

FAIR WAS A SUCCESS

It Brought Enormous Crowds to Portland.

EVERYBODY WAS WELL SATISFIED

Business Men United to Commend the Enterprise of the Elks, Who Made the Fair.

With the close of the Portland Street Fair and Carnival last night was brought to an end an event which will leave a lasting impression on the business of Portland, and which has done much to add lustre to its good name throughout the great tributary country. Never in the history of the city have such crowds thronged in on every train. Never have the merchants had so much cause to rejoice over an impetus to business that was all the more welcome because it far exceeded expectations. As a spectacle and entertainment, the Fair was a notable success, for it delighted all who came to see it. As an attraction, it was a still greater success, for it brought into Portland thousands of people who had never before seen the city, and who might have been content to remain for years without visiting the merchants with whom they or their townspeople were regularly doing business.

When the Elks of Portland first conceived the idea of holding a street fair they were by no means certain of making it the great event that it subsequently became. They met with much opposition, and, fortunately, much encouragement. Laying aside for a time the cares of other callings, they went into the enterprise heart and soul, and hard work, accompanied by good judgment and perseverance, made them succeed. They are able now to find more words of approval than they did at the start, which is but natural.

Much depended from the first upon the number of outside people that could be brought to the city, not alone from Oregon and Southern Washington, but from the cities of Puget Sound and from Eastern Oregon and Washington. Only by a unique attraction and by unusually low passenger rates could great crowds be induced to come. The Elks were fortunate in having among their number A. D. Charlton, a prominent railroad man, who has been treasurer of the Portland Union for 12 years. Mr. Charlton's influence was at the command of the lodge, and it was immediately exerted in an effort to secure cheap railroad fares. The Northern Pacific was easily persuaded by him to make very low rates, and its example was at once followed by the O. R. & N. and other railroads. Tickets from all points on all railroads running into Portland were sold at a price never heard of before. Thousands of people came from Puget Sound, three trainloads coming from Seattle and Tacoma in one day. Crowds came from as far south as Montague, Cal., while there was not a city or town in Eastern Oregon that did not send a daily representation to Portland while the Fair was in progress. Wholesale merchants on Front street met customers of 20 years' standing whom they had never seen before. Every hotel and lodging-house was filled, and the few unoccupied buildings that could be secured were fitted up to hold the overflow. Restaurants employed extra cooks and waiters, and the large dry goods houses took on the number of additional clerks usual only with the holiday rush. Although a few rainy nights were interspersed among the many warm and balmy ones that Nature contributed to her subscription to the enterprise, the attendance was always good, and frequently so large that it taxed the spacious avenues which the Fair buildings were spread.

And it was a good show. Merchants, at first chary of exhibits, came in with a rush as soon as they saw what nature of entertainment was to be given, and their booths were many and beautiful. The sidewalks on the midway gave the public its money's worth, and sent every one away satisfied. In fact, the happy merry-making scene, with its music, its 20 cents to see, and the fine band, the beautiful decorations and the interesting and instructive displays of the resources of the city and state were counted by many visitors as the chief feature of the Fair. The city was decorated, and was at its best. Thousands of dollars had been spent in arraying the hotels and business blocks with happy, happy, happy decorations. The Elks and the purple and white, and with few exceptions, the storekeepers, with one another in making tasteful and attractive their show windows and interiors.

Nothing that has ever been held in Portland has awakened such an interest in her sister cities on Puget Sound, nor has brought so many people together from all over the Northwest. Without exception, every merchant who had been seen to testify to greatly increased trade, and to the formation of new acquaintances that will be worth much in the future. Subsequent to the Fair, the merchants have been more than satisfied, and one and all have only words of commendation to say of the men whose enterprise and energy made the Fair possible.

In addition to the extremely low rates granted by the railroads, generous cash contributions to the guarantee fund were made by the O. R. & N., Northern Pacific and Southern Railway companies. Representatives expressed themselves as only too willing to aid the enterprise in every way possible.

