



Advertising and Publicity Department
Records.
Great Northern Railway
Corporate Records.

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St. Paul, Minn., May 21, 1924.

GSW/O

Mr. A. J. Dickinson:-

I attach hereto statement of advertising expenses for the months of January, February and March, 1924, showing in detail amount spent for various items.

G. S. Wilson.

4013

Nelson

On Southern Pacific Train 16
September 6th, 1924.

Mr. A. J. Dickinson:

Have noted yours of August 30th file D-1 with statement of operating expenses for the month of June, which I return.

The explanation regarding advertising expenses is, of course, acceptable. Most of these things are beyond our control and I know of no way that we can exercise any particular supervision over these expenses at the present time.

W. P. Kenney. ✓

Milman

D-1

St. Paul, August 30th, 1934

Mr. W. P. Kenney:

Statement of operating expenses for June charges \$92,986.00 to "Traffic-Advertising". I attach a statement of the items of which we are aware totaling \$89,268.00. Page 1 is a recapitulation. The following pages carry detail of the 31 items included in the recap. The difference of \$3,718.00 between our total and that of the Accounting Department is due to unexplained items, the details of which I have not yet been able to get from the Accounting Department.

Newspaper and magazine advertising for July and the following months should be considerably less for Items 1, 2, 3 and 4.

Item 10 - Publicity \$10,423.00. \$2,153.00 of this is for the souvenir "Ever Ready" razors used in the Slogan Contest. The balance of this item is largely comprised of expenses incurred with the newspaper men's party and material which has been charged to advertising account the exhibition trains - the New "Oriental Limited" and the William Crooks. I presume we will continue to be charged with similar expense for the William Crooks train which is to be exhibited up to and including September.

Item 12, Illustrated Booklets, Folders, etc. \$11,703.00. We have stocked up with our advertising matter and literature to such an extent that we should be able to make a very material reduction for the next few months.

Item 17, Bulletin Boards \$3,750.00. This expense will continue up to and including the month of August when our contract for these boards at the Twin Cities and Chicago expires.

A. J. Dickinson.

Adv. Expenses

St. Paul, Minn., July 30, 1924.

GSW/O

Mr. A. J. Dickinson:-

Referring to your request that I furnish you statement covering advertising expenses for the month of May, and explain the principal items that go to make up this amount.

The advertising expense for the month of May according to our records is \$100,646.19 as per statement attached, which is \$199.25 lower than amount shown on operating sheet. This is accounted, no doubt, by labor charges in connection with the exhibition of the NEW "Oriental Limited" and the old train, which charges have not as yet reached this office. We seldom balance with the Auditing Department for the reason that certain bills are charged out by the Auditing Department in one month, and do not pass through our accounts until the following month. However, at the end of the year we should strike a balance.

The principal items going to make up amount shown on the operating sheet include \$21,963.80 for newspaper advertising off-line in connection with our NEW "Oriental Limited" and regular advertising schedule. The item of \$25,276.12 was account advertising in national magazines. As our heaviest magazine advertising was in the month of May this item appears very large. However, amount spent for magazine advertising in June will not amount to very much. Another item that seems to be quite large is the item of publicity. This includes photographs furnished Hoke Smith, and circular letter work in connection with publicity. You will note \$16,194.81 was spent for illustrated booklets, folders, etc. Nearly \$9,000 of this amount was spent for "The Call of the Mountains" booklet, and quite a large sum was spent in getting out special pamphlets advertising the exhibition of the NEW "Oriental Limited" and the old train. The item of \$4,050.00 for bulletin boards is the regular charge for bulletin boards in the Twin Cities and Chicago, and for painting board at Snelling Ave. and Hamline.

We are watching the advertising expenditures very closely, and will see that the expenditures are within the amount authorized for newspaper and magazine advertising. Our "Oriental Limited" schedule ran out July 9, regular newspaper advertising schedule July 19, and magazine advertising with the first issues in July, except that we will have a half page in National Geographic in August.

G. S. Wilson.

D-1

St. Paul, Sept. 29th, 1924

Mr. W. P. Kenney:

Statement of Operating Expenses for the Month of July charges \$55,579.65 to advertising. Attached are statements showing in detail the amount spent by and charged to this Department, according to our records, which totals \$58,335.89. This excess of \$2,756.24 is accounted for by the fact that some of the bills which we passed the latter part of July did not get through the Accounting Department in time to be included in their July figures.

There are no unusual expenditures for advertising as such except "Item 10 - Publicity", totalling \$4,415.53, which covers certain expenses of the newspaper men's party, the exhibition of the trains of the New "Oriental Limited" and the William Crooks.

"Item 17 - Bulletin Boards" - expense for bulletin boards at Chicago and the Twin Cities terminated with the expiration of our contract August 31st.

"Item 18 - Moving Pictures - \$1,702.45" - of this \$1347.95 covers the cost of preparing film for the newspaper men's party.

A.J. Dickinson.

St. Paul, Minn., Sept. 18, 1924.

GSW/O

Mr. A. J. Dickinson:-

The Auditor's statement of amount spent for advertising during the month of July shows a total of \$55,579.65. I attach hereto statement in detail showing the amount spent according to our records which totals \$58,335.89. We are \$2,756.24 higher than the Auditor's statement. This is accounted for by the fact that some of the July bills were taken into the Auditor's accounts in June, and their June statement was higher than our June statement. The same bills were not taken into our account until July which makes our figures higher for July.

I do not know as you will want an explanation of any of the items, but would call your attention to #10 Publicity which amounts to \$4,415.63, covering the exhibition of the William Crooks and old train.

G. S. Wilson. ✓

St. Paul, Minn., Nov. 13, 1924.

RS/2

Mr. E. H. Wilde:-

In reply to your memo of November 1
relative to amount spent for advertising Twin City-Duluth
train service.

The following is list of newspapers and
amount spent during the month of October.

St. Paul Daily News.....	\$365.07
St. Paul Dispatch & Pioneer Press.....	1037.40
Minneapolis Journal.....	525.24
Minneapolis Tribune.....	668.64
Duluth Herald.....	377.15
Duluth News-Tribune.....	315.63
Superior Telegram.....	160.86

Total.....\$3449.99

G. S. Wilson.

Handwritten notes:
HED
200
much GSW
11/9/24
GSR
altogether
too much
N

D-1

St. Paul, November 5th, 1924

Mr. W. P. Kenney:

Statement of Operating Expenses for August, 1924 charges us with \$36,986.46, for passenger advertising.

Enclosed is recapitulation and detail of items passed by this office for voucher during August which totals \$42,474.47. This is \$5,488.01 higher than what the Accounting Department charges against us but is due to the fact that some of our bills which are passed in August are not taken into account by the Auditor until the following month, etc. Our statements from month to month, therefore, will not balance with the Accounting Department but will strike a balance for the whole year.

Item 1 - Advertising in Newspapers on Line of Great Northern Railway \$6860.85 - of this \$6,835.82 is for advertising in Sioux City, Duluth, Superior, St. Paul and Minneapolis daily papers.

Item 2 - Newspapers Published Off Line \$9,594.34 - most of this is comprised of \$1,644.45 paid Doremus & Company and \$7,245.41 paid the McJunkin Company for advertising. This is advertising actually done in the month of July but paid for in the month of August.

Item 4 - Magazines, \$739.50 - of this \$500.00 is for the Railway Employees Time Book and is in the nature of a donation made under instructions from the President.

Item 5 Pictures, etc. \$1071.15 - of this \$900.00 is for two oil paintings by Charles M. Russell purchased by the President.

Item 10 Publicity \$1,317.59 - this expense was incurred for labor and material in connection with the William Crooks exhibition train.

Mr. W. F. Kenney - #2

Item 12. Illustrated Booklets \$2631.16 - \$98.73 is for invitations for the Employees' dinner at the Hotel Nicollet and Hotel Radisson in August. \$468.00 is for composition and proofs for the booklet "Debutante" subsequently called "Seven Sunsets".

Item 13. Electrocs and Cuts \$5,263.91 - of this \$2,258.21 is for art work for the "Seven Sunsets" and the Service Family booklet.

Item 17. Bulletin Boards \$4,111.84 - of this \$3750.00 is for "Oriental Limited" rental of bulletin boards at Chicago and in the Twin Cities, contract for which expired August 31st and has not been renewed. The bulletin boards, however, are still intact although at no expense to us since September 1st.

A. J. Dickinson.

B-1

St. Paul, November 3rd, 1934

Mr. C. S. Wilson:

Your GSW/O of October 24th with August, 1934 advertising expenditures.

Item 1 - Newspapers On Line, and Item 2 - Newspapers Off Line, look rather high. What advertising did we do in August to bring the total up to over \$18,000.00? Are any of these newspapers Public Relations talks?

A. J. Dickinson.

St. Paul, Minn., Oct. 24, 1924.

GSW/O

Mr. A. J. Dickinson:-

I attach hereto statement for the month of August 1924 showing advertising expenditures.

Our total you will note amounts to \$42,474.47 which is \$5,488.01 higher than advertising expenses for the month of August according to the records of the Auditor. It is seldom that we can balance with their records for the reason that some bills are charged out in the Auditing Department before they come through this office, and might be taken up by the Auditor in one month and not by this office until the following month, and vice versa.

G. S. Wilson. ✓

D-1

St. Paul, November 3rd, 1924

Mr. G. S. Wilson:

Your GSW/O of October 24th with August, 1924 advertising expenditures.

Item 1 - Newspapers On Line, and Item 2 - Newspapers Off Line, look rather high. What advertising did we do in August to bring the total up to over \$18,000.00? Are any of these newspapers Public Relations talks?

A. J. Dickinson. ✓

*Please see me
afds.*

St. Paul, Minn., Oct. 24, 1924.

GSW/0

Mr. A. J. Dickinson:-

I attach hereto statement for the month of August 1924 showing advertising expenditures.

Our total you will note amounts to \$42,474.47 which is \$5,488.01 higher than advertising expenses for the month of August according to the records of the Auditor. It is seldom that we can balance with their records for the reason that some bills are charged out in the Auditing Department before they come through this office, and might be taken up by the Auditor in one month and not by this office until the following month, and vice versa.

G. S. Wilson.

Pursell

St. Paul, Minn., July 16, 1924.

GSW/O

Mr. A. J. Dickinson:-

Referring to your letters of July 11 and 12 which concerns the difference in the amount of advertising expense for the month of May as taken from our records and the statement prepared by the Accounting Department, there being a difference of nearly \$60,000.

As I explained to you yesterday this difference is accounted for by the fact that some invoices are taken into account in the Accounting Department one month and not taken into account in our records until the following month, and vice versa.

We have now made an arrangement with the Accounting Department to send all vouchers to us that are chargeable to advertising that have not already passed through this office. If we receive them from the Accounting Department and enter them in our records, the accounts should balance at the close of the season. I am afraid, however, that we cannot balance the accounts monthly, for the reason - as stated above - that the same entries may not be made in the two accounts the same month.

I think, perhaps, it is a good plan to have all of the vouchers that are chargeable to advertising come to us, as we will then be in position to explain just where the money has been spent that has been charged to advertising. This we have not been able to do in the past, as a very large number of invoices chargeable to advertising never pass through this office. A number of these invoices, of course, are not legitimate advertising expenses, but from necessity must be charged to that account.

I am sure that the plan we have worked out is going to give us complete information and help us greatly in explaining our advertising expenditures.

G. S. Wilson.

Answer

D-1

St. Paul, July 12th, 1924

Mr. G. S. Wilson:

Referring to my letter of July 11th:

Attached is statement of advertising expenses January
to May, 1924. Your figures do not agree with those shown
by the Accounting Department. I wish you would take this
in hand at once and advise as quickly as possible what con-
stitutes the difference between their statements and ours
for each month. You better see Mr. Sterner about this
and ask him if it will not be possible for him to give us
the details of his monthly statements of advertising expenses.
We ought to have these figures at once because our executives
undoubtedly will call on us for an explanation.

A. J. Dickinson. ✓

D-1

St. Paul, July 11th, 1934

Mr. G. S. Wilson:

In the statement of operating expenses for the month of May, prepared by the Accounting Department, we are charged with \$100,755.44 advertising expense. Your memorandum accounts for only \$38,711.00. Are your figures correct and what comprises the difference of nearly \$62,000.00?

A. J. Dickinson. ✓

ADVERTISING EXPENSE

AS SHOWN IN
STATEMENT OF
OPERATING EX-
PENSES

\$22,420.50

20,325.36

26,767.91

35,031.69

100,755.44

702,300.90

January, 1924

February "

March "

April "

May "

AS SHOWN IN
MEMORANDUM FROM
ADVERTISING
DEPARTMENT

\$14,234.63

23,058.23

32,370.26

41,457.27

38,711.86

149,832.25

St. Paul, Minn., Sept. 18, 1924.

GSW/O

Mr. A. J. Dickinson:-

The Auditor's statement of amount spent for advertising during the month of July shows a total of \$55,579.65. I attach hereto statement in detail showing the amount spent according to our records which totals \$58,335.89. We are \$2,756.24 higher than the Auditor's statement. This is accounted for by the fact that some of the July bills were taken into the Auditor's accounts in June, and their June statement was higher than our June statement. The same bills were not taken into our account until July which makes our figures higher for July.

I do not know as you will want an explanation of any of the items, but would call your attention to #10 Publicity which amounts to \$4,415.63, covering the exhibition of the William Crooks and old train.

G. S. Wilson.

Ans. Exp.

D-1

St. Paul, August 1st, 1924

Mr. G. S. Wilson:

Referring to my letter of even date to Mr. Kenney:

We ought to have our advertising expenditures for each month recapped as you have done in this case coming as close as you can to the figure charged by the Accounting Department. Then we should be able to explain any item which amounts to more than \$1,000.00 by keeping a detail of each amount to show what is included in it.

A. J. Dickinson.✓

GREAT NORTHERN RAILWAY COMPANY

PASSENGER TRAFFIC DEPARTMENT

A. J. DICKINSON, PASSENGER TRAFFIC MANAGER
E. H. WILDE, GENERAL PASSENGER AGENT
F. T. HOLMES, ASSISTANT GENERAL PASSENGER AGENT

ST. PAUL, MINN.

