

CREATIVE POWER OF ADVERTISING

INTERESTING TALK

BY R. H. DEACHMAN

Initial Banquet of Business Science Club—Brewster, M. P., Addressed Greeting

The uplifting, creative power of advertising, its effectiveness as a stimulant to the desires of a people and through that as a means of raising them to a higher plane of social development was brought forcibly to the attention of the men of the Business Science Club in an interesting discourse by R. H. Deachman, of Vancouver, on Monday evening, December 3, at the initial banquet of the club held in the Y. M. C. A. assembly room.

Mr. Deachman is a widely known Vancouver advertising man, and the manner in which he dealt with his subject was a masterly display of his practical knowledge of advertising in all its branches. The uses of advertising as a means of communication between the producer or manufacturer and the consumer, by which the former's products are directed into certain channels, was most clearly brought out.

Mr. Deachman told how advertising had grown from an almost negligible quantity to a business which exercised a greater and more world-wide influence than any other. He pointed out that it was not a great many years ago that churches did not advertise, and he was sure that in the very near future everyone who had anything to offer the public, even the lawyers, would fall in line and take advantage of this wonderful medium through which they might attract the attention of the public.

Advertising was now a great feature of political campaigns, and it was the party which made its appeals through the columns of the newspapers, through the editorial, but in the news columns with black, staring heads, that was the successful party.

Mr. Deachman is a believer in the necessity of publicity in advertising, and he was pleased to be able to state that to a large extent fake advertisements were being eliminated from the majority of papers and magazines.

Wishing to discover of exactly what value advertising was to manufacturers and producers, Mr. Deachman not long ago conducted an investigation in British Columbia, inquiring into the sale of the different brands of certain articles. It cost him considerable thousands of dollars, but he considered it well worth the trouble, for he learned that between 60 and 70 per cent. of the brands specified were advertised (it is understood, of course, that many persons buy without giving any special brand), and except in one or two cases advertised brands were always asked for to a more or less extent. This showed that advertising had forced the buyers to give preference to the advertised brand.

The speaker concluded his address by telling how to render an advertisement attractive, how to catch the attention of the public and how to hold it. "Try to convince people, touch on a point of human interest and bring out clearly any superiority your product possesses over others," was his advice, "and above all remember that in the new advertising now in vogue maligning is a dead letter. Stick to the truth and you will give your buyers a permanent faith in your product."

Previous to the introduction of the speaker of the evening, Mr. Deachman, H. C. Brewster, M. P., spoke on "Technical Education." In no uncertain terms he expressed his disapproval of the present system of education in British Columbia, pointing out that children were forced to study subjects which never would be of practical use to them and were not given an opportunity to develop any latent talent in a certain line in which they were specially fitted.

He thought it the duty of the government to provide schools in which at least 90 per cent. of the pupils could, after they have reached a certain standard in general education, specialize in the branch they preferred.

In Switzerland the schools of technology had reached a higher degree of perfection than in any other country. Every pupil was watched carefully, and as soon as he displayed a predominant ability in a certain subject was given a chance to specialize in that. As he advanced further along in the school he was helped more and more in his line. Finally he was placed in a school where he was trained exclusively in the work to which he was suited. The result of all this was that when he graduated he was fitted to do himself justice in the business world.

Mr. Brewster thought that the present system of education in the high schools tended towards snobbishness in the pupils. They acquired a smattering in the higher branches of learning and were instilled with too great an idea of the professions and of their own importance. The result was that they either crowded into a profession in which they could never make a success, or entering some business house, thought they should start at the top and not at the bottom.

The speaker was loud in his praises of the night schools and other educational institutions such as the Business Science Club. It gave many an opportunity, he went on, which otherwise they never would have had to acquire a fuller measure of success in life. The plan was on exactly the same basis as that of the schools of technology in Europe and the United States, only here the boy had to wait until he was old enough to ascertain for himself any talent he possessed and then develop it.

He accounted for the prevalence of correspondence school education in British Columbia by the poor system of public school training in vogue. While talking for schools in British Columbia, Mr. Brewster deplored the unfair burden of taxation imposed on the residents of outlying districts for education. Practically all the expenses of the school fell upon them, and with only a few residents in one community, these were considerable. He thought that a general taxation should be imposed throughout the province and the sum raised from that set aside for educational purposes in outlying districts.

