



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

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STATEMENT OF TOTAL EXPENDITURES FOR YEARS 1924 - 1925 - 1926 - 1927

	<u>1924</u>	<u>1925</u>	<u>1926</u>	<u>1927</u>
1. Newspapers published on line	\$69,194.87	\$93,056.12	\$89,777.06	\$89,062.06
2. Periodicals " " "	2,738.00	12,247.85	14,548.48	10,116.08
3. Newspapers " off "	92,373.56	77,326.21	119,056.79	118,928.69
4. Magazines.....	69,704.64	66,507.36	72,347.30	67,823.67
5. Pictures, frames and boxing.	3,946.75	9,466.92	17,810.87	10,235.25
6. Photos and lantern slides....	8,131.27	21,908.52	17,509.32	11,858.75
7. Cartage, freight and express	613.40	3,716.97	6,407.47	8,102.10
8. Postage and duty.....	6,384.42	9,926.94	15,422.71	11,722.04
9. Small printing & advertising	34,673.06	56,202.99	52,219.08	38,852.50
10. Publicity.....	41,228.15	34,803.02	35,279.47	21,735.98
11. Time folders.....	44,781.44	50,853.38	54,609.58	46,692.86
12. 11. Folders and booklets....	69,481.30	66,656.61	71,865.83	65,183.01
13. Electros, cuts and art work	47,165.92	59,835.41	63,603.09	41,116.81
14. Railway and steamship guides	2,132.46	2,327.27	2,521.48	2,163.48
15. Advertising Department.....	15,197.66	31,126.47	39,503.42	35,038.40
16. Maps and rubber stamps.....	1,766.27	1,448.08	3,067.94	13,223.59
17. Bulletin boards.....	16,473.74	5,477.12	6,769.67	9,522.97
18. Moving pictures.....	4,915.01	5,758.41	8,734.57	5,232.16
19. Lecture work.....	336.07	203.85	5,264.03	10,451.88
20. Miscellaneous.....	3,395.05	43,457.57	24,439.99	14,955.16
21. Folder distribution.....	10.22	2,682.00	4,658.36	4,933.89
22. Upper Missouri Hist. Ex.....		13,758.92	550.00	
23. Columbia River			10,509.87	305.17
24. Window displays.....			9,660.64	7,047.73
25. Advertising in the Orient...			6,018.45	4,661.88
26. Writers, Artists' sup. & ex....			17,042.29	6,175.23
27. New York Tourist Bureau.....			33,459.69	46,191.00
28. Our prop. Burl. Tour adv....			24.30	7,738.08
29. B. & O. Exhibition.....				11,691.86
	\$534,643.26	\$668,747.99	\$802,681.75	\$720,762.28
Less credits.....		4,592.65	8,507.92	7,085.22
	\$534,643.26	\$664,155.34	\$794,173.83	\$713,677.06

ADVERTISING EXPENDITURES DURING YEAR 1927

	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
1. Newspapers published on line of G.N.	\$4,424.25	\$2,685.32	\$1,686.64	\$4,978.60	\$9,753.12	\$12,107.35	\$11,737.65	\$4,395.22	\$11,361.56	-\$5,151.70	\$9,372.20	\$11,408.45	\$89,062.06
2. Periodicals " " " "	1,059.34	1,152.83	876.89	461.15	658.70	1,228.53	672.80	626.05	788.96	634.20	1,056.33	900.30	10,116.08
3. Newspapers " off " " "	4,906.51	19.00	1,092.44	17,175.19	20,708.73	25,740.84	13,004.04	4,707.13	221.49	1,950.15	6,612.18	22,790.99	118,928.69
4. Magazines.....	507.65	8,495.28	17,393.95	7,238.09	21,284.71	8,094.79	2,654.04	697.00	180.00	458.35	532.31	287.50	67,823.67
5. Pictures, frames, boxing, etc.....	259.77	724.70	1,803.40	2,688.92	21.00	935.10	1,232.25	1,290.39	50.07		252.00	977.65	10,235.25
6. Photos and lantern slides.....	550.47	519.77	1,032.35	1,382.62	388.75	1,216.00	906.22	1,111.50	1,185.98	1,983.44	1,129.84	451.81	11,858.75
7. Cartage, freight and express.....	205.61	587.89	812.85	806.30	928.50	775.52	814.56	460.37	451.04	625.59	927.77	706.10	8,102.10
8. Postage and duty.....	1,107.90	684.89	1,874.25	1,061.95	2,559.62	761.89	657.40	595.39	467.22	619.23	686.78	645.52	11,722.04
9. Miscellaneous printing & advertising	5,101.64	2,083.45	4,565.96	4,874.01	2,283.26	2,296.39	2,353.48	2,427.00	1,204.94	4,264.33	2,098.48	5,299.56	38,852.50
10. Publicity.....	1,295.40	3,122.86	1,460.40	2,090.58	2,217.97	2,173.53	2,448.92	1,271.07	1,446.36	1,449.00	1,294.38	1,465.51	21,735.98
11. Time folders.....	4,645.30		5,769.15	4,195.50	4,195.50	73.70		20,262.66	452.35	4,930.40	3,202.40	3,161.40	46,692.86
12. Il. folders and booklets.....	11,959.80	2,041.26	5,348.88	5,414.18	6,405.91	12,141.62	11,045.75	2,021.17	1,333.52	1,632.65	4,734.30	1,103.97	65,183.01
13. Electros, cuts and art work.....	4,098.30	991.00	5,641.58	7,911.98	3,521.25	2,447.52	3,409.32	1,450.84	3,310.66	3,039.64	3,601.16	1,693.56	41,116.81
14. Railway and steamship guides.....	193.96		193.96	205.96	193.96	196.46	199.17	199.17	195.21	195.21	195.21	195.21	2,163.48
15. Advertising Department.....	2,885.95	2,834.65	3,052.90	3,028.20	2,889.70	2,910.50	2,889.70	2,937.60	2,889.70	2,910.50	2,889.70	2,919.30	35,038.40
16. Maps and rubber stamps.....	206.15	54.73	1,103.02	154.57	112.50	2,401.34	493.49	497.00	370.49	7,587.33	60.00	182.97	13,223.59
17. Bulletin boards.....	409.05	409.15	601.07	710.80	1,102.50	382.50	435.80	476.65	1,371.65	1,608.85	1,045.80	969.15	9,522.97
18. Moving pictures.....	194.19	812.25	173.64	679.06	711.40	119.16	247.27	593.66	143.80	415.31	82.67	1,059.76	5,232.16
19. Lecture work.....	2,333.95	2,616.41	1,574.30	1,731.17	999.09	1,135.89	10.00	7.50	16.95		15.00	11.62	10,451.88
20. Miscellaneous.....	373.51	1,898.75	890.36	614.71	1583.68	1,173.14	1,769.70	879.02	1,251.89	395.87	965.31	3,159.22	14,955.96
21. Folder distribution.....	243.50	223.50	220.00	677.41	1,188.96	223.50	615.12	223.50	223.50	651.40	220.00	223.50	4,933.89
22. Upper Missouri Historical Expedition													
23. Columbia River " " "		35.46	48.59	220.12									305.17
24. Window displays.....	242.43	305.15	545.25	197.83	771.85	1,034.63	394.61	341.94	782.05	708.94	512.85	1,210.20	7,047.73
25. Advertising in the Orient.....	213.23	195.79	388.26	670.99	58.36	788.00	265.56	349.40	222.09	884.30	322.22	303.68	4,661.88
26. Writers, Artists' supplies & expenses	642.34	49.81	47.37		231.44	379.40	611.42	1,794.25	401.98	794.90	44.74	1,177.58	6,175.23
27. New York Tourist Bureau.....	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	2,091.33	2,083.33	21,850.99	2,083.33	3,498.71	46,191.00
28. Our proportion Burlington Tour adv.		1.85	9.28		2,648.10		2,768.58	1,095.21			1,215.06		7,738.08
29. B. & O. exhibition.....									3,605.75	960.49	7,125.62		11,691.86
	\$50,143.53	\$34,630.08	\$54,520.92	\$72,826.86	\$89,501.89	\$82,820.63	\$63,720.18	\$52,802.02	\$36,012.54	\$65,702.77	\$52,277.64	\$65,803.22	\$720,762.28
Less credits.....	589.13	576.96	714.43	190.85	426.98	1,159.68	347.86	376.55	1,082.58	388.09	434.88	797.23	7,085.22
	\$49,554.40	\$34,053.12	\$53,806.49	\$72,636.01	\$89,074.91	\$81,660.95	\$63,372.32	\$52,425.47	\$34,929.96	\$65,314.68	\$51,842.76	\$65,005.99	\$713,677.06

COMPARATIVE FIGURES

	<u>1926</u>	<u>1927</u>	<u>DECREASE</u>	<u>INCREASE</u>
January	\$58,569.29	\$49,554.40	\$9,014.89	
February	47,240.65	34,053.12	13,187.53	
March	54,692.61	53,806.49	886.12	
April	84,486.60	72,636.01	11,170.86	
May	106,245.77	89,074.91	17,170.86	
June	91,403.80	81,660.95	9,742.85	
July	78,298.69	63,372.32	14,926.37	
August	55,465.82	52,425.47	3,040.35	
September	41,683.31	34,929.96	6,753.35	
October	40,420.68	65,314.68		\$24,894.00
November	63,408.86	51,842.76	11,566.10	
December	72,257.75	65,005.99	7,251.76	
	\$794,173.83	\$713,677.06	\$104,711.04	
			24,894.00	
			\$ 79,817.04	

DECEMBER

	<u>1924</u>	<u>1925</u>	<u>1926</u>	<u>1927</u>
1. Newspapers published on line of G.N.	\$3,688.67	\$10,862.97	\$ 6,992.08	\$11,408.45
2. Periodicals " " " "	430.12	1,726.04	1,137.40	900.30
3. Newspapers " off " " "	5,256.85	5,620.05	10,613.38	22,790.99
4. Magazines.....	952.00	4,707.17	1,486.80	287.50
5. Pictures, frames, boxing.....	348.50		490.00	977.65
6. Photos and lantern slides.....	483.18	2,030.75	424.78	451.81
7. Cartage, freight and express.....	57.07	702.03	1,478.82	706.10
8. Postage and duty.....	164.55	549.61	589.78	645.52
9. Miscellaneous printing and advertis.	1,134.14	4,122.63	4,809.51	5,299.56
10. Publicity.....	1,611.19	1,856.29	1,490.87	1,465.51
11. Time folders.....	4,291.93		4,312.33	3,161.40
12. Il. Folders and booklets.....	1,814.92	1,794.82	1,211.48	1,103.97
13. Electros, cuts and art work.....	2,746.93	7,235.95	3,263.00	1,693.56
14. Railway and steamship guides.....	193.86		387.92	195.21
15. Advertising department.....	1,158.35	3,291.21	2,915.29	2,919.30
16. Maps and rubber stamps.....	38.40	72.82	6.26	182.97
17. Bulletin boards.....		54.00	409.15	969.15
18. Moving pictures.....	19.11	262.19	136.13	1,059.76
19. Lecture work.....	15.00		2,962.79	11.62
20. Miscellaneous.....	24.57	6,848.53	4,168.35	3,159.22
21. Folder distribution.....	10.22	223.50	223.50	223.50
22. Upper Missouri Historical Expedition		753.20		
23. Columbia River " "			15.12	
24. Window displays.....			1,380.10	1,210.20
25. Advertising in the Orient.....			566.94	303.68
26. Writers, Artists' supplies and expenses			2,886.20	1,177.58
27. New York Tourist Bureau.....			18,876.38	3,498.71
28. Our proportion Burl. Tour advertising..			24.30	
29. B. & O. exhibition.....				
	\$24,539.56	\$52,713.74	\$73,258.66	\$65,803.22
		762.35	1,000.91	797.23
		\$51,951.39	\$72,257.75	\$65,005.99

	1927 Budget	EXPENDED JAN. to Dec. incl.	Per cent Expended	Balance
1. Newspapers published on line of G.N.	\$75,000.00	\$89,062.06		
2. Periodicals " " " "	5,000.00	10,116.08		
3. Newspapers " off " " "	125,000.00	118,928.69	94.33%	\$6,071.31
4. Magazines.....	75,000.00	67,823.67	90.43%	7,176.33
5. Pictures, frames, boxing.....	3,000.00	10,235.25		
6. Photos and lantern slides.....	7,500.00	11,858.75		
7. Cartage, freight and express.....	3,500.00	8,102.10		
8. Postage and duty.....	7,500.00	11,722.04		
9. Misl. printing and advertising....	30,000.00	38,852.50		
10. Publicity.....	15,000.00	21,735.98		
11. Time folders.....	40,000.00	46,692.86		
12. Il. Folders and booklets.....	50,000.00	65,183.01		
13. Electros, cuts and art work.....	45,000.00	41,116.81	91.37%	3,883.19
14. Railway and steamship guides.....	2,500.00	2,163.48	86.54%	336.52
15. Advertising Department.....	35,000.00	35,038.42		
16. Maps and rubber stamps.....	2,500.00	13,223.59		
17. Bulletin boards.....	15,000.00	9,522.97	63.48%	5,477.03
18. Moving pictures.....	2,500.00	5,232.16		
19. Lecture work.....	12,500.00	10,451.88	43.61%	2,048.12
20. Miscellaneous.....	10,000.00	14,955.16		
21. Folder distribution.....	4,500.00	4,933.89		
22. Upper Missouri Historical Expedition				
23. Columbia River " "		305.17		
24. Window displays.....	8,000.00	7,047.73		
25. Advertising in the Orient.....	5,000.00	4,661.88	88.09%	952.27
26. Writers, artists' supplies & expenses	3,500.00	6,175.23		
27. New York Tourist Bureau.....	25,000.00	46,191.00		
28. Our proportion Burl. Tour advertis.	10,000.00	7,738.08	77.38%	2,261.92
29. B. & O. Exhibition.....		11,691.86		

\$617,500.00 \$720,762.28
7,085.22

West End Budget.....\$ 48,000.00 \$713,677.06

* West End Adv.....\$46,047.52

* " " " " " 1,221.30

* " " Mech.Ex..... 3,918.08

51,186.90

Amt. Expended exceeds
Budget \$96,177.06

Amt. Expended exceeds west end budget \$3,186.90

Items on which total amount expended exceeds budget

Item	Amt. Expended	Budget	Over
1	\$89,062.06	\$75,000.00	14,062.06
2	10,116.08	5,000.00	5,116.08
5	10,235.25	3,000.00	7,235.25
6	11,858.75	7,500.00	4,358.75
7	8,102.10	3,500.00	4,602.10
8	11,722.04	7,500.00	4,222.04
9	38,852.50	30,000.00	8,852.50
10	21,735.98	15,000.00	6,735.98
11	46,692.86	40,000.00	6,692.86
12	65,183.01	50,000.00	15,183.01
15	35,038.42	35,000.00	38.42
16	13,223.59	2,500.00	10,723.59
18	5,232.16	2,500.00	2,732.16
20	14,955.16	10,000.00	4,955.16
21	4,933.89	4,500.00	433.89
26	6,175.23	3,500.00	2,675.23
27	46,191.00	25,000.00	21,191.00

DECEMBER

	1926	1927	INCREASE	DECREASE
1. Newspapers published on line of G.N.	\$6,992.08	\$11,408.45*	\$4,416.37	
2. Periodicals " " " " "	1,137.40	900.30*		\$237.10
3. Newspapers " off " " "	10,613.38	22,790.99	12,177.61	
4. Magazines.....	1,486.80	287.50		1,199.30
5. Pictures, frames, boxing, etc.....	490.00	977.65	487.65	
6. Photos and lantern slides.....	424.78	451.81	27.03	
7. Cartage, freight and express.....	1,478.82	706.10		772.72
8. Postage and duty.....	589.78	645.52	55.74	
9. Miscellaneous printing and advertis.	4,809.51	5,299.56	490.05	
10. Publicity.....	1,490.87	1,465.51		25.36
11. Time folders.....	4,312.33	3,161.40		1,150.93
12. Illustrated folders and booklets....	1,211.48	1,103.97		107.51
13. Electros, cuts and art work.....	3,263.00	1,693.56*		1,569.44
14. Railway and steamship guides.....	387.92	195.21		192.71
15. Advertising Department.....	2,915.29	2,919.30	4.01	
16. Maps and rubber stamp.....	6.26	182.97	176.71	
17. Bulletin boards.....	409.15	969.15	560.00	
18. Moving pictures.....	136.13	1,059.76	923.63	
19. Lecture work.....	2,962.79	11.62		2,951.17
20. Miscellaneous.....	4,168.35	3,159.22		1,009.13
21. Folder distribution.....	223.50	223.50		
22. Upper Missouri Historical Expedition				
23. Columbia River " "	15.12			
24. Window displays.....	1,380.10	1,210.20		169.90
25. Advertising in the Orient.....	566.94	303.68		263.26
26. Writers, artists' supplies and ex...	2,886.20	1,177.58		1,708.62
27. New York Tourist Bureau.....	18,876.38	3,498.71	15,377.67	
28. Our proportion Burl. Tour advertising	24.30			
29. B. & O. exhibition.....				
	\$73,258.66	\$65,803.22		
Less credits.....	1,000.91	797.23		
	\$72,257.75	\$65,005.99		

Credits

Pullman Co.....	\$4.25	*West End adv.....	\$3,968.31
F. W. Albachten - 29 doz.		* " "	198.25
playing cards.....	104.40	* " " Mech.Ex.....	176.33
1 copy Elrod's Guide.....	1.00		\$4,342.89
1 " Wild Flowers of G.P....	.50		
Northland Transportation Co.	3.30		
Refund on express charges...	8.71	DECREASE OVER DECEMBER 1926.....	\$7,251.76
Adjustment of acct.(J1291)			
1 Acme S.V.E. machine.....	312.37		
Playing cards sold on train	362.70		
	\$797.23		

NEWSPAPERS ON LINE OF GREAT NORTHERN RAILWAY - DEC. 1927

MINNESOTA (Xmas ad)

Russell Anchor.....	\$8.25
Anoka Union.....	8.00
Browns Valley News.....	9.90
Marshall News Messenger.....	13.20
Bellingham Times.....	6.60
Howard Lake Herald.....	8.41
Glyndon News.....	8.25
Holland Independent.....	6.60
Hallock Press.....	11.55
Isanti News.....	8.25
Clearwater Herald.....	6.60
Maynard News.....	8.25
Clarissa Independent.....	6.30
Wadena Journal.....	13.86
Murdock Leader.....	8.25
Cambridge News.....	13.20
St. Vincent New Era.....	7.26
Rothsay Enterprise.....	6.60
Clear Lake Times.....	4.95
Long Prairie Leader.....	13.20
Greenbush Tribune.....	4.95
Hewitt Banner.....	9.90
Park Rapids Enterprise.....	6.60
Red Lake Falls Gazette.....	8.25
Park Rapids Journal.....	8.25
Hendrum Printing Co.....	8.25
Grand Rapids Herald Review.....	11.20
Floodwood News.....	9.00
Sebeka Review.....	8.25
Mound Pilot.....	13.20
Osakis Review.....	9.90
Richmond Reporter.....	8.25
Atwater Press.....	8.25
Fosston Thirteen Towns.....	8.25
Litchfield News.....	9.90
Pelican Rapids Press.....	4.95
McIntosh Times.....	8.25
Milaca Tribune.....	8.25
Warren Sheaf.....	11.55
Ogilvie Sentinel.....	8.25
Grand Rapids Independent.....	9.90
Kennedy Star.....	8.25
Cloquet Pine Knot.....	11.55
Albany Enterprise.....	6.60
Cambridge News.....	8.25

MINNESOTA (CONT'D)

Alexandria Citizen News.....	\$11.55
Ada Index.....	9.90
Ruthton Tribune.....	8.25
Delano Eagle.....	6.60
Paynesville Press.....	8.25
Kerkhoven Banner.....	9.90
Sandstone Courier.....	6.60 ✓
East Grand Forks Record.....	8.25
Moorhead Press.....	8.25
Askov American.....	9.90
Osseo Press.....	9.90
Sauk Rapids Sentinel.....	8.25
Hibbing Independent.....	11.55
Hancock Record.....	8.25
Cass Lake Times.....	8.82
Carlton Vidette.....	8.00
Akeley Herald-Tribune.....	8.25
Clara City Herald.....	8.25
Granite Falls Tribune.....	8.25
St. Cloud Times.....	18.48
Willmar Tribune.....	11.55
Hills Crescent.....	8.25
Bagley Farmers' Publ. Co.....	9.60
Lester Prairie News.....	9.90
Dassel Dispatch.....	9.90
Badger Herald-Rustler.....	4.95
Halstad Journal.....	8.25
Barnesville Record-Review.....	6.40
Waverly McDonnell Publishing Co....	8.25
Herman Review.....	8.25
Holt Weekly News.....	6.60
Foley Independent Tribune.....	8.25
Raymond News.....	6.00
Ada Herald.....	8.25
Moorhead News.....	8.25
Appleton Press.....	11.55
Crookston Times.....	13.86
Hutchinson Tri-County Publ. Co....	8.25
Braham Journal.....	6.60
Elk River Star News.....	8.25
Thief River Falls Times.....	14.40
Crookston Leader.....	12.40
Fergus Falls Journal.....	17.64
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	
Anoka Herald.....	11.55
Warren Register.....	2.24
Middle River Record.....	6.60
Monticello Times.....	8.25
Granite Falls News.....	8.26
Robbinsdale Headlight.....	16.17
New London Times.....	11.55
Evansville Trade Bulletin.....	7.50
Bemidji Pioneer.....	24.75

MINNESOTA (CONT'D) (Xmas ad)

Pipestone Star.....	8.25	
Silver Lake Leader.....	\$8.25	
Fergus Falls Free Press.....	7.50	
Bovey Press.....	9.60	
Chisholm Printery.....	8.25	
Jasper Journal.....	7.50	
Browerville Blade.....	8.25	
Buhl Publishing & Printing Co.....	7.50	
Graceville Enterprise.....	5.94	
Virginia Sun.....	9.90	
Princeton Union.....	99.45	
Chisholm Tribune-Herald.....	8.25	
Benson Monitor.....	13.86	
Pipestone Leader.....	6.40	
Willmar Journal.....	11.55	
Benson News.....	11.55	
Breckenridge Valley Printing Co.....	10.66	
Cokato Enterprise.....	9.90	
Milaca Times.....	9.90	
Cottonwood Current.....	6.60	
Warren Register.....	5.12	
Morris Tribune.....	10.39	
Fergus Falls Journal.....	25.38	
Litchfield Review.....	8.00	
Nashwauk Herald.....	7.88	
Menanga Messenger.....	8.25	
Mora Times.....	9.00	
St. Hilaire Spectator.....	6.60	
Hanley Falls Press.....	8.25	
Morris Sun.....	9.90	
		<u>\$1,171.43</u>

Park Region Publishing Co.....	1.60
Breckenridge Valley Printing Co.....	12.66
Bemidji Pioneer.....	20.30

David Adv. Co.