The Men Who Made the Fair.

The idea of creating and conducting the great Street Fair and Carnival originated in the mind of E. W. Rowe, now president of the corporation formed to conduct it. The project of holding the time-honored industry had been long ago for want of confidence in its further attractiveness. People had come to look upon it as a repetition of each preceding year, and it had become a thing of the past. The amusement-loving public, however, business men felt that a substitute should be provided, but no plan was advanced. It was at this time that Mr. Rowe came forward with a scheme to hold a street fair and carnival modeled after the famous festivals of some of the older cities of the United States. When he mentioned it to a number of Elks, they at once recognized the immense benefit that would accrue from carrying it out successfully. Interest spread among the members of that order, and the project was decided before the lodge, where it was decided that in order to avoid embarrassing the order in any way, a corporation should be formed by the members for the express purpose of conducting the Carnival. This was done and the incorporators elected officers as follows:

E. W. Rowe, president; Edward Ehrman, vice-president; A. D. Charlton, treasurer; Joseph M. Long, secretary; George L. Hutchins, assistant secretary; Ralph W. Hoyt, auditor. Directors—Edward Ehrman, John F. Cordray, R. E. Moody, Julius E. Thilsen, D. Solis Cohen, Alex. Sweek, E. W. Rowe, A. D. Charlton, Joseph M. Long.

The general public, however, did not fully appreciate the magnitude of the idea or estimate correctly the amount of energy and ability that was ready to assist, and consequently it met with a great amount of opposition, and the promoters were many times on the point of withdrawing. But when some of the handsome architectural features began to appear, definite outlines along Sixth street, those who had looked on the Fair with misgivings began to come forward and proffer aid. Finances immediately became more

plentiful, and from that time forward the work was pushed with vigor. As soon as it was definitely decided to hold the Fair, John F. Cordray was sent East to provide attractions for the midway, and fulfilled his mission successfully in two weeks. Although proprietor of a place of amusement himself, Mr. Cordray's loyalty to the Carnival was such that he played no attractions against it, and gave his entire time to the work which was assigned him, that of holding the election of the queen, and managing the coronation of her royal spouse.

The various departments of the work were entrusted by President Rowe to committees of Elks, many of them not members of the board of directors, and at the head of each committee was a man specially fitted by occupation or experience to the task assigned him. In this way the work was subdivided, and was managed without difficulty or friction of any kind.

Work of the Police.

From the first day that crowds began to pour into town, Chief McLaughlin had his men on the alert, and so well did they do their work that not a single case of picking pockets was reported. The crooks who had thought of coming to Portland were kept away by the summary arrest and "vagrancy" of the first of their number to come to the city, and not a single "bad" man came to give the police any trouble. In handling the crowds the police were also effective, preventing many accidents by keeping people traveling in the right direction through the crowded streets of the Fair.

The fire department also contributed its share toward the security of the public, although fortunately its services were not needed. Apparatus sufficient to combat any blaze that might start in the temporary structures was stationed on the ground, and its presence imparted a feeling of security that enabled the Fair visitors to enjoy themselves.

WHAT BUSINESS MEN SAY.

All Found the Fair Greatly Beneficial to Trade.

Merchants, hotel-keepers and other business men were visited by Oregonian reporters yesterday and questioned as to their views on the benefits of the Fair. Following are the responses:

What Wholesalers Think.

Allen & Lewis.—The Fair has proved a perfect success, and is one of the few things attempted here which has not been a flop. The great number of people attracted from all parts of the Northwest has given business men an opportunity to make the personal acquaintance of many customers they had dealt with for years, but had never seen. We had a call from one old customer, who had not visited the city before for 21 years, and also from one of our largest customers in the Inland Empire who has dealt with us for years and had never been here. All our visitors were pleased with Portland and with the way they had been entertained. The acquaintances formed will be beneficial to both city and country, and will tend to increase the good feeling between the two.