The chairman, Mr. Fitzpatrick, General Secretary Thompson, of the Y. M. C. A., and H. M. Underhill also addressed the meeting, the latter outlining the work of the Business Science Club. It was a means of bringing young men together and holding discussions interesting and instructive to all. They had the use of the Y. M. C. A. library for reference and reading purposes, and of the assembly hall for holding banquets and lectures. Every member of the club was also a member of the Y. M. C. A.

Zeeshan, secretary of the Merchants & Manufacturers' Association. Both these men were indefatigable supporters of the "open" policy and the Times has years stood on a platform, printed every day at the top of one of its columns, declaring for "Industrial Freedom." It was the object of great bitterness among the "protectionists" of the "closed" policy and it was being taken away. The other was taken apart, and formed one of the most important clues in the case.

Clues followed by detectives led to San Francisco and developed in the indictment of the McNamara brothers, under which J. B. McNamara travelled, and Miller Schmidt and David Caplan, who are still at large.

A remark by Samuel L. Brown, chief investigator for the state, that the men who were shooting the dynamite were doing so, was taken by some to mean that the McNamara knew where they were and had told.

Oscar Lavier, former assistant United States attorney-general and a prominent figure in the Ballinger-Pinchot investigation, was called to the bar by appointment by Attorney-General Wickersham as a special prosecutor in the inquiry into the alleged dynamiting conspiracy. Mr. Lavier has been assisting the government for the last two months and is familiar with the evidence which the state gathered against the McNamara brothers.

"I am convinced," said Mr. Lavier, "that the investigation will reveal one of the most dastardly conspiracies in the history of this country."

Gompers interviewed. New York, Dec. 5.—Samuel Gompers was asked last night to what extent the American Federation of Labor, of which he is president, would take part in the further investigation of the unions.

Mr. Gompers replied with some heat: "I tried to make my statement as specific and as accurate as possible." Asked if he knew whether he was under surveillance, Mr. Gompers answered: "I know I am. Some of Burns' men have been following me since my arrival in New York, wherever I go, but I have nothing to conceal."

whole case to thoroughly go into it so as to remove any tinge of wrong that may be placed on organized labor of the continent.

CIVIC IMPROVEMENT. Chilliwack, Dec. 4.—While the poll on the city by-laws was very small, yet it was sufficient to show that the ratepayers were heavily in favor of the scheme for the borrowing of money to carry out the several local improvements which have been under way this summer. The by-laws submitted to the ratepayers called for the borrowing of \$88,000. Ten thousand of this amount is for the purchase of road machinery, ten thousand for surface water-drainage, twenty-one thousand for the erection of a city hall, and forty-six thousand for the improvement of the city streets.

WANT RESERVE OPENED FOR SETTLEMENT. Ladysmith Board of Trade Will Prepare Resolution—Tourist Resort.

Ladysmith, Dec. 4.—At a meeting of the Board of Trade a communication was read from the president of a well-known steamship company requesting an appointment with the board to discuss the question of a daily steamer service between Ladysmith and East London. The secretary was instructed to communicate with the gentleman in question, and inform him that the board would be pleased to meet him on any day he might select for the purpose, and of the assembly hall for holding banquets and lectures. Every member of the club was also a member of the Y. M. C. A.

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OAK DAY PLANS TO LIGHT STREETS

MAY ALSO INSTALL ITS OWN SYSTEM OF SEWERS

Getting Tired of Delays on the City's Part—School Board Needs a Hall

In the course of a few months the municipality of Oak Bay will be able to boast of street lights equal to any to be found. The council on Monday adopted the recommendation of the works committee that steps be taken to install a system of lights, and the clerk was instructed to call on the ratepayers for the purpose.

It is planned to place one hundred and fifty lights at first, which can be added to as the growth of the town requires. At the same time, the school board is planning to erect a new hall, which will be a finishing touch to the aspect of the town after night-fall.

Another work which the municipality is not unlikely to enter upon at an early date, unless the city shows more alacrity in coming to an agreement on the matter of joint sewers, is the construction of a system of sewers for the town. This matter came up on two communications, which were read. The secretary of the provincial board of health desired to know what steps the city of Victoria had taken, if any, to obtain the consent of Oak Bay to the carrying of a section of the sewer through the municipality. City Solicitor McDermid communicated to the council through Bodwell and Lawson, the town's solicitors, the fact that it was impossible to go further with the sewer agreement, until the cost was entertained, which would not allow of the preparation of a by-law in time for submission at the approaching elections.