Sauk Center Herald.....	10.56		
St. Cloud Journal Press.....	15.75		
	<u>26.31</u>		
Less dis.....	<u>.53</u>	<u>25.78</u>	<u>60.34</u>
			<u>\$1,231.77</u>
			\$1,231.77

MONTANA (Xmas ad)

Redstone Review.....	\$6.60
Grass Range Review.....	8.25
Froid Tribune.....	9.90
Kremlin Chancellor.....	8.25
Cut Bank Pioneer Press.....	9.90
Malta News.....	13.20
Fairview News	8.25
Joplin Farmer	7.50
Lewistown Argus.....	11.55
Richey Pilot	8.25
Medicine Lake Wave	13.20
Glasgow Times	9.90
Dutton Sentinel	8.25
Great Falls Tribune	27.17
Augusta News	8.25
Chester Reporter	8.25
Hingham American	8.25
Billings Times	9.90
Poplar Standard	8.25
Cascade Courier	8.25
Big Sandy Mountaineer.....	9.90
Harlem News.....	8.25
Libby Western Montana.....	9.45
Great Falls Husbandman.....	16.50
Culbertson Searchlight	7.50
Bainville Tribune	8.25
Nashua Independent.....	8.25
Whitefish Pilot	8.25
Whitefish Independent.....	8.25
Saco Independent.....	8.00
Sidney Herald	9.60
Havre News Promoter.....	11.55
Laurel Outlook	14.85
Butte Miner.....	1.27.72
Helena Record	13.86
Coulter Monitor.....	11.55
Choteau Acantha.....	8.25
Kevin Review	11.55
Opheim Observer.....	9.90
Hobson Star.....	8.25
Eureka Journal.....	8.25
Lambert Leader.....	8.25
Standford Press.....	9.00
Kalispell Inter Lake.....	9.90
Hutchinson Leader.....	9.90
Sidney Chief.....	9.90
Shelby Promoter.....	13.20

MONTANA (CONT'D) (Xmas Ad)

Troy Tribune.....	\$8.25	
Choteau Independent.....	8.25	
Helena Independent.....	16.50	
Glasgow Courier.....	11.55	
Sweet Grass Advocate.....	8.25	
Conrad Observer.....	11.55	
Kalispell Monitor.....	8.25	
Belt Valley Times.....	8.25	
Chinook Opinion.....	8.25	
Wolf Point Herald.....	9.90	
Producers News.....	12.00	
Lewistown Democrat News.....	13.86	
Great Falls Leader.....	16.50	
Butte Post.....	26.40	
Fort Benton River Press.....	7.50	\$664.66

Shelby Promoter.....	4.80	
Medicine Lake Wave.....	14.40	
Chinook Opinion.....	3.00	
Helena Independnet.....	143.00	
Havre News Promoter.....	104.00	
Fort Benton River Press.....	6.00	
Butte Post.. ..	218.40	
Great Falls Leader.....	152.00	
Lewistown Democrat-News.....	127.68	
Havre Democrat.....	32.00	
Plentywood Producers News.....	38.40	
Great Falls Oil Journal.....	80.00	
Boulder Monitor.....	8.40	
Harlem News.....	9.00	
Sidney Herald.....	10.80	
Sidney Chief.....	12.60	
Choteau Acantha.....	26.00	
Whitefish Independent.....	29.00	
Cut Bank Pioneer Press.....	10.80	
Glasgow Times.....	10.80	
Cascade Courier.....	9.00	
Great Falls Husbandman.....	43.50	
Culbertson Searchlight.....	3.00	
Bainville Tribune.....	11.62	
Great Falls Farm News.....	50.00	
Whitefish Pilot.....	20.75	
Malta News.....	14.40	
Butte Miner.....	37.28	
Glasgow Courier.....	25.20	
Richland County Chief.....	1.50	
Sweet Grass Advocate.....	8.25	
Conrad Observer.....	8.40	
Kalispell Monitor.....	9.90	
Wolf Point Herald.....	10.50	
Belt Times.....	9.00	1,303.38

1,968.04

\$1,968.04

NORTH DAKOTA (Xmas ad)

Portland Republican.....	\$8.25
Kindred Tribune.....	6.60
Hatton News.....	8.25
Fairmont News.....	8.25
Inkster Enterprise.....	9.90
Glenburn Advance.....	5.60
Grenora Newsman.....	8.25
Ellendale Sentinel.....	8.25
Davenport Record.....	9.90
Knox Advocate.....	6.60
New Rockford Transcript.....	8.25
Wahpeton Globe.....	13.23
Minot News.....	18.00
Lansford Leader.....	8.25
Devils Lake Journal.....	13.86
Arnegard Farmer.....	9.90
Neché Chronotype.....	6.60
Cavalier Chronicle.....	10.50
Grafton Record.....	12.80
McVillage Journal.....	8.25
Petersburg Record.....	8.25
Granville Herald.....	8.06
Berthold Tribune.....	8.25
Walcott Reporter.....	6.60
Willow City Eagle.....	6.60
Rugby Tribune.....	7.75
Park River Press.....	9.90
Fargo Forum.....	35.76
Bisbee Gazette.....	6.60
Larimore Pioneer.....	8.25
Tioga Gazette.....	8.25
Powers Lake Echo.....	7.88
Finley Press.....	8.25
Fargo Blade.....	11.55
Hope Publishing Co.....	6.60
Ray Pioneer.....	9.90
Stanley Promoter.....	8.25
Lakota American.....	8.25
Cando Record.....	9.90
Rugby Globe.....	6.30
Walhalla Mountaineer.....	8.25
Churchs Ferry Sun.....	6.60
New Rockford Provost.....	7.50
Williston Farmers Press.....	9.90
RollarStar.....	8.25
Grafton News & Times.....	8.25
Northwood Gleaner.....	8.25
Langdon Republican.....	9.90
Westhope Standard.....	6.00
Fargo Normanden.....	19.80
Noonan Miner.....	6.60
Bottineau Herald.....	8.25

NORTH DAKOTA (Xmas ad)

Minto Journal,.....	6.60	
Mohall Press.....	\$7.50	
Minot Independent.....	13.20	
Crystall Call.....	6.60	
Cando Herald.....	8.25	
Devils Lake World.....	7.50	
Williston Herald.....	11.55	
Hillsboro Banner..	9.90	
Alexander Chronicle.....	7.20	
Michigan Arena.....	8.25	
Bowbells Press.....	8.25	
Mayville Tribune.....	10.50	
Grand Forks Herald.....	32.34	
Grand Forks Citizen.....	9.90	
Sarles Advocate.....	8.25	
Sherwood Trib ne.....	6.30	\$650.28

Bowbells Farmers Press.....	\$3.60	
Westhope Standard.....	.80	
Grafton News and Times.....	3.00	
Williston Farmers Press.....	4.20	11.60

\$661.88

\$661.88

SOUTH DAKOTA (Xmas ad)

Claremont Enterprise.....	\$6.60	
Irene News.....	8.25	
Aberdeen News.....	27.72	
Vienna Register.....	8.25	
Lennox Independent.....	9.90	
South Dakota State Forum.....	9.90	
Yankton Press & Dakotan.....	18.48	
Viborg Enterprise.....	8.25	
Aberdeen Dispatch.....	9.90	
Sioux Falls Argus-Leader.....	41.58	
Sioux Falls Press.....	27.72	
Huron Huronite.....	18.15	
South Shore Gazette.....	4.95	
Willow Lakes News.....	6.20	
Sioux Falls Framad.....	16.50	
Davis Eagle.....	6.60	\$228.95

IOWA (Xmas Ad)

Sioux City Morningside News.....	16.50	
Doon Press.....	6.60	
Sioux City Advocate.....	33.00	
Sioux City Journal.....	60.06	
Sioux City Live Stock Record.....	16.50	
Alvord Register.....	8.25	
Merrill Record.....	8.25	149.16

WEST END (Xmas ad)

Marcus Courier.....	\$9.90
Bonnors Ferry Herald.....	11.55
Newport Miner.....	9.90
Enghat Times.....	9.90
Waterfville Empire Press.....	11.55
Marysville Globe.....	8.25
Harrington Citizen.....	6.60
Centralia Tribune.....	11.55
Cashmere Record.....	11.55
Blaine Journal Press.....	11.55
Daily Journal of Commerce.....	21.00
Ephrata Journal.....	9.90
Almira Outlook.....	6.60
Portland Oregonian.....	97.02
Mount Vernon Herald.....	13.86
Woodland News.....	8.25
Okanogan Independent.....	13.20
Bucoda Press.....	9.90
Seattle Post Intelligencer.....	92.40
Puyallup Herald.....	16.50
Auburn Globe-Republican.....	14.19
Carnation Enterprise.....	8.25
Stanwood News.....	11.55
Winlock News.....	9.90
Colfax Gazette.....	11.88
Tacoma News Tribune.....	46.20
Colfax Commoner.....	13.20
Spokane Chronicle.....	65.11
Kelso Tribune.....	11.55
Chewelah Independent.....	9.90
Burlington Journal.....	9.90
Vancouver Sun.....	58.50
Snohomish County Tribune.....	14.85
Chelan Mirror.....	9.90
Kent Advertiser-Journal.....	8.25
Leavenworth Echo.....	8.25
Tacoma Times.....	32.34
Colville Index.....	9.90
Ridgefield Reflector.....	8.25
Palouse Republic.....	9.90
Kalama Bulletin.....	9.90
Kent News.....	8.25
Rosalia Journal.....	11.55
Sumner News-Index.....	11.55
Odessa Record.....	11.55
Chehalis Bee-Nuggett.....	9.60
Bremerton Daily News.....	16.17
Mount Vernon Argus.....	11.55
State-Labor News.....	33.00
Bellingham American.....	19.80
Wenatchee Sun.....	13.86

WEST END (CONT'D) (Xmas ad)

Castle Rock Advocate.....	\$8.25		
Bremerton American.....	11.22		
Everett News.....	16.50		
Deer Park Union.....	7.50		
Anacortes American.....	11.55		
Garfield Enterprise.....	8.25		
Brewster Herald.....	8.25		
Sumner American Standard.....	11.55		
Pateros Reporter.....	8.25		
Ferndale Record.....	9.90		
Puyallup Valley Tribune.....	16.50		
Wenatchee World.....	22.57		
Everett Herald.....	18.90		
Bellingham Herald.....	36.96		
Seattle Union Record.....	55.44		
Richmond Beach Herald.....	8.25		
Toledo Messenger.....	9.90		
Edmonds Tribune-Review.....	9.90		
Tacoma Daily Ledger.....	26.46		
Yelm News.....	8.25		
Chehalis Advocate.....	11.03		
Seattle Star.....	92.40		
Sultan News.....	11.55		
Spokane Review.....	74.10		
Portland Telegram.....	64.68		
Victoria B.C. Times.....	23.10		
Vancouver Daily Province.....	65.62		
Vancouver Star.....	36.96		
New Westminster Columbian..	17.57		
Daily News, Nelson, B.C.....	16.50		
XXXXXXXX			
Coeur d'Alene Press.....	9.90		
Sandpoint Review.....	11.55		
Sandpoint News.....	11.55		
Priest River Times.....	9.90	\$1,690.24	1,690.24

Moscow Argonaut.....	\$6.00		
Bellingham Farm Bureau News.....	9.00		
State-Labor News.....	12.00		
Vancouver Sun.....	24.40		
W. S. Kirkpatrick - Our proportion of ad- vertising account pool service.....	155.31		
Altnow-Singleton - West End - December	2,071.36		

\$2,278.07 \$2,278.07

\$3,968.31

DULUTH & SUPERIOR (Xmas Ad)

Duluth News Tribune.....	\$55.44	
Duluth Weekly Advertiser.....	<u>13.86</u>	\$69.30

David Adv. Co.

Superior Telegram.....	30.88	
Duluth Herald.....	<u>58.86</u>	<u>89.74</u> \$159.04

CANADA

David Advertising Agency

Grain Growers' Guide.....\$158.27

Edmonton Journal
Saskatchewan Farmer
Calgary Herald..... 244.70

Regina Leader Post..64.26.....
Saskatoon Phoenix St57.12
Winnipeg Press.....187.80
" Tribune.....101.40
Nor-West Farmer.....142.80

	<u>553.38</u>	
Less dis.....	<u>110077</u>	<u>542.31</u> \$945.28

TWIN CITIES

Minneapolis Journal.....\$72.75 ✓

TWIN CITIES (Xmas Ad)

South St. Paul Daily Reporter..... \$16.17 ✓
Svenska Amerikanska Posten..... 70.95 ✓
Minneapolis Tidende..... 23.10 ✓
St. Paul Daily News..... 61.74 ✓ 171.96

David Advertising Co.

Dispatch.....\$474.30 ✓
Daily News.....202.30 ✓
Mpls. Tribune.....399.84 ✓
" Journal.....356.40 ✓
" Daily Star.....279.48 ✓
So.St. Paul Reporter.....21.07 ✓
Mpsl. Tidende.....60.00 ✓
Sv.Am. Posten.....96.00 ✓
\$1889.09
Less dis..... 37.78 \$1,851.31 1,851.31 \$2,096.02

(Xmas ad)

Minnesota\$1,171.43
Montana..... 664.66
North Dakota..... 650.28
South Dakota..... 228.95
Iowa..... 149.16
Duluth & Superior...159.04
West End.....1,690.24
Twin Cities..... 171.96 ✓
\$4,885.72

\$11,408.45

PERIODICALS PUBLISHED ON LINE OF GREAT NORTHERN - Dec. 1927

Minneapolis Athletic Club.....	\$32.50	
Helena American Legion.....	9.00	
Montana Trade Journal.....	36.00	
Orchestral Association.....	50.00	
Montana Business Monitor.....	30.00	
Transportation News.....	10.00	
Minnesota Alumni Weekly.....	52.00	
Skillings' Mining Review.....	56.90	
Minnesota County Commissioner.....	30.00	
Traffic Club of Minneapolis Annual.....	40.00	
Sanger-Hilsen Christmas issue.....	25.00	
Schubert Club Program.....	25.00	
University of Washington Alumni Assn.....	3.00	
Seattle Street Railway Employees' Relief		
Assn. Annual.....	15.00	
Portland Spectator.....	92.25	
Bride's Book.....	17.60	
American Home, Seattle.....	50.00	
Orchestral Assn.	50.00	
" -2nd. payment on page ad.....	130.00	
Ketchikan Alaska Chronicle.....	8.00	
Portland Symphony Orchestra program.....	30.00	
Great Northern Semaphore.....	108.05	\$900.30

NEWSPAPERS PUBLISHED OFF LINE OF GREAT NORTHERN RAILWAY - DEC.

Kung Shong Yat Po - Nov. and Dec.....\$18.00

McJunkin Advertising Co.

Chicago Newspapers	-	December	-	California	\$1,785.00
Eastern "	-	"	-	"	8,192.74
Eastern "	-	November	-	"	12,795.25

\$22,790.99

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MAGAZINES - Dec. 1927

Traffic World.....	\$180.00	
The Ticket Agent.....	62.50	
Chinese Students' Monthly.....	<u>45.00</u>	\$287.50

PICTURES, FRAMES, BOXING, ETC. - December 1927

F. H. Bresler Co. - Boxing & shipping 2 paintings...	\$2.75
Kathryn Leighton - Making two oil paintings.....	600.00
John Fery - 1 Oil painting.....	75.00
E. J. Radlein - Picture framing.....	247.40
Adam Decker - 4 doz. moulding hooks.....	2.00
McCaughan & Burr ^{St. Louis, Mo.} - Work on painting and frames.....	30.00
G. Messing - Title Plates.....	20.50

\$977.65

PHOTOS AND LANTERN SLIDES - Dec. 1927

William Bull - Hoke Smith	\$72.52	
	<u>177.87</u>	\$250.39
T. H. Hileman - Photos.....		104.83
J. E. Haynes - Lantern slides.....		50.48
C. L. Sheely - Photos of new engines.....		20.30
W. S. Weber - Photo.....		1.00
C. P. Gibson - Photo.....		5.00
Zimmerman Bros. - 28 prints.....		2.62
Mullery Paper Box Co. - 125 photo golders.....		7.64
Sandison Studio - Photos.....		6.00
Buckbee-Mears - Photo.....		2.35
Walter Miller - Photo.....		1.20
		\$451.81

CARTAGE, FREIGHT AND EXPRESS - December 1927

Ed. Lynch.....	\$63.50
Pacific Transfer Co.....	9.00
Grates Transfer Co.....	6.00
American Railway Express Co.....	403.32
Vancouver City Ticket Office.....	1.04
M. M. Hubbert.....	10.99
T. L. McDonald.....	.45
H. Deissler.....	18.00
R. C. Michkils.....	.90
E. H. Moot.....	2.24
T. A. Thompson.....	107.40
T. F. Carroll.....	1.50
A. L. Johnston.....	16.80
W. J. Rintoul.....	.80
F. H. Yorke.....	8.86
C. A. Gerken.....	2.10
J. H. Brinkman.....	1.00
J. W. Young.....	11.30
H. E. Watkins.....	3.18
S. L. Williams.....	.54
W. E. McCormick.....	.57
H. Dickson.....	1.50
C. N. Christopherson.....	2.89
P. H. Yorke.....	12.00
Seattle Transfer.....	10.80
C. W. Mahoney.....	.42
E. L. Buchanan.....	9.00

\$706.10

POSTAGE AND DUTY - DECEMBER 1927

McJunkin Advertising Co. - Postage on cuts.....\$8.50

A. H. Hebb - Duty..... 7.47

Postage on material mailed out.....170.83

" " " " "458.72

\$645.52

MISCELLANEOUS PRINTING AND ADVERTISING - Dec. 1927

Erie R.R.Co. - Our proportion of cost of
 2 M Calendars.....\$233.32
 Lehigh Valley R.R. Co. - Our proportion of
 printing itineraries account Fire Chiefs... 10.09

Webb Publishing Co. - Inserting post cards..... 22.50
 Mullery Paper Box Co. - 30 M Calendar Tubes.....803.60

McGill-Warner Co.

5 M Goat Baggage stickers.....	\$45.00	
4 M Hockey Schedules patched..	12.75	
5 M " " - Minneapolis.	65.00	
1 M Shipping stickers.....	5.00	
110 M Plain Labels.....	40.00	
5 M Hockey Schedules-Mpls...	57.50	
5 M " " - Kansas City.	80.00	
5 M " " - Winnipeg....	70.00	
82,525 Calendars.....	2,487.75	
13 M Blotters - Seattle.....	134.00	
5 M " - C. O. Layton...	73.00	
100 Desk Blotters.....	13.75	
1 M Blotters- J.H. Brinkman..	4.25	
25,515 Goat Booklets patched.	118.75	
1500 Blotters- A.L. Johnston...	22.50	
100 Desk Blotters-O.L.....	19.75	
400 Goats patched.....	5.75	
25 Desk Blotters -W.L.....	9.75	
200 M Goat Envelopes.....	600.00	\$,864.50

Railroader Printing Co.

Printing 14 M White Envelopes	11.10	
4 M Maps.....	19.00	30.10

Randall Co.

500 Apple Boxes	109.32	
1000 Post cards.....	15.43	
200 Santa Claus Club labels....	5.39	
Printing 300 latho pictures and envelopes.....	12.25	
1050 G.N.Surgeons programs....	24.50	
500 cards.....	5.39	
500 Frolic menus.....	32.83	205.11

Scribner Press

300 Pass. Envelopes.....	\$9.80	
2500 Gummed labels.....	13.48	
3 M Blotters- F.L. Cobb.....	42.87	
1 M special envelopes.....	7.84	
1500 Indian letterheads & env...	32.34	
1500 Letterheads imprinted.....	6.62	
Printing 1 lot special env.....	<u>3.67</u>	\$116.62

Independent Commercial Printers- Cards..... 13.72

\$5,299.56

PUBLICITY - December 1927

Harriet Geithman - 4 stories.....\$80.00

Luce Press Clipping Bureau - December.....1.65
Consolidated Press " " - November.....5.70

S. W. Stokes - \$49.20
421.90 (Hoke Smith)471.10

Puget Sound Electric Co. - Lighting O.L.Sign.. 5.59

Mat. - Everett.....11.24

Lab. - Jackson St. Shop..... 9.38

Mat. - Gen. Supt. D. & S. Cars.....514.74

Mat.- Cascade Div..... .20

Lab. - D. & S. Cars..... 8.50

Mat. - Mississippi St..... 67.10

Louis F. Dow - 481 Souvenir pencils.....155.31

Advertising Specialty Co. - 1 doll dressed
and balloons.....135.00

\$1,465.51

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TIME FOLDERS - Dec. 1927

O. W. R. R. & N. Co. - Our proportion of cost of 25 ^m joint coast line folders.....	\$70.20
McGill-Warner Co. - 84 ^m Time table folders.....	<u>3,091.20</u>
	\$3,161.40

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ILLUSTRATED FOLDERS AND BOOKLETS - Dec. 1927

McGill-Warner Co. - 25,500 Goats.....	\$1,006.22
2 M Useful Facts.....	<u>97.75</u>
	\$1,103.97

ELECTROS, CUTS AND ART WORK - Dec. 1927

Louis F. Dow- 1 set off-set plates	\$700.00
Liberty Engraving Co. - Halftones.....	27.40
<u>McGill-Warner Co.</u>	
1 set 4 color Electros.....	\$12.27
Electros.....	<u>25.93</u>
	38.20
Northern Letter Service Co. - 1 drawing.....	122.50
Randall Co. - 1 Etching.....	5.78
United Engraving Co.....	423.35
Altnow-Singleton Co. - Mechanical Expense.....	364.52
W. S. Kirkpatrick - Our proportion of mech. expense for November.....	11.81
	\$1,693.56

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RAILWAY AND STEAMSHIP GUIDES - Dec. 1927

National Railway Publication Co.....\$195.21

-15-

ADVERTISING DEPT. - Dec. 1927

Pay Roll.....\$2,919.30

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MAPS AND RUBBER STAMPS - Dec. 1927

Rand McNally Co. - 1 map.....\$7.15

G. Messing - Rubber stamps.....1.62

McGill-Warner Co. - Correcting folder map
and Official Guide map.....121.50
Patching Map..... 52.70

\$182.97

BULLETIN BOARDS - Dec. 1927

Tyee Investment Co. - Dec.....\$150.00
Jan.....\$150.00

Foster & Kleiser- Display advertising in
Seattle, Tacoma and Portland -Dec. 642.50

Washington Water Power Co. - Lighting
billboards..... 26.65

\$969.15

MOVING PICTURES - Dec. 1927

Glacier Park Hotel Co. - Our proportion of charges
for accommodations furnished Curtis F. Nagel,
Colorart Pictures and his associates in
Glacier Park during 1927.....\$596.50

Our proportion of accommodations furnished
Colorart Pictures representative at Many Glacier..51.87

Incidental charges made on account of
Colorart Pictures in Glacier Park.....14.60

Ray Bell Film Co. - Handling film during November..... 2.50

Elk Laundry Co. - Cleaning 1 movie screen..... .26

Ray Bell Film Co. - 2 condenser lenses for S.V.E..... 4.00

Ray Bell Film Co.

1003 Ft. "Fishing in the Lakes of Glacier Park"
1097 ft. "Fishing the Flathead with Charley Howes"
652 ft. "Mountain Sheep" - 3 hrs. assembling -
3 reels, express (W. C. Vogt).....\$174.43

986 ft. "From the Car Window" 1 hr assembling,
1 reel, 1 case (Capt. McKinzie)..... 63.27

933 ft. "Balley Mt. Climbing" - 1 hr.
assembling, 1 case and 1 reel..... 77.50

878 ft. Special assembly Glacier Park, 14 hrs.
assembling, 1 reel and 1 case..... 74.83
390.03 390.03

\$1,059.76

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LECTURE WORK - Dec. 1927

Glacier Park Hotel Co. - 50% of accommodations
furnished Henry Warren Poor, lecturer,
in Glacier Park during 1927... ..\$11.62

MISCELLANEOUS - Dec. 1927

W. R. Mills - Expenses during October.....	\$844.95
" " November.....	106.75
" " December.....	258.83

Glacier Park Hotel Co. - 50% of charges for
hotel and chalet accommodations furnished
Mr. and Mrs. W. H. McGenty of the Stock
& Dairy Farm, er, Duluth..... 23.25

Hendrickson Publishing Co. - 2 subscriptions to
"World Convention Dates" - C. W. Meldrum
and F. T. Holmes..... 30.00

A. E. Hardgrove - Expenses for December..... 121.55

Chief Two Guns White Calf- For use of photo
and name in connection with advertising..... 50.00

United States Playing Card Co. - 24 gross.....1,358.35.

