

## Vancouver Information and Tourist Association

(Continued from Page 636)

Exposition in 1909. At that time the moment was ripe for advertising on a colossal scale, and the association seized the opportunity to reach the thousands of tourists from every part of the States and Canada who visited the fair. The great arch which was erected on one of the main streets to represent Vancouver was talked about, written of and photographed to such an extent that there is probably no part of the continent in which it is not known. In all twenty thousand dollars were spent and the benefit derived by the city from its judicious use has been enormous.

During the existence of the association the secretaryship has changed hands four times—Messrs. A. J. Baxter, W. E. Flumerfelt and Elliott S. Rowe succeeding Mr. Findley, the first secretary, in the order named. There have been five presidents—Messrs. Wm. Godfrey, H. C. Clarke, F. J. Procter and H. C. Macaulay, following Mr. Banfield.

At the present time there are about six hundred members of the association, representing the majority of the reputable firms and institutions of the city. The rooms on Granville street are stocked with literature dealing with every part of the province and with exhibits of fruit, grain, etc., grown in British Columbia. Every day scores of strangers visiting the city ask for and receive information concerning the city.

### Voiceless Sorrow

By WILLIAM H. HAYNE

(From "Scribner's Magazine")

It is unwise who dares intrude  
 On Sorrow in her voiceless mood,—  
 The mood of yearning—potent, deep,—  
 Unattended by tears or sleep.

No well-framed maxims can bestow  
 Solace on this unuttered woe,—  
 Dumb memory beyond the reach  
 Of mortal hand, or mortal speech.

You May TAKE Other Papers, But  
 You READ the



☞ Think over this sentence again, MR. ADVERTISER. It is your money you are spending when you pay for advertising, and you certainly want it to go into the medium that is read, because its worth is appreciated, its fearlessness admired, and because its clear and clean advertising pages make it essentially the paper of the home.

☞ There are something over 15,000 copies of this paper going out every week, mainly in the Province of British Columbia. Its constituency cannot be covered quite so well by any other medium. It is the one paper of its class.

☞ Rates are exceptionally low, quality and quantity considered, for there is something about it that makes the B. C. SATURDAY SUNSET a winner in the advertising field—something difficult to explain but easy to recognize when placed under the searchlight of actual test. Logically, the B. C. SATURDAY SUNSET cannot be left out of an advertising campaign.

Write, Call or Phone 2796, and  
 Let Us Talk It Over With You