



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

## **Copyright Notice:**

This material may be protected by copyright law (U.S. Code, Title 17). Researchers are liable for any infringement. For more information, visit [www.mnhs.org/copyright](http://www.mnhs.org/copyright).

| ACCOUNT                                              | TOTAL<br>EXPENSES<br>for<br>1930 | TOTAL<br>EXPENSES<br>for<br>1931 | 1931<br>BUDGET | BALANCE     |
|------------------------------------------------------|----------------------------------|----------------------------------|----------------|-------------|
| <b>1. Newspaper Advertising</b>                      |                                  |                                  |                |             |
| A - On-Line East                                     |                                  |                                  |                |             |
| 1. Space                                             | \$24,557.06                      | \$10,360.19                      | \$15,000.00    | 3,238.94    |
| 2. Preparation Cost                                  | 3,545.50                         | 1,400.87                         |                |             |
| B - On-Line West                                     |                                  |                                  |                |             |
| 1. Space                                             | 57,898.40                        | 28,580.32                        | 34,500.00      | 2,659.79    |
| 2. Preparation Cost                                  | 7,649.04                         | 3,259.89                         |                |             |
| C - Off-Line East                                    |                                  |                                  |                |             |
| 1. Space                                             | 84,478.164                       | 41,100.28                        | 42,000.00      | 2,065.56 (0 |
| 2. Preparation Cost                                  | 11,360.05                        | 2,965.28                         |                |             |
| D - Orient                                           |                                  |                                  |                |             |
| 1. Space                                             | 2,520.98                         | 2,136.37                         | 2,000.00       | 574.63 (0   |
| 2. Preparation Cost                                  | 579.21                           | 438.26                           |                |             |
| TOTAL ACCOUNT 1.....                                 | 192,588.88                       | 90,241.46                        | 94,000.00      | 3,758.54    |
| <b>2. Periodical Advertising</b>                     |                                  |                                  |                |             |
| A - On-Line East                                     |                                  |                                  |                |             |
| 1. Space                                             | 5,425.90                         | 3,373.60                         | 3,500.00       | 1,392.87    |
| 2. Preparation Cost                                  | 2,530.25                         | 1,519.27                         |                |             |
| B - On-Line West                                     |                                  |                                  |                |             |
| 1. Space                                             | 887.59                           | 1,763.42                         | 1,500.00       | 368.35 (0   |
| 2. Preparation Cost                                  | 73.94                            | 104.93                           |                |             |
| C - Orient                                           |                                  |                                  |                |             |
| 1. Space                                             | 2,375.44                         | 2,772.59                         | 1,200.00       | 1,995.82 (0 |
| 2. Preparation Cost                                  | 369.55                           | 423.23                           |                |             |
| D - General Media                                    |                                  |                                  |                |             |
| 1. Space                                             | 39,179.89                        | 45,114.95                        | 47,216.00      | 4,819.97 (0 |
| 2. Preparation Cost                                  | 4,882.93                         | 6,921.02                         |                |             |
| E - Misc. Programs, School<br>& Organization Annuals |                                  |                                  |                |             |
| 1. Space                                             | 1,117.90                         | 953.00                           | 1,000.00       | 26.75 (0    |
| 2. Preparation Cost                                  | 202.19                           | 73.75                            |                |             |
| TOTAL ACCOUNT 2.....                                 | 57,045.58                        | 63,019.76                        | 54,416.00      | 8,603.76 (0 |
| <b>3. Radio Advertising</b>                          |                                  |                                  |                |             |
| A - Chain Programs                                   |                                  |                                  |                |             |
| 1. Facilities                                        | 146,581.04                       | 100,635.75                       | 145,000.00     |             |
| 2. Program Expense                                   | 76,642.17                        | 45,657.92                        |                |             |
| 3. Miscellaneous                                     | 5,331.96                         | 2,833.61                         |                |             |
| B - Local Announcements                              |                                  |                                  |                |             |
| 1. Facilities                                        | 1,177.07                         | 442.10                           |                |             |
| 2. Preparation Cost                                  |                                  |                                  |                |             |
| TOTAL ACCOUNT 3.....                                 | 229,732.24                       | 149,569.38                       | 145,000.00     | 5,569.38 (0 |



| ACCOUNT                                           | TOTAL<br>EXPENSES<br>for<br>1930 | TOTAL<br>EXPENSES<br>for<br>1931 | 1931<br>BUDGET | BALANCE     |
|---------------------------------------------------|----------------------------------|----------------------------------|----------------|-------------|
| 4. Goat                                           |                                  |                                  |                |             |
| A- Printing                                       | \$16,694.35                      | 5,505.20                         | 8,070.00       |             |
| B- Electros, cuts, etc.                           | 2,455.38                         | 1,068.43                         |                |             |
| C- Patching                                       |                                  | 10.00                            |                |             |
| D- Envelopes                                      | 232.00                           | 1,144.07                         |                |             |
| TOTAL ACCOUNT 4.....                              | 19,381.73                        | 7,727.70                         | 8,070.00       | 342.30      |
| 5. Advertising Literature                         |                                  |                                  |                |             |
| A- Time Folders                                   |                                  |                                  |                |             |
| 1. Printing                                       | 38,563.90                        | 20,592.50                        | 18,000.00      | 2,592.50(0  |
| 2. Electros, cuts, etc.                           | 451.49                           | 376.85                           | 200.00         | 176.85(0    |
| 3. Distribution through agencies                  | 3,814.42                         | 1,798.99                         | 2,000.00       | 201.01      |
| 4. Joint Coast Line folders                       | 274.81                           | 172.33                           | 250.00         | 77.67       |
| 5. Condensed time tables                          | 860.33                           | 419.80                           | 300.00         | 119.80(0    |
| B- Illustrated Booklets and folders               |                                  |                                  |                |             |
| 1. Printing                                       | 45,289.84                        | 24,034.45                        | 35,000.00      | 6,802.40    |
| 2. Electros, cuts, etc.                           | 14,343.18                        | 4,163.15                         |                |             |
| TOTAL ACCOUNT 5.....                              | 103,597.97                       | 51,558.07                        | 55,750.00      | 4,191.93    |
| 6. Miscellaneous Printing                         |                                  |                                  |                |             |
| A - Menus                                         |                                  |                                  |                |             |
| 1. Cuts and art work                              | 1,398.21                         | 152.88                           | 350.00         | 143.47      |
| 2. Printing                                       | 5,769.67                         | 53.65                            |                |             |
| B - Maps                                          |                                  |                                  |                |             |
| 1. Wall Maps                                      |                                  |                                  |                |             |
| 2. Desk Maps                                      |                                  |                                  |                |             |
| C - Blotters                                      |                                  |                                  |                |             |
| 1. Hand                                           | 3,929.33                         | 3,631.18                         | 4,000.00       | 865.68 (0   |
| 2. Desk                                           | 1,931.00                         | 1,234.50                         |                |             |
| D - Ticket Envelopes                              | 749.25                           | 348.95                           | 400.00         | 51.05       |
| E - Circulars, Flyers and Inserts                 | 2,561.19                         | 416.31                           | 1,200.00       | 783.69      |
| F - Post Cards                                    | 1,688.33                         | 718.50                           | 1,800.00       | 1,087.50    |
| G - Miscellaneous                                 | 5,355.47                         | 1,184.98                         | 3,000.00       | 1,815.02    |
| H - Multigraphing, Addressing and Mailing Service | 2,912.31                         | 2,500.36                         | 1,500.00       | 1,000.36 (0 |
| TOTAL ACCOUNT 6.....                              | 26,294.76                        | 10,241.31                        | 12,250.00      | 2,008.69    |
| 7. Calendars                                      |                                  |                                  |                |             |
| A - Wall Calendars                                | 7,104.93                         | 521.15                           | 4,500.00       | 3,978.85    |
| B - Small Art Calendars                           |                                  |                                  |                |             |
| 1. Electros, cuts, etc.                           | 3,534.02                         | 3,207.05                         | 30,000.00      | 2,628.55(0  |
| 2. Printing                                       | 16,565.39                        | 16,110.48                        |                |             |
| 3. Envelopes                                      | 9,167.23                         | 9,056.80                         |                |             |
| 4. Sorting, handling, etc.                        | 4,133.12                         | 4,254.22                         |                |             |
| TOTAL ACCOUNT 7.....                              | 40,504.69                        | 33,149.70                        | 34,500.00      | 1,350.30    |

| ACCOUNT                                                                                   | TOTAL<br>EXPENSES<br>for<br>1930 | TOTAL<br>EXPENSES<br>for<br>1931 | 1931<br>BUDGET | BALANCE      |
|-------------------------------------------------------------------------------------------|----------------------------------|----------------------------------|----------------|--------------|
| 8. <u>Photographic Expense</u>                                                            |                                  |                                  |                |              |
| A- Salary & Expenses<br>of Photographers                                                  | 569.64                           | 336.60                           | 1,800.00       | 699.43 (0.   |
| B- Negatives and Prints                                                                   | 3,691.72                         | 2,162.83                         |                |              |
| TOTAL ACCOUNT 8.....                                                                      | 4,261.36                         | 2,499.43                         | 1,800.00       | 699.43 (0.   |
| 9. <u>Electros, cuts, etc.</u>                                                            | 3,635.96                         | 1,662.89                         | 2,000.00       | 337.11       |
| TOTAL ACCOUNT 9.....                                                                      | 3,635.96                         | 1,662.89                         | 2,000.00       | 337.11       |
| 10. <u>Pictures, Frames, Packing</u>                                                      |                                  |                                  |                |              |
| A - Works of Art purchased<br>for hanging in public<br>places, for reproductions,<br>etc. | 3,248.91                         | 86.00                            |                |              |
| B - Plates and Printing                                                                   | 268.14                           | 36.50                            |                |              |
| C - Mounting and Framing<br>Pictures, Maps, etc., for<br>hanging in G.N. Offices          | 1,975.10                         | 3,665.23                         | 600.00         |              |
| D - Mounting and Framing<br>pictures, maps, etc., for<br>free distribution                | 1,589.82                         | 15.00                            | 600.00         |              |
| TOTAL ACCOUNT 10.....                                                                     | 7,081.97                         | 3,802.73                         | 1,200.00       | 2,602.73 (0. |
| 11. <u>Railway &amp; Steamship Guides</u>                                                 |                                  |                                  |                |              |
| A- Cost of Guides furnished<br>G.N. Offices                                               | 62.50                            | 60.00                            | 3,335.00       |              |
| B- Cost of representation                                                                 | 3,270.68                         | 3,573.94                         |                |              |
| TOTAL ACCOUNT 11.....                                                                     | 3,333.18                         | 3,633.94                         | 3,335.00       | 298.94 (0.   |
| 12. <u>Advertising Distribution<br/>Expense</u>                                           |                                  |                                  |                |              |
| A - Cartage, Freight & Express                                                            |                                  |                                  |                |              |
| 1. Local Hauling                                                                          | 1,604.29                         | 1,045.35                         | 1,000.00       | 45.35 (0.    |
| 2. Freight & Express                                                                      | 6,414.89                         | 4,381.27                         | 3,600.00       | 781.27 (0.   |
| B - Mailing Expense                                                                       |                                  |                                  |                |              |
| 1. Postage on Goats                                                                       | 1,001.46                         | 430.10                           | 400.00         | 30.10 (0.    |
| 2. Postage and duty on<br>calendars                                                       | 11,373.47                        | 11,664.97                        | 10,000.00      | 1,664.97 (0. |
| 3. Postage on literature<br>and other mail matter                                         | 9,309.38                         | 7,946.53                         | 8,000.00       | 53.47        |
| TOTAL ACCOUNT 12.....                                                                     | 29,703.49                        | 25,468.22                        | 23,000.00      | 2,468.22 (0. |
| 13. <u>Bulletin Board Advertising</u>                                                     |                                  |                                  |                |              |
| A- Space Rentals                                                                          | 9,716.00                         | 12,840.00                        | 13,000.00      | 160.00       |
| B- Maintenance, Repaints, etc.                                                            | 2,933.30                         | 2,431.62                         | 2,000.00       | 431.62 (0.   |
| TOTAL ACCOUNT 13.....                                                                     | 12,649.30                        | 15,271.62                        | 15,000.00      | 271.62 (0.   |

| ACCOUNT                                                                                  | TOTAL<br>EXPENSES<br>for<br>1930 | TOTAL<br>EXPENSES<br>for<br>1931 | 1931<br>BUDGET | BALANCE      |
|------------------------------------------------------------------------------------------|----------------------------------|----------------------------------|----------------|--------------|
| 14. <u>Motion Picture &amp; Lecture Advertising</u>                                      |                                  |                                  |                |              |
| A - Salaries & Expenses of lecturers                                                     | 584.92                           | 364.80                           | 350.00         | 14.80 (O.    |
| B - Making motion picture negative                                                       | 1,153.45                         | 25.00                            |                | 25.00 (O.    |
| C - Slides and motion picture film furnished outside companies and individuals           | 153.71                           | 143.53                           | 200.00         | 56.47        |
| D - Slides and motion picture film furnished company representatives                     | 438.46                           | 53.44                            | 600.00         | 546.56       |
| TOTAL ACCOUNT 14.....                                                                    | 2,330.54                         | 586.77                           | 1,150.00       | 563.23       |
| 15. <u>Exhibits</u>                                                                      |                                  |                                  |                |              |
| A - Labor and Material for window displays                                               | 17,172.96                        | 12,497.78                        | 9,600.00       |              |
| B - Art Exhibits, Fairs, Conventions, etc.                                               | 47.80                            | 5.00                             |                |              |
| TOTAL ACCOUNT 15.....                                                                    | 17,220.76                        | 12,502.78                        | 9,600.00       | 2,902.78 (O. |
| 16. <u>Joint Advertising</u>                                                             |                                  |                                  |                |              |
| A - G. N. Proportion of cost of literature and publications jointly with other companies | 1,979.08                         | 2,075.50                         | 1,000.00       | 1,075.50 (O. |
| B - Our proportion of Burlington Tours advertising                                       | 9,022.82                         | 5,419.87                         | 7,500.00       | 2,080.13     |
| C - Farm Tours advertising                                                               | 26,548.08                        | 20,758.77                        | 12,000.00      | 8,758.77 (O. |
| TOTAL ACCOUNT 16.....                                                                    | 37,549.98                        | 28,254.14                        | 20,500.00      | 7,754.14 (O. |
| 17. <u>Advertising Department Proportion of Expenses Maintaining Outside Offices</u>     |                                  |                                  |                |              |
| A - New York Tourist Bureau                                                              | 20,000.04                        | 20,000.04                        | 20,000.00      | .04 (Ov.     |
| TOTAL ACCOUNT 17.....                                                                    | 20,000.04                        | 20,000.04                        | 20,000.00      | .04 (O.      |
| 18. <u>Advertising Department</u>                                                        |                                  |                                  |                |              |
| A - Wages and Expenses of Employees                                                      | 34,323.91                        | 26,641.79                        | 25,000.00      | 1,641.79 (O. |
| B - Stationery & Office Supplies                                                         | 2,230.16                         | 836.04                           | 1,800.00       | 963.96       |
| C - Electricity, Heating, etc.                                                           | 1,735.91                         | 1,568.69                         | 1,700.00       | 131.31       |
| TOTAL ACCOUNT 18.....                                                                    | 38,289.98                        | 29,046.52                        | 28,500.00      | 546.52 (Ov.  |



| ACCOUNT                                            | TOTAL<br>EXPENSES<br>for<br>1930 | TOTAL<br>EXPENSES<br>for<br>1931 | 1931<br>BUDGET  | BALANCE             |
|----------------------------------------------------|----------------------------------|----------------------------------|-----------------|---------------------|
| 19. <u>Miscellaneous</u>                           | <u>9,126.86</u>                  | <u>9,506.82</u>                  | <u>4,000.00</u> | <u>4,506.82</u> (O. |
| TOTAL ACCOUNT 19.....                              | 9,126.86                         | 9,506.82                         | 4,000.00        | 4,506.82 (Ov.       |
| TOTAL .....                                        | 854,329.27                       | 557,743.28                       | 534,071.00      |                     |
| 20. Credits and revenue<br>from sale of material.. | <u>17,656.82</u>                 | <u>10,876.40</u>                 |                 |                     |
|                                                    | \$836,672.45                     | \$546,866.88                     | \$534,071.00    | \$12,795.88 (Ov.    |

1930 - \$836,672.45  
1931 - 546,866.88

\$289,705.57 or 34.63% Decrease

Traffic Advertising Common \$230,424.33

Passenger \$124,549.88  
Freight 105,874.45

Total Passenger - \$437,903.11  
" Freight - 108,973.88



EXPENSES  
JAN. TO NOV.,  
1930

EXPENSES  
JAN. TO NOV.  
1931

1931 BUDGET

BALANCE

ACCOUNT

1. Newspaper Advertising

A- - On-Line East

|                     |             |             |             |            |
|---------------------|-------------|-------------|-------------|------------|
| 1. Space            | \$23,078.36 | \$ 9,987.16 | \$15,500.00 | \$4,328.49 |
| 2. Preparation Cost | 3,280.03    | 1,184.35    |             |            |

B- On-Line West

|                     |           |           |           |          |
|---------------------|-----------|-----------|-----------|----------|
| 1. Space            | 51,963.10 | 26,280.89 | 34,500.00 | 5,149.28 |
| 2. Preparation Cost | 7,111.92  | 3,069.83  |           |          |

C- Off-Line East

|                     |           |           |           |            |
|---------------------|-----------|-----------|-----------|------------|
| 1. Space            | 83,559.29 | 39,900.28 | 42,000.00 | 865.56 (O. |
| 2. Preparation Cost | 11,232.90 | 2,965.28  |           |            |

D- Orient

|                     |          |          |          |            |
|---------------------|----------|----------|----------|------------|
| 1. Space            | 2,318.92 | 2,008.53 | 2,000.00 | 392.62 (O. |
| 2. Preparation Cost | 579.21   | 384.09   |          |            |

|                      |            |           |           |          |
|----------------------|------------|-----------|-----------|----------|
| TOTAL ACCOUNT 1..... | 183,123.73 | 85,780.41 | 94,000.00 | 8,219.59 |
|----------------------|------------|-----------|-----------|----------|

2. Periodical Advertising

A- On-Line East

|                     |          |          |          |               |
|---------------------|----------|----------|----------|---------------|
| 1. Space            | 5,151.37 | 3,273.68 | 3,500.00 | 1,215.20 (Ov. |
| 2. Preparation Cost | 2,414.43 | 1,441.52 |          |               |

B- On-Line West

|                     |        |          |          |             |
|---------------------|--------|----------|----------|-------------|
| 1. Space            | 856.59 | 1,713.42 | 1,500.00 | 318.65 (Ov. |
| 2. Preparation Cost | 73.94  | 104.93   |          |             |

C- Orient

|                     |          |          |          |               |
|---------------------|----------|----------|----------|---------------|
| 1. Space            | 2,202.07 | 2,431.45 | 1,200.00 | 1,600.65 (Ov. |
| 2. Preparation Cost | 336.50   | 369.20   |          |               |

D- General Media

|                     |           |           |           |               |
|---------------------|-----------|-----------|-----------|---------------|
| 1. Space            | 38,904.89 | 44,461.92 | 47,216.00 | 3,947.07 (Ov. |
| 2. Preparation Cost | 4,727.83  | 6,701.15  |           |               |

E- Misc. Programs, School  
& Organization Annuals

|                     |          |        |          |            |
|---------------------|----------|--------|----------|------------|
| 1. Space            | 1,117.90 | 953.00 | 1,000.00 | 26.75 (Ov. |
| 2. Preparation Cost | 202.19   | 73.75  |          |            |

|                      |           |           |           |               |
|----------------------|-----------|-----------|-----------|---------------|
| TOTAL ACCOUNT 2..... | 55,987.71 | 61,524.02 | 54,416.00 | 7,108.02 (Ov. |
|----------------------|-----------|-----------|-----------|---------------|

3. Radio Advertising

A - Chain Programs

|                    |            |            |            |  |
|--------------------|------------|------------|------------|--|
| 1. Facilities      | 127,780.70 | 100,635.75 | 145,000.00 |  |
| 2. Program Expense | 66,866.23  | 45,657.92  |            |  |
| 3. Miscellaneous   | 3,821.82   | 2,833.61   |            |  |

B- Local Announcements

|                     |          |        |  |  |
|---------------------|----------|--------|--|--|
| 1. Facilities       | 1,177.07 | 388.10 |  |  |
| 2. Preparation Cost |          |        |  |  |

|                      |            |            |            |                 |
|----------------------|------------|------------|------------|-----------------|
| TOTAL ACCOUNT 3..... | 199,645.82 | 149,515.38 | 145,000.00 | \$4,515.38 (Ov. |
|----------------------|------------|------------|------------|-----------------|

| ACCOUNT                                         | EXPENSES              | EXPENSES             | 1931 BUDGET | BALANCE    |
|-------------------------------------------------|-----------------------|----------------------|-------------|------------|
|                                                 | JAN. TO NOV.,<br>1930 | JAN. TO NOV.<br>1931 |             |            |
| 4. <u>Goat</u>                                  |                       |                      |             |            |
| A- Printing                                     | \$15,415.55           | 5,505.20             |             |            |
| B- Electros, cuts, etc.                         | 2,294.13              | 3,106.43             |             |            |
| C- Patching                                     |                       | 10.00                |             |            |
| D- Envelopes                                    | 232.00                | 1,144.07             |             |            |
| TOTAL ACCOUNT 4.....                            | 17,941.68             | 7,727.70             | 8,070.00    | 342.30     |
| 5. <u>Advertising Literature</u>                |                       |                      |             |            |
| A- Time Folders                                 |                       |                      |             |            |
| 1. Printing                                     | 33,203.30             | 17,193.30            | 18,000.00   | 806.70     |
| 2. Electros, cuts, etc.                         | 431.99                | 376.85               | 200.00      | 176.85 (0) |
| 3. Distribution through agencies                | 3,237.76              | 1,668.63             | 2,000.00    | 331.37     |
| 4. Joint Coast Line folders                     | 224.71                | 172.33               | 250.00      | 77.67      |
| 5. Condensed time tables                        | 739.03                | 419.80               | 300.00      | 119.80 (0) |
| B- Illustrated Booklets and folders             |                       |                      |             |            |
| 1. Printing                                     | 41,266.43             | 24,034.45            | 35,000.00   | 6,806.40   |
| 2. Electros, cuts, etc.                         | 14,325.68             | 4,163.15             |             |            |
| TOTAL ACCOUNT 5.....                            | 93,428.90             | 48,028.51            | 55,750.00   | 7,721.49   |
| 6. <u>Miscellaneous Printing</u>                |                       |                      |             |            |
| A- Menus                                        |                       |                      |             |            |
| 1. Cuts and Art Work                            | 1,174.28              | 152.88               | 350.00      | 143.47     |
| 2. Printing                                     | 5,359.63              | 53.65                |             |            |
| B - Maps                                        |                       |                      |             |            |
| 1. Wall Maps                                    |                       |                      |             |            |
| 2. Desk Maps                                    |                       |                      |             |            |
| C- Blotters                                     |                       |                      |             |            |
| 1. Hand                                         | 3,534.45              | 3,631.18             | 4,000.00    | 865.68 (0) |
| 2. Desk                                         | 1,841.00              | 1,234.50             |             |            |
| D- Ticket Envelopes                             | 749.25                | 348.95               | 400.00      | 51.05      |
| E- Circulars, Flyers and Inserts                | 2,561.19              | 353.79               | 1,200.00    | 846.21     |
| F- Post Cards                                   | 1,688.23              | 718.50               | 1,800.00    | 1,087.50   |
| G - Miscellaneous                               | 5,291.32              | 1,184.98             | 3,000.00    | 1,815.02   |
| H - Multigraphing, Addressing & Mailing Service | 2,592.96              | 2,491.41             | 1,500.00    | 991.41 (0) |
| TOTAL ACCOUNT 6.....                            | 24,792.41             | 10,169.84            | 12,250.00   | 2,080.16   |
| 7. <u>Calendars</u>                             |                       |                      |             |            |
| A - Wall Calendars                              | 7,104.93              | 486.30               | 4,500.00    | 4,013.70   |
| B- Small Art Calendars                          |                       |                      |             |            |
| 1. Electros, cuts, etc.                         | 2,659.37              | 3,207.05             | 30,000.00   | 255.34 (0) |
| 2. Printing                                     | 14,966.33             | 14,822.44            |             |            |
| 3. Envelopes                                    | 8,414.56              | 8,312.24             |             |            |
| 4. Sorting, Handling, etc.                      | 3,790.92              | 3,913.61             |             |            |
| TOTAL ACCOUNT 7.....                            | 36,936.11             | 30,741.64            | 34,500.00   | 3,758.36   |

| ACCOUNT                                                                                   | EXPENSES             | EXPENSES             | 1931 BUDGET     | BALANCE          |
|-------------------------------------------------------------------------------------------|----------------------|----------------------|-----------------|------------------|
|                                                                                           | JAN. TO NOV.<br>1930 | JAN. TO NOV.<br>1931 |                 |                  |
| 8. <u>Photographic Expense</u>                                                            |                      |                      |                 |                  |
| A- Salary & Expenses<br>of Photographers                                                  | 516.24               | 306.95               | 1,800.00        | 305.66 (0        |
| B- Negatives and Prints                                                                   | <u>3,174.32</u>      | <u>1,798.71</u>      |                 |                  |
| TOTAL ACCOUNT 8.....                                                                      | 3,690.56             | 2,105.66<br>2,105.66 | 1,800.00        | 305.66 (0        |
| 9. <u>Electros, cuts, etc.</u>                                                            | <u>3,421.07</u>      | <u>1,658.08</u>      | <u>2,000.00</u> | <u>341.92</u>    |
| TOTAL ACCOUNT 9.....                                                                      | 3,421.07             | 1,658.08             | 2,000.00        | 341.92           |
| 10. <u>Pictures, Frames, Packing</u>                                                      |                      |                      |                 |                  |
| A - Works of Art purchased<br>for hanging in public<br>places, for reproductions,<br>etc. | 2,644.05             | 56.00                |                 |                  |
| B- Plates and Printing                                                                    | 261.39               | 36.50                |                 |                  |
| C- Mounting and Framing<br>Pictures, Maps, etc., for<br>hanging in G.N. Offices           | 1,975.10             | 3,062.98             | 600.00          |                  |
| D- Mounting and framing<br>pictures, maps, etc., for<br>free distribution                 | <u>1,589.82</u>      | <u>15.00</u>         | <u>600.00</u>   |                  |
| TOTAL ACCOUNT 10.....                                                                     | 6,470.36             | 3,170.48             | 1,200.00        | 1,970.48 (0      |
| 11. <u>Railway &amp; Steamship Guides</u>                                                 |                      |                      |                 |                  |
| A- Cost of Guides furnished<br>G.N. Offices                                               | 57.50                | 55.00                | 3,335.00        |                  |
| B- Cost of representation                                                                 | <u>3,006.29</u>      | <u>3,223.56</u>      |                 |                  |
| TOTAL ACCOUNT 11.....                                                                     | 3,063.79             | 3,278.56             | 3,335.00        | 56.44            |
| 12. <u>Advertising Distribution<br/>Expense</u>                                           |                      |                      |                 |                  |
| A- Cartage, Freight & Express                                                             |                      |                      |                 |                  |
| 1. Local Hauling                                                                          | 1,498.54             | 975.85               | 1,000.00        | 24.15            |
| 2. Freight & Express                                                                      | 6,046.72             | 3,974.63             | 3,600.00        | 374.63 (0        |
| B- Mailing Expense                                                                        |                      |                      |                 |                  |
| 1. Postage on Goats                                                                       | 916.46               | 430.10               | 400.00          | 30.10 (0         |
| 2. Postage and duty on<br>calendars                                                       | 10,416.08            | 10,720.10            | 10,000.00       | 720.10 (0        |
| 3. Postage on literature<br>and other mail matter                                         | <u>8,699.63</u>      | <u>7,544.48</u>      | <u>8,000.00</u> | <u>455.52</u>    |
| TOTAL ACCOUNT 12.....                                                                     | 27,577.43            | 23,645.16            | 23,000.00       | 645.16 (0        |
| 13. <u>Bulletin Board Advertising</u>                                                     |                      |                      |                 |                  |
| A - Space Rentals                                                                         | 8,621.00             | 11,780.00            | 13,000.00       | 1,220.00         |
| B - Maintenance, Repaints, etc.                                                           | <u>2,846.96</u>      | <u>2,342.34</u>      | <u>2,000.00</u> | <u>342.34 (0</u> |
| TOTAL ACCOUNT 13.....                                                                     | 11,467.96            | 14,122.34            | 15,000.00       | 877.66           |



| ACCOUNT                                                                                 | EXPENSES             | EXPENSES             |             |              |
|-----------------------------------------------------------------------------------------|----------------------|----------------------|-------------|--------------|
|                                                                                         | JAN. TO NOV.<br>1930 | JAN. TO NOV.<br>1931 | 1931 Budget | Balance      |
| 14. Motion Picture & Lecture Advertising                                                |                      |                      |             |              |
| A- Salaries & Expenses of Lecturers                                                     | 505.09               | 343.80               | 350.00      | 216.20 (0.   |
| B- Making Motion Picture negative                                                       |                      | 25.00                |             | 25.00 (0.    |
| C- Slides and motion picture film furnished outside companies and individuals           | 99.28                | 138.39               | 200.00      | 61.61        |
| D- Slides and motion picture film furnished company representatives                     | 1,580.66             | 35.95                | 600.00      | 564.05       |
| TOTAL ACCOUNT 14.....                                                                   | 2,185.03             | 543.14               | 1,150.00    | 606.86       |
| 15. Exhibits                                                                            |                      |                      |             |              |
| A - Labor and Material for window displays                                              | 15,414.96            | 11,735.83            | 9,600.00    |              |
| B - Art Exhibits, Fairs, Conventions, etc.                                              | 31.02                | 5.00                 |             |              |
| TOTAL ACCOUNT 15.....                                                                   | 15,445.98            | 11,740.83            | 9,600.00    | 2,140.83 (0  |
| 16. Joint Advertising                                                                   |                      |                      |             |              |
| A - G.N. Proportion of cost of literature and publications jointly with other companies | 1,787.88             | 2,075.50             | 1,000.00    | 1,075.50 (0. |
| B - Our proportion of Burlington Tours advertising                                      | 9,022.32             | 5,419.87             | 7,500.00    | 2,080.13     |
| C - Farm Tours advertising                                                              | 26,548.08            | 20,479.47            | 12,000.00   | 8,479.47 (0. |
| TOTAL ACCOUNT 16.....                                                                   | 37,358.28            | 27,974.84            | 20,500.00   | 7,474.84     |
| 17. Advertising Department Proportion of Expenses Maintaining Outside Offices           |                      |                      |             |              |
| A- New York Tourist Bureau                                                              | 18,333.37            | 18,333.37            | 20,000.00   | 1,666.63     |
| TOTAL ACCOUNT 17.....                                                                   | 18,333.37            | 18,333.37            | 20,000.00   | 1,666.63     |
| 18. Advertising Department                                                              |                      |                      |             |              |
| A- Wages and Expenses of Employees                                                      | 31,813.81            | 24,741.59            | 25,000.00   | 258.41       |
| B- Stationery & Office Supplies                                                         | 2,187.49             | 827.08               | 1,800.00    | 972.92       |
| C- Electricity, Heating, etc.                                                           | 1,631.10             | 1,495.74             | 1,800.00    | 204.26       |
| TOTAL ACCOUNT 18.....                                                                   | 35,632.40            | 27,064.41            | 28,500.00   | 1,435.59     |

| ACCOUNT                                              | EXPENSES             | EXPENSES             | 1931 BUDGET     | BALANCE            |
|------------------------------------------------------|----------------------|----------------------|-----------------|--------------------|
|                                                      | JAN. TO NOV.<br>1930 | JAN. TO NOV.<br>1931 |                 |                    |
| 19. <u>Miscellaneous</u>                             | <u>8,832.98</u>      | <u>8,423.48</u>      | <u>4,000.00</u> | <u>4423.48 (0.</u> |
| TOTAL ACCOUNT 19.....                                | 8,832.98             | 8,423.48             | 4,000.00        | 4,423.48 (0        |
| TOTAL .....                                          | 785,335.57           | 535,547.85           | 534,071.00      |                    |
| 20. Revenue from Sale of<br>Material and credits.... | <u>17,436.52</u>     | <u>9,699.62</u>      |                 |                    |
|                                                      | \$767,899.05         | \$525,848.23         | \$534,071.00    | \$8,122.77         |

|                                        |        |                                 |
|----------------------------------------|--------|---------------------------------|
| TOTAL EXPENDITURES FIRST ELEVEN MONTHS | 1930 - | \$767,899.05                    |
| " " " " "                              | 1931 - | <u>525,848.23</u>               |
|                                        |        | \$242,051.82 or 31.51% decrease |