Tri-State Telephone Co..... 175.53

Northern States Power Co. - Our proportion of
cost of electricity, etc..... 46.06

S. P. & S. Ry. - Our proportion of cost of Con-
solidated Ticket Office during October.... 4.68

A. B. Dick Co. - Adjusting Mimeograph machine..... 2.65

H. E. Wedelstaedt - Supplies for " "28.50

Dalton Adding Machine Co. - Services rendered..... 4.50

Addressograph Co. - Supplies for Addressograph... 22.25

Glacier Park Hotel Co. - Pottery furnished..... 3.85

O. W. R. R. & N. Co.- Our proportion of expense
of placing 1500 special copies of Seattle
Times on trains..... 5.00

Quality Park Envelope Co. - 12,600 Envelopes.....57.42

Van Paper Supply Co. - 6 rolls Kraft paper.....15.10

\$3,159.22

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FOIDER DISTRIBUTION - Dec. 1927

Klein Bros. Co.....	\$5.00	
Railway Folder-Schedule Distributing Co..	50.00	
E. E. Weikert.....	5.00	
Western Time Table Distributing Co.....	25.00	
A. W. Burow.....	3.50	
Railway, Hotel & Steamship Advertising Co..	50.00	
Eastern Time Table Distributing Co.....	85.00	\$223.50

WINDOW DISPLAYS - Dec. 1927

Elliott Service Co. - Photo news service.....	\$14.00
Field & Schlick - 25 yds velour and 15 yds. velvet	158.00
Golden Rule - 30 yds. velour.....	82.50
Spokane Display Co. - Material used for windows...	45.50
Consolidated Show Card Co.....	1.25
Theits & Grant - Window cards.....	34.10
Virg.- " "	17.60
Buckbee-Mears Co. - 525 Xmas posters.....	668.85
A. Schomburg - 4 pictorial California posters....	137.20
Drapping background of display.....	14.70
Bloss Window Card Co. - Window card.....	5.00
Dick Long - Window cards.....	4.50
Metropolitan Building Co.....	14.00
Portland Sign Co. - Window card.....	1.00
A. Sussman - Window cards.....	12.00

\$1,210.20

ADVERTISING IN THE ORIENT - Dec. 1927

N. Y. & Cuba Mail Steamship Co. - Our proportion of cost of our Havana Agent during Nov. & Dec....	\$52.50
Nippon Yusen Kaisha- Adv. in "Japan" - Dec.....	118.75
Manila Bulletin.....	22.43
Shanghai Times.....	30.50
Thos. Cook & Son - Adv. in "Far Eastern Travelers Gazette".....	79.50

\$303.68

WRITERS, ARTISTS' SUPPLIES AND EXPENSES - Dec. 1927

Glacier Park Hotel Co.

50% of the charges incurred for hotel and chalet accommodations furnished Mrs. K. Leighton, Artist, and the Messrs. E. E. and Everett Leighton, in Glacier Park during season of 1927.....\$284.00

50% of the charges incurred for hotel and chalet accommodations furnished James W. Schultz, Author, and Mrs. Schultz in Glacier Park during 1927.....402.38

Amount paid the Pullman Co. for a lower berth from Glacier Park to Fargo for Levon West, Artist..... 9.75

50% of the charges incurred for hotel and chalet accommodations furnished Levon West, Artist, in Glacier Park during 1927..... 40.37

50% of meals and lodging furnished John Fery, Artist, at Belly River and Waterton Lake Camps by Park Saddle Horse Co..... 18.75

Amounts paid Indians in connection with advertising, account Winold Reiss, Artist, 28.50

50% of the charges incurred for hotel and chalet accommodations furnished John Fery, Artist, in Glacier Park during 1927..... 97.50

50% of the charges incurred for hotel and chalet accommodations furnished Winold Reiss, Artist, in Glacier Park during 1927.....174.25

Medical services rendered Indians by Drs. Houston, Conway and Cockrell - Indians were used by artists.. 8.88

Express charges paid on shipment of picture frames from S. Freidman, New York, to Winold Reiss..... 13.46

Express charges paid on consignments to Winold Reiss..... 77.26

Art Supply Co. - Supplies for J. Fery..... 4.00
" " " 18.48

\$1,177.58

NEW YORK TOURIST BUREAU - Dec. 1927

Our proportion of cost of operating New York Tourist	
Bureau.....	\$2,083.33
Clearing New York Office Expense.....	<u>1,415.38</u>
(Our proportion of balance in Alteration Account	
to Dec. 31, 1927)	\$3,498.71

NOVEMBER

	<u>1924</u>	<u>1925</u>	<u>1926</u>	<u>1927</u>
1. Newspapers published on line of G.N.	\$6,881.39	\$8,622.25	\$5,557.93	\$9,372.20
2. Periodicals " " " "	135.44	1,393.22	1,286.66	1,056.33
3. Newspapers " off " " "	5,866.65	8,554.36	13,999.71	6,612.18
4. Magazines.....	112.50	5,240.57	305.75	532.31
5. Pictures, frames, boxing.....		968.55	3,859.57	252.00
6. Photos and lantern slides.....	978.54	1,971.88	1,807.39	1,129.84
7. Cartage, freight and express.....	30.25	197.92	261.02	927.77
8. Postage and duty.....	149.38	1,379.12	661.67	686.78
9. Miscellaneous printing & advertising	3,887.41	5,252.22	7,830.28	2,098.48
10. Publicity.....	4,188.26	2,310.27	1,445.24	1,294.38
11. Time folders.....	4,469.50	8,693.90	4,261.24	3,202.40
12. Il. Folders and booklets.....	16,533.25	7,319.66	2,916.62	4,734.30
13. Electros, cuts, and art work.....	4,180.33	5,019.72	3,596.63	3,601.16
14. Railway and steamship guides.....		193.96	193.96	195.21
15. Advertising Department.....	1,070.00	2,719.75	3,913.19	2,889.70
16. Maps and rubber stamps.....	3.60	18.38	236.26	60.00
17. Bulletin Boards.....			1,069.15	1,045.80
18. Moving Pictures.....	349.68	1,393.64	2,230.64	82.67
19. Lecture Work.....	16.66	52.55	698.69	15.00
20. Miscellaneous.....	44.35	6,599.31	1,862.40	965.31
21. Folder distribution.....		248.50	809.71	220.00
22. Upper Missouri Historical Expedition				
23. Columbia River " "				
24. Window displays.....			1,462.00	512.85
25. Advertising in the Orient.....			732.96	322.22
26. Writers, Artists' supplies & expenses			1,093.65	44.74
27. New York Tourist Bureau.....			2,083.33	2,083.33
28. Our proportion Burl. Tour advertising				1,215.06
29. B. & O. exhibition.....				7,125.62
	\$48,897.19	\$68,149.63	\$64,175.65	\$52,277.64
		683.19	766.79	434.88
		\$67,466.44	\$63,408.86	\$51,842.76

West End Budget.....		\$48,000.00	
* West End Adv.....	\$42,079.21		
* " " ".....	1,023.05		
* " " Mech. Ex.....	3,741.75	46,844.01	Amt. Expended Exceeds
Balance.....		\$ 1,155.99	Budget \$31,171.07

Item	Amt. Expended	Budget	Over
1	\$77,653.61	\$75,000.00	\$2,653.61
2	9,215.78	5,000.00	4,215.78
5	9,257.60	3,000.00	6,257.60
6	11,406.94	7,500.00	3,906.94
7	7,396.00	3,500.00	3,896.00
8	11,076.52	7,500.00	3,576.52
9	33,552.94	30,000.00	3,552.94
10	20,270.47	15,000.00	5,270.47
11	43,531.46	40,000.00	3,531.46
12	64,079.04	50,000.00	14,079.04
15	32,000.00	35,000.00	1,000.00
16	13,040.62	2,500.00	10,540.62
18	4,172.40	2,500.00	1,672.40
21	4,710.39	4,500.00	210.39
26	4,997.65	3,500.00	1,497.65
27	42,692.29	25,000.00	17,692.29
28	11,795.94	10,000.00	1,795.94

NOVEMBER

	<u>1926</u>	<u>1927</u>	<u>INCREASE</u>	<u>DECREASE</u>
1. Newspapers published on line of G.N.	\$5,557.93	\$9,372.20	*\$3,814.27	
2. Periodicals " " " "	1,286.66	1,056.33	*	230.33
3. Newspapers " off " " "	13,999.71	6,612.18		7,387.53
4. Magazines.....	305.75	532.31	226.56	
5. Pictures, frames, boxing, etc.....	3,859.57	252.00		3,607.57
6. Photos and lantern slides.....	1,807.39	1,129.84		677.55
7. Cartage, freight and express.....	261.02	927.77	666.75	
8. Postage and duty.....	661.67	686.78	25.11	
9. Misc. printing and advertising.....	7,830.28	2,098.48		5,731.80
10. Publicity.....	1,445.24	1,294.38		150.86
11. Time Folders.....	4,261.24	3,202.40		1,058.84
12. Il. Folders and booklets.....	2,916.62	4,734.30	1,817.68	
13. Electros, cuts, and art work.....	3,596.63	3,601.16	* 4.53	
14. Railway and steamship guides.....	193.96	195.21	1.25	
15. Advertising Department.....	3,913.19	2,889.70		1,023.49
16. Maps and rubber stamps.....	236.26	60.00		176.26
17. Bulletin Boards.....	1,069.15	1,045.80		23.35
18. Moving Pictures.....	2,230.64	82.67		2,147.97
19. Lecture work.....	698.69	15.00		683.69
20. Miscellaneous.....	1,862.40	965.31		897.09
21. Folder distribution.....	809.71	220.00		589.71
22. Upper Missouri Historical Expedition				
23. Columbia River " "				
24. Window displays.....	1,462.00	512.85		949.15
25. Advertising in the Orient.....	732.96	322.22		410.74
26. Writers, Artists' Supplies & expenses	1,093.65	44.74		1,048.91
27. New York Tourist Bureau.....	2,083.33	2,083.33		
28. Our Proportion Burl. Tour Advertising		1,215.06	1,215.06	
29. B. & O. Exhibition.....		7,125.62	7,125.62	
	\$64,175.65	\$52,277.64		
Less credits.....	766.79	434.88		
	\$63,408.86	\$51,842.76		

Credits

Pullman Co.....	\$14.80	*West End Adv.....	\$2,259.45
Northland Transportation Co....	2.72	* " " " ".....	136.50
C.B. & Q. acct. tourist Bureau.	17.05	" " " Mech. Ex.....	422.39
Refund on express shipment.....	4.81		\$2,818.34
McBride & Co.-100 copies of			
Blazed Trail.....	175.00		
1 copy of Blazed Trail.....	4.00		
Mat. Mississippi St.Shops.....	18.95		
Playing Cards sold on train....	197.55		
	\$434.88		

DECREASE OVER NOVEMBER 1926...\$11,566.10

NEWSPAPERS PUBLISHED ON LINE OF GREAT NORTHERN RAILWAY - NOV.

MINNESOTA

David Advertising Co.

Fergus Falls Journal.....	\$63.00	
St. Cloud Journal Press.....	63.00	
St. Cloud Times.....	60.00	
	<u>\$186.00</u>	
Less 2%.....	3.72	\$182.28

Ruthton Tribune.....	8.50
Morris Tribune.....	3.78
Moorhead News.....	3.00
Fergus Falls Tribune.....	9.00
Alexandria Citizen News.....	4.20
Hallock Press.....	4.20
Ada Index.....	3.60
Stephen Messenger.....	3.00
Crookston Times.....	16.38
Warren Sheaf.....	4.20
Barnesville Record Review.....	2.40
Breckenridge Gazette Telegram.....	5.00
Crookston Leader.....	14.40
Morris Sun.....	<u>3.00</u>

\$266.94
182.28

MONTANA

Great Falls Tribune.....	81.10
Choteau Acantha.....	17.25
Whitefish Independent.....	20.00
Helena Independent.....	47.50
Great Falls Farm News.....	30.00
Kalispell Inter Lake.....	24.00
Havre Democrat.....	18.00
Conrad Observer.....	4.20
Havre News Promoter.....	38.00
Harlem News.....	3.00
Lewistown Farmer.....	36.50
Wolf Point Herald.....	18.90
Poplar Standard.....	3.00
Helena Record.....	38.64
Great Falls Leader.....	54.00
Lewistown Democrat News.....	40.32
Glasgow Courier.....	25.20
Butte Standard.....	72.52
Butte Post.....	61.60
Cut Bank Pioneer Press.....	3.60
Choteau Independent.....	4.50
Sidney Herald.....	3.60
Malta News.....	3.20
Plentywood News.....	37.80
Scobey Leader.....	22.40
Whitefish Pilot.....	<u>20.00</u>

728.83

NORTH DAKOTA

David Advertising Co.

Fargo Forum.....	\$142.72	
Fargo Blade.....	15.03	
Grand Forks Herald.....	105.00	
	<u>\$262.77</u>	
Less 2%	5.26	\$257.51

Stanley Promoter.....	3.00
Bottineau Herald.....	3.00
Lakota American.....	3.00
Langdon Republican.....	4.80
Lansford Leader.....	4.00
Hillsboro Banner.....	4.50
Wahpeton Globe.....	15.96
Devils Lake World.....	6.30
New Rockford Transcript.....	3.75
Cavalier Chronicle.....	2.80
Minot News.....	3.36
Grafton Record.....	2.40
Cavalier Chronicle.....	1.40
Minot Independent.....	4.80
Rugby Globe.....	1.60
Rolla Star.....	3.60
Cando Herald.....	4.50
New Rockford Provost.....	1.00
Devils Lake World.....	3.75
Williston Press.....	4.20
Bottineau Courant.....	3.00
Churchs Ferry Sun.....	1.60
Williston Herald.....	4.20
Mohall Press.....	3.00
Northwood Gleaner.....	2.50
Park River Press.....	3.60
Rugby Tribune.....	3.60
Wahpeton Globe.....	<u>6.72</u>

\$367.45

257.51

109.94

WEST END

W. S. Kirkpatrick - Our proportion of advertising account pool train service.....	262.83
O. W. R. R. & N. Co. - Our proportion of cost of advertising special train account Foot- ball game.....	4.20
Poulsbo Herald.....	35.70
Altnow-Singleton.....	<u>1,956.72</u>

\$2,259.45

TWIN CITIESDavid Advertising Co.

Dispatch.....	\$1,009.00	✓✓
Daily News.....	482.30	✓✓
Mpls. Tribune.....	1,017.52	✓✓
" Journal.....	838.00	✓✓
" Daily Star.....	499.12	✓✓
So. St. Paul Reporter.....	61.50	✓✓
Minneapolis Tidende.....	120.00	✓✓
	<u>\$4,025.44</u>	
Less dis.....	80.51	
		\$3,944.93

Daily Market Record.....	5.00	✓
		<u>\$3,949.93</u>

DULUTH & SUPERIORDavid Advertising Co.

Herald.....	284.00	
Tribune.....	180.00	
Superior Telegram.....	101.50	
	<u>\$515.50</u>	
Less dis.....	10.31	
		505.19

Handwritten calculations:
101.50 / 203.06 = 50.00
101.50 / 203 = 50.00
58.47

CANADADavid Advertising Co.

Winnipeg Tribune.....	161.40	
" Free Press.....	205.20	
Regina Post & Leader.....	64.26	
Saskatoon Star & Phoenix...	56.96	
" Farmer.....	119.00	
Grain Growers' Guide.....	333.20	
N. W. Farmer.....	285.60	
Calgary Herald.....	47.60	
	<u>\$1273.22</u>	
Less dis.....	25.46	
		\$2,247.76
Edmonton Journal.....	46.65	
		<u>1,294.41</u>
		\$9,372.20

PERIODICALS PUBLISHED ON LINE OF GREAT NORTHERN - NOV.

Montana Oil Journal.....	\$60.00
Schubert Club.....	25.00
Annals of St. Marys.....	50.00
All-Star Program - Duluth.....	40.00
St. Cloud Journal Press special edition....	200.00
Bride's Book.....	17.60
Symphony Orchestra Programs.....	130.00
Skillings Mining Review.....	45.52
Now & Then.....	32.40
Montana Legionaire.....	9.00
St. Paul Orpheus Club.....	25.00
Montana Trade Journal.....	36.00
St. Thomas College Program.....	25.00
Portland Spectator - Nov.....	64.00
Great Falls Banker.....	19.00
Transportation News.....	10.00
Portland Symphony Orchestra Program.....	60.00
Minn. Alumni Weekly.....	52.00
Mont. Trade Journal.....	36.00
Rotary Club of Seattle.....	12.50
Semaphore.....	107.31

\$1,056.33

NEWSPAPERS PUBLISHED OFF LINE OF GREAT NORTHERN - NOV.

McJunkin Advertising Co.

Chicago Newspapers - November - California ads..	\$2,958.00
Boston Transcript...	
Des Moines Register & Tribune	
Baltimore American.....	552.42
Eastern Newspapers - November- California ads....	2,977.12
Additional rate on Baltimore Sun.....	115.64
Kung Shong Yat Po.....	9.00

\$6,612.18

MAGAZINES - Nov. 1927

Traffic World - Nov. 5-19.....	\$120.00
Chinese Students' Monthly.....	45.00
Congressional Club Cook Book.....	250.00
Zontian, Buffalo, N. Y.....	20.00
<u>McJunkin Advertising Co.</u>	

Harvard Yale Program - Nov. 19 - 1/4 page	
Yale Princeton Football Program-Nov.12-1/4 page	97.31

\$532.31

PICTURES, FRAMES, BOXING, ETC. - Nov.

John Fery - 1 Oil Painting.....\$125.00

G. Messing - Brass title plates..... 4.50

Modern Art Studios - 1 velour painting, frame..122.50

\$252.00

PHOTOS AND LANTERN SLIDES - NOV.

T. J. Hileman - Expenses for November.....	\$68.50
Fulton & Lawson - 1 photo.....	10.00
Herbert Georg Stuido - Photos.....	28.00
T. J. Hileman - Hoke Smith...\$.....	9.20
T. J. Hileman	240.38
Foster & Kleiser- 2 photostats.....	1.20
William Bull - Hoke Smith \$264.11	
" " 234.10.....	498.21
United Engraving Co.....	8.33
Buckbee-Mears.....	8.03
Webster & Stevens.....	2.80
Reed Studio.....	2.00
Pickett Photo Co.....	78.00
Walter P. Miller.....	25.50
D. R. Bennett - 8 Photostats.....	3.80
J. E. Haynes.....	115.99
Lenz & Janssen - Photos.....	22.00
C. L. Venard	5.90
Camera Art Co.	2.00

\$1,129.84

CARTAGE, FREIGHT AND EXPRESS * Nov.

Grates Transfer Co. - Hauling two large crates....	\$2.50
Ed. Lynch.....	67.75
McJunkin - Express.....	1.67
Seattle Transfer.....	6.70
T. A. Thompson.....	2.00
V. E. Jones.....	3.04
H. Diessler.....	16.00
M. M. Hubbert.....	10.07
F. A. Diedel.....	4.29
E. H. Whitlock.....	14.00
E. H. Moot.....	2.65
W. J. Rintoul.....	.92
P. H. Yorke.....	.46
T. F. Carroll.....	3.05
H. Dickson.....	1.50
H. E. Watkins.....	27.89
J. W. Young.....	1.90
A. L. Scott.....	.95
S. L. Williams.....	2.96
C. N. Christopherson.....	1.71
Vancouver City Ticket Office.....	3.03
American Railway Express.....	752.73

\$927.77

POSTAGE AND DUTY - Nov.

McJunkin Advertising Co. - Postage on cuts.....\$19.53

A. H. Hebb..... 25.30

Postage.....641.95

\$686.78

MISCELLANEOUS PRINTING AND ADVERTISING - Nov.

McGill-Warner Co.

1 M Hangers- J. F. Pewters.....	\$64.00
10 M Post cards- Kiwanis Conv....	35.00
500 doilies patched.....	6.75
10 M Blotters.....	120.00
200 desk blotters.....	55.00
200 post cards.....	8.00
1500 desk blotters, V.E. Jones...	88.25
5 " Flyers.....	70.00
100 Goats patched.....	6.75
100 desk blotters.....	19.75
25 " "	9.75
2500 Blotters, C. O. Layton.....	34.00
25 M Goats patched.....	115.75
5 M Flyers.....	55.00
5 M Hockey Schedules.....	65.00
100 desk blotters.....	19.75
25 " "	9.75
3 M Post cards.....	16.50
6 M Hockey Schedules.....	54.00

\$853.00

Scribner Press

3,600 cards-Chicago Livestock...	41.16
7 M Posters- " "	109.76
1 M special envelopes.....	7.84
Imprinting 1 lot G.P. Pictures...	19.35
3 M 2 color blotters-Watkins....	42.88
1 M cards.....	11.52
2 M additional flyers.....	31.36
2 covers bound & gold process...	16.17
6 M 2 color blotters- Young.....	86.24
2 M Blotters.....	27.44
Binding 3 volumes Goat.....	6.61

400.33

Railroader Printing Co.

1 M Maps 2 sides- I. H. Turner...	4.75
3 M " 2 " - M.M. Hubbert....	13.25
Prtg. 2 1/2 M " 6 1/2 Envelopes.....	2.75

20.75

Randall Co. - 1 M Junior Livestock Menus..... 49.00

Missouri Pacific R.R. Co. - Our proportion of expense incurred in advertising the National Educational Assn. tour.....	\$41.74
Atchison, Topeka & Santa Fe Ry. Co. - Our proportion of cost of itineraries in connection with movement of K. & C. tour.....	58.53
Brown & Bigelow - Imprinting 3 M special folders.....	14.10
Chen Fong - 1 M Circulars.....	6.75
Glacier Park Hotel Co. - 6300 post cards.....	25.20
Southern Railway Co. - Our proportion of printing itineraries for International Fire Chiefs.....	25.22
Wm. McLellan - 10 M Blotters.....	68.50
Thomsen-Ellis Co. - 100 M post cards - B& O.....	449.30
C. B. & Q. Ry. - Our proportion of expense account printing 3 M itineraries account Henry V. Kepner Alaska Tour.....	29.00
Our proportion of expense account printing 300 pamphlets account National Retail Lumber Dealers Association tour.....	57.06

\$2,098.48

PUBLICITY - Nov.

Luce Press Clipping Bureau.....	\$14.05
Tourist Travel Clearing Agency - For "Ask Mr. Foster" services in all offices in 9 divisions under joint contract with the Foster & Reynolds Co., Sept. 1 to Oct.30.	375.00
King St. Station - Lab. & Mat. account exhibition of electric engine.....	5.09
Wirth - 1 banner.....	5.00
Mat. - D. & S. Cars.....	204.70
Lab. - Mississippi St.....	3.12
Lab. - D. & S. Cars.....	73.10
S. W. Stokes - Hoke Smith.....	\$313.30
	<u>191.70</u>505.00
Advertising Specialty Co. - 260-4"Buttons 8 - 9" Emblems.....	75.70
Northern Letter Service Co. - Folding 7 M flyers.....	14.70
Lab. - Superior.....	2.42
Puget Sound Electric Co. - Lighting O.L.Sign...	5.59
C. B. & Q. Ry. - Our proportion of cost for furnishing light account National Retail Lumber Dealers Assn.....	10.91
	\$1,294.38

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TIME FOLDERS - NOV.

McGill-Warner Co. - 88 M Time Folders - Nov.....\$3,202.40

ILLUSTRATED FOLDERS AND BOOKLETS - Nov.