Reeve Henderson expressed the opinion that the cost of the sewer, putting down its own sewers independent of the city.

This matter of sewerage is of such paramount importance that we should not overlook the fact that the city of Victoria has been asked to take some action to some agreement, said Councillor Oliver. "I know you, Mr. Reeve, and the council have done everything you can to get a figure from the city and have been making a good thing of it. I should exhaust every means of coming to some arrangement before determining to put down our own sewers."

Mr. Reeve, however, being appealed to, stated that he believed the town could install its own system of sewers satisfactorily and at a reasonable cost.

Councillor Oliver remarked that the council would be thrown at it about election time with vague schemes of a greater Victoria, while the vastly important matter of sewers was allowed to slide over month after month by the city council.

The trouble has been that the cost, as given to us by the city of Victoria has kept mounting up," explained the Reeve. "At a joint meeting in this hall, with the engineers present, they told me that the estimate was \$12,000, and we mutually agreed that Oak Bay's share should be one-third. Next thing the cost was up to \$30,000, and the last time I heard about it the estimate was over \$40,000. There seems no finality to it. We have done all we can and I have written the city that we must have a reply as to what they intend to do."

The council decided to instruct the engineer to formulate the plans he has in his head for a sewer system and the works committee will take this up as the first order of business at its next meeting.

It was agreed, on the recommendation of the works committee, to furnish water to the Victoria Arena Co. for the purpose of making ice in the new rink at the rate of 1-2 cents per thousand gallons, this being the lowest price the municipality can charge under its agreement with the city not to charge less than the minimum rate charged in Victoria. The arena is situated on the south side of the city, and has been built on a site of 100,000 sq. ft. of land, which has been donated by the city. The arena is to be used for the purpose of making ice, and the council has agreed to pay the cost of making the ice. The arena is to be built on a site of 100,000 sq. ft. of land, which has been donated by the city. The arena is to be used for the purpose of making ice, and the council has agreed to pay the cost of making the ice.

NANAIMO POULTRY SOCIETY

LOOKS TO GOVERNMENT FOR ASSISTANCE

Mayor of Nelson Expects \$5,000 Toward School Expenses for Year

Nelson, Dec. 4.—The Nanaimo Poultry Society met the other night at a meeting in connection with the annual exhibition which will be held in the Agricultural Exhibition buildings on January 9, 10 and 11. The judges of the exhibition will be D. C. Trew, of Lindsay, Ont., who will judge poultry, and W. M. Costa, of Vancouver, judge for pigeons and pet stock.

An exceptionally large prize list is being arranged, and in addition to the regular special prize of \$50 each is being given by H. and W. for the three best birds in Barred Rocks, \$50 for the first trio, \$15 for the second and \$10 for the third.

Another special prize of \$25 each is being given for the best pair of dark Cornish Indian Game.

On behalf of the hospital directors, C. G. Gist, president, and George Johnston, secretary, asked that the by-law to raise \$15,000 for the hospital be placed before the people at the earliest possible date and before the civic elections early in January. The hospital board would bear any extra expense that might be incurred. It was pointed out that not more than 14 days could be gained by such action, owing to the legal formalities which must be complied with. Mr. Gist said that he would explain the matter to the hospital directors.

With regard to the school vouchers for this month the mayor told of the result of his visit to Victoria on the 2nd inst. He had been to a meeting of the Union of British Columbia Municipalities. The union had taken an interest in the school question and the suggestions as to the alteration of the School Act, and had placed the matter in the hands of the executive committee of the union.

Mr. Brown, having offered to stay until that date, he expressed regret at the approaching departure of Mr. Brown. He felt confident in Mr. Brown's future success in the larger sphere offered by Calgary.

DROPS DEAD IN CAFE. San Francisco, Cal., Dec. 5.—When confronted with a bill for \$7.50 for refreshments served himself and two friends at a local cafe yesterday, John Dignaro fell dead. The three men had partaken of sandwiches and beer, and the amount of the cheque came as a surprise to all three. Dignaro took one look at the cheque and expired. Following the autopsy, the coroner announced that death was caused from heart failure.