Pass. - 419 857.09  
 Int. - 105 981.14

| ACCOUNT                                              | EXPENSES                     |                              | EXPENSES    |            |
|------------------------------------------------------|------------------------------|------------------------------|-------------|------------|
|                                                      | JAN. TO OCT., Incl.,<br>1930 | JAN. TO OCT., Incl.,<br>1931 | 1931 Budget | Balance    |
| 1. Newspaper Advertising                             |                              |                              |             |            |
| A-1 - On-Line East                                   |                              |                              |             |            |
| 1. Space                                             | \$21,293.59                  | \$9,961.68                   | \$15,500.00 | \$4,381.43 |
| 2. Preparation Cost                                  | 3,116.29                     | 1,156.89                     |             |            |
| B-1 - On-Line West                                   |                              |                              |             |            |
| 1. Space                                             | 51,955.60                    | 24,301.33                    | 34,500.00   | 7,287.62   |
| 2. Preparation Cost                                  | 6,726.86                     | 2,911.05                     |             |            |
| C-1 - Off-Line East                                  |                              |                              |             |            |
| 1. Space                                             | 82,468.26                    | 39,900.28                    | 42,000.00   | 865.56 0   |
| 2. Preparation Cost                                  | 11,171.00                    | 2,965.28                     |             |            |
| D-1 - Orient                                         |                              |                              |             |            |
| 1. Space                                             | 2,176.28                     | 1,667.31                     | 2,000.00    | 51.40 00   |
| 2. Preparation Cost                                  | 572.56                       | 384.09                       |             |            |
| TOTAL ACCOUNT 1.....                                 | 179,480.44                   | 83,247.91                    | 94,000.00   | 10,752.09  |
| 2. Periodical Advertising                            |                              |                              |             |            |
| A - On-Line East                                     |                              |                              |             |            |
| 1. Space                                             | 4,895.97                     | 3,117.96                     | 3,500.00    | 988.18 (0. |
| 2. Preparation Cost                                  | 2,340.70                     | 1,370.22                     |             |            |
| B - On-Line West                                     |                              |                              |             |            |
| 1. Space                                             | 824.09                       | 1,668.42                     | 1,500.00    | 273.35 (0. |
| 2. Preparation Cost                                  | 73.94                        | 104.93                       |             |            |
| C - Orient                                           |                              |                              |             |            |
| 1. Space                                             | 2,039.07                     | 2,170.90                     | 1,200.00    | 1,257.34(0 |
| 2. Preparation Cost                                  | 302.52                       | 286.44                       |             |            |
| D - General Media                                    |                              |                              |             |            |
| 1. Space                                             | 38,474.89                    | 43,970.78                    | 47,216.00   | 3,327.37(0 |
| 2. Preparation Cost                                  | 4,614.82                     | 6,572.59                     |             |            |
| E - Misc. Programs, School<br>& Organization Annuals |                              |                              |             |            |
| 1. Space                                             | 1,075.40                     | 953.00                       | 1,000.00    | 26.75(0    |
| 2. Preparation Cost                                  | 202.19                       | 73.75                        |             |            |
| TOTAL ACCOUNT 2.....                                 | 54,843.59                    | 60,288.99                    | 54,416.00   | 5,872.99(0 |
| 3. Radio Advertising                                 |                              |                              |             |            |
| A - Chain Programs                                   |                              |                              |             |            |
| 1. Facilities                                        | 112,879.54                   | 100,635.75                   | 145,000.00  |            |
| 2. Program Expense                                   | 59,558.36                    | 45,657.92                    |             |            |
| 3. Miscellaneous                                     | 2,040.88                     | 2,833.61                     |             |            |
| B - Local Announcements                              |                              |                              |             |            |
| 1. Facilities                                        | 1,127.07                     | 288.10                       |             |            |
| 2. Preparation Cost                                  |                              |                              |             |            |
| TOTAL ACCOUNT 3.....                                 | 175,605.87                   | 149,415.38                   | 145,000.00  | 4,415.38(0 |



| ACCOUNT                                        | EXPENSES                  |                           | EXPENSES    |          |
|------------------------------------------------|---------------------------|---------------------------|-------------|----------|
|                                                | JAN.TO OCT.incl.,<br>1930 | JAN.TO OCT.incl.,<br>1931 | 1931 Budget | Balance  |
| 4. Goat                                        |                           |                           |             |          |
| A - Printing                                   | 14,145.35                 | 5,505.20                  |             |          |
| B - Electros,cuts,etc.                         | 2,108.01                  | 1,068.43                  |             |          |
| C - Patching                                   |                           | 10.00                     |             |          |
| D - Envelopes                                  | 232.00                    | 1,144.07                  |             |          |
| TOTAL ACCOUNT 4.....                           | 16,485.36                 | 7,727.70                  | 8,070.00    | 342.30   |
| 5. Advertising Literature                      |                           |                           |             |          |
| A - Time Folders                               |                           |                           |             |          |
| 1. Printing                                    | 33,203.30                 | 17,193.30                 | 18,000.00   | 806.70   |
| 2. Electros,cuts,etc.                          | 431.99                    | 376.85                    | 200.00      | 176.85(0 |
| 3. Distribution through agencies               | 3,049.26                  | 1,668.63                  | 2,000.00    | 331.37   |
| 4. Joint Coast Line Folders                    | 195.91                    | 172.33                    | 250.00      | 77.67    |
| 5. Condensed time tables                       | 739.03                    | 419.80                    | 300.00      | 119.80(0 |
| B- Illustrated Booklets and folders            |                           |                           |             |          |
| 1. Printing                                    | 40,840.63                 | 23,261.45                 | 35,000.00   | 7,916.40 |
| 2. Electros,cuts,etc.                          | 14,156.77                 | 3,822.15                  |             |          |
| TOTAL ACCOUNT 5.....                           | 92,616.89                 | 46,914.51                 | 55,750.00   | 8,835.49 |
| 6. Miscellaneous Printing                      |                           |                           |             |          |
| A - Menus                                      |                           |                           |             |          |
| 1. Cuts and Art work                           | 1,174.28                  | 152.88                    | 350.00      | 143.47   |
| 2. Printing                                    | 5,090.93                  | 53.65                     |             |          |
| B - Maps                                       |                           |                           |             |          |
| 1. Wall Maps                                   |                           |                           |             |          |
| 2. Desk Maps                                   |                           |                           |             |          |
| C - Blotters                                   |                           |                           |             |          |
| 1. Hand                                        | 3,231.44                  | 3,058.60                  | 4,000.00    | 293.10(0 |
| 2. Desk                                        | 1,841.00                  | 1,234.50                  |             |          |
| D - Ticket Envelopes                           | 749.25                    | 348.95                    | 400.00      | 51.05    |
| E - Circulars, Flyers and Inserts              | 2,497.19                  | 263.14                    | 1,200.00    | 936.86   |
| F - Post Cards                                 | 1,684.83                  | 709.50                    | 1,800.00    | 1,090.50 |
| G - Miscellaneous                              | 5,238.12                  | 1,114.21                  | 3,000.00    | 1,885.79 |
| H - Multigraphing,Addressing & Mailing Service | 2,584.21                  | 2,400.49                  | 1,500.00    | 900.49(0 |
| TOTAL ACCOUNT 6.....                           | 24,091.27                 | 9,335.92                  | 12,250.00   | 2,914.08 |
| 7. Calendars                                   |                           |                           |             |          |
| A - Wall Calendars                             | 1,222.28                  | 109.00                    | 4,500.00    | 4,391.00 |
| B - Small Art Calendars                        |                           |                           |             |          |
| 1. Electros,cuts,etc.                          | 2,659.37                  | 3,207.05                  | 30,000.00   | 2,185.28 |
| 2. Printing                                    | 13,623.79                 | 13,479.22                 |             |          |
| 3. Envelopes                                   | 7,656.78                  | 7,557.45                  |             |          |
| 4. Sorting,handling,etc.                       | 3,447.70                  | 3,571.00                  |             |          |
| TOTAL ACCOUNT 7.....                           | 28,609.92                 | 27,923.72                 | 34,500.00   | 6,576.28 |

| ACCOUNT                                                                                  | EXPENSES                   |                            | EXPENSES        |  | BALANCE          |
|------------------------------------------------------------------------------------------|----------------------------|----------------------------|-----------------|--|------------------|
|                                                                                          | JAN. TO OCT. incl.<br>1930 | JAN. TO OCT. incl.<br>1931 | 1931 Budget     |  |                  |
| 8. <u>Photographic Expense</u>                                                           |                            |                            |                 |  |                  |
| A- Salary & Expenses<br>of Photographers                                                 | \$516.24                   | 306.95                     | 1,800.00        |  | 217.53 (0.       |
| B- Negatives & Prints                                                                    | <u>2,883.94</u>            | <u>1,710.58</u>            |                 |  |                  |
| TOTAL ACCOUNT 8.....                                                                     | 3,400.18                   | 2,017.53                   | 1,800.00        |  | 217.53 (0.       |
| 9. <u>Electros, cuts and art work</u>                                                    | 3,230.80                   | 1,616.02                   | 2,000.00        |  | 383.98           |
| TOTAL ACCOUNT 9.....                                                                     | 3,230.80                   | 1,616.02                   | 2,000.00        |  | 383.98           |
| 10. <u>Pictures, Frames, Packing</u>                                                     |                            |                            |                 |  |                  |
| A- Works of Art purchased<br>for hanging in public<br>places, for reproductions,<br>etc. | 2,306.73                   | 56.00                      |                 |  |                  |
| B- Plates and printing                                                                   | 261.39                     | 36.50                      |                 |  |                  |
| C- Mounting and framing<br>pictures, maps, etc., for<br>hanging in G.N. Offices          | 1,899.10                   | 3,057.83                   | 600.00          |  |                  |
| D- Mounting and framing<br>pictures, maps, etc. for<br>free distribution                 | <u>1,589.82</u>            | <u>15.00</u>               | <u>600.00</u>   |  |                  |
| TOTAL ACCOUNT 10.....                                                                    | 6,057.04                   | 3,165.33                   | 1,200.00        |  | 1,965.33 (0.     |
| 11. <u>Railway &amp; Steamship Guides</u>                                                |                            |                            |                 |  |                  |
| A- Cost of Guides furnished<br>G.N. Offices                                              | 52.50                      | 50.00                      | 3,335.00        |  |                  |
| B- Cost of representation                                                                | <u>2,725.88</u>            | <u>2,735.60</u>            |                 |  |                  |
| TOTAL ACCOUNT 11.....                                                                    | 2,778.38                   | 2,785.60                   | 3,335.00        |  | 549.40           |
| 12. <u>Advertising Distribution<br/>Expense</u>                                          |                            |                            |                 |  |                  |
| A- Cartage, Freight & Express                                                            |                            |                            |                 |  |                  |
| 1. Local Hauling                                                                         | 1,365.29                   | 896.10                     | 1,000.00        |  | 103.90           |
| 2. Freight & Express                                                                     | 5,708.29                   | 3,509.11                   | 3,600.00        |  | 90.89            |
| B- Mailing Expense                                                                       |                            |                            |                 |  |                  |
| 1. Postage on Goats                                                                      | 831.46                     | 430.10                     | 400.00          |  | 30.10 (0.        |
| 2. Postage and duty on<br>calendars                                                      | 9,492.12                   | 9,784.15                   | 10,000.00       |  | 215.85           |
| 3. Postage on literature<br>and other matter                                             | <u>8,159.29</u>            | <u>7,075.75</u>            | <u>8,000.00</u> |  | <u>924.25</u>    |
| TOTAL ACCOUNT 12.....                                                                    | 25,556.45                  | 21,695.21                  | 23,000.00       |  | 1,304.79         |
| 13. <u>Bulletin Board Advertising</u>                                                    |                            |                            |                 |  |                  |
| A- Space Rentals                                                                         | 7,826.00                   | 10,720.00                  | 13,000.00       |  | 2,280.00         |
| B- Maintenance, Repaints, etc.                                                           | <u>2,316.13</u>            | <u>2,057.19</u>            | <u>2,000.00</u> |  | <u>57.19 (0.</u> |
| TOTAL ACCOUNT 13.....                                                                    | 10,142.13                  | 12,777.19                  | 15,000.00       |  | 2,222.81         |

| ACCOUNT                                                                                 | EXPENSES<br>JAN.TO OCT.incl.,<br>1930 |           | EXPENSES<br>JAN.TO OCT.incl.,<br>1931 |  | 1931 Budget | Balance       |
|-----------------------------------------------------------------------------------------|---------------------------------------|-----------|---------------------------------------|--|-------------|---------------|
|                                                                                         |                                       |           |                                       |  |             |               |
| 14. Motion Picture & Lecture Advertising                                                |                                       |           |                                       |  |             |               |
| A- Salaries and Expenses of lecturers                                                   | 346.47                                |           | 316.11                                |  | 350.00      | 33.89         |
| B- Making Motion picture negative                                                       |                                       |           | 25.00                                 |  |             | 25.00 (0.     |
| C- Slides and motion picture film furnished outside companies and individuals           | 83.16                                 |           | 137.03                                |  | 200.00      | 62.97         |
| D- Slides and motion picture film furnished company representatives                     | 1,580.66                              |           | 34.58                                 |  | 600.00      | 565.42        |
| TOTAL ACCOUNT 14.....                                                                   | 2,010.29                              |           | 512.72                                |  | 1,150.00    | 637.28        |
| 15. Exhibits                                                                            |                                       |           |                                       |  |             |               |
| A- Labor and Material for window displays                                               | 14,525.66                             |           | 9,562.47                              |  | 9,600.00    |               |
| B- Art Exhibits, Fairs, Conventions, etc.                                               |                                       |           | 5.00                                  |  |             |               |
| TOTAL ACCOUNT 15.....                                                                   | 14,525.66                             |           | 9,567.47                              |  | 9,600.00    | 32.53         |
| 16. Joint Advertising                                                                   |                                       |           |                                       |  |             |               |
| A - P.N. Proportion of cost of literature and Publications jointly with other companies | 1,379.21                              |           | 2,040.52                              |  | 1,000.00    | 1,040.52 (Ov. |
| B- Our proportion of Burlington Tours advertising                                       | 9,011.90                              |           | 5,419.87                              |  | 7,500.00    | 2,080.13      |
| C- Farm Tour& advertising                                                               | 26,494.48                             |           | 20,115.49                             |  | 12,000.00   | 8,115.49 (Ov. |
| D- Old Timer's Tour                                                                     |                                       |           |                                       |  |             |               |
| TOTAL ACCOUNT 16.....                                                                   | 36,887.59                             |           | 27,575.88                             |  | 20,500.00   | 7,075.88 (Ov. |
| 17. Advertising Department Proportion of Expenses Maintaining Outside Offices           |                                       |           |                                       |  |             |               |
| (A - New York Tourist Bureau                                                            | 16,666.70                             | 16,666.70 |                                       |  | 20,000.00   | 3,333.30      |
| TOTAL ACCOUNT 17.....                                                                   | 16,666.70                             | 16,666.70 |                                       |  | 20,000.00   | 3,333.30      |
| 18. Advertising Department                                                              |                                       |           |                                       |  |             |               |
| (A - Wages and Expenses of Employees                                                    | 29,352.53                             | 22,885.14 |                                       |  | 25,000.00   | 2,114.86      |
| B - Stationery & Office Supplies                                                        | 2,131.87                              | 783.50    |                                       |  | 1,800.00    | 1,016.50      |
| C - Electricity, Heating, etc.                                                          | 1,531.97                              | 1,424.37  |                                       |  | 1,700.00    | 275.63        |
| TOTAL ACCOUNT 18.....                                                                   | 33,016.37                             | 25,093.01 |                                       |  | 28,500.00   | 3,406.99      |



| ACCOUNT                                             | EXPENSES                     |                              | EXPENSES                            |                     | Balance |
|-----------------------------------------------------|------------------------------|------------------------------|-------------------------------------|---------------------|---------|
|                                                     | JAN. TO OCT., incl.,<br>1930 | JAN. TO OCT., incl.,<br>1931 | JAN. TO OCT., incl.,<br>1931 Budget |                     |         |
| 19. <u>Miscellaneous</u>                            | <u>\$7,968.41</u>            | <u>7,821.96</u>              | <u>4,009.00</u>                     | <u>3,821.96</u> (0. |         |
| TOTAL ACCOUNT 19.....                               | 7,968.41                     | 7,821.96                     | 4,000.00                            | 3,821.96 (0.        |         |
| TOTAL.....                                          | 733,973.32                   | 516,148.75 <sup>148.75</sup> | 534,071.00                          |                     |         |
| 20. Revenue from Sale of<br>Material & Credits..... | <u>10,729.65</u>             | <u>7,966.19</u>              |                                     |                     |         |
|                                                     | \$ 723,243.67                | \$508,182.56                 | 534,071.00                          | \$25,888.44         |         |

TOTAL EXPENDITURES FIRST TEN MONTHS 1930 - \$723,243.67

" " " " " 1931 - 508,182.56

\$215,051.11 or 29.72% decrease

| ACCOUNT                                             | EXPENSES<br>JAN. TO SEPT., Incl.<br>1930 |            | EXPENSES<br>JAN. TO SEPT., Incl.,<br>1931 |              | Balance |
|-----------------------------------------------------|------------------------------------------|------------|-------------------------------------------|--------------|---------|
|                                                     |                                          |            | 1931 Budget                               |              |         |
| 1. Newspaper Advertising                            |                                          |            |                                           |              |         |
| A-1 On-Line East                                    |                                          |            |                                           |              |         |
| 1. Space                                            | \$21,066.90                              | 9,836.31   | 15,500.00                                 | 4,506.80     |         |
| 2. Preparation Cost                                 | 2,958.60                                 | 1,156.89   |                                           |              |         |
| B- On-Line West                                     |                                          |            |                                           |              |         |
| 1. Space                                            | 48,960.93                                | 22,177.66  | 34,500.00                                 | 9,411.29     |         |
| 2. Preparation Cost                                 | 6,143.80                                 | 2,911.05   |                                           |              |         |
| C- Off-Line East                                    |                                          |            |                                           |              |         |
| 1. Space                                            | 81,233.57                                | 39,900.28  | 42,000.00                                 | 865.56 (OV   |         |
| 2. Preparation Cost                                 | 10,717.71                                | 2,965.28   |                                           |              |         |
| D- Orient                                           |                                          |            |                                           |              |         |
| 1. Space                                            | 1,801.69                                 | 1,488.85   | 2,000.00                                  | 127.06       |         |
| 2. Preparation Cost                                 | 563.60                                   | 384.09     |                                           |              |         |
| TOTAL ACCOUNT 1.....                                | 173,446.80                               | 80,820.41  | 94,000.00                                 | 13,179.59    |         |
| 2. Periodical Advertising                           |                                          |            |                                           |              |         |
| A- On-Line East                                     |                                          |            |                                           |              |         |
| 1. Space                                            | 4,115.34                                 | 2,808.70   | 3,500.00                                  | 627.44 (O.   |         |
| 2. Preparation Cost                                 | 2,209.66                                 | 1,318.74   |                                           |              |         |
| B- On-Line West                                     |                                          |            |                                           |              |         |
| 1. Space                                            | 730.59                                   | 1,608.66   | 1,500.00                                  | 213.59 (O.   |         |
| 2. Preparation Cost                                 | 73.94                                    | 104.93     |                                           |              |         |
| C- Orient                                           |                                          |            |                                           |              |         |
| 1. Space                                            | 1,882.19                                 | 1,927.84   | 1,200.00                                  | 965.24 (O.   |         |
| 2. Preparation Cost                                 | 302.52                                   | 237.40     |                                           |              |         |
| D- General Media                                    |                                          |            |                                           |              |         |
| 1. Space                                            | 37,184.89                                | 43,561.95  | 47,216.00                                 | 2,748.78 (O. |         |
| 2. Preparation Cost                                 | 4,556.11                                 | 6,402.83   |                                           |              |         |
| E- Misc. Programs, School<br>& Organization Annuals |                                          |            |                                           |              |         |
| 1. Space                                            | 1,075.40                                 | 953.00     | 1,000.00                                  | 26.75 (O.    |         |
| 2. Preparation Cost                                 | 202.19                                   | 73.75      |                                           |              |         |
| TOTAL ACCOUNT 2.....                                | 52,332.83                                | 58,997.80  | 54,416.00                                 | 4,581.80 (O  |         |
| 3. Radio Advertising                                |                                          |            |                                           |              |         |
| A- Chain Programs                                   |                                          |            |                                           |              |         |
| 1. Facilities                                       | 98,627.55                                | 100,635.75 | 145,000.00                                |              |         |
| 2. Program Expense                                  | 51,149.55                                | 45,657.92  |                                           |              |         |
| 3. Miscellaneous                                    | 1,283.50                                 | 2,833.61   |                                           |              |         |
| B- Local Announcements                              |                                          |            |                                           |              |         |
| 1. Facilities                                       | 1,127.07                                 | 288.10     |                                           |              |         |
| 2. Preparation Cost.                                |                                          |            |                                           |              |         |
| TOTAL ACCOUNT 3.....                                | 152,187.67                               | 149,415.38 | 145,000.00                                | 4,415.38 (O  |         |

534071.00

490 076.57

---

44014.43



| ACCOUNT                                           | EXPENSES               | EXPENSES              | 1931 Budget | Balance    |
|---------------------------------------------------|------------------------|-----------------------|-------------|------------|
|                                                   | JAN. TO SEPT.,<br>1930 | JAN. TO SEPT.<br>1931 |             |            |
| 4. Goat                                           |                        |                       |             |            |
| A - Printing                                      | 12,821.55              | 5,505.20              |             |            |
| B - Electros, cuts, etc.                          | 1,933.72               | 1,068.43              |             |            |
| C - Patching                                      |                        | 10.00                 |             |            |
| D - Envelopes                                     | 232.00                 | 1,144.07              |             |            |
| TOTAL ACCOUNT 4.....                              | 14,987.27              | 7,727.70              | 8,070.00    | 342.30     |
| 5. Advertising Literature                         |                        |                       |             |            |
| A- Time Folders                                   |                        |                       |             |            |
| 1. Printing                                       | 29,020.35              | 14,615.00             | 18,000.00   | 3,385.00   |
| 2. Electros, cuts, etc.                           | 386.42                 | 376.85                | 200.00      | 176.85 (0. |
| 3. Distribution through agencies                  | 2,860.76               | 1,223.51              | 2,000.00    | 776.49     |
| 4. Joint Coast Line folders                       | 144.83                 | 131.82                | 250.00      | 118.18     |
| 5. Condensed time tables                          | 739.03                 | 419.80                | 300.00      | 119.80 (0. |
| B- Illustrated booklets and folders               |                        |                       |             |            |
| 1. Printing                                       | 40,840.63              | 23,022.05             | 35,000.00   | 8,155.80   |
| 2. Electros, cuts, etc.                           | 13,754.96              | 3,822.15              |             |            |
| TOTAL ACCOUNT 5.....                              | 87,746.98              | 43,611.18             | 55,750.00   | 12,138.82  |
| 6. Miscellaneous Printing                         |                        |                       |             |            |
| A - Menus                                         |                        |                       |             |            |
| 1. Cuts and Art work                              | 1,174.28               | 152.88                | 350.00      | 143.47     |
| 2. Printing                                       | 4,711.00               | 53.65                 |             |            |
| B - Maps                                          |                        |                       |             |            |
| 1. Wall Maps                                      |                        |                       |             |            |
| 2. Desk Maps                                      |                        |                       |             |            |
| C - Blotters                                      |                        |                       |             |            |
| 1. Hand                                           | 2,739.38               | 3,058.60              | 4,000.00    | 293.10 (0. |
| 2. Desk                                           | 1,841.00               | 1,234.50              |             |            |
| D- Ticket Envelopes                               | 580.50                 | 348.95                | 400.00      | 51.05      |
| E- Circulars, Flyers and Inserts                  | 2,497.19               | 263.14                | 1,200.00    | 936.86     |
| F- Post Cards                                     | 1,619.58               | 666.00                | 1,800.00    | 1,134.00   |
| G - Miscellaneous                                 | 5,102.87               | 1,015.26              | 3,000.00    | 1,984.74   |
| H - Multigraphing, Addressing and Mailing Service | 2,571.27               | 2,390.99              | 1,500.00    | 890.99 (0. |
| TOTAL ACCOUNT 6.....                              | 22,837.07              | 9,183.97              | 12,250.00   | 3,066.03   |
| 7. Calendars                                      |                        |                       |             |            |
| A - Wall Calendars                                | 721.50                 |                       | 4,500.00    | 4,500.00   |
| B - Small Art Calendars                           |                        |                       |             |            |
| 1. Electros, cuts, etc.                           | 2,659.37               | 2,623.95              | 30,000.00   |            |
| 2. Printing                                       | 12,219.59              | 12,115.12             |             |            |
| 3. Envelopes                                      | 6,897.26               | 6,787.50              |             |            |
| 4. Sorting, Handling, etc.                        | 3,104.15               | 3,225.39              |             |            |
| TOTAL ACCOUNT 7.....                              | 25,601.87              | 24,751.96             | 34,500.00   | 9,748.04   |

| ACCOUNT                                                                                   | EXPENSES              |  | EXPENSES              |  | 1931 Budget | Balance        |
|-------------------------------------------------------------------------------------------|-----------------------|--|-----------------------|--|-------------|----------------|
|                                                                                           | JAN. TO SEPT.<br>1930 |  | JAN. TO SEPT.<br>1931 |  |             |                |
| 8. <u>Photographic Expense</u>                                                            |                       |  |                       |  |             |                |
| A - Salary & Expenses<br>of Photographers                                                 | 516.24                |  | 292.95                |  | 1,800.00    |                |
| B- Negatives & Prints                                                                     | 2,842.23              |  | 1,403.95              |  |             |                |
| TOTAL ACCOUNT 8.....                                                                      | 3,358.47              |  | 1,696.87              |  | 1,800.00    | 103.13         |
| 9. <u>Electrods, cuts and art work</u>                                                    | 3,174.95              |  | 1,542.89              |  | 2,000.00    | 457.11         |
| TOTAL ACCOUNT 9.....                                                                      | 3,174.95              |  | 1,542.89              |  | 2,000.00    | 457.11         |
| 10. <u>Pictures, Frames, Packing</u>                                                      |                       |  |                       |  |             |                |
| A - Works of Art purchased<br>for hanging in public<br>places, for reproductions,<br>etc. | 2,306.73              |  | 120.50                |  |             |                |
| B - Plates and Printing                                                                   | 261.39                |  | 27.50                 |  |             |                |
| C - Mounting and Framing<br>Pictures, Maps, etc., for<br>hanging in G.N. Offices          | 1,899.10              |  | 2,948.33              |  | 600.00      |                |
| D - Mounting and Framing<br>Pictures, Maps, etc., for<br>free distribution                | 1,580.70              |  |                       |  | 600.00      |                |
| TOTAL ACCOUNT 10.....                                                                     | 6,047.92              |  | 3,096.33              |  | 1,200.00    | 1,896.33 (Over |
| 11. <u>Railway &amp; Steamship Guides</u>                                                 |                       |  |                       |  |             |                |
| A - Cost of Guides furnished<br>G.N. Offices                                              | 47.50                 |  | 45.00                 |  | 3,335.00    |                |
| B - Cost of representation                                                                | 2,448.39              |  | 2,453.84              |  |             |                |
| TOTAL ACCOUNT 11.....                                                                     | 2,495.89              |  | 2,498.84              |  | 3,335.00    | 836.16         |
| 12. <u>Advertising Distribution<br/>Expense</u>                                           |                       |  |                       |  |             |                |
| A - Cartage, Freight & Express                                                            |                       |  |                       |  |             |                |
| 1. Local Hauling                                                                          | 1,239.04              |  | 800.40                |  | 1,000.00    | 199.60         |
| 2. Freight & Express                                                                      | 5,189.44              |  | 3,103.07              |  | 3,600.00    | 496.93         |
| B - Mailing Expense                                                                       |                       |  |                       |  |             |                |
| 1. Postage on Goats.                                                                      | 746.46                |  | 430.10                |  | 400.00      | 30.10 (ov      |
| 2. Postage and duty on<br>calendars                                                       | 8,514.98              |  | 8,691.23              |  | 10,000.00   | 1,308.77       |
| 3. Postage on literature<br>and other mail matter                                         | 7,403.87              |  | 6,753.93              |  | 8,000.00    | 1,246.07       |
| TOTAL ACCOUNT 12.....                                                                     | 23,093.79             |  | 19,778.73             |  | 23,000.00   | 3,221.27       |
| 13. <u>Bulletin Board Advertising</u>                                                     |                       |  |                       |  |             |                |
| A - Space Rentals                                                                         | 7,181.00              |  | 9,660.00              |  | 13,000.00   | 3,340.00       |
| B - Maintenance, Repaints, etc.                                                           | 2,017.45              |  | 1,908.22              |  | 2,000.00    | 91.78          |
| TOTAL ACCOUNT 13.....                                                                     | 9,198.45              |  | 11,568.22             |  | 15,000.00   | \$3,431.78     |

| ACCOUNT                                                                                | EXPENSES              | EXPENSES              |             |              |
|----------------------------------------------------------------------------------------|-----------------------|-----------------------|-------------|--------------|
|                                                                                        | JAN. TO SEPT.<br>1930 | JAN. TO SEPT.<br>1931 | 1931 Budget | Balance      |
| 14. Motion Picture & Lecture Advertising                                               |                       |                       |             |              |
| A - Salaries & Expenses of Lecturers                                                   | 301.97                | 311.61                | 350.00      | 38.39        |
| B - Making motion picture negative                                                     |                       | 25.00                 |             | 25.00 (Over  |
| C - Slides and motion picture film furnished outside companies and individuals         | 83.16                 | 97.67                 | 200.00      | 102.33       |
| D - Slides and motion picture film furnished company representatives                   | 1,556.99              | 34.58                 | 600.00      | 565.42       |
| TOTAL ACCOUNT 14.....                                                                  | 1,942.12              | 468.86                | 1,150.00    | 681.14       |
| 15. Exhibits                                                                           |                       |                       |             |              |
| A - Labor and Material for window displays                                             | 13,292.80             | 8,837.98              | 9,600.00    | 757.02       |
| B - Art Exhibits, Fairs, Conventions, etc.                                             |                       | 5.00                  |             |              |
| TOTAL ACCOUNT 15.....                                                                  | 13,292.80             | 8,842.98              | 9,600.00    | 757.02       |
| 16. Joint Advertising                                                                  |                       |                       |             |              |
| A - G. N. Proportion of cost of literature & publications jointly with other companies | 1,242.41              | 2,023.59              | 1,000.00    | 1,023.59 (Ov |
| B - Our proportion of Burlington Tours advertising                                     | 9,011.90              | 4,472.25              | 7,500.00    | 3,027.75     |
| C - Farm Tours advertising                                                             | 26,496.48             | 19,621.54             | 12,000.00   | 7,621.54 (Ov |
| TOTAL ACCOUNT 16.....                                                                  | 36,750.79             | 26,117.38             | 20,500.00   | 5,617.38 (Ov |
| 17. Advertising Department<br>Proportion of Expenses<br>Maintaining Outside Offices    |                       |                       |             |              |
| A - New York Tourist Bureau....                                                        | 15,000.03             | 15,000.03             | 20,000.00   | 4,999.97     |
| TOTAL ACCOUNT 17.....                                                                  | 15,000.03             | 15,000.03             | 20,000.00   | 4,999.97     |
| 18. Advertising Department                                                             |                       |                       |             |              |
| A - Wages and Expenses of Employees                                                    | 26,785.43             | 20,902.49             | 25,000.00   | 4,097.51     |
| B - Stationery & Office Supplies                                                       | 2,074.51              | 773.63                | 1,800.00    | 1,026.37     |
| C - Electricity, Heating, etc.                                                         | 1,333.98              | 1,306.87              | 1,700.00    | 393.13       |
| TOTAL ACCOUNT 18.....                                                                  | 30,193.92             | 22,982.99             | 28,500.00   | 5,517.01     |