McGill-Warner Co.

10 M	Kiwanis Convention Booklets...	\$378.15	
2 M	Useful Facts.....	97.75	
26 M	Reprint "Call of Mts.".....	2,340.00	
25 M	"Goats".....	987.05	
10 M	"To California" folders.....	752.60	
13 M	Interesting Information.....	178.75	
			\$4,734.30

ELECTROS, CUTS AND ART WORK - NOV.

McGill-Warner Co.

Comp. & Proofs- Ad #83-84-85.....	\$32.95	
" & " - " #86-27.....	22.28	
Electros.....	24.40	\$79.63
McJunkin Advertising Co. - Mech. Expense	1,168.15	
David Advertising Agency - " " - Oct.....	606.96	
" " " - " " - Nov.....	423.96	
Liberty Engraving Co. - Halftones.....	33.30	
Publicity Engravers- Engravings- B. & O.....	29.97	
United Engraving Co.....	204.89	
Buckbee Mears Co.....	213.82	
Bert Knight - Drawings & lettering for program ads.....	352.80	
Schneidereith & Sons - Comp. & Mats - B.& O....	33.75	
Scribner Press- 1 color plate.....	12.49	
Randall Co. - 6 electros.....	10.63	
Altnow-Singelton - Mech.-Expense for Oct.....	369.72	
California Engineer - 2 halftones.....	8.42	
W. S. Kirkpatrick - Our proportion of mech. expense for October.....	52.67	

\$3,601.16

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RAILWAY AND STEAMSHIP GUIDES - Nov.

National Railway Publication Co.....\$195.21

-15-

ADVERTISING DEPT. - NOV.

Pay Roll.....\$2,889.70

-16-

MAPS AND RUBBER STAMPS - Nov.

St. Paul Statuary Co. - Redecorating Glacier Park Map...\$50.00

BILLBOARDS - NOV.

Foster & Kleiser- Display advertising and service on illuminated board in Seattle - Bulletin Display in Portland and Tacoma for Nov.....	\$642.50
Tyee Investment Co. - Rental of roof privilege-Nov.....	150.00
David Hall Sign Co. - Repainting 3 bulletin signs at Vancouver and New Westminster, B. C.....	200.00
Washington Water Power Co. - Lighting billboards during September and October.....	53.30
	\$1,045.80

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MOVING PICTURES - Nov.

Ray-Bell Films Co. - 979 ft. non-flam. print
Glacier Park, reel, case and assembling.....\$82.67

LECTURE WORK - NOV.

John W. Graham & Co. - Service of projection machine and operator on Nov. 16th at luncheon of Associated Engineers at Davenport Hotel.....	\$5.00
S. P. Treiber- Services during November.....	10.00
	\$15.00

MISCELLANEOUS - Nov.

C. Herrin - Expenses account trip west.....	\$199.50
A. E. Hardgrove- Expenses for November.....	155.10
Bus Transportation - 1 subscription.....	2.00
O. J. McGillis- Expenses incurred enroute St. Paul to Glacier Park and in Glacier Park Aug. 14th to Sept. 7th account Colarart Pictures/.....	160.91
Tri-State Telephone Co.....	29.14
McJunkin Advertising Co. - Telegram... ..	.92
Northern States Power Co. - Our proportion of electricity, steam, etc.....	44.58
Woodstock Typewriter Co. - Repairing typewriter.....	10.00
H. E. Wedalstaedt -Supplies for Mimeograph.....	4.05
Addressograph Co. - " " Addressograph.....	9.60
Melady Paper Co.....	2.70
McGill-Warner Co.- 200 red press board covers and 200 file covers.....	9.50
Pacific Fruit & Produce Co. - 63 boxes apples.....	147.00
Quality Park Envelope Co. - 14,400 open tie tension tie envelopes.....	65.62
McFadden Publications - 100 copies of Physical Culture.....	16.50
76 Lamp Shades (Bill 11-27-2027 - 7-27-1488)	108.19
	\$965.31

FOLDER DISTRIBUTION - NOV.

E. E. Weikert.....	\$5.00	
Railway Folder-Schedule Co.....	50.00	
Railway Hotel & Steamship Advertising Co.....	50.00	
Eastern Time Table Distributing Co.....	85.00	
Western Time Table Distributing Co.....	25.00	
Klein Bros.....	5.00	
		\$220.00

WINDOW DISPLAYS - NOV.

Elliott Service Co. - Photo news service- Oct.31to	
Nov. 29th.....	\$14.00
A. Schomburg - Crating and shipping National Apple	
Week Display.....	57.00
Elk Cleaners & Dyers- Cleaning 1 pce. of velvet.....	3.00
Adam Decker - Screws, thumb tacks, acct.Scovil poster..	2.55
Pioneer Show Card Co. - window cards.....	1.90
Spokane Display Service- Apple Window display.....	15.00
Virg - Window cards.....	11.50
Theits & Grant - Window cards.....	186.75
Link Sign Co. - Window cards.....	6.00
Dick Long - ".....	4.00
Metropolitan Bldg. Co. - Window cards.....	23.90
Modern Art Studios - 1 special display.....	171.50
A. Whitnall - Window display cards.....	7.25
J. W. Young - " " " /.....	7.50
J. C. Maher - " " "	1.00

\$512.85

ADVERTISING IN THE ORIENT - NOV.

Japan Times & Mail - Oct. 4th to Nov. 3rd.....	\$37.40
Nov. 4th to Dec. 3rd.....	85.12
Nippon Yusen Kaisha- Advertising in "Japan" Nov....	118.75
Osaka Mainichi - Nov.....	23.35
Manila Bulletin - Oct.....	28.44
N. Y. & Cuba Mail & Steamship Co. - Our proportion of expense of Havana Agent during Oct.....	29.16
	\$322.22

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WRITERS, ARTISTS' SUPPLIES AND EXPENSES - NOV.

Art Supply Co. - Paints, brushes, etc. account J. Fery....\$44.74

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NEW YORK TOURIST BUREAU - NOV.

Our proportion of cost of operation of New York
Tourist Bureau - Nov.....\$2,083.33

OUR PROPORTION BURLINGTON TOUR ADVERTISING - NOV.

C. B. & Q. Ry. - Our proportion of operating tourist	
bureau during July.....	\$988.97
August.....	226.09
	\$1,215.06

B. & O. EXHIBITION - NOV.

O. J. McGillis- Expense account arranging with Indians
to make trip to Baltimore.....\$138.30

John J. Maher - Expense incurred account accompanying
William Crooks to Baltimore during October.....185.90
Expense incurred account accompanying William
Crooks to Baltimore during November..... 36.00

W. R. Mills - Expenses incurred account B. & O.
Exhibition as follows:
Expenses incurred by O. J. McGillis -
Sept. 7th to Nov. 16th - Browning to
Baltimore.....\$1,877.15
Expenses incurred for salaries &
presents for Indians.....2,930.32
Expenses incurred in connection with
visit of Indians to Philadelphia.....348.65
Expenses incurred acct. Indian Show
in New York Oct. 21.....336.10

5,492.22

W. H. McGraw - Expenses during Sept., October and
Nov. account B. & O. Exhibition..... 526.70
Time lost account accompanying William Crooks
to Baltimore - Sept. 5th to Nov. 12th..... 675.30

J. J. Maher - Time lost account accompanying William
Brooks to Baltimore 71.20

\$7,125.62

OCTOBER

	<u>1924</u>	<u>1925</u>	<u>1926</u>	<u>1927</u>
1. Newspapers published on line of G.N.	\$6,244.64	\$5,283.22	\$5,751.21	\$5,151.70
2. Periodicals published " " " "	51.00	1,252.66	796.04	634.20
3. Newspapers " off " " "	455.00	4,587.03	8,507.88	1,950.15
4. Magazines.....	601.52	8,190.65	310.25	458.35
5. Pictures, frames, boxing.....	202.00	1,080.00	3,018.00	
6. Photos and lantern slides.....	949.98	2,522.06	2,143.80	1,983.44
7. Cartage, freight and express.....	26.47	574.48	664.23	625.59
8. Postage and duty.....	19.33	502.90	527.59	619.23
9. Misl. printing and advertising.....	2,242.15	2,415.34	1,608.32	4,264.33
10. Publicity.....	2,935.19	3,004.11	2,054.44	1,449.00
11. Time Folders.....	4,194.00	173.88		4,930.40
12. Il. folders and booklets.....	3,320.49	5,283.58	2,298.28	1,632.65
13. Electros, cuts and art work....	2,369.26	6,662.88	2,084.32	3,039.64
14. Railway and steamship guides.....	387.72	387.92	193.96	195.21
15. Advertising Department.....	1,107.60	3,506.13	3,025.70	2,910.50
16. Maps and rubber stamps.....	79.78	112.67	814.37	7,587.33
17. Bulletin boards.....	199.90	629.56	619.15	1,608.85
18. Moving pictures.....	234.76	697.34	444.56	415.31
19. Lecture work.....	5.00		117.65	
20. Miscellaneous.....	1791.00	984.50	123.55	395.87
21. Folder distribution.....		198.50	173.50	651.40
22. Upper Missouri Historical Expedition		235.44		
23. Columbia River " "				
24. Window displays.....			956.94	708.94
25. Advertising in the Orient.....			729.46	884.30
26. Writers, Artists' supplies and expenses			1,638.71	794.90
27. New York Tourist Bureau.....			2,083.33	21,850.99
28. Our proportion Burl. Tour advertising				
29. B. & O. Ry. Exhibition.....				960.49
	\$25,804.79	\$48,284.74	\$40,685.24	\$65,702.77
Less credits.....		368.28	264.56	388.09
		\$47,916.46	\$40,420.68	\$65,314.68

	1927 Budget	Expended Jan. to Oct. incl.	PER Cent Expended	Balance
1. Newspapers published on line of G.N.	\$75,000.00	\$68,281.41	91.04%	\$6,718.59
2. Periodicals " " " " "	5,000.00	8,159.45		
3. Newspapers " off " " "	125,000.00	89,525.52	71.62%	35,474.48
4. Magazines.....	75,000.00	67,003.86	89.33%	7,996.14
5. Pictures, frames, boxing, etc.....	3,000.00	9,005.60		
6. Photos and lantern slides.....	7,500.00	10,277.10		
7. Cartage, freight and express.....	3,500.00	6,468.23		
8. Postage and duty.....	7,500.00	10,389.74		
9. Misl. printing and advertising.....	30,000.00	31,454.46		
10. Publicity.....	15,000.00	18,976.09		
11. Time folders.....	40,000.00	40,329.06		
12. Il. Folders and booklets.....	50,000.00	59,344.74		
13. Electros, cuts and art work.....	45,000.00	35,822.09	79.6%	9,177.91
14. Railway and steamship guides.....	2,500.00	1,773.06	70.92%	726.94
15. Advertising Department.....	35,000.00	29,221.80	83.51%	5,778.20
16. Maps and rubber stamps.....	2,500.00	12,980.62		
17. Bulletin boards.....	15,000.00	7,508.02	50.05%	7,491.98
18. Moving pictures.....	2,500.00	4,089.73		
19. Lecture work.....	12,500.00	10,425.26	83.4%	2,074.74
20. Miscellaneous.....	10,000.00	10,830.63	61.31%	3,969.37
21. Folder distribution.....	4,500.00	4,490.39	99.78%	9.61
22. Upper Missouri Historical Expedition				
23. Columbia River " "		305.17		
24. Window displays.....	8,000.00	5,324.68	66.55%	2,675.32
25. Advertising in the Orient.....	5,000.00	4,035.98	80.71%	964.02
26. Writers, artists' supplies and expenses	3,500.00	4,952.91		
27. New York Tourist Bureau.....	25,000.00	40,608.96		
28. Our proportion Burl. Tour advertising	10,000.00	6,523.02	65.23%	3,476.98
29. B. & O. Ry. Exhibition.....		4,566.24		
	\$617,500.00	\$602,681.42		
Less credits.....		5,853.11		
		\$596,828.31		

West End Budget.....\$ 48,000.00

*1 West End Adv.....	\$39,819.76	Total Per cent expended 96.65%
*2 " " "	886.55	
*13 " " Mech.Ex.....	3,319.36	
Bal. of West End Budget.....	\$ 44,025.67	
	\$ 3,974.33	Bal. of Total Budget \$20,671.69

Items on which total amount expended exceeds budget

Item	Amt. Expended	Budget	Over
2	\$8,159.45	\$5,000.00	\$3,159.45
5	9,005.60	3,000.00	6,005.60
6	10,277.10	7,500.00	2,777.10
7	6,468.23	3,500.00	2,968.23
8	10,389.74	7,500.00	2,889.74
10	18,976.09	15,000.00	3,976.09
11	40,329.06	40,000.00	329.06
12	59,344.74	50,000.00	9,344.74
16	12,980.62	2,500.00	10,480.62
18	4,089.73	2,500.00	1,589.73
26	4,952.91	3,500.00	1,452.91
27	40,608.96	25,000.00	15,608.96
9	31,454.46	30,000.00	1,454.46

OCTOBER

	1926	1927	INCREASE	DECREASE
1. Newspapers published on line of G.N.	\$5,751.21	\$5,151.70 *		\$599.51
2. Periodicals " " " " "	796.04	634.20 *		161.84
3. Newspapers " off " " "	8,507.88	1,950.15		6,557.73
4. Magazines.....	310.25	458.35	\$148.10	
5. Pictures, frames, boxing, etc.....	3,018.00			3,018.00
6. Photos and lantern slides.....	2,143.80	1,983.44		160.36
7. Cartage, freight and express.....	664.23	625.59		38.64
8. Postage and duty.....	527.59	619.23	91.64	
9. Miscellaneous printing & advertising	1,608.32	4,264.33	2,656.01	
10. Publicity.....	2,054.44	1,449.00		605.44
11. Time folders.....		4,930.40	4,930.40	
12. Il. Folders and booklets.....	2,298.28	1,632.65		665.63
13. Electros, cuts and art work.....	2,084.32	3,039.64 *	955.32	
14. Railway and steamship guides.....	193.96	195.21		1.25
15. Advertising Department.....	3,025.70	2,910.50		115.20
16. Maps and rubber stamps.....	814.37	7,587.33	6,772.96	
17. Bulletin boards.....	619.15	1,608.85	989.70	
18. Moving pictures.....	444.56	415.31		29.25
19. Lecture work.....	117.65			117.65
20. Miscellaneous.....	123.55	395.87	272.32	
21. Folder distribution.....	173.50	651.40	477.90	
22. Upper Missouri Historical Expedition				
23. Columbia River " "				
24. Window displays.....	956.94	708.94		248.00
25. Advertising in the Orient.....	729.46	884.30	154.84	
26. Writers, Artists' supplies & expenses	1,638.71	794.90	843.81	
27. New York Tourist Bureau.....	2,083.33	21,850.99	19,767.66	
28. Our proportion Burl. Tour advertising				
29. B. & O. Exhibition.....		3,960.49	3,960.49	
	\$40,685.24	\$65,702.77		
Less credits.....	264.56	388.09		
	\$40,420.68	\$65,314.68		

Credits

<u>Credits</u>		* West End Adv.....	\$4,004.80
F. W. Albachten - 28 doz. Playing cards	\$100.80		147.75
Glacier Park Hotel Co.-25 Lamp shades...	35.00	* " " Mech.Ex...	427.84
1 copy Blazed Trail and 1 copy of			<u>\$4,580.39</u>
Elrod's Guide.....	5.00		
Playing Cards sold on train.....	200.70		
Advertising literature sold.....	.50	INCREASE OVER OCTOBER 1926	
Refund on express charges.....	25.64		\$24,894.00
Pullman Co.....	13.65		
N.W.Elec.Equip.Co.-material returned.....	3.25		
McGlain & Hedman - 2 envelopes returned...	.70		
Northland Transportation Co. postage.....	2.85		
	<u>\$388.09</u>		

NEWSPAPERS PUBLISHED ON LINE OF GREAT NORTHERN - Oct. 1927

Montana

Saco Independent.....	\$9.00	
Culbertson Searchlight.....	12.00	
Lewistown Democrat News.....	8.96	
" Farmer.....	7.84	
Helena Independent.....	22.00	
Montana Record.....	18.48	\$78.28

Minnesota

David Advertising Co.

Alexandria Citizen News..	\$13.30	
" Park Region Echo....	15.20	
Bemidji Pioneer.....	19.95	
Breckenridge Gazette Tel..	15.20	
Crookston Times.....	23.94	
Fergus Falls Journal.....	28.42	
Moorhead News.....	17.10	
Sauk Centre Herald.....	12.80	
St. Cloud Journal Press...	27.93	
" Times.....	31.92	
Thief River Falls Times...	18.00	
	\$223.76	
Less discount.....	4.48	\$219.28

Isanti News.....	4.80	
Hinckley News.....	6.00	
Crookston Leader.....	25.60	
		255.68

West End

Inland Empire News.....	11.55	
Courier Times.....	11.55	
Nelson B. C. News.....	8.60	
Altnow-Singleton.....	3,876.99	
Strang & Prosser - Our proportion of advertising account pool service.....	96.11	\$4,004.80

North Dakota

Minot Daily News.....\$17.92
Fargo Forum..... 17.60

David Advertising Co.

Devils Lake Journal.....\$25.00
Fargo Forum.....63.04
Grand Forks Herald.....87.50
Minot Independent.....28.50
Minot News.....24.78

\$229.02

Less discount.....4.58 224.44 \$259.96

South Dakota

Public Opinion 2.10

David Advertising Co.

Sioux Falls Argus-Leader.....72.90
" " Press.....49.32

\$122.22

Less discount.....2.44 119.78 121.88

Duluth & Superior

David Advertising Co.

Duluth Herald.....\$103.74
" News Tribune..... 79.40
Superior Telegram..... 55.86

\$239.00

Less discount.....4.78 234.22

Canada

David Advertising Co.

Winnipeg Free Press.....\$119.70
" Tribune..... 81.20

\$200.90

Less discount.....4.02 196.88

\$5,151.70

103.74
02
287.48
103.74
200
161.67

PERIODICALS PUBLISHED ON LINE OF GREAT NORTHERN - Oct.1927

Great Northern Semaphore.....	\$107.75
Portland Spectator.....September.....	67.75
" " - October.....	80.00
University of Minnesota- History of Football Pro...	100.00
Schubert Club.....	25.00
Odd Fellow Review.....	36.00
Parent Teacher.....	51.94
No. Dak. State College Program.....	20.00
Minneapolis Gopher "M".....	32.50
Bride's Book.....	20.36
Minnesota Alumni Weekly.....	26.00
Transportation Club.....	10.00
Skellings Mining Review.....	56.90

\$634.20

NEWSPAPERS PUBLISHED OFF LINE OF GREAT NORTHERN -Oct. 1927

McJunkin Advertising Co.

Chicago Newspapers -	California Advertising...	\$867.00	
Eastern Newspapers -	" "	... 735.57	
" "	" "	... 338.58	\$1,941.15

Kung Shong Yat Po..... 9.00

\$1,950.15

MAGAZINES - Oct. 1927

Chinese Students Club Directory.....	\$25.00
Yale Freshman Year Book.....	65.00
Chinese Double Ten Celebration Program.....	12.00
Year book of the Tsing Hua Alumni Association.....	100.00
Traffic World.....	120.00
Banta's Greek Exchange - October.....	12.50

McJunkin Advertising Co. - Advertising in Yale-	
Dartmouth Football program.....	123.85

\$458.35

PHOTOS AND LANTERN SLIDES - Oct. 1927

J. E. Haynes - 1 complete set of slides.....	\$154.50	
Lantern slides.....	<u>130.69</u>	\$ 285.19
Henry's Pharmacy - Photos.....		17.00
Zimmerman Bros. - 3 Badger Album covers and leaves.....		51.57
University Photo Shop - Photos.....		43.00
Camera Art Studios - Photos.....		39.60
T. J. Hileman - Photos.....		1,124.35
Ray-Bell Films - 2 prints.....		1.00
Buffalo Stereopticon Entertainers - 100 slides.....		100.00
Schnabel Studios - 9 - 5x7 photos.....		1.80
Lenz & Janssen - Photos.....		12.00
Buckbee-Mears - Photos.....		42.15
William Bull - Photos.....		125.93
C. P. Gibson.....		44.10
United Engraving Co.		2.95
D. R. Bennett - 8 Photostats.....		8.25
C. N. Christopherson - 2 photos.....		3.75
F. H. Kiser - 65 prints.....		63.70
Webster & Stevens - Photos.....		17.10
		\$1,983.44

CARTAGE, FREIGHT AND EXPRESS - Oct. 1927

H. E. Watkins.....	\$10.80
A. Whitnall.....	1.00
Sullivan's Delivery - Hauling window display from Milwaukee Journal to ticket office.....	2.50
Seattle Transfer.....	12.00
Ray Bell Film - Express charges on Capitol Pro- jector and film.....	4.77
Vancouver City Ticket Office.....	1.32
Ed Lynch Express Co.....	84.00
T.A. Thompson.....	1.50
S. P. & S. Ry. Co.....	6.05
L. L. McDonald.....	4.00
H. Dickson.....	2.75
I. H. Turner.....	4.45
L. D. Kitchell.....	3.50
H. Deissler.....	5.50
F. A. Diedel.....	2.15
S. L. Williams.....	.57
M. M. Hubbert.....	7.32
F. H. Reeves.....	.26
V. E. Jones.....	1.33
A. L. Scott.....	1.50
J. H. Brinkman.....	3.75
W. E. McCormick.....	4.81
J. W. Young.....	1.00
T. F. Carroll.....	2.07
J. H. Kenney.....	10.79
C.W. Mahoney.....	.45
E. H. Moot	20.76
P. H. Yorke.....	1.80
C. N. Christopherson.....	5.80
American Railway Express Co.....	393.49
E. H. Whitlock.....	12.75
C. B. & Q. Ry - Freight.....	<u>10.85</u>

\$625.59

POSTAGE AND DUTY - Oct. 1927

McJunkin Advertising Co. - Postage on cuts..... \$9.42

Postage on material mailed out..... 605.49

A. H. Hebb - Duty..... 4.32

\$619.23

MISCELLANEOUS PRINTING AND ADVERTISING Oct. 1927

McGill-Warner Co.

200 Desk Blotters.....	\$37.50	
1 M desk Blotters - E. H. Moot....	55.00	
100 desk blotters - O.L.....	19.75	
2 M Blotters - H. R. Carl.....	9.60	
390 " J.H.Kenney.....	29.50	
25 desk " - W. L.....	9.75	
500 Blotters - W. F.Doane.....	8.75	
26 Order books.....	13.75	
200 captions printed	5.75	
5 M Hangers - A.J. Arrivee.....	575.00	
25 M Goats patched.....	116.75	
200 desk blotters.....	16.75	
400 " " - A. L. Johnston..	20.88	
2500 Blotters - C. O. Layton.....	33.75	
5 M Tele. & Information cards.....	21.75	
500 Noteheads and envelopes-		
Mpls. Station.....	13.75	
500 Blotters - E. A. Dye.....	9.18	
500 " - W. E. McCormick.....	14.37	
1 M Blotters.....	15.00	
10 M " - Apple Week.....	125.00	
3 M Doilies - " ".....	15.00	
500 desk blotters- A.J. Aicher....	8.69	
1500 Resort report forms.....	20.00	
		\$1,195.22

Randall Co.

