COMMERCIAL HOUSE EUROPEAN PLAN



LETHBRIDGE, ALBERTA CANADA

December 4, 1923.

Mr. Louis J. Hill, Executive Offices, Great Northern Railway, St. Paul, Minn.

Dear Sir:

J.H.LEE,

Herewith is submitted the brief outline of a proposal to conduct a winter expedition through the present all-season tourist area and the prospective winter tourist areas adjacent to the Great Northern Railway with the definite object of securing material for the use and advantage of the Great Northern Railway Publicity and Tourist Extension Department.

The party to consist of a Journalist-writer, a motion and still camera operator and guides with dog teams, each member of the party to furnish the equipment required for their duties.

The idea back of the plan is to write a series of articles and pbtain a series of motion and still pictures appealing to the sportsman, the hunter and the "red-blooded" portion of the general public- articles and pictures descriptive of the beauties and the pleasures to be found during the winter season. With the expedition's resulting material as introductory publicity and the later featuring of winter sports such as carnivals in Glacier Park hotels, tobogganing, dogsledding through the Park and possibly into the Canadian Rockies, game hunting in surrounding districts, etc., etc., it is believed that a profitable winter tourist traffic would result.

Members of the proposed expedition:

Journalist-Writer: John J. Ely, who would assume these duties of the expedition, is one of the Governors of the Baltimore (Maryland) Press Club; a publicity and newspaper man of wide experience and a writer of special articles and

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stories; he is a graphic writer capable of a wide range of salient articles flor the purpose in view.

Motion Camera Operator: The writer, Mentor Etnyre, is well qualified by reason of years of diversified experience in the motion picture industry to handle all phases of the photography, continuity, title writing, developing, assembling and distribution. He is a Reserve Officer of the U.S. Air Service. With commission as Pilot and Photographer. He has the necessary equipment, consisting of thelatest model Wilart Professional or Studio Motion Picture Camera with ample lens assortment and other accessories; the latest model Wilart News or Field Motion Picture Camera and accessories. and a 5 x 7 Press Graflex Camera with ample lens and accessory equipment. An 8 x 10 View Camera will be included in the His experience in prephotographic equipment. paring motion pictures for publicity purposes and in the production of educational films would be most useful in the proposed expedition.

Guides/Camp Men; Dogs and equipment: Henri Arnous Riviere, proprietor of Victoria Ranch, Alberta, where the finest huskies in all Canada are raised, and noted as one of the best, if not the best guide in the Rocky Mountain area of Northern Montana and Southern Canada, will assume the duties of head guide, assisted by his son.

Mr. Riviere is known throughout motion picture circles as the breeder and trainer of the dog "Strongheart", appearing in the motion picture of that title, and of many other dogs and wolves used in the pictures.

It is believed that his ranch in the foothills of Southern Alberta has the greatest number of the best real husky dogs in all of the Northwest.

Mr. Riviere knows the mountains and trails thoroughly and in all seasons, and is a firm believer that a successful winter tourist business can be developed through winter sports, including winter routes between Belton and Glacier Park, and possibly as far North as Banff, traveling via dog teams with comfortable cabins at intervals

J.H.LEE, COMMERCIAL HOUSE PROPRIETOR AND MANAGER EUROPEAN PLAN



Mr. Hill -3-

His opinion is based on the fact along the routes. that during the winter season his outfits are often engaged by tourists: he states that the interest in such trips is increasing from year to year. ----------

CANADA

The illustrated writings prepared while the expedition is in the field would appeal to the general public, and yet more particularly to the prospective tourist, traveler and sportsman, and of adequate worth and interest to find acceptance for publication in various magazines and Sunday supplements of the metropolitan papers. Among the suggested articles it is proposed to prepare one for the National Geographic Society for publication in the National Geographic Magazine. Such an article would be profusely illustrated and the National Geographic Magazine having hundreds of thousands of readers the resulting publicity would unquestionably prove of great value to the Tourist Extension Department of the Great Northern Railway. ((Scribner's Magazine recently sent a Writer and illustrator (Mr. Peters) through a small area of the Canadian Rockies to secure material for an article to appear in a winter issue of their publication-Mr. Riviere and dog teams were employed as guide and transportation.))