534 071.00  
484 434.64  
-----  
446 96.96

| ACCOUNT                                            | EXPENSES               | EXPENSES              | 1931 Budget     | Balance             |
|----------------------------------------------------|------------------------|-----------------------|-----------------|---------------------|
|                                                    | JAN. TO SEPT.,<br>1930 | JAN. TO SEPT.<br>1931 |                 |                     |
| 19. <u>Miscellaneous</u>                           | <u>7,355.18</u>        | <u>7,409.58</u>       | <u>4,000.00</u> | <u>3,409.58</u> (ov |
| TOTAL ACCOUNT 19.....                              | 7,355.18               | 7,409.58              | 4,000.00        | 3,409.58 (ov        |
| TOTAL .....                                        | \$681,044.80           | \$495,512.10          | \$534,071.00    |                     |
| 20. Revenue from Sale of<br>Material & Credits.... | <u>8,814.04</u>        | <u>5,455.53</u>       |                 |                     |
|                                                    | \$672,230.76           | \$490,056.57          | \$534,071.00    | \$44,014.43         |

TOTAL EXPENDITURES FIRST NINE MONTHS 1930 - \$672,230.76

" " " " " 1931 - 490,056.57

\$182,174.19 or 27.09% Decrease

| ACCOUNT                                             | EXPENSES                     | EXPENSES                     |             |              |
|-----------------------------------------------------|------------------------------|------------------------------|-------------|--------------|
|                                                     | JAN. TO AUG., Incl.,<br>1930 | JAN. TO AUG., Incl.,<br>1931 | 1931 Budget | Balance      |
| 1. Newspaper Advertising                            |                              |                              |             |              |
| A- On-Line East                                     |                              |                              |             |              |
| 1. Space                                            | \$21,066.90                  | \$ 7,784.54                  | \$15,500.00 | \$6,558.57   |
| 2. Preparation Cost                                 | 2,943.75                     | 1,156.89                     |             |              |
| B- On-Line West                                     |                              |                              |             |              |
| 1. Space                                            | 41,263.36                    | 19,768.76                    | 34,500.00   | 12,096.56    |
| 2. Preparation Cost                                 | 5,640.28                     | 2,634.68                     |             |              |
| C- Off-Line East                                    |                              |                              |             |              |
| 1. Space                                            | 77,592.60                    | 39,743.46                    | 42,000.00   | 594.39 (ov   |
| 2. Preparation Cost                                 | 10,717.71                    | 2,850.93                     |             |              |
| D- Orient                                           |                              |                              |             |              |
| 1. Space                                            | 1,578.18                     | 1,416.10                     | 2,000.00    | 242.96       |
| 2. Preparation Cost                                 | 434.69                       | 340.94                       |             |              |
| TOTAL ACCOUNT 1.....                                | \$161,237.47                 | \$75,696.30                  | \$94,000.00 | \$18,303.70  |
| 2. Periodical Advertising                           |                              |                              |             |              |
| A - On-Line East                                    |                              |                              |             |              |
| 1. Space                                            | 3,997.82                     | 2,502.45                     | 3,500.00    | 321.19 (ov   |
| 2. Preparation Cost                                 | 2,124.52                     | 1,318.74                     |             |              |
| B- On-Line West                                     |                              |                              |             |              |
| 1. Space                                            | 690.59                       | 1,521.74                     | 1,500.00    | 126.67       |
| 2. Preparation Cost                                 | 69.05                        | 104.93                       |             |              |
| C- Orient                                           |                              |                              |             |              |
| 1. Space                                            | 1,841.36                     | 1,681.27                     | 1,200.00    | 718.67 (0    |
| 2. Preparation Cost                                 | 302.52                       | 237.40                       |             |              |
| D- General Media                                    |                              |                              |             |              |
| 1. Space                                            | 37,033.93                    | 43,291.95                    | 47,216.00   | 2,420.88 (0  |
| 2. Preparation Cost                                 | 4,490.92                     | 6,344.93                     |             |              |
| E- Misl. Programs, School<br>& Organization Annuals |                              |                              |             |              |
| 1. Space                                            | 1,075.40                     | 953.00                       | 1,000.00    | 26.75 (0     |
| 2. Preparation Cost                                 | 202.19                       | 73.75                        |             |              |
| TOTAL ACCOUNT 2.....                                | \$51,828.30                  | \$58,030.16                  | 54,416.00   | \$3,614.16(0 |
| 3. Radio Advertising                                |                              |                              |             |              |
| A- Chain Programs                                   |                              |                              |             |              |
| 1. Facilities                                       | 98,627.55                    | 100,635.75                   | 145,000.00  |              |
| 2. Program Expense                                  | 50,577.85                    | 45,657.92                    |             |              |
| 3. Miscellaneous                                    | 1,000.54                     | 2,833.61                     |             |              |
| B- Local Announcements                              |                              |                              |             |              |
| 1. Facilities                                       | 1,122.57                     | 238.10                       |             |              |
| 2. Preparation Cost                                 |                              |                              |             |              |
| TOTAL ACCOUNT 3.....                                | \$151,328.51                 | \$149,365.38                 | 145,000.00  | \$4,365.38   |



534071.00  
428649.03  

---

65421.97

| ACCOUNT                                           | EXPENSES<br>JAN. TO AUG., Incl., 1930 |           | EXPENSES<br>JAN. TO AUG., Incl., 1931 Budget |  | Balance       |
|---------------------------------------------------|---------------------------------------|-----------|----------------------------------------------|--|---------------|
|                                                   |                                       |           |                                              |  |               |
| 4. Goat                                           |                                       |           |                                              |  |               |
| A- Printing                                       | \$11,529.55                           | 5,505.20  |                                              |  |               |
| B- Electros, cuts, etc.                           | 1,828.69                              | 1,068.43  |                                              |  |               |
| C- Patching                                       |                                       | 10.00     |                                              |  |               |
| D- Envelopes                                      | 232.00                                | 1,144.07  |                                              |  |               |
| TOTAL ACCOUNT 4.....                              | \$13,590.24                           | 7,727.70  | 8,070.00                                     |  | 342.30        |
| 5. Advertising Literature                         |                                       |           |                                              |  |               |
| A - Time Folders                                  |                                       |           |                                              |  |               |
| 1. Printing                                       | 29,020.35                             | 14,615.00 | 18,000.00                                    |  | 3,385.00      |
| 2. Electros, cuts, etc.                           | 255.40                                | 297.85    | 200.00                                       |  | 97.85 (Over)  |
| 3. Distribution through agencies                  | 2,327.66                              | 1,223.51  | 2,000.00                                     |  | 776.49        |
| 4. Joint Coast Line folders                       | 144.83                                | 131.82    | 250.00                                       |  | 118.18        |
| 5. Condensed time tables                          | 739.03                                | 419.80    | 300.00                                       |  | 119.80 (Over) |
| B- Illustrated booklets and folders               |                                       | 22,022.05 |                                              |  |               |
| 1. Printing                                       | 37,425.63                             | 23,022.05 | 35,000.00                                    |  | 8,155.80      |
| 2. Electros, cuts, etc.                           | 13,754.96                             | 3,822.15  | 822.15                                       |  |               |
| TOTAL ACCOUNT 5.....                              | 83,667.86                             | 43,532.18 | 55,750.00                                    |  | 12,217.82     |
| 6. Miscellaneous Printing                         |                                       |           |                                              |  |               |
| A - Menus                                         |                                       |           |                                              |  |               |
| 1. Cuts and Art work                              | 1,174.28                              | 152.88    | 350.00                                       |  | 143.47 (Over) |
| 2. Printing                                       | 4,156.57                              | 753.65    |                                              |  |               |
| B - Maps                                          |                                       |           |                                              |  |               |
| 1. Wall Maps                                      |                                       |           |                                              |  |               |
| 2. Desk Maps                                      |                                       |           |                                              |  |               |
| C - Blotters                                      |                                       |           |                                              |  |               |
| 1. Hand                                           | 2,530.13                              | 2,773.15  | 4,000.00                                     |  | 7.65 (Over)   |
| 2. Desk                                           | 1,553.50                              | 1,234.50  |                                              |  |               |
| D - Ticket Envelopes                              | 580.50                                | 348.95    | 400.00                                       |  | 51.05         |
| E - Circulars, Flyers and Inserts                 | 2,285.31                              | 235.14    | 1,200.00                                     |  | 964.86        |
| F - Post Cards                                    | 1,619.58                              | 666.00    | 1,800.00                                     |  | 1,134.00      |
| G - Miscellaneous                                 | 4,763.56                              | 977.76    | 3,000.00                                     |  | 2,022.24      |
| H - Multigraphing, Addressing and Mailing Service | 2,571.27                              | 2,390.99  | 1,500.00                                     |  | 890.99 (Over) |
| TOTAL ACCOUNT 6.....                              | 21,234.70                             | 8,833.02  | 12,250.00                                    |  | 3,416.98      |
| 7. Calendars                                      |                                       |           |                                              |  |               |
| A - Wall Calendars                                | 703.50                                |           | 4,500.00                                     |  | 4,500.00      |
| B - Small Art Calendars                           |                                       |           |                                              |  |               |
| 1. Electros, cuts, etc.                           | 2,659.37                              | 2,623.95  | 30,000.00                                    |  | 7,659.16      |
| 2. Printing                                       | 10,878.67                             | 10,791.93 |                                              |  |               |
| 3. Envelopes                                      | 6,140.38                              | 6,040.63  |                                              |  |               |
| 4. Sorting, handling, etc.                        | 2,761.12                              | 2,884.33  |                                              |  |               |
| TOTAL ACCOUNT 7.....                              | 23,143.04                             | 22,340.84 | 34,500.00                                    |  | 12,159.16     |

| ACCOUNT                                                                                 | EXPENSES                  |                            | EXPENSES    |             |
|-----------------------------------------------------------------------------------------|---------------------------|----------------------------|-------------|-------------|
|                                                                                         | JAN.TO AUG.Incl.,<br>1930 | JAN.TO AUG.,Incl.,<br>1931 | 1931 Budget | Balance     |
| 8. <u>Photographic Expense</u>                                                          |                           |                            |             |             |
| A- Salary & Expenses<br>of Photographers                                                | 516.24                    | 292.95                     | 1,800.00    | 403.63      |
| B- Negatives & Prints                                                                   | 2,498.56                  | 1,103.42                   |             |             |
| TOTAL ACCOUNT 8....                                                                     | 3,014.80                  | 1,396.37                   | 1,800.00    | 403.63      |
| 9. <u>Electros,cuts and art work</u>                                                    | 3,069.87                  | 1,519.42                   | 2,000.00    | 480.58      |
| TOTAL ACCOUNT 9.....                                                                    | 3,069.87                  | 1,519.42                   | 2,000.00    | 480.58      |
| 10. <u>Pictures,Frames,Packing</u>                                                      |                           |                            |             |             |
| A- Works of Art purchased<br>for hanging in public<br>places,for reproductions,<br>etc. | 1,946.47                  | 1,105.50                   |             |             |
| B- Plates and Printing                                                                  | 234.13                    | 27.50                      |             |             |
| C- Mounting and Framing<br>Pictures,Maps,etc., for<br>hanging in G.N.Offices            | 1,899.10                  | 1,867.23                   | 600.00      |             |
| D- Mounting and Framing<br>Pictures,Maps,etc., for<br>free distribution                 | 493.10                    |                            | 600.00      |             |
| TOTAL ACCOUNT 10.....                                                                   | 4,572.80                  | 2,000.23                   | 1,200.00    | 2,800.23 (0 |
| 11. <u>Railway &amp; Steamship Guides</u>                                               |                           |                            |             |             |
| A- Cost of Guides furnished<br>G.N. Offices                                             | 42.50                     | 45.00                      | 3,335.00    | 836.16      |
| B- Cost of representation                                                               | 2,134.34                  | 2,453.84                   |             |             |
| TOTAL ACCOUNT 11.....                                                                   | 2,176.84                  | 2,498.84                   | 3,335.00    | 836.16      |
| 12. <u>Advertising Distribution<br/>Expense</u>                                         |                           |                            |             |             |
| A- Cartage,Freight & Express                                                            |                           |                            |             |             |
| 1.Local Hauling                                                                         | 1,142.79                  | 716.00                     | 1,000.00    | 284.00      |
| 2. Freight and Express                                                                  | 4,984.92                  | 2,938.01                   | 3,600.00    | 661.99      |
| B- Mailing Expense                                                                      |                           |                            |             |             |
| 1. Postage on Goats                                                                     | 661.46                    | 430.10                     | 400.00      | 30.10 (ov   |
| 2. Postage and duty on<br>calendars                                                     | 7,605.16                  | 7,731.28                   | 10,000.00   | 2,268.72    |
| 3. Postage on literature<br>and other mail matter                                       | 6,796.70                  | 6,373.50                   | 8,000.00    | 1,626.50    |
| TOTAL ACCOUNT 12.....                                                                   | 21,191.03                 | 18,188.89                  | 23,000.00   | 4,811.11    |
| 13. <u>Bulletin Board Advertising</u>                                                   |                           |                            |             |             |
| A - Space Rentals                                                                       | 6,386.00                  | 8,600.00                   | 13,000.00   | 4,400.00    |
| B - Maintenance,Repaints,etc.                                                           | 1,908.80                  | 1,820.42                   | 2,000.00    | 179.58      |
| TOTAL ACCOUNT 13.....                                                                   | 8,294.80                  | 10,420.42                  | 15,000.00   | 4,579.58    |



| ACCOUNT                                                                                | EXPENSES                     |                              | EXPENSES                            |  | Balance               |
|----------------------------------------------------------------------------------------|------------------------------|------------------------------|-------------------------------------|--|-----------------------|
|                                                                                        | JAN. TO AUG., Incl.,<br>1930 | JAN. TO AUG., Incl.,<br>1931 | JAN. TO AUG., Incl.,<br>1931 Budget |  |                       |
| 14. Motion Picture & Lecture Advertising                                               |                              |                              |                                     |  |                       |
| A - Salaries & Expenses of Lecturers                                                   | 281.62                       | 311.61                       | 350.00                              |  | 38.39                 |
| B - Making motion picture negative                                                     |                              | 25.00                        |                                     |  | 25.00 (O              |
| C - Slides and motion picture film furnished outside companies and individuals         | 83.16                        | 97.67                        | 200.00                              |  | 102.33                |
| D - Slides and motion picture film furnished company representatives                   | 1,556.99                     | 33.33                        | 600.00                              |  | 566.67                |
| TOTAL ACCOUNT 14.....                                                                  | 1,921.77                     | 467.61                       | 1,150.00                            |  | 682.39                |
| 15. Exhibits                                                                           |                              |                              |                                     |  |                       |
| A - Labor and Material for window displays                                             | 11,677.19                    | 8,186.63                     | 9,600.00                            |  |                       |
| B - Art Exhibits, Fairs, Conventions, etc.                                             |                              | 5.00                         |                                     |  |                       |
| TOTAL ACCOUNT 15.....                                                                  | 11,677.19                    | 8,191.63                     | 9,600.00                            |  | 1,408.37              |
| 16. Joint Advertising                                                                  |                              |                              |                                     |  |                       |
| A - G. N. Proportion of cost of literature & publications jointly with other companies | 1,233.37                     | 1,960.87                     | 1,000.00                            |  | 960.87 (Ov            |
| B - Our proportion of Burlington Tours advertising                                     | 8,213.46                     | 1,302.19                     | 7,500.00                            |  | 6,197.81              |
| C - Farm Tours advertising                                                             | 19,460.98                    | 19,362.72                    | 12,000.00                           |  | 7,362.72 (Ov          |
| <del>XXXXXXXXXXXXXXXXXXXX</del>                                                        |                              | <del>XXXXXXXXXX</del>        |                                     |  | <del>XXXXXXXXXX</del> |
| TOTAL ACCOUNT 16.....                                                                  | 28,907.81                    | 22,335.34                    | 20,500.00                           |  | 1,835.34 (Ov          |
| 17. Advertising Department Proportion of Expenses Maintaining Outside Offices          |                              |                              |                                     |  |                       |
| A - New York Tourist Bureau                                                            | 13,333.36                    | 13,333.36                    | 20,000.00                           |  | 6,666.64              |
| TOTAL ACCOUNT 17.....                                                                  | 13,333.36                    | 13,333.36                    | 20,000.00                           |  | 6,666.64              |
| 18. Advertising Department                                                             |                              |                              |                                     |  |                       |
| A - Wages and Expenses of Employes                                                     | 24,167.08                    | 18,947.29                    | 25,000.00                           |  | 6,052.71              |
| B - Stationery & Office supplies                                                       | 1,811.62                     | 695.50                       | 1,800.00                            |  | 1,104.50              |
| C - Electricity, Heating, etc.                                                         | 1,246.81                     | 1,196.73                     | 1,700.00                            |  | 503.27                |
| TOTAL ACCOUNT 18.....                                                                  | 27,225.51                    | 20,839.52                    | 28,500.00                           |  | 7,660.48              |

534071.00  
- 148026.50  
-----  
6,204,450

| EXPENSES             |      | EXPENSES             |         |  |
|----------------------|------|----------------------|---------|--|
| JAN. TO AUG., Incl., |      | JAN. TO AUG., Incl., |         |  |
| 1930                 | 1931 | 1931 Budget          | Balance |  |

ACCOUNT

|                          |                 |                 |                 |                    |
|--------------------------|-----------------|-----------------|-----------------|--------------------|
| 19. <u>Miscellaneous</u> | <u>6,866.74</u> | <u>7,034.82</u> | <u>4,000.00</u> | <u>3,034.82 (0</u> |
| TOTAL ACCOUNT 19.....    | 6,866.74        | 7,034.82        | 4,000.00        | 3,034.82 (0        |
|                          |                 |                 |                 |                    |
| TOTAL .....              | 638,282.64      | \$473,752.03    | 534,071.00      |                    |
| 20. Revenue from Sale of |                 |                 |                 |                    |
| Material and Credits..   | <u>8,467.91</u> | <u>5,103.00</u> |                 |                    |
|                          | \$629,814.73    | \$468,649.03    | \$534,071.00    | \$65,421.97        |

TOTAL EXPENDITURES FIRST EIGHT MONTHS 1930 - \$629,814.73  
 " " " " 1931 - ~~468,649.03~~  
 \$161,165.70 or 25.2% decrease



|  | EXPENDED<br>JAN. TO JULY, Incl.,<br>1930 | EXPENDED<br>JAN. TO JULY,<br>1931 | 1931 BUDGET | BALANCE |
|--|------------------------------------------|-----------------------------------|-------------|---------|
|--|------------------------------------------|-----------------------------------|-------------|---------|

# ACCOUNT

## 1. Newspaper Advertising

### A- On-Line East

|                     |             |          |             |            |
|---------------------|-------------|----------|-------------|------------|
| 1. Space            | \$20,976.60 | 5,234.38 | \$15,500.00 | \$9,257.17 |
| 2. Preparation Cost | 2,865.28    | 1,008.45 |             |            |

### B- On-Line West

|                     |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|
| 1. Space            | 34,998.02 | 17,614.67 | 34,500.00 | 14,519.86 |
| 2. Preparation Cost | 5,098.73  | 2,365.47  |           |           |

### C- Off-Line East

|                     |           |           |           |               |
|---------------------|-----------|-----------|-----------|---------------|
| 1. Space            | 77,592.60 | 39,743.46 | 42,000.00 | 436.54 (Over) |
| 2. Preparation Cost | 10,717.71 | 2,693.08  |           |               |

### D- Orient

|                     |          |          |          |        |
|---------------------|----------|----------|----------|--------|
| 1. Space            | 1,148.13 | 1,239.81 | 2,000.00 | 419.25 |
| 2. Preparation Cost | 407.43   | 340.94   |          |        |

|                      |              |           |             |             |
|----------------------|--------------|-----------|-------------|-------------|
| TOTAL ACCOUNT 1..... | \$153,804.50 | 70,240.26 | \$94,000.00 | \$23,759.74 |
|----------------------|--------------|-----------|-------------|-------------|

## 2. Periodical Advertising

### A- On-Line East

|                     |          |          |          |              |
|---------------------|----------|----------|----------|--------------|
| 1. Space            | 3,881.62 | 2,321.29 | 3,500.00 | 31.39 (Over) |
| 2. Preparation Cost | 1,997.53 | 1,210.10 |          |              |

### B- On-Line West

|                     |        |          |          |        |
|---------------------|--------|----------|----------|--------|
| 1. Space            | 649.09 | 1,424.14 | 1,500.00 | 129.07 |
| 2. Preparation Cost | 69.05  | 104.93   |          |        |

### C- Orient

|                     |          |          |          |               |
|---------------------|----------|----------|----------|---------------|
| 1. Space            | 1,810.61 | 1,511.18 | 1,200.00 | 485.47 (Over) |
| 2. Preparation Cost | 233.87   | 174.29   |          |               |

### D- General Media

|                     |           |           |           |                 |
|---------------------|-----------|-----------|-----------|-----------------|
| 1. Space            | 36,913.93 | 43,171.95 | 47,216.00 | 2,182.13 (Over) |
| 2. Preparation Cost | 4,383.19  | 6,226.18  |           |                 |

### E- Misc. Programs, School & Organization Annuals

|                     |        |        |          |              |
|---------------------|--------|--------|----------|--------------|
| 1. Space            | 955.40 | 953.00 | 1,000.00 | 26.75 (Over) |
| 2. Preparation Cost | 202.19 | 73.75  |          |              |

|                      |             |             |             |                   |
|----------------------|-------------|-------------|-------------|-------------------|
| TOTAL ACCOUNT 2..... | \$51,096.48 | \$57,170.81 | \$54,416.00 | \$2,754.81 (Over) |
|----------------------|-------------|-------------|-------------|-------------------|

## 3. Radio Advertising

### A - Chain Programs

|                    |           |            |            |  |
|--------------------|-----------|------------|------------|--|
| 1. Facilities      | 98,627.55 | 100,635.75 | 145,000.00 |  |
| 2. Program Expense | 50,404.35 | 45,657.92  |            |  |
| 3. Miscellaneous   | 605.54    | 2,828.86   |            |  |

### B- Local Announcements

|                     |        |        |  |  |
|---------------------|--------|--------|--|--|
| 1. Facilities       | 997.57 | 238.10 |  |  |
| 2. Preparation Cost |        |        |  |  |

|                      |              |              |              |                   |
|----------------------|--------------|--------------|--------------|-------------------|
| TOTAL ACCOUNT 3..... | \$150,635.01 | \$149,360.63 | \$145,000.00 | \$4,360.63 (Over) |
|----------------------|--------------|--------------|--------------|-------------------|

| ACCOUNT                                           | EXPENDED<br>JAN. TO JULY<br>1930 | EXPENDED<br>JAN. TO JULY<br>1931 | 1931 BUDGET | BALANCE   |
|---------------------------------------------------|----------------------------------|----------------------------------|-------------|-----------|
| 4. Goat                                           |                                  |                                  |             |           |
| A - Printing                                      | \$10,221.35                      | \$5,505.20                       |             |           |
| B - Electros, cuts, etc.                          | 1,790.23                         | 1,068.43                         |             |           |
| C - Patching                                      |                                  | 10.00                            |             |           |
| D - Envelopes                                     | 232.00                           | 1,144.07                         |             |           |
| TOTAL ACCOUNT 4.....                              | 12,243.58                        | \$7,727.70                       | \$8,070.00  | \$342.30  |
| 5. Advertising Literature                         |                                  |                                  |             |           |
| A - Time Folders                                  |                                  |                                  |             |           |
| 1. Printing                                       | 19,417.75                        | 11,705.10                        | 18,000.00   | 6,294.90  |
| 2. Electros, cuts, etc.                           | 240.78                           | 289.42                           | 200.00      | 89.42 (0  |
| 3. Distribution through agencies                  | 2,099.16                         | 1,223.51                         | 2,000.00    | 776.49    |
| 4. Joint Coast line folders                       | 144.83                           | 131.82                           | 250.00      | 118.18    |
| 5. Condensed time tables                          | 739.03                           | 419.80                           | 300.00      | 119.80 (0 |
| B - Illustrated Booklets and Folders              |                                  |                                  |             |           |
| 1. Printing                                       | 34,090.63                        | 20,220.45                        | 35,000.00   | 8,921.40  |
| 2. Electros, cuts, etc.                           | 11,968.31                        | 5,858.15                         |             |           |
| TOTAL ACCOUNT 5.....                              | \$68,700.49                      | \$39,848.25                      | 55,750.00   | 15,901.75 |
| 6. Miscellaneous Printing                         |                                  |                                  |             |           |
| A - Menus                                         |                                  |                                  |             |           |
| 1. Cuts and Art Work                              | 1,174.28                         | 152.88                           | 350.00      | 160.56 (0 |
| 2. Printing                                       | 3,428.50                         | 736.56                           |             |           |
| B - Maps                                          |                                  |                                  |             |           |
| 1. Wall Maps                                      |                                  |                                  |             |           |
| 2. Desk Maps                                      |                                  |                                  |             |           |
| C - BlotTERS                                      |                                  |                                  |             |           |
| 1. Hand                                           | 2,151.18                         | 2,201.51                         | 4,000.00    | 563.99    |
| 2. Desk                                           | 1,428.50                         | 1,234.50                         |             |           |
| D - Ticket Envelopes                              | 580.50                           | 348.95                           | 400.00      | 51.05     |
| E - Circulars, Flyers and Inserts                 | 1,483.31                         | 235.14                           | 1,200.00    | 964.86    |
| F - Post Cards                                    | 1,611.18                         | 666.00                           | 1,800.00    | 1,134.00  |
| G - Miscellaneous                                 | 4,542.11                         | 918.06                           | 3,000.00    | 2,081.94  |
| H - Multigraphing, Addressing and Mailing Service | 2,542.02                         | 2,389.28                         | 1,500.00    | 889.28 (0 |
| TOTAL ACCOUNT 6.....                              | \$18,941.58                      | 8,184.88                         | 12,250.00   | 4,065.12  |
| 7. Calendars                                      |                                  |                                  |             |           |
| A - Wall Calendars                                | 703.50                           |                                  | 4,500.00    | 4,500.00  |
| B - Small Art Calendars                           |                                  |                                  |             |           |
| 1. Electros, cuts, etc.                           | 2,659.37                         | 2,623.95                         | 30,000.00   | 10,122.03 |
| 2. Printing                                       | 9,535.56                         | 9,423.34                         |             |           |
| 3. Envelopes                                      | 5,382.27                         | 5,288.46                         |             |           |
| 4. Sorting, Handling, etc.                        | 2,417.85                         | 2,542.22                         |             |           |
| TOTAL ACCOUNT 7.....                              | \$20,698.55                      | 19,877.97                        | \$34,500.00 | 14,622.03 |



EXPENDED  
JAN. TO JULY  
1930

EXPENDED  
JAN. TO JULY  
1931

1931 BUDGET

BALANCE

ACCOUNT

8. Photographic Expense

A - Salary & Expenses  
of Photographers

494.99

292.95

\$1,800.00

513.94

B - Negatives & Prints

2,311.77

993.11

TOTAL ACCOUNT 8....

2,806.76

1,286.06

1,800.00

513.94

9. Electros, cuts and art work

2,822.28

1,507.22

2,000.00

492.78

TOTAL ACCOUNT 9.....

2,822.28

1,507.22

2,000.00

492.78

10. Pictures, Frames, Packing

A - Works of Art purchased  
for hanging in public  
places, for reproductions,  
etc.

1,946.47

1,105.50

B - Plates and Printing

234.13

20.00

C - Mounting and Framing

Pictures, Maps, etc., for  
hanging in G.N. Offices

1,193.75

1,867.23

600.00

D - Mounting and Framing  
Pictures, Maps, etc. for  
free distribution

207.10

600.00

TOTAL ACCOUNT 10.....

3,581.45

1,992.73

1,200.00

2,792.73 (0

11. Railway & Steamship Guides

A - Cost of Guides furnished  
G.N. Offices

37.50

35.00

3,335.00

1,386.34

B - Cost of representation

1,869.73

1,913.66

TOTAL ACCOUNT 11.....

1,907.23

1,948.66

3,335.00

1,386.34

12. Advertising Distribution  
Expense

A - Cartage, Freight & Express

1. Local Hauling

1,054.84

649.25

1,000.00

350.75

2. Freight and Express

4,577.12

2,781.69

3,600.00

818.31

B - Mailing Expense

1. Postage on Goats

576.46

430.10

400.00

30.10 (0

2. Postage and duty on  
calendars

6,697.31

6,809.46

10,000.00

3,190.54

3. Postage on literature  
and other mail matter

6,260.01

5,912.36

8,000.00

2,087.64

TOTAL ACCOUNT 12.....

19,165.74

16,582.86

23,000.00

6,417.14

13. Bulletin Board Advertising

A - Space Rentals

5,579.00

7,540.00

13,000.00

5,460.00

B - Maintenance, Repaints, etc.

1,821.40

1,732.65

2,000.00

267.35

TOTAL ACCOUNT 13.....