IN YOUR REPLY REFER TO

Mr. W. P. Kenney - #3

Item 13 Illustrated Booklets, Folders, \$18,194.81. Of this \$9,000.00 alone was for editions of "The Call of the Mountains" booklet; the balance of it is taken up in our other forms of literature.

Item 17 Bulletin Boards \$4,050.00. This is contract price for bulletin boards in the Twin Cities and Chicago which will be discontinued after August 31st and also includes the cost of painting our own board on Snelling Avenue.

Our special advertising campaign devoted to the "Oriental Limited" ran out on July 9th. Our regular off-line newspaper advertising campaign expired July 19th and the magazine advertising in the July issues except that we will have a half page in the National Geographic in August.

Our advertising expenses for the month of June will probably also be heavy because of additional advertising done in connection with the "Oriental Limited", the Publishers Edition of the Oriental Limited and things of that sort. We have not noticed any charges as yet against advertising on account of the William Crooks and St. Paul & Pacific train which is being exhibited on the way back from the Coast.

Our advertising expense has been a matter of much concern to me and we have tried to keep it down to what our actual requirements would be to cover our regular advertising but there have been some unusual expenses in connection with special publications, etc. which undoubtedly will be eventually charged to advertising. I do not feel that this should cause us to curtail our outside soliciting force and because we have had heavy decreases in passenger revenue is all the more reason for active and intensive solicitation on the part of our outside men.

✓ Cy
GSWilson

A. J. Dickinson.

GREAT NORTHERN RAILWAY COMPANY

PASSENGER TRAFFIC DEPARTMENT

A. J. DICKINSON, PASSENGER TRAFFIC MANAGER
E. H. WILDE, GENERAL PASSENGER AGENT
F. T. HOLMES, ASSISTANT GENERAL PASSENGER AGENT

ST. PAUL, MINN.

IN YOUR REPLY REFER TO

D-1

St. Paul, August 1st, 1924

Mr. W. F. Kenney:

Answering yours of July 28th.

Attached is a recapitulation of advertising expenditures for the month of May as taken from Accounting Department figures. This amounts to \$100,646.10 - the difference, \$109.25, is undoubtedly comprised of small items of which we have not yet been advised.

Items 1 & 2, \$28,750.00 are for advertising in newspapers published on and off line and include not only our regular summer tourist and general advertising but also the special newspaper advertising for the New "Oriental Limited".

Item 4, Magazines \$25,276.12. This was for our general and summer tourist advertising in national magazines which ran from March to July with the bulk of our advertising in the month of May.

Item 10 Publicity \$9,518.91. About \$8,000.00 of this is labor, material and expenses of various kinds in connection with the exhibition train of the "Oriental Limited" which have been charged by the Accounting Department to advertising. It includes Mr. Hoke Smith's expense account \$237.10, press clipping service and things of that kind.

Item 11 Time Folders \$112.50 is a small item this month on account of no folder being issued as it was consolidated with the month of April.

St. Paul, Minn., Jan. 30, 1925.

GSW/O

Mr. A. J. Dickinson:

I attach hereto statement showing advertising expenses for the month of November, 1924, total amount \$48,897.19. This amount is \$2,174.32 higher than figures shown by Auditing Department which is accounted for by our taking some of the bills into account earlier than the Auditing Department.

G. S. Wilson.

Adv. Expense

*Put with
other papers
on this subject
"Duffie & Co."*

St. Paul, Minn., Jan. 5, 1925.

GSW/O

pp

Mr. A. J. Dickinson:

Referring to your letter of December 15 and returning copy of Mr. Leedy's letter of November 28 to Mr. Kenney explaining advertising expenditures so far as his department is concerned.

The item of \$1073.00 their office informs me is account of running a half page in the Minneapolis Tribune, a half page in the Minneapolis Journal, a half page in the St. Paul Daily News and a half page in the St. Paul Pioneer Press in connection with the National Dairy Show held last fall at the Minnesota State Fair Grounds. I believe that these ads were authorized by Mr. Kenney, he giving the authority direct to Mr. Leedy.

G. S. Wilson. ✓

D-1

St. Paul, December 15th, 1924

Mr. G. S. Wilson:

Please favor me with reply to my letter of December
1st relative to an advertising expense of \$1073.00.

A. J. Dickinson.

D-1

St. Paul, December 1st, 1924

Mr. G. S. Wilson:

Referring to letter from Mr. Leedy to Mr. Kenney, dated
November 28th, attached:

What do you know about this advertising expense of
\$1073.00? Please let me have particulars.

A. J. Dickinson.

St. Paul, Minn., Nov. 28, 1924.

Mr. W. P. Kenney:-

Referring to your notation to Mr. Dickinson on my letter of Nov. 14th, relative to a difference of \$15,000.00 charged to this department's expenses in 1923:

We have checked this up with the Auditor Disbursements and the principal items are as follows:

Contributions to Smith-Highes Schools & Boys and Girls Clubs	\$ 6692.03
---	------------

While it is necessary in the book-keeping to charge this amount to this department about all of it was returned immediately in passenger revenues from tickets purchased by these students.

Junior Live Stock Show	150.00
------------------------	--------

We have no record of this contribution.

Hoke Smith	Salary	\$3300.00	
	Expenses	<u>1727.50</u>	5027.50

The Auditor Disbursements has charged Hoke Smith's salary and expenses to this department but practically all of his services are devoted to the passenger department. I do not see why he should be charged to this department.

General advertisements in the four Twin City papers	1073.00
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This item was not shown in our original statement of advertising expenses as it was not direct immigration or development but considered general advertising and was vouchered by the advertising department. This one item increased our advertising expenses about 30% as we kept out 1923 advertising account down to the minimum.

Western Union Tolls

\$ 936.47

We did not have any record of this charge and it was not included in our original figures.

Telephone charges

161.00

We did not include this item as we had no record of it.

Postage charged to this department through the mail room

531.00

We had no record of this item

Total

\$14,571.00

There are several small items charged to this department that we did not ascertain the nature of that would make up the additional difference of about \$250.00.

E. C. Leedy.

cc- A. J. Dickinson ✓

Adv. Dept
for file
Russell

St. Paul, Minn., Dec. 17, 1924.

CH/O

Mr. A. J. Dickinson:

Your letter of December 16th
regarding report of advertising expenditures for
September.

The various items under "Publicity
Item 10" are subscribed to by Mr. Hoke Smith, and Item 20 -
the Dual City Blue Book was purchased by Mr. Wilson I
believe at the time the invitations were mailed out for
the New "Oriental Limited."

C. Herrin. ✓

[Handwritten signature]

Chicago, Ill.,
December 16, 1924.

Mr. Chas. Herrin --

Referring to advertising expenditures for September 1924:

Item 10 - Publicity - I notice there are items as follows:

Pacific Northwest Clippings	\$169.50
Pollock Clipping Bureau....	\$ 96.68
Lucas Clipping Bureau.....	27.45
Consolidated Press Clippings	49.80
Allens Press Clipping	5.91

Who subscribes to these services?

Item 20 - General Office Expenses - Who ordered the Dual
City Blue Book \$12.00 from Polk Company?

A. J. Dickinson

AJD/S

Held

St. Paul, Minn., Dec. 17, 1924.

CH/O

Mr. A. J. Dickinson:

Your letter of December 16th
regarding report of advertising expenditures for
September.

The various items under "Publicity
Item 10" are subscribed to by Mr. Hoke Smith, and Item 20 -
the Dual City Blue Book was purchased by Mr. Wilson. I
believe at the time the invitations were mailed out for
the New "Oriental Limited."

G. Herrin.

Chicago, Ill.,

December 16, 1924.

Great Northern Ry.

DEC 17 1924

Mr. Chas. Herrin --

Referring to advertising expenditures for September 1924:

Item 10 - Publicity - I notice there are items as follows:

Pacific Northwest Clippings	\$169.50
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Allens Press Clipping	5.91

Who subscribes to these services?

Item 20 - General Office Expenses - Who ordered the Dual City Blue Book \$12.00 from Polk Company?

A. J. Dickinson ✓

AJD/S

Chicago, Ill.,
December 16, 1924.

Mr. W. P. Kenney --

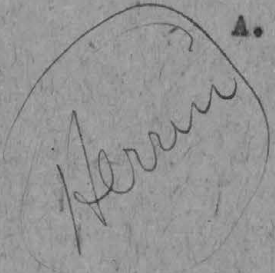
I enclose statement of advertising expenditures for the month of September 1924 totaling \$33,557.97. This is \$10,450.00 in excess of the amount charged to advertising on the statement of operating expenses for the same month and the difference is accounted for by bills which we took into our September account which had not reached the Accounting Department in time to get into their books for that month.

Item 10 - Publicity - Of this \$3,205.77, \$2474.90 is expenses for labor, material etc. in connection with the Wm. Crooks and exhibition train.

Item 21 - Miscellaneous - \$1782.00. Of this amount \$971.25 is for new binders for magazines on the Oriental Limited.

A. J. Dickinson

AJD/S



St. Paul, Minn., Mar. 11, 1924.

GSW/O

Mr. A. J. Dickinson:-

Referring to your letter of March 10
which concerns statement of advertising expenses.

This statement has been made for the
year of 1923, and copy is attached hereto.

We will have the expenses for January
and February, 1924, within the next few weeks.

G. S. Wilson. ✓

D-1

St. Paul, March 10th, 1924

Mr. G. S. Wilson:

The Advertising Department used to make up a statement each month showing our various items of expense chargeable to advertising. These I think were drawn off from the entries in the Accounting Department. This should be kept up each month so that we can know how much we are spending and for what purpose and be in a position to answer any inquiries that may come to us from the Vice-President as to advertising expense. Please advise.

A. J. Dickinson.

St. Paul, Minn., Mar. 11, 1924.

GSW/O

Mr. A. J. Dickinson:-

Referring to your letter of March 10
which concerns statement of advertising expenses.

This statement has been made for the
year of 1923, and copy is attached hereto.

We will have the expenses for January
and February, 1924, within the next few weeks.

G. S. Wilson.

D-1

St. Paul, March 10th, 1924

Mr. G. S. Wilson:

The Advertising Department used to make up a statement each month showing our various items of expense chargeable to advertising. These I think were drawn off from the entries in the Accounting Department. This should be kept up each month so that we can know how much we are spending and for what purpose and be in a position to answer any inquiries that may come to us from the Vice-President as to advertising expense. Please advise.

A. J. Dickinson.✓

ADVERTISING EXPENDITURES FROM JAN. TO DEC., 1923, INCL.

1.	Newspapers published on line of Great Northern.....	\$52,962.72
2.	" " off " " " "	36,293.42
3.	Periodicals published on line of Great Northern....	4,862.42
4.	Magazines.....	63,924.38
5.	Pictures, frames, boxing, etc.....	4,867.63
6.	Photos, lantern slides.....	3,567.67
7.	Cartage, freight, express, etc.....	2,990.05
8.	Postage and duty.....	728.48
9.	Miscellaneous printing and advertising.....	47,758.33
10.	Publicity.....	4,882.01
11.	Time Folders.....	42,735.41
12.	Illustrated booklets, folders, etc.....	30,706.86
13.	Electros and cuts.....	13,303.93
14.	Railroad and Steamship Guides.....	2,326.32
15.	Advertising Dept.....	14,306.88
16.	Maps and Plates.....	75.50
17.	Bulletin Boards.....	510.00
18.	Moving Pictures.....	5,486.34
19.	Lecture Work.....	843.55
20.	Ring Side Seat at Shelby.....	5,500.00

Total.....\$338,631.90

ADVERTISING EXPENDITURES FOR THE MONTH OF DEC., 1923

1.	Newspapers published on line of Great Northern.....	\$2201.64
2.	" " off " " " "	807.97
3.	Periodicals published on line of Great Northern.....	462.00
4.	Magazines.....	404.70
5.	Pictures, frames, boxing, etc.....	150.00
6.	Photos, lantern slides.....	232.00
7.	Cartage, freight, express, etc.....	57.98
8.	Postage and duty.....	52.00
9.	Miscellaneous printing and advertising.....	x3924.24
10.	Publicity.....	207.45
11.	Time Folders.....	3364.70
12.	Illustrated booklets, folders, etc.....	520.25
13.	Electros and cuts.....	143.68
14.	Railroad and steamship guides.....	193.86
15.	Advertising Dept.....	1456.86
16.	Maps and plates.....	47.50
17.	Bulletin Boards.....	
18.	Moving pictures.....	24.72
19.	Lecture Work.....	19.92
9x.	Includes \$3356.40 for calendars	

\$14,271.47

ADVERTISING EXPENDITURES FOR NOVEMBER, 1923.

1.	Newspapers published on line of Great Northern.....	\$6684.05
2.	" " off " " " "	616.22
3.	Periodicals published on line of Great Northern.....	5.22
4.	Magazines.....	746.44
5.	Pictures, frames, boxing, etc.....	200.00
6.	Photos, lantern slides.....	358.19
7.	Cartage, freight, express, etc.....	86.54
8.	Postage and duty.....	31.73
9.	Miscellaneous printing and advertising.....	5717.32
10.	Publicity.....	717.27
11.	Time Folders.....	3364.70
12.	Illustrated booklets, folders, etc.....	
13.	Electros and cuts.....	303.74
14.	Railroad and steamship guides.....	193.86
15.	Advertising Dept.....	1576.22
16.	Maps and plates.....	
17.	Bulletin boards.....	
18.	Moving pictures.....	
19.	Lecture Work.....	<u>12.35</u>
	Total Amount.....	\$20613.85

ADVERTISING EXPENDITURES FOR OCTOBER, 1923.

