

CITY OF SAINT PAUL

DEPARTMENT OF PUBLIC SAFETY
BUREAU OF HEALTH

November 18, 1919.

Mr. Louis W. Hill,
Great Northern Railway Company,
St. Paul, Minnesota.

Dear Sir:

The sample of water referred to me as advised in your letter of October 9, 1919, has been analyzed for mineral contents and shows the following results in parts per million.

Total solids	-	700 per million.
Iron	-	Absent.
Taste	-	Not unpleasant.
Odor on warming	-	Slightly unpleasant.
Sulphur compounds	-	None found.
Color	-	Good.
Reaction to litmus	-	Alkaline.
Nitrites	-	Absent.

Parts Per Million.

SI. O ₂	-----	5	Silicon oxide
CA. SO ₄	-----	5	Calcium Sulphate (Plaster Paris)
MG. CO ₃	-----	6	Magnesium carbonate
MG. SO ₄	-----	3	Magnesium Sulphate (Epsom salt)
NA ₂ SO ₄	-----	50	Sodium Sulphate (Glauber salt)
NA. O.	-----	24	Sodium oxide
NA. calculated as			Sodium chloride (Common salt)
			Sodium Carbonate
NA. CL. & CO ₃	---	557	Potash Bicarbonate
KH. CO ₃	-----	6	

Total mineral constituents 656

Organic matter and volatile matter 50

Total solids 706

2

CITY OF SAINT PAUL

DEPARTMENT OF PUBLIC SAFETY
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Mr. Louis W. Hill, No. 2. (NOTE)

On arrival of water, when bottle was first opened a perceptible odor of sulphurated hydrogen was detected, on standing a few days oxidation of the sulphurated hydrogen had taken place, since the application of delicate tests failed to reveal the presence of even a trace of sulphurated hydrogen.

This would indicate that the sulphurated hydrogen was present in a gaseous form. It is recognized as a proper procedure of this substance, the determination of sulphurated hydrogen should be made in the ~~filed~~ *field*.

A resume of the analysis shows that this water is an alkaline water, owing to the presence of sodium in the form of carbonate and bicarbonate. The other minerals are negligible in amount. All the constituents named in the analysis are commonly found in natural waters, and are not injurious when taken internally.

In my judgment this water contains no mineral constituents that would prove of any special value from a hydro-pathic point of view. There then remains the question of sulphur compounds, and if it should prove on further analysis, that the water in its natural condition, as to whether these are present in sufficient quantities.

If I can be of any further assistance to you in the matter let me know.

Yours truly,

Bacteriologist.

H. E. LESAN ADVERTISING AGENCY

INCORPORATED

NEW YORK, N. Y.
CHICAGO, ILL.



440 FOURTH AVENUE
1524 REPUBLIC BLDG.

MEMBERS OF
American Association of Advertising Agencies

When replying
kindly mention subject

New York
Wednesday Nov. 19-1919

Louis W. Hill Chairman,
Great Northern R. R. ,
St. Paul, Minn.

Gentlemen:

Many institutions and organizations have a story connected with labor and production problems, taxation or proposed legislative action, which they should tell to the public in these days of agitation in order to keep the pendulum of justice from swinging too far away from them.

Some of the so-called propaganda advertising which has been and is being done, has not been effective because it has been too partisan. Some of it seems to be built on the theory of Oriental trading, that is, to make claims as high as possible because they will be discounted anyway.

And yet, perhaps, these partisan proclamations are perfectly natural things to expect, even though some of them violate the intelligent sense of the average American citizen. In heated controversies between capital and labor, commercial institutions and regulative or legislative parties, either side may honestly become mesmerized with their own point of view and then mistakenly add to this viewpoint some exaggeration which they feel is necessary to meet exaggeration on the other side.

Long experience with and close observation of so-called "propaganda" publicity and its effect on the public has convinced us that the advertiser who gets the quickest results is the one who does not let anyone mesmerize him with an exaggerated point of view and who temperately and frankly states the real facts of his case to the public.

We believe that we can, from our experience, aid the advertiser to prove that the cheapest and most effective way of securing public opinion is by paid advertising placed in newspapers and periodicals, even though these same publications were friendly enough to open their news and editorial

[11-19-1919]

-2-

courms to a meritorious proposition without pay. We also believe that we can aid the advertiser to prepare such temperate and frank advertising as will insure prompt justice from a public who in the final analysis must settle all questions in a democracy, and who in this democracy called the United States have always settled them justly.

Some institutions may be in too good a position to need this kind of advertising; some may be in too bad a position for it to help; but we believe most institutions could profitably discuss it.

We shall be glad to send a representative to talk over the subject with you, on request, and without obligation.

We enclose herewith, a booklet reprint of an article by H. E. Lesan, appearing in October 29th issue of The Outlook and also a little booklet entitled "Policy" and by permission of the parties mentioned, we respectfully refer you, in regard to institutional advertising, to

C. F. Daly - Vice President, New York Central Lines,
New York City.

Francis H. Sisson - Vice President of Guaranty Trust
Company; Chairman of the Board of Directors
of American Association of Foreign Language
Newspapers; Director of American Press
Association; Director of New York Herald.
All of New York City.
(Mr. Sisson is also Vice President of the
H. E. Lesan Advertising Agency.)

