

# MERCHANTS PLAN TO MEET EDITORS ON ADVERTISING

Directors of the Oregon State Retail Merchants' association are holding their annual summer meeting today in the Imperial Hotel.

Various matters will come before the meeting for consideration but particular attention will be given to plans for extension of local organization of retail merchants throughout the state. "I think it is practically certain," said Edward A. McLean, secretary of the association, this morning, "that a comprehensive and aggressive campaign for organizing local chapters throughout the state will be decided on."

"In the past the Oregon State Retail Merchants' association always has been interested in such efforts but has never undertaken any aggressive campaign to bring about local organization in the cities and towns throughout the state. The state association concerns itself chiefly with improvement in merchandising methods, the combating of trade abuses and general activities for the mutual benefit and protection of retail merchants."

**COOPERATION URGED**  
"Local chapters of this state association, where organized, perform certain important local activities such as bringing about cooperation between local retailers in credit information and collection work, so as to reduce money losses which are bound to occur when retailers extend credit to persons who either cannot or will not pay their bills."

"These losses are a direct tax on retail business—and a tax that can be avoided by organized local cooperation—and I believe it is certain that our state organization now will undertake an aggressive campaign for the organization of a local chapter in every city and town in Oregon. Of course we already have a considerable number that are operating very successfully along these lines and in other matters of local benefit."

"A local chapter in every town will not only gain benefits locally but will make practicable a closer and more efficient cooperation between the retailers throughout the state than is possible when local organization is scattered and not complete."

**TO MEET EDITORS**  
Another matter of importance will be the creation of a Conference committee to meet with a similar committee appointed from the Oregon State Editorial association. The retail merchant association.

"When some light weight politician accuses retailers of profiteering, the newspapers generally publish it under the impression that it is news. As a matter of fact it is not news, it is nonsense. The application of just plain common sense to consideration of this matter will enable anyone to realize that competition between retailers is an absolute insurance against profiteering. If one wants to find profiteering he will have to go back beyond the retailers—even back beyond the wholesalers, because competition between wholesalers is similarly abundant and keen. Profiteering is possible only where price control rests in a few hands—so that there can be a secret agreement on prices in violation of law—and you cannot find that condition until you get back to the manufacturers, where a very small number of men may get together and take the chances involved in breaking the law."

**EDUCATION IN ADVERTISING**  
"Through these joint conference committees of editors and retailers, important constructive work can be accomplished through educating the editors to a better and fairer understanding of retail business and educating the retailers on the proper use of advertising as an economic force in the distribution of merchandise."  
"Advertising is an economic force when it is planned and carried out intelligently, yet many retailers are not educated along these lines. They advertise half-heartedly and inefficiently. Many retailers fritter away enough money in useless advertising schemes to pay for a real constructive advertising campaign. Through local organization local merchants can save immense sums wasted in worthless advertising schemes and through cooperation with the editors can undertake to educate retailers in correct and useful methods of advertising."

The officers of the Oregon State Retail Merchants' association are L. L. Thomas of Marshfield, president;

# Open House Kept for Buyers From Afar



Everman Robbins of Molalla, first vice president, W. F. King of Prineville, second vice president, E. F. Douglas of Portland, third vice president, Edward A. MacLean of Portland, secretary, Thomas C. Watts of Reuben, treasurer, and the following directors: J. A. Brady, of Oregon City; Charles V. Brown, of Astoria; F. E. Dice, of Eugene; J. M. Garrett, of Hillsboro; W. W. Hill, of Portland; C. O. Huelat, of Hood River; H. E. Marsh, of Medford; A. C. Masters, of Roseburg; H. G. McPherson, of Pendleton; R. H. Reeves, of Lebanon; J. R. Roberts, of Redmond; H. H. Rosenberg, of Tillamook; George W. Hyatt, of Enterprise; Frank Inabitt, of Bend; Walter H. Kline, of Corvallis; E. P. Lewis, of Marshfield; A. J. Liburn, of Roseburg; J. C. Mann, of Portland; F. A. Rosenkrans, of Canby; P. L. Schultz, of Forest Grove; Edward Schunke, of Salem; F. E. Sherwin, of Willamina; Lee M. Travis, of Eugene; D. E. Wheeler, of McMinnville.

The Portland offices of the association are in the Fitzpatrick building, Ninth and Oak streets, where open house is being maintained for Buyers' Week visitors.

of the visitors gaining admission to the features arranged for their entertainment.

The registration file shows that almost all of the visitors registered during the opening day were from distant points and that the usual number of merchants coming from nearby points had not arrived in the city yet.