1.	Newspapers published on line of Great Northern.....	\$1385.66
2.	" " " off " " " "	276.56
3.	Periodicals published on line of Great Northern.....	487.56
4.	Magazines.....	354.00
5.	Pictures, frames, boxing, etc.....	6.70
6.	Photos, lantern slides.....	421.00
7.	Cartage, freight, express, etc.....	46.00
8.	Postage and duty.....	42.17
9.	Miscellaneous printing and advertising.....	1216.66
10.	Publicity.....	389.63
11.	Time Folders.....	3608.60
12.	Illustrated booklets, folders, etc.....	4531.65
13.	Electros and cuts.....	142.33
14.	Railroad and steamship guides.....	387.72
15.	Advertising Dept.....	1183.04
16.	Maps and plates.....	26.00
17.	Bulletin boards.....	
18.	Moving pictures.....	
19.	Lecture Work.....	55.28

Total Amount.....\$14,560.56

ADVERTISING EXPENDITURES FOR SEPT., 1923.

1.	Newspapers published on line of Great Northern.....	\$2057.18
2.	" " " off " " " "	1253.11
3.	Periodicals published on line of Great Northern.....	35.00
4.	Magazines.....	240.73
5.	Pictures, frames, boxing, etc.....	
6.	Photos, lantern slides.....	332.96
7.	Cartage, freight, express, etc.....	37.46
8.	Postage and duty.....	28.61
9.	Miscellaneous printing and advertising.....	905.08
10.	Publicity.....	804.54
11.	Time Folders.....	4585.30
12.	Illustrated booklets, folders, etc.....	7543.86
13.	Electros and cuts.....	88.33
14.	Railroad and steamship guides.....	193.86
15.	Advertising Dept.....	1203.57
16.	Maps and plates.....	2.00
17.	Bulletin Boards.....	
18.	Moving pictures.....	374.28
19.	Lecture Work.....	

Total Amount.....\$19,685.87

ADVERTISING EXPENDITURES FOR OCTOBER, 1923.

1.	Newspapers published on line of Great Northern.....	\$1385.66
2.	" " off " " " "	276.56
3.	Periodicals published on line of Great Northern.....	487.56
4.	Magazines.....	354.00
5.	Pictures, frames, boxing, etc.....	6.70
6.	Photos, lantern slides.....	421.00
7.	Cartage, freight, express, etc.....	46.00
8.	Postage and duty.....	42.17
9.	Miscellaneous printing and advertising.....	1216.66
10.	Publicity.....	389.63
11.	Time Folders.....	3608.60
12.	Illustrated booklets, folders, etc.....	4531.65
13.	Electros and cuts.....	142.33
14.	Railroad and steamship guides.....	387.72
15.	Advertising Dept.....	1183.04
16.	Maps and plates.....	26.00
17.	Bulletin boards.....	
18.	Moving pictures.....	
19.	Lecture Work.....	55.28

Total Amount.....\$14,560.56

ADVERTISING EXPENDITURES FOR NOVEMBER, 1923.

1.	Newspapers published on line of Great Northern.....	\$6684.05
2.	" " off " " " "	616.22
3.	Periodicals published on line of Great Northern.....	5.22
4.	Magazines.....	746.44
5.	Pictures, frames, boxing, etc.....	200.00
6.	Photos, lantern slides.....	358.19
7.	Cartage, freight, express, etc.....	86.54
8.	Postage and duty.....	31.73
9.	Miscellaneous printing and advertising.....	5717.32
10.	Publicity.....	717.27
11.	Time Folders.....	3364.70
12.	Illustrated booklets, folders, etc.....	
13.	Electros and cuts.....	303.74
14.	Railroad and steamship guides.....	193.86
15.	Advertising Dept.....	1576.22
16.	Maps and plates.....	
17.	Bulletin boards.....	
18.	Moving pictures.....	
19.	Lecture Work.....	12.35
	Total Amount.....	\$20613.85

ADVERTISING EXPENDITURES FOR THE MONTH OF DEC., 1923

1.	Newspapers published on line of Great Northern.....	\$2201.64
2.	" " " off " " " "	807.97
3.	Periodicals published on line of Great Northern.....	462.00
4.	Magazines.....	404.70
5.	Pictures, frames, boxing, etc.....	150.00
6.	Photos, lantern slides.....	232.00
7.	Cartage, freight, express, etc.....	57.98
8.	Postage and duty.....	52.00
9.	Miscellaneous printing and advertising.....	x3924.24
10.	Publicity.....	207.45
11.	Time Folders.....	3364.70
12.	Illustrated booklets, folders, etc.....	520.25
13.	Electros and cuts.....	143.68
14.	Railroad and steamship guides.....	193.86
15.	Advertising Dept.....	1456.86
16.	Maps and plates.....	47.50
17.	Bulletin Boards.....	
18.	Moving pictures.....	24.72
19.	Lecture Work.....	19.92
9x.	Includes \$3356.40 for calendars	

\$14,271.47

St. Paul, Minn., Dec. 4, 1923.

CH/O

Mr. A. J. Dickinson:-

I am attaching hereto brief statement of our estimated advertising expenditures for the year 1924.

This calls for a total of \$268,338. Assuming that Mr. Leedy will require the same amount as last year for agricultural requirements, viz., \$50,000, this makes a total of \$318,338.

You may wish to compare these figures with the amount asked for by the Northern Pacific Railway for 1924 which as per your letter to Mr. Kenney of December 3 amounts to \$324,000. In the case of the Northern Pacific however, the amount asked for does not include salaries which in our case amounts to \$12,538, so that actually the Northern Pacific are asking for \$18,200 more than we are, our total assuming that Mr. Leedy's requirements are the same as last year, being \$318,338.

Our estimated advertising expenditures for the current year, not including Mr. Leedy's campaign, is \$283,265, and we are asking for 1924 \$268,338 which I believe is a conservative estimate.

G. S. Wilson.

667

ESTIMATED ADVERTISING EXPENDITURES FOR 1924

1. Newspapers on line of Great Northern Railway.....\$45,000

This amount will permit us to carry on a fairly active campaign where our competition is severest, viz., St. Paul, Minneapolis, and cities of the East End, and especially in Seattle, Spokane, Tacoma, Portland, Vancouver, etc., on the West End, also includes San Francisco and Los Angeles papers.

2. Newspapers off-line of Great Northern Railway..... 40,900

This amount is asked for so that we may increase the extent of our newspaper campaign in eastern cities where we have representatives starting one or two weeks earlier and closing a week later than last year, also increasing the number of insertions or the size of space as we see fit. This is very necessary if we are to secure maximum value from our foreign newspaper advertising. This advertising will appear in newspapers in the following cities: Washington, D.C., Buffalo, N.Y., Cincinnati, Ohio, Detroit, Mich., Cleveland, Ohio, Pittsburgh, Pa., New York City, N. Y., Brooklyn, N.Y., Boston, Mass., Philadelphia, Pa., Chicago, Ill., Milwaukee, St. Louis, Kansas City, Des Moines, Ia.

3. Periodicals published on line of Great Northern Railway..... 5,000

Such as Portland Spectator, Oregon Voter, school magazines in St. Paul, etc.

4. Magazines..... 32,000

As per list attached.

5. Pictures, frames, boxing, etc..... 4,000

6. Photos, lantern slides, etc..... 2,000

7. Cartage, freight, express, etc..... 2,000

8. Postage and duty,..... 500

9. Miscellaneous printing and advertising..... 36,000

10. Publicity..... 3,000

This covers expenses of photographers, Kabel, etc., and publicity representative at Glacier National Park during summer of 1924, also any artist, moving picture expedition, etc. Cannot be definitely figured but believe amount asked for will cover.

11. Time Folders..... 42,000

12. Illustrated booklets and folders..... 25,000

13. Electros and cuts..... 12,000

14. Railroad and steamship guides..... 2,500

15. Advertising Department (Salaries, expenses, etc.)..... 12,538

16. Maps and map plates..... 300

17. Bulletin Boards..... 500

Covers repaint on billboards located on company property on West End.

18. Moving Pictures..... \$ 3,000

(For purchase of Pacific Northwest pictures
made by Mills, Bell & Co. this summer)

19. Lecture Work..... 1,000

This covers expenses of lecturers such as
John Philp, and cost of shipping motion
picture film, slides, etc.

TOTAL.....\$268,338

St. Paul, Dec. 4, 1923.

MR. A. J. DICKINSON -

Yours of the 3rd, file D-1:

The Northern Pacific do much larger passenger business than we do, especially competitive business, and their advertising is naturally more than ours.

However, we have been more liberal this year, than we have for many years, and of course, it is necessary to keep it within bounds.

W. P. KENNEY. ✓

St. Paul, Minn., Dec. 4, 1923.

CH/O

Mr. A. J. Dickinson:-

I am attaching hereto brief statement of our estimated advertising expenditures for the year 1924.

This calls for a total of \$268,338. Assuming that Mr. Leedy will require the same amount as last year for agricultural requirements, viz., \$50,000, this makes a total of \$318,338.

You may wish to compare these figures with the amount asked for by the Northern Pacific Railway for 1924 which as per your letter to Mr. Kenney of December 3 amounts to \$324,000. In the case of the Northern Pacific however, the amount asked for does not include salaries which in our case amounts to \$12,538, so that actually the Northern Pacific are asking for \$18,200 more than we are, our total assuming that Mr. Leedy's requirements are the same as last year, being \$318,338.

Our estimated advertising expenditures for the current year, not including Mr. Leedy's campaign, is \$283,265, and we are asking for 1924 \$268,338 which I believe is a conservative estimate.

G. S. Wilson.

LIST OF MAGAZINES

<u>Name</u>	<u>Insertions</u>	<u>Rate</u>		<u>Circulation</u>
Saturday Evening Post	2/2	\$3500.	\$7,000.	2,350,000
National Geographic	5/2	950.	4,750.	820,000
Literary Digest	5/2	2700.	13,500.	1,400,000
The Outlook	5/2	270.	1,350.	87,000
Normal Instructor	5/2	250.	1,250.	159,000
✓Harvard) Yale) Princeton)	5/2 each	25.	375.	
✓Nast Group	1/4	700.	700.	
✓Vanity Fair)				95,000
✓Vogue)				141,000
✓House & Garden)				87,000
✓Travel	4/4	62.50	250.	30,000
✓Forbes	2/2/	200.	400.	33,000
✓Country Life	2/2	266.	532.	24,000
✓Where to Go Page				
✓Century	4/50 11.	9.00	1,800.	750,000
✓Atlantic				
✓Harpers				
✓Scribners				
✓Worlds Work				
Review of Review				
✓Canadian Mag.				

\$31,907.

1923.....\$30,600.

Milam

D-1

St. Paul, December 3rd, 1923

Mr. W. P. Kenney:

Referring to the attached:

Mr. Smith told me December 1st that the estimated advertising expense of the Northern Pacific for the year 1923 amounted to \$358,000.00. Their appropriation was \$380,000.00. This does not include any advertising expense for a public relations campaign. He said that the Company spent nothing for such purposes this year. He has revised his appropriation for 1924 and will ask for \$324,000.00 but this will not include salaries and expenses amounting to about \$20,000.00. However, it will include folders, estimated at \$40,000.00. Mr. Smith said that whatever the Northern Pacific may spend during the coming year for their public relations campaign will not be taken out of or charged to their advertising appropriation.

The Great Northern's advertising expenses up to and including August was \$262,736. In September we were given a credit of \$9,800.00 due to the adjustment made by transferring the public relations advertising on the books. Our October advertising expense was \$30,329.00, making our net advertising expense from January to October, inclusive, \$283,265.00. I do not think that our advertising expense for the months of November and December will run over \$40,000.00 so that our expense should be something like \$325,000.00 as compared with \$358,000.00 for the Northern Pacific.

A. J. Dickinson.

*BT
JW*

*Noted
CWO*

let 318,000. app 380,000.
did not include public relations
none spent for this in 1923.

1924 324,000.

does not include
salaries expenses ~~20,000~~ 20,000.
does include folders. \$40,000

Post	$\frac{3}{2}$	@	\$3500	=	7000	2,350.000
					4750	820.000
gag	$\frac{5}{2}$	@	950	=		1,400.000
siget	$\frac{5}{2}$	@	2700	=	13500	87.000
Outlook	$\frac{5}{2}$	@	270	=	1350	
Normal hist	$\frac{5}{2}$	@	250	=	1250	159.000

Harvard	}	$\frac{5}{2}$	@	25	=	375	—
Yale							
Princeton	each						
Post Group	}	$\frac{1}{4}$	@	700	=	700	323.000
Van Gair							
roque							
Hogard							

$\left. \begin{array}{l} 92.m \\ 141.m \\ 87.m \end{array} \right\}$

Travel	$\frac{4}{4}$	@	62 ¹⁰	=	250.	30.000
Forbes	$\frac{2}{2}$	@	200	=	400	33.000
Country Life	$\frac{2}{2}$		266	=	532	24000.

Where to go Page

Century	}	$\frac{4}{50 \text{ lines}}$	@	9 ⁰⁰	=	1800	750.000
Atlantic							
Harpers							
Scribners							
Wards Wash							
Review Review							
Canadian Mag							

\$31.907

1923 - \$30.600

$$\begin{array}{r}
 328 \\
 328 \\
 \hline
 656
 \end{array}$$

$$\begin{array}{r}
 141 \\
 187 \\
 \hline
 328 \\
 228 \\
 \hline
 95
 \end{array}$$

D-1

St. Paul, November 12th, 1923

Mr. G. S. Wilson:

I do not think it is necessary for us to prepare a formal advertising budget for 1924 but we should work up a statement showing what our advertising expense will be for 1923 and an estimate of what we will have to spend next year. This ought to be ready to put in Mr. Kenney's hands before December 1st.

A. J. Dickinson. ✓

gsmileau

D-1

St. Paul, October 29th, 1923

Mr. W. P. Kenney:

Answering yours of October 21st written on the St. Cloud Division.

Mr. Hess tells me that all advertising expenses in connection with the Public Relations campaign subsequent to July 1st will be charged to "General and Other Expenses" instead of to "Traffic Advertising" and that these expenditures prior to July 1st will be transferred to "General and Other Expenses" through a voucher which was made in September.

