

ORIGIN OF BUYERS' WEEK IS TOLD AND ACCOMPLISHMENT DESCRIBED

Idea of Nathan Strauss Crystallizes Into Movement Likely to Result in Great Benefit to Portland Merchants and Jobbers Extending Personal Acquaintance of Merchants and Customers.

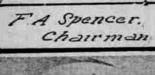




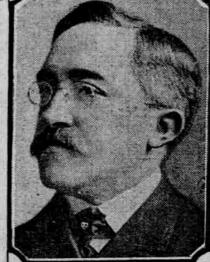
CC. Chapman

Secretary









Jay Smith.

O.W. Mielke,

Vice Chairman

Nathan Strause W. N. Beharrell, Gen. Chairman





George Lawrence, di AN Devers

sions from their various trade territories Portland could do the same, So mused Nathan Strauss, of Fleischner, Mayer & Co., in the Summer 1913.

The idea revolved itself in his mind until he reached a decision that it was practical and then he broached it to reliow members of the Commercial Club, Result: Buyers' week, which has now become an annual institution in Portland, because it was demonstrated Portland, because it was demonstrated that Mr. Strauss was right in dging that the plan would appeal to the custo-mers of Portland jobbers and manufacturers scattered all over Oregon, Washington, Idaho, Northern California and Western Montana.

and Western Montana.

Mr. Strauss' suggestion that buyers' excursions from different points in Portland's trade territory be organized took like wildfire with the jobbers and manufacturers of Portland. On the night of July 30, 1913, a preliminary meeting, attended by representatives of nearly all the big Portland houses, was bally at the Comparcial Club to discuss nearly all the big Fortland nouses, was held at the Commercial Club to discuss plans for carrying the idea into effect. The meeting was called by Edgar B. Piper, president of the Commercial Club, at the instance of the board of governors of that organization. At this meeting Mr. Strauss was appointed tembers of the strauss was appointed tembers. meeting ar. Strauss was appointed temporary chairman with power to appoint an executive committee of five to work out details, and C. C. Chapman, manager of the promotion and publicity bureau of the Commercial Club, fell heir to the job of secretary.

Strong Committee Appointed.

The following day Mr. Strauss announced that he had appointed on the executive committee F. A. Spencer, manager of Allen & Lewis; I. Lowengart, of I. Lowengart & Co.; O. W. Meilke, manager of the Blake-McFall Company; F. S. West, of the Goodyear Rubber Company, and Otto Strauss, of the Clarke-Woodward Drug Company. Then followed the organization of the Jobbers' and Manufacturers' Association to handle the big event. The week of September 1 to 6 was selected as Buyers' week—it having been decided finally to have one big excursion in-stead of a series from various sec-tions. The railroads agreed to give rates of a fare and a third on the certificate plan, 20,000 letters were sent out all over the Northwest inviting attendance, a strong publicity cam-paign was launched in the Portland papers and the campaign to induce buyers to be in Portland during the week of September 1 to 6 was on in

Over 100 jobbers and manufacturers of Portland allied themselves as members of the Jobbers and Manufacturers' Association, an organization which acted as

sions from their various trade terri- ranged to refund railway fare to each Union Meat Company, which proved one of the most unique and interesting features of the entire week, was arranged and carried out without a hitch. This luncheon is to be duplicated this year at another plant and is expected to prove a strong drawing card. The buyers also were guests at the weekly luncheon of the Ad Club, where a special programme of wit and hilarity was put on in their honor.

Buyers' week in 1913 brought to Portiand 263 buyers from 261 towns. Of this number 108 purchased more than \$500 each, thus conforming with

than \$500 each, thus conforming with the fare refund conditions and getting back the money which they had paid for railway transportation. Many who were aware that they would not purchase as much as \$500 worth did not bother to request that their purchases he recorded and totaled but those who did purchased from 76 members of the Jobbers and Manufacturers' Association, not to mention purchases from firms not affiliated with that organization, a total of \$103,405.56. The total purchases were in excess, it is esti-mated, of \$150,000 and Buyers' Week was voted a success and plans made was voted a success and plans made to continue it as a yearly institution. Nearly all who came bought something. Wives and children to the number of 60 came along and were included in the entertainment features as well as special entertainment being provided for them, as will be the case again

