

\$500.00 Free to the Three Most Popular Charities

Ballots Upon Which to Vote Given With Purchases at The G. P. A. Stores, Tuesday, Nov. 28

BUSINESS PLAN NEW

Greater Portland Association
Launches Organization.

HIGH IDEALS ARE HELD

Shopping Is to Be Made Easier for
Customers. With Guarantee on
Purchases, While Vendors
Gain by Co-operation.

Although the Greater Portland Association is actually making its first really formal bow to the general public in the celebration of Greater Portland day, Tuesday, this organization has wrought some important things in the city in the past few months, of which the public is scarcely yet aware. It was founded on February 15 at a meeting in the Edwards store, with 15 proprietors of specialty stores attending and signing as charter members. Now it has 265 members, representing more than 200 specialty stores in the city, and has carried out successfully the first part of an elaborate

LEADERS IN PLANS FOR OBSERVANCE OF GREATER PORTLAND DAY.



Above: F. N. Clark, President and Z. Swell, General Chairman.

campaign of education among the people to bring home to them the ideals and purposes under which the association is conducted.

The membership campaign which brought the association up to its present strength was conducted by means of personal canvass from store to store, and the growth of the organization was as silent as it was rapid. But even while it grew it steadily pounded away on the cardinal ideas on which it was founded.

Square Deal Emphasized.
"To the members the ideal was to create an organization, membership in which shall be to the general public a complete guarantee of the integrity of the merchant and of honest goods, efficient service and square treatment to the customer," says M. A. Reed, assistant secretary of the association, who has been in charge of the details of the work for several months. Mr. Reed outlines briefly some of the revolutionary achievements that the association has made to carry into effect its ideal.

The old "hieroglyphic" price mark has been abandoned and members of the association have been induced to mark their goods in plain figures so that the buying public can read. Members of the association have been induced to adopt a most liberal policy of exchange and refund for the benefit of customers, and the association is developing many important features which will strengthen and make more effectively serviceable its mediation between merchant and customer.

Instruction Given Employees.
In the past few months series of meetings have been held for the purpose of instructing employees of the various specialty stores in modern merchandising to insure greater improvement in the service they might be able to give the public. The members of the association have themselves attended a series of expert lectures on merchandising, systematizing, accounting and various other features which would tend to improve the standard of service they might render their customers.

Arrangements have been made to facilitate the extension of credit to responsible people by the specialty stores, and the organization is now working out a co-operative delivery system whereby it is intended to give the people prompt and complete delivery service.

In carrying forward the educational campaign to awaken the interest of the public in the aims of the Greater Portland Association, speakers have been invited to give lectures before various women's organizations, and this method of public education is to be extended through the coming year.

Advertising Fund Sought.
A special committee with F. Ira Powers as chairman is working to raise the revenue of the organization for advertising purposes to about \$2000 a month, which will be applied to carrying to the shopper more and more strongly the Greater Portland Association and its plans.
The officers of the Greater Portland Association are: President, F. N. Clark; first vice-president, T. H. Edwards; second vice-president, C. J. Mathis; secretary, S. S. Mayer; assistant secretary, M. A. Reed; treasurer, Jacob Rosenthal; executive board, William Gadsby, J. H. Joyce, C. F. Berg, S. Solomon, Charles Jennings, E. A. Robison; advisory board, J. P. Plagemann, F. J. Lichtenberger, Leo Friede, K. S. Ervin, W. S. Settla, E. A. Cartozian and Z. Swell.
The Greater Portland Association has been working quietly for the past few months, but effectively, so its members believe, and in the observance of Greater Portland day it expects to give the people of Portland a striking bird-eye view of what it has accomplished.

LADIES—

Next Tuesday Is
the Big Day

Big for Charity.
Big for the Specialty Store.
Big for You.

Many good folks are going to do a lot of holiday buying on Tuesday, thus combining charity with the Christmas thought.

A splendid idea! The ladies will be out in full force on Tuesday, and to you ladies we wish to suggest that a man is especially pleased with his gift—

- If—it is useful.
- If—it is bought at a man's store.
- If—it is bought at his favorite store.

We have what is doubtless the most select stock of Furnishing Goods ever shown in good old Portland.

Ties, shirts, hosiery, pajamas, bath robes—all are popular as gifts.

Hats in Every Style

Suits and Overcoats in profusion. Exchanges cheerfully made when necessary.

Buy men's wear from a man's store and get quality.

Buffum & Pendleton Co.

Clothiers, Hatters and Haberdashers
127 Sixth St.
Members Greater Portland Association

We Are the Largest Clothing Specialists in the Northwest

With a combined selling area in our Portland and Seattle upstairs stores of over 12,000 square feet and combined stocks of over 15,000 garments

OUR ENORMOUS BUYING POWER,
CASH BUSINESS, INEXPENSIVE FIXTURES AND LOW UPSTAIRS RENT

Give You \$25 Value Suits,
Overcoats and Raincoats for



ALWAYS THE SAME PRICE

We invite your inspection of our immense display of men's smart, splendid-fitting clothes for Fall and Winter wear.