7,400.40

9,272.65

15,000.00

5,727.35



|                                                                                       | EXPENDED<br>JAN. TO JULY<br>1930 | EXPENDED<br>JAN. TO JULY<br>1931 | 1931 BUDGET | BALANCE                    |
|---------------------------------------------------------------------------------------|----------------------------------|----------------------------------|-------------|----------------------------|
| 14. Motion Picture & Lecture Advertising                                              |                                  |                                  |             |                            |
| A- Salaries & Expenses of lecturers                                                   | 276.62                           | 305.13                           | 350.00      | 44.87                      |
| B- Making motion picture negative                                                     |                                  | 25.00                            |             | 25.00 (Over)               |
| C- Slides and motion picture film furnished outside companies and individuals         | 62.81                            | 97.67                            | 200.00      | 102.33                     |
| D- Slides and motion picture film furnished company representatives                   | 1,556.99                         | 33.33                            | 600.00      | 566.67                     |
| TOTAL ACCOUNT 14.....                                                                 | 1,896.42                         | 461.13                           | 1,150.00    | 688.87                     |
| 15. Exhibits                                                                          |                                  |                                  |             |                            |
| A - Labor and Material for window displays                                            | 9,118.11                         | 7,413.39                         | 9,600.00    |                            |
| B - Art Exhibits, Fairs, Conventions, etc.                                            |                                  | 5.00                             |             |                            |
| TOTAL ACCOUNT 15.....                                                                 | 9,118.11                         | 7,418.39                         | 9,600.00    | 2,181.61                   |
| 16. Joint Advertising                                                                 |                                  |                                  |             |                            |
| A - G.N. Proportion of cost of literature & Publications jointly with other companies | 1,210.67                         | 1,756.20                         | 1,000.00    | 756.20 (Over)              |
| B - Our proportion of Burlington Tours advertising                                    | 6,155.49                         | 1,179.59                         | 7,500.00    | 6,320.41                   |
| C - Farm Tours advertising                                                            | 18,036.54                        | 14,052.21                        | 12,000.00   | 2,052.21 (Over)            |
| <del>XXXXXXXXXXXXXXXXXXXX</del>                                                       |                                  | <del>1,092.09</del>              |             | <del>1,092.09 (Over)</del> |
| TOTAL ACCOUNT 16.....                                                                 | 25,402.70                        | 16,988.00                        | 20,500.00   | 3,512.00                   |
| 17. Advertising Department Proportion of Expenses Maintaining Outside Offices         |                                  |                                  |             |                            |
| A - New York Tourist Bureau                                                           | 11,666.69                        | 11,666.69                        | 20,000.00   | 3,333.31                   |
| TOTAL ACCOUNT 17.....                                                                 | 11,666.69                        | 11,666.69                        | 20,000.00   | 3,333.31                   |
| 18. Advertising Department                                                            |                                  |                                  |             |                            |
| A - Wages and Expenses of Employees                                                   | 21,432.73                        | 17,009.69                        | 25,000.00   | 7,991.31                   |
| B - Stationery & Office Supplies                                                      | 1,451.79                         | 695.50                           | 1,800.00    | 1,104.50                   |
| C- Electricity, Heating, etc.                                                         | 1,076.99                         | 1,078.40                         | 1,700.00    | 621.60                     |
| TOTAL ACCOUNT 18.....                                                                 | 23,961.51                        | 18,783.59                        | 28,500.00   | 9,716.41                   |

534071.00  
471065.17  

---

93005.83

|                                                    | EXPENDED<br>JAN. TO JULY<br>1930 | EXPENDED<br>JAN. TO JULY<br>1931 | 1931 BUDGET       | BALANCE                 |
|----------------------------------------------------|----------------------------------|----------------------------------|-------------------|-------------------------|
| 19. <u>Miscellaneous</u>                           | <u>\$6,186.44</u>                | <u>\$6,282.26</u>                | <u>\$4,000.00</u> | <u>\$2,282.26</u> (Over |
| TOTAL ACCOUNT 19.....                              | 6,186.44                         | 6,282.26                         | 4,000.00          | 2,282.26 (Over          |
| TOTAL.....                                         | 592,035.92                       | 446,600.74                       | 534,071.00        |                         |
| 20. Revenue from Sale of<br>Material and Credits.. | <u>8,076.64</u>                  | <u>4,913.04</u>                  | <u>-----</u>      | <u>-----</u>            |
| TOTAL                                              | \$583,959.28                     | \$441,687.70                     | \$534,071.00      | \$92,383.30             |

|                                       |      |   |                                 |
|---------------------------------------|------|---|---------------------------------|
| TOTAL EXPENDITURES FIRST SEVEN MONTHS | 1930 | - | \$583,959.28                    |
| " " " " "                             | 1931 | - | <u>441,687.70</u>               |
|                                       |      |   | \$142,271.58 or 23.99% decrease |



|  | EXPENDED<br>JAN. TO JUNE, Incl.,<br>1930 | EXPENDED<br>JAN. TO JUNE, Incl.,<br>1931 | 1931 BUDGET | BALANCE |
|--|------------------------------------------|------------------------------------------|-------------|---------|
|--|------------------------------------------|------------------------------------------|-------------|---------|

# ACCOUNT

## 1. Newspaper Advertising

### A- On-Line East

|                     |            |            |             |              |
|---------------------|------------|------------|-------------|--------------|
| 1. Space            | \$5,532.58 | \$3,419.95 | \$15,500.00 | \$ 11,174.76 |
| 2. Preparation Cost | 2,078.45   | 905.29     |             |              |

### B- On-Line West

|                     |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|
| 1. Space            | 29,680.24 | 15,090.36 | 34,500.00 | 17,481.77 |
| 2. Preparation Cost | 4,568.08  | 1,927.87  |           |           |

### C- Off-Line East

|                     |           |           |           |          |
|---------------------|-----------|-----------|-----------|----------|
| 1. Space            | 77,592.60 | 31,409.18 | 42,000.00 | 8,593.26 |
| 2. Preparation Cost | 10,717.71 | 1,997.56  |           |          |

### D- Orient

|                     |        |          |          |        |
|---------------------|--------|----------|----------|--------|
| 1. Space            | 990.06 | 1,061.35 | 2,000.00 | 597.71 |
| 2. Preparation Cost | 291.21 | 340.94   |          |        |

|                      |            |           |           |           |
|----------------------|------------|-----------|-----------|-----------|
| TOTAL ACCOUNT 1..... | 131,450.93 | 56,152.50 | 94,000.00 | 37,847.50 |
|----------------------|------------|-----------|-----------|-----------|

## 2. Periodical Advertising

### A - On-Line East

|                     |          |          |          |        |
|---------------------|----------|----------|----------|--------|
| 1. Space            | 2,993.93 | 1,928.24 | 3,500.00 | 448.73 |
| 2. Preparation Cost | 1,997.53 | 1,123.03 |          |        |

### B- On-Line West

|                     |        |          |          |        |
|---------------------|--------|----------|----------|--------|
| 1. Space            | 621.59 | 1,283.20 | 1,500.00 | 216.80 |
| 2. Preparation Cost | 69.05  | 104.93   |          |        |

### C- Orient

|                     |          |          |          |               |
|---------------------|----------|----------|----------|---------------|
| 1. Space            | 1,394.44 | 1,340.40 | 1,200.00 | 292.51 (Over) |
| 2. Preparation Cost | 233.87   | 152.11   |          |               |

### D- General Media

|                     |           |           |           |                 |
|---------------------|-----------|-----------|-----------|-----------------|
| 1. Space            | 36,762.97 | 42,941.69 | 47,216.00 | 1,780.16 (Over) |
| 2. Preparation Cost | 4,383.19  | 6,054.47  |           |                 |

### E- Misc. Programs, School & Organization Annuals

|                     |        |        |          |       |
|---------------------|--------|--------|----------|-------|
| 1. Space            | 855.40 | 853.00 | 1,000.00 | 73.25 |
| 2. Preparation Cost | 202.19 | 73.75  |          |       |

|                      |           |           |           |                 |
|----------------------|-----------|-----------|-----------|-----------------|
| TOTAL ACCOUNT 2..... | 49,514.16 | 55,854.82 | 54,416.00 | 1,438.82 (Over) |
|----------------------|-----------|-----------|-----------|-----------------|

## 3. Radio Advertising

### A - Chain Programs

|                    |           |            |            |  |
|--------------------|-----------|------------|------------|--|
| 1. Facilities      | 94,981.92 | 100,635.75 | 145,000.00 |  |
| 2. Program Expense | 50,394.35 | 45,597.92  |            |  |
| 3. Miscellaneous   | 316.43    | 2,339.36   |            |  |

### B- Local Announcements

|                     |        |        |  |  |
|---------------------|--------|--------|--|--|
| 1. Facilities       | 997.57 | 142.85 |  |  |
| 2. Preparation Cost |        |        |  |  |

|                      |            |            |            |                 |
|----------------------|------------|------------|------------|-----------------|
| TOTAL ACCOUNT 3..... | 146,690.27 | 148,715.88 | 145,000.00 | 3,715.88 (Over) |
|----------------------|------------|------------|------------|-----------------|

ACCOUNT

1. General Fund

|                 |        |
|-----------------|--------|
| 1. General Fund | 100.00 |
| 2. Reserve Fund | 100.00 |
| 3. Special Fund | 100.00 |
| 4. Capital Fund | 100.00 |
| 5. Debt Fund    | 100.00 |
| 6. Other Fund   | 100.00 |
| 7. Total        | 700.00 |

2. Special Fund

|                 |        |
|-----------------|--------|
| 1. Special Fund | 100.00 |
| 2. Reserve Fund | 100.00 |
| 3. Special Fund | 100.00 |
| 4. Capital Fund | 100.00 |
| 5. Debt Fund    | 100.00 |
| 6. Other Fund   | 100.00 |
| 7. Total        | 700.00 |

3. Debt Fund

|                 |        |
|-----------------|--------|
| 1. Debt Fund    | 100.00 |
| 2. Reserve Fund | 100.00 |
| 3. Special Fund | 100.00 |
| 4. Capital Fund | 100.00 |
| 5. Debt Fund    | 100.00 |
| 6. Other Fund   | 100.00 |
| 7. Total        | 700.00 |

534.071.00  
 407 628.00  
 126 442.34

|  | EXPENDED<br>JAN. TO JUNE, Incl.<br>1930 | EXPENDED<br>JAN. TO JUNE, Incl.<br>1931 | 1931 BUDGET | BALANCE |
|--|-----------------------------------------|-----------------------------------------|-------------|---------|
|--|-----------------------------------------|-----------------------------------------|-------------|---------|

ACCOUNT

|                                                   |            |           |           |               |
|---------------------------------------------------|------------|-----------|-----------|---------------|
| 4. Goat                                           |            |           |           |               |
| A - Printing                                      | \$8,946.75 | 4,966.00  | 8,070.00  | 1,045.96      |
| B - Electros, cuts, etc.                          | 1,571.59   | 903.97    |           |               |
| C - Patching                                      |            | 10.00     |           |               |
| D - Envelopes                                     | 232.00     | 1,144.07  |           |               |
| TOTAL ACCOUNT 4.....                              | 10,750.34  | 7,024.04  | 8,070.00  | 1,045.96      |
| 5. Advertising Literature                         |            |           |           |               |
| A - Time Folders                                  |            |           |           |               |
| 1. Printing                                       | 14,670.05  | 11,705.10 | 18,000.00 | 6,294.90      |
| 2. Electros, cuts, etc.                           | 240.78     | 275.67    | 200.00    | 75.67 (Over)  |
| 3. Distribution through agencies                  | 1,624.15   | 1,223.51  | 2,000.00  | 776.49        |
| 4. Joint Coast line folders                       | 114.83     | 86.20     | 250.00    | 163.80        |
| 5. Condensed time tables                          | 632.18     | 283.40    | 300.00    | 16.60         |
| B - Illustrated Booklets and Folders              |            |           |           |               |
| 1. Printing                                       | 25,695.38  | 20,899.45 | 35,000.00 | 10,971.24     |
| 2. Electros, cuts, etc.                           | 9,587.24   | 3,129.31  | 3,299.31  |               |
| TOTAL ACCOUNT 5.....                              | 52,564.61  | 37,602.64 | 55,750.00 | 18,147.36     |
| 6. Miscellaneous Printing                         |            |           |           |               |
| A - Menus                                         |            |           |           |               |
| 1. Cuts and Art Work                              | 784.73     | 152.88    | 350.00    | 197.12 (Over) |
| 2. Printing                                       | 2,660.46   | 631.41    |           |               |
| B - Maps                                          |            |           |           |               |
| 1. Wall Maps                                      |            |           |           |               |
| 2. Desk Maps                                      |            |           |           |               |
| C - Blotters                                      |            |           |           |               |
| 1. Hand                                           | 1,846.88   | 1,912.37  | 4,000.00  | 853.13        |
| 2. Desk                                           | 1,118.50   | 1,234.50  |           |               |
| D - Ticket Envelopes                              | 290.50     | 200.00    | 400.00    | 200.00        |
| E - Circulars, Flyers and Inserts                 | 1,390.31   | 215.14    | 1,200.00  | 984.86        |
| F - Post Cards                                    | 1,591.18   | 640.25    | 1,800.00  | 1,159.75      |
| G - Miscellaneous                                 | 3,897.91   | 821.23    | 3,000.00  | 2,178.77      |
| H - Multigraphing, Addressing and Mailing Service | 2,531.52   | 2,359.78  | 1,500.00  | 859.78 (Over) |
| TOTAL ACCOUNT 6.....                              | 16,111.99  | 7,536.15  | 12,250.00 | 4,713.85      |
| 7. Calendars                                      |            |           |           |               |
| A - Wall Calendars                                | 703.50     |           | 4,500.00  | 4,500.00      |
| B - Small Art Calendars                           |            |           |           |               |
| 1. Electros, cuts, etc.                           | 2,659.37   | 2,623.95  | 30,000.00 | 12,710.07     |
| 2. Printing                                       | 8,195.56   | 8,055.81  |           |               |
| 3. Envelopes                                      | 4,625.92   | 4,533.50  |           |               |
| 4. Sorting, Handling, etc.                        | 2,074.91   | 2,076.67  |           |               |
| TOTAL ACCOUNT 7.....                              | 18,259.26  | 17,289.93 | 34,500.00 | 17,210.07     |



|  | EXPENDED<br>JAN. TO JUNE,<br>1930 | EXPENDED<br>JAN. TO JUNE, Incl.,<br>1931 | 1931 BUDGET | BALANCE |
|--|-----------------------------------|------------------------------------------|-------------|---------|
|--|-----------------------------------|------------------------------------------|-------------|---------|

ACCOUNT

|                                                                                          |                 |                 |                 |                 |
|------------------------------------------------------------------------------------------|-----------------|-----------------|-----------------|-----------------|
| 8. <u>Photographic Expense</u>                                                           |                 |                 |                 |                 |
| A - Salary & Expenses<br>of Photographers                                                | 494.99          | 292.95          | 1,800.00        | 658.59          |
| B- Negatives & Prints                                                                    | <u>1,953.70</u> | <u>848.46</u>   |                 |                 |
| TOTAL ACCOUNT 8.....                                                                     | 2,448.69        | 1,141.41        | 1,800.00        | 658.59          |
| 9. <u>Electros, cuts &amp; Art work</u>                                                  | <u>2,070.98</u> | <u>1,288.87</u> | <u>2,000.00</u> | <u>711.13</u>   |
| TOTAL ACCOUNT 9.....                                                                     | 2,070.98        | 1,288.87        | 2,000.00        | 711.13          |
| 10. <u>Pictures, Frames, Packing</u>                                                     |                 |                 |                 |                 |
| A - Works of Art purchased<br>for hanging in public<br>places, for reproduction,<br>etc. | 1,946.47        | 1,75.50         |                 |                 |
| B- Plates and Printing                                                                   | 211.63          | 13.25           |                 |                 |
| C- Mounting and Framing<br>Pictures, Maps, etc., for<br>hanging in G.N. Offices          | 1,138.75        | 1,861.23        | 600.00          |                 |
| D- Mounting and Framing<br>Pictures, Maps, etc. for<br>free distribution                 | <u>207.10</u>   |                 | <u>600.00</u>   |                 |
| TOTAL ACCOUNT 10.....                                                                    | 3,503.95        | 1,949.98        | 1,200.00        | 2,1749.98(Over) |
| 11. <u>Railway &amp; Steamship Guides</u>                                                |                 |                 |                 |                 |
| A- Cost of Guides furnished<br>G.N. Offices                                              | 32.50           | 30.00           | 3,335.00        |                 |
| B- Cost of representation                                                                | <u>1,622.64</u> | <u>1,642.23</u> |                 | <u>1,662.77</u> |
| TOTAL ACCOUNT 11.....                                                                    | 1,655.14        | 1,672.23        | 3,335.00        | 1,662.77        |
| 12. <u>Advertising Distribution<br/>Expense</u>                                          |                 |                 |                 |                 |
| A - Cartage, Freight & Express                                                           |                 |                 |                 |                 |
| 1. Local Hauling                                                                         | 871.04          | 550.40          | 1,000.00        | 449.60          |
| 2. Freight and Express                                                                   | 4,053.02        | 2,439.58        | 3,600.00        | 1,160.42        |
| B- Mailing Expense                                                                       |                 |                 |                 |                 |
| 1. Postage on Goats                                                                      | 491.46          | 430.10          | 400.00          | 30.10 (Over)    |
| 2. Postage and duty on<br>calendars                                                      | 5,813.21        | 5,894.30        | 10,000.00       | 4,105.70        |
| 3. Postage on literature<br>and other mail matter                                        | <u>5,637.91</u> | <u>5,464.21</u> | <u>8,000.00</u> | <u>2,535.79</u> |
| TOTAL ACCOUNT 12.....                                                                    | 16,866.64       | 14,778.59       | 23,000.00       | 8,221.41        |
| 13. <u>Bulletin Board Advertising</u>                                                    |                 |                 |                 |                 |
| A - Space Rentals                                                                        | 4,794.00        | 6,470.00        | 13,000.00       | 6,530.00        |
| B - Maintenance, Repaints, etc.                                                          | <u>1,728.26</u> | <u>1,602.82</u> | <u>2,000.00</u> | <u>397.18</u>   |
| TOTAL ACCOUNT 13.....                                                                    | 6,522.26        | 8,072.82        | 15,000.00       | 6,927.18        |

|                                                                                      | EXPENDED<br>JAN. TO JUNE<br>1930 | EXPENDED<br>JAN. TO JUNE<br>1931 | 1931 BUDGET | BALANCE                    |
|--------------------------------------------------------------------------------------|----------------------------------|----------------------------------|-------------|----------------------------|
| 14. Motion Picture & Lecture Advertising                                             |                                  |                                  |             |                            |
| A- Salaries & Expenses of lecturers                                                  | 276.62                           | 303.13                           | 350.00      | 146.87                     |
| B- Making motion picture negative                                                    |                                  | 25.00                            |             | 25.00 (Over)               |
| C- Slides and motion picture film furnished outside companies and individuals        | 62.81                            | 97.67                            | 200.00      | 102.33                     |
| D- Slides and motion picture film furnished company representatives                  | 1,522.67                         | 19.58                            | 600.00      | 580.42                     |
| TOTAL ACCOUNT 14.....                                                                | 1,862.10                         | 445.38                           | 1,150.00    | 704.62                     |
| 15. Exhibits                                                                         |                                  |                                  |             |                            |
| A- Labor & Material for window displays                                              | 8,028.49                         | 6,525.46                         | 9,600.00    | 3,069.54                   |
| B- Art Exhibits, Fairs, Conventions, etc.                                            |                                  | 5.00                             |             |                            |
| TOTAL ACCOUNT 15.....                                                                | 8,028.49                         | 6,530.46                         | 9,600.00    | 3,069.54                   |
| 16. Joint Advertising                                                                |                                  |                                  |             |                            |
| A- G.N. Proportion of cost of literature & publications jointly with other companies | 1,201.21                         | 751.88                           | 1,000.00    | 248.12                     |
| B- Our proportion of Burlington Tours advertising                                    | 1,789.79                         | 1,104.52                         | 7,500.00    | 6,395.48                   |
| C- Farm Tours advertising                                                            | 14,744.38                        | 11,886.08                        | 12,000.00   | 113.92                     |
| <del>XXXXXXXXXXXXXXXXXXXX</del>                                                      |                                  | <del>XXXXXXXXXX</del>            |             | <del>XXXXXXXXXXXXXXX</del> |
| TOTAL ACCOUNT 16.....                                                                | 17,735.38                        | 13,742.48                        | 20,500.00   | 6,757.52                   |
| 17. Advertising Department Proportion of Expenses Maintaining Outside Offices        |                                  |                                  |             |                            |
| A- New York Tourist Bureau                                                           | 10,000.02                        | 10,000.02                        | 20,000.00   | 9,999.98                   |
| TOTAL ACCOUNT 17.....                                                                | 10,000.02                        | 10,000.02                        | 20,000.00   | 9,999.98                   |
| 18. Advertising Department                                                           |                                  |                                  |             |                            |
| A- Wages and Expenses of Employees                                                   | 18,224.18                        | 14,765.84                        | 25,000.00   | 10,234.16                  |
| B- Stationery & Office Supplies                                                      | 1,415.44                         | 595.80                           | 1,800.00    | 1,204.20                   |
| C- Electricity, Heating, etc.                                                        | 931.81                           | 941.74                           | 1,700.00    | 758.26                     |
| TOTAL ACCOUNT 18.....                                                                | 20,571.43                        | 16,303.38                        | 28,500.00   | 12,196.62                  |

534671.00  
407001.00  
12706487



| EXPENDED<br>JAN. TO JUNE<br>1930 | EXPENDED<br>JAN. TO JUNE<br>1931 |
|----------------------------------|----------------------------------|
|----------------------------------|----------------------------------|

| 1931 BUDGET | BALANCE |
|-------------|---------|
|-------------|---------|

|                                                    |                   |                 |                 |                        |
|----------------------------------------------------|-------------------|-----------------|-----------------|------------------------|
| 19. <u>Miscellaneous</u>                           | <u>\$5,892.39</u> | <u>5,980.56</u> | <u>4,000.00</u> | <u>1,980.56 (Over)</u> |
| TOTAL ACCOUNT 19.....                              | 5,892.39          | 5,980.56        | 4,000.00        | 1,980.56               |
|                                                    |                   | 412,082.14      |                 |                        |
| TOTAL.....                                         | 522,529.03        | 412,082.14      | 534,071.00      |                        |
| 20. Revenue from Sale of<br>Material and Credits.. | <u>7,705.24</u>   | <u>4,453.48</u> |                 |                        |
|                                                    | \$514,823.79      | \$407,628.66    | \$534,071.00    | \$126,442.34           |

|                                     |                          |
|-------------------------------------|--------------------------|
| TOTAL EXPENDITURES FIRST SIX MONTHS | 1930 - \$514,823.79      |
| " " " " "                           | 1931 - <u>407,628.66</u> |

\$107,195.13 or 20.4% decrease

|  | EXPENDED<br>JAN. TO MAY, Incl.,<br>1930 | EXPENDED<br>JAN. TO MAY, Incl.,<br>1931 | BUDGET | BALANCE |
|--|-----------------------------------------|-----------------------------------------|--------|---------|
|--|-----------------------------------------|-----------------------------------------|--------|---------|

# ACCOUNT

## 1. Newspaper Advertising

### A- On-Line East

|                     |            |            |           |             |
|---------------------|------------|------------|-----------|-------------|
| 1. Space            | \$2,247.14 | \$3,269.35 | 15,500.00 | \$12,067.55 |
| 2. Preparation Cost | 1,354.96   | 163.10     |           |             |

### B- On-Line West

|                     |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|
| 1. Space            | 23,891.75 | 10,613.59 | 34,500.00 | 22,657.15 |
| 2. Preparation Cost | 3,400.95  | 1,229.26  |           |           |

### C- Off-Line East

|                     |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|
| 1. Space            | 61,437.15 | 15,479.74 | 42,000.00 | 25,463.15 |
| 2. Preparation Cost | 8,132.18  | 1,057.11  |           |           |

### D- Orient

|                     |        |        |          |        |
|---------------------|--------|--------|----------|--------|
| 1. Space            | 652.20 | 916.54 | 3,000.00 | 850.10 |
| 2. Preparation Cost | 291.21 | 233.36 |          |        |

|                      |              |           |           |           |
|----------------------|--------------|-----------|-----------|-----------|
| TOTAL ACCOUNT 1..... | \$101,407.54 | 32,962.05 | 94,000.00 | 61,037.95 |
|----------------------|--------------|-----------|-----------|-----------|

## 2. Periodical Advertising

### A- On-Line East

|                     |          |          |          |        |
|---------------------|----------|----------|----------|--------|
| 1. Space            | 2,590.28 | 1,648.06 | 3,500.00 | 836.74 |
| 2. Preparation Cost | 1,599.62 | 1,015.20 |          |        |

### B- On-Line West

|                     |        |          |          |        |
|---------------------|--------|----------|----------|--------|
| 1. Space            | 471.19 | 1,062.55 | 1,500.00 | 421.74 |
| 2. Preparation Cost | 69.05  | 15.71    |          |        |

### C- Orient

|                     |          |          |          |              |
|---------------------|----------|----------|----------|--------------|
| 1. Space            | 1,240.52 | 1,086.16 | 1,200.00 | 16.64 (Over) |
| 2. Preparation Cost | 175.60   | 130.48   |          |              |

### D- General Media

|                     |           |           |           |          |
|---------------------|-----------|-----------|-----------|----------|
| 1. Space            | 32,385.52 | 37,928.18 | 47,216.00 | 4,769.41 |
| 2. Preparation Cost | 4,002.98  | 4,518.41  |           |          |

### E- Misc. Programs, School & Organization Annuals

|                     |        |        |          |        |
|---------------------|--------|--------|----------|--------|
| 1. Space            | 805.00 | 835.00 | 1,000.00 | 112.85 |
| 2. Preparation Cost | 163.76 | 552.15 |          |        |

|                      |           |           |           |          |
|----------------------|-----------|-----------|-----------|----------|
| TOTAL ACCOUNT 2..... | 43,503.52 | 48,291.90 | 54,416.00 | 6,124.10 |
|----------------------|-----------|-----------|-----------|----------|

## 3. Radio Advertising

### A- Chain Programs

|                    |           |           |            |  |
|--------------------|-----------|-----------|------------|--|
| 1. Facilities      | 84,335.98 | 86,623.24 | 145,000.00 |  |
| 2. Program Expense | 42,908.12 | 38,773.47 |            |  |
| 3. Miscellaneous   | 315.59    | 1,930.15  |            |  |

### B- Local Announcements

|                     |        |       |  |  |
|---------------------|--------|-------|--|--|
| 1. Facilities       | 997.57 | 72.85 |  |  |
| 2. Preparation Cost |        |       |  |  |

|                      |            |            |            |           |
|----------------------|------------|------------|------------|-----------|
| TOTAL ACCOUNT 3..... | 128,507.26 | 127,399.71 | 145,000.00 | 17,600.29 |
|----------------------|------------|------------|------------|-----------|

534071.00  
33282114  
20124936



EXPENDED                      EXPENDED  
JAN. TO MAY, Incl., JAN. TO MAY, Incl.,  
1930                              1931

|                                                 |           |           | BUDGET    | BALANCE       |
|-------------------------------------------------|-----------|-----------|-----------|---------------|
| 4. Goat                                         |           |           |           |               |
| A - Printing                                    | 7,489.25  | 4,966.00  | 8,070.00  |               |
| B - Electros, cuts, etc.                        | 1,519.13  | 826.92    |           |               |
| C - Patching                                    |           | 10.00     |           |               |
| D - Envelopes                                   | 232.00    | 733.72    |           |               |
| TOTAL ACCOUNT 4.....                            | 9,240.38  | 6,536.64  | 8,070.00  | 1,533.36      |
| 5. Advertising Literature                       |           |           |           |               |
| A- Time Folders                                 |           |           |           |               |
| 1. Printing                                     | 14,670.05 | 7,495.90  | 18,000.00 | 10,504.10     |
| 2. Electros, cuts, etc.                         | 204.02    | 275.67    | 200.00    | 75.67 (Over)  |
| 3. Distribution through agencies                | 1,435.65  | 990.27    | 2,000.00  | 1,009.73      |
| 4. Joint Coast Line Folders                     | 51.05     | 86.20     | 250.00    | 163.80        |
| 5. Condensed time tables                        | 522.38    | 283.40    | 300.00    | 16.60         |
| B- Illustrated Booklets & Folders               |           | 18,604.01 |           |               |
| 1. Printing                                     | 19,793.12 | 18,604.01 | 35,000.00 | 13,365.37     |
| 2. Electros, cuts, etc.                         | 7,493.25  | 3,030.62  | 30.62     |               |
| TOTAL ACCOUNT 5.....                            | 44,169.52 | 30,766.07 | 55,750.00 | 24,983.93     |
| 6. Miscellaneous Printing                       |           |           |           |               |
| A- Menus                                        |           |           |           |               |
| 1. Outstanding art work                         | 784.73    | 152.88    | 350.00    | 197.12 (Over) |
| 2. Printing                                     | 2,397.02  | 621.41    |           |               |
| B - Maps                                        |           |           |           |               |
| 1. Wall Maps                                    |           |           |           |               |
| 2. Desk Maps                                    |           |           |           |               |
| C - BlotTERS                                    |           |           |           |               |
| 1. Hand                                         | 1,476.38  | 1,609.71  | 4,000.00  | 1,155.79      |
| 2. Desk                                         | 643.50    | 1,234.50  |           |               |
| D - Ticket Envelopes                            | 221.50    | 200.00    | 400.00    | 200.00        |
| E - Circulars, Flyers & Inserts                 | 1,301.49  | 194.14    | 1,200.00  | 1,005.86      |
| F - Post Cards                                  | 1,548.90  | 640.25    | 1,800.00  | 1,159.75      |
| G - Miscellaneous                               | 3,471.15  | 797.98    | 3,000.00  | 2,202.02      |
| H - Multigraphing, Addressing & Mailing Service | 2,516.25  | 2,359.78  | 1,500.00  | 859.78 (Over) |
| TOTAL ACCOUNT 6.....                            | 14,360.92 | 7,189.24  | 12,250.00 | 5,060.76      |
| 7. Calendars                                    |           |           |           |               |
| A- Wall Calendars                               | 703.50    |           | 4,500.00  | 4,500.00      |
| B- Small Art Calendars                          |           |           |           |               |
| 1. Electros, cuts, etc.                         | 2,659.37  | 2,623.95  | 30,000.00 | 15,168.09     |
| 2. Printing                                     | 6,841.72  | 6,716.56  |           |               |
| 3. Envelopes                                    | 3,861.77  | 3,777.57  |           |               |
| 4. Sorting, Handling, etc.                      | 1,730.44  | 1,713.83  |           |               |
| TOTAL ACCOUNT 7.....                            | 15,796.80 | 14,831.91 | 34,500.00 | 19,668.09     |

|  | EXPENDED<br>JAN. TO MAY, Incl.,<br>1930 | EXPENDED<br>JAN. TO MAY, Incl.,<br>1931 | BUDGET | BALANCE |
|--|-----------------------------------------|-----------------------------------------|--------|---------|
|--|-----------------------------------------|-----------------------------------------|--------|---------|

|                                                                                          |                 |                 |                 |                 |
|------------------------------------------------------------------------------------------|-----------------|-----------------|-----------------|-----------------|
| 8. Photographic Expense                                                                  |                 |                 |                 |                 |
| A - Salary & Expenses<br>of Photographers                                                | 494.99          | 228.95          | 1,800.00        | 762.86          |
| B - Negatives & Prints                                                                   | <u>1,581.19</u> | <u>808.19</u>   |                 |                 |
| TOTAL ACCOUNT 8....                                                                      | 2,076.18        | 1,037.14        | 1,800.00        | 762.86          |
| 9. Electros, cuts and art work                                                           | <u>1,803.98</u> | <u>1,202.88</u> | <u>2,000.00</u> | <u>797.12</u>   |
| TOTAL ACCOUNT 9.....                                                                     | 1,803.98        | 1,202.88        | 2,000.00        | 797.12          |
| 10. Pictures, Frames, Packing                                                            |                 |                 |                 |                 |
| A- Works of Art purchased<br>for hanging in public<br>places, for reproductions,<br>etc. | 1,399.65        | 1,175.50        |                 |                 |
| B- Plates and Printing                                                                   | 171.13          | 3.00            |                 |                 |
| C- Mounting and Framing<br>Pictures, Maps, etc., for<br>hanging in G.N. Offices          | 688.25          | 986.40          | 600.00          |                 |
| D- Mounting and Framing<br>Pictures, Maps, etc., for<br>free distribution                |                 |                 | <u>600.00</u>   |                 |
| TOTAL ACCOUNT 10.....                                                                    | 2,259.03        | 1,064.90        | 1,200.00        | 1,135.10        |
| 11. Railway & Steamship Guides                                                           |                 |                 |                 |                 |
| A - Cost of Guides furnished<br>G.N. Offices                                             | 27.50           | 25.00           | 3,335.00        |                 |
| B - Cost of representation                                                               | <u>1,307.71</u> | <u>1,371.18</u> |                 |                 |
| TOTAL ACCOUNT 11.....                                                                    | 1,335.21        | 1,396.18        | 3,335.00        | 1,938.82        |
| 12. Advertising Distribution<br>Expenses                                                 |                 |                 |                 |                 |
| A* Cartage, Freight & Express                                                            |                 |                 |                 |                 |
| 1. Local Hauling                                                                         | 750.04          | 408.50          | 1,000.00        | 591.50          |
| 2. Freight & Express                                                                     | 3,334.58        | 2,151.68        | 3,600.00        | 1,448.32        |
| B- Mailing Expense                                                                       |                 |                 |                 |                 |
| 1. Postage on Goats                                                                      | 406.46          | 430.10          | 400.00          | 30.10 (0)       |
| 2. Postage and duty on<br>calendars                                                      | 4,760.93        | 4,948.38        | 10,000.00       | 5,051.62        |
| 3. Postage on literature<br>and other mail matter                                        | <u>4,882.87</u> | <u>4,946.10</u> | <u>8,000.00</u> | <u>3,053.90</u> |
| TOTAL ACCOUNT 12.....                                                                    | 14,134.88       | 12,884.76       | 23,000.00       | 10,115.24       |
| 13. Bulletin Board Advertising                                                           |                 |                 |                 |                 |
| A -Space Rentals                                                                         | 3,997.00        | 5,400.00        | 13,000.00       | 7,600.00        |
| B - Maintenance, Repaints, etc.                                                          | <u>1,446.76</u> | <u>1,522.96</u> | <u>2,000.00</u> | <u>477.04</u>   |
| TOTAL ACCOUNT 13.....                                                                    | 5,443.76        | 6,922.96        | 15,000.00       | 8,077.04        |

|  | EXPENDED<br>JAN. TO MAY, Incl.,<br>1930 | EXPENDED<br>JAN. TO MAY, Incl.,<br>1931 | BUDGET | BALANCE |
|--|-----------------------------------------|-----------------------------------------|--------|---------|
|--|-----------------------------------------|-----------------------------------------|--------|---------|

