POLICY NEEDED FOR PUBLICITY

TOURIST ASSOCIATION **OUTLINES SITUATION**

Council Urged to Adopt Continuous Plan for Adver-

tising City.

The executive were present on the invitation of the council in order to confer as to a general scheme of con-tinuing the work of the association,

sition in Seattle, it was pointed out that no effort should be spared to place the Tourist Association in a position to effectively carry on its campaign of publicity among these visitors, who vill come from every part of the continent. The appropriation made by the city for the work of the association association to resume its work.

nce, although it was supposed to be one. The talking was all on one C. Pendray and W. T. Williams, The Work Done This Year,

sport on the year's work, prepared by the honorary secretary, John Nelson, was submitted. It was as fol-

n,-As the year is almost at an end and our tenure of office about to close, I take the opportunity of placing before you, in as brief a form as possible the nature of the work carried on by us this season.

"You will recall that it was late in the spring (April 24th, 1908), before we credit only \$4,000. With back accounts to the amount of over \$500 to settle it was at once obvious that we could not, with such an inadequate sum continue our affairs on the basis upon which they were formerly conducted. The difficulties which later presented them-selves compelled us to abandon the

idea of securing proper assistance, and we were forced to decide between allowing the association to lapse or dertaking the work voluntarily for year. This course was finally adopted in the hope that by 1909 an adequate

appropiration for our work would be available and the city would be placed in the position of taking advantage of the opportunities for publicity which

has been prosecuted by the executive tion, lower the balance and a small clerical staff, and although 31st, 1908, to \$15.43. in many ways unsatisfactory, good results have been attained. Covered the Continent.

posts of Empire' and 30,000 'Impresportion circulated at grand todge and firemen's gatherings, at exhibitions in the Canadian middle west, but prin-cipally through the medium of reply to enquiries through the post office. These that what has already been done to will be more rapid. cipally through the medium of reply to enquiries through the post office. These later were sent out as a result of ad-wertisements in the American middle west and northwest, in Canada, and to a limited degrees in the Old Coun-try. We spent about \$500 in this way. The summer holidays an efconducted in the smaller places, and the whole series was productive of many enquiries. Each enquirer was asked to send five cents to pay for postage on any booklets he wished, and in this way we kept the enquiries down to a bona fide basis.

twenty per day. Tantern slides for lecturers, articles

A

for newspapers, and minor forms of publicity have also been employed, and although the tourist trade this sum-whether for a business or a city, and

ing our limited appropriations we have been enabled by the economy exercised throughout the year to close the sea-son with a small balance. A Continuous Policy.

"The experience of this and previous years has demonstrated unmistakably that there must be continuity of our consequence must be on an assured basis; and that as the work expands it is imperative that efficient service must be proceeded. it is must be procured to direct the general

tinuing the work of the association, and also to devise some means of tid-ing over the interval between the close of the year and the striking of the esti-mates for 1909. It was urged on the council that unless the exceedingly council that unless the exceedingly valuable work which the association has been able to do for the city is to be allowed to lapse the council must come to its assistance financially. In view of the large amount of travel to the Pacific coast, which is expected next year in connection with the hold-ing of the Alaska-Yukon-Pacific expodisregarded by them, and would insure to a degree that continuity of action hours. without which effcient work cannot be done."

The Financial Position, C. Smith, was also submitted: The gathering could not be called a 30th November, as follows: Receipts.

Salaries ...

Miscellaneous 37.43 \$4814.33

The financial condition from Novem-

\$ 647.73 Expenses.