INSURGENTS SHOT WITHOUT TRIAL

Thirteen Men Captured by Mexican Troops Are Executed

Mexico City, Dec. 5.—Thirteen insurgents, captured Friday at Chalco, Yucatan, after their companions had been routed by government troops, were shot without formality of trial, says a dispatch to El Imperial.

Two revolutionist bands are operating not far from Merida, the capital of Yucatan. One is led by Fernando Mateo Estrada, a newspaper man, and the other by Humberto Leon, formerly a barber of Merida. Both claim to be working for the Reyes cause and Estrada's men are giving provisions to the rebels for property appropriated which is to be redeemed after the triumph of the Reyes revolution.

UNKNOWN MAN'S SUICIDE. Tacoma, Wash., Dec. 5.—Though every club has been run down by the local authorities and themselves baffled in their efforts to establish the identity of the headless body of a man found Sunday afternoon, north of Point Defiance Park in a stretch of forest, a photograph of the man was recovered eight feet from the body.

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DISAPPOINTMENT OVER MINISTER'S DECISION

Amendment of Terms, Rather Than Abolition of Subsidy, Would Have Helped

The action of the Dominion Department of Agriculture in turning down the application from the city council for the usual grant in aid of the B. C. Agricultural Association's show, which would thereby make it the Dominion exhibition for 1915, will be generally regretted in view of the reference to the development of agriculture contained in the recent speech from the throne.

There is little doubt that had the late government been returned to office 12 September whatever city was successful in obtaining the grant would have been compelled before the customary sum of \$50,000 was paid over, to spend two-thirds or three-fourths on actual new buildings, instead of following the course adopted by recent exhibitions which have possessed the grant in aid and spent it largely in advertising, attractions, and meeting past liabilities. Still the drastic step of practically stopping the grant is to be regretted from the fact that the exhibition grounds in many places are better for the sums which have been appropriated for this purpose.

The story of the city, and the development of the island would warrant the expenditure of the money from Ottawa, and there is no other city in British Columbia with any special claim on the fund this year, so that mutual jealousies could have no effect. The city is far better able to house a large number of visitors than Regina, where the exhibition of 1911 was held, and looking beyond the limits of a strictly agricultural exhibition, the show is ripe for an exposition, which would serve to call the attention of the west and of the Pacific states to Victoria, in view of the opening of the Panama canal at no distant date. It is not necessary to say that the exhibition of the same elaborate manner as the Lewis and Clark exposition at Portland, or the Alaska-Yukon-Pacific at Seattle, or the Panama-Pacific planned at San Francisco to celebrate the opening of the canal. There should be, however, some steps taken to make the next annual exhibition a boost for Victoria in connection with the canal. Visitors come to Victoria at that time of year who do not wait at any other time, and an opportunity is thus afforded to do something in the way of pushing the greater city which is destined to arise from the advent of larger trade on the Pacific coast.

It comes as a surprise to hear that the department proposed to discontinue grants altogether, although as explained, a revision of the terms was not unexpected. Exhibitions in these days play a large part in the education of the population, and particularly when they have industrial sections attached, and few exhibitions in the present day are without these valuable adjuncts. It is to be hoped that pressure will yet be brought to bear on the federal authorities to do something for British Columbia, especially when for the first time in history the head of the department is a member from the province.

Federal incorporation of companies doing an interstate and foreign trade is recommended. The incorporation would make voluntary. The president would also establish a bureau or commission to consult with corporations and to aid the courts in the dissolution of criminal trusts and in the creation of trusts within the law. The president insists that federal charters should be voluntary, "at least until experience justifies mandatory provisions. The benefit to be derived from the operation of great business under the protection of such a charter would attract all who are anxious to keep within the lines of the law. Other large combinations that fall to take advantage of the federal incorporation would not have a right to complain if their failure is ascribed to unwillingness to submit their transactions to the careful official scrutiny, competent supervision and publicity attendant upon the enjoyment of such a charter."

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Several samples were taken some months ago and reported on by him, but the city council never took any action in the matter. The public demand has now become insistent that the law must be enforced, and that the inspection of the milk for which citizens are paying fancy prices must be made most rigid. In justice to the vendors who are scrupulously careful in the handling of their product this is also due.

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