A. J. Dickinson.

Cy
GHHess

Adv. Expenses

St. Paul, Minn., Oct. 25, 1923.

GSW/O

Mr. A. J. Dickinson:-

Referring to the attached letter from Mr. Kenney concerning accounting charge of the Shelby Fight tickets, and expenses in connection with the public relations work.

I note Mr. Kenney advises that the fight tickets should be charged to "Advertising", but asks that we be careful to see that expenses in connection with the Public Relations Bureau is charged to other departments.

I have talked with Mr. Hess this morning, and he stated that before July 1st. expenses in connection with Public Relations Bureau was charged to "Traffic Advertising", but that he has since transferred these charges to "General and Other Expenses", and that since July 1st. all expenses in connection with the Public Relations Bureau has been charged to "General and Other Expenses", and that he will continue to do so in the future.

This for your information.

G. S. Wilson. ✓

*copy in
sup.*

WPK

On St. Cloud Division

Oct. 21, 1923.

Mr. A. J. Dickinson -

I have yours of the 11th, file D-2:

The Shelby Fight tickets should, of course, be charged to the Advertising Department, but the Public Relations Campaign expenditure, I understand Mr. Hess is going to charge to other departments.

Will you please talk to him and see this is done?

W. P. Kenney. ✓

St. Paul, Minn., Oct. 11th, 1923. 12

Mr. W. P. Kerney:-

Supplementing my letter of Oct. 9th concerning the Statement of Operating Expenses for six months ending June 30th.

I find that the Accounting Department have included in this \$210,083.00 the sum of \$20,443.00 expended in the public relations campaign; also an item of \$5,500.00 for Shelby flight tickets. There is also the item of \$400.00 a month retaining fee which we pay Berens & Co., which is additional expense over 1922 when the McJunkin Company handled our advertising account.

In this connection please see my letter of Aug. 28th.

A. J. Dickinson.

Mr. G. S. Wilson:

Just as soon as possible you should have our figures worked up by months from the Accounting Department statement so that our records will be up to date.

AJD.

St. Paul, Minn., Oct. 11th, 1923. D2

Mr. W. P. Kenney:-

Supplementing my letter of Oct. 9th concerning the Statement of Operating Expenses for six months ending June 30th.

I find that the Accounting Department have included in this \$210,083.00 the sum of \$20,443.00 expended in the public relations campaign; also an item of \$5,500.00 for Shelby Flight tickets. There is also the item of \$400.00 a month retaining fee which we pay Doremus & Co., which is additional expense over 1922 when the McJunkin Company handled our advertising account.

In this connection please see my letter of Aug. 28th.

A. J. Dickinson.

Mr. G. S. Wilson:

Just as soon as possible you should have our figures worked up by months from the Accounting Department statement so that our records will be up to date.

AJD.

ADVERTISING EXPENDITURES FROM JANUARY TO JUNE, 1923, INC.

1.	Newspapers published on line of Great Northern.....	\$43,471.44
2.	" " " off " " " "	<i>as follows</i>
3.	Periodicals published on line of Great Northern.....	2,911.74
4.	Magazines.....	61,091.89
5.	Pictures, frames, boxing, etc..	4,298.00
6.	Photos, lantern slides.....	1,988.80
7.	Cartage, freight, express. etc.....	408.57
8.	Postage and duty.....	489.90
9.	Miscellaneous printing and advertising.....	25,083.80
10.	Publicity.....	1,281.44
11.	Time Folders.....	15,483.36
12.	Illustrated booklets, folders, etc.....	17,520.48
13.	Electros and cuts.....	12,077.89
14.	Railroad and steamship guides.....	1,163.16
15.	Advertising Dept... ..1.....	6,597.80
16.	Maps and plates.....	
17.	Bulletin boards.....	510.00
18.	Moving pictures.....	5,087.34
19.	Lecture Work.....;	756.00
20.	Ring side seats at Shelby.....	5,500.00

TOTAL \$205,721.61

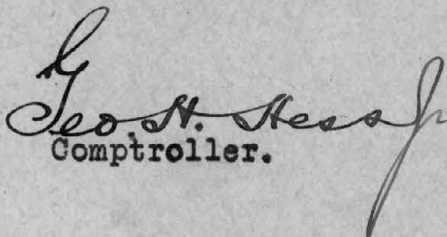
St. Paul, Minn., October 10, 1923.

Mr. A. J. Dickinson,
Passenger Traffic Manager.

Dear Sir:

In accordance with your verbal request yesterday
I enclose herewith memorandum showing analysis of amount
charged to "Advertising" for the six months ended June 30, 1923.
If any further details are wanted please let me know.

Yours truly,


Comptroller.

A.3

GREAT NORTHERN RAILWAY COMPANY

ACCOUNTING DEPARTMENT

ANALYSIS OF ACCOUNT "ADVERTISING" SIX MONTHS ENDED
JUNE 30th, 1923.

1. Public Relations	\$ 20,443.59 —
2. Newspaper and Magazine Adv.	82,403.32
3. Folders, etc.	34,250.32
4. Purchasing Agent (plates, engravings, etc.)	30,656.08
5. Salaries	6,571.75
6. Miscellaneous <i>19000 Shelly</i>	23,439.25
7. Photos of Glacier Park	2,148.38
8. Books of " "	4,670.57
9. Fight tickets	5,500.00
Total	\$ 210,083.26

Accounting Department
Disbursements Division
October 10th, 1923.

St. Paul, Minn., Oct. 9th, 1923.

D-2

Mr. W. P. Kenney:-

In Statement of Operating Expenses for six months ending June 30th Item 173 "Traffic Advertising" shows \$208,398.00 as compared with \$113,455.00 for the same period last year.

I have asked the Accounting Department to give me the principal items which are charged to this account and will advise further as soon as possible.

I am of the opinion that they have charged our Public Relations Advertising expense to this item rather than to "Other Expenses" where it properly belongs.

A.J. Dickinson.

SKW

W

5-14

D-1

St. Paul, August 28th, 1923

Mr. W. P. Kenney:

Attached is a comparison of passenger traffic expenses for the six months' period ending June 30th, 1922 and 1923.

The increase in "Outside Agencies" is due to increase in force at such points as Philadelphia, Cincinnati, Detroit and St. Louis.

There is a decrease of \$10,000.00 in "Superintendence". \$6,700.00 in "Stationery & printing". The latter is due principally to the fact that it has not been necessary to issue so many tariffs as last year. There are, however, some joint and interdivision tariffs on which we are now working which will probably show an increase in the latter half of 1923.

The principal item of increase is \$96,000.00 in "Advertising". Of this amount there was an unusual expense of something over \$19,000.00 for advertising, issuing mailing cards, signs, posters, etc. in connection with the Dempsey-Gibbons fight at Shelby. About \$2,000.00 is chargeable to expense in connection with the New York Travel Show; \$740.00 for services of John Philp as lecturer, paid in 1923 but covering 1922 services; \$500.00 for 661 paintings purchased by the President; \$5,500.00 for fight tickets. This makes a total of about \$28,000.00. The remaining \$68,000.00 of the increase is largely accounted for by the fact that our advertising bills came in this year and were paid much earlier than in 1922. It should also be borne in mind that shortly after July 1st, 1922 we cut off practically all our advertising on account of the strike and other unfavorable conditions so that our advertising expense for the last half of this year will probably be higher than 1922.

19,000
2,000
740
500
5,500

27,740

Magazine

A. J. Dickinson.

St. Paul, Minn., Aug. 27, 1923.

GSW/O

Mr. A. J. Dickinson:-

I note in the statement of operating expenses for the period of six months ending June 30th there is an increase in advertising over the same period 1922 of approximately \$96,000.

In explanation of this beg to advise that our advertising bills came in earlier this year than last, and the total will, no doubt, be somewhat higher, as we cut off practically all of our advertising during the latter half of the year.

In further explanation of the heavy increase will say that we spent considerable money advertising in connection with the Dempsey-Gibbons prize fight at Shelby. I give you below list showing some of the larger items that entered into this expense:-

Pictures and window cards.....	\$600.00	
Mailing Cards (Randall Co.).....	1,200.00	
" " (McGill-Warner Co.)..	1,450.00	
" " (Webb Co.).....	288.00	
Engravings for Mailing Cards.....	2,488.00	
Thos. Gusack Co.(Shelby billboard).	300.00	
Babcock signs.....	121.00	
Twin Cities newspaper advertising..	7,500.00	
Shelby papers.....	57.00	
Montana papers.....	1,000.00	
West End papers.....	3,500.00	
Miscellaneous expenses.....	500.00	19404

This makes a total of over \$19,000.

In addition to the above the following items, no doubt, have been charged to advertising:

Prize fight tickets.....	5,500.00	
Oil paintings purchased.....	500.00	
Expense account trip of John Philp.	740.00	
Expense in connection with New York		
Travel Show.....	2,000.00	8740

This amounts to approximately \$9,000 more, making a total of about \$28,000.

G. S. Wilson.

St. Paul, Minn., August 25, 1923

W-2

Mr. W. P. Kenney:

Enclosed is a comparison of the passenger traffic expenses for the six months' period ending June 30, 1922 and 1923. You will note the principal item of increase is \$96,000 more advertising. Our advertising bills came in earlier this year than last and the total will no doubt be somewhat higher as we cut off practically all of our advertising during the latter half of the year.

Increase in outside agencies is due to the increased force in such points as Philadelphia, Cincinnati, Detroit, St. Louis, etc.

You will note a considerable decrease in the items of superintendence, \$10,000, and stationery and printing, \$6700. The latter decrease is due to the falling off in our tariff work but as we will have to revise a large portion of our joint and inter-division tariffs in the near future this item will probably show an increase in the latter half of the year.

A. J. Dickinson

St. Paul, Minn., August 25, 1923

W-2

Mr. W. P. Kenney:

Enclosed is a comparison of the passenger traffic expenses for the six months' period ending June 30, 1922 and 1923. You will note the principal item of increase is \$96,000 more advertising. Our advertising bills came in earlier this year than last and the total will no doubt be somewhat higher as we cut off practically all of our advertising during the latter half of the year.

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A. J. Dickinson

**STATEMENT OF OPERATING EXPENSES
FOR SIX MONTHS ENDING JUNE 30,
1923 AND JUNE 30, 1922**

	<u>1923</u>	<u>1922</u>
<u>TRAFFIC</u>		
Superintendence	\$70,214.75	\$ 80,541.18
Outside agencies	130,409.46	112,790.35
Advertising	208,298.83	112,455.47
Traffic associations	2,472.31	1,857.20
Industrial & Immig Bureaus	20,685.55	22,227.56
Insurance	19.60	" 4.33 or
Stationery & printing	15,053.06	21,736.09
Other expenses	-- --	336.91
Total	\$456,153.56	\$351,940.43
Increase	\$104,213.13	

<u>STATISTICS</u>		
Net tons & passgrs moved	2,684,304	2,831,159
Passgrs moved one mile	209,786,073	196,827,657
Trains hauled one mile	5,794,711	5,796,373
Loaded cars hauled one mile	30,082,980	33,231,276

**STATEMENT OF OPERATING EXPENSES
FOR SIX MONTHS ENDING JUNE 30,
1923 AND JUNE 30, 1922**

	<u>1923</u>	<u>1922</u>
<u>TRAFFIC</u>		
Superintendence	\$70,214.75	\$ 80,541.18
Outside agencies	130,409.46	112,790.35
Advertising	208,298.83	112,455.47
Traffic associations	2,472.31	1,857.20
Industrial & Immig Bureaus	20,685.55	22,227.56
Insurance	19.60	4.33 or
Stationery & printing	15,053.06	21,736.09
Other expenses	-- --	336.91
Total	<u>\$456,153.56</u>	<u>\$351,940.43</u>
Increase	\$104,213.13	

<u>STATISTICS</u>		
Net tons & passgrs moved	2,684,304	2,831,159
Passgrs moved one mile	209,786,073	196,827,657
Trains hauled one mile	5,794,711	5,796,373
Loaded cars hauled one mile	30,082,980	33,231,276

ADVERTISING EXPENDITURES FROM JANUARY TO AUGUST, 1923, Inc.

1.	Newspapers published on line of Great Northern.....	\$64,569.90 ?
2.	" " " off " " " "	739.31
3.	Periodicals published on line of Great Northern.....	3,872.64
4.	Magazines.....	63,178.91 -?
5.	Pictures, frames boxing, etc.....	4,510.93
6.	Photos, lantern slides.....	2,223.52
7.	Cartage, freight, express, etc.....	2,762.07
8.	Postage and duty.....	573.97
9.	Miscellaneous printing and advertising.....	35,995.03
10.	Publicity.....;	2,763.12
11.	Time Folders.....	27,812.11
12.	Illustrated booklets.....	18,111.10
13.	Electros and cuts.....	12,525.85
14.	Railroad and steamship guides.....	1,357.02
15.	Advertising Dept.....	9,887.19
16.	Maps and plates.....;	
17.	Bulletin Boards.....	510.00
18.	Moving Pictures.....	5,087.34
19.	Lecture work.....	756.00
20.	Ring side seats at Shelby.....	5,500.00

TOTAL \$262,736.01

ADVERTISING EXPENDITURES FROM JANUARY TO AUGUST, 1923, Inc.

1.	Newspapers published on line of Great Northern.....	\$64,569.90
2.	" " " off " " " "	739.31
3.	Periodicals published on line of Great Northern.....	3,872.64
4.	Magazines.....	63,178.91
5.	Pictures, frames boxing, etc.....	4,510.93
6.	Photos, lantern slides.....	2,223.52
7.	Cartage, freight, express, etc.....	2,762.07
8.	Postage and duty.....	573.97
9.	Miscellaneous printing and advertising.....	35,995.03
10.	Publicity.....	2,763.12
11.	Time Folders.....	27,812.11
12.	Illustrated booklets.....	18,111.10
13.	Electros and cuts.....	12,525.85
14.	Railroad and steamship guides.....	1,357.02
15.	Advertising Dept.....	9,887.19
16.	Maps and plates.....	
17.	Bulletin Boards.....	510.00
18.	Moving Pictures.....	5,087.34
19.	Lecture work.....	756.00
20.	Ring side seats at Shelby.....	5,500.00

TOTAL \$262,736.01

ADVERTISING EXPENDITURES FOR AUGUST, 1923.

