

SOLID COMBINATION OF NORTHWEST WILL BE BUYERS' WEEK AIM

Dealers Realize That Interests of Portland and Theirs Are Inseparable.

FUN AND WORK TO MIX

Days Will Be Spent With Manufacturers but All Cares Thrown Aside at Night.

The correct synonym for Buyers' Week should be "team work."

It is developing into the best known prescription for getting together and staying together.

When the great influx of up-state, down-state and neighboring-state merchants begins to arrive in Portland tomorrow morning it means another step toward combining the northwest for the northwest, and particularly in the Columbia basin.

With the advantages of transportation by rail now enjoyed by merchants in the basins of the Columbia and Willamette rivers, when they buy their stocks in Portland, those dealers are rapidly coming to a realization that the interests of Portland are inseparably combined with those of eastern Oregon, eastern Washington, Montana, Idaho and the series of great valleys between the Columbia and the California line.

Portland Behind Development.

And while the first purpose of Buyers' Week is to afford the interior merchant opportunity to become familiar with the great stocks of merchandise handled by the jobbers and manufacturers of Portland, the event is this year staged under the direction of Portland's Chamber of Commerce with the object of giving visiting merchants intimate knowledge of the fact that the "Portland base" has long been cut up and disappeared, and that the Chamber of Commerce this week and all weeks of the future, stands solidly behind the industry of the northwest, the great trade territory of which Portland is the logical center.

Headquarters to Open Early.

During the week Portland merchants will make every effort to become familiar with the conditions of agriculture in every section of the northwest. They expect visiting merchants to give up this information so that the Chamber of Commerce may later be advised of the practical things to be done. It is hoped to make such a success of Buyers' Week that every repetition of that event in the future will have the unanimous support of merchants, the press and the consumer throughout the entire district.

Tomorrow Morning the Headquarters at the Chamber of Commerce will be open along about daylight, and as merchants and their families arrive a force of clerks will be on hand to properly register them and supply the credentials, which are a necessity in order to assure visitors all of the courteous attentions planned for the week.

Evenings Devoted to Fun.

Visitors will spend the day with their wholesalers and manufacturing friends, and about 8 o'clock in the evening they will be expected to assemble at the blue room of the

ENTERTAINMENT PROGRAM FOR BUYERS' WEEK

Monday Evening, August 9.
8:00 p. m.—Informal reception at Portland Chamber of Commerce to visiting buyers and their families. Participating jobbers and manufacturers, or representatives and their ladies, are urged to be present.

Tuesday, August 10.
8:00 p. m.—Smoker at Portland Chamber of Commerce to visiting merchants, men only. Participating jobbers and manufacturers invited.
8:10 p. m.—Theatre parties.

Wednesday, August 11.
12:00 m.—Luncheon, Portland Ad Club, Hotel Multnomah. F. A. Spencer, chairman of the day. Two minute competitive talks by visiting merchants boosting home-communities. Address, "Price Cutting," by C. C. Chapman. Selections by Ad Club quartet.
7:30 p. m. sharp—Empress theatre, Broadway and Stark.
9:00 p. m. sharp—Pantages theatre, Broadway and Alder. Portland jobbers and manufacturers and representatives are urged to accompany party. Seats will be reserved.

Thursday, August 12.
12:30 p. m.—Luncheon to visiting merchants and families by Log Cabin Baking company, Vancouver avenue and Fremont street. Take automobiles at 12 m. at headquarters, Commercial Club building. One representative of each local participating firm is invited to be present.
7:30 p. m.—Oaks Jollification. Take cars at First and Alder streets promptly at 7:30 p. m. Participating jobbers and manufacturers and representatives urged to accompany.
7:45 p. m.—11:30 p. m.—Oaks concessions and dance at pavilion.

Friday, August 13.
6:30 p. m.—Informal banquet to registered buyers and ladies. Address of welcome by C. C. Holt, toastmaster. "Shipping Bill," W. D. Wheelwright. "The Lumber Industry of the Pacific Coast and Its Direct Bearing on the State of Oregon," George M. Cornwall. "Some of Our Problems and Some of Our Needs," Edward Cookingham. Responses by visiting merchants.
Local participants must make reservations on or before Thursday noon, August 12.

Saturday, August 14.
12:00 p. m.—Automobile ride about city and adjacent points of interest. Cars leave headquarters at Commercial Club building, 2 p. m. Participating merchants are urged to have cars present and accompany so as to give information about points visited.