500 - 4 color picture & envel-		
opes -Two Guns White Calf.....	29.15	
1 M Invitations - Two Guns.....	36.02	
500 Posters- Wisconsin Game.....	11.86	
2 M Joesting Menus	118.58	
325 Apple Week hangers.....	50.96	
1 M double post cards.....	21.08	
		\$267.65

Crown Printing Co. - 400 Announcements & Envelopes.....	15.60
Grazer Print Shop - 400 Programs.....	43.00
Webb Publishing Co. - Insertingpost cards in Semaphore.....	22.50
Robert A. Holden - Business Cards.....	2.50
Scandinavian American Line - Our proportion of cost of	
1927 Christmas Excursion circulars.....	129.02

\$1,675.49

BROUGHT FORWARD.....\$1,675.49

Randall Co.

15 M	B. & O. Folders.....	\$176.40	
10 M	" "	117.60	
26 M	" "	180.91	
30 M	" "	208.74	
35 M	" "	243.53	
10 M	" "	69.58	996.76

McGill-Warner Co.

105 M	Indian Cards.....	498.75	
90 M		427.50	
20 M	Yesterday & Today folders.....	310.60	1,236.85

Scribner Press

1	Cover gold stamping process.....	4.90	
	Our proportion cost of 3 M 2 color		
	blotters- J. F. Kelly.....	20.21	
	Our proportion cost of 3 M 2 color		
	blotters - J. M. Sanford.....	10.72	
	Our proportion cost of 3 M 2 color		
	blotters - E.A. Dye.....	10.71	
750	Invitations & Post cards.....	17.88	
12 M	Blotters.....	111.72	
1 M	Special envelopes.....	7.84	
4	Covers gold stamping process.....	31.36	
	Imprinting 200 Album leaves.....	9.31	
2500	gummed labels.....	20.58	
2 M	special envelopes.....	7.84	
5 M	gummed labels.....	72.52	
250	trade marks.....	12.49	
	Printing 1 M pictures.....	17.15	355.23

\$4,264.33

PUBLICITY - Oct. 1927

Harriet Geithman - Story on Glacier Peak	
Story on Mt. Baker.....	\$50.00
Consolidated Press Clipping Bureau.....	5.00
Mat. - Mississippi St. Shops.....	25.81
Lab. - D. & S. Cars.....	165.85
Mat. - D. & S. Cars.....	577.36
Lab. - Jackson St.....	9.38
Low's Letter Service - 2 M Multigraphed letters.....	16.50
Advertising Specialty Co. - 300 buttons - 1 M	
Apple Week pamphlets - 500 balloons -	
2 - 13" felt emblems.....	208.50
S. W. Stokes -(Hoke Smith)	390.60
	\$1,449.00

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McGill-Warner Co. - 142 M Time table folder for Sept...\$4,930.40

ILLUSTRATED FOLDERS AND BOOKLETS - Dec. 1927

McGill-Warner Co. - 25 M Goat booklets.....	\$982.25
51 M Oriental Limited booklets..	<u>.650.40</u>
	\$1632.65

ELECTROS, CUTS AND ART WORK * Oct. 1927

McGill-Warner Co.

Comp. & proofs - Ad 77-27, 1 electro	\$20.82
" " - " 79-27, 1 "	13.29
" " - " 78-27, 1 "	20.89
" " - " 81-27, 1 "	18.44
" " - " 82-27, 1 "	21.03
12 Electros.....	24.62
16 "	42.40
1 set 4 color electros.....	11.52
	\$173.01

David Advertising Co. - Mechanical Expense - Sept....	312.71 ✓
McJunkin Advertising Co. - " " - Oct.....	319.40
Altnow-Singleton - Mechanical Expense for October....	427.84

Liberty Engraving Co. - halftones.....	22.10
Bowen & Son - Halftones and art work.....	49.00
Buckbee-Mears	168.19 ✓
United Engraving Co.....	932.21 ✓
Western Newspapers Union.....	329.42
Randall Co. - 1 set 4 color process plates.....	11.76
Bert Knight - Illustrations.....	294.00

\$3,039.64

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RAILWAY AND STEAMSHIP GUIDES - Oct. 1927.

National Railway Publication Co.....\$195.21

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ADVERTISING DEPARTMENT - Oct. 1927

Pay Roll.....\$2,910.50

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MAPS AND RUBBER STAMPS - Oct. 1927

James McGuire - Handling and boxing relief map and
delivering same to Express Co.....\$46.00

Gus Messing - Rubber Stamps..... 4.58

McGill-Warner Co. - Correcting map for Interesting
Information.....36.75

Our proportion of cost of wall map now being prepared
and printed by Poole Bros., Chicago.....7,500.00

\$7,587.33

BULLETIN BOARDS - Oct. 1927

Hayward-Larkin Co. - Painting three bulletins.....	\$210.00	
Tyee Investment Co. - Rental of roof privilege during October.....	150.00	
Foster & Kleiser - Bulletin display advertising during October in Seattle.....	\$225.00	
Patrol service.....	7.50	
Bulletin display advertising in Portland.....	300.00	
Bulletin display advertising in Tacoma.....	<u>110.00</u>	642.50
Foster & Kleiser - Cover credit which was deducted in error on voucher of Sept. 3rd.....	90.00	
Repainting four bulletins - 1 at Bellingham - 1 at Everett - 2 at Seattle.....	460.00	
Hayward-Larkin Co. - Removing two signs and electric equipment from Monroe St. Viaduct.....	56.35	
		\$1,608.85

MOVING PICTURES - Oct. 1927

Ray-Bell Film Co. - Handling films stored in vault
during August and September.....\$8.00
Repairing Capitol projector.....23.16
Handling films during October..... 9.37
Splicing, running and editing film
for Rev. Sanborn.....11.00

2 Prints "Fishing the Flathead with Chas.
Howes (1093 ft ea.) Safety film, 2186
ft. @ 8¢, 2 prints "Fly Fishing in the
Lakes of Glacier Park" (992 ft. ea.)
Safety stock 1984 ft. @ 8¢, 4 hrs.
assembling time @ \$1.50, 4 -10" reels
@ 40¢- 4 - 1-reel shipping cases -
(Shipped to Izaak Walton League).....346.53

Canadian Rockies Hotel Co. - Our proportion of cost
of meals and lodging furnished to Colorart
Picture Co..... 17.25

\$415.31

MISCELLANEOUS - Oct. 1927

Canadian Rockies Hotel Co. - Rental of boat furnished W. R. Mills on August 14th.....	\$15.00
Tri-State Telephone Co.....	110.66
St. Marie Cigar & News Co. - newspapers and magazines..	1.26
Northern States Power Co. - Our proportion of expenses acct. lighting, heating, etc.....	46.06
Barrett Bindery Co. - 4 Torsion Binders.....	23.77
St. Paul Union Depot - Current used in lighting locom- otive.....	.35
H. E. Wedelstaedt - Mimeograph machine supplies.....	64.00
Addressograph Co. - Addressograph machine "	1.00
McGill Paper Products - 25 #10 Envelopes.....	34.30
Quality Park Envelope Co.- 21,825 open side tension tie envelopes.....	99.47
	\$395.87

FOLDER DISTRIBUTION - Oct. 1927

Klein Bros.	\$ 5.00
Railway Folder-Schedule Distributing Co.....	50.00
E. E. Weikert.....	5.00
Trans-Continental Passenger Assn. - Our proportion of expenses of General Folder Distributing Co. for August and September, and July.....	431.40
Western Time Table Co.....	25.00
Eastern Time Table Distribution Co.....	85.00
Railway Hotel & Steamship Co.....	50.00

\$651.40

WINDOW DISPLAYS - Oct. 1927

Golden Rule - Repairing 1 Cora Scovil Poster.....	\$65.00
Elk Cleaners - Cleaning 1 piece blue velvet.....	2.00
A. Schomburg - Expenses incurred account window display for National Apple Week.....	307.55
Elliott Service Co. - Photo news service from Sept. 26th to October 31st.....	17.50
Metropolitan Bldg. Co. - Window cards.....	10.95
Virg Process - Window cards.....	3.50
Modern Art Studios - 2 window cards.....	4.60
Willey Sign Co. - 3 special reflector signs - furnishing 1 piece frosted glass for sign.....	118.00
Deighan Show Card Co. - card signs.....	5.00
A. Schomburg - Small signs and picture framed for display and 2 hand lettered posters.....	19.00
Emporium - Velour for window.....	40.00
Theits & Grant - Window cards.....	108.45
O. W. R. R. & N. Co. - Our proportion of expense of Consolidated Ticket Office at Portland acct. window cards.....	.29
Dick Long.....	1.00
Link Sign Co. - Window cards.....	6.10
	\$708.94

ADVERTISING IN THE ORIENT - Oct. 1927

Nippon Yusen Kaisha - Advertising in "Japan" - Oct.....\$118.75

Shanghai Times 30.50

Manila Bulletin..... 49.73

American Chamber of Commerce..... 75.50

Shanghai Times..... 31.85

N.Y. & Cuba Steamship Co.- Expenses during Sept..... 29.17

J. W. Huck - Expenses during April and May..... 548.80

\$884.30

WRITERS, ARTIST'S EXPENSES AND SUPPLIES -Oct. 1927

John Fery - Expenses during July and August while
in Glacier Park and Waterton Lakes.....\$86.73

Canadian Rockies Hotel Co. - Our proportion of cost
of meals and lodging furnished
Winold Reiss..... 18.88
Our proportion of cost of meals and
lodging furnished John Fery..... ..102.63
Our proportion of cost of meals and
lodging furnished J. W. Schultz..... 87.63

J. W. Schultz - Expenses during September.....162.58

Art Supply Co. - Paints for John Fery..... 7.20

Glacier Park Hotel Co. - Provisions and supplies
furnished K. W. Leighton..... 23.33
Provisions and supplies furnished
Indians account artists..... 67.86
Provisions and supplies furnished
Indians account artists during July ..206.98
Provisions and supplies furnished
K. W. Leighton during July..... 28.43
Provisions and supplies furnished
K. W. Leighton during September..... 2.65

\$794.90

NEW YORK TOURIST BUREAU - OCTOBER 1927

Our proportion of cost of operating expenses of
New York Office during October, 1927.....\$2,083.33

Balance outstanding of operating expenses on account
of operation of the New York Office Building for the
year 1927, as follows:

Bal. in operating account,
as of Sept. 30th, 1927.....\$15,292.83
10 Months proportion.....\$12,744.02

Our proportion of balance in the Alteration
account to Oct. 31, 1927, total cost to be
spread over the 20 year term of lease,

Bal. in alteration account,
as of Sept. 30, 1927.....\$146,512.50
18 months proportion.....10,988.46
Less Dec. 1927, J-905..... 3,964.83
Bal. to be cleared..... 7,023.64

\$19,767.66 \$19,767.66

\$21,850.99

B. & O. CENTENARY EXHIBITION & PAGEANT - Oct. 1927

A. E. Hardgrove - Expenses during October.....	\$320.65
George W. King Printing Co. - 2 M Invitations and envelopes account Indian Pow-Wow.....	30.00
Alpha Photo Engraving Co. - Engravings and prepar- ing copy.....	49.00
Litzinger, Inc. - Canvas signs.....	80.00
J. J. Maher - Time lost accompanying William Crooks and the St. Paul & Pacific Train to Baltimore for exhibition on the B. & O. Tour during month of October.....	237.80
Expenses incurred account accompanying William Crooks and the St. Paul & Pacific train to Baltimore during September.....	156.25
Glacier Park Hotel Co. - Material furnished account trip of Indians to Baltimore.....	86.79
	\$ 960.49

COMPARATIVE FIGURES

	<u>1923</u>	<u>1924</u>	<u>1925</u>	<u>1926</u>	<u>1927</u>
January	\$15,191.26	\$14,234.63	\$20,078.69	\$58,569.29	\$49,554.40
Feburary	7,297.81	23,058.23	23,530.26	47,240.65	34,053.12
March	16,958.62	32,370.26	27,533.90	54,692.61	53,806.49
April	56,723.52	41,457.27	63,000.07	84,486.60	72,636.01
May	31,909.47	100,646.19	84,245.80	106,245.77	89,074.91
June	77,640.96	89,268.97	88,203.12	91,403.80	81,660.95
July	30,830.54	58,335.89	67,883.24	78,298.69	63,372.32
August	26,183.86	42,474.47	56,777.96	55,465.82	52,425.47
September	19,685.87	33,557.97	65,564.07	41,683.31	34,929.96
October	14,560.56	25,804.79	47,916.46	40,420.68	65,314.68
November	20,613.85	48,897.19	67,466.44	63,408.86	51,839.21
December	<u>14,271.47</u>	<u>24,539.56</u>	<u>51,951.39</u>	<u>72,257.75</u>	67,882.12
	\$331,867.79	\$534,645.42	\$664,151.40	\$794,173.83	716,549.64

COMPARATIVE FIGURES

	<u>1926</u>	<u>1927</u>	<u>Decrease</u>
January	\$58,569.29	\$49,554.40	\$9,014.89
February	47,240.65	34,053.12	13,187.53
March	54,692.61	53,806.49	886.12
April	84,486.60	72,636.01	11,170.86
May	106,245.77	89,074.91	17,170.86
June	91,403.80	81,660.05	9,742.85
July	78,298.69	63,372.32	14,926.37
August	55,465.82	52,425.47	3,040.35
September	<u>41,683.31</u>	<u>34,929.96</u>	<u>6,753.35</u>
	\$618,086.54	\$531,513.63	\$86,572.91

Oct.

64,649.04
6596,162.67

SEPTEMBER

	<u>1924</u>	<u>1925</u>	<u>1926</u>	<u>1927</u>
1. Newspapers published on line of G.N.	\$10,359.29	\$18,334.85	\$4,948.79	\$11,361.56
2. Periodicals " " " "	60.50	1,116.31	603.20	788.96
3. Newspapers " off " " "	403.20	603.26	755.55	221.49
4. Magazines.....	318.15	4,951.17	336.00	180.00
5. Pictures, frames, boxing.....		557.70	2,750.45	50.07
6. Photos and lantern slides.....	401.10	6,640.05	825.70	1,185.98
7. Cartage, freight and express.....	49.23	569.34	421.13	451.04
8. Postage and duty.....	35.94	543.75	430.26	467.22
9. Misc. printing & advertising.....	1,126.57	3,002.61	1,967.26	1,204.94
10. Publicity.....	3,205.77	2,193.28	1,640.45	1,446.36
11. Time folders.....	4,635.75	8,869.97	9,397.89	452.35
12. Il. Folders, booklets, etc.....	6,169.94	4,996.04	1,197.05	1,333.52
13. Electros, cuts, art work.....	2,556.65	4,131.01	2,749.38	3,310.66
14. Railway and Steamship guides.....	193.86	193.96	193.96	195.21
15. Advertising Department.....	1,221.00	2,988.75	3,223.74	2,889.70
16. Maps and rubber stamps.....	375.83	154.44	196.17	370.49
17. Bulletin boards.....	172.00	1,631.00	409.15	1,371.65
18. Moving pictures.....	477.20	285.27	91.57	143.80
19. Lecture work.....		20.00	10.00	16.95
20. Miscellaneous.....	1,795.99	1,359.28	2,160.35	1,251.89
21. Folder distribution.....		308.50	223.50	223.50
22. Upper Missouri Historical Expedition		2,395.78		
23. Columbia River " "			196.50	
24. Window displays.....			1,111.87	782.05
25. Advertising in the Orient.....			432.34	222.09
26. Writers, Artists' supplies & expenses			3,685.11	401.98
27. New York Tourist Bureau.....			2,083.33	2,083.33
28. Our proportion Burl. Tour advertising				
29. B. & O. Ry. Exhibition.....				3,605.75
	\$33,557.97	\$65,845.32	\$42,040.71	\$36,012.54
Less credits.....		281.25	357.40	1,082.58
		\$65,564.07	\$41,683.31	\$34,929.96

	1927 Budget	Expended Jan. to Sept. Incl.	Per Cent Expended	Balance
1. Newspapers published on line of G.N.	\$75,000.00	\$63,129.71*	84.17%	\$11,870.29
2. Periodicals " " " "	5,000.00	7,525.25*		
3. Newspapers " off " " "	125,000.00	87,575.37	70.06%	37,424.63
4. Magazines.....	75,000.00	66,545.51	88.73%	8,454.49
5. Pictures, frames, boxing, etc.....	3,000.00	9,005.60		
6. Photos and lantern slides.....	7,500.00	8,293.66		
7. Cartage, freight and express.....	3,500.00	5,842.64		
8. Postage and duty.....	7,500.00	9,770.51		
9. Miscellaneous printing & advertising	30,000.00	27,190.13	90.63%	2,809.87
10. Publicity.....	15,000.00	17,527.09		
11. Time Folders.....	40,000.00	35,398.66	88.49%	4,601.34
12. Il. Folders, booklets, etc.....	50,000.00	57,712.09		
13. Electros, cuts, art work.....	45,000.00	32,782.45*	72.85%	12,217.55
14. Railway and steamship guides.....	2,500.00	1,577.85	63.11%	922.15
15. Advertising department.....	35,000.00	26,378.20	75.14%	8,621.80
16. Maps and rubber stamps.....	2,500.00	5,393.29		
17. Bulletin boards.....	15,000.00	5,899.17	39.33%	9,100.83
18. Moving pictures.....	2,500.00	3,674.42		
19. Lecture work.....	12,500.00	10,425.26	83.40%	2,074.74
20. Miscellaneous.....	10,000.00	12,234.76	87.35%	4,264.75
21. Folder distribution.....	4,500.00	3,838.99	85.31%	661.01
22. Upper Missouri Historical Expedition				
23. Columbia River " "		305.17		
24. Window displays.....	8,000.00	4,615.74	57.69%	3,384.26
25. Advertising in the Orient.....	5,000.00	3,151.68	63.04%	1,848.32
26. Writers, Artists' supplies & expenses	3,500.00	4,158.01		
27. New York Tourist Bureau.....	25,000.00	18,757.97	75.03%	6,242.03
28. Our proportion Burl. Tour advertising	10,000.00	6,523.02	65.23%	
29. B. & O. Ry. Exhibition.....		3,605.75		

\$617,500.00 \$536,978.65

Less Credits.....

5,465.02

\$531,513.63

West End Budget.....\$ 48,000.00

1* West End Adv.....\$35,814.96

2* " " " "..... 738.80

13* " " Mech. Ex..... 2,891.52

Bal. of West End Budget.....\$ 8,554.72

Total Per Cent Expended 86.07%

Bal. of Total Budget \$85,986.37

Items on which total amount expended exceeds budget

Item	Amt. Expended	Budget	Over
2	\$7,525.25	\$5,000.00	\$2,525.25
5	9,005.60	3,000.00	6,005.60
6	8,293.66	7,500.00	793.66
7	5,842.64	3,500.00	2,342.64
8	9,770.51	7,500.00	2,270.51
10	17,527.09	15,000.00	2,527.09
12	57,712.09	50,000.00	7,712.09
16	5,393.29	2,500.00	2,893.29
18	3,674.42	2,500.00	1,174.42
26	4,158.01	3,500.00	658.01

SEPTEMBER

	1926	1927	INCREASE	DECREASE
1. Newspapers published on line of G.N.	\$4,948.79	\$11,361.56*	\$6,412.77	
2. Periodicals " " " "	603.20	788.96*	185.76	
3. Newspapers " off " " "	755.55	221.49		534.06
4. Magazines.....	336.00	180.00		156.00
5. Pictures, frames, boxing, etc.....	2,750.45	50.07		2,700.38
6. Photos and lantern slides.....	825.70	1,185.98	360.28	
7. Cartage, freight and express.....	421.13	451.04	29.91	
8. Postage and duty;.....	430.26	467.22	36.96	
9. Miscellaneous printing and advertis..	1,967.26	1,204.94		762.32
10. Publicity.....	1,640.45	1,446.36	194.09	
11. Time folders.....	9,397.89	452.35		8,945.54
12. Il. Folders, booklets, etc.....	1,197.05	1,333.52	136.10	
13. Electros, cuts, and art work.....	2,749.38	3,310.66*	561.28	
14. Railway and steamship guides.....	193.96	195.21	1.25	
15. Advertising department.....	3,223.74	2,889.70	251.11	334.04
16. Maps and rubber stamps.....	196.17	370.49	174.32	
17. Bulletin boards.....	409.15	1,371.65	962.50	
18. Moving pictures.....	91.57	143.80	52.23	
19. Lecture work.....	10.00	16.95	6.95	
20. Miscellaneous.....	2,160.36	1,257.89		1,908.82
21. Folder distribution.....	223.50	223.50		
22. Upper Missouri Historical Expedition				
23. Columbia River " "	196.50			196.50
24. Window displays.....	1,111.87	782.05		329.82
25. Advertising in the Orient.....	432.34	222.09		210.25
26. Writers, Artists' Supplies & expenses	3,685.11	401.98		3,283.13
27. New York Tourist Bureau.....	2,083.33	2,083.33		
28. Our proportion Burl. Tour Advertising...				
29. B. & O. Ry. Exhibition.....		3,605.75		
	\$42,040.71	\$36,012.54		
	357.40	1,082.58		
	\$41,683.31	\$34,929.96		

Credits

2 copies Elrod's Guide.....	\$2.00	*1 West End Adv.....	\$9,879.79
G.N. Surgeon's Programs.....	25.00	*2 " " " ".....	207.00
2 copies "Blazed Trail".....	6.00	*13 " " Mech.Ex.....	308.56
Stamps furnished Northland Co.	3.43		\$10,395.35
Pullman Co.....	7.00		
C. T. Kelly- 72 doz. Playing		DECREASE OVER SEPTEMBER 1926.....	\$6,753.35
cards.....	259.20		
Transfer from Traffic Adver-			
tising to Stationery &			
Printing cost of print-			
ing letterheads, env., etc.	654.25		
Literature sold.....	1.50		
Playing cards sold on train..	124.20		
	\$1,082.58		

NEWSPAPERS PUBLISHED ON LINE OF GREAT NORTHERN RAILWAY - Sept.

Montana

Cascade Courier.....	\$12.00	
Troy Tribune.....	12.00	
Shelby Promoter.....	19.20	
Columbia Falls Forum.....	12.00	
Poplar Standard.....	12.00	
Richland County Chief.....	14.40	
Flathead Monitor.....	12.00	
Choteau Independent.....	12.00	
Sidney Herald.....	12.00	
Shelby Tribune.....	16.80	
Ft. Benton Press	16.20	
Kalispell Times.....	14.40	
Havre Democrat.....	12.00	
Kalispell Interlake.....	14.40	
Stanford Press.....	14.40	
Independent Observer.....	16.80	
Liberty County Farmer.....	12.00	
		234.60

North Dakota

McVille Journal - 1926.....	7.00	
<u>David Advertising Co.</u>		
Minot Ward Co. Independent.....	60.00	
Fargo Forum.....	34.50	101.50

South Dakota

David Advertising Co.

Watertown Public Opinion..	\$13.44	
" Herald.....	3.00	
Vienna Register.....	3.00	
Willow Lakes News.....	3.00	
	<u>\$22.44</u>	
Less discount.....	.45	21.99
		21.99

Twin Cities

David Advertising Co.

Dispatch - 966 Li. @ 28¢	\$270.48	
Daily News - 970 Li. @ 17¢	164.90	
Mpsl. Tribune - 966 Li. @ 28¢	270.48	
" Journal - 966 Li. @ 25¢	241.50	
" Daily Star - 960 Li. @ 17¢	164.22	
	<u>\$1,111.58</u>	
Less dis.....	22.23	\$1,089.34

Duluth & Superior

David Advertising Co.