1.	Newspapers published on line of Great Northern.....	\$4725.23
2.	" " off " " " "	608.71
3.	Periodicals published on line of Great Northern.....	456.98
4.	Magazines.....	317.98
5.	Pictures, frames, boxing, etc.....	106.00
6.	Photos, lantern slides.....	60.95
7.	Cartage, freight, express, etc.....	2095.02
8.	Postage and duty.....	19.20
9.	Miscellaneous printing and advertising.....	5905.61
10.	Publicity.....	578.72
11.	Time Folders.....	9355.20
12.	Illustrated booklets, folders, etc.....	
13.	Electros and cuts.....	110.44
14.	Railroad and steamship guides.....	
15.	Advertising Dept.....	1843.82
16.	Maps and plates.....	
17.	Bulletin boards.....	
18.	Moving pictures.....	
19.	Lecture Work.....	

Total Amount

\$26,183.86

ADVERTISING EXPENDITURES DURING JULY, 1923.

1.	Newspapers published on line of Great Northern.....	\$16,373.23
2.	" " off " " " "	130.60
3.	Periodicals published on line of Great Northern.....	503.92
4.	Magazines.....	1769.04
5.	Pictures, frames, boxing, etc.....	106.93
6.	Photos, lantern slides.....	173.77
7.	Cartage, freight, express, etc.....	258.48
8.	Postage and duty.....	64.87
9.	Miscellaneous printing and advertising.....	5005.62
10.	Publicity.....	902.96
11.	Time Folders.....	2973.55
12.	Illustrated booklets, folders, etc.....	590.62
13.	Electros and cuts.....	337.52
14.	Railroad and steamship guides.....	193.86
15.	Advertising Dept.....	1445.57
16.	Maps and plates.....	
17.	Bulletin boards.....	
18.	Moving pictures.....	
19.	Lecture Work.....	

Total Amount

\$30,830.54

ADVERTISING EXPENDITURES FROM JANUARY TO AUGUST, 1923, Inc

1.	Newspapers published on line of Great Northern.....	\$64,569.90
2.	" " off " "	759.31
3.	Periodicals published on line of Great Northern.....	3,872.64
4.	Magazines.....	63,178.91
5.	Pictures, frames boxing, etc.....	4,510.93
6.	Photos, lantern slides.....	2,223.52
7.	Cartage, freight, express, etc.....	2,762.07
8.	Postage and duty.....	573.97
9.	Miscellaneous printing and advertising.....	35,995.03
10.	Publicity.....	2,763.12
11.	Time Folders.....	27,812.11
12.	Illustrated booklets.....	18,111.10
13.	Electros and cuts.....	12,525.85
14.	Railroad and steamship guides.....	1,357.02
15.	Advertising Dept.....	9,887.19
16.	Maps and plates.....	
17.	Bulletin Boards.....	510.00
18.	Moving Pictures.....	5,087.34
19.	Lecture work.....	756.00
20.	Ring side seats at Shelby.....	5,500.00

TOTAL.

\$262,736.01

ADVERTISING EXPENDITURES FOR AUGUST, 1923.

1.	Newspapers published on line of Great Northern.....	\$4725.23
2.	" " off " " " "	608.71
3.	Periodicals published on line of Great Northern.....	456.98
4.	Magazines.....	317.98
5.	Pictures, frames, boxing, etc.....	106.00
6.	Photos, lantern slides.....	60.95
7.	Cartage, freight, express, etc.....	2095.02
8.	Postage and duty.....	19.20
9.	Miscellaneous printing and advertising.....	5905.61
10.	Publicity.....	578.72
11.	Time Folders.....	9355.20
12.	Illustrated booklets, folders, etc.....	
13.	Electros and cuts.....	110.44
14.	Railroad and steamship guides.....	
15.	Advertising Dept.....	1843.82
16.	Maps and plates.....	
17.	Bulletin boards.....	
18.	Moving pictures.....	
19.	Lecture Work.....	

Total Amount

\$26,183.86

ADVERTISING EXPENDITURES DURING JULY, 1923.

1.	Newspapers published on line of Great Northern.....	\$16,373.23
2.	" " off " " " " 	130.60
3.	Periodicals published on line of Great Northern.....	503.92
4.	Magazines.....	1769.04
5.	Pictures, frames, boxing, etc.....	106.93
6.	Photos, lantern slides.....	173.77
7.	Cartage, freight, express, etc.....	258.48
8.	Postage and duty.....	64.87
9.	Miscellaneous printing and advertising.....	5005.62
10.	Publicity.....	902.96
11.	Time Folders.....	2973.55
12.	Illustrated booklets, folders, etc.....	590.62
13.	Electros and cuts.....	337.52
14.	Railroad and steamship guides.....	193.86
15.	Advertising Dept.....	1445.57
16.	Maps and plates.....	
17.	Bulletin boards.....	
18.	Moving pictures.....	
19.	Lecture Work.....	

Total Amount

\$30,830.54

ADVERTISING EXPENDITURES FROM JANUARY TO JUNE, 1923, INC.

1.	Newspapers published on line of Great Northern.....	\$43,471.44
2.	" " " off " " " "	
3.	Periodicals published on line of Great Northern.....	2,911.74
4.	Magazines.....	61,091.89
5.	Pictures, frames, boxing, etc.	4,298.00
6.	Photos, lantern slides.....	1,988.80
7.	Cartage, freight, express. etc.....	408.57
8.	Postage and duty.....	489.90
* 9.	Miscellaneous printing and advertising.....	25,083.80
10.	Publicity.....	1,281.44
11.	Time Folders.....	15,483.36
12.	Illustrated booklets, folders, etc.....	17,520.48
13.	Electros and cuts.....	12,077.89
14.	Railroad and steamship guides.....	1,163.16
15.	Advertising Dept... ..l.....	6,597.80
16.	Maps and plates.....	
17.	Bulletin boards.....	510.00
18.	Moving pictures.....	5,087.34
19.	Lecture Work.....	756.00
20.	Ring side seats at Shelby.....	5,500.00

TOTAL \$205,721.61

St. Paul, Minn., Aug. 27, 1923.

GSW/O

Mr. A. J. Dickinson:-

I note in the statement of operating expenses for the period of six months ending June 30th there is an increase in advertising over the same period 1922 of approximately \$96,000.

In explanation of this beg to advise that our advertising bills came in earlier this year than last, and the total will, no doubt, be somewhat higher, as we cut off practically all of our advertising during the latter half of the year.

In further explanation of the heavy increase will say that we spent considerable money advertising in connection with the Dempsey-Gibbons prize fight at Shelby. I give you below list showing some of the larger items that entered into this expense:-

Pictures and window cards.....	\$600.00
Mailing Cards (Randall Co.).....	1,200.00
" " (McGill-Warner Co.)..	1,450.00
" " (Webb Co.).....	288.00
Engravings for Mailing Cards.....	2,498.00
Thos. Cusack Co. (Shelby billboard).	300.00
Babcock signs.....	121.00
Twin Cities newspaper advertising..	7,500.00
Shelby papers.....	57.00
Montana papers.....	1,000.00
West End papers.....	3,500.00
Miscellaneous expenses.....	500.00

This makes a total of over \$19,000.

In addition to the above the following items, no doubt, have been charged to advertising:

Prize fight tickets.....	5,500.00
Oil paintings purchased.....	500.00
Expense account trip of John Philp.	740.00
Expense in connection with New York	
Travel Show.....	2,000.00

This amounts to approximately \$9,000 more, making a total of about \$28,000.

G. S. Wilson.

Pictures & mounted cards ✓ 600.00

Randall ✓ 700.-

M. G. W. ✓ 1450.-

Engravings ✓ ~~2488.-~~

W. A. ✓ ~~288.-~~

~~57.80~~

Shelly papers

~~7500.00~~
63

Iron City papers

Montana papers ~~1000.-~~

8283.80

~~6360~~

14643.80

~~300.-~~

Lusie ✓

~~63500.-~~

West End

121.-

Babecca ✓

~~500.-~~

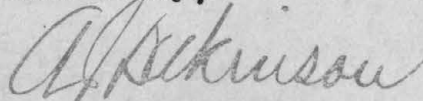
Incidental

19564.80

modern hotels and chalet camps afford an opportunity for entire rest and relaxation. The beauty spots are reached in perfect comfort by automobile, stage and launch. From each hotel and chalet, easy horseback or walking trips are available for even the veriest tenderfoot, while more rugged trails for those who prefer them will test the endurance of the experienced mountain climber. The lakes and streams of Glacier Park teem with gamey trout that will test your skill and tackle. The tours are so arranged that individual travelers may break their trans-continental journey to or from the North Pacific Coast with a stop at Glacier Park from morning to night of one day only or for the more fortunate, the visit can be extended to any number of days or weeks. There is no set tour you must follow.

If you will fill out the enclosed post card, we will send you, by return mail, our literature giving complete description of the Park with full information concerning hotel accommodations and transportation facilities.

Yours truly,

A handwritten signature in cursive script, appearing to read "A. H. Dickinson".

Passenger Traffic Manager.

Glacier National Park Season, June 15th to September 15th.
IN ALL THE WORLD, NO TRIP LIKE THIS.

Scale	55 00 00
1 Pint	5 00 00

Shelby add.

Inner folder

Philp 740 00

Travel Shumfic. 2nd

$$\begin{array}{r}
 126^0 \quad 6 \\
 \hline
 7560 \\
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 22 \frac{2}{3} \\
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 6360
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ADVERTISING EXPENDITURES DURING JUNE, 1923.

1.	Newspapers published on line of Great Northern.....	\$14,097.65
2.	" " " off " " " "	
3.	Periodicals published on line of Great Northern.....	1,806.38
4.	Magazines.....	29,233.40
5.	Pictures, Frames, Boxing, etc.....	1,051.40
6.	Photos, lantern slides.....	408.78
7.	Cartage, freight, express, etc.....	52.98
8.	Postage and duty.....	225.05
9.	Miscellaneous printing and advertising.....	5,263.43
10.	Publicity.....	253.35
11.	Time Folders.....	3,459.12
12.	Illustrated booklets, folders, etc.....	7,468.10
13.	Electros and cuts.....	2,960.71
14.	Railroad and Steamship Guides.....	193.86
15.	Advertising Dept. <i>(Islands)</i>	1,354.90
16.	Maps and Plates.....	
17.	Bulletin Boards.....	500.00
18.	Moving Pictures.....	3,995.84
19.	Lecture Work.....	16.00
20.	<i>Immigration</i>	
21.	Ring Side Seats at Shelby.....	5,500.00

Total	\$77,640.96
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ADVERTISING EXPENDITURES DURING JUNE, 1923.

1.	Newspapers published on line of Great Northern.....	\$14,097.65
2.	" " " off " " " "	
3.	Periodicals published on line of Great Northern.....	1,806.38
4.	Magazines.....	29,233.40
5.	Pictures, Frames, Boxing, etc.....	1,051.40
6.	Photos, lantern slides.....	408.78
7.	Cartage, freight, express, etc.....	52.98
8.	Postage and duty.....	225.05
9.	Miscellaneous printing and advertising.....	5,263.43
10.	Publicity.....	253.35
11.	Time Folders.....	3,459.12
12.	Illustrated booklets, folders, etc.....	7,468.10
13.	Electros and cuts.....	2,960.71
14.	Railroad and Steamship Guides.....	193.86
15.	Advertising Dept.....	1,354.90
16.	Maps and Plates.....	300.00
17.	Bulletin Boards.....	3,995.84
18.	Moving Pictures.....	16.00
19.	Lecture Work.....	
20.		
21.	Ring Side Seats at Shelby.....	5,500.00

Total	\$77,640.96
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ADVERTISING EXPENDITURES DURING MAY, 1923

1.	Newspapers on line of Great Northern.....	\$8,030.41
2.	" off " " "	
3.	Periodicals published on line of Great Northern.....	377.38
4.	Magazines.....	1,590.20
5.	Pictures, frames, boxing, etc.....	2,235.34 ✓
6.	Photos, lantern slides.....	395.98
7.	Cartage, freight, express, etc.....	91.42
8.	Postage and duty.....	213.58
9.	Miscellaneous Printing and Advertising.....	2,669.88 ✓
10.	Publicity.....	169.97
11.	Time Folders.....	2,898.60 ✓
12.	Illustrated booklets, folders, etc.....	8,198.55 ✓
13.	Electros and cuts.....	2,297.33
14.	Railway and steamship guides.....	193.86
15.	Advertising Department.....	1,286.60
16.	Maps and Plates.....	
17.	Bulletin Boards.....	
18.	Moving Pictures.....	520.37
19.	Lecture Work.....	740.00 C

Total \$31,909.47

Total \$31,909.47

St. Paul, Minn., June 28, 1923.

CH/O

Mr. E. H. Wilde:-

Referring to the attached from Mr.
Kenney.

I am giving you herewith statement
of advertising expenses for March and April, 1923, as
compared for the same period last year.

In March, 1922, we spent a total of
\$14,450.44 as against \$16,958.62 in March of this year.
In April, 1922, we spent \$17,126.87 as against \$56,723.52
for the same period this year. The increase for the month
of March this year over last year amounts to \$2,508.18.
The analysis shows that the increase is chargeable to two
items, one newspaper advertising on line, second, magazine
advertising off line. The advertising in newspapers on line
was incurred by Mr. Meldrum on the West End, and both this
and the magazine advertising are due to the fact that we
started much earlier this year than last year.

The increase for April this year over
last year amounts to \$39,596.65. Of this amount \$14,000
is chargeable to newspaper advertising on line, the result
of public relations advertising and Mr. Meldrum's west end
campaign. \$19,000 is chargeable to foreign magazine adver-
tising. This was billed earlier than last year. The balance
of this amount, a little over \$6,000, was due to the increased
cost of time folder over the same period last year caused by
radical changes in two issues of the folder.

