

C O P Y

THE SECRETARY OF THE INTERIOR

WASHINGTON

Nov 14, 1921

Mr. Henry Collins Walsh,
President, Travel Club of America,
Grand Central Palace,
New York City.

Dear Mr. Walsh:-

I have read with interest your letter of October 24th, informing me of the plans of the Travel Club of America for a Travel Week and International Congress, with an International Travel Exposition as one of its chief features, in New York City from March 25 to April 1. Your plans, as I understand them, have my cordial approval.

The tremendous appeal of the national parks was clearly reflected in the travel to them during the season just past, which surpassed all preceding records, and this, several years after the close of the war, with foreign ports reopened. It seems evident that we are at the beginning of a travel movement unprecedented in national and international history, which if centered on and maintained in this country can react only to the great economic advantage of our country and the benefit of our people.

I wish you all success.

Respectfully,

(Signed) Albert B. Fall.

Secretary.

L. J. BURRUD
C. C. CRAIG



15-4
C. G. McKIE
F. C. COLLIER

SCENIC AND INDUSTRIAL
MOTION PICTURES

1114 STOCK EXCHANGE BUILDING
LOS ANGELES, CALIFORNIA

November 14, 1921.

Mr. Louis W. Hill,
Chairman of the Board,
Great Northern Railway Company,
St. Paul, Minnesota.

Dear Mr. Hill:

Your very encouraging note of September 26th, offering your co-operation in working out our proposed Drive for the National Parks, to be held in April, 1922, was delayed in transit and only reached me last week.

Let me take this opportunity to thank you for your interest in this idea, and we shall forward you the entire details of the plan as soon as they are co-ordinated.

Very cordially yours,

15-1
St. Paul, Minnesota,

December 7, 1921.

Mr. W. P. Kenney:

Referring to the attached: I have no suggestions but would be glad to see the Culver Military Academy establish a camp anywhere in the Park. If they are inquiring as to whether we intend development anywhere in the Kintla or Bowman Lake region, I think it is fair to tell them that we do not contemplate any additional development in the Park. - If they want to be away from tourists and permanent camps, I am sure it would be safe there, as far as we are concerned.

L. W. Hill

encl.

December 16, 1921.

MEMORANDUM

From the International Travel Exposition, under
the auspices of the Travel Club of America

The following space reservations have been made:

United States Shipping Board exhibit featuring luxurious passenger service to Europe, South America and the Orient as furnished by the four steamship lines which have Shipping Board vessels.

The Bureau of National Parks, Department of Interior will have a pictorial exhibit of the Government - owned National Parks of the Far West.

The Bureau of Foreign and Domestic Commerce, Department of Commerce will have an exhibit of an international character.

The French Government Touring Bureau and the Associated Resorts of France.

Japanese Railroad and Steamship Lines, including the South Manchurian Railway and the Toyo, Kaisha Kaisha Steamship Lines.

Czecho-Slovakian Resorts, including Carlsbad and Marienbad

The Lamport and Holt Steamship Company -- British Line to South America

Globe Tours Inc.

The Foldker Airplane Co of Holland

The Associated Resorts of Montana

The Postal Telegraph & Commercial Cable Company

The Western Union Telegraph & Cable Company.

Charles W. Wolf Leather Goods Co.

Phoenix, Ariz. Chamber of Commerce

The All-American Cable Company

Rand - McNally Co

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GRAND CENTRAL PALACE
NEW YORK CITY



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December 17, 1921.

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

My dear Mr. Hill:-

I am enclosing some literature which is self explanatory and which indicates that the Travel Club of America is undertaking an important International Congress and Exposition which will have a bearing upon railway progress.

I shall esteem it a great favor if you will become the Chairman of our Railways Committee and preside, if possible, on the day that we have set aside for the discussion of railway problems, in the Travel Club Congress.

As I have never had the pleasure of meeting you, I am writing to my old friend, Edwin Deming who is, as I know, a friend of yours and who is conversant with the objects and aims of the Congress and Exposition which we have in hand. I have asked him to write you a letter upon the subject. As we are now arranging all our committees, I shall esteem very much the courtesy of a reply at your earliest convenience.

Yours very truly

PRESIDENT.

St. Paul, December 19, 1921.

