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ANNUAL MEETING OF TOURIST ASSOCIATION

Report of Year's Work Presented at Session Held in City Hall Yesterday Afternoon

NEW OFFICERS ARE CHOSEN

Comprehensive Plans For Forthcoming Season Are Outlined by Secretary Cuthbert.

The annual meeting of the Victoria Tourist and Development Association was held in the offices of the organization yesterday afternoon, at which there was a fairly good attendance of citizens. The chair was occupied by His Worship Mayor Morley, and those present were Alder T. H. Henderson, Verrier, Messrs. J. E. Wilson, D. R. Ker, W. J. Pendry, S. Sea, Jr., W. B. Shakespear, E. C. Smith, R. Stuart, R. B. Bell, B. S. Oddy and others.

The minutes of the last annual meeting were read and adopted, after which the report of the executive committee for the year was read. The financial statement for the year was presented, showing a small balance on hand.

A. W. McCurdy moved the adoption of the report of the executive committee, and in doing so he said: "I beg leave to move the adoption of the report of the executive committee of the Victoria Tourist and Development Association as presented by your executive committee, and in doing so I have the honor to say that it is a most excellent report, and one that will do much to advance the interests of the city and the province."

The motion was carried, and the secretary read a letter from the Hon. J. E. Wilson, M. P., in which he expressed his interest in the work of the association and his hope that it would continue to do good work for the city and the province. The secretary then read a letter from the Hon. J. E. Wilson, M. P., in which he expressed his interest in the work of the association and his hope that it would continue to do good work for the city and the province.

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active was then elected, and as follows: H. H. Lawson, Jr., Elliott S. Rowe, H. G. Wilson, H. Kent, A. B. Fraser, Jr., John Arbuthnot, W. R. Williams, S. Sea, Jr., W. B. Shakespear, G. A. Goldwell, R. B. Fell and J. Nelson.

Before adjourning, power was given to the executive to appoint the various committees to deal with the regular work of the board. The annual report as submitted was as follows: The Subscribers of the Victoria Development and Tourist Association—The members of your executive have pleasure in submitting for your approval the fifth annual report. We believe that it is unnecessary to remind you again of the objects for which the association was organized, but to proceed immediately to deal with the work accomplished during the past year. As there are many other matters to come before this meeting, it will perhaps be as well to summarize the work as much as possible, especially that part of it covered by the city, particularly of James Bay and the new C. P. R. Hotel.

The amount of literature issued has been fully up to that of previous years. Advantage was taken of the San Francisco disaster to make known amongst the people there who had lost their homes that houses could be rented at reasonable figures in Victoria, and that the ladies of the city were both willing and anxious to show every courtesy to those who should decide to make their home in Victoria. With this object in view, 20,000 illustrated leaflets were distributed from house to house in the unburned residential districts, and also in the camps and parks. One thousand show cards of the same character were mailed up, where possible, all over San Francisco. Another issue of "Impressions" was printed, consisting of 50,000 copies, these books alone requiring 3/4 tons of paper. Forty thousand four-page folders and 10,000 four-page cards, "Victoria the Beautiful," were issued, printed in two colors.

In addition to these booklets and leaflets, 2000 large posters, printed in six colors, containing several very fine views of the city, particularly of James Bay embankment and the new C. P. R. Hotel, were also issued and have been distributed in the railway and public offices in the West, especially in the railroad offices, boards of trade, and general offices throughout the Canadian Middle West.

When the amalgamation of the new Handicraft Club and the Tourist Association took place, the secretary designed an envelope, with illustrations on the front and stating attention on the back to several important commercial and business matters, and these envelopes were presented extensively by the business houses of the city. In all 180,000 were printed and distributed. One of the statements in that envelope was as follows: "Shipowners can save 20 per cent by sending their ships from any part of the Pacific Coast to be repaired and refitted at Victoria." This statement, circulated all over the world by most of the prominent business houses, could not help but draw attention to that particular industry, and also to the fact that Victoria was a commercial center.

