

2000 EXPECTED TO ATTEND 1922 BUYERS' WEEK

More than 600 out-of-town merchants, some of them from as far North as Alaska, some from as far south as Southern California and others from the East and Middle West, have already notified Buyers' week officials of their intention of attending the Tenth Annual Buyers' week, beginning Monday morning and lasting until Saturday afternoon.

E. N. Weinbaum, director in charge, today estimated that at least 2000 buyers will attend. Last year there were 1600 registered.

This steady and healthy increase from year to year is a testimonial to Portland's importance as a jobbing center that no criticism born of jealousy can gain any ground here. Portland has an enormous jobbing territory, taking in 254,000 square miles with virtually no serious competition. This territory includes Southern Oregon, Washington, south of Olympia, and runs east to Spokane, thence to Great Falls, Mont., then down to Pocatello, Idaho, and extends into California on the south.

BECOMES IMPORTANT
The custom was started a number of years ago of holding an annual Buyers' week, when the retailers in this immense empire would have a chance to come to their jobbing center, go through the industries and wholesale and retail houses and in general "get a line" on what goods are available and how these goods are manufactured.

Better feeling would exist between the jobber and the retailer as a result of this contact, and each would understand the problem of the other better, it was thought, and proven. Gradually the annual week has become of more and more importance. Entertainment has been happily wedded to business, and the week is in the nature of a gay holiday for the visitors in the city. This year more than ever before extensive plans for entertainment are being made, and there will be no idleness for the buyers while they are here.

FOLLOW UP
Since Portland started Buyers' week, other coast cities have followed her example, but none has had the signal success scored by her. Much buying is done by the visitors for their stores during the week, but this is not the primary purpose of the event, the directors say. Business houses of the city feel that if the retailers learn what Portland has to offer, they will buy more, whether now or later.

However, as a fair exchange and to encourage business, the directors have decided to follow the custom of previous years and refund to one buyer roundtrip railroad fare from each city making purchases that amount to \$500 or more. The refund will be based on the one and one-third fare allowed by the railroads. This mileage will be allowed to those who come by automobile or boat, just the same as though they had come by train.

SUCCESS EXPLAINED
Improved financial conditions throughout the West and the spread of Portland's fame as a jobbing center are held responsible for the increased attendance that is held certain this year. Los Angeles, San Francisco, Oakland, Sacramento, Seattle, Spokane, Alaska, Denver, Salt Lake City, and Atlantic seaboard buyers will be present, according to the advance notices.

Nathaniel Strauss of Fleischner, Mayer & Co., who originated Buyers' week and in past years has been chairman of the executive committee, this year relinquished his post, but is still serving on the committee. F. A. Spencer, of Allen & Lewis has succeeded him.

COMMITTEE MEMBERS: W. H. Esharrell, Heywood Brothers & Wakefield; A. H. Devers, Clossett & Devers; Paul DeHaas, Fithian-Barker Shoe company; A. J. Bale, Pacific Shoe company; George Lawrence, Jr., George Lawrence company; H. J. Carman, Carman Manufacturing company; F. M. Seller, M. Seller & Co.; D. C. Patterson, W. F. Fuller & Co.; S. Mason Ehrman, Mason, Ehrman & Co.; J. A. Zehnbauser, Jantzen Knitting mill; J. W. Mitchell, Knight Packing company; E. W. Johnson, Miller, Callahan & Johnson; J. W. Roope, United States Rubber company; E. N. Weinbaum, director in charge.