ALTERATIONS FREE

TAKE THE ELEVATOR AND SAVE \$10.00

OPEN SATURDAY TILL 10 P.M.

Fahey-Brockman UP-STAIRS CLOTHES SHOP

Northwest Building

Washington and Sixth

Ten Votes With Every One Dollar Purchase of Lennon's Women's, Men's, Children's

Gloves, Hosiery, Umbrellas

Handkerchiefs, Men's Ties and Canes, Women's Underwear, Umbrellas Repaired, Umbrellas Re-covered

On Special Sale for Greater Portland Day—

Women's Lenberg Washable Gloves in colors tan, ivory, gray, pearl and black, pair\$1.35

Women's Wayne Knit Indestructible Hose, regular 50c quality, 39c pair; 3 pairs\$1.15
Every pair guaranteed.

Purchases Put Up in Christmas Packages if Desired.

Lennon's Glove Orders Now on Sale, Purchasable for Any Amount.

Lennon's

Morrison Street

Chas. F. Berg, Manager

Postoffice Opposite

Special Offer!

Greater Portland Day

10% OFF THIS DAY ONLY



AS AN inducement to purchase your Holiday Jewelry Tuesday, November 28, Greater Portland day, and thereby assist your favorite charity to win part of the \$500, I will give a 10 per cent discount on every cash purchase (contract goods excepted).

See my special \$50.00 and \$100.00 Diamond Rings, they have no equal



Price Block

Largest Diamond Dealer in Oregon

334 WASHINGTON STREET Opp. Owl Drug Co.



FOR YOUR THANKSGIVING NEEDS VISIT THE SARTORIAL STUDIO —OF— C. C. BRADLEY MEN'S HATTERS AND FURNISHERS 352 WASHINGTON STREET, MORGAN BUILDING.



The Hazelwood

SERVES THE BEST OF EVERYTHING



We specialize in Good Things to Eat and Delicious Soda Fountain Beverages.

Thanksgiving Day

we will serve an Old-Fashioned Turkey Dinner from 11 A. M. to 9 P. M. at One Dollar per plate.

The Hazelwood

Confectionery & Restaurant, Washington St., at Tenth.



FOR MEN AND WOMEN IMPORTED

Shetland or Kashmir Sports Jackets with and without sleeves; various colors in a variety of patterns.

ALSO Men's Scotch and English Wools, Fancy Socks for sport and ordinary wear of very fine quality and smart design, are among the new arrivals.

K. S. Ervin & Co., Ltd. CUSTOM CLOTHING.

Imported Accessories for Men and Women, Custom Shirts, English Coats for Men and Women

SECOND FLOOR SELLING BLDG., SIXTH AND ALDER STREETS.

greater portland association day— tuesday, november 28th



this shop shows all the standard advertised articles of men's wear, and in addition many exclusive novelties that can be found nowhere else in the northwest, priced as reasonably as quality will permit. most complete line of imported and domestic neckwear in the northwest. agent for the following lines of nationally known merchandise:

- manhattan shirts and underwear
- knox hats
- arrow shirts and collars
- stetson hats
- dent's and fownes' gloves
- e. and w. shirts and collars
- interwoven, phoenix, m'callum and wayne underwear
- mark cross leather novelties
- paris and boston garters
- cooper, vassar, b. v. d. and sterling underwear
- brighton outdoor sleeping wear
- triangle soft collars
- kremetz collar and cuff buttons
- g. p. a. vote with each 10-cent purchase.
- vote for your favorite charity.

m. sichel

331 washington street, near broadway

PHILLIPS

—Sell—
The Best Shoes



—for—
The Least Money

PHILLIPS

109 6th Street. 262 Morrison Street.

Noon-Day Luncheons Confections Ices, Sodas

THE POPULAR SWEET SHOP



\$15 The Land \$20

Once a customer, always a booster. 106 FIFTH ST. The very best at the lowest price.

OUR SPECIALTY

MEN'S AND YOUNG MEN'S SUITS OVERCOATS AND RAINCOATS

Come in and inspect our garments, have the salesman explain why a specialty house can sell just as good for less money

\$500 in Prizes GIVEN TO CHARITY

If you need a Suit or Coat now or are going to get one in the near future, get it Greater Portland Day and help some one who is unfortunate enough to need help.

ONE GLANCE IN OUR WINDOWS WILL CONVINCING YOU THAT IT WOULD BE TO YOUR INTEREST TO STEP INSIDE.

Pierce-Tomlinson

ELECTRIC COMPANY 280 OAK ST., HENRY BLDG. Electric Wiring, Repairs, Mazda Lamps and Appliances.