To sum up our actual advertising expend-
itures are only about \$5,000 higher than last year due to
the personal relations advertising, and the balance is simply
a matter of bookkeeping, that is to say, it shows up earlier
than it did last year.

G. S. Wilson.

ADVERTISING EXPENDITURES
FOR
JANUARY - FEBRUARY - MARCH - APRIL, 1923

		<u>January</u>	<u>February</u>
1.	Newspapers on line of Great Northern	\$4,268.96	\$974.66
2.	" off " " " "		
3.	Periodicals published on line of Great Northern	98.00	40.00
4.	Magazines	336.35	649.85
5.	Pictures, frames, boxing, etc.	.86	424.15
6.	Photos, lantern slides	251.76	260.89
7.	Cartage, freight, express, etc.	51.02	39.99
8.	Postage, and duty	2.04	24.05
9.	Miscellaneous printing and advertising	6,839.08	1,971.66
10.	Publicity	324.28	348.89
11.	Time Folders	167.95	354.65
12.	Illustrated booklets, folders, etc.		
13.	Electros and cuts	1,331.45	1,093.58
14.	Railway and steamship guides	193.86	193.86
15.	Advertising Dept.	960.98	888.80
16.	Maps and plates		
17.	Bulletin boards		
18.	Moving pictures	364.67	32.78
		<u>\$15,191.26</u>	<u>\$7,297.81</u>
		1922- \$3,294.22	5,425.65
	<u>March</u>	<u>April</u>	
1.	\$1,858.22	\$14,241.54	
2.			
3.	129.00	461.00	
4.	5,448.22	23,833.87	
5.	586.25		
6.	377.79	293.60	
7.	77.58	95.58	
8.	14.16	11.02	
9.	3,534.23	4,805.52	
10.	42.27	142.68	
11.	65.30	8,537.74	
12.	1,254.30	599.53	
13.	2,336.19	2,058.63	
14.	193.86	193.86	
15.	1,036.25	1,070.27	
16.			
17.		210.00	
18.	5.00	168.68	
	<u>\$16,958.62</u>	<u>\$56,723.52</u>	
1922-	14,450.44	17,126.87	

Total for first four months

\$96,171.21

PSW
To note
CA

ADVERTISING EXPENDITURES DURING JANUARY, 1923

1.	Newspapers on line of Great Northern.....	\$4,268.96
2.	" " " " off " " " "	
3.	Periodicals published on line of Great Northern.....	98.00
4.	Magazines.....	336.35
5.	Pictures, frames, boxing, etc.....	.86
6.	Photos, lantern slides.....	251.76
7.	Cartage, freight, express, etc.....	51.02
8.	Postage, and duty.....	2.04
9.	Miscellaneous printing and advertising.....	6,839.08
10.	Publicity.....	324.28
11.	Time folders.....	167.95
12.	Illustrated Booklets, folders, etc.....	
13.	Electros and cuts.....	1,331.45
14.	Railway and Steamship Guides.....	193.86
15.	Advertising Dept.....	960.98
16.	Maps and plates.....	
17.	Bulletin boards.....	
18.	Moving pictures.....	364.67
19.	Lecture work.....	
20.	Immigration Requirements.....	
21.	National Editorial Association.....	
22.	Operating Dept. Requirements.....	

Total.....\$15,191.26

REPORT OF ADVERTISING DEPT. EXPENDITURE DURING
OCTOBER, NOVEMBER & DECEMBER, 1922

	<u>October</u>	<u>November</u>	<u>December</u>
1. Newspapers on Line of GN.....	\$2,773.40	\$1,822.39	\$5,216.56
2. " off " " "			
3. Periodicals published on line of GN...	230.33	16.00	70.00
4. Magazines	640.20	32.00	808.68
5. Pictures, frames, boxing, etc.	9.65	594.62	401.00
6. Photos, lantern slides.....	374.07	339.07	469.70
7. Cartage, freight, express, etc.	32.87	20.75	41.25
8. Postage, duty, etc.	4.80	8.50	50.43
9. Miscellaneous printing & advertising..	794.08	1,089.07	1,184.05
10. Publicity	1089.78	601.59	400.08
11. Time Folders	77.08	93.39	18.18
12. Illustrated booklets, folders, etc.	21.94	548.76	
13. Electrocs and cuts	331.67	491.48	1,124.19
14. Railway and steamship guides	387.72	193.86	193.86
15. Advertising Dept.	716.15	729.77	812.25
16. Maps and plates			
17. Bulletin boards			
18. Moving Pictures		19.53	44.58
19. Lecture Work			
20. Immigration Requirements.....			
21. National Editorial Ass'n.			
22. Operating Dept. Requirements.....			

\$7483.74 \$6,600.78 \$10,834.81 ✓

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>
1.			\$131.32	\$ 104.80	\$1,746.77	\$3,880.40
2.	\$ 38.11		198.00	57.50	9,811.51	14,921.00
3.	35.20	136.45	268.21	237.50	212.13	1,073.52
4.	400.00	25.00	2,708.59	4,111.82	1,713.60	17,519.15
5.	13.40	521.70	2.00	274.28	53.90	6.05
6.	253.91	70.26	62.68	374.90	399.50	1,615.95
7.	50.09	45.53	229.68	42.22	65.45	52.67
8.				259.05	181.64	23.33
9.	2,110.78	1,283.65	1,048.25	3,168.24	1,538.28	2,130.78
10.	42.13	102.88	64.86	64.03	203.11	449.22
11.	90.40	2,894.00	2,844.75	3,143.90		91.00
12.		21.40	3,721.00	3,660.38	166.30	2,130.78
13.	32.09	98.77	1,329.44	116.42	4,035.39	3,150.18
14.	193.86	193.86	193.86	387.72		
15.		27.15		105.05	293.80	312.90
16.			761.00	93.50	73.38	
17.						
18.	34.25	5.00	331.25	370.11	76.65	
19.						
20.					555.55	35.00
21.			555.55	555.55		
22.						

\$3294.22 \$5,425.65 \$14,450.44 \$17,126.87 \$41,127.01 \$47,356.93

	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
1.	\$3,368.04	\$2,148.33	\$2,428.26	18. 14.81		
2.	2,553.85			21.		441.99
3.	117.54	347.40	145.25	22.255.55		1,197.45
4.	475.00	425.00	28.00	\$22325.46	\$17,299.	\$10,652.69
5.	609.46		32.52		48	
6.	109.53	155.65	161.57			
	87	243.95	195.49			
	8	21.42	111.40	Total for the year		
	1	1,237.95	1,326.56			
	9	1,211.25	868.78			\$183,978.08
	0	7,780.30	115.06			
		3,150.31	2,525.00			
		113.77	641.95			
		193.86	193.86			
		270.30	140.05			
			99.50			

REPORT OF ADVERTISING DEPT. EXPENDITURES DURING
OCTOBER, NOVEMBER & DECEMBER, 1922

	<u>October</u>	<u>November</u>	<u>December</u>
1. Newspapers on line of GN.....	\$2,773.40	\$1,822.39	\$5,216.56
2. " off " " "			
3. Periodicals published on line of GN...	230.33	16.00	70.00
4. Magazines	640.80	32.00	808.68
5. Pictures, frames, boxing, etc.	9.65	594.62	401.00
6. Photos, lantern slides.....	374.07	339.07	469.70
7. Cartage, freight, express, etc./.....	32.87	20.75	41.25
8. Postage, duty, etc.	4.80	8.50	50.43
9. Miscellaneous printing & advertising..	794.08	1,089.07	1,184.05
10. Publicity	1089.78	601.59	400.08
11. Time Folders	77.08	93.39	18.18
12. Illustrated booklets, folders, etc.....	21.94	548.76	
13. Electros and cuts	331.67	491.48	1,124.19
14. Railway and steamship guides	387.72	193.86	193.86
15. Advertising Dept.	716.15	729.77	812.25
16. Maps and plates			
17. Bulletin boards			
18. Moving Pictures		19.53	44.58
19. Lecture Work			
20. Immigration Requirements.....			
21. National Editorial Ass'n.			
22. Operating Dept. Requirements.....			

\$7483.74 \$6,600.78 \$10,834.81

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>
1.			\$131.32	\$ 104.80	\$1,746.77	\$3,880.40
2.	\$ 38.11		198.00	57.50	9,811.51	14,921.00
3.	35.20	136.45	268.21	237.50	212.18	1,073.52
4.	400.00	25.00	2,708.58	4,111.82	1,713.60	17,519.15
5.	13.40	521.70	2.00	274.28	53.90	6.05
6.	253.91	70.26	62.68	374.90	399.50	1,615.95
7.	50.09	45.53	229.68	42.22	65.45	52.67
8.				259.05	181.64	23.33
9.	2,110.78	1,283.65	1,048.25	3,168.24	1,538.28	2,130.78
10.	42.13	102.88	64.86	64.03	203.11	449.22
11.	90.40	2,894.00	2,844.75	3,143.90		91.00
12.		21.40	3,721.00	3,660.38	166.30	2,130.78
13.	32.09	98.77	1,329.44	116.42	4,035.39	3,150.18
14.	193.86	193.86	193.86	387.72		
15.		27.15		105.05	293.80	312.90
16.			751.00	93.50	73.38	
17.						
18.	34.25	5.00	331.25	370.11	76.65	
19.						
20.					555.55	35.00
21.			555.55	555.55		
22.						
	\$3294.22	\$5,425.65	\$14,450.44	\$17,126.87	\$41,127.01	\$47,356.93

	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
1.	\$3,368.04	\$2,148.33	\$2,428.26	18. 14.81		
2.	2,553.85			21.		441.99
3.	117.54	347.40	145.25	22.255.55		1,197.45
4.	475.00	425.00	28.00	\$22325.46	\$17,299.48	\$10,652.69
5.	609.46		32.52			
6.	109.53	155.65	161.57			
7.	61.87	243.95	195.49			
8.	1.88	21.42	111.40	Total for the year		
9.	3,237.71	1,237.95	1,326.56			
10.	458.49	1,211.25	868.78		\$183.978.08	
11.	620.00	7,780.30	115.06			
12.	9,156.09	3,150.31	2,525.00			
13.	780.98	113.77	641.95			
14.	193.86	193.86	193.86			
15.	275.80	270.30	140.05			
16.			99.50			

REPORT OF ADVERTISING DEPT. EXPENDITURES DURING SEPTEMBER, 1922.

1.	Newspapers on line of Great Northern.....	\$2,428.26
2.	" off " " " " "	
3.	Periodicals published on line of Great Northern.....	145.25
4.	Magazines.....	28.00
5.	Pictures, frames, boxing, etc.....	32.52
6.	Photos, lantern slides.. ..	161.57
7.	Cartage, freight, express, etc.,.....	195.49
8.	Postage and duty.....	111.40
9.	Miscellaneous printing and advertising.....	1,326.56
10.	Publicity.....	868.78
11.	Time Folders.....	115.06
12.	Illustrated booklets, folders, etc.....	2,525.00
13.	Electros and cuts.....	641.95
14.	Railroad and steamship guides.....	193.86
15.	Advertising Dept.....	140.05
16.	Maps and plates.....	99.50
17.	Bulletin boards.....	
18.	Moving pictures.....	
19.	Lecture Work.....	
20.	Immigration Requirements.....	
21.	National Editorial Association.....	441.99
22.	Operating Dept. Requirements.....	1,197.45
		<u>\$10,652.69</u>

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>
1. \$	\$		\$ 131.32	\$ 104.80	\$1,746.77	\$3,880.40
2. 38.11			198.00	57.50	9,811.51	14,921.00
3. 35.20		136.45	268.21	237.50	212.18	1,073.52
4. 400.00		25.00	2,708.59	4,111.82	1,713.60	17,519.15
5. 13.40		521.70	2.00	274.28	53.90	6.05
6. 253.91		70.26	62.68	374.90	399.50	1,615.95
7. 50.09		45.53	229.68	42.22	65.45	52.67
8.				259.05	181.64	23.33
9. 2,110.78		1,283.65	1,048.25	3,168.24	1,538.28	2,130.78
10. 42.13		102.88	64.86	64.03	203.11	449.22
11. 90.40		2,894.00	2,844.75	3,143.90		91.00
12.		21.40	3,721.00	3,660.38	166.30	2,130.78
13. 32.09		98.77	1,329.44	116.42	4,035.39	3,150.18
14. 193.86		193.86	193.86	387.72		
15.		27.15		105.05	293.80	312.90
16.			761.00	93.50	73.38	
17.						
18. 34.25		5.00	331.25	370.11	76.65	
19.						
20.					555.55	35.00
21.			555.55	555.55		
22.						
	\$3,294.22	\$5,425.65	\$14,450.44	\$17,126.87	\$41,127.01	\$47,356.93

<u>JULY</u>	<u>AUGUST</u>
1. \$3,368.04	\$2,148.33
2. 2,553.85	
3. 117.54	347.40
4. 475.00	425.00
5. 609.46	
6. 109.53	155.65
7. 61.87	243.94
8. 1.89	21.42
9. 3,237.71	1,237.95
10. 458.49	1,211.25
11. 620.00	7,780.30
12. 9,156.09	3,150.31
13. 780.98	113.77
14. 193.86	193.86
15. 275.80	270.30
16.	
17.	
18. 14.81	
19.	
20.	
21. ²² 255.55	
\$22,325.46	\$17,299.48

Total for the first nine months.....\$159,058.75

REPORT ON ADVERTISING DEPT. EXPENDITURES FOR MAY, 1922.