W. E. Robertson, of Corbett, Failing & Robertson.—The Fair has been a good thing for the city, and will result in an increase of good feeling between the people of the interior of the people of this city. A Seattle man said that the Portland Carnival "knocked the socks" off the St. Paul Carnival, so it must have been a success. He further said that he had seen a great number of people who had been to the Fair, but now that he had seen it he was not certain but that he liked it better than Seattle. There is no doubt as to the Carnival having been a great success, and it will be a benefit to the city in the future.

Fleischer, Mayer & Co.—Without doubt the Fair has been a grand success. It brought a world of people here, many of whom had not visited the city for years. All were pleased with the manner in which they were treated, and with the entertainment afforded, and went away happy.

Neustadter Bros.—Without doubt the Fair has been a benefit to the city. It has brought a great number of people here and given them an opportunity to form acquaintances, and has enabled merchants here to renew their acquaintances with their old customers. The benefit of this will extend to the future. All our numerous customers who have called on us have expressed themselves as well pleased with their visit to the city, and with the Carnival, and say that they will come again when another such entertainment is provided.

Closet & Devers.—Judging from our experience the Fair has been a benefit to the city. More of our customers have called on us than in five years through Expositions. The low rates and the Carnival attractions have induced many to visit the city, and they have been here for years before, and have done more toward creating friendly feeling between Portland and the country than any other ever before attempted here.

C. Heggie & Co.—The crowds which thronged the streets and the amount of business done by dealers testify that the Fair was a great success. The benefit arising from the closer relations established between business men and their customers will be apparent in the future.

M. Sells & Co.—The Fair was a good thing, as it brought an immense number of people from all parts of the country. It has been a benefit to them and the people of the city as well. All who have called on us have expressed themselves as much pleased with the city, the entertainment, and the manner in which they were treated. The result will be an increase of good feeling between country and town.

Wadhams & Kerr Bros.—The Fair has been a success and one of the greatest advertisements the city has ever had. It brought a large number of people from all parts of the country. We received calls from a great number of our customers, who expressed themselves as pleased with the entertainment afforded and the treatment they received.

I. Lowengart.—The Fair has been a decided benefit to the city. It was a success in every respect, and one of the best things for the city and the citizens that ever happened. We ought to have some such attraction every year. The visitors were well pleased with the entertainment and their treatment and the accommodations provided.

J. A. Bell, commission merchant.—Decidedly the fair has been of the greatest benefit to the city. It has brought a number of people from all parts of the country and the people of the city, and affording an opportunity for them to become personally acquainted, will tend to more friendly relations and will be of great future benefit to all.

Richet Bros.—The number of people it attracted here, more than ever came before, shows that the fair was a success. They all enjoyed themselves and the visit was a mutual benefit. Some new attraction should be got up every year or two to bring people here and give them a chance to get acquainted with Portland people.

F. H. Page & Son.—Every business man in the city has been benefited by the fair. Some days we had so many visitors from the country that we could do nothing but talk to them. We met men we have been dealing with for years and had never seen before. They were pleased with the fair and the treatment they received and many said it was the best show they had ever seen.

W. H. Chapin, of Glafke & Co.—The fair has, without doubt, been a great benefit to the city. Many of our country

customers called on us and all said it was the biggest attraction Portland has ever gotten up. They had never had a better time, and could not have been better treated or entertained than they were all through the Carnival.

F. W. Miller, Portland Seed Co.—The city has certainly been much benefited by the fair in several ways. The great number of people attracted here enabled merchants to meet many of their customers and form their acquaintance, which will be a lasting benefit. The people of the country were also given a chance to see for themselves what Portland is and will have a better idea of it in future.