At the time the special rates were put on from the Northwest for winter excursions, over 2000 large special envelopes were printed, drawing attention to these excursions and were sent, containing a copy of "Impressions" to this number of homes in that section. It will therefore be seen that the association printed and distributed about 130,000 booklets, leaflets, etc. from our own office, and designed an envelope of which 180,000 were used.

The distribution of literature is always of more importance than the printing. It is comparatively easy to print a large amount of literature, but the difficulty is to get it properly distributed. In many cases periodicals guarantee to print a certain number of copies, but it is often found that the distribution of their literature, and it would be hard indeed to find a place where it is more or less distributed. Victoria's printed matter does not find its way order to condense this report as much as possible, we do not propose to go over the ground, as in previous years, of the distribution of this literature. It is sufficient to say that from San Diego on the south to Dawson on the north, and from Chicago and Winnipeg to the west, there is scarcely a city that has not been covered by this distribution, and more especially in those places where tourists are most often found, and amongst those people who have transportation to sell and pleasure trips to organize. While this area has had special attention, our literature has been well distributed in Eastern Canada, and the States, and in fact in all parts of the world. We would, however, call your attention to the large amount of work done in the Canadian Northwest. We do this because it is only right and proper that the citizens should understand that this association is mainly responsible for the large influx of visitors from the States and who have been such factors in bringing about the more prosperous times and the considerable increase of real estate, that are evident today in Victoria. During the past year at least 15,000 booklets have been distributed by mail, through railway offices and by the secretary personally in this section. The secretary visited Winnipeg, Brandon, Regina, Moosejaw, Calgary and the various resorts along the line of the Canadian Pacific Railway, and was present at the exhibition in the two former cities. He had an opportunity of talking about Victoria to a very large number of people, and of giving them considerable information, and he was able to form some conclusions as to the best means of carrying on a more extensive advertising campaign in this section during the coming year. Several columns of newspaper notices were devoted to his visit, particularly in the Winnipeg Free Press. But this does not exhaust our work throughout this section. We inserted, about a fortnight before the opening of a full-page advertisement in the Manitoba Free Press, and at intervals afterwards two or three quarters, large advertisements, which attracted a great deal of attention and brought inquiries from a very large number of people. This full-page advertisement has been pronounced by experts to be one of the best advertisements of a city ever issued.

The cheap excursion rates which were inaugurated through this Association with last winter together with this thorough advertising campaign, have already proved of immense value to the city.

General Advertising. A large amount of personal work was done by the secretary apart from that done in the Northwest. In the early part of the year he attended a convention at Salt Lake City, comprised of nearly three hundred of the most prominent transportation news-

paper, magazine and publicity men of the West, and had the opportunity of bringing Victoria most prominently before the convention and of telling what Victoria was doing, distributing booklets throughout Salt Lake City. A month or two later he accompanied a large deputation of nearly one hundred citizens of the State of Washington on a tour of California and Alaska for the purpose of advertising the Pacific Northwest and, of bringing our climatic and scenic advantages prominently before the people of that state.

He was given the opportunity of addressing a very large audience composed of the leading citizens of San Francisco at a reception in the magnificent Palm Court of the Palace Hotel. The importance of the occasion can be gathered from the fact that it was the first time in thirty years that this historic court was used for such a function. He was also given the opportunity of addressing the citizens of Los Angeles upon the attractions of this city at a very large and attended reception in the splendid rooms of the Los Angeles Chamber of Commerce and, as a result of his address, he was the only one of the entire party who was asked to attend an ordinary board meeting of the Los Angeles Chamber of Commerce, composed of twenty of the most prominent and prominent men of Southern California. During this trip he distributed about seven thousand booklets, folders, and in fact at most of the places visited by the party the Victoria literature was given in large quantities in evidence from the Pacific Northwest. Before leaving California he organized three separate excursions of a special train each, from Los Angeles, San Francisco and Sacramento to Victoria and these excursions have taken place had it not been for the San Francisco disaster, which followed the West Coast. A great amount of newspaper publicity was given these proposed excursions.