NOTE—Visiting buyers and guests will register at headquarters, Commercial Club building, and be provided with identification badge and coupon ticket good for all entertainment and courtesies. If buyers present themselves without having first registered, merchants are requested to urge their immediate registration.

Badges Will Flutter Freely During Week

Chamber of Commerce for the purpose of getting acquainted with each other and those Portlanders who will flock around the building. The reception is to be informal. The only rule of conduct laid down by the committee is that "everybody shall speak to everybody present, help the other fellow have a good time and keep it up all the week."
A women's reception committee, with Mrs. C. C. Chapman as general chairman for the week, will be appointed by the Chamber of Commerce and will be asked to assume the duty of escorting visitors of the fair sex to all entertainments. The reception committee plans to begin its week by calling at the hotels of the out-of-town guests and making their acquaintance personally. A plan will be arranged whereby the ladies from out of town will be assembled at various times, meet the reception committee and attend the events in a body.

Swiss Oppose German Airmen.

London, Aug. 7.—The Swiss government has protested to Germany against recent violations of the country's neutrality by German airmen, according to a dispatch from Bern.

ATTENTION Mr. Visiting Merchant!

Do you want the best in shoes, honestly, substantially and reliably made, the best in quality the market affords for the price?

We make them. You owe it to yourself while in Portland to visit us. We will convince you.

Our famous makes—"Barker Brand," "Master-Made" and "Safety First" (for men), "Sincerity" (for women), and "Golden Day" (school)—meet and beat competition.

We mean it! Furthermore, we want, while you are in Portland, an opportunity to meet you personally and get acquainted.

Don't forget to call on us. You will be cordially welcomed.

Fithian-Barker Shoe Co.
29-31 NORTH FIFTH STREET

Buyers Will Get A Big Reception

Chamber of Commerce Will Entertain Visiting Merchants; Lecture Will Be a Feature.
Entertainment features for Buyers' Week will get away to a flying start on Monday night, when the Chamber of Commerce gives its big reception for visiting merchants and their families at the Commercial Club building. Aside from the fact that special effort will be made to begin the business of the week by making every visitor acquainted with each other, and its many members of the Chamber of Commerce as can be crowded into the big reception room, a delightful lecture will be given by Miss Fannie Harley. "Old Mexico" will be the title, a subject which the lady is competent to handle because of a long stay in the country of origin, and she is able to speak of the condition that war has forced upon the people. Just at this time, when intervention on the part of the United States seems to be in the air, and may become a reality, this lecture will undoubtedly attract much attention.

Dealer Points Out The Advantages of Buyers' Week Plan

Further indorsement of Buyers' Week in Portland is given in the following telegram which is typical of other telegrams and letters received: "Klamath Falls, Or., Aug. 7.—M. E. Smead, secretary Buyers' Week—Buyers' Week as conducted in Portland is of vast interest to retail dealers in all lines of merchandise. In the first place, no dealer, particularly in the smaller towns and trading points, can keep abreast of the times unless he occasionally visits the larger cities and looks through the stores and stocks of goods carried and the arrangement of same. Second, personally and particularly those with whom he does most of his business. The meeting with his fellow dealers from the various parts of the trade territory and exchange of ideas I consider worth the expense of the trip. The jobbers can not all come to see you but you can all well afford to go at least once a year to see them."
—GEO. T. BALDWIN.

Rose Garden Chief To Arrive August 23

Robert Pyle of West Grove, Pa., vice-president of the American Rose society, who has charge of the creating of the national rose gardens at Arlington, opposite the city of Washington, will be in Portland during the week beginning August 23. He will be accompanied by E. G. Hill of Richmond, Ind., recognized as one of the leading rose culturists of the United States, and creator of the famous Richmond rose, a message received by J. A. Currey, well known Portland rose culturist. During their stay they will visit Father Schoener, the plant wizard of Brooks, Or.

With the internal affairs of the unfortunate country in their present deplorable condition, and with the possibility of the United States taking a hand in the game, it is believed that the lecture will prove a popular feature of the week.
Miss Harley dresses in a costume of her own invention, abandoning skirts for a garment that resembles

National demand

for Oregon City Woolen Mills products from Boston to San Diego, from Dallas to Duluth.
Better Quality has done it—nothing else! The result of 51 years of "knowing how."
Visit our great mills Out-of-town merchants, don't miss this treat. As you visit the many stages of manufacture—from raw wool to the finished, tailored garment—you'll not wonder why Oregon City was awarded the highest decree of merit—Grand Prize—and 3 gold medals at Panama-Pacific Exposition, San Francisco.

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