Some of the small towns and cities in Eastern, Central and Southern Oregon have sent almost 100 per cent of the total number of merchants in their towns. Burns had five mer-

**BUYERS**  
Come and see remarkable new floor covering; a better best. Something different.  
THE MERRILL COMPANY  
1025 Chamber of Commerce Bldg.

**Spokane Dry Goods Company**  
441 SHERLOCK BLDG.  
Corner Third and Oak Sts.  
H. L. Smith, Mgr.  
SEE OUR SPECIALS

**BUYERS' WEEK**  
ROYAL WORCESTER CORSET COMPANY  
DISPLAY ALL WEEK  
Portland Hotel—Parlor 1

Tonight more entertainment is on the program with a smoker arranged to take place in the basement of the Auditorium in connection with Roaring Camp and its gambling dens and village stores reminiscent of the frontier mining days. There will also be theatre parties for the ladies, since Roaring Camp is for men only. The ladies will gather at the registration headquarters at 7:30 o'clock for the theatre party.

**900 ARE REGISTERED**  
With 900 registered during the first 12 hours, E. N. Weinbaum said that this meant one visitor was being registered every minute at the Oregon building. He stressed the need of having all visitors register since tickets and coupons issued at the registration headquarters were the only means

chants registered and La Grande 10. Other trade centers are sending large numbers of visitors to the Portland event as well. Included in the list of 900 were 12 merchants from Seattle, four from San Francisco, three from Los Angeles, and seven from Spokane. Los Angeles was represented by two buyers.

**BUYER MERE BOY**  
Some of those registered from distant points were: A. H. Peterson of Duluth, Minn.; Ernest Corcoran of Colfax, N. D.; E. Johnson and Walter S. Thisted of Great Falls, Mont.; Jack H. Hahn of Muskogee, Okla.; George H. Washburn of Ketchikan, Alaska; T. L. Allen of Juneau, Alaska, and Donald Sinclair of Wrangell, Alaska.

The youngest buyer ever to register at a Portland Buyers' week walked into the registration headquarters Monday evening. He announced himself as Dean Condon of Gardiner, Or., and as being 13 years of age.

Shortly after registering Condon was introduced to H. J. Frank of the Blumauer & Frank Drug company and in company with this business man went to the wholesale department and made some purchases for the Gardiner store. Condon is a stepson of the pro-

prietor of the Gardiner Confectionery company.

The committee in charge of the Roaring camp entertainment tonight is headed by Ralph Brackett, with J. W. Mitchell and E. W. Johnson as assistant chairmen. Assisting these three men are Max S. Hirsch, Henry J. Frank, C. L. Shorno, Henry W. Metzgar, George Young, Sol Blumauer, Roy T. Bishop, W. A. Montgomery, W. J. Gotthardt and Hy Eilers.

Mrs. H. E. Spjoge is chairman of the women's reception committee, which will escort ladies to the theatre parties tonight. She is assisted by Mrs. W. D. McWaters, Mrs. W. J. Roope, Mrs. W. J. Ball, Mrs. S. Mason Eirman, Miss Cecile Ross, Mrs. Paul De Haas and Mrs. J. D. Kenworthy.

Wednesday noon the visitors will be the guests of the Ad club at an enormous outdoor luncheon, which will be held in Laurelhurst park. Several of the visitors will deliver addresses at the meeting.

Wednesday night the annual fashion show and vaudeville will be staged at the Auditorium.

**KLICKITAT'S LOSS LIGHT**  
Goldendale, Wash., Aug. 8.—Little damage has been done to timber by fire in Klickitat county this year. The few small fires west of the Klickitat

river and some north of Goldendale have been mostly confined to undergrowth. The grain fields have virtually gone through harvest untouched, the most serious loss being in the Horseshoe Bend country, where a separator, owned by Robert Divers, and 800 bushels of grain, belonging to Joseph Divers, were burned. As harvesting is almost finished, a good rain would be welcomed.

**DRIVERS ARE ARRESTED**  
Vancouver, Wash., Aug. 8.—A new campaign against traffic violations and improper lighting inaugurated by the police and State Traffic Officer Harry Williams resulted in the arrest of 11 men Monday night, five for traffic violations and six for not displaying proper lights.