LIST GIVEN
List of Portland firms that are taking part in Buyers' week:
Ames Flavoring company, Adrian Neckwear company, Albatross Metal Furniture company, Ames, Harris, Neville company, E. C. Atkins & Co., Baby's Boudoir, W. J. Ball West company, Ballou & Wright, Beaver Hook and Suit Manufacturing company, Bell & Co., Theodore Bergman Shoe Manufacturing company, Blake-McCall company, Blumauer-Frank Drug company, Blumauer & Hoch, Bestman-Sommers company, Inc., Bruyan Leather company, Bridges & Beach Manufacturing company, Brownlie Woolen mills, Carman Manufacturing company, Celro Kola company, John Clark Saddlery company, Woodard-Clark, Drug company, Devers, Coast Commercial company, Coast Cigarette & Paper company, Columbia Mills, Inc., Conner & Co., Crescent Paper company, Cribben & Sertion company, F. J. Cronin company, Doerflinger Manufacturing company, Dwight Edwards company, Eastern Novelty Manufacturing company, Eosner-Heywood company, Endicott Paper company, J. C. English company, Felling-McCallman company, Fairbanks, Morse & Co., Fithian-Barker Shoe company, Fletcher, Mayer & Co., Freeland Furniture company, W. F. Fuller & Co., J. E. Gill company, Globe Hat & Cap Manufacturing company, Goodman Brothers Shoe company, Good-year Rubber company, Great Northern Casket company, F. S. Harman & Co., Healy Brothers, Hester & Co., Heywood-Wakefield company, Hines-Wave Manufacturing company, Honeysman Hardware company, Huntington Rubber Mills, Independent Cracker company, Irwin-Hodges company, Jacobs Hat & Cap company, Jacobson-Munro company, Jantzen Knitting mill, T. W. Jenkins & Co., Kerr, Clifford & Co., King-Fisher Mattress company, M. I. Kluge company, Knight Packing company, Krasse Brothers, Lang & Co., Lewis, Linsdane & Co., George Lawrence company, Jules Lerz & Brother, Harry Lewis, Linsdane & Co., A. G. Lutz, Lutz Manufacturing company, Marshall-Wells Hardware company, Mason, Ehrman & Co., May Hardware company, Menzies & Fulop, Metropolitan Hat & Cap Manufacturing company, Miller, Callahan, Johnson & Co., Monroe & Criswell, Mount Stove works, Mount Hood Soap works, Multnomah Trunk & Bag company, Mutual Casket company, Neustadter Brothers, National Casket company, Noon Bag company, Northern Flour Mills Co., Northwest Auto Co., North-western Hardware Steel company, Oregon Casket company, Oregon City Woolen mills, Oregon Millers Music house, Pacific Furniture company, Oregon Worsted company, Pacific Coast Casket company, Pacific Cigar company, Pacific Cigarette company, Pacific Cigar company, Portland Chemical company, Portland Furniture Manufacturing company, Portland Seed company, Porter-Sorensen Macaroni company, Rasmussen & Co., Rosenfeld Hat company, Ross & Henry Ross & Co., Ruben & Co., M. Seller & Co., Simmons company, Sprague-Harris & Co., Stubbs Electric company, Swift & Co., Thambauer Hat company, Tru Blue Blouse company, United States Rubber company, Universal Oil corporation, Vinton company, Valvoline Oil company, Vogan Candy company, Wadhams & Co., Wadhams & Kerr Brothers, Walworth company of Oregon, Waterproof Garment company, Western Casket company, Weststein Brothers, N. & S. Weinstein, West Made Desk company, Western Waxed Paper company, Weyenberg Shoe Manufacturing company, East Brothers, Lutz, Sellertsch, Paper company.

Program for Buyers' Week

Monday, August 7, 8 a. m.-8 p. m.—Buyers' week visitors register at Buyers' week headquarters, Oregon building, 8 p. m., reception and grand ball, entire mezzanine floor Multnomah hotel.

Tuesday, Aug. 8, 8 a. m.-6:30 p. m.—Buyers' week visitors register at Buyers' week headquarters, Oregon building, 8 p. m., smoker, men only, entertained at Roaring camp. The Auditorium, 7:30 p. m., visiting ladies will assemble at Buyers' week headquarters as guests of ladies' reception committee for theatre party.

Wednesday, Aug. 9, 8 a. m.-6 p. m.—Buyers' week visitors register at Buyers' week headquarters, Oregon building, 11:30 a. m., Buyers' week visitors gather at Buyers' week headquarters to be transported to Laurelhurst Park to be guests of Portland Ad club at luncheon, 2 p. m., fashion show and vaudeville, The Auditorium.

Thursday, Aug. 10.—8 a. m.-6 p. m., Buyers' week visitors register at Buyers' week headquarters, Oregon building, 7 p. m., Buyers' week guests gather at west end of Morrison street bridge for river excursion on board boats Elsie Bird and Swan.

Friday, Aug. 11.—8 a. m.-6 p. m., Buyers' week visitors register at Buyers' week headquarters, Oregon building, 8 p. m., visiting buyers and time devoted to keeping "open house" in honor of visiting buyers, 8 p. m., banquet together visiting buyers at Portland Chamber of Commerce.

Saturday, Aug. 12.—8 a. m.-12 m., Buyers' week visitors register at Buyers' week headquarters, Oregon building, 2 p. m., visiting buyers exchange coupon tickets at Buyers' week headquarters for tickets entitling them to view baseball game, Portland versus Vernon.