this year. As has been arranged to be done As has been arranged to be done again this year, reception and registration headquarters were opened at the Commercial Club. Of the buyers who registered 18 were from Idaho, one from Montana, 70 from Washington and 174 from Oregon. This attendance is to be far exceeded this year. Most of those who were here last year have sent in notifications that they will be back and the success which attended last year's venture and the fact that the experimental stage has been passed is inducing hundreds of others, as indicated by the acceptances which have dicated by the acceptances which have poured into Mr. Chapman's office, to take in the event this year. Traveling men out on the road for various Portland firms have reported back to their home offices that prospects are bright for a large attendance.

The theory of Buyers' Week is to

Eastern wholesale centers were making a success of buyers' excursing from their various trade territies Portland could do the same. So of salesmen, who travel with sample cases and catalogues, and many of the country merchants have no conception of the large stocks and great variety of goods carried by Portland Jobbers. Another object of Buyers' Week is to enable the out-of-town merchants to inform themselves in this regard, although the principal object is, as stated, the bulk on business relationships based. to build up business relationships based on friendships and social intercourse as well as the merits of the goods sold. All the Portland houses were thrown open for inspection last year, irrespec-tive of whether large or small or any families at the same rate.

hard at work arranging the details for

hard at work arranging the details for purchases were made, the proprietors made it a point to get around and make personal acquaintances among the visitors and the theory of Buyers' Week worked out in a practical way, hence the determination to continue it as an annual feature.

Buyers' week is, in fact, however, nothing more or less than continued effort along a slightly different line to cultivate close acquaintanceship and relationship between the business interests of Portland and the territory which this city serves as a jobbing center. Under the guidance of the Portland Commercial Club it has been the policy of this city for the been the policy of this city for the last decade or more to co-operate in every way possible with the smaller towns.

Work Dates Back Decade.

It is now more than 10 years since Tom Richardson, then manager of the Commercial Club, promoted and ran the first special "get-acquainted" ex-cursion out of Portland to the vari-ous towns in the trade territory reached from this city. The merchants were gone for some time, towns large and small, both on branch and main lines were visited and much was done lines were visited and much was done toward cementing cordial relationships with the country merchants and business men. Since that time co-operation has been the slogan and keynote of the promotion and publicity department of the Portland Commercial Club. C. C. Chapman, manager of that

department, is constantly co-operating in some way with smaller communities. The excursion idea has been carried nore into effect the last three years more into effect the last three years than heretofore, various other organizations, such as the Royal Rosarians, the Oregon Manufacturers' Association, the Ad Club and the Progressive Business Men's Club, co-operating with the Commercial Club to make the various excursions successful. There have been few special events, such as fairs, development gatherings and railway openings at which large bodies of excursionists from Portland have not been present. For instance, a few years ago a large party went from years ago a large party went from Portland to attend the Lewiston-Clarkston Livestock Show at Lewiston. They boosted for the Portland Livestock Show, scheduled for dates later in the Fall, and a large number of the Lewiston people returned the compliment by coming to the Portland

Many Excursions Made.

There have been excursions to the Tri-County Fair at Condon, the Pendle-ton Roundup, several to Corvallis, to Eugene, Medford, Salem, Albany, Chehalis and Vancouver, Wash., Hillsboro, Forest Grove, Molalla, Newberg, Mc-Minnville, Tillamook and Bayocean, as well as to interior points in Eastern Oregon and many other places. Just now the Ad Club is promoting an ex-cursion to Bend. Portland people took a large part last Fall in the joilifications which attended the opening of the Portland, Eugene & Eastern at various points down the Willamette Valley. The motto of these excursions has been "have a good time and get acquainted," and excellent results have

acquainted," and excellent results have been achieved.