Three months' rent, whole pre- mises, at \$125 per month to	
31st Dec., 1908	\$ 375.00
Salaries of stenographer and	A. S. Sandar
janitor	45.00
Advertising	50.00
Telephone	5.00
Light	5.00
Unpaid bills and con'ges	25.00

\$ 505.00 Balance 142.73

\$ 647.73 The accounts due in connection with the Alaska-Yukon-Pacific exposition at Seattle next year will afford. "These being the conditions the work and will, if assumed by this associa tion, lower the balance at December

Covered the Continent. "Ten thousand new and revised 'Out-osts of Empire' and 30,000 'Impres-lack of funds unless the present coun-At Prince Rupert the officers report ten printed, a good pro-cil enabled the work to go on until next that work is going on at a good pace. issippi westward, in the cities | total assessment for land and improveof St. Paul, Helena, Butte, Anaconda, Denver, Salt Lake City, Spokane and \$18,126,154; in 1906, \$18,570,135; 1907, \$21,-Portland. In the interior of Washing-ton and Oregon a campaign was also

down to a bona fide basis. "Throughout Canada a similar cam-paign was waged from Winnipeg west, and in Toronto and Montreal newspaign was waged and Montreal news-papers and magazines. In England four or five similar mediums were em-in which work of publicity trost active. The four of some time, and Friday ployed, all with good results. During the life of the advertising from eight association had been the most active association had been the most active hight passed away at the residence of the life of the advertising from eight agent. Its members believed that if the work was continued still better re-Sixth avenue west, Fairview. The de-"Visitors to the rooms during the ummer averaged from twelve to

Nothing Like Advertising.

mer was light the preparatory work the still adhered to the views he had for next year's exhibition has been of expressed to the city council a year a most important character. "In addition to assisting in the en-tertainment of lodges, etc., we have been active in our efforts to secure the

and most important conclaves to be held in Canada that year. "The financial statement of the hon. treasurer indicates that notwithstand-that by seeing what great benefits other cities had secured by such ju-dicious publicity. Mr. Wilson hoped that the council of 1909 would work with the association to inaugurate a broad and well-financed scheme and until that time, he said, it was imper-ative that the present council contribute enough to keep the campaign in progress. Ratepayers Will Approve.

Col, Prior, chairman of the board of trade nmittee, said no one acquaint publicity policy; that our revenues in | ed with all the facts could doubt the good that had been accomplished for Victoria by the work of the Tourist Association. Good water, sewerage roads and street car service were Good water, sewerage, operation and policy of the association. Moreover it is patent that as the gen-if need to be well advertised. Victoria The financial situation of the Tourist Association was placed before the mem-The financial situation of the fourier the mem-Association was placed before the mem-bers of the city council Friday even-ing by a deputation of prominent busi-ness men, representing the executive association and the committee recently named by the board of trade to con-sider matters relating to the develop-ment of the Island. subscribing. All other large cities spent large sums on advertising because they found that it paid handsomely. Testimony From Without.

Mr. McCurdy read the following let-

"I believe you have done a better work at Victoria than you give your-selves credit for. Mr. Cuthbert made The following statement of the finan-cial position of the association, pre-pared by the honorary treasurer, Edwin C. Smith, was also submitted:

"I was speaking to Mr. C. C. Chap-

Mr. Carter pointed out to the memsublet 1249.39 the very best of opportunities to bring toms declaration is required in these Postage, duty and brokerage ... '111.44 Victoria and its great attractions be- cases fore the attention of the thousands of visitors who would come from every part of the continent. Now was the time when the work of advertising \$5192.66 Dominion government would have a novern-good exhibit from this province and it rate are stopped at the dead letter of-

Mayor Hall said the request of the association would be given full consid- Watson and Medina Have Complied eration and everything possible done by the council

QUADRA ARRIVES

With Lighthouses and Buoys Occupies Her Time.

north Friday night where she has been replenishing lighthouses and buoys.

size of a large number of the water.

the government wharf and her future

PIONEER RESIDENT DEAD.

