



HON. J. A. FILCHER, of California

Come and Hear How California Advertises

HON. J. A. FILCHER, California's Commissioner to the Lewis and Clark Exposition, has been at the forefront of California's important advertising campaigns during the last twenty years. His experience in State and City advertising has been so unique and so successful that he is an authority on the subject---second to no one in the United States. He will tell of some of his most interesting experiences in the Parlors of the Commercial Club NEXT MONDAY EVENING, SEPT. 18TH, AT 8:30 O'CLOCK. Commissioner Filcher is *au fait* in the art *raconteur*, and his talk will teem with wit and anecdote. His subject will be: "How California Advertised Her Products." You will be entertained, and you can't help picking up advertising tips that may mean many dollars to you. Ladies are welcome.

UNDER THE AUSPICES OF THE
PORTLAND AD MEN'S LEAGUE

SCOTT BOZORTH, Secretary