Not only has Portland co-operated with the smaller towns by means of these excursions, but the Portland Commercial Club has been instrumental in promoting commercial organizations in many of these towns. Organizers have been sent out to assist in getting these commercial bodies under way, and every assistance possible has been given. The headquarters of the Oregon Development League, a combination of Oregon commercial bodies, is in Portland, and Mr Chapman is secretary. The theory and practice of this organization is co-op-eration all along the line. Information regarding inquiries as to various part of Oregon which come to the Commer-cial Club of Portland are forwarded to these bodies as their interests ap-

Every effort is made also to help in the work of the Southwest Washington Development League, a com-bination of commercial bodies of Southwestern Washington, whenever opportunity offers. The sessions of that body invariably are attended by

that body invariably are attended by delegations from Portland.

The general committee in charge of Buyers' Week this year consists of Nathan Strauss, general chairman; O. W. Meilke, vice-chairman; I. Lowengart, treasurer. On the executive committee are: F. A. Spencer, O. W. Meilke, A. H. Devers, George Lawrence, Jr., A. C. Black, O. H. Fithian, Jay Smith and W. H. Beharrell.

W. H. Beharrell. As was done last year, railway fare will be refunded to buyers whose aggregate purchases amount to over \$500. Visitors will purchase tickets to Porticing receipts and land at full fare, -taking receipts, and land at full fare, taking receipts, and from a validating headquarters to be established in the Commercial Club building will obtain validations entitling them to one-third fare on return. The cheap rate for return is not confined to those who may purchase \$500 worth of goods or more. All who come as purchasers may avail them-selves of it and bring members of their

TRADE HISTORY OF PORTLAND TELLS STORY OF NORTHWEST DEVELOPMENT

City Jobbing Center From Time It Was Little More Than Village and Position Is Made More Secure by Lapse of Time and Growth of Population-Amount of Business \$130,000,000 Annually.









L. comaco Historical Society

ly all its business establishments strung along Front street on the waterfront Portland has been the leading jobbing center of the Pacific Northwest. Jobbing center of the Pacific Northwest, a position which has been made more secure with the lapse of time and growth of population. For many years the entire Northwest, including Alaska, looked to Portland for supplies, and this is still true except that Seattle and Tacoma have captured the bulk of the trade in Northwestern Washington. the trade in Northwestern Washington that Seattle has secured practically all the Alaska trade and that Spokane has cut in in Eastern Washington. Many of the wholesale houses in Spokane are, however, branches of Portland institutions.

As conditions stand now Portland

As conditions stand now Portland has a trade territory of 240,281 square miles, of which 136,768 square miles is classed as exclusive, Portland jobbing houses controlling practically all the business within this area. In Oregon there is a total trade area of 91,607 square miles, 75,508 exclusive and 15,999 compartitive. The competitive region competitive. The competitive region is in the southern part of the state, where San Francisco and Sacramento jobbing houses do some business. In Washington Portland has practically

ROM the time that it was little an exclusive trade area of 7250 miles of the large Portland fortunes of today more than a village with practical- in the southwestern part of the state are based. and some parts of Eastern Washington lying along or close to the Columbia River, while the competitive area in River, while the competitive at that state is 27,090 square miles. South that state is 27,090 square miles. South being portages around the Cascades and ern Idaho is a Portland market almost being portages around the Cascades and ern Idaho it was necessary to and a competitive area of 23,740 square miles. In Montana there is 20,800 square miles of competitive territory and in Utah and Wyoming 700 and 5184 square miles, respectively, of competitive area.

Salesmen Number About 3000. It is impossible to state with any

degree of accuracy the number of traveling salesmen working out of Portland, but, roughly, the number is placed at 2000. This estimate is made by Alexander Kunz, secretary of the Travelers' Protective Association of America, with which more than 700 of the Portland salesmen are affiliated.

The jobbing trade of Portland is estimated at \$133,000,000 a year. Every article of commerce in use in the Northwest may be found in the large and diversified stocks of Portland's town of some importance, and the country around it and Colfax had comjobbing houses, while the many manu-facturing concerns of this city are waging active selling campaigns in placing their goods on the market. One of the principal objects of Buyers' week is to give to the country mer-

all its trade relations with the outside world being through that city, with the exception that there was direct connection with the Hawaiian outlet for the gold, which found its way outlet for the gold, which found its way

early '80s and the growing importance of Portland as a lumber and wheat-shipping port, achieved also during this decade, this city gradually achieved its independence of San Francisco, having direct and separate rail and sail con-nection with the outside world, and rapidly mounted to the position