1.	Newspapers on line of Great Northern.....	\$1746.77
2.	" off " " " " "	9811.51
3.	Periodicals published on line of Great Northern.....	212.18
4.	Magazines.....	1713.60
5.	Pictures, Frames, Boxing, etc.....	53.90
6.	Photos, lantern Slides.....	399.50
7.	Cartage, Freight, Express.....	65.45
8.	Postage & Duty.....	181.64
9.	Miscellaneous Printing & Advertising.....	1538.28
10.	Publicity.....	203.11
11.	Time Folders.....	
12.	Illustrated Booklets, Folders, etc.....	166.30
13.	Electros & Cuts.....	\$035.39
14.	Railroad & Steamship Guides.....	
15.	Advertising Dept. (Temp.help).....	293.80
16.	Maps & Plates.....	73.38
17.	Bulletin Boards.....	
18.	Moving Pictures & Supplies.....	76.65
19.	Lecture Work	
20.	Immigration Requirements.....	
21.	National Editorial Convention....	555.55

Total \$21127.01

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>
1.	\$		\$131.32	\$104.80
2.	38.11		198.00	57.40
3.	35.20	\$136.45	268.21	237.50
4.	400.00	25.00	2708.59	4111.82
5.	13.40	521.70	2.00	274.28
6.	253.91	70.26	62.68	374.90
7.	50.09	45.53	229.68	42.22
8.				259.05
9.	2110.78	1283.65	1048.25	3168.24
10.	42.13	102.88	64.86	64.03
11.	90.40	2894.00	2844.75	3145.90
12.		21.40	3721.00	3660.38
13.	32.09	98.77	1329.44	116.42
14.	193.86	193.86	193.86	387.72
15.		27.15		105.05
16.			761.00	93.50
17.				
18.	34.25	5.00	331.25	370.11
19.				
20.				
21.			555.55	555.55
	<u>\$3294.22</u>	<u>\$5425.65</u>	<u>\$14,450.44</u>	<u>\$17126.87</u>

Total for the first five months, 1922, \$61,424.19

REPORT ON ADVERTISING DEPT. EXPENDITURES FOR APRIL, 1922.

1.	Newspapers on Line of Great Northern.....	\$104.80
2.	" " off " " " "	57.40
3.	Periodicals published on Line of Great Northern.....	237.50
4.	Magazines.....	4111.82
5.	Pictures, Frames, Boxing, etc.....	274.28
6.	Photos, Lantern Slides.....	374.90
7.	Cartage, Freight, Express.....	42.22
8.	Postage & Duty.....	259.05
9.	Miscellaneous Printing & Advertising.....	3168.24
10.	Publicity.....	64.03
11.	Time Folders.....	3143.90
12.	Illustrated Booklets, Folders, Etc.....	3660.38
13.	Electros & Cuts.....	116.42
14.	Railroad & Steamship Guides.....	387.72
15.	Advertising Dept.....	105.05
16.	Maps & Plates.....	93.50
17.	Bulletin Boards.....	
18.	Moving Pictures & Supplies.....	370.11
19.	Lecture Work.....	
20.	Immigration Requirements.....	
21.	National Editorial Association.....	555.55
		<u>\$17,126.87</u>

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>
1.	\$		\$131.32
2.	38.11		198.00
3.	35.20	\$136.45	268.21
4.	400.00	25.00	2708.59
5.	13.40	521.70	2.00
6.	253.91	70.26	62.68
7.	50.09	45.53	229.68
8.			
9.	2110.78	1283.65	1048.25
10.	42.13	102.88	64.86
11.	90.40	2894.00	2844.75
12.		21.40	3721.00
13.	32.09	98.77	1329.44
14.	193.86	193.86	193.86
15.		27.15	
16.			761.00
17.			
18.	34.25	5.00	331.25
19.			
20.			
21.			555.55
	\$3294.22	\$5425.65	\$14,450.44

Total for the first four months, 1922, \$40,297.18

Mr. Noble.

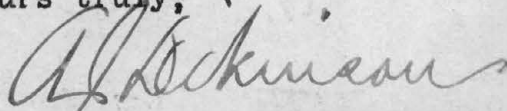
To note pls. Statement of
advertising expenses for first 3
months of 1922 which is as far
as we can get it from
Accounting Dept. to date.

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the Park which will, no doubt, recall delightful recollections of a pleasant vacation and which conveys our cordial invitation to come again this summer.

Possibly some of your friends who have not been to Glacier Park will be interested in receiving an attractive pictorial booklet we have recently published featuring the Park's attractions. If so, we will gladly send it to anyone you may suggest with your compliments if you care to use the name blank enclosed.

Yours truly, ,

A handwritten signature in cursive script, appearing to read "A. Dickinson".

Passenger Traffic Manager.

	<u>Jan.</u>	<u>Feb.</u>	<u>March</u>	<u>Total</u>
1. Newspapers on line of GN.....			\$131.32	\$131.32
2. " off " " "	\$38.11		198.00	236.11
3. Periodicals published on line of GN.....	35.20	\$136.45	268.21	439.86
4. Magazines.....	400.00	25.00	2708.59	3133.59
5. Pictures, Frames, Boxing, etc..	13.40	521.70	2.00	537.10
6. Photos, Lantern Slides, etc....	253.91	70.26	62.68	386.85
7. Cartage, Freight, Express, Duty, etc.....	50.09	45.53	229.68	325.30
8. Postage.....				
9. Miscellaneous Printing & Advertising.....	2110.78	1283.65	1048.25	4442.68
10. Publicity.....	42.13	102.88	64.86	209.87
11. Time Folders.....	90.40	2894.00	2844.75	5829.15
12. Illustrated Booklets, Folders, etc.....		21.40	3721.00	3742.40
13. Electrocs and Cuts	32.09	98.77	1329.44	1460.30
14. Railroad & Steamship Guides....	193.86	193.86	193.86	581.58
15. Advertising Dept.....		27.15		27.15
16. Maps and Plates.....			761.00	761.00
17. Bulletin Boards.....				
18. Moving Pictures.....	34.25	5.00	331.25	370.50
19. Lecture Work.....				
20. Immigration Requirements.....			555.55	555.55
21. National Editorial Convention.				
	<u>\$3294.22</u>	<u>\$5425.65</u>	<u>\$14,450.44</u>	
				Grand Total.....\$23,170.31

labor General Office or Payroll charged to Adv. Dept.	\$760.10	\$720.40	\$787.30
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	<u>Jan.</u>	<u>Feb.</u>	<u>March</u>	<u>Total</u>
1. Newspapers on line of GN.....			\$131.32	\$131.32
2. " off " " "	\$38.11		198.00	236.11
3. Periodicals published on line of GN.....	35.20	\$136.45	268.21	439.86
4. Magazines.....	400.00	25.00	2708.59	3133.59
5. Pictures, Frames, Boxing, etc..	13.40	521.70	2.00	537.10
6. Photos, lantern Slides, etc....	253.91	70.26	62.68	386.85
7. Cartage, Freight, Express, Duty, etc.....	50.09	45.53	229.68	325.30
8. Postage.....				
9. Miscellaneous Printing & Advertising.....	2110.78	1283.65	1048.25	4442.68
10. Publicity.....	42.13	102.88	64.86	209.87
11. Time Folders.....	90.40	2894.00	2844.75	5829.15
12. Illustrated Booklets, Folders, etc.....		21.40	3721.00	3742.40
13. Electros and Cuts	32.09	98.77	1329.44	1460.30
14. Railroad & Steamship Guides....	193.86	193.86	193.86	581.58
15. Advertising Dept.....		27.15		27.15
16. Maps and Plates.....			761.00	761.00
17. Bulletin Boards.....				
18. Moving Pictures.....	34.25	5.00	331.25	370.50
19. Lecture Work.....				
20. Immigration Requirements.....			555.55	555.55
21. National Editorial Convention.				
	<u>\$3294.22</u>	<u>\$5425.65</u>	<u>\$14,450.44</u>	

Grand Total.....\$23,170.31

Labor General Office or Payroll charged to Adv. Dept.	\$760.10	\$720.40	\$787.30
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D-1

St. Paul, May 4th, 1922

Mr. C. Herrin:

In order to enable us to intelligently analyze our advertising expense and be in a position to answer any inquiries that are made by our executives we should keep a record of our advertising expense by months. Prior to Federal control we had a statement of this sort which can easily be obtained by going to the Accounting Department the first of each month and examining the vouchers which they have on which charge is made to advertising expense.

Will you please see that this record is started and let me have a copy of it each month. It should not be a difficult matter to get this data together beginning with January 1st, 1922.

It will not be necessary to put in this statement the salaries of regular employees of the Advertising Department but we should have in the memorandum salary of any additional or temporary help employed. In other words the memorandum should be classified according to the items in our advertising budget.

A. J. Dickinson.

operating Ledger

Walter A. Benz

Permanence ✓

REPORT OF ADVERTISING DEPT. EXPENDITURES DURING AUGUST, 1922.

1.	Newspapers on line of Great Northern.....	\$2,148.33
2.	" off " " " " "	
3.	Periodicals published on line of Great Northern.....	347.40
4.	Magazines.....	425.00
5.	Pictures, Frames, Boxing, etc.....	
6.	Photos, lantern slides, etc.....	155.65
7.	Cartage, Freight, Express, etc.....	243.94
8.	Postage, duty.....	21.42
9.	Miscellaneous printing and advertising.....	1,237.95
10.	Publicity.....	1,211.25
11.	Time Folders.....	7,780.30
12.	Illustrated Booklets, folders, etc.....	3,150.31
13.	Electros and cuts.....	113.77
14.	Railroad & Steamship Guides.....	193.86
15.	Advertising Dept.....	270.30
16.	Maps & plates.....	
17.	Bulletin Boards.....	
18.	Moving Pictures.....	
19.	Lecture Work.....	
20.	Immigration Requirements.....	
21.	National Editorial Association.....	
22.	Operating Dept. Requirements.....	

\$17,299.48

1.	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>
1.	\$		\$ 131.32	\$ 104.80	\$1,746.77	\$3,880.40	\$3,368.04
2.	38.11		198.00	57.50	9,811.51	14,921.00	2,553.85
3.	35.20	136.45	268.21	237.50	212.18	1,073.52	117.54
4.	400.00	25.00	2,708.59	4,111.82	1,713.60	17,519.15	475.00
5.	13.40	521.70	2.00	274.28	53.90	6.05	609.46
6.	253.91	70.26	62.68	374.90	399.50	1,615.95	109.53
7.	50.09	45.53	229.68	42.22	65.45	52.67	61.87
8.				259.05	181.64	23.33	1.88
9.	2,110.78	1,283.65	1,048.25	3,168.24	1,538.28	2,130.78	3,237.71
10.	42.13	102.88	64.86	64.03	203.11	449.22	458.49
11.	90.40	2,894.00	2,844.75	3,143.90		91.00	620.00
12.		21.40	3,721.00	3,660.38	166.30	2,130.78	9,156.09
13.	32.09	98.77	1,329.44	116.42	4,035.39	3,150.18	780.98
14.	193.86	193.86	193.86	387.72			193.86
15.		27.15		105.05	293.80	312.90	275.80
16.			761.00	93.50	73.38		
17.							
18.	34.25	5.00	331.25	370.11	76.65		14.81
19.							
20.						35.00	
21.			555.55	555.55	555.55		
22.							255.55

\$3,294.22 \$5,425.65 \$14,450.44 \$17,126.87 \$21,127.01 \$47,356.93 \$22,325.46

Total for the first eight months, 1922,.....\$148,406.06

ADVERTISING DURING 1917, 1922, and 1922.

1922.....	\$207,359.64
1921.....	189,478.00
1917.....	236,913.00

TOTAL	\$633,750.64
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	<u>1917</u>	<u>1921</u>	<u>1922</u>
1. Newspapers on line of Great Northern...	\$23,812.00	\$6,453.00	\$20,471.00
2. " off " " " " " ...	18,326.00	12,112.00	27,579.00
3. Periodicals published on " " ...	9,070.00	2,080.00	2,758.00
4. Magazines.....	30,871.00	36,992.00	28,268.00
5. Pictures, frames, boxing, etc.....	5,812.00	1,122.00	2,019.00
6. Photos, lantern slides, etc.....	6,576.00	2,273.00	3,836.00
7. Cartages, freights, express, etc.....	5,791.00	1,750.00	1,200.00
8. Postage and duty.....	1,770.00	800.00	752.00
9. Miscellaneous printing and advertising	18,017.00	7,685.00	19,335.00
10. Publicity.....	25,412.00	918.00	5,285.00
11. Time Folders.....	28,383.00	26,330.00	23,711.00
12. Illustrated booklets, folders, etc.....	28,607.00	25,907.00	24,841.00
13. Electrocs and cuts.....	8,633.00	4,903.00	11,157.00
14. Railroad and steamship guides.....	1,679.00	2,291.00	2,003.00
15. Advertising Dept.....	12,885.00	8,724.00	10,010.00
16. Maps and plates.....	3,264.00	1,575.00	1,027.00
17. Bulletin Boards.....	4,994.00	1,004.00	
18. Moving Pictures.....		603.00	847.00
19. Lecture Work.....	3,011.00	11,451.00	
20. Immigration Requirements.....		34,505.00	18,699.00
21. National Editorial Association.....			2,108.00
22. Operating Dept. Requirements.....			1,453.00

\$236,913.00 \$189,478.00 \$207,359.64

1922.....	\$207,359.64
1921.....	189,478.00
1917.....	236,913.00

	<u>1917</u>	<u>1921</u>	<u>1922</u>
1. Newspapers on line of Great Northern...	\$23,812.00	\$6,453.00	\$20,471.00
2. " off " " " " " ...	18,326.00	12,112.00	27,579.00
3. Periodicals published on " " ...	9,070.00	2,080.00	2,758.00
4. Magazines.....	30,871.00	36,992.00	28,268.00
5. Pictures, frames, boxing, etc.....	5,812.00	1,122.00	2,019.00
6. Photos, lantern slides, etc.....	6,576.00	2,273.00	3,836.00
7. Cartages freights, express, etc.....	5,791.00	1,750.00	1,200.00
8. Postage and duty.....	1,770.00	800.00	752.00
9. Miscellaneous printing and advertising	18,017.00	7,685.00	19,335.00
10. Publicity.....	25,412.00	918.00	5,285.00
11. Time Folders.....	28,383.00	26,330.00	23,711.00
12. Illustrated booklets, folders, etc.....	28,607.00	25,907.00	24,841.00
13. Electrocs and cuts.....	8,633.00	4,903.00	11,157.00
14. Railroad and steamship guides.....	1,679.00	2,291.00	2,003.00
15. Advertising Dept.....	12,885.00	8,724.00	10,010.00
16. Maps and plates.....	3,264.00	1,575.00	1,027.00
17. Bulletin Boards.....	4,994.00	1,004.00	
18. Moving Pictures.....		603.00	847.00
19. Lecture Work.....	3,011.00	11,451.00	
20. Immigration Requirements.....		34,505.00	18,699.00
21. National Editorial Association.....			2,108.00
22. Operating Dept. Requirements.....			1,453.00