Frank H. Fayant - Executive Assistant to Chairman of
National Railway Executives, New York City.

Very truly yours,

H. E. LESAN ADVERTISING AGENCY

EH-C



St. Paul, Minnesota,

November 21, 1919.

Mr. H. A. Noble:

Referring to memorandum I sent you October 27th with the Beebe Laboratories analysis on mineral water from Glacier Park. Herewith report from Mr. Herman M. Schoberg, of the Department of Public Safety, Bureau of Health, St. Paul, on a similar sample.

As I recall it, this does not check with the Beebe analysis. Will you kindly take up with the Beebe Laboratories and learn if they can reconcile the two reports, advising me as soon as you hear from them, as I am holding the bill from Mr. Schoberg.

~~H. H. Parkhouse~~ L.M.H

encl.

St. Paul, Minnesota,

November 21, 1919.

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H. H. Parkhouse

L. W. Hill

encl.

G. Park
Billy River water

St. Paul, Minnesota,

November 28, 1919.

Mr. L. W. Hill:

Herewith memorandum from Mr. Noble,
written after he had seen the Beebe people on
the analysis of the sulphur spring water from
Glacier Park. From this you will notice that,
after all, the analyses are not far apart.

The bill for \$50.00 from Schoberg
has not been paid. Shall Mr. Noble now arrange
to voucher it?

H. H. Parkhouse

encl.

Adv.
3-a

St. Paul, Minnesota,

December 8, 1919.

Mr. H. A. Noble:

Herewith letter from Dr. Earl R. Abbett,
of Portland, enclosing an article from the Portland
Oregonian. Could you not get some of these re-
printed in hotel magazines? They are all working
on "See America First," and this is good stuff.

L. W. Hill. ✓



Going-to-the-Sun Chalets



Glacier Park Hotel

GLACIER PARK HOTEL COMPANY

OPERATING

Glacier Park Hotel, Many-Glacier Hotel and the Two Medicine,
Cutbank, St. Mary, Going-to-the-Sun, Sperry Glacier,
Granite Park and Belton Chalets, in Glacier
National Park, Montana on Main Line
of Great Northern Railway.

"SEE AMERICA FIRST"



Many-Glacier Hotel

H. A. NOBLE,
Manager

St Paul 11/27/19

Mr Park Lane:-

Ref to attached - I went up

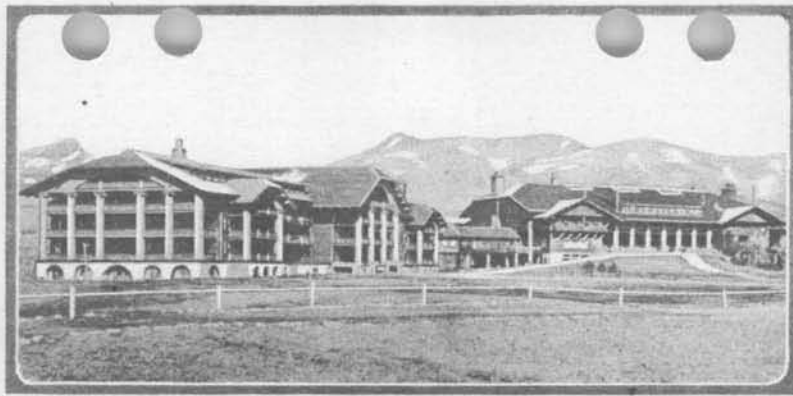
and saw Mr Ostedt, of Beebe Laboratories
the chemist who made the analysis.

He says that analysis he made was
more from the standpoint of the desirability
of the water for therapeutic purposes than
for the exact mineral content. Not only did
he test for what the water did contain but
also for detrimental ingredients such
as ammonia, nitrates and chlorides.

He calls attention to the fact that his report
shows 6.31 parts total solids - Mr Schoberg's 6.56 parts
& states this is very close. Both agree the sulfur
is present in a gaseous form.



Going-to-the-Sun Chalets



Glacier Park Hotel

GLACIER PARK HOTEL COMPANY

OPERATING

Glacier Park Hotel, Many-Glacier Hotel and the Two Medicine,
Cutbank, St. Mary, Going-to-the-Sun, Sperry Glacier,
Granite Park and Belton Chalets, in Glacier
National Park, Montana on Main Line
of Great Northern Railway.

"SEE AMERICA FIRST"



Many-Glacier Hotel

H. A. NOBLE,
Manager

In the sample he ~~analyzed~~ analysed it
was very abundant while Mr Schoberg states
there was no trace of "sulphurated hydrogen"

But he says, This is easily accounted for
if the jar was left open for a few days
as it throws off the gas quite rapidly.

He also calls attention to the statement
of Mr Schoberg in part one - "Sulphur
Compounds - none found - while in
the table of mineral content he shows
"Calcium sulphate" "magnesium sulphate"
and "sodium sulphate," all of which are
"sulphur compounds" although present
in a very negligible quantity in some cases.