All communication with the mining region and with the territory around Walla Walla and Lewiston was by water via the Columbia River, there oregon or idaho it was necessary to take one steamer from Portland to the Cascades, a second line from the Cas-cades to The Dalles and a third from The Dalles to Umatilla, which in the '60s and '70s was an important wagon freighting point, all the supplies for the mining regions, Eastern Oregon gen-erally and the Walla Walla country being hauled by wagon from this point. For a year or two Umatilla had a corner on the freighting business; then the boats started running up as far as Wallula and Lewiston, sometimes

was then called, Spokane Falls, was a town of some importance, and the country around it and Colfax had commenced to develop. Supplies for this region came through Portland, being freighted in from Walla Walla. The first railroad of any importance to be constructed in the Northwest was what week is to give to the country merchants an opportunity to become personally acquainted with the size and diversity of these stocks as well as to learn something of the value and merit of the various articles manufactured in this city.

For many years during its infancy as a jobbing center Portland was practically a subsidiary of San Francisco, all its trade relations with the out-

direct connection with the Hawaiian Islands. or, as they then were called, the Sandwich Islands. Many of the carly day Portland jobbing houses had partners resident in San Francisco. This condition of affairs continued throughout the '60s and '70s and, in fact, practically into the '80s.

Portland Becomes Independent.

With the coming of railroads in the early '80s and the growing importance of it varying from \$50,000 to \$250,000, sometimes more. to \$250,000, sometimes more.

Regular steamship service was maintained between this city and also Victoria, B. C., and Alaska. Portland had toria, B. C., and Alaska. practically all the Alaska trade, but at that time it was small and confined to the southeastern ports.

Terminal Switched to Seattle.

idly mounted to the position of San Francisco's most virile competitor for the trade of the Pacific Coast—a position which it still maintains.

The discovery of gold in the early '60s in Eastern Oregon and Central Idaho started Portland, then only about 4000 in population, on the high road of success as a jobbing center. This city became the outfitting point for the entire region, and fleets of boats began to appear on the Columbia River, one of the first companies to be organized being the Oregon Steam Navigation Company, afterward the O. R. & N. Co. and now the O.-W. R. & N. Co., or rather the beginning of this big railroad and steamship corporation. J. C. Ainsworth, S. G. Reed and R. R. Thompson were the moving spirits in this company, on the success of which many (Concluded on Page 13)

Proclamation

To the Retailers of the Pacific Northwest, Greeting:

To you Portland owes its mercantile pre-eminence. 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 and warehouses, we have set aside the week of August 10 to 15 as "BUYERS' WEEK."

During this week we will entertain you with receptions, luncheons, banquets, smokers, joilifications and other events of interest. We will take you riding in automobiles through the beautiful residence Rallroad fare will be refunded to one buyer from each firm whose purchases from participating

jobbers and manufacturers aggregate \$500 or more during this visit. Reduced fares have been granted by all the railroad lines serving Western Montana, Idaho, Washington, Oregon and Northern California, with the exception of the Oregon Short Line. These reduced fares will enable you to bring members of your family at a low cost to enjoy the hospitality that has been arranged You will be amazed at the size of our factories, the variety of products manufactured here, and the

enormous stocks of goods carried in our vast warehouses. In several lines the largest jobbing establishments west of the Mississippi River are located in Portland—not only carry the largest stocks of goods but doing the largest volume of business. In many lines the largest factories of the entire West are located in Portland, By visiting Portland during Buyers' Week, you will be able to buy to extraordinary advantage, and

will give us the privilege of becoming better acquainted with you personally and of entertaining you.

For detailed particulars with reference to conditions of railroad fare refund, address C. C. Chapman, secretary Jobbers and Manufacturers of Portland, Commercial Club Building, Portland, Or.

Let us know when you will come. And come! By all means, come! Portland bids you welcome.

CITY OF PORTLAND,

H. R. Albee, Mayor.

THE JOBBERS AND MANUFACTURERS OF PORTLAND, Nathan Strauss, Chairman, C. C. Chapman, Secretary

THE PORTLAND COMMERCIAL CLUB, H. D. Ramsdell, President. J. Fred Larson, Secretary.