Among the motion pictures to be made would be a number of sufficient interest to obtain a wide distribution in the principal countries, utilizing the dramatic, the recreational, educational, welfare and religious distributing agencies, from among whose patrons come the tourist and traveler. The writer's past experience in arranging the distribution or motion pictures of this nature compels the belief that such pictures would have a wide and constant circulation The use of the motion for years to come. picture as a visualizing medium in advertising, publicity. educational, welfare and extension organizations is recognized as most valuable, for not only do the pictures arrest and and hold the attention of the viewer, but compel concentration on the subject, hence resulting and often far-reaching incluences of thought and action.

12-4-1923] mummin.

J. H. LEE, PROPRIETOR AND MANAGER.



Mr. Hill-4-

Expense required to maintain the expedition in the field for a three months period:

CANADA

Journalist-writer # \$400 a month \$	1200.00
Motion picture man \$ \$400 a month	1200.00
2 Guides # \$150 a month each	900.00
Dog teams and extra dogs, sleds, etc	600.00
Monthly maintenance of party \$ 375	1125.00
	5025.00

in addition to which would be the expense of photographic material and finishing the pictures.
(Necessary railroad transportation not included in above).

Since it is practically impossible to cover the matter thoroughly by letter this preliminary proposal touches but briefly upon a few phases of the organization of the party, the proposed work, and the influences and results to accrue from the distribution of the pictures and the circulation of the written articles. Comprehensive plans covering all phases of the proposal can best be considered and appraised at a personal interview. It being agreeable to your offices, Mr. Etnyre, or both Mr. Etnyre and Mr. Ely, will, upon receiving request, proceed immediately to a designated meeting point.

Soliciting the privilege of appearing before you with the additional and more important details, I am,

Very truly yours,

Mentor Etnyre,

Mail address until Dec. 25, 1923- General Delivery, Montreal, Quebec.

Wire address until Dec. 25th, " - Canadian Pcific Telegraph office, Montreal, Quebec.

SPOILED FOR WALKING.

Glacier National Park Guide Sticks to Horseback Riding.

WASHINGTON, Dec. 24.—Sam Sansiver is the oldest 'guide in Glacier National park. Sam 'has been in the saddle since he was 12 years old" and he rides much easter than he walks.

He was born in the Hudson bay country and walked the traps with his father when a boy. He has guided all the notables that have visited the park. He also is a remarkable pack horse packer. Government engineers who supervised work in Glacier National park were so impressed by this Rocky mountain character that they took him to Alaska to help with their operations there.

Sam says "horseback ridin has spoiled many a man for walkin"—just as "automobile drivin'll do for many more in years to come." After years of life in the saddle, he says, a man's legs get so bowed they don't stand up right to support the spine. He says he'd hate to say how "auto drivin's goin' to leave how "auto drivin's goin' to leave

MANHATTAN KS CHRONICLE

Lec 24, 1923

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AUSTIN. TEX. STATESMAN DECEMBER 25, 1923

Horseback Riding Spoils Walking Gait, Old Guide Avers

WASHINGTON, D. C. Dec. 25.— Sam Sansiver is the oldest guide in Glacier National Park. Sam "has been in the saddle since the was 12 years old" and he rides much easier than he walks.

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MOLINE E.I. DESP TUESDAY, DECEMBER 25, 1928.

Westerner Says Horseback Ridin' Roins Walkin' Gait

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RENO, NEV. CALETTE DECEMBER 27, 1923

YEARS IN SADDLE

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MENO, NEV., GAZETTE DECEMBER 27, 1023

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