Difference in rate of Duluth Herald.....	28.74	
Paul Block - Advertising in Duluth Herald-Difference..	5.60	34.34

West End

Courier Times - Sedro-Woolley...	\$4.90	
Kelsonian Tribune.....	29.75	
Altnow-Singleton - Sept....	6,534.63	
" - Aug.....	2,882.63	
W. S. Kirkpatrick - Our proportion of advertising pool train service -Aug.....	72.80	
Sept.....	72.80	
Strang & Prosser - Our pro- portion of advertising during Aug.....	120.90	
Altnow-Singleton - Advertising labor day excursion fares....	161.38	\$9,879.79

TOTAL.....\$11,369.56

PERIODICALS PUBLISHED ON LINE OF GREAT NORTHERN RAILWAY - Sept.

Elks State Convention Program-Thief River Falls.....	\$50.00
Central Montana Farm News, Great Falls.....	\$12.00
Minnesota Nurse Magazine.....	15.00
National Amatuer Golf Tournament.....	200.00
Portland Spectator.....	64.00
Minnesota Alumni Weekly.....	26.00
Skillings Mining Review.....	45.52
Bride's Book.....	21.28
American Home, Seattle.....	100.00
Svenska Pressen.....	24.00
1927 Crusader Homecoming of U. of M. Program.....	30.00
Seattle Rotary Club.....	19.00
Montana Trade Journal.....	28.00
Stock & Dairy Farmer.....	42.00
Great Northern Semaphore..	112.16

\$788.96

NEWSPAPERS PUBLISHED OFF LINE OF GREAT NORTHERN - Sept. 1927

Milwaukee Leader - Difference in rate.....	\$.99
Kung Shong Yat Po.....	9.00
McJunkin Advertising Co. - Chicago papers.....	<u>211.50</u>
	\$221.49

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MAGAZINES - Sept. 1927

Traffic World.....	\$120.00
Mid-West Reporter, Omaha, Nebr.....	60.00

\$180.00

PICTURES, FRAMES, BOXING, TITLE PLATES, ETC. - Sept. 1927

Como Co., Great Falls, Mont.- Cleaning Pictures.....\$21.00
Duncan,Vail Co., Los Angeles, Cal. - " " 5.00

Gus Messing - Title plates..... 8.07
P. D. Cunningham Co. - 4 brass signs..... 16.00

\$50.07

PHOTOS AND LANTERN SLIDES - Sept. 1927

T. J. Hileman - Expenses account trip to Waterton Lakes.....	\$29.05
Camera Art Studios - 198 prints.....	69.30
Lenz & Janssen Co. - Photos.....	13.00
Ray-Bell Films - 2 slides.....	1.50
T. J. Hileman - Photos	\$444.92
" (Hoke Smith)....	<u>78.79</u>
	523.71
J. E. Haynes.....	211.47
Buckbee-Mears Co.....	59.87
Arthyr M. Prentiss.....	30.00
Webster & Stevens.....	2.40
Artcraft Photo Co.....	32.24
William Bull.....	79.87
G.O. Erickson - Photographing 47 Winold Reiss Paintings and 47 duplicate prints.....	133.57

\$1,185.98

CARTAGE, FREIGHT AND EXPRESS - Sept. 1927

American Railway Express Co.....	\$236.24
Ed. Lynch - Hauling.....	91.25
W. J. Rintoul.....	6.25
C. N. Cornelius.....	6.25
H. Deissler.....	5.00
F. L. Cobb.....	2.18
C. F. Ellswanger.....	5.70
C. A. Rand.....	4.10
T. A. Thompson.....	14.60
J. E. Westerfield.....	3.99
J. H. Brinkman.....	1.08
W. E. McCormick.....	2.00
P. H. Yorke.....	11.14
J. S. McDonald.....	4.55
C. N. Christopherson.....	1.96
H. Dickson.....	5.00
E. H. Moot.....	10.39
H. E. Watkins.....	4.78
A. L. Scott.....	1.95
George Eighmy.....	4.00
J. H. Kenney.....	22.00
J. W. Young.....	2.00
C. W. Mahoney.....	.85
E. L. Buchanan.....	.50
Vancouver City Ticket Office.....	3.28

\$451.04

\$467.22

MISCELLANEOUS PRINTING AND ADVERTISING - Sept. 1927

McGill-Warner Co.

5 M Blotters - A. J. Arrivee...	\$60.00	
16 sets books bound.....	9.75	
1 M Blotters- H. R. Carl.....	16.00	
750 Calendars patched-Arrivee..	32.40	
550 Desk Blotters.....	87.50	
1 M " " - A. J. Arrivee.....	130.00	
100 M Indian Cards.....	475.00	
24,400 Goats patched.....	114.75	
300 Sept. Goats patched.....	2.75	
5 M Indian Cards.....	35.00	
800 Cards.....	9.75	\$497.90

Randall Co.

1050 Programs for Surgeons....	\$123.87	
Additional Work on " programs	24.50	
5 M Blank inserts.....	23.03	
5 M Goat envelopes addressed & printed.....	128.72	
5 M Special envelopes.....	51.45	
Work done on Great Northern Secrets....	12.25	
5 M Catalogues-K. Leighton.....	54.83	\$418.65

Independent Commercial Printers- 2 M Tacoma cards & 5 M Seattle cards.....	20.58	
E. S. Ferry - 5 M Bridge Scores.....	150.00	
N. Y. Central R. R. Co., New York - Our proportion of cost of printing 400 circulars account Greater Cleveland Lutheran Tour.....	17.01	
Webb Publishing Co. - Inserting cards in Semaphore...	46.50	
C. W. Hill - Excursion cards.....	10.50	
Scribner Press - 2 covers and gold stamping process..	9.00	
300 copies ea. of two kinds of menus.....	17.15	
Railroader Printing Co. - 3½ M Envelopes patched.....	3.55	
Northern Pacific Ry. - Our proportion of cost of itineraries covering Knights of Columbus special train to Seattle.....	4.18	
Our proportion of cost of itineraries covering tour of Shenandoah Valley Inc. to the Pacific Coast	5.75	
Our proportion of cost of printing booklets acct. Knights of Columbus Tour to Pacific Coast.....	1.44	
Our proportion of cost of circulars for Elliott Tours.....	2.73	

\$1,204.94

PUBLICITY - Sept. 1927

McJunkin Advertising Co. - Expense incurred in connection
with Princess Americal and chaperon while in Chicago...\$35.00

Expenses incurred in connection with staging
Indian celebration..... 30.00

Trump Airways - Flight to St. Paul Airport in Trump Aeorplane
on August 29th account Princess America..... 40.00

Poll ock Clipping Bureau..... 1.00

Consolidated Press Clipping Bureau..... 4.00

Mat. - Mississippi St..... 8.55

Mat. - D. & S. Cars.....546.78

S. W. Stokes - Hoke Smith \$477.90
285.95763.85

Puget Sound Electric Co. - Lighting O.L. Sign..... 5.18

Theits & Grant - Painting inside of four megaphones, retouching
and painting trademarks..... 12.00

\$1,446.36

TIME FOLDERS - Sept. 1927

Oregon Washington R. R. Co. - Our proportion of
amount paid James, Kerns & Abbott Co. for 25 M
joint folders.....\$66.35

McGill-Warner Co. - 10 M time table folders.....386.00

\$452.35

ILLUSTRATED FOLDERS, BOOKLETS, ETC. - Sept. 1927

McGill-Warner Co. - 2 M Useful Facts.....	\$97.75	
25 M Goats.....	<u>994.25</u>	\$ 1,092.00
 Randall Co. - 1 M Sightseeing folders.....	60.27	
5 M reprint "Stop-Off at Glacier Park" folders.....	<u>181.25</u>	<u>241.52</u>
		\$ 1,333.52

3 Electros.....	\$4.68	
1 ".....	7.35	
5 ".....	12.11	
Comp. for Interesting Info.....	15.00	
4 Electros.....	7.48	
Electros.....	29.87	
Comp. & roofs-Adv 80.....	15.85	\$92.34

Bowen & Sons - 2 Halftones.....	7.24
David Advertising Co. - Mechanical Expense - Sept....	178.07
Liberty Engraving Co. - 5 Halftones.....	58.90
McJunkin Advertising Co. - Mechanical Expense -Sept..	81.50
Dagney Sundberg - 48 Silhouette drawings.....	240.00
Western Newspapers Union - 1 mat.....	.58
United Engraving Co.	686.32
Buckbee-Mears.....	971.15
Altnow-Singleton - Mechanical Expense - August.....	306.54
W. S. Kirkpatrick - Our proportion of Mechanical expense.....	2.02
Louis F. Dow Co. - 2 sets 7½x10 offset color plates reproduced from two original Indian chief paintings.....	686.00

\$3,310.66

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RAILWAY AND STEAMSHIP GUIDES - Sept. 1927

National Railway Publication Co.....\$195.21

ADVERTISING DEPARTMENT - Sept. 1927

Pay Roll.....	\$2,889.70
A. E. Hardgrove - Expenses during Sept.....	36.00
W. R. Mills - Expenses during August.....	547.45

~~\$3,473.15~~

58545

MAPS AND RUBBER STAMPS - Sept. 1927

W. H. Gordenier - Services rendered on modern and historic maps.....	\$365.00
St. Paul Statuary Co. - Packing one Glacier Park Map...	4.50
G. Messing - Rubber stamps.....	.99
	\$370.49

BULLETIN BOARDS - Sept. 1927

Foster & Kleiser

Display advertising and service on Illuminated
roof display during Sept.- Seattle.....\$232.50

Display advertising at Tacoma and Portland - Sept..... 410.00

Display advertising and service on illuminated
roof display during August - Seattle..... 232.50

Bulletin display advertising in Tacoma and Portland
in August - less credit..... 320.00

Tyee Investment Co. - Roof privilege during Sept..... 150.00

Washington Power & Light Co. - Lighting billboards..... 26.65

\$1,371.65

MOVING PICTURES - Sept. 1927

Ray-Bell Films - Inspecting and repairing 3 reels of
films shipped to K. Greywacz.....\$1.50

Expense in handling films.....18.50

1 - 15'x16' screen shipped to H. A. Noble..58.80

Park Saddle Horse Co. - For use of saddle horses,
pack horses and guide account E. L. Esterbrook 65.00

\$143.80

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LECTURE WORK - Sept. 1927

S. P. Treiber - Services as moving picture operator.....\$16.95

MISCELLANEOUS - Sept. 1927

Glacier Park Transportation Co.

For use of special cars Aug. 8th to 29th.....\$291.10
Transportation service on July 29, Aug. 5, 6, 13, 18..... 88.60
~~Use of special car account hauling Indians and supplies~~
~~to depot..... 54.80~~

Northland Transportation Co. - 1 chartered bus -
Sept. 9..... 42.00

Western Union Telegraph Co. - Telegram sent on
Aug. 25th.....3.24

Tri-State Telephone Co.....84.78

McClain & Hedman - 3 Envelopes..... 1.05

McJunkin Advertising Co. - Telegram and Telephone9.27

Underwood Typewriter Co. - Repairing typewriter.....1.00

Northern States Power Co. - Our proportion of
electricity, etc.....44.58

~~Park & ... Co. - ... of ...
... ..
... ..~~

H. E. Wedelstaedt.....8.10

Addressograph.....10.60

Mullery Paper Box Co. - Guide cards and corrugated
board.....64.37

Van Paper Supply Co. - 6 rolls of Kraft paper.....17.75

*W.R. Mills - Expenses for Aug.
L.H. Sandgrove - " " Sept.*

*549.45
36.00*

~~\$ 666.44~~

\$ 1251.89

FOLDER DISTRIBUTION * Sept. 1927

Eastern Time Table Distributing Co.....	\$85.00
Western Time Table Distributing Co.....	25.00
Klein Bros.....	5.00
Railway, Hotel & Steamship Time Table Co.....	50.00
E.E. Weikert.....	5.00
Railway Folder Distributing Co.....	50.00
A. W. Burow.....	3.50

\$223.50

WINDOW DISPLAYS - Sept. 1927

Metropolitan Building Co. - Repairing miniature Aeroplane and extra batteries account window display..	\$8.00
2 poster signs.....	12.00
Elliott Service Co. - Photo news service from Aug. 29th to Sept. 26th account window display.....	14.00
Elk Cleaners - Cleaning two pieces of velvet.....	7.00
D. Munslow, Detroit - 3 window displays and supplies...	240.25
Virg - window cards.....	23.25
Acorn Sign Co. - Cards.....	9.00
J. J. Geraghty - Error in making discount on bill.....	5.59
Theits & Grant - Window cards.....	187.25
Dick Long - Window cards.....	2.00
J. J. Geraghty - Labor, material and design on "Evolution of Transportation".....	273.71

\$782.05

ADVERTISING IN THE ORIENT - Sept. 1927

Nippon Yusen Kaisha - Advertising in "Japan" - Sept.....	\$118.75
Japan Times & Mail. r. Aug. and September.....	75.71
Manila Bulletin - Aug.....	27.63
	\$222.09

WRITERS, ARTISTS' SUPPLIES AND EXPENSES - Sept. 1927

Ralph Budd - Cash advanced to James W. Schultz
for Indian expenses account publicity.....\$200.00

Glacier Park Hotel Co. - Our proportion of
provisions and supplies furnished John Fery
during July..... 1.98

John Fery - Salary..... 200.00

\$401.98

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NEW YORK TOURIST BUREAU- Sept. 1927

New York Tourist Bureau.....\$2,083.33

B. & O. RAILROAD CENTENARY EXHIBITION AND PAGEANT - Sept. 1927

Baltimore American - Special edition advertising.....\$147.00

Golfine Studio, Cumberland, Md. - 6 prints..... 9.00

Henry Miller, Washington, D. C. - 6 prints..... 18.00

Schnable Studios, Goshen, Ind. - 9 photos..... 1.80

Youngstown Art Engraving Co. - 8 prints..... 4.95

Herman Seid, Cleveland, 9 prints..... 6.75

Henry C. Beitt, Cleveland, Ohio - 2 negatives and
4 prints (1861 engine) - 7 Graflex negatives
and 7 prints (Buses and city manager) - 16 extra
prints - Making 1 night negative - 1 flash and
1 print - three extra prints (Women's City Office)45.50

McGill-Warner Co. - 100 M Indian Cards.....475.00

Advertising Specialty Co. - 4 banners.....100.00

Theits & Grant - 2 Canvas signs 3'x30'-4 -3'x15'..... 90.00

Frank M. Fryburg - Expenses incurred account trip
to Baltimore, Md., celebration.....146.20

J. J. Maher - Time lost account trip to Baltimore
with William Crooks.....224.40

Randall Co. - 21 M 12-page B. & O. Folders.....258.53

2500 Autobiography of Wm. Crooks.....194.92

2600 " " " ".....159.74

McGill-Warner Co. - 20,653 "Yesterday & Today" folders..325.00

W. R. Mills - Proportion of August expenses acct. B. & O. 57.50

" - Expenses during September acct. B. & O...906.95

A. E. Hardgrove - Proportion of Sept. expenses acct.
B. & O.....167.50

D. MacRae- Expenses on trip from St. Paul to Baltimore
and return account three sick Indians....212.21

Glacier Park Transportation Co. - Use of special car
account hauling Indians and supplies
to depot..... 54.80

\$3,605.75

3,605.75

AUGUST

	<u>1924</u>	<u>1925</u>	<u>1926</u>	<u>1927</u>
1. Newspapers published on line of G.N.	\$8,860.85	\$4,730.46	\$7,409.94	\$4,395.22
2. Periodicals " " " " "	87.92	359.92	473.11	626.05
3. Newspapers " off " " "	9,594.34	5,616.27	3,504.22	4,707.13
4. Magazines.....	739.50		332.50	697.00
5. Pictures, frames, boxing.....	1,071.15	1,975.10	1,333.10	1,290.39
6. Photos and lantern slides.....	924.09	1,509.91	684.08	1,111.50
7. Cartage, freight and express.....	50.44	139.13	486.12	460.37
8. Postage and duty.....	37.38	661.40	714.20	595.39
9. Miscellaneous printing & advertising	1,037.12	3,951.28	3,770.76	2,427.00
10. Publicity.....	1,317.59	11,251.18	10,133.01	1,271.07
11. Time folders.....	5,082.20	5,153.78	4,766.80	20,262.66
12. Illustrated folders and booklets....	2,631.16	8,270.68	4,933.37	2,021.17
13. Electros, cuts and art work.....	5,263.91	4,034.33	2,580.34	1,450.84
14. Railway and steamship guides.....		193.96	193.96	199.17
15. Advertising department.....	1,417.60	2,955.35	3,919.48	2,937.60
16. Maps and plates.....	54.53	24.12	3.52	497.00
17. Bulletin boards.....	4,111.84	137.00	417.36	476.65
18. Moving pictures.....		702.12	354.81	593.66
19. Lecture work.....	29.20	10.00		7.50
20. Miscellaneous.....	162.95	2,618.55	4,194.59	678.62
21. Folder distribution.....		138.50	223.50	223.50
22. Upper Missouri Historical Expedition		2,945.70		
23. Columbia River " "			1,882.31	
24. Window displays.....			198.80	341.94
25. Advertising in the Orient.....				349.40
26. Writers, Artists' supplies & expenses			2,040.16	1,794.25
27. New York Tourist Bureau.....			2,083.33	2,091.33
28. Our proportion Burl. Tour advertis..				1,095.21
	\$42,474.47	\$57,378.74	\$56,632.37	\$52,802.02
Less credits.....		600.78	1,166.55	376.55
		\$56,777.96	\$55,465.82	\$52,425.47

	1927 Budget	Expended Jan. to Aug., Incl.	Per Cent Expended	Balance
1. Newspapers published on line of G.N.	\$75,000.00	\$51,768.15	69.02%	\$23,231.85
2. Periodicals " " " "	5,000.00	6,736.29		
3. Newspapers " off " " "	125,000.00	87,353.88	69.88%	37,646.12
4. Magazines.....	75,000.00	66,365.51	88.49%	8,634.49
5. Pictures, frames, boxing, etc.....	3,000.00	8,955.53		
6. Photos and lantern slides.....	7,500.00	7,107.68	94.77%	392.32
7. Cartage, freight and express.....	3,500.00	5,391.60		
8. Postage and duty.....	7,500.00	9,303.29		
9. Miscellaneous printing & advertising	30,000.00	25,985.19	86.61%	4,014.81
10. Publicity.....	15,000.00	16,080.73		
11. Time Folders.....	40,000.00	34,946.31	87.36%	5,053.69
12. Il. Folders and booklets.....	50,000.00	56,378.57		
13. Electros, art work, and cuts.....	45,000.00	29,471.79	65.49%	15,528.21
14. Railway and steamship guides.....	2,500.00	1,382.64	55.3%	1,117.36
15. Advertising department.....	35,000.00	23,429.20	66.93%	11,570.80
16. Maps and rubber stamps.....	2,500.00	5,022.80		
17. Bulletin boards.....	15,000.00	4,527.52	30.18%	10,472.48
18. Moving pictures.....	12,500.00	3,530.62		
19. Lecture work.....	12,500.00	10,408.31	83.26%	2,091.69
20. Miscellaneous.....	10,000.00	9,182.87	91.82%	817.13
21. Folder distribution.....	4,500.00	3,615.49	80.34%	884.51
22. Upper Missouri Historical Expedition				
23. Columbia River " "		305.17		
24. Window displays.....	8,000.00	3,833.69	47.92%	4,166.31
25. Advertising in the Orient.....	5,000.00	2,929.59	58.59%	2,070.41
26. Writers, Artists' Supplies & Expenses	3,500.00	3,756.03		
27. New York Tourist Bureau.....	25,000.00	16,674.64	66.69%	8,325.36
28. Our proportion Burl. Tour advertis...	10,000.00	6,523.02	65.23%	3,476.98
	\$617,500.00	\$500,966.11		
		4,382.44		
		\$496,583.67		

West End Budget.....\$48,000.00

1* West End Adv.....\$25,935.17	Total Per Cent Expended 80.42%
2* " " " "..... 531.80	
13* " " Mech.Ex.... 2,582.96 29,049.93	Balance of Total Budget \$120,916.33
Bal. of west end budget.....\$18,950.07	

Items on which total amount expended exceeds budget

Item	Amt. Expended	Budget	Over
2	\$6,736.29	\$5,000.00	\$1,736.29
5	8,955.53	3,000.00	5,955.53
7	5,391.60	3,500.00	1,891.60
8	9,303.29	7,500.00	1,803.29
10	16,080.73	15,000.00	1,080.73
12	56,378.57	50,000.00	6,378.57
16	5,022.80	2,500.00	2,522.80
18	3,530.62	2,500.00	1,030.62
26	3,756.03	3,500.00	256.03

AUGUST

	1926	1927	INCREASE	DECREASE
1. Newspapers published on line of G.N.	\$ 7,409.94	\$ 4,395.22	*	\$3,014.72
2. Periodicals " " " " "	473.11	626.05	* \$152.94	
3. Newspapers " off " " "	3,504.22	4,707.13	1,202.91	
4. Magazines.....	332.50	697.00	364.50	
5. Pictures, Frames, Boxing, etc.....	1,333.10	1,290.39		42.71
6. Photos and lantern slides.....	684.08	1,111.50	427.42	
7. Cartage, freight and express.....	486.12	460.37		25.75
8. Postage and duty.....	714.20	595.39		118.81
9. Miscellaneous printing & advertising	3,700.76	2,427.00		1,343.76
10. Publicity.....	10,133.01	1,271.07		8,861.94
11. Time folders.....	4,766.80	20,262.66	15,495.86	
12. Il. folders, booklets, etc.....	4,933.37	2,021.17		2,912.20
13. Electros, art work, cuts, etc.....	2,580.34	1,450.84*		1,129.50
14. Railway & steamship guides.....	193.96	199.17	5.21	
15. Advertising Department.....	3,919.48	2,937.60		981.88
16. Maps and rubber stamps.....	3.52	497.00	493.48	
17. Bulletin boards.....	417.36	476.65	59.29	
18. Moving pictures.....	354.81	593.66	238.85	
19. Lecture work.....		7.50		
20. Miscellaneous.....	4,193.59	879.02		3,314.57
21. Folder distribution.....	223.50	223.50		
22. Upper Missouri Historical Expedition				
23. Columbia River " "	1,882.31			1,882.31
24. Window displays.....	198.80	341.94	143.14	
25. Advertising in the Orient.....		349.40	349.40	
26. Writers, Artists' Supplies & expenses	2,040.16	1,794.25		245.91
27. New York Tourist Bureau.....	2,083.33	2,091.33	8.00	
28. Our proportion Burl. Tour advertising		1,095.21	1,095.21	
	\$56,632.37	\$52,802.02		
Less credits.....	1,166.55	1,376.55		
	\$55,465.82	\$52,425.47		

Credits

McGill-Warner- Correction in price on 165 M

Feb.-Mar. folders.....	\$142.50	*1	West End Adv.	\$14.70
Altnow-Singleton - Correction in bill.....	1.75	*2	" " "	110.00
Glacier Park Hotel Co. - Playing cards.....	47.40	*13	" " Mech.Ex....	262.19
Northland Transportation Co. -Postage.....	4.81			<u>\$386.89</u>

Pullman Co.....	35.05
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F. W.Albachten - Playing cards.....18.00

1 Elrod's Guide..... 1.00

Literature sold..... 1.06

Playing cards sold on train.....	123.75
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American Railway Express Co.- Refund on

charges paid by John Fery..... 1.23

\$376.55

NEWSPAPERS PUBLISHED ON LINE OF GREAT NORTHERN RAILWAY - Aug.1927.

Minnesota

David Advertising Co.

