

ADVERTISING MEN IN SESSION HERE Instructive and Interesting Addresses by Leading Publicity Experts of the Pacific Coast at Annual Convention.

(From Saturday's Daily.) Some forty members of the Pacific Coast Advertising Men's Association are attending their annual convention now in progress in Victoria. The first session, which was held yesterday afternoon at the rooms of the Victoria Development & Tourist Association, was attended by some fifteen or sixteen delegates, whose names were published in these columns last evening.

His Worship Mayor Morley in extending a welcome to the visitors opened the session by reading a report on the past year's work of the association. He did not know whether Victoria was to be most congratulated in being given the opportunity to entertain in person the delegates of the Pacific Coast or the association members in gathering together in what he knew to be the most beautiful city of the northwest. (Enthusiastic applause.)

Chairman Hall expressed the opinion that he was voting the sentiment of the meeting when he said that the city of Victoria was a most desirable place in which to live. He said that he had heard that the city was a most desirable place in which to live. He said that he had heard that the city was a most desirable place in which to live.

whose absence Chairman Hall apologized in fitting terms upon opening the proceedings. His Worship Mayor Morley in extending a welcome to the visitors opened the session by reading a report on the past year's work of the association. He did not know whether Victoria was to be most congratulated in being given the opportunity to entertain in person the delegates of the Pacific Coast or the association members in gathering together in what he knew to be the most beautiful city of the northwest.

The convention of the Pacific Coast Advertising Men's Association was supposed to be held in the city of Seattle, but it was moved to Victoria. The convention was held at the Quoin Club, and it was a most successful one. It was held at the Quoin Club, and it was a most successful one.

Frederick E. Scottford, the big officer of the Quoin Club, is one of the central figures of the association. He has 20,000,000 readers for his copy in the leading American magazines (about thirty of them are represented in the Quoin Club). Opening Session. Rhaldo Hall, vice-president of the Pacific Coast Advertising Men's Association, and advertising agent of the Union Pacific lines at Portland, Oregon, occupied the chair yesterday afternoon at the first session of the annual convention of that organization.

and Canada had an opportunity to read and "ad" one and a half times a month. The industries, he contended, opened another large field. Looking at the room he noticed that of salmon canning. Capital was slow to take this and others up in an enterprising way. There was no reason why a first-class business should not be placed upon the market and made to command a double price than was the case at present.

Continuing, the speaker stated that at his headquarters from forty to two hundred and fifty inquiries were received from all over the continent as to conditions of the West. All applicants who appeared to be in earnest received a direct reply from himself, and all got an answer of some kind. He referred to the prairie industry of California and Oregon, and expressed regret that the growers in the two states could not get to work together in their own interests.

Referring to the work of the local society, he said that the maximum amount spent annually in making public the merits of the country was \$7,500. He did not think that any other organization could have achieved more as economically. The Advertisers' Association, he remarked, was a most successful one. It was held at the Quoin Club, and it was a most successful one.

Mr. Scottford, of the Quoin Agency, said he wished to see the association on record as advocating that the association should bring men out to lecture before the Pacific Coast association who were independent of any advertising schemes and soliciting business while here.

no promises which they cannot make good. "While a business of this class can be held for a long time, it must be advertised strongly and systematically in order to win any large measure of success and to maintain its position in the business world. Its directors must be live shoe men and live merchandises and its advertising policy must be outlined and handled by competent, aggressive advertising men.

C. C. Chapman, of Portland, Ore. first spoke of the weather conditions. He pointed out that the temperature here "lined" the idea of the summer and winter months. He went into statistics to explain his statement, which was received with enthusiasm by Victorians present.

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Mr. Chapman regretted the phase which the discussion had taken. He did not believe in the association exploiting men who were independent of any advertising schemes and soliciting business while here.



T. H. Mertz.

Mr. Scottford. He was one of the best fellows on the coast and was welcome to anything. No man was doing more for advertising on the coast than Scottford, and the Quoin Club of New York was to be congratulated in securing such a man.



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meeting, said speaker's expenses being paid by the association. The committee appointed to carry out this order was named as R. H. Hall, of Portland, R. A. Reed, of Los Angeles, and F. H. Mantor, of Seattle.

Mr. White said Mr. Scottford was regarded as a local man. He was one of the Pacific Coast men and no objection was raised to him. He was one of the "boys." What was objected to were "visits" like that of Mr. Sheldon, who came here and took advantage of his reputation to do business.

Resolved, that the Pacific Coast Advertising Men's Association in convention assembled do hereby express its hearty approval of the action of the Quoin Club in placing a representative on this Coast.

Resolved, that this association appreciates the courtesy extended to this territory in giving it some \$20,000 worth of publicity without charge.

were. The quality of a newspaper was everything. The time would come, he believed, when circulation would be measured by the paid circulation. R. A. Reed, of Los Angeles, was introduced as the man who had done so much to entertain the association at Los Angeles, spoke on the Ideal Department Store, a branch of business which he has had wide experience in. He advocated a department store not too large—a three-story one with basement. He went into the subject in detail. He advocated the store being on co-operative lines where at least the heads of departments should hold stock. The clerks would be paid premiums on increased business.

Dr. Elliot S. Rowe referred to the members of the association being doctors of publicity, therefore D. O. P. with whatever was needed to complete it, and that was what they were prepared to deal out. In advocating the claims of Vancouver Island Dr. Rowe pointed out that the resources of the island, as yet only partially developed, were destined to play a most important part in the western development.

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Local News... The Northern Pacific has arranged to run a train from Victoria across to the East at 6:30 a.m. on August 7th, 8th and 9th. Then there will be a train from Seattle to Minneapolis on August 10th and the Eagle's big mail train on August 11th. The British Medical convention at Toronto, 25th, to which the Nord has made a very low rate.

In the provincial parliament on Friday a young man with "indecent exposure" was sentenced to three months in a public place. The case was heard in court.

The annual Foresters' meeting was held in the city of Victoria on Tuesday evening. The meeting was attended by a large number of members.

Chief Steward Byron R. Steamer service, denials that the company are to have the steward's department on the Victoria.

Local News.

of a newspaper was... of a newspaper was... of a newspaper was...

Local News.

Wm. F. Carfield, of Head street, is... Wm. F. Carfield, of Head street, is...

On Saturday Fred Bukwith, Central... On Saturday Fred Bukwith, Central...

LIST OF PRIZES FOR THE TOMBOLA

- A. Blyth, jardiniere, \$2.50. T. W. Neil, picture, \$1. E. Jones, 5 lbs. Ben Hur tea, \$2.50.

SKIPPER OF THE VICTORIA ARRESTED

CAPT. GRIFFIN CHARGED WITH MANSLAUGHTER WITH MANSLAUGHTER. Has Been Released on Four Thousand Dollars Bail—C. P. R. Will Demand Investigation.

Fruit-a-tives

Fruit-a-tives will cure the worst case of Chronic Constipation and Biliousness. Fruit-a-tives are the finest Kidney and Bladder Remedy in the world.

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