A considerable amount of magazine and newspaper advertising has been carried on throughout the country and during the coming year several illustrated articles will be written by the secretary, which have brought very good results. Under this heading we might mention that very important item of the work of the Association is in supplying photographs to writers of magazine and newspaper articles, who visit Victoria or who have heard of the city and who wish to write articles and during the year a very large amount of the best pictures obtainable are used in this way. We might say the same of the latter bodies and of the Men's Association and the officials of the B. C. Methodist Conference. The latter latter bodies and of the Men's Association and the officials of the B. C. Methodist Conference. The latter latter bodies and of the Men's Association and the officials of the B. C. Methodist Conference.

Amalgamation of The 100,000 Club. As you are aware in the early part of the year a movement was set on foot to organize a 100,000 Club. Several public meetings were held in Victoria for this purpose, it was the opinion of the meeting that such a club would to a large extent do the same kind of work and cover the same ground as this Association, therefore it was decided to amalgamate the two Associations and the amalgamation took place.

The work of the Association was considerably enlarged thereby so as to embrace the encouragement of home industries and of securing new ones. Four new committees of fifteen members each were appointed, namely: Settlers, Civic Affairs, Industries and Recreation. The Settlers' committee had several meetings to discuss the best means of securing new settlers upon the lands around the city, but found that there were many difficulties in the way, particularly on account of the comparatively small amount of land available for new settlers, and the aversion of the owners of the large tracts of land to part up their holdings. Another difficulty in the way of any large scheme was the absence of any cheap means of clearing the bush land which is a considerable portion of the unoccupied lands around Victoria. Many matters were discussed such as increasing the transportation facilities to such places as Gordon Head, Saanich and particularly Metchoan. The committee found that it was impossible to do much work unless the necessary funds for the necessary expenses in carrying on investigations, and as the executive has also done money enough to defray the expenses already incurred, the committee felt that it was very little use continuing the meetings for this year.

The civic affairs committee held a large number of meetings and discussed many matters, having for their object the improvement of the city in various ways. They inspected the streets of the city and made recommendations to the city council, not only as to the roads needing repairing, but also to many other matters which in their opinion they thought would materially benefit the city. Unfortunately the amount of city council were in the same position as our settlers committee, having no funds available to carry out the wishes of the civic affairs committee. At the instance of this committee your secretary corresponded with the Hon. P. J. Petry Company of Vancouver, with the object of securing an advertisement in their publications, and the result was that the committee generously offered to place signs in the streets of the following states, Illinois, Ohio, Indiana and Michigan and also to distribute a large number of stickers. This advertisement is of considerable value to the city and five hundred cards were immediately printed in two colors and sent to them for distribution. This committee also secured a most valuable and generous donation from the late Hon. J. H. J. Henri Joly in the form of a large number of young trees now in the grounds of Government House. The committee suggests that some public avenue or square be named after Sir Henri's name in recognition of his services to the city.

Results of Our Work. It is very gratifying to know that from all parts of the continent come complimentary references to the excellent work the association is doing, especially from the heads of the passenger departments and advertising managers of the city and to encourage the leading newspapers. The Winnipeg Free Press has been particularly generous in its support of the work in Manitoba and the west: "The beautiful city of Victoria is undoubtedly, the best known city on the Pacific coast, if not in any part of Canada. The best conducted advertising campaign ever carried on by a Canadian city, and it is well earned tribute to the excellent work of the Tourist Association of that city, which organization is responsible for this campaign. Western Canada tributary to Winnipeg has every reason to know the value of publicity. The stream of immigration that has constantly poured into Winnipeg dates from the inauguration of a vigorous advertising campaign with very much more success than they were, not only in the interests of the various concerns but as a mat-

ter of public enterprises and in order to show that Victoria is not only a tourist but a commercial and manufacturing centre. It should surely follow that what Victoria is doing, distribute its efforts to encourage the use of home manufactured goods to the exclusion of those imported, and show some enthusiasm, and your executive feels that from this source the Association has not been reported as it ought to have been. The exhibition room was not intended to be a source of profit to the Association, but a benefit to the city and the individual manufacturers. It entails more labor on the staff, is a source of expense, has increased the liability in running expenses in rent, light, etc. In addition to the \$700 or \$800 that has been sunk in alterations and there is scarcely sufficient revenue in return to cover its running expenses.