14. Motion Picture & Lecture Advertising

|                                                                               |          |        |          |             |
|-------------------------------------------------------------------------------|----------|--------|----------|-------------|
| A- Salaries and Expenses of Lecturers                                         | 255.87   | 272.51 | 350.00   | 77.49       |
| B- Making motion picture negative                                             |          | 25.00  |          | 25.00 (Ov.) |
| C- Slides and motion Picture film furnished outside companies and individuals |          | 40.61  | 200.00   | 159.39      |
| D- Slides and motion picture film furnished company representatives           | 1,455.13 | 19.58  | 600.00   | 580.42      |
| TOTAL ACCOUNT 14.....                                                         | 1,711.00 | 357.70 | 1,150.00 | 792.30      |

15. Exhibits

|                                           |          |          |          |          |
|-------------------------------------------|----------|----------|----------|----------|
| A- Labor and Material for window displays | 5,974.25 | 4,588.90 | 9,600.00 |          |
| B- Art Exhibits, Fairs, Conventions, etc. |          | 5.00     |          |          |
| TOTAL ACCOUNT 15.....                     | 5,974.25 | 4,593.90 | 9,600.00 | 5,006.10 |

16. Joint Advertising

|                                                                                      |                            |                            |                            |                            |
|--------------------------------------------------------------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| A- G.N. Proportion of cost of Literature & publications jointly with other companies | 1,180.49                   | 715.81                     | 1,000.00                   | 284.19                     |
| B- Our proportion of Burlington Tours advertising                                    | 1,344.85                   | 1,104.52                   | 7,500.00                   | 6,395.48                   |
| C- Farm Tours advertising                                                            | 7,474.38                   | 9,799.35                   | 12,000.00                  | 2,200.65                   |
| <del>XXXXXXXXXXXXXXX</del>                                                           | <del>XXXXXXXXXXXXXXX</del> | <del>XXXXXXXXXXXXXXX</del> | <del>XXXXXXXXXXXXXXX</del> | <del>XXXXXXXXXXXXXXX</del> |
| TOTAL ACCOUNT 16.....                                                                | 9,999.72                   | 11,619.68                  | 20,500.00                  | 8,880.32                   |

17. Advertising Department  
Proportion of Expenses  
Maintaining Outside Offices

|                             |          |          |           |           |
|-----------------------------|----------|----------|-----------|-----------|
| A - New York Tourist Bureau | 8,333.35 | 8,333.35 | 20,000.00 | 11,666.65 |
| TOTAL ACCOUNT 17.....       | 8,333.35 | 8,333.35 | 20,000.00 | 11,666.65 |

18. Advertising Department

|                                    |           |           |           |           |
|------------------------------------|-----------|-----------|-----------|-----------|
| A- Wages and Expenses of Employees | 15,446.93 | 12,445.59 | 25,000.00 | 12,554.41 |
| B- Stationery & Office Supplies    | 1,281.58  | 466.94    | 1,800.00  | 1,333.06  |
| C- Electricity, Heating, etc.      | 703.86    | 779.03    | 1,700.00  | 920.97    |
| TOTAL ACCOUNT 18.....              | 17,432.37 | 13,691.56 | 28,500.00 | 14,808.44 |



|                                                  | EXPENDED<br>JAN. TO MAY, Incl.,<br>1930 | EXPENDED<br>JAN. TO MAY, Incl.,<br>1931    | BUDGET          | BALANCE                |
|--------------------------------------------------|-----------------------------------------|--------------------------------------------|-----------------|------------------------|
| 19. <u>Miscellaneous</u>                         | <u>\$5,799.43</u>                       | <u>5,939.63</u>                            | <u>4,000.00</u> | <u>1,939.63 (Over)</u> |
| TOTAL ACCOUNT 19.....                            | 5,799.43                                | 5,939.63                                   | 4,000.00        | 1,939.63 (Over)        |
|                                                  | <hr/>                                   | <hr/>                                      | <hr/>           | <hr/>                  |
|                                                  | 433,289.10                              | <sup>337,622.16</sup><br><u>337,022.16</u> | 534,071.00      |                        |
| 20. Credits and revenue<br>from sale of material | <u>6,221.20</u>                         | <u>4,200.52</u>                            | <hr/>           | <hr/>                  |
|                                                  | \$427,067.90                            | \$332,821.64                               | \$534,071.00    | \$201,249.36           |

(<sup>x</sup>23,349.23 Freight)

|                                       |                                       |             |         |
|---------------------------------------|---------------------------------------|-------------|---------|
| EXPENDED<br>JAN. TO APRIL, Incl. 1930 | EXPENDED<br>JAN. TO APRIL, Incl. 1931 | BUDGET 1931 | BALANCE |
|---------------------------------------|---------------------------------------|-------------|---------|

ACCOUNT

1. Newspaper Advertising

A- On-Line East

|                     |            |          |           |           |
|---------------------|------------|----------|-----------|-----------|
| 1. Space            | \$2,004.29 | 3,219.34 | 15,500.00 | 12,142.71 |
| 2. Preparation Cost | 685.37     | 137.95   |           |           |

B- On-Line West

|                     |           |          |           |           |
|---------------------|-----------|----------|-----------|-----------|
| 1. Space            | 10,239.14 | 5,816.26 | 34,500.00 | 27,898.89 |
| 2. Preparation Cost | 2,000.64  | 784.85   |           |           |

C- Off-Line East

|                     |           |          |           |           |
|---------------------|-----------|----------|-----------|-----------|
| 1. Space            | 37,546.94 | 1,417.05 | 42,000.00 | 40,575.60 |
| 2. Preparation Cost | 5,691.18  | 7.35     |           |           |

D- Orient

|                     |        |        |          |          |
|---------------------|--------|--------|----------|----------|
| 1. Space            | 349.73 | 771.21 | 2,000.00 | 1,053.05 |
| 2. Preparation Cost | 174.59 | 175.74 |          |          |

|                      |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|
| TOTAL ACCOUNT 1..... | 58,691.88 | 12,329.75 | 94,000.00 | 81,670.25 |
|----------------------|-----------|-----------|-----------|-----------|

2. Periodical advertising

A- On-Line East

|                     |          |          |          |          |
|---------------------|----------|----------|----------|----------|
| 1. Space            | 2,096.82 | 1,386.26 | 3,500.00 | 1,228.00 |
| 2. Preparation Cost | 1,243.86 | 885.74   |          |          |

B- On-Line West

|                     |        |        |          |        |
|---------------------|--------|--------|----------|--------|
| 1. Space            | 284.19 | 565.35 | 1,500.00 | 918.94 |
| 2. Preparation Cost | 69.05  | 15.71  |          |        |

C- Orient

|                     |        |        |          |        |
|---------------------|--------|--------|----------|--------|
| 1. Space            | 681.25 | 897.73 | 1,200.00 | 187.25 |
| 2. Preparation Cost | 150.73 | 115.02 |          |        |

D- General Media

|                     |           |           |           |           |
|---------------------|-----------|-----------|-----------|-----------|
| 1. Space            | 28,709.79 | 16,345.24 | 47,216.00 | 26,559.87 |
| 2. Preparation Cost | 3,421.09  | 4,310.89  |           |           |

E- Misch. Programs, School  
& Organization Annuals

|                     |        |        |          |        |
|---------------------|--------|--------|----------|--------|
| 1. Space            | 635.00 | 790.00 | 1,000.00 | 174.55 |
| 2. Preparation Cost | 119.80 | 35.45  |          |        |

|                      |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|
| TOTAL ACCOUNT 2..... | 37,411.58 | 25,347.39 | 54,416.00 | 29,068.61 |
|----------------------|-----------|-----------|-----------|-----------|

3. Radio Advertising

A- Chain Programs

|                     |           |           |            |  |
|---------------------|-----------|-----------|------------|--|
| 1. Facilities       | 70,109.74 | 70,644.43 | 145,000.00 |  |
| 2. Program Expenses | 35,531.12 | 31,395.73 |            |  |
| 3. Miscellaneous    | 315.59    | 1,839.10  |            |  |

B- Local Announcements

|                     |        |       |  |  |
|---------------------|--------|-------|--|--|
| 1. Facilities       | 773.26 | 72.85 |  |  |
| 2. Preparation Cost |        |       |  |  |

|                      |            |            |            |           |
|----------------------|------------|------------|------------|-----------|
| TOTAL ACCOUNT 3..... | 106,729.71 | 103,952.11 | 145,000.00 | 41,047.89 |
|----------------------|------------|------------|------------|-----------|

|  |                                           |                                           |                     |
|--|-------------------------------------------|-------------------------------------------|---------------------|
|  | EXPENDED<br>JAN. TO APRIL, Incl.,<br>1930 | EXPENDED<br>JAN. TO APRIL, Incl.,<br>1931 | BUDGET 1931 BALANCE |
|--|-------------------------------------------|-------------------------------------------|---------------------|

ACCOUNT

|                                                |            |            |            |           |
|------------------------------------------------|------------|------------|------------|-----------|
| 4. Goat                                        |            |            |            |           |
| A- Printing                                    | \$6,121.75 | \$4,430.80 | \$8,070.00 |           |
| B- Electros, cuts, etc.                        | 1,208.72   | 685.14     |            |           |
| C- Patching                                    |            | 10.00      |            |           |
| D- Envelopes                                   | 232.00     | 733.72     |            |           |
| TOTAL ACCOUNT 4.....                           | 7,562.47   | 5,859.66   | 8,070.00   | 2,210.34  |
| 5. Advertising Literature                      |            |            |            |           |
| A- Time Folders                                |            |            |            |           |
| 1. Printing                                    | 9,694.45   | 7,495.90   | 18,000.00  | 10,504.10 |
| 2. Electros, cuts, etc.                        | 136.61     | 176.37     | 200.00     | 23.63     |
| 3. Distribution through agencies               | 1,247.15   | 945.80     | 2,000.00   | 1,054.20  |
| 4. Joint Coast Line Folders                    | 51.05      | 44.50      | 250.00     | 205.50    |
| 5. Condensed time tables                       | 333.80     | 135.00     | 300.00     | 165.00    |
| B- Illustrated Booklets & Folders              |            | 15,265.44  |            |           |
| 1. Printing                                    | 12,073.81  | 15,265.44  | 35,000.00  | 17,358.69 |
| 2. Electros, cuts, etc.                        | 5,793.73   | 2,375.87   | 23,758.7   |           |
| TOTAL ACCOUNT 5.....                           | 29,330.60  | 26,438.88  | 55,750.00  | 29,311.12 |
| 6. Miscellaneous Printing                      |            |            |            |           |
| A- Menus                                       |            |            |            |           |
| 1. Cuts and Art Work                           | 614.94     | 152.88     | 350.00     | 197.12    |
| 2. Printing                                    | 1,861.25   | 681.11     |            |           |
| B- Maps                                        |            |            |            |           |
| 1. Wall Maps                                   |            |            |            |           |
| 2. Desk Maps                                   |            |            |            |           |
| C- Blotters                                    |            |            |            |           |
| 1. Hand                                        | 1,075.83   | 1,530.42   | 4,000.00   | 1,830.08  |
| 2. Desk                                        | 593.50     | 639.50     |            |           |
| D- Ticket Envelopes                            | 148.00     | 200.00     | 400.00     | 200.00    |
| E- Circulars, Flyers and Inserts               | 899.90     | 194.14     | 1,200.00   | 1,005.86  |
| F- Post Cards                                  | 1,475.89   | 627.70     | 1,800.00   | 1,172.30  |
| G- Miscellaneous                               | 2,534.87   | 564.85     | 3,000.00   | 2,435.15  |
| H- Multigraphing, Addressing & Mailing Service | 1,497.61   | 2,296.76   | 1,500.00   | 796.76    |
| TOTAL ACCOUNT 6.....                           | 10,701.79  | 6,206.25   | 12,250.00  | 6,043.75  |
| 7. Calendars                                   |            |            |            |           |
| A- Wall Calendars                              | 703.50     |            | 4,500.00   | 4,500.00  |
| B- Small Art Calendars                         |            |            |            |           |
| 1. Electros, cuts, etc.                        | 2,659.37   | 2,040.85   | 30,000.00  | 18,211.26 |
| 2. Printing                                    | 5,468.53   | 5,354.48   |            |           |
| 3. Envelopes                                   | 3,086.68   | 3,022.29   |            |           |
| 4. Sorting, Handling, etc.                     | 1,383.78   | 1,371.12   |            |           |
| TOTAL ACCOUNT 7.....                           | 13,301.86  | 11,788.74  | 34,500.00  | 22,711.26 |



|                                       |                                       |             |         |
|---------------------------------------|---------------------------------------|-------------|---------|
| EXPENDED<br>JAN. TO APRIL, Incl. 1930 | EXPENDED<br>JAN. TO APRIL, Incl. 1931 | BUDGET 1931 | BALANCE |
|---------------------------------------|---------------------------------------|-------------|---------|

# ACCOUNT

|                                                                                 |                 |                 |                 |                 |
|---------------------------------------------------------------------------------|-----------------|-----------------|-----------------|-----------------|
| 8. <u>Photographic Expense</u>                                                  |                 |                 |                 |                 |
| A- Salary & Expenses of Photographers                                           | 494.99          | 47.10           | 1,800.00        |                 |
| B- Negatives & Prints                                                           | <u>1,291.82</u> | <u>273.69</u>   |                 |                 |
| TOTAL ACCOUNT 8.....                                                            | 1,786.81        | 320.79          | 1,800.00        | 1,479.21        |
| 9. <u>Electros, cuts, and art work</u>                                          |                 |                 |                 |                 |
|                                                                                 | <u>1,329.92</u> | <u>984.31</u>   | <u>2,000.00</u> | <u>1,015.69</u> |
| TOTAL ACCOUNT 9.....                                                            | 1,329.92        | 984.31          | 2,000.00        | 1,015.69        |
| 10. <u>Pictures, Frames, Packing</u>                                            |                 |                 |                 |                 |
| A- Works of Art purchased for hanging in public places, for reproductions, etc. | 1,036.83        | 1,173.00        |                 |                 |
| B- Plates and Printing                                                          | 145.63          | 3.00            |                 |                 |
| C- Mounting and Framing Pictures, Maps, etc., for hanging in G.N. Offices       | 688.25          | 986.40          | 600.00          |                 |
| D- Mounting and Framing Pictures, Maps, etc. for free distribution              |                 |                 | <u>600.00</u>   |                 |
| TOTAL ACCOUNT 10.....                                                           | 1,870.71        | 1,062.40        | 1,200.00        | 1,137.60        |
| 11. <u>Railway &amp; Steamship Guides</u>                                       |                 |                 |                 |                 |
| A- Cost of Guides furnished G.N. Offices                                        | 22.50           | 20.00           | 3,335.00        |                 |
| B- Cost of representation                                                       | <u>1,016.63</u> | <u>1,106.86</u> |                 |                 |
| TOTAL ACCOUNT 11.....                                                           | 1,039.13        | 1,126.86        | 3,335.00        | 2,208.14        |
| 12. <u>Advertising Distribution Expenses</u>                                    |                 |                 |                 |                 |
| A- Cartage, Freight & Express                                                   |                 |                 |                 |                 |
| 1. Local Hauling                                                                | 557.24          | 316.25          | 1,000.00        | 683.75          |
| 2. Freight & Express                                                            | 1,936.10        | 1,315.08        | 3,600.00        | 2,284.92        |
| B- Mailing Expense                                                              |                 |                 |                 |                 |
| 1. Postage on Coats                                                             | 321.46          | 345.10          | 400.00          | 54.90           |
| 2. Postage and duty on calendars                                                | 3,857.86        | 3,977.15        | 10,000.00       | 6,022.85        |
| 3. Postage on literature and other mail matter                                  | <u>4,149.43</u> | <u>4,474.02</u> | <u>8,000.00</u> | <u>3,525.98</u> |
| TOTAL ACCOUNT 12.....                                                           | 10,822.09       | 10,427.60       | 23,000.00       | 12,572.40       |
| 13. <u>Bulletin Board Advertising</u>                                           |                 |                 |                 |                 |
| A- Space Rentals                                                                | 3,200.00        | 4,330.00        | 13,000.00       | 8,670.00        |
| B- Maintenance, Repaints, etc.                                                  | <u>1,353.12</u> | <u>1,297.89</u> | <u>2,000.00</u> | <u>702.11</u>   |
| TOTAL ACCOUNT 13.....                                                           | 4,553.12        | 5,627.89        | 15,000.00       | 9,372.11        |

|  | EXPENDED             | EXPENDED             |        |              |
|--|----------------------|----------------------|--------|--------------|
|  | JAN. TO APRIL, Incl. | JAN. TO APRIL, Incl. |        |              |
|  | 1930                 | 1931                 | BUDGET | 1931 BALANCE |

# ACCOUNT

## 14. Motion Picture & Lecture Advertising

|                                                                               |          |        |          |          |
|-------------------------------------------------------------------------------|----------|--------|----------|----------|
| A - Salaries & Expenses of lecturers                                          | 186.70   | 251.68 | 350.00   | 98.32    |
| B- Making motion picture negative                                             |          | 25.00  |          | 25.00 (0 |
| C- Slides and motion picture film furnished outside companies and individuals |          | 40.61  | 200.00   | 159.39   |
| D- Slides and motion picture film furnished company representatives           | 1,399.46 | 19.58  | 600.00   | 580.42   |
| TOTAL ACCOUNT 14.....                                                         | 1,586.16 | 336.87 | 1,150.00 | 813.13   |

## 15. Exhibits

|                                           |          |          |          |          |
|-------------------------------------------|----------|----------|----------|----------|
| A- Labor and Material for window displays | 4,100.86 | 4,057.04 | 9,600.00 |          |
| B- Art Exhibits, Fairs, Conventions, etc. |          | 5.00     |          |          |
| TOTAL ACCOUNT 15.....                     | 4,100.86 | 4,062.04 | 9,600.00 | 5,537.96 |

## 16. Joint Advertising

|                                                                                      |          |                       |           |           |
|--------------------------------------------------------------------------------------|----------|-----------------------|-----------|-----------|
| A- G.N. Proportion of cost of literature & publications jointly with other companies | 1,167.63 | 626.23                | 1,000.00  | 373.77    |
| B- Our proportion of Burlington Tours advertising                                    | 182.25   | 80.04                 | 7,500.00  | 7,419.96  |
| C- Farm Tours advertising                                                            |          | 3,106.19              | 12,000.00 | 8,893.81  |
| <del>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</del>                                              |          | <del>XXXXXXXXXX</del> |           |           |
| TOTAL ACCOUNT 16.....                                                                | 1,349.88 | 3,812.46              | 20,500.00 | 16,687.54 |

## 17. Advertising Department Proportion of Expenses Maintaining Outside Offices

|                            |          |          |           |           |
|----------------------------|----------|----------|-----------|-----------|
| A- New York Tourist Bureau | 6,666.68 | 6,666.68 | 20,000.00 |           |
| TOTAL ACCOUNT 17.....      | 6,666.68 | 6,666.68 | 20,000.00 | 13,333.32 |

## 18. Advertising Department

|                                    |           |           |           |           |
|------------------------------------|-----------|-----------|-----------|-----------|
| A- Wages and Expenses of Employees | 12,459.48 | 10,053.29 | 25,000.00 | 14,946.71 |
| B- Stationery & Office Supplies    | 983.37    | 445.97    | 1,800.00  | 1,354.03  |
| C- Electricity, Heating, etc.      | 556.45    | 594.09    | 1,700.00  | 1,105.91  |
| TOTAL ACCOUNT 18.....              | 13,999.30 | 11,093.35 | 28,500.00 | 17,406.65 |

534,071.00  
238 271.81  
295,799.19



|  | EXPENDED<br>JAN. TO APRIL, Incl.<br>1930 | EXPENDED<br>JAN. TO APRIL, Incl.<br>1931 | BUDGET | 1931 BALANCE |
|--|------------------------------------------|------------------------------------------|--------|--------------|
|--|------------------------------------------|------------------------------------------|--------|--------------|

ACCOUNT

|                                                  |                 |                 |                 |                     |
|--------------------------------------------------|-----------------|-----------------|-----------------|---------------------|
| 19. <u>Miscellaneous</u>                         | <u>5,018.13</u> | <u>5,341.62</u> | <u>4,000.00</u> | <u>1,341.62 (ov</u> |
| TOTAL ACCOUNT 19.....                            | 5,018.13        | 5,341.62        | 4,000.00        | 1,341.62            |
|                                                  | <hr/>           | <hr/>           | <hr/>           | <hr/>               |
|                                                  | 317,852.68      | 242,785.65      | 534,071.00      |                     |
| 20. Credits and revenue<br>from sale of material | <u>1,926.05</u> | <u>3,891.31</u> |                 |                     |
|                                                  | <hr/>           | <hr/>           | <hr/>           | <hr/>               |
|                                                  | \$315,916.63    | \$238,894.34    | \$534,071.00    | \$295,176.66        |

|  | EXPENDED<br>JAN. TO MAR., Incl.,<br>1930 | EXPENDED<br>JAN. TO MAR., Incl.,<br>1931 | BUDGET 1931 | BALANCE |
|--|------------------------------------------|------------------------------------------|-------------|---------|
|--|------------------------------------------|------------------------------------------|-------------|---------|

# ACCOUNT

|                                                     |             |             |             |           |
|-----------------------------------------------------|-------------|-------------|-------------|-----------|
| 1. Newspaper Advertising                            |             |             |             |           |
| A- On-Line East                                     |             |             |             |           |
| 1. Space                                            | \$1,931.29  | \$3,196.80  | \$15,500.00 | 12,188.07 |
| 2. Preparation Cost                                 | 359.82      | 115.13      |             |           |
| B- On-Line West                                     |             |             |             |           |
| 1. Space                                            | 10,161.01   | 3,645.37    | 34,500.00   | 30,257.74 |
| 2. Preparation Cost                                 | 1,216.51    | 596.89      |             |           |
| C- Off-Line East                                    |             |             |             |           |
| 1. Space                                            | 16,161.47   | 77.62       | 42,000.00   | 41,915.03 |
| 2. Preparation Cost                                 | 4,606.34    | 7.35        |             |           |
| D- Orient                                           |             |             |             |           |
| 1. Space                                            | 264.86      | 563.97      | 2,000.00    | 1,272.66  |
| 2. Preparation Cost                                 |             | 163.37      |             |           |
| TOTAL ACCOUNT 1.....                                | \$34,701.30 | 8,366.50    | 94,000.00   | 85,633.50 |
| 2. Periodical Advertising                           |             |             |             |           |
| A- On-Line East                                     |             |             |             |           |
| 1. Space                                            | 1,669.20    | 970.18      | 3,500.00    | 1,733.50  |
| 2. Preparation Cost                                 | 789.54      | 796.32      |             |           |
| B- On-Line West                                     |             |             |             |           |
| 1. Space                                            | 221.69      | 166.36      | 1,500.00    | 1,333.64  |
| 2. Preparation Cost                                 | 69.05       |             |             |           |
| C- Orient                                           |             |             |             |           |
| 1. Space                                            | 543.75      | 683.25      | 1,200.00    | 423.25    |
| 2. Preparation Cost                                 | 10.35       | 93.50       |             |           |
| D- General Media                                    |             |             |             |           |
| 1. Space                                            | 14,968.32   | 6,354.20    | 47,216.00   | 37,851.56 |
| 2. Preparation Cost                                 | 2,320.76    | 3,010.24    |             |           |
| E- Misc. Programs, School<br>& Organization Annuals |             |             |             |           |
| 1. Space                                            | 555.00      | 790.00      | 1,000.00    | 210.00    |
| 2. Preparation Cost                                 | 40.49       |             |             |           |
| TOTAL ACCOUNT 2.....                                | 21,188.15   | \$12,864.05 | 54,416.00   | 41,551.95 |
| 3. Radio Advertising                                |             |             |             |           |
| A- Chain Programs                                   |             |             |             |           |
| 1. Facilities                                       | 52,633.33   | 54,698.48   | 145,000.00  |           |
| 2. Program Expense                                  | 26,518.62   | 24,875.65   |             |           |
| 3. Miscellaneous                                    | 308.59      | 1,157.07    |             |           |
| B- Local Announcements                              |             |             |             |           |
| 1. Facilities                                       | 608.51      | 72.85       |             |           |
| 2. Preparation Cost                                 |             |             |             |           |
| TOTAL ACCOUNT 3.....                                | 80,069.05   | 80,804.05   | 145,000.00  | 64,195.95 |

| ACCOUNT                                         | EXPENDED                   | EXPENDED                   | BUDGET          | BALANCE   |
|-------------------------------------------------|----------------------------|----------------------------|-----------------|-----------|
|                                                 | JAN.to MAR., Incl,<br>1930 | JAN.to MAR., incl.<br>1931 | 1931            |           |
| 4. Goat                                         |                            |                            |                 |           |
| A- Printing                                     | \$4,175.75                 | \$3,890.80                 | 8,070.00        |           |
| B- Electros, cuts, etc.                         | 1,074.48                   | 652.98                     |                 |           |
| C- Patching                                     |                            | 10.00                      |                 |           |
| D- Envelopes                                    | <u>Y 232.00</u>            | <u>733.72</u>              |                 |           |
| TOTAL ACCOUNT 4.....                            | \$5,482.23                 | 5,287.50                   | 8,070.00        | 2,782.50  |
| 5. Advertising Literature                       |                            |                            |                 |           |
| A- Time Folders                                 |                            |                            |                 |           |
| 1. Printing                                     | 9,694.45                   | 4,750.40                   | 18,000.00       | 13,249.60 |
| 2. Electros, cuts, etc.                         | 136.61                     | 17.75                      | 200.00          | 182.25    |
| 3. Distribution through agencies                | 1,062.15                   | 780.80                     | 2,000.00        | 1,219.20  |
| 4. Joint Coast Line Folders                     | 51.05                      | 44.50                      | 250.00          | 205.50    |
| 5. Condensed time tables                        | 333.80                     | 135.00                     | 300.00          | 165.00    |
| B- Illustrated Booklets & Folders               |                            |                            |                 |           |
| 1. Printing                                     | 3,187.88                   | 12,861.01                  | 35,000.00       | 20,210.75 |
| 2. Electros, cuts, etc.                         | <u>5,556.14</u>            | <u>1,928.24</u>            |                 |           |
| TOTAL ACCOUNT 5.....                            | 20,022.08                  | \$20,517.70                | 55,750.00       | 35,232.30 |
| 6. Miscellaneous Printing                       |                            |                            |                 |           |
| A- Menus                                        |                            |                            |                 |           |
| 1. Cuts and Art Work                            |                            | 152.88                     | 350.00          | 197.12    |
| 2. Printing                                     | 1,255.92                   | 681.41                     |                 | (over)    |
| B- Maps                                         |                            |                            |                 |           |
| 1. Wall Maps                                    |                            |                            |                 |           |
| 2. Desk Maps                                    |                            |                            |                 |           |
| C- BlotTERS                                     |                            |                            |                 |           |
| 1. Hand                                         | 760.38                     | 958.02                     | 4,000.00        | 2,402.48  |
| 2. Desk                                         | 488.75                     | 639.50                     |                 |           |
| D- Ticket Envelopes                             | 120.00                     | 200.00                     | 400.00          | 200.00    |
| E- Circulars, Flyers and Inserts                | 532.15                     | 49.50                      | 1,200.00        | 1,150.50  |
| F- Post Cards                                   | 1,129.44                   | 587.55                     | 1,800.00        | 1,212.45  |
| G - Miscellaneous                               | 1,498.04                   | 180.10                     | 3,000.00        | 2,819.90  |
| H - Multigraphing, Addressing & Mailing Service | <u>344.71</u>              | <u>2,077.77</u>            | <u>1,500.00</u> | 577.77    |
| TOTAL ACCOUNT 6.....                            | 6,129.39                   | 4,845.32                   | 12,250.00       | 7,404.68  |
| 7. Calendars                                    |                            |                            |                 |           |
| A - Wall Calendars                              | 703.50                     |                            | 4,500.00        | 4,500.00  |
| B- Small Art Calendars                          |                            |                            |                 |           |
| 1. Electros, cuts, etc.                         | 2,659.37                   | 2,040.85                   | 30,000.00       | 20,646.24 |
| 2. Printing                                     | 4,094.94                   | 4,017.05                   |                 |           |
| 3. Envelopes                                    | 2,311.37                   | 2,267.39                   |                 |           |
| 4. Sorting, Handling, etc.                      | <u>1,037.12</u>            | <u>1,028.47</u>            |                 |           |
| TOTAL ACCOUNT 7.....                            | 10,806.30                  | 9,353.76                   | 34,500.00       | 25,146.24 |



| EXPENDED           |  | EXPENDED           |  |             |
|--------------------|--|--------------------|--|-------------|
| JAN.TO MAR.,Incl., |  | JAN.TO MAR.,Incl., |  |             |
| 1930               |  | 1931               |  | BUDGET 1931 |
|                    |  |                    |  | BALANCE     |