Sylvester Farrell, of Everding & Farrell.—The fair has proved a grand success and has attracted a vast crowd here. Retailers, caterers, etc., have done a great business, and everybody will be benefited. The opportunity afforded the people of the Northwest to visit Portland and form the acquaintance of men they have been dealing with is one of the greatest and most permanent benefits of the fair. Visitors generally were pleased with the way they were treated and entertained.

W. M. Sayre, commission merchant.—The fair has proved a great attraction and has done a lot of good. It might have been better and have done more good had every one taken hold and helped. The number of people attracted here shows that it was a success, and next time there will be a more general effort made to provide an attraction. People came here who had not visited the city in years and many who had never been here before, and business men made many pleasant acquaintances with men they have been dealing with.

H. J. Fisher, of Fisher, Thorsen & Co.—The city has benefited in many ways by the Fair. Opportunity was given business men to become acquainted with their customers, who were attracted here by the Fair. This is a big thing in itself. We received calls from many, and all expressed themselves as delighted with the city, the entertainment and the accommodations provided for them.

W. L. Lindhard, of the Cleveland Oil & Paint Manufacturing Company.—The Fair was a fine thing for the city. It brought people from all parts of the Northwest, and we have been able to meet and get acquainted with numbers of our customers, some of whom we had never met before. The Fair has proved a great attraction, and something of the kind and on a grander scale should be given every year or two.

Herman Metzger.—The city has been greatly benefited in many ways by the Fair. Retailers, hotels, restaurants, etc., have done a large business, and the best benefit is from the vast number of people drawn here, giving the merchants an opportunity to become acquainted with their customers. I received visits from a number of people with whom I have been dealing for years, but had never seen before. Something new in the way of attractions ought to be gotten up often to attract people here.

W. I. Vall, of Sanborn, Vall & Co.—The Fair has been a good thing. It is one of the best attractions the city has had for a long time. It has brought a great number of people and a great deal of business here, and has given the business men and their country customers opportunity to become better acquainted.

Louis Blumauer, Blumauer-Frank Drug Company.—I would like to see a Carnival every year. It has been of immense benefit to us, as well as to the city at large. It brought old customers from adjoining states who had never been to Portland before, and we became acquainted with a great many who would not have come but for the Carnival. The exposition isn't in it with the Carnival, when it comes to drawing people from the interior or advertising the city.

Gus Simon, of Eaberg-Gunst Cigar Company.—The Carnival was all right, but I think the transportation companies should have given the excursion more money. As it was, people were hurried away too quickly by the expiration of their tickets. Our business increased largely during Carnival week, and the general effect was excellent throughout the city.

E. Ehrman, of Mason, Ehrman & Co.—There is no disputing the fact that the Fair has been a great success. Every man will tell you that it has helped trade; that it has brought people to the city who never came before, and that it has established an acquaintance between merchants and their country customers which is bound to result in good. If we could have had better weather it would have been even more of a success. As it was, it was a great success, and of good and good of a kind that will be a lasting benefit to it.

Views of Retailers.

Julius L. Meier, of the Meier & Frank Company.—There is not a shadow of doubt that the Fair was a big thing for Portland. It helped our business enormously. The first week was one of the biggest weeks Portland has ever known, and if the weather had continued fine, there is reason to believe that we could not have handled the trade that would have come in. Everyone had money, and was willing to spend it. It has been a wonderful advertisement for Portland, and the business men of the city reaped great benefit from it.

Adolph Wolfe, of Lipman, Wolfe & Co.—Of course, the Fair was a great thing for Portland. It was one of the biggest things that could happen to the city, for it brought people in here by thousands. Speaking from merely a commercial standpoint, it more than repaid the merchants for the money they subscribed to the fair. It has brought new visitors who came to Portland would not have come otherwise, and they seized the opportunity to make extensive purchases while they were here, buying the best quality of goods. As it was, however, there must have been \$50,000 spent in Portland during the Carnival period. Portland is not through getting the benefit yet, and the indirect results of the advertising cannot be estimated.