Mr. L. W. Hill:

Herewith, for your information, list of parties who came into the Park during the past season - same being made up by Mr. Noble.

The list does not include Montana. Where two or more of one family are registered only the head of the family's name is used. Duplications of registrations at Glacier Park and Many Glacier Hotels are also eliminated.

W.P. Kenney

*Mr. Z. 10/11/11
I don't like the
proposition from a
bank standpoint.
20 R. B.*

*H/A What do
you think?*

December 20, 1921.

Mr. M. R. Brown:

Referring to the attached letter from Mr. Hirshberg. Mr. Hirshberg is connected with the Greve Advertising Agency and his proposition is to put on a National Thrift Campaign. Their idea is to have the largest banks in the principal cities stage a savings account contest, certain of the contestants to be favored with a trip to Glacier Park, this to include railroad and sleeping car fare and a four day trip through the Park.

Points in the proposed campaign are figured as follows: Patrons depositing \$1.00 are to be credited with one point, \$2.00 two points, \$3.00 three points, \$4.00 four points, \$5.00 five points, not over five points to be allowed any one depositor in one month account of deposits made by themselves. For each new depositor they bring in however, they are to be credited with ten points.

Mr. Hirshberg wants us to agree to twelve trips, the trips to be awarded to the twelve contestants having the highest number of points. The membership in this campaign would cost from \$1200 to \$1500 and the twelve vacation trips would amount to about \$1200. The Greve Advertising Agency are to advertise the campaign in the Saturday Evening Post, the Ladies Home Journal and several other leading magazines. They also furnish plates and copy for advertising in the local papers. The cost of the local advertising however will be paid for by the bank. In addition to this expense it would be necessary to purchase membership cards and pamphlets which they would use.

According to Mr. Hirshberg the Greve people are prepared to spend quite a sum of money on this proposition and will undoubtedly meet with some success, and I have had Mr. Hirshberg talk over with Mr. Noble the Park proposition and if their plans go through I think the Glacier National Park will be selected as the place to which all winners will be sent on their vacation trip.

G. E. Dailey.

MRB

Mr. L. J. Wheeler

Dear Sir -

I have figured out an idea that should interest you, first as a wonderful "boost" for Glacier Nat Park, secondly to obtain new depositors for the Savings Dept of your Bank third to stimulate the disinterested depositors.

A "national" idea in which Glacier Park can be brought before millions of readers through ads that will cost you nothing.

No investment required, simply your endorsement if the plan meets with your approval.

Could you grant me a few minutes interview naming date & hour convenient, or if not, name some one with authority to represent you.

This is an idea worthy of consideration which should be acted upon quickly.

Respectfully

in wishing

70 Shermanborough
City

Telephone Area 8999 - ask for Mr. Hunsley

Ret 11/4/12

Mr. Hall I did not intend to beat the rail road fare. But I needed the \$500.

THE SAN FRANCISCO CALL AND POST

Jack London and Dakin Rode Brakes

Dec 21 1921
Painter, Author Met in Hay Barn

Incident in Lives of Men Told

By LOUISE M. O'HARA

Riding the brakes into California with Jack London is an incident in the career of Tilden Dakin, the artist, which he recalled today, the anniversary of that day twenty years ago when he and London crept from between the wheels of a long freight train as it pulled into the Oakland yards at Sixteenth street.

Dakin was in his studio, 406 Sutter street, where he is holding an exhibition of his paintings. And, strangely, much of the work on display was done in Sonoma County, London's home county, from which fact Dakin has been dubbed "The Painter of the Valley of the Moon."

"London jotted down notes for his stories and I made notes on my sketching pad all during that journey," he said.

The twentieth anniversary of his coming to California had thrown the artist into a reminiscent mood, and with little sidelights on London's character, he told of his acceptance of the \$500 wager offered by a prominent club of Ogden to the man who with just the price of a meal in his pocket would beat his way to San Francisco.

"London and I met atop of the hay in a barn at Reno," said Dakin with a smile. "I had beat my way that far. As I swung into the barn loft I saw a man sitting on the hay. He looked me over with friendly curiosity."

LOFT HOSPITALITY OFFERED

"Is there room here for another lodger?" I inquired.