In one matter at least this new department has been instrumental in benefiting Victoria's Chamber of Commerce and, as a result of his address, he was the only one of the entire party who was asked to attend an ordinary board meeting of the Los Angeles Chamber of Commerce, composed of twenty of the most prominent and prominent men of Southern California. During this trip he distributed about seven thousand booklets, folders, and in fact at most of the places visited by the party the Victoria literature was given in large quantities in evidence from the Pacific Northwest. Before leaving California he organized three separate excursions of a special train each, from Los Angeles, San Francisco and Sacramento to Victoria and these excursions have taken place had it not been for the San Francisco disaster, which followed the West Coast. A great amount of newspaper publicity was given these proposed excursions.

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DINING TABLES



Square Extension Dining Table

similar to cut in style, made of oak, has turned and fluted legs, is very nicely finished, size of top when closed 48x48 inches, extends 8 feet.

Price \$20.00



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similar to cut, made of solid quartered oak throughout, very highly finished, size of top inches, when extended is 10 feet, stands on five fluted and turned legs, and is indeed a handsome table for the money.

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We also have a very large stock of other designs in Dining Room Tables. Come in and see them.

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Dining Room Chair, same as cut on left-hand side, has cane seat, made of oak, very nicely finished and is very strongly made.

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Same Chair, but has leather-padded seats.

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Same as cut on right-hand side, made of solid oak, is very nicely finished and is a very comfortable chair, has leather-padded seat.

\$6.00

Same Chair with cane seat

\$5.00

You will find by visiting the Fourth Floor a whole lot of other fine chairs which are good values. See them.

Secretary Book Case

Made of golden oak, quarter sawed, has British bevel plate shaped mirror, size 12x14 inches, has one drawer and one cupboard, large glass door, has five adjustable shelves and has large-sized writing desk.

Price \$28.00

China Cabinets

Made of solid quartered oak, has bent glass front and ends, has bent glass mirror in top, size 8x30 inches, has four shelves, stands 80 inches high and 40 inches wide, is similar to cut, and is a good value.

Price \$35.00

Our Glassware and Crockery Dept.

We show a complete line of fine glassware, embracing cut, etched, engraved and decorated glass. Those desiring the handsomest glassware for entertaining season will find this stock equal to every demand.

Also a fine line of Crockery.

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| Berry Nappies in handsome fluted pressed glass, each | 30c |
| 105-Piece Dinner Service in pure white china, \$15.00 | |
| 105-Piece Dinner Set, stock pattern in floral decoration with gold border. Price | \$15.00 |
| Four-Piece Table Sets, consisting of spoon holder, cream jug, sugar bowl and butter dish, in fluted pressed glass, per set | \$1.25 |
| Water Sets, handsomely decorated in floral and gold borders, consisting of one half dozen glasses, pitcher and tray, per set | \$1.25 |
| Water Sets, very pretty shapes and beautifully needle etched, consisting of eight pieces | \$2.50 |
| 105-Piece Dinner Service in pure white china, \$15.00 | |
| 105-Piece Dinner Set, stock pattern in floral decoration with gold border. Price | \$15.00 |
| 92-Piece Wedgwood Dinner Service in flower green landscape decoration. Price | \$16.00 |
| 93-Piece Dinner Set, semi-porcelain, colonial shape, in white and gold. Price | \$18.00 |
| And a very large variety of other lovely dinner services. Come in and see them. | |

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Seamless, light and durable. Each 50c and 60c Galvanized Water Pails, each 40c and 45c Coal Hods, Japanese, each 60c and 85c



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Exactly the same as illustration, spruce legs and sides, antique finish, white top, size 20x54 inches, with one drawer. Price \$2.75 Same size without drawer \$2.00



Kent's Patent Rotary Knife Cleaning Machine.

This is really an indispensable article for the kitchen; has places for three knives and carver, and will last a lifetime. From \$20.00 up

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VICTORIA, B. C.

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