. From year to year a steady increase in the attendance and in the magnitude of the buyers' week has been noted until in 1917, when the last one was held here, 1161 buyers were registered."

"These men represented firms which in many cases were located in distant territory which had never before traded with Portland to any extent. The successive buyers' weeks gave the Portland jobbers and manufacturers an opportunity to show their large stocks of goods and to demonstrate the advisability of making this city a source of supply for many different lines of goods, not only for the trade immediately tributary to Portland, but for the trade situated in far-off territory as well."

Entertainment Is Arranged.
"The original purpose of buyers' week has been fully accomplished. Through closer contact and better acquaintance a spirit of co-operation has been established between buyer and seller such as never existed before. This establishment of a spirit of co-operation, rather than the actual amount of goods purchased during buyers' week, has been the main object of the event."

"It was found necessary last year, owing to war conditions and the request of the government for as little travel as possible, to give up buyers' week for that year. However, it is hoped that victory buyers' week this year will more than make up for the abandonment of the affair in 1918. A lavish entertainment and lots of high jinks and fun is being arranged for the visitors, and victory buyers' week will be bigger and better than ever before. I think I am safe in saying, 'The prevailing market conditions make this a very propitious time for the merchants to visit the markets.'"

BUYERS GALORE EXPECTED

PROCLAMATION PROMISES BARGAINS AND GOOD TIMES.

Merchants and City Unite in Planning Busy and Prosperous Week for Visitors.

The city of Portland, the Portland Chamber of Commerce and the victory buyers' week committee have united in a proclamation whereby August 4 to 9 is officially set aside in Portland as buyers' week. Copies of the proclamation, together with invitation to a large number of merchants and buyers in all parts of the Pacific northwest and a response in numbers greater than ever before is expected.

The official proclamation signed by Mayor Baker, President H. L. Corbett and Executive Secretary W. D. B. Dodson, of the Portland Chamber of Commerce, and Chairman Nathan Strauss of

the buyers' week committee, is as follows:

"To the Merchants of the Pacific Northwest:
"The world war is over and our people are again taking up the normal work of peace times. Our commerce is expanding and our beautiful city is enjoying a period of prosperity. We want you with us during Buyers' week, August 4 to 9, 1919. Other factories, warehouses, stocks and our beautiful city will be open for your inspection. Your business and our business, your prosperity and our prosperity are closely interwoven and in serving your interests we are serving our own."

"In officially proclaiming our Buyers' week we have in mind our mercantile pre-eminence; our large and varied stocks; our ample credit system and our expanding manufacturing and business houses, and last, but not least, your unflinching support and loyalty to home products and industries."

"In many lines Portland carries the largest jobbing stocks west of the Mississippi, and these goods are the best, carefully selected by highly trained buyers who know their markets. Some of the largest factories in the entire west are here. We want you to see them and their output. You will be pleasantly surprised. You will be able to buy here to extraordinary advantage. While you are laying in your stocks to meet the ever-growing demands you will give us the privilege of becoming better acquainted with you personally, in both a business and social way."

"We want to entertain you with receptions, luncheons, banquets, socials and other things of interest and pleasure. We want to show you our city and its many points of interest and beauty. In all the plans for our reception, we have had in mind the mutual advantage to you and to us."

"All railroads lead to Portland. Railroad fare will be refunded to one buyer from each firm whose aggregate purchases from participating jobbers and manufacturers are \$500 or more during this visit. This also applies to those coming by steamer or automobile."

"For detailed particulars regarding railroad fare refund, see the general circular issued by the Buyers' week department, Portland Chamber of Commerce, Portland, Or."

FAIR PRIZES ANNOUNCED

Wheeler County to Have Exhibit on September 26 and 27.

FOSSIL, Or., July 29.—(Special).—The list of premiums for the sixth Wheeler county fair, to be held at Fossil September 25 and 26, has just been issued.