[11-27-1919]



Going-to-the-Sun Chalets



Glacier Park Hotel

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National Park, Montana on Main Line
of Great Northern Railway.

"SEE AMERICA FIRST"



Many-Glacier Hotel

H. A. NOBLE,
Manager

Mr Oestadt is of the opinion that
an analysis at the spring would show
considerable higher in Sulphurated hydrogen
and if so he cannot see why it would
not prove to be a good medical water
Especially for baths and also for internal
use as a laxative provided the Sulphurated-
hydrogen was not to great to interfere
with digestion - He wrote down the
technical and common names of the
mineral content. He suggests that the
analysis be submitted to good physician who
would be a better position to say as to its
medicinal value if you truly
H.A. Noble

December 8, 1919.

Mr. Fred M. Delevan, Jr.,
Assistant News Editor Fox News,
3 West 61st St., New York City.

Dear Sir:

Referring to yours of December 4th in regard to publicity campaigns: While I wish to thank you for the suggestion, as you are doubtless aware, under the present Federal control which is still in force there has been no advertising of this nature. I shall, however, be glad to refer your letter to our people in charge of such matters under ordinary circumstances so that they may give it consideration in case an opportunity should occur in the near future.

Yours truly,

(SIGNED) LOUIS W. HILL

Mr. W. P. Kenney:

Herewith letter referred to.

L. W. Hill

Adm. Bldg.
15-2

G L A C I E R P A R K H O T E L C O M P A N Y

St. Paul, Minn. December 10, 1919.

Mr. L. W. Hill, President,
Building.

Dear Sir:

This will acknowledge your letter of December 8th, enclosing an article from the Portland Oregonian. I will send this to some of the hotel papers with some photographs and see if we cannot get some publicity along the same lines.

Yours truly,

H. A. Noble
Manager.

Great Northern Railway Company,
DEC 11 1919
Vice President and Comptroller.

GLACIER PARK HOTEL COMPANY

St. Paul, Minn., December 11, 1919.

Mr. H. A. Noble,

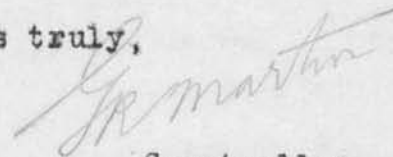
General Manager,

Dear Sir:

Referring to voucher Dept. No. 3361, paying the Beebe Laboratories of St. Paul, \$25.00 for analyzing Glacier Park sulphur springs water:

If not too much trouble, I will appreciate a copy of the report made by them for my files.

Yours truly,



Comptroller.

B.2.

GLACIER PARK HOTEL COMPANY

St. Paul, Minnesota

December 13, 1919.

Mr. G. R. Martin:

Referring to yours of December 11th addressed
to Mr. Noble, herewith copy of report made by the
Beebe Laboratories covered by voucher No. 3361 for \$25.00.

H. H. Parkhouse

Mr. H. A. Noble:

For your information.

H. H. Parkhouse

Advertising
15-21

St. Paul, Minnesota,

December 13, 1919.

Mr. H. A. Noble:

Herewith returned your memo of the 10th
in regard to Glacier Park inserts to be sent with
Great Northern dividends. You will notice Mr. Hill
would like to see you about this.

H. H. Parkhouse

encl.

St. Paul, Minnesota,

December 14, 1919.

Mr. H. A. Noble:

Herewith bill from Herman M. Schoberg,
\$50.00, analyzing Glacier Park Sulphur water.
Please prepare voucher covering, which should
be sent in care of the Bureau of Health, Depart-
ment of Public Safety, St. Paul.

L. W. Hill. ✓

encl.

December 15, 1919.

Mr. Reuber P. Sleichner,
President's Office, Leslie-Judge Company,
New York City.

My dear Mr. Sleichner:

Referring to yours of December 12th, as you are doubtless aware the railroad companies are still under federal control. Under such control any arrangements covering solicitation from or presentation to the employees of our general office building has to be passed upon by the Federal Manager, Mr. W. P. Kenney, to whom I have referred your letter.

Very truly yours,

(SIGNED) LOUIS W. HILL

Mr. W. P. Kenney:

Herewith letter referred to.

L. W. Hill

New York City
Dec 16-79

Mr. Louis T. Hill:
St. Paul..
Minn.

My dear Sir:

Some friends in
St. Paul, are writing to
me about the bolts you
R. R. manufg. having some
business for a further order.

could manage and I hope
with the assistance of my friend
Mrs. Muenert. We can give the
list of references as we write from
the "American Red Cross" unless
in a year she as sister Laura
and I as Aunt Berntness, and
love letters from Mrs. Rhodes also
Lt. Col. Burr. as to our efficiency
Laura going south, and will
include my address

Very sincerely

(Mrs) Catherine H. Lewis
Christina St.

Grassden
Ala

Employment
3-6

December 19, 1919.

Mrs. Catherine H. Lewis,
Chestnut Street,
Gadsden, Alabama.

Dear Madam:

Referring to yours of December 16th,
offering your services in connection with the
management of the Glacier Park Hotels. I am
sorry to have to advise you that we have made
arrangements for next year.

Yours truly,

(SIGNED) LOUIS W. HALL



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