A. B. Steinbach.—The results of the Carnival have been satisfactory to us, though we think the visitors should have been given 10 days in the city. As it was, however, there must have been \$50,000 spent in Portland during the Carnival period. Portland is not through getting the benefit yet, and the indirect results of the advertising cannot be estimated.

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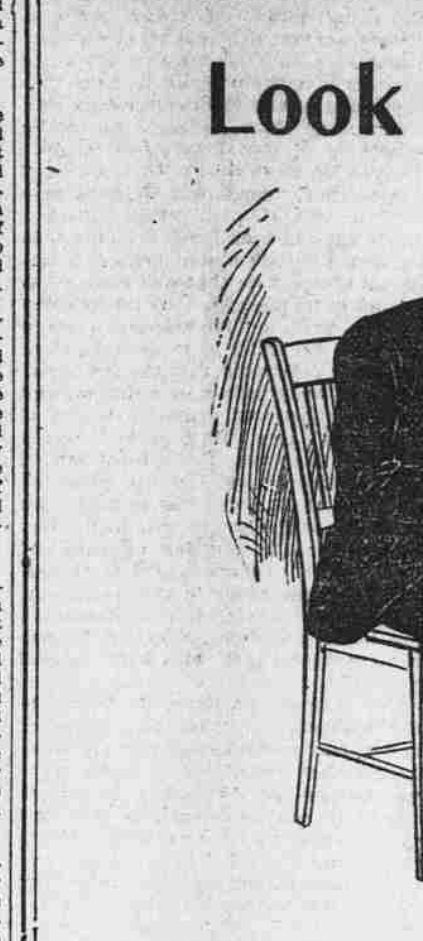
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Frank Rothschild, of the Famous Clothing Store.—The Carnival helped Portland in great shape, and we got trade from Spokane and Seattle, as well as points in Idaho, which we would not have obtained but for the Street Fair and again, and they left imbued with the idea that there were lots of new things in Portland. The Carnival beats all the expositions.

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Look the Town Over



Men's Fall-Weight Suits

For dress or business wear. Elegantly tailored, richly trimmed, and in all the newest weaves of imported chevots, worsteds, meltons, tweeds and vicunas; single- or double-breasted sacks or frocks.

Men's Overcoats

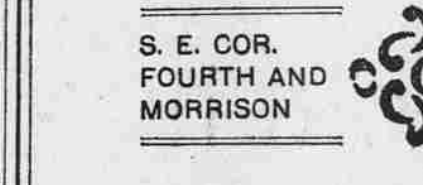
Handsome medium or heavy-weight overcoats or topcoats, absolutely correct in style; garments that place our ready-to-wear on a par with the best custom-tailoring. Oxford, meltons or vicunas; plain or velvet collars; partly or full silk lined.

Men's Raglans

The products of the best wholesale tailors in America; cut and made to the strict specifications of the new store; Oxford grays, English serges and vicunas.

LOOK THE TOWN OVER, THEN COME HERE AND MAKE YOUR COMPARISON

S. E. COR. FOURTH AND MORRISON



THE RELIABLE CLOTHIER

so were the crowds that came to see it. They bought goods, and the best goods. They ate the best food the city has ever had. They were crowded the first-class lodgings-houses to the doors. No cheap lodgings for them. No, sir. They all had a good time; you can be sure of that. If they had been looking for trouble they would have gone elsewhere for that. They will all remember Portland kindly. We ought to have something novel like that every year. That is what the people want, and what they are willing to come to see. Our business was big during the Fair—big and we want to add our voice to those of other men who are willing to give credit where credit is due, and that is to the men who conceived the idea of this Fair and made such a splendid success of it.

Big Sichel.—Certainly the Fair has been a big thing for Portland. It has brought to the city the greatest crowds that ever came here, and every line of business has been helped by it. The people came from all over the Northwest, whole trainloads at a time, and they came not only to see the Fair, but to make purchases while they were here. It has done the city a great deal of good, and the effects of it will be felt a long time among all classes of merchants.