"With a gesture he offered the hospitality of the loft and we were soon exchanging conversation of the road, including the terms of my wager."

"By the way, are you a painter?" London asked with a glance at my sketch box.

"Yes, I'm Tilden Dakin," I said; "and you are a—writer?"—I returned, looking at the pad and pencil on the hay by his side.

"I'm Jack London," he replied, scrambling to his feet, "and hungry as the deuce. I must get out and find something to eat."

"Well, don't go hungry. Here's 30 cents," I said, offering my all.

"In a short time he returned with a bulging paper bag and held out to me 15 cents."

"Snails and doughnuts," he explained. "They'll do me until I reach Truckee."

OFF FOR TRUCKEE

At noon the next day a freight left for Truckee and on it as brake board passengers rode Dakin and London. The next morning they rolled into Truckee, and, after breakfasting on the remainder of Dakin's 15 cents, secured work in a lumber mill.

"Handling the green timber was hard on London," said Dakin, "so after a day's work, enough to buy food, we asked for our time. When the superintendent heard our names he said he would have advanced funds without

our working for them and tried to force a \$5 bill on me. I told him of my wager and asked that he give me just the \$2.75 that was due me and add the remainder to London's account. So, feeling like plutocrats, we boarded a freight bound for the Summit. It was a cold ride at this season of the year, but we hugged the brake boards, which keep pretty warm over the wheels. Jack was a great fellow to ride the rods and when travelling always carried a padded board inside his coat for the purpose, but this trip he kept close to the brakes."

ORDERED OFF TRAIN

Passing through Summit the travelers reached Blue Canyon, when they were ordered off the train by the conductor. But they watched their chance and as it gained momentum leaped to their "berths" again.

According to the rules of his wager, Dakin was to pay no fare whatever to reach San Francisco. His only difficulty lay in the ferry at Benicia with its gang of watchmen. But as the train was broken up and shifted London, to whom this mode of travel was an old thing, guided Dakin in between the locomotive and onto the brakes again. An hour or two later they rolled into the Sixteenth street station at Oakland, and Dakin, giving London a good hand grip, beat his way into San Francisco and won his \$500 wager.

"London had a big heart," said Dakin as he finished the tale, "too big a heart for his own good."

"And our notes—I worked mine into several canvases and you'll find Jack's developed in some of his stories of those days."

The artist spent the next two years mining—"working for a grubstake," he put it, to educate himself in art.

15

GLACIER PARK HOTEL COMPANY

St. Paul, Minn., Dec. 23, 1921.

Mr. L. W. Hill:

Referring to your notation on the attached letter relative to proposition submitted by Mr. Hirshberg of the Greve Advertising Agency to put on a National Thrift Campaign and use Glacier Park trips as the prizes.

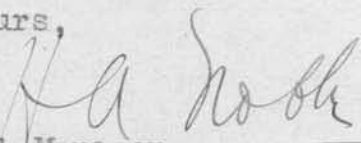
Mr. Dailey introduced me to Mr. Hirshberg a few days ago and I went into the proposition with him purely from the standpoint of the business involved for the Railroad Company and the Glacier Park Hotels.

I hardly feel competent to pass on the practicability of his plan from the standpoint of a banking institution. I do not know whether or not it is one that would interest very many of the banks. I feel this way, - if they are going to carry on such a campaign and a certain amount of business develops, we would like to secure it for our interests.

His proposition is to work up to 2000 trips to Glacier Park to be given away. Practically all of the 2000 people would, under the plan he had in mind, arrive at the Park at the same time. I explained to him how and why it would be impossible to take care of any such number at one time in any National Park in the country. I suggested to him that he divide his business over the season as much as possible. The earliest date they could start, according to his plans, would be August 5th so I suggested that he arrange to send from 50 to 75 persons every day for thirty days. This would spread it out over the busy part of our season so that it could be properly handled without detriment to the regular business. Our Standard Four Day Tour seemed to appeal to him. I went into detail and gave him costs of the various trips.

It is rather an unusual kind of advertising for a bank to indulge in and I doubt very much if they will meet with very much success from the larger institutions. They seem quite confident, however, that it will be a success and are going ahead with it. We will keep in touch with them with a view to getting the business for Glacier Park should it develop.

Very truly yours,



General Manager.

HAN:AG.



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