Crookston times - 130 $\frac{1}{2}$ Ins. @ 42¢	...	\$54.81
Fergus Falls Journal - 180 Li. @ 3 $\frac{1}{2}$ ¢		63.00
" " FreePress- 132 Ins. @ 25¢		20.50
" " Journal - 1800 Li. @ .0215		38.70
" " Tribune - 126" @ 25¢		31.50
Hopkins Enterprise -1800 Li. @ .025		45.00
Moorhead News - 126" @ 30¢		37.80
St. Cloud JournalPress-1800 Li. @ 3 $\frac{1}{2}$ ¢		63.00
" Times - 1800 Li. @ 4¢		72.00
St. Cloud Nordstern - 132 Ins. @ 30¢		39.60

\$475.91

Less discount..... 9.52

\$466.39

Montana

Belt Valley Times.....	\$9.00
Glasgow Times.....	14.40
Ureka Journal.....	12.00
Cut Bank Pioneer Press.....	14.40
Chinook Opinion.....	12.00
Glasgow Courier.....	19.60
Choteau Acantha.....	13.00
Hinsdale Tribune.....	12.00
Dutton Sentinenl.....	12.00
Harlem News.....	12.00
Sunburst Oil News.....	4.00
Kevin Review.....	16.60
Western Montana Publishing Co.....	14.40
Great Falls Husbandman.....	11.50
Opheim Observer.....	14.40
Phillips County News.....	9.60
Plentywood Herald.....	9.60
Hobson Star.....	12.00
Whitefish Pilot.....	15.00
Nashua Independent.....	12.00
Richey Pilot.....	12.00
Medicine Lake Wave.....	16.80
Whitefish Independent.....	12.00
Plentywood Producers News.....	28.80

\$331.10

North Dakota

Walsh County Record.....\$4.80

David Advertising Co.

Grand Forks Herald.....\$126.00

Minot News..... 67.50

Fargo Forum.....138.72

" Blade..... 44.10

" Normanden..... 73.92

\$450.24

Less discount..... 8.93

\$441.31

\$446.11

Twin Cities

David Advertising Co.

Dispatch - 196 Li. @ 28¢.....\$54.88 ✓✓

Daily News - 196 Li. @ 17¢..... 33.32 ✓✓

So. St. Paul Reporter - 63 Ins.30.87 ✓✓

Swed. Am. Posten - 1800 Li. @ 16¢...288.00 ✓✓

Mpls. Tidende - 1350 Li. @ 10¢...135.00 ✓✓

\$542.07

Less discount..... 10.83

\$531.24

Dispatch - Advertising in Roto Section on

July 3, and 31..... \$2,129.40 ✓ \$2,660.64

Duluth & Superior

David Advertising Co.

Duluth Herald - 1800 Li. @ 13¢.....\$234.00

" News Tribune - 1800 Li. @ 7¢...126.00

Superior Telegram - 1800 Li. @ 7¢...126.00

\$486.00

Less discount..... 9.72

\$476.28

West End

Courier Times.....\$4.90

Inland Empire News..... 9.80

14.70

\$4,395.22

PERIODICALS PUBLISHED ON LINE OF GREAT NORTHERN - Aug. 1927

Minnesota Alumni Weekly - July and August.....	\$52.00
Montana Banker.....	27.00
Portland Spectator - July.....	69.00
Greeters of Oregon Guide - Aug.....	12.50
Minnesota County Commissioners- Aug.....	30.00
Montana Trade Journal.....	65.00
Jolly Elk -Aug. 31.....	75.00
Minneapolis "Gopher".....	32.50
Bride's Book.....	23.04
Transportation News.....	10.00
Skillings Mining Review.....	45.52
Montana Banker.....	14.00
Montana Trade Journal - July.....	28.00
Rotary Club of Portland.....	3.50
Greeters Tourist & Shopping Guide - Aug.....	25.00
American Legionnaire - Helena.....	8.00
Semaphore.....	105.99

\$626.05

NEWSPAPERS PUBLISHED OFF LINE OF GREAT NORTHERN - August 1927

McJunkin Advertising Co.

Boston Herald - June 12.....	\$105.00	
Baltimore, Md., Sun-Aug. 7-14.....	9.80	
	<u>\$114.80</u>	
Less discount.....	3.67	\$111.13

McJunkin Advertising Co.

Chicago Newspapers - Train service.....	<u>4,596.00</u>	\$4,707.13
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MAGAZINES - August 1927

International Apple Shippers Souvenir program.....	\$50.00
Chinese Students' Alliance 18th Annual Conference ad....	100.00
The Mountaineer, Banff, Alta.....	70.00
C. B. & Q. Ry. - Our proportion of advertising in Hoosier Realter-May, June, July.....	15.00
Industrial World of Tokyo - 1/4 page ad in special edition....	90.00
Traffic World.....	120.00

McJunkin Advertising Co.

Dearborn Independent - Aug. 6 - 112 Li.....	252.00
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\$697.00

PICTURES, FRAMES, TITLE PLATES, ETC. - Aug. 1927

Winstead Bros., Los Angeles - Cleaning oil paintings.....	\$10.00
Carl Hein, St. Louis - Cleaning & repairing picture of Chief Mountain.....	10.00
Melrose Co., Victoria, B. C. - Cleaning 5 oil paintings....	33.00
Frank C. Orr, San Diego, Cal. - " & repairing "	10.00
Kendrick- Bellamy Stationery Co., Denver - Cleaning "	7.00
Elliott's Auto Paint Shop, Colfax, Wash. - " "	2.25
Duncan Vail Co. - Cleaning & Oiling 10 paintings.....	55.00
Ohio Picture Frame Co. - Cleaning two oil "	20.00
Ellis Painting Co., Butte- Washing & cleaning oil paintings	9.00
Twin City Scenic Co. - Painting 17 pictures.....	350.00
E. J. Radlein - Picture framing.....	599.50
Pacific Picture Frame Co., Seattle - 1 picture frame.....	4.00
T. J. Hileman - 40x60" Oil of Indians - 4 $\frac{1}{2}$ " gold frame.....	117.09
Buckbee-Mears - Photo enlargement & coloring of Chef.....	51.55
G. Messing - 1 brass title plate.....	6.00
Ray-Bell Film Co. - 1 enlargement.....	6.00

\$1,290.39

PHOTOS AND LANTERN SLIDES - Aug. 1927

Ray Bell Film Co.

Photos.....	\$6.00	
35 prints Williston on double weight paper, 5 prints on single weight -		
20 prints mounted in album.....	<u>27.15</u>	\$33.15

Bell & Howell Co. - 1 Cooke lens and 1 B.& H. glass color filter.....		59.50
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Camera Art Studio - 15 photos.....		14.75
Case Photo Co., Monroe, Wash.- Photos.....		7.00
Asahel Curtis - Photos.....		8.70
Simmer Studios - Photos.....		9.75
Webster & Stevens - Photos.....		37.10
William Bull - Photos.....		197.47
T. J. Hileman - 245 Publicity photos (Hoke Smith)..		96.04
Photos (Hoke Smith).....		10.80
Photos.....		54.61

Buckbee-Mears Co. - Photos.....		34.40
United Engraving Co. - "		11.76
E. K. Rooth - Photos.....		3.50
Chas. Libby- Photos.....		7.00

J. E. Haynes - 27 H. P. Photos.....	\$93.42	
9 H. P. Lantern slides..	11.96	
20 H. P. Photos.....	230.00	
Lantern slides.....	25.69	
Photos.....	<u>164.90</u>	525.97

\$1,111.50

CARTAGE, FREIGHT, EXPRESS, Etc. - August 1927

McJunkin Advertising Co. - Express charge on literature..	\$3.84
American Railway Express Co. -.....	312.25
Ed. Lynch - Hauling during August.....	80.25
Grates Transfer Co. -	5.00
A. Whitnall.....	2.00
T. J. Hileman - Express on pictures.....	5.74
R. C. Michkils.....	.94
C. A. Rand.....	1.01
H. Deissler.....	1.10
E. H. Moot.....	1.80
W. J. Rintoul.....	3.77
W. E. McCormick.....	3.22
Seattle Transfer Co.....	5.50
E. H. Whitlock.....	3.50
J. W. Young.....	6.00
H. E. Watkins.....	3.83
P. H. Yorke.....	7.55
E. L. Buchanan.....	.79
Vancouver City Office.....	2.15
C. B. & Q. - Freight.....	8.13
H. Dickson.....	2.00

\$460.37

POSTAGE AND DUTY - Aug. 1927

A. H. Hebb- Postage on new Oriental Limited solicitation	
letters...	\$2.04
Canadian Rockies Hotel Co. - Duty on advertising matter...	1.38
Hone Tours, Ltd. - Duty on advertising matter.....	.25
A. H. Hebb - Duty.....	6.33
Postage on material mailed out.....	468.53
" " " " "	116.86
	\$595.39

5790

MISCELLANEOUS PRINTING AND ADVERTISING - August 1927

McGill-Warner Co.

1 M Itinerary blanks.....	\$8.50	
1 M Post cards.....	7.50	
5 M Goat baggage stickers.....	50.00	
100 desk blotters -Glacier Park...	23.75	
5 M Blotters.....	55.00	
24,665 Goats patched.....	115.65	
500 Indian Cards-Geo.Starr.....	17.50	
100 tags Telegraph Dept.....	4.50	
5 M gummed stickers.....	12.50	
2 M - J. L. Rohan.....	25.00	
3 M Telegraph & Information cards...	15.00	
10 M blotters- Seattle.....	95.00	
200 trade mark stickers.....	3.00	
2 M flyers - Sioux Falls.....	34.00	
6 M labels.....	18.00	
100 desk blotters- O.L.....	19.75	
25 " " - W. E.....	9.75	
1 M flyers- So.Dak.Fair.....	17.50	\$531.90

Randall Co.

6100 post cards.....	\$31.46	
1 M special made envelopes.....	17.25	
1 M flag inserts.....	21.56	
150 Menus-Detroit Real Estate....	20.58	
120 " - Alaskan Tours.....	24.16	
15 M Baggage stickers.....	171.01	
5 M 4-page leaflets.....	33.91	
15 M baggage stickers.....	112.21	
1 M special envelopes.....	25.87	
20 M post cards -Prince of Wales...	135.73	
15 M baggage labels.....	103.59	
2500 Bobby Jones menus.....	161.70	859.03

Brown & Bigelow - 48,250 special blotters	\$493.60	
250 special Celluloid...	93.10	
topcblotters.....	54.45	
1750 special blotters.....	17.90	565.95
Ft. Worth & Denver City Ry. Co. - Our proportion of expense of printing itineraries for Texas Realtors special train.....		76.07
Grazer Print Shop, Spokane - 550 folders.....		56.15
Northern Pac. Ry. Co. - Our proportion of expense of booklets account Knights of Columbus Tour.....		1.44
Independent Commercial Printers - 7 M envelopes folders and 2 M Tacoma cards.....		113.68
C. W. Hill Printing Co. - 2 M post cards.....		10.50
C. B. & Q. - Our proportion of cost of printing 7 M itineraries account Knights of Columbus tour.....		159.11
Our propotion of cost of 200 pamphlets & cards.....		33.37
Glacier Park Hotel Co. - 132 sets flower cards.....		19.80

\$2,427.00

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PUBLICITY - August 1927

Pollock's Clippings Bureau.....	\$1.00
Advertising Specialty Co. - 1 Glacier Park Pennant	5.00
Western Badge & Novelty Co. - 25 - 4" buttons.....	10.00
S. W. Stokes	772.30
Puget Sound Electric Co. - Lighting O.L. sign.....	5.03
Mat. - Mississippi St.....	19.98
Mat. - News service.....	1.80
Lab. - Jackson St.....	6.65
Mat.- D. & S. Cars.....	449.31

\$1,271.07

TIME FOLDERS - Aug. 1927

McGill-Warner Co.

184 M April-May folders.....	\$6,347.66	
25 M reprint May folders.....	999.60	
129 M June folders..	5,162.70	
119 M July folders.....	4,096.30	
102 M August folders.....	3,656.40	
		\$20,262.66

ILLUSTRATED FOLDERS, BOOKLETS, ETC. * August 1927

McGill-Warner Co.

10 M reprint new Montana Resort books.....	\$660.00	
5 M Prince of Wales Hotel folders.....	137.50	
24,700 Goat booklets.....	975.55	
5 M Prince of Wales Hotel folders.....	85.00	\$1,858.05

Randall Co.- 5300 Stop Off at Glacier Park booklets...	163.12	
		\$2,021.17

ELECTROS, CUTS, ART WORK, Etc. - August 1927

McGill-Warner Co.

2	Electros.....	\$3.52		
2	"	2.28		
2	"	5.50	\$11.30	\$11.30

Randall Co.

Comp. &	Proofs-in colors on 5 Indian letters...	\$108.78		
" &	" " " " " 4 " "	87.02		
" " "	" " " " " 3 " "	65.27		
" " "	" " " " " 6 " "	130.54		
" " "	" " " " " 1 " "	21.76		
3	Electros.....	5.98		
2	"	2.25		
Comp. &	press work on Indian letters.....	24.01	\$445.61	

United Engraving Co.....	260.97
Buckbee-Mears Co.....	381.57
Altnow-Singleton - July.....	262.19
McJunkin Advertising Co.....	89.20

\$1,450.84

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RAILWAY AND STEAMSHIP GUIDES - August 1927

National Railway Publication Co.....\$199.17

ADVERTISING DEPARTMENT - Aug. 1927.

A. E. Hardgrove - Expenses during August.....	\$141.10
W. R. Mills - Expenses for July.....	461.55
Pay Roll.....	<u>2,937.60</u>
	\$3,540.25

6 02.65

MAPS AND RUBBER STAMPS - Aug. 1927

St. Paul Statuary Co. - Retouching tunnel on a
Cascade Mountain map.....\$10.00

W. H. Gordenier - Services rendered on U. S. Map
for B. & O. booklet, map of Minnesota and
vicinity for blotter, 2 maps of system for
Literary Digest, map of Glacier Park golf
course.....69.50

McGill-Warner Co. - Changing maps account Spokane
Inland & Spokane Eastern lines.....137.50
Map changes & electros showing line of
Oriental.....90.00
Making corrections on map for Official
Guide and time table.....190.00

\$497.00

BILLBOARDS - Aug. 1927

Tyee Investment Co. - Rental of roof privilege.....	\$150.00
Eoster & Kleiser- Bulletin display advertising in Portland during July.....	300.00
Washington Power & Light Co. - Lighting billboards.....	26.65
	\$476.65

MOVING PICTURES - August 1927

Ray-Bell Films

972 ft. 16 mm print Mountain Climbing	
969 ft. 12 mm " Scenic Glacier Park	
1057 ft. 12mm " Fishing in the Lakes,	
3 hrs. assembling prints, 3 reels	\$111.85
956 ft. standard safety print "From the	
Car Window" - 1 hr. assembling - 1 reel.....	79.80
1 Acme S. V. E. combined motion picture	
and lantern slide projector.....	312.37
27 movie enlargements, 6 hrs. locating.....	22.50 ^x
9 movie enlargements , 1 hr. locating.....	8.25 ⁺
16 mmm assembly made expressly for National	
Educational Convention, Seattle, 440 ft.	
16 mm print - 53 ft. new neg. titles - 1 -	
5 line title card, 6 hrs. assembling.....	50.90 ⁺
1 general motor splicing block, 2 bottles	
film cement.....	7.99 ⁺
	\$593.66

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30
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-19-

LECTURE WORK - Aug. 1927.

J. A. W. Kerr, Springfield, L. I. - Services as
moving pictures operator.....\$7.50

MISCELLANEOUS - Aug. 1927

Addressograph Co.	\$5.30
H. E. Wedelstaedt -	65.00
N. W. Ayer & Son - 1 copy of 1927 edition (H.S.)	15.00
Dispatch Printing Co.- 1000 copies of July 3 issue	20.00
St. Maries Cigar & News Co. -	.50
Supt. of Documents, Washington, D.C.- 25 National Parks portfolio.....	25.00
Tri-State Telephone Co.....	26.89
Quality Park Envelope Co.- 100 M #6 $\frac{1}{2}$ Envelopes....	69.58
Northern States Power Co. - Our proportion of Electricity, etc.....	46.06
Roe-James Glass Co. - Cutting glass.....	3.04

\$276.37

A. G. Hardygrove - Expenses for August
W. R. Mills - " " July

141.10

461.55

879.02

FOLDER DISTRIBUTION * August 1927

A. W. Burow-	\$3.50
Railway Folder Schedule Distributing Co.....	50.00
E. E. Weikert.....	5.00
Railway Hotel & Steamship Advertising Co.....	50.00
Western Time Table Distributing Co.....	25.00
Eastern " " " "	85.00
Klein Bros.....	5.00

\$223.50

WINDOW DISPLAYS - August 1927

The Emporium - 1 flag stand.....	54
Theits & Grant - Window cards.....	\$187.30
A. Schomburg- Crating and shipping display to Detroit.....	7.00
A. Schomburg - 2 large easels for window.....	20.00
Elliott Service Co., New York - Service from July 25 to August 29th.....	17.50
A.B. C. Fireproof Storage Warehouse - Cartage on Window exhibit.....	16.00
Elk Cleaners & Dyers - Cleaning 1 piece of velvet drape.....	2.00
Deighan Show Card Co. - Window cards.....	4.80
Lee Frame Shop, Spokane - 2 frames for window cards.....	14.00
Dick Long - Window cards.....	2.00
Metropolitan Building Co. - window cards.....	5.05
Acorn Sign Co. - Signs..	9.00
Virg - Window cards.....	12.75
J. W. Beem Sign Service - Cleaning & repairing sign at Seattle.....	34.00
Wm. Siebels - Decorating window for American Legion.....	10.00
	\$341.94

ADVERTISING IN THE ORIENT -August 1927

Japan Times & Mail - June and July.....	\$76.81
Nippon Yusen Kaisha- "Japan" - August.....	118.75
Osaka Mainichi - July.....	21.78
Manila Bulletin - April- June.....	43.23
Shanghai Times - Aug. 6th to Sept. 5th.....	30.50
New York Cuba Mail Steamship Co. - Our proportion of expense of Chinese Agent for July.....	29.16
August.....	29.17

\$349.40

WRITERS, ARTISTS' SUPPLIES AND EXPENSES - Aug. 1927

John Fery - Salary for August.....\$200.00

Glacier Park Hotel Co. - Provisions and supplies
furnished Mr. K. W. Leighton during June..... 16.07
Provisions and supplies furnished Indians during
June account artists..... 127.04

Winold Reiss - Traveling expenses from New York to
Glacier Park, living expenses in Fort Browning
from July 1st. to July 12th, expenses while in
Glacier Park from July 15th to August 8th..... 350.45

Expenses during August..... 380.53

Park Saddle Horse Co. - Horses used by Winold Reiss... 26.00

M. A. Mayfield - Covering prepaid order for tickets
to New York and prepaid order covering Pullman
ticket account Winold Reiss..... 69.32

J. W. Schultz - Expenses during August..... 493.40

Levon West - Traveling expenses on trip to Glacier
Park for purpose of making sketches of Park
scenes.....131.44

\$1,794.25

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NEW YORK TOURIST BUREAU - August 1927

Our proportion of expense.....\$2,091.33

OUR PROPORTION OF BURLINGTON TOUR ADVERTISING - Aug. 1927

C. B. & Q. Ry. - Our proportion of operating expenses
of tourist bureaus for June 1927.....\$1,095.21

JULY

	<u>1924</u>	<u>1925</u>	<u>1926</u>	<u>1927</u>
1. Newspapers published on line of G.N.	\$9,603.33	\$11,019.35	\$8,097.31	\$11,737.65
2. Periodicals " off " " "	157.52	858.51	885.56	672.80
3. Newspapers " off " " "	21,623.14	8,213.65	17,419.50	13,004.04
4. Magazines.....	1,587.30	1,602.39	3,023.18	2,654.04
5. Pictures, frames, boxing.....		644.80	100.00	1,232.25
6. Photos and lantern slides.....	765.54	899.52	1,156.63	906.22
7. Cartage, freight & Express.....	59.10	170.09	512.00	814.56
8. Postage and duty.....	140.82	685.94	382.20	657.40
9. Miscellaneous printing & advertising	692.09	5,554.89	2,787.69	2,353.48
10. Publicity.....	4,415.63	2,149.93	1,745.78	2,448.92
11. Time folders.....	4,923.10	5,436.80	4,950.15	
12. Il. Folders and booklets.....	1,585.73	11,066.96	18,416.52	11,045.75
13. Electros, cuts and art work.....	4,739.18	4,307.54	3,440.19	3,409.32
14. Railway and steamship guides.....	193.86	194.11	193.96	199.17
15. Advertising department.....	1,526.65	3,875.15	3,502.45	2,889.78
16. Maps and rubber stamps.....	10.13	248.57	751.95	493.49
17. Bulletin boards.....	4,190.00	1,118.00	612.54	435.80
18. Moving pictures.....	1,702.45	60.00	300.87	247.27
19. Lecture work.....	24.95		293.90	10.00
20. Miscellaneous.....	384.37	2,565.73	3,199.58	1,767.70
21. Folder distribution.....		223.50	775.07	615.12
22. Upper Missouri Historical Expedition		7,428.80		
23. Columbia River " "			751.82	
24. Window displays.....			435.00	394.61
25. Advertising in the Orient.....			956.74	265.56
26. Writers, artists' supplies & expenses			1,886.28	611.42
27. New York Tourist Bureau.....			2,083.33	2,083.33
28. Our proportion Burl. Tour advertising				2,768.58
	\$58,335.89	\$68,324.03	\$78,660.15	\$63,720.18
		440.79	361.46	347.86
		\$67,883.24	\$78,298.69	\$63,372.32

	1927 Budget	Expended Jan. to July, Incl.	Per Cent Expended	Balance
1. Newspapers published on line of G.N.	\$75,000.00	\$47,372.93	63.19%	\$27,627.07
2. Periodicals " " " " "	5,000.00	6,110.24		
3. Newspapers " off " " "	125,000.00	82,646.75	66.11%	42,353.25
4. Magazines.....	75,000.00	65,668.51	87.55%	9,331.49
5. Pictures, frames, boxing.....	3,000.00	7,665.14		
6. Photos and lantern slides.....	7,500.00	5,996.18	79.94%	1,503.82
7. Cartage, freight & express.....	3,500.00	4,931.23		
8. Postage and duty.....	7,500.00	8,707.90		
9. Miscellaneous printing & advertising	30,000.00	23,558.19	78.53%	6,441.81
10. Publicity.....	15,000.00	14,809.66	98.73%	190.34
11. Time folders.....	40,000.00	14,683.65	36.7%	25,316.35
12. Il. Booklets, folders, etc.....	50,000.00	54,357.40		
13. Electros, cuts and art work.....	45,000.00	28,020.95	62.27%	16,979.05
14. Railway and steamship guides.....	2,500.00	1,183.47	47.34%	1,316.53
15. Advertising Department.....	35,000.00	20,491.60	58.55%	14,508.40
16. Maps and rubber stamps.....	2,500.00	4,525.80		
17. Bulletin boards.....	15,000.00	4,050.87	27.05%	10,949.13
18. Moving pictures.....	2,500.00	2,936.96		
19. Lecture work.....	12,500.00	10,400.81	83.2%	2,099.19
20. Miscellaneous.....	10,000.00	8,303.85	83.03%	1,696.15
21. Folder distribution.....	4,500.00	3,391.99	75.37%	1,108.01
22. Upper Missouri Historical Expedition				
23. Columbia River " "		305.17		
24. Window displays.....	8,000.00	3,491.75	43.65%	4,508.25
25. Advertising in the Orient.....	5,000.00	2,580.19	51.6%	2,419.81
26. Writers, Artists' expenses and supl.	3,500.00	1,961.78	56.05%	1,538.22
27. New York Tourist Bureau.....	25,000.00	14,583.31	58.33%	10,416.69
28. Our propl Buñl. Tour advertising....	10,000.00	5,427.81	54.28%	4,572.19