## The Builders

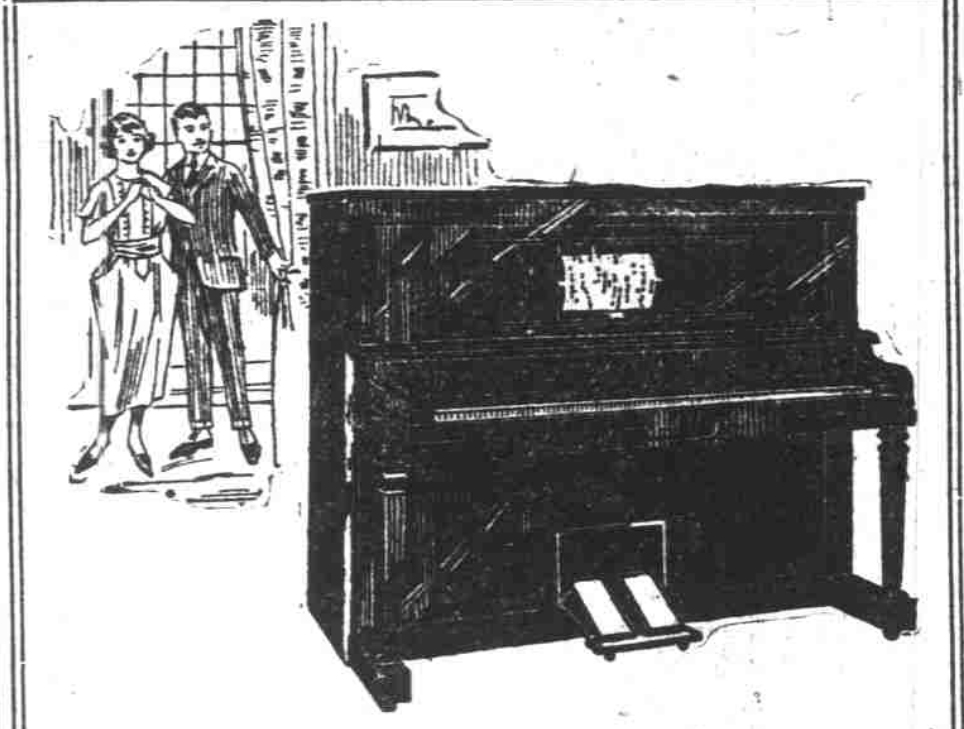
When the great timber companies of the Northwest cut their way through the woods they leave seed trees to insure a re-growth. They are thinking of the future.

When vacation time has felled considerable of your financial timber start your re-growth with a new purpose so that next year you will have more than just seed left when you come back.

**The United States National Bank**  
Sixth and Stark

Prepare NOW for the next vacation.

"One of the Northwest's Great Banks"



## EUPHONA

LOW IN COST  
HIGH IN QUALITY

Price alone never should appeal. No price is low enough for a player that is sure to disappoint.

The Euphona represents the very best value that we have ever known at its price or near it. It costs enough to insure complete satisfaction, no more. Terms.

**Wiley B. Allen & Co.**  
Mason & Hamlin Pianos  
148 Fifth Street, Near Morrison  
Other Stores—San Francisco, Oakland, Sacramento, San Jose, Fresno, Los Angeles and San Diego.

## Levi Strauss & Co.

San Francisco, Cal.

wish to announce

that their complete line will be on display all this week at 440 Sherlock Bldg. Represented by J. H. Shaw and Charles Wind.

## MILLER AND TRACEY

Greater Facilities

Modern facilities that provide every necessity and convenience. Truly, an institution of distinctive service.

Complete funerals \$75 and up. Investigate.

**Independent Funeral Directors**  
Washington St., Bet. 20th and 21st  
Auto 518-44  
Bdwy. 2691

## ICE COLD

Drink Coca-Cola

Sold wherever crowds gather and at your favorite store, at refreshment stands, hotels, restaurants, clubs, on dining cars.

Delicious and Refreshing

The Coca-Cola Company  
Atlanta, Ga.

## Just Right

GOLDEN WEST COFFEE

The pleasure of serving a really fine cup of Coffee equals the pleasure of enjoying one!

## Whatever the Occasion Serve—

Blitz

The Drink That Fits

Portland Brewing Company

## UNION PACIFIC SYSTEM

# SHOPMEN WANTED

FOR RAILROAD SERVICE AND AT WAGES AS FOLLOWS:

|                       |                   |
|-----------------------|-------------------|
| Machinists            | 70 cents per hour |
| Boilermakers          | 71 cents per hour |
| Blacksmiths           | 70 cents per hour |
| Freight car repairers | 63 cents per hour |
| Car inspectors        | 63 cents per hour |
| Helpers, all crafts   | 47 cents per hour |
| Engine-house laborers | 38 cents per hour |

These men are wanted to take the place of men who are striking against the decision of the United States Railroad Labor Board. FULL PROTECTION GUARANTEED. Steady employment and seniority rights regardless any strike settlement.

Apply  
**W. J. HANLON,**  
410 Wells-Fargo Building, Portland, Oregon  
or A. C. MOORE 513 Oregon Bldg., or Superintendent's Office, Room 29 Union Station