# ACCOUNT

|                                                                                 |          |          |           |           |
|---------------------------------------------------------------------------------|----------|----------|-----------|-----------|
| 8. Photographic Expense                                                         |          |          |           |           |
| A- Salary & Expenses of Photographers                                           | 331.91   | 47.10    | 1,800.00  | 1,532.12  |
| B- Negatives & Prints                                                           | 1,064.33 | 220.78   |           |           |
| TOTAL ACCOUNT 8.....                                                            | 1,396.24 | 267.88   | 1,800.00  | 1,532.12  |
| 9. Electros,cuts and art work                                                   |          |          |           |           |
|                                                                                 | 1,181.18 | 893.86   | 2,000.00  | 1,106.14  |
| TOTAL ACCOUNT 9.....                                                            | 1,181.18 | 893.86   | 2,000.00  | 1,106.14  |
| 10. Pictures, Frames, Packing                                                   |          |          |           |           |
| A- Works of Art purchased for hanging in public places, for reproductions, etc. | 694.72   | 8.00     |           |           |
| B- Plates and Printing                                                          | 126.13   | 3.00     |           |           |
| C- Mounting and Framing Pictures, Maps, etc., for hanging in G.N. Offices       | 9.00     | 947.55   | 600.00    |           |
| D- Mounting and Framing Pictures, Maps, etc., for free distribution             |          |          | 600.00    |           |
| TOTAL ACCOUNT 10.....                                                           | 829.85   | 1,958.55 | 1,200.00  | 241.45    |
| 11. Railway & Steamship Guides                                                  |          |          |           |           |
| A- Cost of Guides furnished G.N.I. Offices                                      | 17.50    | 15.00    | 3,335.00  | 2,482.14  |
| B- Cost of representation                                                       | 768.28   | 837.86   |           |           |
| TOTAL ACCOUNT 11.....                                                           | 785.78   | 852.86   | 3,335.00  | 2,482.14  |
| 12. Advertising Distribution Expense                                            |          |          |           |           |
| A- Cartage, Freight & Express                                                   |          |          |           |           |
| 1. Local Hauling                                                                | 406.94   | 233.60   | 1,000.00  | 766.40    |
| 2. Freight & Express                                                            | 1,247.01 | 1,275.60 | 3,600.00  | 2,324.40  |
| B- Mailing Expense                                                              |          |          |           |           |
| 1. Postage on Goats                                                             | 236.46   | 260.10   | 400.00    | 139.90    |
| 2. Postage and duty on calendars                                                | 2,984.76 | 3,044.20 | 10,000.00 | 6,955.80  |
| 3. Postage on literature and other mail matter                                  | 2,603.09 | 2,848.04 | 8,000.00  | 5,151.96  |
| TOTAL ACCOUNT 12.....                                                           | 7,478.26 | 7,661.54 | 23,000.00 | 15,338.46 |
| 13. Bulletin Board Advertising                                                  |          |          |           |           |
| A - Space Rentals                                                               | 2,403.00 | 3,260.00 | 13,000.00 | 9,740.00  |
| B - Maintenance, Repaints, etc.                                                 |          |          | 2,000.00  | 1,539.54  |
|                                                                                 | 1,265.45 | 460.46   |           |           |
| TOTAL ACCOUNT 13.....                                                           | 3,668.45 | 3,720.46 | 15,000.00 | 11,279.54 |

350 00  
215 PM  
134 16

|  | EXPENDED<br>JAN. TO MAR., Incl.,<br>1930 | EXPENDED<br>JAN. TO MAR., Incl.,<br>1931 | BUDGET 1931 | BALANCE |
|--|------------------------------------------|------------------------------------------|-------------|---------|
|--|------------------------------------------|------------------------------------------|-------------|---------|

ACCOUNT

|                                                                                      |           |                   |           |                   |
|--------------------------------------------------------------------------------------|-----------|-------------------|-----------|-------------------|
| 14. Motion Picture & Lecture Advertising                                             |           |                   |           |                   |
| A- Salaries and Expenses of Lecturers                                                | \$148.80  | \$215.84          | 350.00    | 134.16            |
| B- Making Motion picture negative                                                    |           |                   |           |                   |
| C- Slides and motion picture film furnished outside companies and individuals        |           | 40.61             | 200.00    | 159.39            |
| D- Slides and motion picture film furnished company representatives                  | 1,380.51  | 19.58             | 600.00    | 580.42            |
| TOTAL ACCOUNT 14.....                                                                | 1,529.31  | 276.03            | 1,150.00  | 873.97            |
| 15. Exhibits                                                                         |           |                   |           |                   |
| A- Labor and Material for window displays                                            | 2,802.58  | 3,266.84          | 9,600.00  | 6,332.16          |
| B- Art Exhibits, Fairs, Conventions, etc.                                            |           | 5.00              |           |                   |
| TOTAL ACCOUNT 15.....                                                                | 2,802.58  | 3,271.84          | 9,600.00  | 6,338.16          |
| 16. Joint Advertising                                                                |           |                   |           |                   |
| A- G.N. Proportion of cost of literature & publications jointly with other companies | 931.92    | 590.79            | 1,000.00  | 409.21            |
| B- Our proportion of Burlington Tours advertising                                    | 182.25    | 80.04             | 7,500.00  | 7,419.96          |
| C- Farm Tours Advertising                                                            |           | 737.71            | 12,000.00 | 11,262.29         |
| <del>XXXXXXXXXXXXXXXXXXXX</del>                                                      |           | <del>433.61</del> |           | <del>XXXXXX</del> |
| TOTAL ACCOUNT 16.....                                                                | 1,114.17  | 1,408.54          | 20,500.00 | 19,091.46 (Over)  |
| 17. Advertising Department Proportion of Expenses Maintaining Outside Offices        |           |                   |           |                   |
| A- New York Tourist Bureau                                                           | 5,000.01  | 5,000.01          | 20,000.00 | 14,999.99         |
| TOTAL ACCOUNT 17.....                                                                | 5,000.01  | 5,000.01          | 20,000.00 | 14,999.99         |
| 18. Advertising Department                                                           |           |                   |           |                   |
| A- Wages and Expenses of Employees                                                   | 9,426.08  | 7,451.06          | 25,000.00 | 17,548.94         |
| B- Stationery & Office Supplies                                                      | 457.19    | 407.19            | 1,800.00  | 1,392.81          |
| C- Electricity, Heating, etc.                                                        | 403.34    | 492.24            | 1,700.00  | 1,207.76          |
| TOTAL ACCOUNT 18.....                                                                | 10,286.61 | 8,350.49          | 28,500.00 | 20,149.51         |



534 071.00  
173 712.75  

---

60353.25

|  | EXPENDED<br>JAN. TO MAR., Incl.,<br>1930 | EXPENDED<br>JAN. TO MAR., Incl.,<br>1931 | BUDGET 1931 | BALANCE |
|--|------------------------------------------|------------------------------------------|-------------|---------|
|--|------------------------------------------|------------------------------------------|-------------|---------|

ACCOUNT

|                          |                 |                 |                 |                 |
|--------------------------|-----------------|-----------------|-----------------|-----------------|
| 19. <u>Miscellaneous</u> | <u>4,743.96</u> | <u>2,316.13</u> | <u>4,000.00</u> | <u>1,683.87</u> |
| TOTAL ACCOUNT 19.....    | 4,743.96        | 2,316.13        |                 | 1,683.87        |

|             |            |            |            |  |
|-------------|------------|------------|------------|--|
| TOTAL ..... | 219,214.90 | 177,017.07 | 534,071.00 |  |
|-------------|------------|------------|------------|--|

|                                                  |                 |                 |              |              |
|--------------------------------------------------|-----------------|-----------------|--------------|--------------|
| 20. Revenue from Sale<br>of Material and Credits | <u>1,618.09</u> | <u>3,299.32</u> |              |              |
|                                                  | \$217,596.81    | \$173,717.75    | \$534,071.00 | \$360,353.25 |

|  | EXPENDED<br>JAN. & FEB.<br>1930 | EXPENDED<br>JAN. & FEB.<br>1931 | BUDGET<br>1931 | BALANCE |
|--|---------------------------------|---------------------------------|----------------|---------|
|--|---------------------------------|---------------------------------|----------------|---------|

# ACCOUNT

## 1. Newspaper Advertising

### A- On-Line East

|                     |            |            |             |             |
|---------------------|------------|------------|-------------|-------------|
| 1. Space            | \$1,864.82 | \$3,088.24 | \$15,500.00 | \$12,296.63 |
| 2. Preparation Cost | 186.29     | 115.13     |             |             |

### B- On-Line West

|                     |          |          |           |           |
|---------------------|----------|----------|-----------|-----------|
| 1. Space            | 4,444.07 | 2,566.35 | 34,500.00 | 31,420.10 |
| 2. Preparation Cost | 1,085.57 | 513.55   |           |           |

### C- Off-Line East

|                     |          |      |           |           |
|---------------------|----------|------|-----------|-----------|
| 1. Space            | 6,922.17 |      | 42,000.00 | 41,992.65 |
| 2. Preparation Cost | 4,606.34 | 7.35 |           |           |

### D- Orient

|                     |        |        |          |          |
|---------------------|--------|--------|----------|----------|
| 1. Space            | 176.69 | 363.49 | 2,000.00 | 1,473.14 |
| 2. Preparation Cost |        | 163.37 |          |          |

|                      |              |            |           |           |
|----------------------|--------------|------------|-----------|-----------|
| TOTAL ACCOUNT 1..... | \$ 19,285.95 | \$6,817.48 | 94,000.00 | 87,182.52 |
|----------------------|--------------|------------|-----------|-----------|

## 2. Periodical Advertising

### A- On-Line East

|                     |          |        |          |          |
|---------------------|----------|--------|----------|----------|
| 1. Space            | 1,255.60 | 767.10 | 3,500.00 | 2,216.29 |
| 2. Preparation Cost | 440.45   | 516.61 |          |          |

### B- On-Line West

|                     |        |       |          |          |
|---------------------|--------|-------|----------|----------|
| 1. Space            | 135.49 | 88.00 | 1,500.00 | 1,412.00 |
| 2. Preparation Cost |        |       |          |          |

### C- Orient

|                     |        |        |          |        |
|---------------------|--------|--------|----------|--------|
| 1. Space            | 425.00 | 520.32 | 1,200.00 | 607.30 |
| 2. Preparation Cost |        | 72.38  |          |        |

### D- General Media

|                     |          |          |           |           |
|---------------------|----------|----------|-----------|-----------|
| 1. Space            | 7,536.32 | 324.81   | 47,216.00 | 44,136.37 |
| 2. Preparation Cost | 1,497.47 | 2,754.82 |           |           |

### E- Misch. Programs, School & Organization Annuals

|                     |        |        |          |        |
|---------------------|--------|--------|----------|--------|
| 1. Space            | 555.00 | 500.00 | 1,000.00 | 500.00 |
| 2. Preparation Cost |        |        |          |        |

|                      |             |            |           |           |
|----------------------|-------------|------------|-----------|-----------|
| TOTAL ACCOUNT 2..... | \$11,845.33 | \$5,544.04 | 54,416.00 | 48,871.96 |
|----------------------|-------------|------------|-----------|-----------|

## 3. Radio Advertising

### A - Chain Programs

|                    |           |           |            |  |
|--------------------|-----------|-----------|------------|--|
| 1. Facilities      | 38,497.73 | 34,944.40 | 145,000.00 |  |
| 2. Program Expense | 18,391.62 | 15,803.90 |            |  |
| 3. Miscellaneous   | 86.30     | 1,092.82  |            |  |

### B- Local Announcements

|                     |        |       |  |  |
|---------------------|--------|-------|--|--|
| 1. Facilities       | 434.20 | 72.85 |  |  |
| 2. Preparation Cost |        |       |  |  |

|                      |             |           |            |           |
|----------------------|-------------|-----------|------------|-----------|
| TOTAL ACCOUNT 3..... | \$57,409.85 | 51,913.97 | 145,000.00 | 93,086.03 |
|----------------------|-------------|-----------|------------|-----------|



| ACCOUNT                                        | EXPENDED<br>JAN. & FEB.<br>1930 | EXPENDED<br>JAN. & FEB.<br>1931 | BUDGET<br>1931 | BALANCE   |
|------------------------------------------------|---------------------------------|---------------------------------|----------------|-----------|
| 4. Goat                                        |                                 |                                 |                |           |
| A- Printing                                    | \$2,803.25                      | \$2,596.40                      | 8,070.00       | 5,016.72  |
| B- Electros, cuts, etc.                        | 481.36                          | 456.88                          |                |           |
| C- Patching                                    |                                 |                                 |                |           |
| D- Envelopes                                   | 232.00                          |                                 |                |           |
| TOTAL ACCOUNT 4.....                           | 3,516.61                        | 3,053.28                        | 8,070.00       | 5,016.72  |
| 5. Advertising Literature                      |                                 |                                 |                |           |
| A- Time Folders                                |                                 |                                 |                |           |
| 1. Printing                                    | 4,970.80                        | 4,750.40                        | 18,000.00      | 13,249.60 |
| 2. Electros, cuts, etc.                        | 50.75                           | 17.75                           | 200.00         | 182.25    |
| 3. Distribution through agencies               | 683.94                          | 373.50                          | 2,000.00       | 1,626.50  |
| 4. Joint Coast Line Folders                    |                                 | 44.50                           | 250.00         | 205.50    |
| 5. Condensed time tables                       | 143.00                          | 135.00                          | 300.00         | 165.00    |
| B- Illustrated Booklets and Folders            |                                 |                                 |                |           |
| 1. Printing                                    | 302.30                          | 11,724.74                       | 35,000.00      | 22,183.51 |
| 2. Electros, cuts, etc.                        | 2,377.87                        | 1,091.75                        |                |           |
| TOTAL ACCOUNT 5.....                           | 8,528.66                        | 18,137.64                       | 55,750.00      | 37,612.36 |
| 6. Miscellaneous Printing                      |                                 |                                 |                |           |
| A - Menus                                      |                                 |                                 |                |           |
| 1. Cuts and Art Work                           |                                 |                                 |                |           |
| 2. Printing                                    | 804.81                          |                                 | 350.00         |           |
| B- Maps                                        |                                 |                                 |                |           |
| 1. Wall Maps                                   |                                 |                                 |                |           |
| 2. Desk Maps                                   |                                 |                                 |                |           |
| C- Blotters                                    |                                 |                                 |                |           |
| 1. Hand                                        | 240.41                          | 672.19                          | 4,000.00       | 2,688.31  |
| 2. Desk                                        | 258.75                          | 639.50                          |                |           |
| D- Ticket Envelopes                            | 60.00                           | 200.00                          | 400.00         | 200.00    |
| E- Circulars, Flyers and Inserts               | 324.15                          | 49.50                           | 1,200.00       | 1,150.50  |
| F- Post Cards                                  | 650.86                          | 500.21                          | 1,800.00       | 1,299.79  |
| G- Miscellaneous                               | 953.50                          | 141.20                          | 3,000.00       | 2,858.80  |
| H- Multigraphing, Addressing & Mailing Service | 83.10                           | 1,615.19                        | 1,500.00       |           |
| I- Posters                                     |                                 |                                 |                |           |
| TOTAL ACCOUNT 6.....                           | 3,375.58                        | 3,817.79                        | 12,250.00      | 8,432.21  |
| 7. Calendars                                   |                                 |                                 |                |           |
| A- Wall Calendars                              | 703.50                          |                                 | 4,500.00       | 4,500.00  |
| B- Small Art Calendars                         |                                 |                                 |                |           |
| 1. Electros, cuts, etc.                        | 2,064.37                        | 874.65                          | 30,000.00      | 24,239.94 |
| 2. Printing                                    | 2,719.50                        | 2,684.08                        |                |           |
| 3. Envelopes                                   | 1,535.01                        | 1,515.01                        |                |           |
| 4. Sorting, Handling, etc.                     | 690.25                          | 686.32                          |                |           |
| TOTAL ACCOUNT 7.....                           | 7,712.63                        | 5,760.06                        | 34,500.00      | 28,739.94 |

| ACCOUNT                                                                                   | EXPENDED<br>JAN. & FEB.<br>1930 | EXPENDED<br>JAN. & FEB.<br>1931 | BUDGET<br>1931 | BALANCE   |
|-------------------------------------------------------------------------------------------|---------------------------------|---------------------------------|----------------|-----------|
| 8. <u>Photographic Expense</u>                                                            |                                 |                                 |                |           |
| A - Salary & Expenses<br>of Photographers                                                 | \$224.01                        |                                 | 1,800.00       | 1,591.14  |
| B - Negatives & Prints                                                                    | 583.49                          | 208.86                          |                |           |
| TOTAL ACCOUNT 8....                                                                       | 807.50                          | 208.86                          | 1,800.00       | 1,591.14  |
| 9. <u>Electros, cuts and art work</u>                                                     | 944.77                          | 642.05                          | 2,000.00       | 1,357.95  |
| TOTAL ACCOUNT 9.....                                                                      | 944.77                          | 642.05                          | 2,000.00       | 1,357.95  |
| 10. <u>Pictures, Frames, Packing</u>                                                      |                                 |                                 |                |           |
| A - Works of Art purchased<br>for hanging in public<br>places, for reproductions,<br>etc. | 577.12                          | 8.00                            |                |           |
| B - Plates and Printing                                                                   | 55.63                           | 3.00                            |                |           |
| C - Mounting and Framing<br>Pictures, Maps, etc. for<br>hanging in G.N. Offices           | 9.00                            | 900.40                          | 600.00         |           |
| D - Mounting and Framing<br>Pictures, Maps, etc. for<br>free distribution                 |                                 |                                 | 600.00         |           |
| TOTAL ACCOUNT 10.....                                                                     | 641.75                          | 911.40                          | 1,200.00       | 288.60    |
| 11. <u>Railway &amp; Steamship Guides</u>                                                 |                                 |                                 |                |           |
| A - Cost of Guides furnished<br>G.N. Offices                                              | 12.50                           | 10.00                           | 3,335.00       |           |
| B - Cost of representation                                                                | 447.92                          | 564.85                          |                |           |
| TOTAL ACCOUNT 11.....                                                                     | 460.42                          | 574.85                          | 3,335.00       | 2,760.15  |
| 12. <u>Advertising Distribution<br/>Expense</u>                                           |                                 |                                 |                |           |
| A - Cartage, Freight & Express                                                            |                                 |                                 |                |           |
| 1. Local Hauling                                                                          | 228.54                          | 142.75                          | 1,900.00       | 857.25    |
| 2. Freight & Express                                                                      | 871.69                          | 693.33                          | 3,600.00       | 2,906.67  |
| B - Mailing Expense                                                                       |                                 |                                 |                |           |
| 1. Postage on Goats                                                                       | 151.46                          | 173.48                          | 400.00         | 226.52    |
| 2. Postage and duty on<br>calendars                                                       | 2,174.17                        | 1,996.22                        | 10,000.00      | 8,003.78  |
| 3. Postage on literature<br>and other mail matter                                         | 1,217.07                        | 1,307.30                        | 8,000.00       | 6,692.70  |
| TOTAL ACCOUNT 12.....                                                                     | 4,642.93                        | 4,313.08                        | 23,000.00      | 18,686.92 |
| 13. <u>Bulletin Board Advertising</u>                                                     |                                 |                                 |                |           |
| A - Space Rentals                                                                         | 1,606.00                        | 2,190.00                        | 13,000.00      | 10,810.00 |
| B - Maintenance, Repaints, etc.                                                           | 1,177.15                        | 339.69                          | 2,000.00       | 1,660.31  |
| TOTAL ACCOUNT 13.....                                                                     | 2,783.15                        | 2,529.69                        | 15,000.00      | 12,470.31 |

| ACCOUNT                                                                              | EXPENDED            | EXPENDED            | BUDGET    | BALANCE   |
|--------------------------------------------------------------------------------------|---------------------|---------------------|-----------|-----------|
|                                                                                      | JAN. & FEB.<br>1930 | JAN. & FEB.<br>1931 | 1931      |           |
| 14. Motion Picture & Lecture Advertising                                             |                     |                     |           |           |
| A- Salaries and Expenses of Lecturers                                                | \$100.80            | \$162.75            | \$350.00  | \$187.25  |
| B- Making motion picture negative                                                    |                     |                     |           |           |
| C- Slides and motion picture film furnished outside companies and individuals        |                     | 40.61               | 200.00    | 159.39    |
| D- Slides and motion picture film furnished company representatives                  | 173.05              | 19.58               | 600.00    | 580.42    |
| TOTAL ACCOUNT 14.....                                                                | 273.85              | 222.94              | 1,150.00  | 927.06    |
| 15. Exhibits                                                                         |                     |                     |           |           |
| A- Labor and Material for window displays                                            | 1,818.02            | 2,152.06            | 9,600.00  | 7,439.92  |
| B- Art Exhibits, Fairs, Conventions, etc.                                            |                     | 5.00                |           |           |
| TOTAL ACCOUNT 15.....                                                                | 1,818.02            | 2,157.06            | 9,600.00  | 7,442.94  |
| 16. Joint Advertising                                                                |                     |                     |           |           |
| A- G.N. Proportion of Cost of literature & publications jointly with other companies | 801.14              | 94.97               | 1,000.00  | 905.03    |
| B- Our proportion of Burlington Tours advertising                                    |                     |                     | 7,500.00  | 7,500.00  |
| C- Farm Tours advertising                                                            |                     | 13.96               | 12,000.00 | 11,986.04 |
| <del>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</del>                                              |                     | <del>405.64</del>   |           |           |
| TOTAL ACCOUNT 16.....                                                                | 801.14              | 108.93              | 20,500.00 | 20,391.07 |
| 17. Advertising Department Proportion of Expenses Maintaining Outside Offices        |                     |                     |           |           |
| A- New York Tourist Bureau                                                           | 3,333.34            | 3,333.34            | 20,000.00 | 16,666.66 |
| TOTAL ACCOUNT 17.....                                                                | 3,333.34            | 3,333.34            | 20,000.00 | 16,666.66 |
| 18. Advertising Department                                                           |                     |                     |           |           |
| A- Wages and Expenses of Employees                                                   | 6,311.49            | 4,981.51            | 25,000.00 | 20,018.49 |
| B- Stationery & Office Supplies                                                      | 388.60              | 267.87              | 1,800.00  | 1,532.13  |
| C- Electricity, Heating, etc.                                                        | 213.84              | 355.03              | 1,700.00  | 1,344.97  |
| TOTAL ACCOUNT 18.....                                                                | 6,913.93            | 5,604.41            | 28,500.00 | 22,895.59 |



EXPENDED  
JAN. & FEB.  
1930

EXPENDED  
JAN. & FEB.  
1931

BUDGET  
1931

BALANCE

ACCOUNT

|                                                      |                   |                 |                   |                   |
|------------------------------------------------------|-------------------|-----------------|-------------------|-------------------|
| 19. <u>Miscellaneous</u>                             | <u>\$4,392.01</u> | <u>1,986.63</u> | <u>\$4,000.00</u> | <u>2,013.37</u>   |
| TOTAL ACCOUNT 19.....                                | 4,392.01          | 1,986.63        | 4,000.00          | 2,013.37          |
| TOTAL .....                                          | 139,487.42        | 117,637.50      | 528,071.00        |                   |
| 20. Revenue from Sale of<br>Material and Credits.... | <u>962.65</u>     | <u>3,071.17</u> | <u>          </u> | <u>          </u> |
|                                                      | \$138,524.77      | \$114,566.33    | \$534,071.00      | \$419,504.67      |

EXPENSES  
FOR  
JANUARY  
1930

EXPENSES  
FOR  
JANUARY  
1931

DECREASE

INCREASE

ACCOUNT

1. Newspaper Advertising

A - On-Line East

1. Space 1,676.13  
2. Preparation Cost 186.29

1,649.29  
102.83  
26.84  
83.46

B - On-Line West

1. Space 4,172.05  
2. Preparation Cost 720.95

2,244.62  
158.41  
1,927.43  
562.54

C - Off-Line East

1. Space 6,914.67  
2. Preparation Cost 2,103.69

7.35  
6,914.67  
2,096.34

D - Orient

1. Space 113.37  
2. Preparation Cost

188.27  
100.79  
74.90  
100.79

TOTAL ACCOUNT 1..... 15,887.15

4,451.56  
11,435.59

2. Periodical Advertising

A - On-Line East

1. Space 492.00  
2. Preparation Cost 162.27

372.32  
140.55  
119.68  
21.72

B - On-Line West

1. Space 64.96  
2. Preparation Cost

25.00  
39.96

C - Orient

1. Space 287.50  
2. Preparation Cost

303.98  
39.00  
16.48  
39.00

D - General Media

1. Space 3,372.71  
2. Preparation Cost 1,038.79

159.81  
2,579.07  
3,212.90  
1,540.28

E - Misc. Programs, School  
& Organization Annuals

1. Space 500.00  
2. Preparation Cost

500.00

TOTAL ACCOUNT 2..... 5,918.23

4,119.73  
1,798.50

3. Radio Advertising

A - Chain Programs

1. Facilities 20,889.10  
2. Program Expense 9,371.62  
3. Miscellaneous .67

15,532.52  
6,564.50  
259.80  
5,356.58  
2,807.12  
259.13

B - Local Announcements

1. Facilities 250.32  
2. Preparation Cost

72.85  
177.47

TOTAL ACCOUNT 3..... 30,511.71

22,429.67  
8,082.04

| ACCOUNT                                         | EXPENSES<br>FOR<br>JANUARY<br>1930 | EXPENSES<br>FOR<br>JANUARY<br>1931 | DECREASE | INCREASE |
|-------------------------------------------------|------------------------------------|------------------------------------|----------|----------|
| 4. Goat                                         |                                    |                                    |          |          |
| A - Printing                                    | \$1,404.50                         | 1,321.60                           | 82.90    |          |
| B - Electros, cuts, etc.                        | 160.83                             | 224.35                             |          | 63.52    |
| C - Patching                                    |                                    |                                    |          |          |
| D - Envelopes                                   |                                    |                                    |          |          |
| TOTAL ACCOUNT 4.....                            | 1,565.33                           | 1,545.95                           | 19.38    |          |
| 5. Advertising Literature                       |                                    |                                    |          |          |
| A - Time Folders                                |                                    |                                    |          |          |
| 1. Printing                                     | 4,970.80                           | 4,750.40                           | 220.40   |          |
| 2. Electros, cuts, etc.                         |                                    | 17.75                              |          | 17.75    |
| 3. Distribution through agencies                | 490.44                             | 185.00                             | 305.44   |          |
| 4. Joint Coast Line folders                     |                                    | 44.50                              |          | 44.50    |
| 5. Condensed time tables                        | 143.00                             | 135.00                             | 8.00     |          |
| B - Illustrated Booklets and Folders            |                                    |                                    |          |          |
| 1. Printing                                     |                                    | 2,215.84                           |          | 2,215.84 |
| 2. Electros, cuts, etc.                         | 1,718.82                           | 860.36                             | 858.46   |          |
| TOTAL ACCOUNT 5.....                            | 7,323.06                           | 8,208.85                           |          | 885.79   |
| 6. Miscellaneous Printing                       |                                    |                                    |          |          |
| A - Menus                                       |                                    |                                    |          |          |
| 1. Cuts and Art work                            |                                    |                                    |          |          |
| 2. Printing                                     | 419.38                             | 177.36                             |          |          |
| B - Maps                                        |                                    |                                    |          |          |
| 1. Wall Maps                                    |                                    |                                    |          |          |
| 2. Desk Maps                                    |                                    |                                    |          |          |
| C - Blotters                                    |                                    |                                    |          |          |
| 1. Hand                                         | 139.16                             | 370.84                             |          | 231.68   |
| 2. Desk                                         | 258.75                             | 389.50                             |          | 130.75   |
| D - Ticket Envelopes                            |                                    |                                    |          |          |
| E - Circulars, Flyers and Inserts               |                                    |                                    |          |          |
| F - Post Cards                                  | 8.33                               | 24.12                              |          | 15.79    |
| G - Miscellaneous                               | 705.24                             | 50.94                              | 654.30   |          |
| H - Multigraphing, Addressing & Mailing Service | 19.05                              | 367.64                             |          | 348.59   |
| TOTAL ACCOUNT 6.....                            | 1,549.91                           | 1,203.04                           | 346.87   |          |
| 7. Calendars                                    |                                    |                                    |          |          |
| A - Wall Calendars                              | 703.50                             |                                    | 703.50   |          |
| B - Small Art Calendars                         |                                    |                                    |          |          |
| 1. Electros, cuts, etc.                         | 2,064.37                           |                                    | 2,064.37 |          |
| 2. Printing                                     | 1,369.81                           | 1,341.66                           | 28.15    |          |
| 3. Envelopes                                    | 773.19                             | 757.28                             | 15.91    |          |
| 4. Sorting, Handling, etc.                      | 346.24                             | 343.12                             | 3.12     |          |
| TOTAL ACCOUNT 7.....                            | 5,257.11                           | 2,442.06                           | 2,815.05 |          |



| ACCOUNT                                                                                  | EXPENSES<br>FOR<br>JANUARY<br>1930 | EXPENSES<br>FOR<br>JANUARY<br>1931 | DECREASE      | INCREASE     |
|------------------------------------------------------------------------------------------|------------------------------------|------------------------------------|---------------|--------------|
| 8. <u>Photographic Expense</u>                                                           |                                    |                                    |               |              |
| A - Salary & Expenses<br>of Photographers                                                |                                    |                                    |               |              |
| B - Negatives & Prints                                                                   | <u>395.73</u>                      | <u>167.68</u>                      | <u>228.05</u> |              |
| TOTAL ACCOUNT 8.....                                                                     | 395.73                             | 167.68                             | 228.05        |              |
| 9. <u>Electros, cuts &amp; art work</u>                                                  | <u>573.55</u>                      | <u>476.50</u>                      | <u>97.05</u>  |              |
| TOTAL ACCOUNT 9.....                                                                     | 573.55                             | 476.50                             | 97.05         |              |
| 10. <u>Pictures, Frames, Packing</u>                                                     |                                    |                                    |               |              |
| A - Works of Art purchased<br>for hanging in public<br>places, for reproduction,<br>etc. | 155.85                             |                                    | 155.85        |              |
| B - Plates and Printing                                                                  | 22.50                              | 3.00                               | 19.50         |              |
| C - Mounting and Framing<br>Pictures, Maps, etc., for<br>hanging in G.N. Offices         | 7.75                               | 830.40                             |               | 822.65       |
| D - Mounting and Framing<br>Pictures, Maps, etc., for<br>free distribution               |                                    |                                    |               |              |
| TOTAL ACCOUNT 10.....                                                                    | 186.10                             | 833.40                             |               | 647.30       |
| 11. <u>Railway &amp; Steamship Guides</u>                                                |                                    |                                    |               |              |
| A - Cost of Guides furnished<br>G.N. Offices                                             | 7.50                               | 5.00                               | 2.50          |              |
| B - Cost of representation                                                               | <u>223.96</u>                      | <u>296.33</u>                      |               | <u>72.37</u> |
| TOTAL ACCOUNT 11,.....                                                                   | 231.46                             | 301.33                             |               | 69.87        |
| 12. <u>Advertising Distribution<br/>Expense</u>                                          |                                    |                                    |               |              |
| A - Cartage, Freight & Express                                                           |                                    |                                    |               |              |
| 1. Local Hauling                                                                         | 136.54                             | 70.50                              | 66.04         |              |
| 2. Freight & Express                                                                     | 424.41                             | 398.13                             | 26.28         |              |
| B - Mailing Expense                                                                      |                                    |                                    |               |              |
| 1. Postage on Goats                                                                      | 69.29                              | 86.85                              |               | 17.56        |
| 2. Postage and duty on<br>calendars                                                      | 1,060.85                           | 1,054.38                           | 6.47          |              |
| 3. Postage on literature<br>and other mail matter                                        | <u>541.88</u>                      | <u>536.25</u>                      | <u>5.63</u>   |              |
| TOTAL ACCOUNT 12.....                                                                    | 2,232.97                           | 2,146.11                           | 86.86         |              |
| 13. <u>Bulletin Board Advertising</u>                                                    |                                    |                                    |               |              |
| A - Space Rentals                                                                        | 809.00                             | 1,095.00                           |               | 286.00       |
| B - Maintenance, Repaints, etc.                                                          | <u>835.59</u>                      | <u>219.52</u>                      | <u>616.07</u> |              |
| TOTAL ACCOUNT 13.....                                                                    | 1,644.59                           | 1,314.52                           | 330.07        |              |

| ACCOUNT                                                                               | EXPENSES<br>FOR<br>JANUARY<br>1930 | EXPENSES<br>FOR<br>JANUARY<br>1931 | DECREASE | INCREASE |
|---------------------------------------------------------------------------------------|------------------------------------|------------------------------------|----------|----------|
| 14. Motion Picture & Lecture Advertising                                              |                                    |                                    |          |          |
| A - Salaries & Expenses of Lecturers                                                  | 53.85                              | 57.50                              |          | 3.65     |
| B - Making motion picture negative                                                    |                                    |                                    |          |          |
| C - Slides and motion picture film furnished outside companies and individuals        |                                    | 40.61                              |          | 40.61    |
| D - Slides and motion picture film furnished company representatives                  | 119.83                             | 13.16                              | 106.67   |          |
| TOTAL ACCOUNT 14.....                                                                 | 173.68                             | 111.27                             | 62.41    |          |
| 15. Exhibits                                                                          |                                    |                                    |          |          |
| A - Labor and Material for Window displays                                            | 816.25                             | 1,622.33                           |          | 746.08   |
| B - Art Exhibits, Fairs, Conventions, etc.                                            |                                    | 5.00                               |          | 5.00     |
| TOTAL ACCOUNT 15.....                                                                 | 816.25                             | 1,627.33                           |          | 751.08   |
| 16. Joint Advertising                                                                 |                                    |                                    |          |          |
| A - G.N. Proportion of Cost of literature & publications jointly with other companies | 273.68                             | 94.97                              | 178.71   |          |
| B - Our proportion of Burlington Tours advertising                                    |                                    |                                    |          |          |
| C - Farm Tours advertising                                                            |                                    |                                    |          |          |
| TOTAL ACCOUNT 16.....                                                                 | 273.68                             | 94.97                              | 178.71   |          |
| 17. Advertising Department Proportion of Expenses Maintaining Outside Offices         | 2,083.33                           | 1,666.67                           | 416.66   |          |
| A - New York Tourist Bureau..                                                         |                                    |                                    |          |          |
| TOTAL ACCOUNT 17.....                                                                 | 2,083.33                           | 1,666.67                           | 416.66   |          |
| 18. Advertising Department                                                            |                                    |                                    |          |          |
| A - Wages and Expenses of Employes                                                    | 3,133.29                           | 2,502.70                           | 630.59   |          |
| B - Stationery & Office Supplies                                                      | 316.10                             | 73.29                              |          | 242.81   |
| C - Electricity, Heating, etc.                                                        | 56.57                              | 108.75                             |          | 52.18    |
| TOTAL ACCOUNT 18.....                                                                 | 3,505.96                           | 2,684.74                           | 821.22   |          |

| ACCOUNT                  | EXPENSES<br>FOR<br>JANUARY<br>1930 | EXPENSES<br>FOR<br>JANUARY<br>1930 | DECREASE      | INCREASE |
|--------------------------|------------------------------------|------------------------------------|---------------|----------|
| 19. <u>Miscellaneous</u> | <u>698.51</u>                      | <u>382.70</u>                      | <u>315.81</u> |          |
| TOTAL ACCOUNT 19.....    | 698.51                             | 382.70                             | 315.81        |          |
| TOTAL .....              | \$0,828.31                         | \$56,208.08                        |               |          |
| 20. Credits.....         | <u>483.28</u>                      | <u>2,706.52</u>                    |               |          |
|                          | \$80,345.03                        | \$53,501.56                        | \$26,843.47   |          |