\$617,500.00 \$448,164.09

Less credits..... 4,005.89

\$444,158.20

Total Per Cent expended 71.93%

Balance of Total Budget \$173,341.80

West End Budget.....\$48,000.00

1 * West End Advertising.....\$25,920.47
2 * " " " " " 421.80
13* " " Mech. Expense..... 2,320.77 28,663.04

Balance of West End Budget.....\$19,336.96

Items on which total amount expended exceeds budget

Item	Amt. Expended	Budget	Over
2	\$6,110.24	\$5,000.00	\$1,110.24
5	7,665.14	3,000.00	4,665.14
7	4,931.23	3,500.00	1,431.23
8	8,707.90	7,500.00	1,207.90
12	54,357.40	50,000.00	4,357.40
16	4,525.80	2,500.00	2,025.80
18	2,926.96	2,500.00	426.96

JULY

	<u>1926</u>	<u>1927</u>	<u>INCREASE</u>	<u>DECREASE</u>
1. Newspapers published on line of G.N.	\$8,097.31	\$11,737.65	*\$3,640.34	
2. Periodicals " " " " "	885.56	672.80	*	\$212.76
3. Newspapers " off " " "	17,419.50	13,004.04		4,415.46
4. Magazines.....	3,023.18	2,654.04		369.14
5. Pictures, frames, boxing, etc.....	100.00	1,232.25	1,132.25	
6. Photos and lantern slides.....	1,156.63	906.22		250.41
7. Cartage, freight and express.....	512.00	814.56	302.56	
8. Postage and duty.....	382.20	657.40	275.20	
9. Miscellaneous printing & advertising	2,787.69	2,353.48		434.21
10. Publicity.....	1,745.78	2,448.92	703.14	
11. Time folders.....	4,950.15			4,950.15
12. Il. folders, booklets, etc.....	18,416.52	11,045.75		7,370.77
13. Electros, cuts and art work.....	3,440.19	3,409.32	*	30.87
14. Railway and steamship guides.....	193.96	199.17	5.21	
15. Advertising department.....	3,502.45	2,889.70		612.75
16. Maps and rubber stamps.....	751.95	493.49		258.46
17. Bulletin boards.....	612.54	435.80		176.74
18. Moving pictures.....	300.87	247.27		53.60
19. Lecture work.....	293.90	1,510.00		283.90
20. Miscellaneous.....	3,199.53	1,769.70		1,429.83
21. Folder distribution.....	775.07	615.12		159.95
22. Upper Missouri Historical Expedition				
23. Columbia River " "	751.82			751.82
24. Window displays.....	435.00	394.61		40.39
25. Advertising in the Orient.....	956.74	265.56		691.18
26. Writers, Artists' supplies & expenses	1,886.28	611.42		1,274.86
27. New York Tourist Bureau.....	2,083.33	2,083.33		
28. Our proportion Burl. Tour advertising		2,768.58	2,768.58	
	\$78,660.15	\$63,720.18		
Less credits.....	361.46	347.86		
	\$78,298.69	\$63,372.32		

Credits

The Pullman Co.....	\$18.17	*1 West End Advertising	\$4,271.17
McJunkin Adv.Co.-Old metal sold	5.07	*2 " " "	69.50
Dupl. payment for advertising		*13 " " Mech.ex.....	406.38
in Swedish Am. Posten.....	45.90		\$4,747.05
Literature sold.....	1.55		
Playing cards sold on train...	75.15		
Glacier Park Hotel Co.			
25 Books "Plants of G.P.".....	12.50		
12 doz. playing cards.....	56.88		
F. W. Albachten - 28 doz.			
playing cards.....	132.64		
	\$ 347.86		

DECREASE OVER JULY 1926.....\$14,926.37

NEWSPAPERS PUBLISHED ON LINE OF GREAT NORTHERN RAILWAY - July 1927

Minnesota

David Advertising Co.

Crookston Times - 63 Ins. @ 35¢	\$22.05
" " - 64½ Ins. @ 42¢	27.09
Fergus Falls Journal - 1800 Li. @ 3½¢	63.00
" Free Press - 99 Ins. @ 25¢	24.75
" Journal - 99 Ins. @ 25¢	24.75
" Weekly Journal - 1350 Li. @ .0215	29.04
Moorhead News - 132 Ins. @ 30¢	39.60
St. Cloud Journal Press - 1800 Li. @ 3½¢	63.00
" Times - 1800 Li. @ 4¢	72.00
" Nordstern - 99 Ins. @ 30¢	29.70
Fairmount Sentinel - 33 Ins. @ 50¢	16.50
Hutchinson Leader - 24 Ins. @ 25¢	6.00
" Press - 24 Ins. @ 25¢	6.00

\$468.48

Less discount 9.37

\$459.11

Moorhead News..... 25.25

\$484.36

Montana

Helena Record - June	\$77.28
" " - July	47.88
Helena Independent	90.00
Lewistown Democrat News	51.45
" Judith Basin Farmer	36.00
Great Falls Leader	48.00
Butte Post	76.80
Lewistown Argus	16.80
Butte Standard	80.64
" Miner	80.64
Havre News-Promoter	64.40
Helena Independent	45.00
Great Falls Tribune	102.00

\$816.89

North Dakota

News & Times	\$3.00
Dakota State Journal	7.20
David Advertising Co.	

Fargo Forum - 1770 Li. @ 8¢	\$141.60
" Normanden - 154 Ins. @ 56¢	86.24
" Blade - 94½ Ins. @ 35¢	33.09
Grand Forks Herald - 1800 Li. @ 7¢	126.00
Minot News - 1800 Li. @ 2½¢	54.00

\$440.93

Less discount..... 8.82

\$432.11 \$432.11

\$442.31

West End

Altnow-Singleton - Adv. on West End for July	\$3,975.28	
" - Our proportion of advertising pool train service.....	214.73	
W. S. Kirkpatrick- Our proportion of advertising pool train service.....	71.56	
Vancouver Sun.....	9.60	\$4,271.17

Twin Cities

David Advertising Co.

Dispatch - 3142 Li. @ 28¢.....	\$879.76	
Daily News - 3186 Li. @ 17¢.....	541.62	
" - 450 Li. @ 25¢.....	112.50	
Minneapolis Tribune - 3192 Li. @ 28¢.....	893.76	
" Journal - 3464 Li. @ 25¢.....	866.00	
" Daily Star - 3149 Li. @ 15¢.....	472.35	
South St. Paul Reporter - 106 Ins. @ 49¢.....	51.94	
Swedish American Posten - 1372 Li. @ 16¢.....	219.52	
Minneapolis Tidenden 135 Li. @ 10¢.....	135.00	
	<u>\$4,172.45</u>	
Less discount.....	83.45	
	<u>\$4,089.00</u>	
Daily News - July 24th Roto.....	900.00	\$4,989.00

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954
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5154

Duluth & Superior

David Advertising Co.

Duluth Herald - 1800 Li. @ 13¢.....	\$234.00	
" News Tribune - 1800 Li. @ 7¢.....	126.00	
Superior Telegram - 1800 Li. @ 13¢.....	126.00	
	<u>\$486.00</u>	
Less discount.....	9.72	
	<u>\$476.28</u>	
Duluth News Tribune - June.....	126.78	\$603.06

Canada

David Advertising Co.

Lethbridge Herald- Full page.....	71.93	
Calgary Herald - 616 Li. @ 10¢.....	61.60	
	<u>\$133.53</u>	
Less discount.....	2.67	
	<u>\$130.86</u>	
		\$11,737.65

PERIODICALS PUBLISHED ON LINE OF GREAT NORTHERN - July 1927

Golfer Magazine , July.....	\$65.00	
" " - August.....	65.00	
Portland Pacific Legion.....	35.00	
Greeters of Oregon.....	12.50	
Office Program of the 6th Northwest Polo Tournament.....	100.00	
Commercial West.....	22.50	
Jolly Elk.....	38.00	
Bride's Book	16.76	
Montana Business Monitor.....	15.00	
Minnesota Banker.....	25.00	
Montana Legionaire.....	8.00	
Skillings Mining Review.....	57.25	
Now & Then.....	64.80	
Rotary Club of Portland.....	7.00	
Greeters Tourist & Shopping Guide.....	25.00	
Semaphore	105.99	
Transportation News.....	10.00	
		\$672.80

NEWSPAPERS PUBLISHED OFF LINE OF GREAT NORTHERN - July 1927

Milwaukee, Wis., Leader.....	\$11.88	
Milwaukee, Wis., Sentinel.....	16.83	
Kung Shong Yat Po.....	<u>18.00</u>	\$46.71

McJunkin Advertising Co.

Chicago Newspapers - Summer Tourist	\$1,695.00	
" " - Train Service...	4,689.00	
Eastern Newspapers - Summer Tourist..	6,573.33	
	<u>\$12,957.33</u>	<u>\$12,957.33</u>

\$13,004.04

18.00
12986.04
46.71
8297.04

MAGAZINES - July 1927

Pittsburgh Bulletin.....	\$62.85
Lincoln, Nebr., Knothole.....	20.00
Traffic Service.....	180.00
Banta's Greek Exchange.....	12.50
Ticket Agent - March, April-May, June-July.....	62.50

McJunkin Advertising Co.

Christian Science Monitor - July 1, 15.....	\$240.00
Dearborn Independent - July 9.....	252.00

Outlook, July 27th - 1/3 page	
Barron's Weekly.....	236.65

Literary Digest, July 2, 1/3 page.....	1,350.00
Columbia Mag. - July - 1/8 page.....	225.00
New Jersey Educational Review-Apr....	40.00

	\$2,343.65	
Less discount.....	27.46	
	<u>\$2,316.19</u>	\$2,316.19

\$2,654.04

PICTURES, FRAMES, TITLE PLATES, BOXING, ETC. - JULY 1927

Walter Loos - Four flower pictures.....\$160.00
- Painting 6 wild flower pictures..200.00

Chris Sign & Wall Paper Co. - Lettering and
bronzing name plates on pictures.. 5.00

Pacific Picture Frame Co. - Cleaning and repair-
ing oil paintings.....83.50

E. J. Radlein - Picture framing.....741.50

G. Messing - Title plates..... 42.25

\$1,232.25

PHOTOS AND LANTERN SLIDES - July 1927

Bell & Howell - Repairing 1 Filmo Camera.....	\$31.80
Camera Art Studio - photographs.....	69.30
Underwood & Underwood - 8 photos -Prince of Wales	40.00
W. H. Tippet, Billings, Mont. - photographs....	10.00
Lenz & Janssen - Photographs.....	12.00
F. W. Guilbert.....	3.00
T. J. Hileman.....	19.15
Dispatch Printing Co. - 1027 photographs.....	58.00
Matthews Photographic Laboratory.....	5.00
Ray-Bell Film Co. - 2 slides.....	1.50
Expense account taking pictures on Williston, No. Dak., trip.....	187.40
Bell & Howell - 1 Cooke glass color filter.....	2.50
Asahel Curtis Photo Co.....	2.50
Webster & Stevens	12.00
Arthur M. Prentiss.....	160.52
Buckbee-Mears - 28 prints.....	9.60
William Bull - Photographs.....	44.59
T. J. Hileman - (Hoke Smith).....	\$44.69
	<u>138.67</u>
	183.36
Ray-Bell Film - 27 - 11x14 photographs.....	54.00

\$906.22

CARTAGE, FREIGHT, EXPRESS; ETC. - July 1927

Sherman, Clay & Co. - Cartage on piano account
American Legion Queen Reception at Seattle...\$12.00

Ed. Lynch Express Co. - Hauling during July.....	97.83
Seattle Transfer.....	17.35
P. H. Yorke.....	3.15
C. M. Cornelius.....	4.17
H. Dickson.....	3.25
E. H. Moot.....	3.64
C. W. Mahoney.....	.76
J. W. Young.....	2.00
H. E. Watkins.....	1.85
J. H. Kenney.....	20.20
V. E. Jones.....	1.39
McJunkin Advertising Company - Express on cuts.....	6.26
W. J. Rintoul.....	2.05
George Eighmy.....	1.14
Grates Transfer Co. - Hauling display.....	4.50
T. A. Thompson.....	14.10
C. B. & Q. Ry. - Freight.....	1.00
Vancouver City Ticket Office.....	2.50
A. Whitnall.....	5.35
American Railway Express Co.-	609.00
C. F. Carroll.....	1.07

\$814.56

A. H. Hebb - Duty.....	6.74	\$657.40
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MISCELLANEOUS PRINTING AND ADVERTISING - July 1927

McGill-Warner Co.

25 Desk Blotters - Winnipeg Limited..	\$9.75	
100 " " - Oriental Limited..	19.75	
10 M special thin letterheads.....	30.00	
35 M reprint Circular #15-27.....	680.90	
1 M desk blotters.....	75.00	
2 M Blotters- P. H. Yorke.....	40.00	
1 M letterhads - Indians.....	16.00	
24,800 Goats patched.....	124.00	
100 desk blotters- Oriental Limited.	19.75	
25 " " - Winnipeg Limited...	10.75	
100 " "	14.75	
2 card signs.....	3.25	
250 cards.....	8.25	\$1,052.15

Railroader Printing House

2 M special letterheads.....	9.50	
1 M letterheads - E. H. Whitlock.....	3.75	
Printing 1 M ea. #6 $\frac{1}{2}$ and #10 envelopes.	2.00	
4 M Maps - E. A. Fradenburgh.....	17.50	
1 M letterheads - F. L. Cobb.....	3.25	
6 M letterheads - A. J. Dickinson....	20.40	
Printing 2 M #6 $\frac{1}{2}$ envelopes.....	1.80	58.20

Randall Co.

30 ea. 4 kinds menus-Raymond Whitcomb	\$31.80	
20 M Post cards - Prince of Wales.....	137.20	
20 M " " - " " " "	137.20	
m M D. J. Johnson excursion folder.....	73.50	
Printing big trademark on map.....	4.70	384.40

Scribner Press

2 M 2 color blotters.....	26.95	
50 display cards.....	17.15	44.10

Independent Commercial Printers.....	\$63.18
Cando Herald - Printing 400 receipts for tickets....	7.50
C. B. & Q. Ry. - Our proportion of cost of printing 1200 circular letters and 1200 post cards account Zirkel Alaska Tour.....	8.96
Our proportion of expense incurred in printing 50M special edition of Town Crier....	120.27
Our proportion of cost of printing 1 M itineraries account National Educational Tour.....	61.14
C. W. Hill Printing Co., Spokane - 4 M cards.....	18.50
Webb Publishing Co. - Inserting post cards in Semaphore.....	22.50
Scribner Press - 2 M special envelopes.....	8.00
E. S. Ferrey & Son - 20 M bridge score pads.....	385.00
Delaware-Lackawanna & Western R.R.Co. - Our pro- portion of expense incurred in printing booklets and application blanks account Wolrd's Sunday School tour.....	16.78
Wabash Ry. Co. - Our proportion of cost of itineraries account movement of special train of St. Louis Real Estate Exchange.....	97.80
Robert A. Holden - 1 M cards.....	5.00

\$2,353.48

PUBLICITY - July 1927

Lewis & Clark Bridge Committee- Publicity Expense	
account opening of St. Louis & Clark bridge.....	\$200.00
Totem Broadcasters - Expense account American	
Legion Queen Reception at Seattle.....	83.00
Dining Car Dept. - Meals served in dining car at	
Seattle account American Legion Queen reception...	45.00
Pollock's Clipping Bureau.....	1.00
E. F. Bethke - Multigraphing letters.....	12.50
Advertising Letter Service- Multigraphing letters.....	14.00
Home Addressing Co.....	8.88
Puget Sound Electric Co. - Lighting O.L. sign.....	4.66
Four radiator emblems used on William Crooks for	
B. & O. trip.....	3.00
S. W. Stokes- (Hoke Smith.....	\$464.80
"	693.25
	1,158.05
Mat. - Fuel.....	149.09
Lab. - Jackson St.....	25.19
Lab. - Gen. Supt. D. & S. Cars.....	25.75
Mat. - D. & S. Cars.....	649.69
Mat. - Mississippi St.....	69.11
	\$2,448.92

ILLUSTRATED BOOKLETS, FOLDERS, ETC. * July 1927

McGill-Warner Co.

20 M	Real Estate Convention Books	
25 M	N. E. A.	" "
15 M	Rotary	" " ,10750 over...\$2,740.08
10 M	reprint "From the Car Window"	1,100.00
5 M	" Oriental Limited book	375.00
5 M	" " " "	375.00
22 M	Yesterday and Today folders	488.50
25 M	reprint "Prince of Wales" Hotel booklet	864.80
20 M	reprint "From the Car Window"	1,965.00
26 M	Goat booklets	1,030.18
2 M	Useful Facts	97.75
5 M	Folders - American Legion - Hibbing	50.00
13 M	Interesting Information	167.75

\$9,254.06

Randall Co.

10 M	Scenic Northwest Booklets	\$1,264.20
5 M	Stop-Off at Glacier Park booklets	235.69
5 M	" " " " " "	156.80

1,656.69

Ivy Press - 2 M folders - U. of W. Varsity
& Junior Rowing crew folders.....

135.00

\$11,045.75

ELECTROS, CUTS AND ART WORK - July 1927

McGill-Warner Co.

1 Electro.....	\$1.42	
1 "	2.97	
Comp.& Proof-Ad #72-27.....	16.76	
" & " " #73-27.....	20.12	
" & " " #73-27.....	10.34	
" & " " #75-27.....	20.20	
" & " " #76-27	23.44	
1 Electro.....	2.23	
1 "	1.15	\$98.63

Buckbee-Mears Co.....145.51

United Engraving Co.....369.28

Bowen & Son..... 3.94

David Advertising Co. - Mechanical Expense - June...578.06
" " - July...380.56

McJunkin Advertising Co. - " " - June...835.78
- " " - July...559.39

Liberty Engraving Co.....23.85

Altnow-Singleton - Mechanical Expense - July.....399.84

W. S. Kirkpatrick - Our proportion of mechanical
expense for July 4th excursion advertising... 6.54

Randall Co. - 1 set 4 color nickletypes..... 7.94

\$3,409.32

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RAILWAY & STEAMSHIP GUIDES - July 1927

National Railway Publication Col.....\$199.17

ADVERTISING DEPARTMENT - July 1927

A. E. Hardgrove - Expenses during July.....	\$126.35
Donald MacKae - Expenses during July.....	71.90
Payroll.....	2,889.70
	\$ 3,087.95
	2

MAPS AND RUBBER STAMPS - July 1927

W. H. Gordenier- Services Rendered on Northland
Transportation Co. maps.....\$32.00

St. Paul Statuary Co. - Decorating 1 Cascade
Mountain map and packing two G.P. Maps..... 99.00

G. Messing - Rubber stamps..... 3.24

McGill-Warner Co.

Correcting all G.N. maps, system, state
and sectional eliminating double track
and showing only single track.....284.50

Correcting large map plate..... 9.75
" all folder maps..... 65.00

\$493.49

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BILLBOARDS -July 1927

Tyee Investment Co. - Rental for July.....\$150.00

Foster & Kleiser - Display advertising and
patrol service.....232.50

Washington Water Power Co. - Lighting billboards
June and July..... 53.30

\$435.80

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MOVING PICTURES - July 1927

Zimmerman Bros. - 10 -100 ft. Cine Film.....\$48.00

Ray-Bell Film Co. - 4,860 ft. @ $3\frac{3}{4}\text{¢}$, 5 reels @ 35¢.
5 hrs. assembling - 5 single
reels cases.....\$199.27

\$247.27

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LECTURE WORK - July 1927

S. P. Treiber- Services as moving picture operator.....\$10.00

MISCELLANEOUS - July 1927

Glacier Park Transportation Co. - For use of
special car from Glacier Park to Many Glacier
and return on July 21 -24 account Levon
West and party.....\$132.00

Telephone..... 55.48

United States Playing Card Co. - 18 gross Playing
Cards.....1,049.76

Western Union..... 48.64

Brown & Bigelow - 12 special Cowhide Clip Boards.....102.00

Lethbridge Herald Printing Co. - 100 copies 22.50

St. Maries Cigar & Bews Co. - Copies of magazines..... .85

Melady Paper Co. - 6 rolls gummed tape..... 3.60

H. Wedelstaedt - Supplies for mimeograph machine..... 28.50

Addressograph Co. - " " addressograph " 6.83

H. Wedelstaedt - " " mimeograph machine..... 12.50

Northern States Power Co. - Our proportion of
heating, lighting, etc..... 46.06

St. Paul Daily News - 1 subscription..... 5.20

Times Printing Co., Seattle - 1500 copies.....15.00

McBee Binder Co. - 6 binders for Official Guide.....13.23

Van Paper Supply Co. - 3 rolls Kraft Paper..... 4.17

McGill Lithograph Co. - 3 M open end envelopes.....45.13

\$1,571.45

126.35

71.90

A. G. Hardgrove - Expenses for July
D. MacRae - " " " "

\$ 1769.70

FOLDER DISTRIBUTION - July 1927

Trans-Continental Passenger Assn - Our proportion of expense of General Folder Distributing Co. during May and June.....	\$383.80
Our proportion of expense of distributing folders of eastern and southern lines.....	3.23
Our proportion of expense of distributing folders of eastern and southern lines to Minneapolis G.N. station during March and April..	4.59
Railway Folder-Schedule Distributing Co.....	50.00
A. W. Burow	3.50
E. E. Weikert	5.00
Klein Bros. Co.....	5.00
Western Time Table Distributing Co.....	25.00
Eastern " " " "	85.00
Railway Hotel & Steamship Advertising Co.....	50.00
	\$615.12

WINDOW DISPLAYS - July 1927

A. Shomburg- Packing window display.....	\$8.00
Elliott Service Co. - Photo news service for window display July 4th to 25th.....	10.50
Elk Cleaners & Dyers - Cleaning 1 pce. of Velvet...	2.00
Fred Flink - Cleaning and repairing 1 mountain goat..	4.50
Photoplating Co. - 1 glass name plate for city ticket office.....	5.97
A. Schomburg - two lettered posters @ \$15.00.....	30.00
Theits & Grant - Window cards.....	290.00
Virg Process	13.00
Emporium - 1 cord for window display.....	4.50
Unique Cleaning & Dyeing Co. - Dyeing drapes account window display.....	5.00
O. W. R. R. & N. Co. - Our proportion of expense of Consolidated Ticket Office at Portland, account window cards, etc. - May and June.....	5.64
Acorn Sign Co. - 1 card sign.....	9.00
Dick Long - Paper signs.....	2.00
Metropolitan Building Co. - Paper signs.....	4.50

\$394.61

ADVERTISING IN THE ORIENT - July 1927

Nippon Yusen Kaisha - Advertising in July issue of "Japan".....	\$118.75
Shanghai Times.....	62.95
American Chamber of Commerce.....	25.50
New York & Cuba Steamship Co. - Our proportion of expnese of Havana Agent during May and June..	58.36
	\$265.56

WRITERS, ARTISTS' SUPPLIES AND EXPENSES- July 1927

John Fery - Salary for June.....	\$100.00
James Willard Schultz - Expenses during July.....	\$224.61
Art Supply Co. - Paints, brushes, etc., account	
John Fery.....	24.06
M. A. Mayfield - To cover ticket St. Paul to	
Glacier Park and return account L.F. West.....	62.75
John Fery - Salary for July.....	<u>200.00</u>
	\$611.42

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NEW YORK TOURIST BUREAU - July 1927

Our proportion of expense of New York Tourist Bureau..\$2,083.33

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OUR PROPORTION BURLINGTON TOUR ADVERTISING - July 1927

C. B. & Q. Ry.	-	Our	proportion	of	expense	during	April	\$1,612.90
"	-	"	"	"	"	"	May....	1,155.68

\$2,768.58