\$236,913.00 \$189,478.00 \$207,359.64

TOTAL EXPENDITURES OF ADVERTISING DEPT. TO OCTOBER, 1922

1.	Newspapers on line of Great Northern.....	\$ 13,807.92
2.	" off " " " "	27,579.97
3.	Periodicals published on line of Great Northern..	2,573.25
4.	Magazines.....	27,406.16
5.	Pictures, frames, boxing, etc.....	1,513.31
6.	Photos, lantern slides.....	3,203.95
7.	Cartage, freight, express, etc.,.....	986.94
8.	Postage and duty.....	598.72
9.	Miscellaneous printing and advertising.....	17,082.20
10.	Publicity.....	3,464.75
11.	Time Folders...../.....	17,579.41
12.	Illustrated booklets, folders, etc.....	24,531.26
13.	Electros and cuts.....	10,298.99
14.	Railroad and steamship guides.....	1,550.88
15.	Advertising Dept.....	1,425.05
16.	Maps and plates.....	1,027.38
17.	Bulletin Boards.....	
18.	Moving Pictures.....	832.07
19.	Lecture Work.....	
20.	Immigration Requirements.....	35.00
21.	National Editorial Association.....	2,108.64
22.	Operating Dept. Requirements.....	1,453.00

\$159,058.85

TOTAL EXPENDITURES OF ADVERTISING DEPT. TO OCTOBER, 1922

1.	Newspapers on line of Great Northern.....	\$ 13,807.92
2.	" " off " " " "	27,579.97
3.	Periodicals published on line of Great Northern..	2,573.25
4.	Magazines.....	27,406.16
5.	Pictures, frames, boxing, etc.....	1,513.31
6.	Photos, lantern slides.....	3,203.95
7.	Cartage, freight, express, etc.,.....	986.94
8.	Postage and duty.....	598.72
9.	Miscellaneous printing and advertising.....	17,082.20
10.	Publicity.....	3,464.75
11.	Time Folders...../.....	17,579.41
12.	Illustrated booklets, folders, etc.....	24,531.26
13.	Electros and cuts.....	10,298.99
14.	Railroad and steamship guides.....	1,550.88
15.	Advertising Dept.....	1,425.05
16.	Maps and plates.....	1,027.38
17.	Bulletin Boards.....	
18.	Moving Pictures.....	832.07
19.	Lecture Work.....	
20.	Immigration Requirements.....	35.00
21.	National Editorial Association.....	2,108.64
22.	Operating Dept. Requirements.....	1,453.00

\$159,058.85

REPORT OF ADVERTISING DEPT. EXPENDITURES DURING AUGUST, 1922.

1.	Newspapers on line of Great Northern.....	\$2,148.33
2.	" " " " " "	
3.	Periodicals published on line of Great Northern.....	347.40
4.	Magazines.....	425.00
5.	Pictures, Frames, Boxing, etc.....	
6.	Photos, lantern slides, etc.....	155.65
7.	Cartage, Freight, Express, etc.....	243.94
8.	Postage, duty.....	21.42
9.	Miscellaneous printing and advertising.....	1,237.95
10.	Publicity.....	1,211.25
11.	Time Folders.....	7,780.30
12.	Illustrated Booklets, folders, etc.....	3,150.31
13.	Electros and cuts.....	113.77
14.	Railroad & Steamship Guides.....	193.86
15.	Advertising Dept.....	270.30
16.	Maps & plates.....	
17.	Bulletin Boards.....	
18.	Moving Pictures.....	
19.	Lecture Work.....	
20.	Immigration Requirements.....	
21.	National Editorial Association.....	
22.	Operating Dept. Requirements.....	

\$17,299.48

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>
1. \$			\$ 131.32	\$ 104.80	\$1,746.77	\$3,880.40	\$3,368.04
2.	38.11		198.00	57.50	9,811.51	14,921.00	2,553.85
3.	35.20	136.45	268.21	237.50	212.18	1,073.52	117.54
4.	400.00	25.00	2,708.59	4,111.82	1,713.60	17,519.15	475.00
5.	13.40	521.70	2.00	274.28	53.90	6.05	609.46
6.	253.91	70.26	62.68	374.90	399.50	1,615.95	109.53
7.	50.09	45.53	229.68	42.22	65.45	52.67	61.87
8.				259.05	181.64	23.33	1.88
9.	2,110.78	1,283.65	1,048.25	3,168.24	1,538.28	2,130.78	3,237.71
10.	42.13	102.88	64.86	64.03	203.11	449.22	458.49
11.	90.40	2,894.00	2,844.75	3,143.90		91.00	620.00
12.		21.40	3,721.00	3,660.38	166.30	2,130.78	9,156.09
13.	32.09	98.77	1,329.44	116.42	4,035.39	3,150.18	780.98
14.	193.86	193.86	193.86	387.72			193.86
15.		27.15		105.05	293.80	312.00	275.80
16.			761.00	93.50	73.38		
17.							
18.	34.25	5.00	331.25	370.11	76.65		14.81
19.							
20.						35.00	
21.			555.55	555.55	555.55		
22.							255.55

\$3,294.22 \$5,425.65 \$14,450.44 \$17,126.87 \$21,127.01 \$47,356.93 \$22,325.46

Total for the first eight months, 1922,\$148,406.06

REPORT OF ADVERTISING DEPT. EXPENDITURES DURING SEPTEMBER, 1922.

1.	Newspapers on line of Great Northern.....	\$2,428.26
2.	" " off " " " "	
3.	Periodicals published on line of Great Northern.....	145.25
4.	Magazines.....	28.00
5.	Pictures, frames, boxing, etc.....	32.52
6.	Photos, lantern slides.. ..	161.57
7.	Cartage, freight, express, etc.,.....	195.49
8.	Postage and duty.....	111.40
9.	Miscellaneous printing and advertising.....	1,326.56
10.	Publicity.....	868.78
11.	Time Folders.....	115.06
12.	Illustrated booklets, folders, etc.....	2,525.00
13.	Electros and cuts.....	641.95
14.	Railroad and steamship guides.....	193.86
15.	Advertising Dept.....	140.05
16.	Maps and plates.....	99.50
17.	Bulletin boards.....	
18.	Moving pictures.....	
19.	Lecture Work.....	
20.	Immigration Requirements.....	
21.	National Editorial Association.....	441.99
22.	Operating Dept. Requirements.....	1,197.45
		<u>\$10,652.69</u>

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>
1. \$	\$	\$	131.32	\$ 104.80	\$1,746.77	\$3,880.40
2.	38.11		198.00	57.50	9,811.51	14,921.00
3.	35.20	136.45	268.21	237.50	212.18	1,073.52
4.	400.00	25.00	2,708.59	4,111.82	1,713.60	17,519.15
5.	13.40	521.70	2.00	274.28	53.90	6.05
6.	253.91	70.26	62.68	374.90	399.50	1,615.95
7.	50.09	45.53	229.68	42.22	65.45	52.67
8.				259.05	181.64	23.33
9.	2,110.78	1,283.65	1,048.25	3,168.24	1,538.28	2,130.78
10.	42.13	102.88	64.86	64.03	203.11	449.22
11.	90.40	2,894.00	2,844.75	3,143.90		91.00
12.		21.40	3,721.00	3,660.38	166.30	2,130.78
13.	32.09	98.77	1,329.44	116.42	4,035.39	3,150.18
14.	193.86	193.86	193.86	387.72		
15.		27.155		105.05	293.80	312.90
16.			761.00	93.50	73.38	
17.						
18.	34.25	5.00	331.25	370.11	76.65	
19.						
20.					555.55	35.00
21.			555.55	555.55		
22.						
	<u>\$3,294.22</u>	<u>\$5,425.65</u>	<u>\$14,450.44</u>	<u>\$17,126.87</u>	<u>\$41,127.01</u>	<u>\$47,356.93</u>

<u>JULY</u>	<u>AUGUST</u>
123,368.04	\$2,148.33
2.2,553.85	
3. 117.54	347.40
4. 475.00	425.00
5. 609.46	
6. 109.53	155.65
7. 61.87	243.94
8. 1.88	21.42
9.3,237.71	1,237.95
10. 458.49	1,211.25
11. 620.00	7,780.30
12. 156.09	3,150.31
13. 780.98	113.77
14. 193.86	193.86
15. 275.80	270.30
16.	
17.	
18. 14.81	
19.	
20.	
21. 255.55	
<u>\$22,325.46</u>	<u>\$17,299.48</u>

Total for the first nine months.....\$159,058.75

REPORT OF ADVENTURING DEPT. EXPENDITURES DURING JULY, 1922.

1.	Newspapers on line of Great Northern.....	\$3368.04
2.	" " off " " "	2553.85
3.	Periodicals published on line of Great Northern.....	117.54
4.	Magazines.....	475.00
5.	Pictures, Frames, Boxing, etc.....	609.46
6.	Photos, lantern slides, etc.....	109.53
7.	Cartage, freight, express, etc.....	61.87
8.	Postage, duty.....	1.88
9.	Miscellaneous, printing and advertising.....	3237.71
10.	Publicity.....	458.49
11.	Time Folders.....;	620.00
12.	Illustrated booklets, folders, etc.....	9156.09
13.	Electros and cuts.....	780.98
14.	Railway and steamship guides.....	193.86
15.	Advertising Dept.....	275.80
16.	Maps and plates.....	
17.	Bulletin Boards.....	
18.	Moving Pictures.....	14.81
19.	Lecture Work.....	
20.	Immigration Requirements.....	35.00
21.	National Editorial Association.....	
22.	Operating Dept. Requirements.....	255.55

~~\$22,049.66~~

22,325.46

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>
1.	\$	\$	\$ 131.32	\$ 104.80	\$1746.77	\$3880.40
2.	38.11		198.00	57.50	9811.51	14921.00
3.	35.20	136.45	268.21	237.50	212.18	1073.52
4.	400.00	25.00	2708.59	4111.82	1713.60	17519.15
5.	13.40	521.70	2.00	274.28	53.90	6.05
6.	253.91	70.26	62.68	374.90	399.50	1615.95
7.	50.09	45.53	229.68	42.22	65.45	52.67
8.				259.05	181.64	23.33
9.	2110.78	1283.65	1048.25	3168.24	1538.28	2130.78
10.	42.13	102.88	64.86	64.03	203.11	449.22
11.	90.40	2894.00	2844.75	3143.90		91.00
12.		21.40	3721.00	3660.38	166.30	2130.78
13.	32.09	98.77	1329.44	116.42	4035.39	3150.18
14.	193.86	193.86	193.86	387.72		
15.		27.15		105.05	293.80	312.90
16.			761.00	93.50	73.38	
17.						
18.	34.25	5.00	331.25	370.11	76.6 5	
19.						
20.						
21.			555.55	555.55	555.55	
22.						

3294.22	5425.65	14,450.44	17,126.87	21,127.01	47,356.93
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Total for the first seven months, 1922, \$130,830.78

131,106.58

REPORT OF ADVERTISING DEPT. EXPENDITURES FOR 1922.

1.	Newspapers on line of Great Northern.....	\$3880.40
2.	" " off " " " "	14921.00
3.	Periodicals published on line of Great Northern.....	1073.52
4.	Magazines.....	17519.15
5.	Pictures, Frames, Boxing, etc.....	6.05
6.	Photos, lantern slides, etc.,.....	1615.95
7.	Cartage, Freight, Express, etc.....	52.67
8.	Postage, Duty, etc.....	23.33
9.	Miscellaneous Printing and Advertising.....	2130.78
10.	Publicity.....	449.22
11.	Time Folders.....	91.00
12.	Illustrated Books, folders, etc.....	2130.78
13.	Electrics and cuts.....	3150.18
14.	Railway and Steamship guides.....	
15.	Advertising Dept.....	312.90
16.	Maps & plates.....	
17.	Bulletin Boards.....	
18.	Moving Pictures.....	
19.	Lecture work.....	
20.	Immigration Requirements.....	

\$ 47356.93

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>Total</u>
1.	\$	\$	\$ 131.32	\$ 104.80	\$1746.77	
2.	38.11		198.00	57.50	9811.51	
3.	35.20	136.45	268.21	237.50	212.18	
4.	400.00	25.00	2708.59	4111.82	1213.60	
5.	13.40	521.70	2.00	2741.28	53.90	
6.	253.91	70.26	62.68	374.90	399.50	
7.	50.09	45.53	229.68	42.22	65.45	
8.				259.05	181.64	
9.	2110.78	1283.65	1048.25	3168.24	1538.28	
10.	42.13	102.88	64.86	64.03	203.11	
11.	90.40	2894.00	2844.75	3143.90		
12.		21.40	3722.00	3660.38	166.30	
13.	32.09	98.77	1329.44	116.42	4035.39	
14.	193.86	193.86	193.86	387.72		
15.		27.15		105.05	293.80	
16.			761.00	93.50	73.38	
17.						
18.	34.25	5.00	331.25	370.11	76.65	
19.						
20.						
21.			555.55	555.55	555.55	
	<u>\$3294.22</u>	<u>\$5425.65</u>	<u>\$14450.44</u>	<u>\$17126.87</u>	<u>\$21127.01</u>	

Total for the first six months, 1922,\$108,781.12

\$ 131.32	\$ 104.80	\$1746.77
198.00	57.50	9811.51
268.21	237.50	212.18
2708.59	4111.82	1213.60
2.00	2741.28	53.90
62.68	374.90	399.50
229.68	42.22	65.45