SEPTEMBEROCTOBERNOVEMBERDECEMBERACCOUNT1. Newspaper Advertising

## A- On-Line East

|                     |            |          |         |          |
|---------------------|------------|----------|---------|----------|
| 1. Space            | \$2,051.77 | \$125.37 | \$25.48 | \$373.03 |
| 2. Preparation Cost |            |          | 27.46   | 216.52   |

## B- On-Line West

|                     |          |          |          |          |
|---------------------|----------|----------|----------|----------|
| 1. Space            | 2,408.90 | 2,123.67 | 1,979.56 | 2,299.43 |
| 2. Preparation Cost | 276.37   |          | 158.78   | 190.06   |

## C- Off-Line East

|                     |        |  |  |          |
|---------------------|--------|--|--|----------|
| 1. Space            | 156.82 |  |  | 1,200.00 |
| 2. Preparation Cost | 114.35 |  |  |          |

## D- Orient

|                     |       |        |        |        |
|---------------------|-------|--------|--------|--------|
| 1. Space            | 72.75 | 178.46 | 341.22 | 127.84 |
| 2. Preparation Cost | 43.15 |        |        | 54.17  |

|                      |          |            |          |          |
|----------------------|----------|------------|----------|----------|
| TOTAL ACCOUNT 1..... | 5,124.11 | \$2,427.50 | 2,532.50 | 4,461.05 |
|----------------------|----------|------------|----------|----------|

2. Periodical Advertising

## A- On-Line East

|                     |        |        |        |       |
|---------------------|--------|--------|--------|-------|
| 1. Space            | 306.25 | 309.26 | 155.72 | 99.92 |
| 2. Preparation Cost |        | 51.48  | 71.30  | 77.75 |

## B- On-Line West

|                     |       |       |       |       |
|---------------------|-------|-------|-------|-------|
| 1. Space            | 86.92 | 59.76 | 45.00 | 50.00 |
| 2. Preparation Cost |       |       |       |       |

## C- Orient

|                     |        |        |        |        |
|---------------------|--------|--------|--------|--------|
| 1. Space            | 246.57 | 243.06 | 260.55 | 341.14 |
| 2. Preparation Cost |        | 49.04  | 82.76  | 54.03  |

## D- General Media

|                     |        |        |        |        |
|---------------------|--------|--------|--------|--------|
| 1. Space            | 270.00 | 408.83 | 491.14 | 653.03 |
| 2. Preparation Cost | 57.90  | 169.76 | 128.56 | 219.87 |

E- Misc. Programs, School  
& Organization Annuals

|                     |  |  |  |  |
|---------------------|--|--|--|--|
| 1. Space            |  |  |  |  |
| 2. Preparation Cost |  |  |  |  |

|                      |        |          |          |          |
|----------------------|--------|----------|----------|----------|
| TOTAL ACCOUNT 2..... | 967.64 | 1,291.19 | 1,235.03 | 1,495.74 |
|----------------------|--------|----------|----------|----------|

3. Radio Advertising

## A- Chain Programs

|                    |  |  |  |  |
|--------------------|--|--|--|--|
| 1. Facilities      |  |  |  |  |
| 2. Program Expense |  |  |  |  |

## B- Local Announcements

|                     |       |  |        |       |
|---------------------|-------|--|--------|-------|
| 1. Facilities       | 50.00 |  | 100.00 | 54.00 |
| 2. Preparation Cost |       |  |        |       |

|                      |       |  |        |       |
|----------------------|-------|--|--------|-------|
| TOTAL ACCOUNT 3..... | 50.00 |  | 100.00 | 54.00 |
|----------------------|-------|--|--------|-------|

| <u>ACCOUNT</u>                                 | <u>SEPTEMBER</u> | <u>OCTOBER</u> | <u>NOVEMBER</u> | <u>DECEMBER</u> |
|------------------------------------------------|------------------|----------------|-----------------|-----------------|
| 4. <u>Goat</u>                                 |                  |                |                 |                 |
| A- Printing                                    |                  |                |                 |                 |
| B- Electros, cuts, etc.                        |                  |                |                 |                 |
| C- Patching                                    |                  |                |                 |                 |
| D- Envelopes                                   |                  |                |                 |                 |
| TOTAL ACCOUNT 4.....                           |                  |                |                 |                 |
| 5. <u>Advertising literature</u>               |                  |                |                 |                 |
| A- Time Folders                                |                  |                |                 |                 |
| 1. Printing                                    |                  | 2,578.30       |                 | 3,399.20        |
| 2. Electros, cuts, etc.                        | 79.00            |                |                 |                 |
| 3. Distribution through agencies               |                  | 445.12         |                 | 130.36          |
| 4. Joint Coast Line folders                    |                  | 40.51          |                 |                 |
| 5. Condensed time tables                       |                  |                |                 |                 |
| B- Illustrated Booklets and Folders            |                  |                |                 |                 |
| 1. Printing                                    |                  | 239.40         | 773.00          |                 |
| 2. Electros, cuts, etc.                        |                  |                | 341.00          |                 |
| TOTAL ACCOUNT 5.....                           | 79.00            | 3,303.33       | 1,114.00        | 3,529.56        |
| 6. <u>Miscellaneous Printing</u>               |                  |                |                 |                 |
| A- Menus                                       |                  |                |                 |                 |
| 1. Cuts and Art Work                           |                  |                |                 |                 |
| 2. Printing                                    |                  |                |                 |                 |
| B- Maps                                        |                  |                |                 |                 |
| 1. Wall Maps                                   |                  |                |                 |                 |
| 2. Desk Maps                                   |                  |                |                 |                 |
| C- BlotTERS                                    |                  |                |                 |                 |
| 1. Hand                                        | 285.45           |                | 572.58          |                 |
| 2. Desk                                        |                  |                |                 |                 |
| D- Ticket Envelopes                            |                  |                |                 |                 |
| E- Circulars, flyers and inserts               | 28.00            |                | 90.65           | 62.52           |
| F- Post Cards                                  |                  | 43.50          | 9.00            |                 |
| G- Miscellaneous                               | 37.50            | 98.95          | 70.77           |                 |
| H- Multigraphing, Addressing & Mailing Service |                  | 9.50           | 90.92           | 8.95            |
| TOTAL ACCOUNT 6.....                           | 350.95           | 151.95         | 833.92          | 71.47           |
| 7. <u>Calenders</u>                            |                  |                |                 |                 |
| A- Wall Calenders                              |                  | 109.00         | 377.30          | 34.85           |
| B- Small Art Calendars                         |                  |                |                 |                 |
| 1. Electros, cuts, etc.                        |                  | 583.10         |                 |                 |
| 2. Printing                                    | 1,323.19         | 1,364.10       | 1,343.22        | 1,288.04        |
| 3. Envelopes & Protectors                      | 746.87           | 769.95         | 754.79          | 744.56          |
| 4. Sorting, Handling, etc.                     | 341.06           | 345.61         | 342.61          | 340.61          |
| TOTAL ACCOUNT 7.....                           | 2,411.12         | 3,171.76       | 2,817.92        | 2,408.06        |

| <u>ACCOUNT</u>                                                                           | <u>SEPTEMBER</u> | <u>OCTOBER</u> | <u>NOVEMBER</u> | <u>DECEMBER</u> |
|------------------------------------------------------------------------------------------|------------------|----------------|-----------------|-----------------|
| 8. <u>Photographic Expense</u>                                                           |                  |                |                 |                 |
| A- Salary & Expenses<br>of Photographers                                                 |                  | 14.00          |                 | 29.65           |
| B- Negatives & Prints                                                                    | <u>300.50</u>    | <u>306.66</u>  | <u>88.13</u>    | <u>364.12</u>   |
| TOTAL ACCOUNT 8.....                                                                     | 300.50           | 320.66         | 88.13           | 393.77          |
| 9. <u>Electros, cuts, and art work</u>                                                   | <u>23.47</u>     | <u>73.13</u>   | <u>42.06</u>    | <u>4.81</u>     |
| TOTAL ACCOUNT 9....                                                                      | 23.47            | 73.13          | 42.06           | 4.81            |
| 10. <u>Pictures, Frames, Packing</u>                                                     |                  |                |                 |                 |
| A- Works of Art purchased<br>for hanging in public<br>places, for reproductions,<br>etc. | 15.00            | 3.00           |                 | 30.00           |
| B- Plates and Printing                                                                   |                  | 9.00           |                 |                 |
| C- Mounting & Framing<br>Pictures, Maps, etc., for<br>hanging in G.N. Offices            | 1,081.10         | 42.00          | 5.15            | 602.25          |
| D- Mounting and Framing<br>Pictures, Maps, etc., for<br>free distribution                |                  | <u>15.00</u>   |                 |                 |
| TOTAL ACCOUNT 10.....                                                                    | 1,096.10         | 69.00          | 5.15            | 632.25          |
| 11. <u>Railway &amp; Steamship Guides</u>                                                |                  |                |                 |                 |
| A- Cost of Guides furnished<br>G.N. Offices                                              |                  | 5.00           | 5.00            | 5.00            |
| B- Cost of representation                                                                |                  | <u>281.76</u>  | <u>487.96</u>   | <u>360.38</u>   |
| TOTAL ACCOUNT 11.....                                                                    |                  | 286.76         | 492.96          | 365.38          |
| 12. <u>Advertising Distribution<br/>Expense</u>                                          |                  |                |                 |                 |
| A- Cartage, Freight & Express                                                            |                  |                |                 |                 |
| 1. Local Hauling                                                                         | 84.40            | 95.70          | 79.75           | 69.50           |
| 2. Freight & Express                                                                     | 165.06           | 406.04         | 465.52          | 406.64          |
| B- Mailing Expense                                                                       |                  |                |                 |                 |
| 1. Postage on Goats                                                                      |                  |                |                 |                 |
| 2. Postage and duty on<br>calendars                                                      | 959.95           | 1,092.92       | 935.95          | 944.87          |
| 3. Postage on literature<br>and other mail matter                                        | <u>380.43</u>    | <u>321.82</u>  | <u>468.73</u>   | <u>402.05</u>   |
| TOTAL ACCOUNT 12.....                                                                    | 1,589.84         | 1,916.48       | 1,949.95        | 1,823.06        |
| 13. <u>Bulletin Board Advertising</u>                                                    |                  |                |                 |                 |
| A- Space Rentals                                                                         | 1,060.00         | 1,060.00       | 1,060.00        | 1,060.00        |
| B- Maintenance, Repaints, etc.                                                           | <u>87.80</u>     | <u>148.97</u>  | <u>285.15</u>   | <u>89.28</u>    |
| TOTAL ACCOUNT 13.....                                                                    | 1,147.80         | 1,208.97       | 1,345.15        | 1,149.28        |



| <u>ACCOUNT</u>                                                                         | <u>SEPTEMBER</u> | <u>OCTOBER</u> | <u>NOVEMBER</u> | <u>DECEMBER</u> |
|----------------------------------------------------------------------------------------|------------------|----------------|-----------------|-----------------|
| 14. <u>Motion Picture &amp; Lecture Advertising</u>                                    |                  |                |                 |                 |
| A - Salaries & Expenses of Lecturers                                                   |                  | 4.50           | 27.69           | 21.00           |
| B - Making motion Picture negative                                                     |                  |                |                 |                 |
| C - Slides and motion picture film furnished outside companies and individuals         |                  | 39.36          | 1.36            | 5.14            |
| D - Slides and motion picture film furnished company representatives                   | 1.25             |                | 1.37            | 17.49           |
| TOTAL ACCOUNT 14.....                                                                  | 1.25             | 43.86          | 30.42           | 43.63           |
| 15. <u>Exhibits</u>                                                                    |                  |                |                 |                 |
| A - Labor and Material for window displays                                             | 651.35           | 724.49         | 2,173.36        | 762.06          |
| B - Art exhibits, fairs, Conventions, etc.                                             |                  |                |                 |                 |
| TOTAL ACCOUNT 15.....                                                                  | 651.35           | 724.49         | 2,173.36        | 762.06          |
| 16. <u>Joint Advertising</u>                                                           |                  |                |                 |                 |
| A - G. N. Proportion of cost of literature & publications jointly with other companies | 62.72            | 16.93          | 34.98           |                 |
| B - Our proportion of Burlington Tours advertising                                     | 3,170.06         | 947.62         |                 |                 |
| C - Farm Tours advertising                                                             | 549.26           | 493.95         | 363.98          | 279.30          |
| D - Old Timer's Tour                                                                   |                  |                |                 |                 |
| TOTAL ACCOUNT 16.....                                                                  | 3,782.04         | 1,458.50       | 398.96          | 279.30          |
| 17. <u>Advertising Department Proportion of Expenses Maintaining Outside Offices</u>   |                  |                |                 |                 |
| A - New York Tourist Bureau                                                            | 1,666.67         | 1,666.67       | 1,666.67        | 1,666.67        |
| TOTAL ACCOUNT 17.....                                                                  | 1,666.67         | 1,666.67       | 1,666.67        | 1,666.67        |
| 18. <u>Advertising Department</u>                                                      |                  |                |                 |                 |
| A - Wages and Expenses of Employees                                                    | 1,955.20         | 1,982.65       | 1,856.45        | 1,900.20        |
| B - Stationery & Office supplies                                                       | 78.13            | 9.87           | 43.58           | 8.96            |
| C - Electricity, Heating, etc.                                                         | 110.14           | 117.50         | 71.37           | 72.95           |
| TOTAL ACCOUNT 18.....                                                                  | 2,143.47         | 2,110.02       | 1,971.40        | 1,982.11        |

| <u>ACCOUNT</u>                                        | <u>SEPTEMBER</u> | <u>OCTOBER</u>  | <u>NOVEMBER</u> | <u>DECEMBER</u> |
|-------------------------------------------------------|------------------|-----------------|-----------------|-----------------|
| 19. <u>Miscellaneous</u>                              | <u>374.76</u>    | <u>412.38</u>   | <u>601.52</u>   | <u>1,083.34</u> |
| TOTAL ACCOUNT 19.....                                 | 374.76           | 412.38          | 601.52          | 1,083.34        |
| TOTAL.....                                            | \$21,760.07.     | 20,636.65       | 19,399.10       | \$22,205.54     |
| 20. Revenue from Sale of<br>Material and Credits..... | <u>352.53</u>    | <u>2,510.66</u> | <u>1,733.43</u> | <u>1,176.78</u> |
|                                                       | \$21,407.54      | \$18,125.99     | \$17,655.67     | \$21,028.76     |

MAYJUNEJULYAUGUSTACCOUNT1. Newspaper AdvertisingA- On-Line East

|                     |         |          |            |            |
|---------------------|---------|----------|------------|------------|
| 1. Space            | \$50.01 | \$150.60 | \$1,814.43 | \$2,550.16 |
| 2. Preparation Cost | 25.15   | 742.19   | 103.16     | 148.44     |

B- On-Line West

|                     |          |          |          |          |
|---------------------|----------|----------|----------|----------|
| 1. Space            | 4,797.33 | 4,476.77 | 2,524.31 | 2,154.09 |
| 2. Preparation Cost | 444.41   | 698.61   | 437.60   | 269.21   |

C- Off-Line East

|                     |           |           |          |        |
|---------------------|-----------|-----------|----------|--------|
| 1. Space            | 14,062.69 | 15,929.44 | 8,334.28 |        |
| 2. Preparation Cost | 1,049.76  | 940.45    | 695.52   | 157.85 |

D- Orient

|                     |        |        |        |        |
|---------------------|--------|--------|--------|--------|
| 1. Space            | 145.33 | 144.81 | 178.46 | 176.29 |
| 2. Preparation Cost | 57.62  | 107.58 |        |        |

|                 |             |             |             |          |
|-----------------|-------------|-------------|-------------|----------|
| TOTAL ACCOUNT 1 | \$20,632.30 | \$23,190.45 | \$14,087.76 | 5,456.04 |
|-----------------|-------------|-------------|-------------|----------|

2. Periodical AdvertisingA- On-Line East

|                     |        |        |        |        |
|---------------------|--------|--------|--------|--------|
| 1. Space            | 261.80 | 280.18 | 393.05 | 181.16 |
| 2. Preparation Cost | 129.46 | 107.83 | 87.07  | 108.64 |

B- On-Line West

|                     |        |        |        |       |
|---------------------|--------|--------|--------|-------|
| 1. Space            | 497.20 | 220.36 | 140.94 | 97.60 |
| 2. Preparation Cost |        | 89.22  |        |       |

C- Orient

|                     |        |        |        |        |
|---------------------|--------|--------|--------|--------|
| 1. Space            | 188.43 | 254.24 | 170.78 | 170.09 |
| 2. Preparation Cost | 15.46  | 21.63  | 22.18  | 63.11  |

D- General Media

|                     |           |          |        |        |
|---------------------|-----------|----------|--------|--------|
| 1. Space            | 21,582.94 | 5,013.51 | 230.26 | 120.00 |
| 2. Preparation Cost | 207.52    | 1,536.06 | 171.71 | 118.75 |

E- Misc. Programs, School  
& Organization Annuals

|                     |       |       |        |  |
|---------------------|-------|-------|--------|--|
| 1. Space            | 45.00 | 18.00 | 100.00 |  |
| 2. Preparation Cost | 16.70 | 21.60 |        |  |

|                     |             |            |            |        |
|---------------------|-------------|------------|------------|--------|
| TOTAL ACCOUNT 2.... | \$22,944.51 | \$7,562.92 | \$1,315.99 | 859.35 |
|---------------------|-------------|------------|------------|--------|

3. Radio AdvertisingA - Chain Programs

|                    |           |           |        |      |
|--------------------|-----------|-----------|--------|------|
| 1. Facilities      | 15,978.81 | 14,012.51 |        |      |
| 2. Program Expense | 7,377.74  | 6,824.45  | 60.00  |      |
| 3. Miscellaneous   | 91.05     | 409.21    | 489.50 | 4.75 |

B- Local Announcements

|                      |  |       |       |  |
|----------------------|--|-------|-------|--|
| 1. Facilities        |  | 70.00 | 95.25 |  |
| 2. Preparation Cost. |  |       |       |  |

|                   |             |             |          |        |
|-------------------|-------------|-------------|----------|--------|
| TOTAL ACCOUNT 3.. | \$23,447.60 | \$21,316.17 | \$644.75 | \$4.75 |
|-------------------|-------------|-------------|----------|--------|



| <u>ACCOUNT</u>                                 | <u>MAY</u> | <u>JUNE</u> | <u>JULY</u> | <u>AUGUST</u> |
|------------------------------------------------|------------|-------------|-------------|---------------|
| 4. <u>Goat</u>                                 |            |             |             |               |
| A - Printing                                   | 535.20     |             | 539.20      |               |
| B - Electros, cuts, etc.                       | 141.78     | 77.05       | 164.46      |               |
| C - Patching                                   |            |             |             |               |
| D - Envelopes                                  |            | 410.35      |             |               |
| TOTAL ACCOUNT 4.....                           | 676.98     | 487.40      | 703.66      |               |
| 5. <u>Advertising Literature</u>               |            |             |             |               |
| A - Time Folders                               |            |             |             |               |
| 1. Printing                                    |            | 4,209.20    |             | 2,909.90      |
| 2. Electros, cuts, etc.                        | 99.30      |             | 13.75       | 8.43          |
| 3. Distribution through agencies               | 44.47      | 233.24      |             |               |
| 4. Joint Coast Line Folders                    | 41.70      |             | 45.62       |               |
| 5. Condensed time tables                       | 148.40     |             | 136.40      |               |
| B- Illustrated Booklets & Folders              |            |             |             |               |
| 1. Printing                                    | 3,338.57   | 2,295.44    | 1,417.00    | 705.60        |
| 2. Electros, cuts, etc.                        | 654.75     | 98.69       | 632.84      | 60.00         |
| TOTAL ACCOUNT 5.....                           | 4,327.19   | 6,836.57    | 2,245.61    | 3,683.93      |
| 6. <u>Miscellaneous Printing</u>               |            |             |             |               |
| A - Menus                                      |            |             |             |               |
| 1. Electros and art work                       |            |             |             |               |
| 2. Printing                                    |            |             | 38.56       | 15.09         |
| B- Maps                                        |            |             |             |               |
| 1. Wall Maps                                   |            |             |             |               |
| 2. Desk Maps                                   |            |             |             |               |
| C- BlotTERS                                    |            |             |             |               |
| 1. Hand BlotTERS                               | 79.29      | 302.66      | 289.14      | 571.64        |
| 2. Desk BlotTERS                               | 595.00     |             |             |               |
| D- Ticket Envelopes                            |            |             | 148.95      |               |
| E- Circulars, Flyers, and Inserts              |            | 21.00       | 120.00      |               |
| F- Post Cards                                  | 12.55      |             | 25.75       |               |
| G- Miscellaneous                               | 233.13     | 23.25       | 96.83       | 59.70         |
| H- Multigraphing, Addressing & Mailing Service | 63.02      |             | 29.50       | 1.71          |
| TOTAL ACCOUNT 6.....                           | 982.99     | 346.91      | 648.73      | 648.14        |
| 7. <u>Calendars</u>                            |            |             |             |               |
| A - Wall Calendars                             |            |             |             |               |
| B - Small Art Calendars                        |            |             |             |               |
| 1. Electros, cuts, etc.                        | 583.10     |             |             |               |
| 2. Printing                                    | 1,362.08   | 1,339.25    | 1,367.53    | 1,368.59      |
| 3. Envelopes                                   | 755.28     | 755.93      | 754.96      | 752.17        |
| 4. Sorting, Handling, etc                      | 342.71     | 362.84      | 465.55      | 342.11        |
| TOTAL ACCOUNT 7.....                           | 3,043.17   | 2,458.02    | 2,588.04    | 2,462.87      |

| <u>ACCOUNT</u>                                                                   | <u>MAY</u> | <u>JUNE</u> | <u>JULY</u> | <u>AUGUST</u> |
|----------------------------------------------------------------------------------|------------|-------------|-------------|---------------|
| 8. <u>Photographic Expense</u>                                                   |            |             |             |               |
| A- Salary & Expenses of Photographers                                            | \$181.85   | 64.00       |             |               |
| B- Negatives & Prints                                                            | 534.50     | 40.27       | 144.65      | 110.31        |
| TOTAL ACCOUNT 8....                                                              | 716.35     | 104.27      | 144.65      | 110.31        |
| 9. <u>Electros, cuts and art work</u>                                            | 218.57     | 85.99       | 218.35      | 12.20         |
| TOTAL ACCOUNT 9.....                                                             | 218.57     | 85.99       | 218.35      | 12.20         |
| 10. <u>Pictures, Frames, Packing</u>                                             |            |             |             |               |
| A - Works of Art purchased for hanging in public places, for reproductions, etc. | 2.50       |             | 30.00       |               |
| B- Plates and Printing                                                           |            | 10.25       | 6.75        | 7.50          |
| C- Mounting and Framing Pictures, Maps, etc. for hanging in G.N. Offices         |            | 874.83      | 6.00        |               |
| D - Mounting and Framing Pictures, Maps, etc. for free distribution              |            |             |             |               |
| TOTAL ACCOUNT 10.....                                                            | 2.50       | \$885.08    | 42.75       | 7.50          |
| 11. <u>Railway &amp; Steamship Guides</u>                                        |            |             |             |               |
| A - Cost of Guides furnished G.N. Offices                                        | 5.00       | 5.00        | 5.00        | 10.00         |
| B - Cost of representation                                                       | 264.32     | 271.05      | 271.43      | 540.18        |
| TOTAL ACCOUNT 11.....                                                            | 269.32     | 276.05      | 276.43      | 550.18        |
| 12. <u>Advertising Distribution Expense</u>                                      |            |             |             |               |
| A- Cartage, Freight & Express                                                    |            |             |             |               |
| 1. Local Hauling                                                                 | 92.25      | 141.90      | 98.85       | 66.75         |
| 2. Freight & Express                                                             | 836.60     | 287.90      | 342.11      | 156.32        |
| B- Mailing Expense                                                               |            |             |             |               |
| 1. Postage on Goats                                                              | .85.00     |             |             |               |
| 2. Postage and duty on calendars                                                 | 971.23     | 945.92      | 915.16      | 921.82        |
| 3. Postage on literature and other mail matter                                   | 472.08     | 518.11      | 448.15      | 461.14        |
| TOTAL ACCOUNT 12.....                                                            | 2,457.16   | 1,893.83    | 1,804.27    | 1,606.03      |
| 13. <u>Bulletin Board Advertising</u>                                            |            |             |             |               |
| A - Space Rentals                                                                | 1,070.00   | 1,070.00    | 1,070.00    | 1,060.00      |
| B - Maintenance, Repaints, etc                                                   | 225.07     | 79.86       | 129.83      | 87.77         |
| TOTAL ACCOUNT 13.....                                                            | 1,295.07   | 1,149.86    | 1,199.83    | 1,147.77      |

| <u>ACCOUNT</u>                                                                        | <u>MAY</u> | <u>JUNE</u> | <u>JULY</u> | <u>AUGUST</u> |
|---------------------------------------------------------------------------------------|------------|-------------|-------------|---------------|
| 14. Motion Picture & Lecture Advertising                                              |            |             |             |               |
| A - Salaries and Expenses of Lecturers                                                | 20.83      | 30.62       | 2.00        | 6.48          |
| B - Making motion picture negative                                                    |            |             |             |               |
| C - Slides and motion picture film furnished outside companies and individuals        |            | 57.06       |             |               |
| D - Slides and motion picture film furnished company representatives                  |            |             | 13.75       |               |
| TOTAL ACCOUNT 14.....                                                                 | 20.83      | 87.68       | 15.75       | 6.48          |
| 15. Exhibits                                                                          |            |             |             |               |
| A - Labor & Material for window displays                                              | 531.86     | 1,936.56    | 887.93      | 773.24        |
| B - Art Exhibits, Fairs, Conventions, etc.                                            |            |             |             |               |
| TOTAL ACCOUNT 15.....                                                                 | 531.86     | 1,936.56    | 887.93      | 773.24        |
| 16. Joint Advertising                                                                 |            |             |             |               |
| A - G.N. Proportion of cost of literature & publications jointly with other companies | 89.58      | 36.07       | 1,004.32    | 204.67        |
| B - Our proportion of Burlington Tours advertising                                    | 1,024.48   |             | 75.07       | 122.60        |
| C - Farm Tours advertising                                                            | 6,693.16   | 2,086.73    | 2,166.13    | 5,020.07      |
| D - Old Timer's Tour                                                                  | 20.95      | 337.21      | 449.50      | 4.75          |
| TOTAL ACCOUNT 16.....                                                                 | \$7,807.22 | \$2,122.80  | \$3,245.52  | \$5,347.34    |
| 17. Advertising Department Proportion of Expenses Maintaining Outside Offices         |            |             |             |               |
| A - New York Tourist Bureau                                                           | 1,666.67   | 1,666.67    | 1,666.67    | 1,666.67      |
| TOTAL ACCOUNT 17.....                                                                 | 1,666.67   | 1,666.67    | 1,666.67    | 1,666.67      |
| 18. Advertising Department                                                            |            |             |             |               |
| A - Wages and Expenses of Employees                                                   | 2,392.30   | 2,320.25    | 2,243.85    | 1,937.60      |
| B - Stationery & Office Supplies                                                      | 20.97      | 128.86      | 99.70       |               |
| C - Electricity, Heating, etc.                                                        | 184.94     | 162.71      | 136.66      | 118.33        |
| TOTAL ACCOUNT 18.....                                                                 | 2,598.21   | 2,611.82    | 2,480.21    | 2,055.93      |



| <u>ACCOUNT</u>                                      | <u>MAY</u>    | <u>JUNE</u>   | <u>JULY</u>   | <u>AUGUST</u> |
|-----------------------------------------------------|---------------|---------------|---------------|---------------|
| 19. <u>Miscellaneous</u>                            | <u>598.01</u> | <u>40.93</u>  | <u>301.70</u> | <u>752.56</u> |
| TOTAL ACCOUNT 19.....                               | <u>598.01</u> | <u>40.93</u>  | <u>301.70</u> | <u>752.56</u> |
| TOTAL.....                                          | \$94,236.51   | \$75,059.98   | \$34,518.60   | \$27,451.29   |
| 20. Revenue from Sale of<br>Material and Credits... | <u>309.21</u> | <u>252.96</u> | <u>459.56</u> | <u>189.96</u> |
|                                                     | \$93,927.30   | \$74,807.02   | \$34,059.04   | \$26,961.33   |