F. Woodard, of Woodard, Clarke & Co.—We derived immense benefit from the Carnival, which beat expositions in bringing people to the city from a distance. A great many strangers came here, never been in Portland before, and they were here this time, and they were free to express their surprise at the grandeur of Portland. I think the Carnival was an excellent thing for the city.

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Men's Fall-Weight Suits

For dress or business wear. Elegantly tailored, richly trimmed, and in all the newest weaves of imported chevots, worsteds, meltons, tweeds and vicunas; single- or double-breasted sacks or frocks.

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Handsome medium or heavy-weight overcoats or topcoats, absolutely correct in style; garments that place our ready-to-wear on a par with the best custom-tailoring. Oxford, meltons or vicunas; plain or velvet collars; partly or full silk lined.

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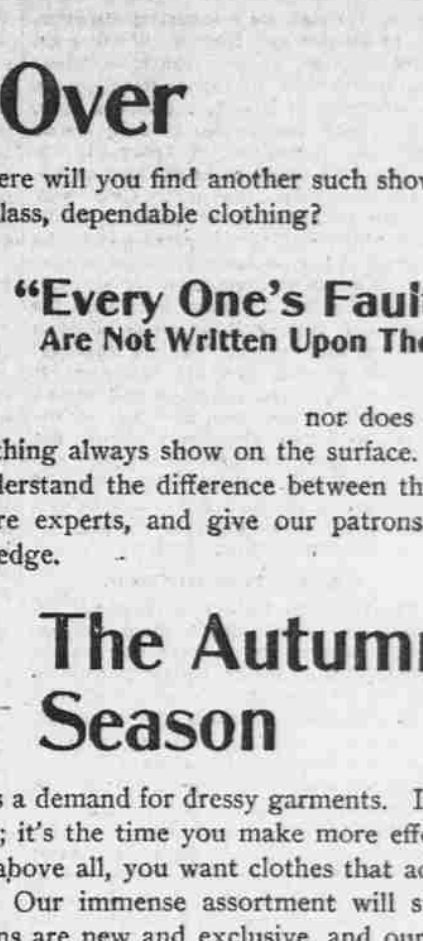
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A. B. Steinbach.—The results of the Carnival have been satisfactory to us, though we think the visitors should have been given 10 days in the city. As it was, however, there must have been \$50,000 spent in Portland during the Carnival period. Portland is not through getting the benefit yet, and the indirect results of the advertising cannot be estimated.

Ben Selling.—The Carnival was a splendid advertisement for the town, and a great success for the business. Our business during the festivities was very satisfactory.

San Rosenblatt.—Am well pleased with the effect of the Carnival on my business and the general effect in the city. The Carnival brought many strangers who would not have come but for the fair, and the low rates made by the railroads, and people here who had never been able to see it before. They had been acquainted, perhaps, with our wholesale merchants, but not with the people of the city nor of conditions here. They saw many new buildings going up; they were treated to a novel show, which, being in a convenient portion of the city, they visited again and again, and they left imbued with the idea that there were lots of new things in Portland. The Carnival beats all the expositions.

From Hotel Men.

H. C. Bowers, manager Hotel Portland.—The Carnival increased our business by a large per cent. We had been running comfortably full all Fall, but on this occasion we were compelled to place cots in the sample-rooms, and still everybody was well pleased. In conversation with wholesale and retailers of the city, I find the sales during Carnival week were tremendous, and exceeded any previous period in the history of Portland. I can speak directly for the hotel trade, and

Frank Rothschild, of the Famous Clothing Store.—The Carnival helped Portland in great shape, and we got trade from Spokane and Seattle, as well as points in Idaho, which we would not have obtained but for the Street Fair and again, and they left imbued with the idea that there were lots of new things in Portland. The Carnival beats all the expositions.

From Hotel Men.

H. C. Bowers