Special prizes are offered by the following firms in addition to the regular premiums offered by the county:

Steiner & Carpenter's bank, six cash prizes, Fossil; C. W. Wallis, Fossil; Jones Cash Store, Portland; Sears-Roebuck, Seattle; Sealy-Dresser company, Portland; Montgomery Ward & Co., Portland; Rice & Penne, Portland; Kerr Glass Manufacturing company, Portland; Portland Seed company; Charles H. Lilly, company, Portland, and Union Meat company.

The officers of the fair association are: W. M. Retlie, president, Fossil; George Donnelly, vice-president, Richmond, and John Stewart, secretary, Fossil.



See How We Make These Famous Snow Flakes

A special invitation is extended to visit our big modern bakeries where millions of Snow Flakes are made every day. See the spic and span interior. Note the wonderful mixing machines and the huge brick ovens. After you've seen them baked you'll know why they're so good. Your grocer can supply you.

Don't ask for Crackers—say Snow Flakes

Pacific Coast Biscuit Co.

SNOW-FLAKES



A REVELATION

Open two cans of coffee at the same time—one the old style can and the other the modern vacuum can. Smell them both—the fresh fragrance from the vacuum packed coffee cannot do otherwise than win your decision in its favor. Golden West Coffee is vacuum packed.

THE "MINER"

extends a welcome to the visitors for Victory Buyers' Week at Portland, home of Albers Cereals.

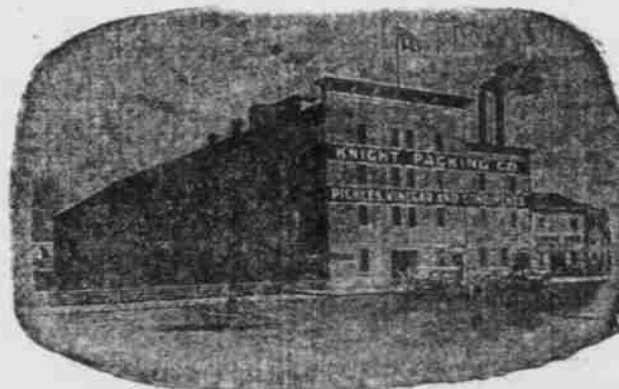


Albers Bros. Milling Co.

Portland,

Seattle, Tacoma, Bellingham, San Francisco, Oakland, Los Angeles, Ogden.

Visiting Merchants Cordially Invited to Inspect Our Factory.



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VISITING MERCHANTS

Call Main 542, A 3355 for our autos.

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A cordial invitation extended to visiting merchants to make our store their headquarters. Telephone Bdw. 3105.



Your body demands not only tasty foods, but foods that are pure, body-building, muscle-developing and energizing. Every ounce of MAID O' CLOVER BUTTER is cleanly made and wrapped and represents sixteen ounces of REAL FOOD value.

Maid O' Clover Butter

is, in every way, absolutely pure, made pure through pasteurization, and sold pure—every ounce of it. No butter substitute has the same high-food values as has MAID O' CLOVER BUTTER.

Fastidious appetites quickly recognize the excellence of MAID O' CLOVER BUTTER. Your first pound of MAID O' CLOVER BUTTER will prove to you that this butter is for discriminating tastes.

Ask your grocer for MAID O' CLOVER BUTTER—he gets it fresh every day.

Recollect: "Mutual Ice Cream is the Cream of Creams"

Mutual Creamery Company



The Pacific Coast's Largest Shoe House

Do Not Fail to Visit Us

Big Stocks of High-Grade Shoes

Our Field Covers the whole Northwest, Alaska, Hawaiian Islands and the Orient.

FITHIAN-BARKER SHOE COMPANY
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Visiting Merchants Welcome at

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Built on Quality for Service

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Crimson Rambler Syrup for you, Mr. Buyer—a high-grade syrup adaptable to both cooking and table use. Our policy, a square deal to the dealer and highest-grade quality in all our products.

Conner & Co.

Portland, Oregon.