All Buyers' week visitors register at headquarters for their coupon book entitling them to all entertainment functions named herein. Make sure that visiting buyers deposit railroad receipts at Buyers' week headquarters for validation.

Women Guests to Be Favored Will Make 'Fuss' Over Ladies

On the theory that women are as important as men, and "probably a darned sight important," the wives and daughters of merchants as well as women merchants themselves will have a big fuss made over them during Buyers' week.

From a purely practical standpoint, let alone a standpoint of courtesy, the committees in charge have admitted that most merchants take their wives' advice as to what to do and what not to do by arranging practically every event with a view to entertaining and pleasing the womenfolk as well as the men.

In the first place, a committee that will have nothing to do but look out for the women has been appointed as follows: Mrs. H. E. Judge, Mrs. W. D. McWaters, Mrs. W. J. Ball, Mrs. Paul DeHaas, Mrs. S. Mason Ehrman, Mrs. J. D. Kenworthy and Mrs. E. N. Weinbaum.

TO GIVE GREETINGS
When the buyers and their wives and daughters arrive Monday morning and report at headquarters to register, members of the committee and their helpers will be on hand to furnish information, extend greetings and tell what's to be what.

At the grand ball at the Multnomah hotel Monday night, the women, of course, will be the first importance. Tuesday evening a theater party with a special pipe organ recital has been arranged. After this entertainment early in the evening, the women will be escorted to The Auditorium, where the hostesses will be just as entertaining as the men.

The following day, Tuesday, comes the picnic luncheon to be given at Laurelhurst park by the Portland Ad club, where every attention will be shown the women. Several women intend to enter the speaking contest, it is said.

FASHION SHOW MAGNET
But what the women are looking forward to with more keen anticipation than anything else is the fashion show at The Auditorium Wednesday night, when some 50 or more models, dressed in hundreds of thousands of dollars' worth of gowns will be seen in various acts to be put on by Portland stores.

Thursday night the Swan and Bluebird, pleasure boats, will put down the river, laden with the buyers and their women. On Friday, when the city's industries throw open their doors for inspection, the women will be given as hearty a reception as the men.

And on Friday night, when the men are having a banquet in the main banquet room of the Chamber of Commerce, the women will be at a banquet in the Chamber's green room, with no men around to bother.

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NEWEST FASHIONS TO BE DISPLAYED

The most artistic event of Buyers' week probably will be the fashion show and vaudeville entertainment in The Auditorium, Wednesday night, August 9, at 8 o'clock, and lasting until 11.

No one will be admitted to the building during this event except accredited buyers, those with both badge and ticket. A cordon of police would have to be formed to drive back the mob if the committee should happen to change its mind and say that everyone—especially every woman from Mrs. Percival to Mrs. Mudge O'Malley—would be allowed to enter.

Because there are wild rumors afloat about what a good show this is going to be. However, those who go to see sheer beauty will be well satisfied, the men in charge promise.

It has been announced that one of the acts will be staged by the Meier & Frank company with a beautiful live model as the center of attraction. She will first appear draped in uncut cloth of untold value. These first draperies will be removed and other draperies of uncut cloth, exceeding even the first in richness and beauty and representing many hundreds of dollars, will be substituted.

For this and each succeeding act special scenery is being constructed so that the background will carry out the effects in every detail.

The United States Rubber company and the Jantzen Knitting mills will spend many hundreds of dollars preparing a beach scene, with a board walk along the sands for their models to promenade on. This will all be in pantomime. There will be no need to talk.

Lipman, Wolfe & Co. will have six live models with the newest and costliest styles from Paris.

A striking act is promised by J. L. Stark of the Portland Display school. The front of a store, with three large display windows, will be arranged on the stage. As the decorator paints the scenery back of these windows, models will appear behind the glass in the "latest things."

These are just a few of the many acts planned for the week, besides these, there will be vaudeville novelties. One of these will be a hatbox arrangement with a miniature Marilyn Miller dancing out of it.

That alone should be worth a trip to Portland, says the committee.

TRAIN HITS TRUCK
San Leandro, Cal., Aug. 2.—(L. N. S.)—John Chacon of this city was killed, and his son, John Chacon Jr., 17, was seriously injured last night, when an automobile truck driven by the son stalled on the Western Pacific track at Williams street here, and was struck by a train.

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