Vancouver, Dec. 6.-Gerenar regret will be felt at the announcement of the death of Mrs. A. Morris, of Central ceased was aged 52 years 8 months. lands, were informally opened on Satare left two children, both married. VANCOUVER'S LOW DEATH RATE



left the city, Magistrate Jay was in-FROM TRIP NORTH formed this morning by W. C. Moresby, who appeared on behalf of the par-Routine Work in Connection a farm on the mainland and Paul Meto Tacoma, where it is hoped that a going vessel. The magistrate expressed satisfac-

suspended sentence. Mr. Moresby said this was under-

She has been away a month and did stood and he had impressed on his A Return in Dollars and Cents. Mr. McCurdy pointed out that the Straits the steamer encountered a se-He proposed to accept no further 'rethrough him.

manent Quarters on Sat-

organization of veterans who have evening.

The Quadra is at present tied up at movements are uncertain.

PASSENGERS TEL **OF ACCIDE**

CHARMER'S DAMAGES QUITE EXTEN

Those on Board Vessel She Filled Very Quickly.

(From Friday's Daily.) This afternoon, when the Tin press, the steamer Charm still ashore near Brockton Po the steamers Salvor and Willin liffe alongside, putting on a They expected to raise her afternoon's tide sometime 'clock, and if she gets off fully she will be around to Es o-morrow by noon. Further particulars receive

ancouver state that the hole Charmer's side is larger than first thought, Thirty feet long wide are the dimensions now According to the passenge came over on the Princess and who were on her when th dent happened, the barge was into the harbor in tow of the t lashed to her side. The tug was side toward the Charmer. The passing quite clear when a swung the barge around so t stern struck the Charmer a s blow on the bows, with the re fore described.

One of the passengers, the diningroom at the time of cident, said that they felt a erable jar which threw them in their seats, but none of the people who were eating their thought anything of it, so they ued their meal. Very soon a name down and told them all leck, but by the time they go vessel had been beached. No in the beaching, the wor very cleverly done according t Mr. Halliday, Indian agent

Bay, was one of the passeng board the Charmer at the tim collision. He was in the dinin eating his dinner at the time did not see what actually of Those on deck, he says, stat the scow veered unexpectedling the collision. It was a w that was struck, and t felt as though a log had tered.

A little later one of the alled upon all in the dining go on deck, as the captain had dered. On deck all was in pe der, he says. Capt Brown der, he says. Capt, Brown spiendid discipline, and the of the crew responded in style. Every man seemed to his proper place and was

any emergency. Mr. Halliday says too muo be said in praise of the/disc the Charmer. No panic exis result of the coolness shown captain and officers. Mr. says he himself did not put preserver, as he felt it was n sary as he is a good swim aided in adjusting the life b number of women passen amusing side was given to by a man who was partiall cated, and persisted in appr plenty of belts. He succeede ting three on, one upon his The beaching of the Char accomplished, he says, none When they reached the shore leck was below water in the propeller was partially water. In ten minutes mo thinks she would have sunk The Joan, attracted by th and took the passengers int

The Princess Victoria arri morning, carrying the passen were on the Charmer, about dred in all.

Owing to the accident the Vancouver route has been te abandoned, and the Princes put on the same run that t er had, leaving here at mid arriving back about 6 p. r. Princess Royal leaves her attle to-night at 11:30, and attle to return at 8:30 a. here about 1 p. m.

AUTO DRIVER MUST PAY HEAV

Maximum Penalty Imp Chaffeur Who Kn **Down Pedestria**

Vancouver, Dec. 3 .-- Magist ander occupied the police c Yesterday morning in the Magistrate Williams, who leave for a trip to Honolulu A young man for knocking erick McLeod, at the corner and Granville streets and the Berenely along, leaving his v cover his breath and his legs ould, got the maximum, be and costs.

"It seems to me," said the "that you have an utter disr whether you kill a man or not that that is a busy corner and take all the more care. No but knowing the weight of an and knowing that it is like evere injury to anyone it pass on and never pause to you have hurt anyone or not deserve no consideration an you the limit, \$100 and costs, days' imprisonment.

WHITE DEER SH

New Westminster, Dec. 3 .--has been shot on Sumas me party of sportsmen out of shooting. The rare specime brought here and is now on HOMESTEAD ENTH

Moose Jaw, Sask., Dec.

aber of homestead ent th of November recorded office UT