27441.73  
27151.29  
290.44

27441.73  
27151.29  
290.44

|                                                      | <u>JANUARY</u> | <u>FEBRUARY</u> | <u>MARCH</u>        | <u>APRIL</u> |
|------------------------------------------------------|----------------|-----------------|---------------------|--------------|
| <u>ACCOUNT</u>                                       |                |                 |                     |              |
| 1. <u>Newspaper Advertising</u>                      |                |                 |                     |              |
| A - On-Line East                                     |                |                 |                     |              |
| 1. Space                                             | \$1,649.29     | \$1,438.95      | \$108.56            | \$22.54      |
| 2. Preparation Cost                                  | 102.83         | 12.30           | ----                | 22.82        |
| B - On-Line West                                     |                |                 |                     |              |
| 1. Space                                             | 2,244.62       | 321.73          | <del>1,079.02</del> | 2,170.89     |
| 2. Preparation Cost                                  | 158.41         | 355.14          | 83.34               | 187.96       |
| C - Off-Line East                                    |                |                 |                     |              |
| 1. Space                                             |                |                 | 77.62               | 1,339.43     |
| 2. Preparation Cost                                  | 7.35           |                 | 77.62               | ---          |
| D - Orient                                           |                |                 |                     |              |
| 1. Space                                             | 188.27         | 175.22          | 200.48              | 207.24       |
| 2. Preparation Cost                                  | 100.79         | 62.58           | -----               | 12.37        |
| TOTAL ACCOUNT 1.....                                 | 4,451.56       | 2,365.92        | 1,549.02            | 3,963.25     |
| 2. <u>Periodical Advertising</u>                     |                |                 |                     |              |
| A - On-Line East                                     |                |                 |                     |              |
| 1. Space                                             | 372.32         | 394.78          | 203.08              | 416.08       |
| 2. Preparation Cost                                  | 140.55         | 376.06          | 279.71              | 89.42        |
| B - On-Line West                                     |                |                 |                     |              |
| 1. Space                                             | 25.00          | 63.00           | 78.36               | 398.99       |
| 2. Preparation Cost                                  |                |                 |                     | 15.71        |
| C - Orient                                           |                |                 |                     |              |
| 1. Space                                             | 303.98         | 216.34          | 162.93              | 214.48       |
| 2. Preparation Cost                                  | 39.00          | 33.38           | 21.12               | 21.52        |
| D - General Media                                    |                |                 |                     |              |
| 1. Space                                             | 159.81         | 165.00          | 6,029.39            | 9,991.04     |
| 2. Preparation Cost                                  | 2,579.07       | 175.75          | 255.42              | 1,300.65     |
| E - Misc. Programs, School<br>& Organization Annuals |                |                 |                     |              |
| 1. Space                                             | 500.00         |                 | 290.00              | --           |
| 2. Preparation Cost                                  |                |                 |                     | 35.45        |
| TOTAL ACCOUNT 2.....                                 | 4,119.73       | 1,424.31        | 7,320.01            | 12,483.34    |
| 3. <u>Radio Advertising</u>                          |                |                 |                     |              |
| A - Chain Programs                                   |                |                 |                     |              |
| 1. Facilities                                        | 15,532.52      | 19,411.88       | 19,754.08           | 15,945.95    |
| 2. Program Expense                                   | 6,564.50       | 9,239.40        | 9,071.75            | 6,520.08     |
| 3. Miscellaneous                                     | 259.80         | 833.02          | 64.25               | 682.03       |
| B - Local Announcements                              |                |                 |                     |              |
| 1. Facilities                                        | 72.85          |                 |                     |              |
| 2. Preparation Cost                                  |                |                 |                     |              |
| TOTAL ACCOUNT 3.....                                 | 22,429.67      | 29,484.30       | 28,890.08           | 23,148.06    |



| ACCOUNT                                         | <u>JANUARY</u> | <u>FEBRUARY</u> | <u>MARCH</u> | <u>APRIL</u> |
|-------------------------------------------------|----------------|-----------------|--------------|--------------|
| 4. Goat                                         |                |                 |              |              |
| A - Printing                                    | 1,321.60       | \$1,274.80      | \$1,294.40   | 540.00       |
| B - Electros, cuts, etc.                        | 224.35         | 232.53          | 196.10       | 32.16        |
| C - Patching                                    |                |                 | 10.00        |              |
| D - Envelopes                                   |                |                 | 733.72       |              |
|                                                 |                |                 |              |              |
| TOTAL ACCOUNT 4.....                            | 1,545.95       | 1,507.33        | 2,234.22     | 572.16       |
| 5. <u>Advertising Literature</u>                |                |                 |              |              |
| A - Time Folders                                |                |                 |              |              |
| 1. Printing                                     | 4,750.40       |                 |              | 2,745.50     |
| 2. Electros, cuts, etc.                         | 17.75          |                 |              | 158.62       |
| 3. Distribution through agencies                | 185.00         | 188.50          | 407.30       | 165.00       |
| 4. Joint Coast Line folders                     | 44.50          |                 |              |              |
| 5. Condensed time tables                        | 135.00         |                 |              |              |
| B - Illustrated Booklets & folders              |                |                 |              |              |
| 1. Printing                                     | 2,215.84       | 9,508.90        | 1,136.27     | 2,404.43     |
| 2. Electros, cuts, etc.                         | 860.36         | 231.39          | 838.49       | 2,447.63     |
|                                                 |                |                 |              |              |
| TOTAL ACCOUNT 5.....                            | 8,208.85       | 9,928.79        | 2,380.06     | 5,921.18     |
| 6. <u>Miscellaneous Printing</u>                |                |                 |              |              |
| A - Menus                                       |                |                 |              |              |
| 1. Cuts and Art Work                            |                |                 | 152.88       |              |
| 2. Printing                                     | 177.34         | 106.06          | 137.31       |              |
| B - Maps                                        |                |                 |              |              |
| 1. Wall Maps                                    |                |                 |              |              |
| 2. Desk Maps                                    |                |                 |              |              |
| C - Blotters                                    |                |                 |              |              |
| 1. Hand                                         | 370.84         | 301.35          | 285.83       | 572.40       |
| 2. Desk                                         | 389.50         | 250.00          |              |              |
| D - Ticket Envelopes                            |                | 200.00          |              |              |
| E - Circulars, Flyers and Inserts               |                | 49.50           |              | 144.64       |
| F - Post Cards                                  | 24.12          | 476.09          | 87.34        | 40.15        |
| G - Miscellaneous                               | 50.94          | 90.26           | 38.90        | 384.75       |
| H - Multigraphing, Addressing & Mailing Service | 367.64         | 1,247.55        | 462.58       | 218.99       |
|                                                 |                |                 |              |              |
| TOTAL ACCOUNT 6.....                            | 1,203.04       | 2,614.75        | 1,027.53     | 1,360.93     |
| 7. <u>Calendars</u>                             |                |                 |              |              |
| A - Wall Calendars                              |                |                 |              |              |
| B - Small Art Calendars                         |                |                 |              |              |
| 1. Electros, cuts, etc.                         |                | 874.65          | 1,166.20     |              |
| 2. Printing                                     | 1,341.66       | 1,342.42        | 1,332.97     | 1,337.43     |
| 3. Envelopes                                    | 757.28         | 757.73          | 752.38       | 754.90       |
| 4. Sorting, Handling, etc.                      | 343.12         | 343.20          | 342.15       | 342.65       |
|                                                 |                |                 |              |              |
| TOTAL ACCOUNT 7.....                            | 2,442.06       | 3,318.00        | 3,593.70     | 2,434.98     |

| <u>ACCOUNT</u>                                                                            | <u>JANUARY</u> | <u>FEBRUARY</u> | <u>MARCH</u> | <u>APRIL</u> |
|-------------------------------------------------------------------------------------------|----------------|-----------------|--------------|--------------|
| 8. <u>Photographic Expense</u>                                                            |                |                 |              |              |
| A - Salary & Expenses<br>of Photographers                                                 |                |                 | 47.10        |              |
| B - Negatives & Prints                                                                    | 167.68         | 41.18           | 11.92        | 52.91        |
| TOTAL ACCOUNT 8....                                                                       | 167.68         | 41.18           | 59.02        | 52.91        |
| 9. <u>Electros, cuts and art work</u>                                                     | 476.50         | 165.55          | 251.81       | 90.45        |
| TOTAL ACCOUNT 9....                                                                       | 476.50         | 165.55          | 251.81       | 90.45        |
| 10. <u>Pictures, Frames, Packing</u>                                                      |                |                 |              |              |
| A - Works of Art purchased<br>for hanging in public<br>places, for reproductions,<br>etc. |                | 8.00            | 77.15        | 65.00        |
| B - Plates and Printing                                                                   | 3.00           |                 |              |              |
| C - Mounting and Framing<br>Pictures, Maps, etc., for<br>hanging in G.N. Offices          | 830.40         | 70.00           | 47.15        | 138.85       |
| D - Mounting and Framing<br>Pictures, Maps, etc., for<br>free distribution                |                |                 |              |              |
| TOTAL ACCOUNT 10.....                                                                     | 833.40         | 78.00           | 124.15       | 103.85       |
| 11. <u>Railway &amp; Steamship Guides</u>                                                 |                |                 |              |              |
| A - Cost of Guides furnished<br>G.N. Offices                                              | 5.00           | 5.00            | 5.00         | 5.00         |
| B - Cost of representation                                                                | 296.33         | 268.52          | 273.01       | 269.00       |
| TOTAL ACCOUNT 11.....                                                                     | 301.33         | 273.52          | 278.01       | 274.00       |
| 12. <u>Advertising Distribution<br/>Expense</u>                                           |                |                 |              |              |
| A - Cartage, Freight & Express                                                            |                |                 |              |              |
| 1. Local Hauling                                                                          | 70.50          | 72.25           | 90.85        | 82.65        |
| 2. Freight & Express                                                                      | 398.13         | 295.20          | 582.27       | 39.48        |
| B - Mailing Expense                                                                       |                |                 |              |              |
| 1. Postage on Goats                                                                       | 86.85          | 86.63           | 86.62        | 85.00        |
| 2. Postage and duty on<br>calendars                                                       | 1,054.38       | 941.84          | 1,047.98     | 932.95       |
| 3. Postage on literature<br>and other mail matter                                         | 536.25         | 771.05          | 1,540.74     | 1,625.98     |
| TOTAL ACCOUNT 12.....                                                                     | 2,146.11       | 2,166.97        | 3,348.46     | 2,766.06     |
| 13. <u>Bulletin Board Advertising</u>                                                     |                |                 |              |              |
| A - Space Rentals                                                                         | 1,095.00       | 1,095.00        | 1,070.00     | 1,070.00     |
| B - Maintenance, Repaints, etc.                                                           | 219.52         | 120.17          | 120.77       | 837.43       |
| TOTAL ACCOUNT 13.....                                                                     | 1,314.52       | 1,215.17        | 1,190.77     | 1,907.43     |

| <u>ACCOUNT</u>                                                                         | <u>JANUARY</u> | <u>FEBRUARY</u> | <u>MARCH</u> | <u>APRIL</u> |
|----------------------------------------------------------------------------------------|----------------|-----------------|--------------|--------------|
| 14. Motion Picture & Lecture Advertising                                               |                |                 |              |              |
| A - Salaries and Expenses of Lecturers                                                 | 57.50          | 105.25          | 53.09        | 35.84        |
| B - Making motion picture negative                                                     |                |                 |              | 25.00        |
| C - Slides and motion picture film furnished outside companies and individuals         | 40.61          |                 |              |              |
| D - Slides and motion picture film furnished company representatives                   | 13.16          | 6.42            |              |              |
| TOTAL ACCOUNT 14.....                                                                  | 111.27         | 111.67          | 53.09        | 60.84        |
| 15. Exhibits                                                                           |                |                 |              |              |
| A - Labor & Material for window displays                                               | 1,622.33       | 529.73          | 1,114.78     | 790.20       |
| B - Art Exhibits, Fairs, Conventions, etc.                                             | 5.00           |                 |              |              |
| TOTAL ACCOUNT 15.....                                                                  | 1,627.33       | 529.73          | 1,114.78     | 790.20       |
| 16. Joint Advertising                                                                  |                |                 |              |              |
| A - G. N. Proportion of Cost of literature & Publications jointly with other companies | 94.97          |                 | 495.82       | 35.44        |
| B - Our proportion of Burlington Tours advertising                                     |                |                 | 80.04        |              |
| C - Farm Tours advertising                                                             |                | 13.96           | 723.75       | 2,368.48     |
| TOTAL ACCOUNT 16.....                                                                  | 94.97          | 13.96           | 1,299.61     | \$2,403.92   |
| 17. Advertising Department Proportion of Expenses Maintaining Outside Offices          |                |                 |              |              |
| A - New York Tourist Bureau                                                            | 1,666.67       | 1,666.67        | 1,666.67     | 1,666.67     |
| TOTAL ACCOUNT 17.....                                                                  | 1,666.67       | 1,666.67        | 1,666.67     | 1,666.67     |
| 18. Advertising Department                                                             |                |                 |              |              |
| A - Wages and Expenses of Employees                                                    | 2,502.70       | 2,478.81        | 2,469.55     | 2,602.23     |
| B - Stationery & Office Supplies                                                       | 73.29          | 194.58          | 139.32       | 38.78        |
| C - Electricity, Heating, etc.                                                         | 108.75         | 246.28          | 137.21       | 101.85       |
| TOTAL ACCOUNT 18.....                                                                  | 2,684.74       | 2,919.67        | 2,746.08     | 2,742.86     |



|                                                      | <u>JANUARY</u>  | <u>FEBRUARY</u> | <u>MARCH</u>  | <u>APRIL</u>    |
|------------------------------------------------------|-----------------|-----------------|---------------|-----------------|
| <u>ACCOUNT</u>                                       |                 |                 |               |                 |
| 19. <u>Miscellaneous</u>                             | <u>382.70</u>   | <u>1,603.93</u> | <u>329.50</u> | <u>3,025.49</u> |
| TOTAL ACCOUNT 19.....                                | <u>382.70</u>   | <u>1,603.93</u> | <u>329.50</u> | <u>3,025.49</u> |
| TOTAL.....                                           | \$56,208.08     | \$61,429.42     | \$59,379.57   | \$65,768.58     |
| 20. Revenue from Sale of<br>Material and Credits.... | <u>2,706.52</u> | <u>364.65</u>   | <u>228.15</u> | <u>591.99</u>   |
|                                                      | \$53,501.56     | \$61,064.77     | \$59,151.42   | \$65,176.59     |

DECEMBER 1931

ACCOUNT    Sub-Account

|   |     |   |          |            |
|---|-----|---|----------|------------|
| 1 | A-1 | - | \$373.03 |            |
|   | A-2 | - | 216.52   |            |
|   | B-1 | - | 2,299.43 |            |
|   | B-2 | - | 190.06   |            |
|   | C-1 | - | 1,200.00 |            |
|   | C-2 | - | ----     |            |
|   | D-1 | - | 127.84   |            |
|   | D-2 | - | 54.17    | \$4,461.05 |
|   |     |   | <hr/>    |            |
| 2 | A-1 | - | 99.92    |            |
|   | A-2 | - | 77.75    |            |
|   | B-1 | - | 50.00    |            |
|   | B-2 | - | ----     |            |
|   | C-1 | - | 341.14   |            |
|   | C-2 | - | 54.03    |            |
|   | D-1 | - | 653.03   |            |
|   | D-2 | - | 219.87   | 1,495.74   |
|   |     |   | <hr/>    |            |
| 3 | A-1 | - | ----     |            |
|   | A-2 | - | ----     |            |
|   | A-3 | - | ----     |            |
|   | B-1 | - | 54.00    |            |
|   | B-2 | - | ----     | 54.00      |
|   |     |   | <hr/>    |            |
| 4 | A   | - | ----     |            |
|   | B   | - | ----     |            |
|   | C   | - | ----     |            |
|   | D   | - | ----     |            |
|   |     |   | <hr/>    |            |
| 5 | A-1 | - | 3,399.20 |            |
|   | A-2 | - | ----     |            |
|   | A-3 | - | 130.36   |            |
|   | B-1 | - | ----     |            |
|   | B-2 | - | ----     | 3,529.56   |
|   |     |   | <hr/>    |            |
| 6 | A-1 | - | ----     |            |
|   | A-2 | - | ----     |            |
|   | B-1 | - | ----     |            |
|   | B-2 | - | ----     |            |
|   | C-1 | - | ----     |            |
|   | C-2 | - | ----     |            |
|   | D   | - | ----     |            |
|   | E   | - | 62.52    |            |
|   | F   | - | ----     |            |
|   | G   | - | ----     |            |
|   | H   | - | 8.95     | 71.47      |
|   |     |   | <hr/>    |            |

ACCOUNT    Sub-Account

|      |     |   |          |              |
|------|-----|---|----------|--------------|
| 7    | A   | - | \$34.85  |              |
|      | B-1 | - | ---      |              |
|      | B-2 | - | 1,288.04 |              |
|      | B-3 | - | 744.56   |              |
|      | B-4 | - | 340.61   | \$2,408.06   |
| 8    | A   | - | 29.65    |              |
|      | B   | - | 364.12   | 393.77       |
| 9    | A   | - | 4.81     | 4.81         |
| 10   | A   | - | 30.00    |              |
|      | B   | - | ---      |              |
|      | C   | - | 602.25   |              |
|      | D   | - | ---      | 632.25       |
| 11   | A   | - | 5.00     |              |
|      | B   | - | 360.38   | 365.38       |
| 12   | A-1 | - | 69.50    |              |
|      | A-2 | - | 406.64   |              |
|      | B-1 | - | ---      |              |
|      | B-2 | - | 944.87   |              |
|      | B-3 | - | 402.05   | 1,823.06     |
| 13   | A   | - | 1,060.00 |              |
|      | B   | - | 89.28    | 1,149.28     |
| 14   | A   | - | 21.00    |              |
|      | B   | - | ---      |              |
|      | C   | - | 5.14     |              |
|      | D   | - | 17.49    | 43.63        |
| 15   | A   | - | 762.06   |              |
|      |     |   | ---      | 762.06       |
| 16   | A   | - | ---      |              |
|      | B   | - | ---      |              |
|      | C   | - | 279.30   | 279.30       |
| 17   | A   | - | 1,666.67 | 1,666.67     |
| 18   | A   | - | 1,900.20 |              |
|      | B   | - | 8.96     |              |
|      | C   | - | 72.95    | 1,982.11     |
| 19   | A   | - | 1,083.34 | 1,083.34     |
|      |     |   | ---      | \$22,205.54  |
| 20 - |     |   | ---      | 1,176.78     |
|      |     |   | ---      | *\$21,028.76 |

\*Traffic Adv. Common \$5,799.36

Total Passenger Traf. Adv.-Dec.-\$18,307.65

Passenger \$3,285.12-Freight \$2,514.24

" Freight Traf. Adv. - Dec.. 2,721.11



COMPARATIVE STATEMENT OF EXPENSES

|           | <u>1930</u>      | <u>1931</u>      | <u>Decrease</u>  | <u>Increase</u> |
|-----------|------------------|------------------|------------------|-----------------|
| January   | \$80,345.03      | \$53,501.56      | \$26,843.47      |                 |
| February  | 58,183.74        | 61,064.77        |                  | \$2,881.03      |
| March     | 79,069.04        | 59,151.42        | 19,917.62        |                 |
| April     | 98,319.82        | 65,176.59        | 33,143.23        |                 |
| May       | 111,151.27       | 93,927.30        | 17,223.97        |                 |
| June      | 87,755.89        | 74,807.02        | 12,948.87        |                 |
| July      | 69,135.49        | 34,059.04        | 35,076.45        |                 |
| August    | 45,855.45        | 26,961.33        | 18,894.12        |                 |
| September | 42,416.03        | 21,407.54        | 21,008.49        |                 |
| October   | 51,012.91        | 18,125.99        | 32,886.92        |                 |
| November  | 44,655.38        | 17,665.67        | 26,989.71        |                 |
| December  | <u>68,773.39</u> | <u>21,028.76</u> | <u>47,744.63</u> |                 |
|           | \$836,673.44     | \$546,876.99     | \$289,796.45     |                 |

Total budget for 1931.....\$534,071.00

" expenses for 1931..... 546,876.99

Over-Expended..... \$ 12,805.99

COMPARATIVE STATEMENT OF EXPENSES

|           | <u>1930</u>      | <u>1931</u>      | <u>Decrease</u>  | <u>Increase</u> |
|-----------|------------------|------------------|------------------|-----------------|
| January   | \$80,345.03      | \$53,601.56      | \$26,843.47      |                 |
| February  | 58,183.74        | 61,064.77        |                  | \$2,881.03      |
| March     | 79,069.04        | 59,151.42        | 19,917.62        |                 |
| April     | 98,319.82        | 65,176.59        | 33,143.23        |                 |
| May       | 111,151.27       | 93,927.30        | 17,223.97        |                 |
| June      | 87,755.89        | 74,807.02        | 12,948.87        |                 |
| July      | 69,135.49        | 34,059.04        | 35,076.45        |                 |
| August    | 45,855.45        | 26,961.33        | 18,894.12        |                 |
| September | 42,416.03        | 21,407.54        | 21,008.49        |                 |
| October   | 51,012.91        | 18,125.99        | 32,886.92        |                 |
| November  | 44,655.38        | 17,665.67        | 26,989.71        |                 |
| December  | <u>68,773.39</u> | <u>21,028.76</u> | <u>47,744.63</u> |                 |
|           | \$836,673.44     | \$546,876.99     | \$289,796.45     |                 |

Total budget for 1931.....\$534,071.00

" expenses for 1931..... 546,876.99

Over-Expended..... \$ 12,805.99

NOVEMBER 1931

| <u>ACCOUNT</u> | <u>Sub-Account</u> |   |          |            |
|----------------|--------------------|---|----------|------------|
| 1              | A-1                | - | \$25.48  |            |
|                | A-2                | - | 27.46    |            |
|                | B-1                | - | 1,979.56 |            |
|                | B-2                | - | 158.78   |            |
|                | C-1                | - | ---      |            |
|                | C-2                | - | ---      |            |
|                | D-1                | - | 341.22   |            |
|                | D-2                | - | ---      | \$2,532.50 |
|                |                    |   | <hr/>    |            |
| 2              | A-1                | - | 155.72   |            |
|                | A-2                | - | 71.30    |            |
|                | B-1                | - | 45.00    |            |
|                | B-2                | - | ---      |            |
|                | C-1                | - | 260.55   |            |
|                | C-2                | - | 82.76    |            |
|                | D-1                | - | 491.14   |            |
|                | D-2                | - | 128.56   |            |
|                | E-1                | - | ---      |            |
|                | E-2                | - | ---      | 1,235.03   |
|                |                    |   | <hr/>    |            |
| 3              | A-1                | - | ---      |            |
|                | A-2                | - | ---      |            |
|                | A-3                | - | ---      |            |
|                | B-1                | - | 100.00   |            |
|                | B-2                | - | ---      | 100.00     |
|                |                    |   | <hr/>    |            |
| 4              | A-                 | - | ---      |            |
|                | B-                 | - | ---      |            |
|                | C-                 | - | ---      |            |
|                | D-                 | - | ---      |            |
|                |                    |   | <hr/>    |            |
| 5.             | A-1                | - | ---      |            |
|                | A-2                | - | ---      |            |
|                | A-3                | - | ---      |            |
|                | A-4                | - | ---      |            |
|                | A-5                | - | ---      |            |
|                | B-1                | - | 773.00   |            |
|                | B-2                | - | 341.00   | 1,114.00   |
|                |                    |   | <hr/>    |            |
| 6              | A-1                | - | ---      |            |
|                | A-2                | - | ---      |            |
|                | B-1                | - | ---      |            |
|                | B-2                | - | ---      |            |
|                | C-1                | - | 572.58   |            |
|                | C-2                | - | ---      |            |
|                | D                  | - | ---      |            |
|                | E                  | - | 90.65    |            |
|                | F                  | - | 9.00     |            |
|                | G                  | - | 70.77    |            |
|                | H                  | - | 90.92    | 833.92     |
|                |                    |   | <hr/>    |            |



BROUGHT FORWARD...\$5,815.45

ACCOUNT Sub-Account

|    |     |   |          |              |
|----|-----|---|----------|--------------|
| 7  | A   | - | 377.30   |              |
|    | B-1 | - | ---      |              |
|    | B-2 | - | 1,343.22 |              |
|    | B-3 | - | 754.79   |              |
|    | B-4 | - | 342.61   | 2,817.92     |
| 8  | A   | - | ---      |              |
|    | B   | - | 88.13    | 88.13        |
| 9  |     | - | 42.06    | 42.06        |
| 10 | A   | - | ---      |              |
|    | B   | - | ---      |              |
|    | C   | - | 5.15     | 5.15         |
|    | D   | - | ---      |              |
| 11 | A   | - | 5.00     |              |
|    | B   | - | 487.96   | 492.96       |
| 12 | A-1 | - | 79.75    |              |
|    | A-2 | - | 465.52   |              |
|    | B-1 | - | ---      |              |
|    | B-2 | - | 935.95   |              |
|    | B-3 | - | 468.73   | 1,949.95     |
| 13 | A   | - | 1,060.00 |              |
|    | B   | - | 285.15   | 1,345.15     |
| 14 | A   | - | 27.69    |              |
|    | B   | - | ---      |              |
|    | C   | - | 1.36     |              |
|    | D   | - | 1.37     | 30.42        |
| 15 | A   | - | 2,173.36 | 2,173.36     |
| 16 | A   | - | 34.98    |              |
|    | B   | - | ---      |              |
|    | C   | - | 363.98   | 398.96       |
| 17 | A   | - | 1,666.67 | 1,666.67     |
| 18 | A   | - | 1,856.45 |              |
|    | B   | - | 43.58    |              |
|    | C   | - | 71.37    | 1,971.40     |
| 19 |     | - | 601.52   | 601.52       |
| 20 |     |   |          | \$19,399.10  |
|    |     |   |          | 1,733.43     |
|    |     |   |          | *\$17,665.67 |

\*Traffic Advertising Common - \$6,127.21  
 Passenger Traffic Adv. - \$3,288.46  
 Freight Traffic Adv. - 2,838.75

Total Passenger Traffic Adv. - Nov. - \$14,641.40

" Freight Traffic Adv. - Nov..... 3,014.27

OCTOBER 1931

ACCOUNT    Sub-Account

|   |     |   |          |            |
|---|-----|---|----------|------------|
| 1 | A-1 | - | \$125.37 |            |
|   | A-2 | - | ----     |            |
|   | B-1 | - | 2,123.67 |            |
|   | B-2 | - | ----     |            |
|   | C-1 | - | ----     |            |
|   | C-2 | - | ----     |            |
|   | D-1 | - | 178.46   |            |
|   | D-2 | - | ----     |            |
|   |     |   | <hr/>    | \$2,427.50 |
| 2 | A-1 | - | 309.26   |            |
|   | A-2 | - | 51.48    |            |
|   | B-1 | - | 59.76    |            |
|   | B-2 | - | ----     |            |
|   | C-1 | - | 243.06   |            |
|   | C-2 | - | 49.04    |            |
|   | D-1 | - | 408.83   |            |
|   | D-2 | - | 169.76   |            |
|   | E-1 | - | ----     |            |
|   | E-2 | - | ----     |            |
|   |     |   | <hr/>    | 1,291.19   |
| 3 | A-1 | - | ----     |            |
|   | A-2 | - | ----     |            |
|   | A-3 | - | ----     |            |
|   | B-1 | - | ----     |            |
|   | B-2 | - | ----     |            |
|   |     |   | <hr/>    |            |
| 4 | A   | - | ----     |            |
|   | B   | - | ----     |            |
|   | C   | - | ----     |            |
|   | D   | - | ----     |            |
|   |     |   | <hr/>    |            |
| 5 | A-1 | - | 2,578.30 |            |
|   | A-2 | - | ----     |            |
|   | A-3 | - | 445.12   |            |
|   | A-4 | - | 40.51    |            |
|   | A-5 | - | ----     |            |
|   | B-1 | - | 239.40   |            |
|   | B-2 | - | ----     |            |
|   |     |   | <hr/>    | 3,303.33   |
| 6 | A-1 | - | ----     |            |
|   | A-2 | - | ----     |            |
|   | B-1 | - | ----     |            |
|   | B-2 | - | 0--      |            |
|   | C-1 | - | ----     |            |
|   | C-2 | - | ----     |            |
|   | D   | - | ----     |            |
|   | E   | - | ----     |            |
|   | F   | - | 43.50    |            |
|   | G   | - | 98.95    |            |
|   | H   | - | 9.50     |            |
|   |     |   | <hr/>    | 151.95     |
|   |     |   |          | \$7,173.97 |

BROUGHT FORWARD.....\$7,173.97

ACCOUNT SUB\*ACCOUNT

|    |     |   |          |               |
|----|-----|---|----------|---------------|
| 7  | A   | - | \$109.00 |               |
|    | B-1 | - | 583.10   |               |
|    | B-2 | - | 1,364.10 |               |
|    | B-3 | - | 769.95   |               |
|    | B-4 | - | 345.61   | 3,171.76      |
| 8  | A   | - | 14.00    |               |
|    | B   | - | 306.66   | 320.66        |
| 9  | A   | - | 73.13    | 73.13         |
| 10 | A   | - | 3.00     |               |
|    | B   | - | 9.00     |               |
|    | C   | - | 42.00    |               |
|    | D   | - | 15.00    | 69.00         |
| 11 | A   | - | 5.00     |               |
|    | B   | - | 281.76   | 286.76        |
| 12 | A-1 | - | 95.70    |               |
|    | A22 | - | 406.04   |               |
|    | B-1 | - | ----     |               |
|    | B-2 | - | 1,092.92 |               |
|    | B-3 | - | 321.82   | 1,916.48      |
| 13 | A   | - | 1,060.00 |               |
|    | B   | - | 148.97   | 1,208.97      |
| 14 | A   | - | 4.50     |               |
|    | B   | - | ----     |               |
|    | C   | - | 39.36    |               |
|    | D   | - | ----     | 43.86         |
| 15 | A   | - | 724.49   | 724.49        |
| 16 | A   | - | 16.93    |               |
|    | B   | - | 947.62   |               |
|    | C   | - | 493.95   | 1,458.50      |
| 17 | A   | - | 1,666.67 | 1,666.67      |
| 18 | A   | - | 1,982.65 |               |
|    | B   | - | 9.87     |               |
|    | C   | - | 117.50   | 2,110.02      |
| 19 |     | - | 412.38   | 412.38        |
| 20 |     |   |          | \$20,636.65   |
|    |     |   |          | 2,510.66      |
|    |     |   |          | * \$18,125.99 |

\*Traffic Advertising Common -

\$7,192.74

Passenger Traffic Adv. - \$3,339.70

Freight Traffic Adv. - 3,853.04

Total Passenger Traffic Adv. - Oct. - \$14,022.10

" Freight Traffic Adv. - Oct. - 4,103.89



SEPTEMBER 1931

ACCOUNT    Sub-Account

|   |     |   |            |          |
|---|-----|---|------------|----------|
| 1 | A-1 | - | \$2,051.77 |          |
|   | A-2 | - | ---        |          |
|   | B-1 | - | 2,408.90   |          |
|   | B-2 | - | 276.37     |          |
|   | C-1 | - | 156.82     |          |
|   | C-2 | - | 114.35     |          |
|   | D-1 | - | 72.75      |          |
|   | D-2 | - | 43.15      | 5,124.11 |
|   |     |   | -----      |          |
| 2 | A-1 | - | 306.25     |          |
|   | A-2 | - | ---        |          |
|   | B-1 | - | 86.92      |          |
|   | B-2 | - | ---        |          |
|   | C-1 | - | 246.57     |          |
|   | C-2 | - | ---        |          |
|   | D-1 | - | 270.00     |          |
|   | D-2 | - | 57.90      |          |
|   | E-1 | - | ---        |          |
|   | E-2 | - | ---        | 967.64   |
|   |     |   | -----      |          |
| 3 | A-1 | - | ---        |          |
|   | A-2 | - | ---        |          |
|   | A-3 | - | ---        |          |
|   | B-1 | - | 50.00      |          |
|   | B-2 | - | ---        | 50.00    |
|   |     |   | -----      |          |
| 4 | A   | - | ---        |          |
|   | B   | - | ---        |          |
|   | C   | - | ---        |          |
|   | D   | - | ---        |          |
|   |     |   | -----      |          |
| 5 | A-1 | - | ---        |          |
|   | A-2 | - | 79.00      |          |
|   | A-3 | - | ---        |          |
|   | A-4 | - | ---        |          |
|   | A-5 | - | ---        |          |
|   | B-1 | - | ---        |          |
|   | B-2 | - | ---        | 79.00    |
|   |     |   | -----      |          |
| 6 | A-1 | - | ---        |          |
|   | A-2 | - | ---        |          |
|   | B-1 | - | ---        |          |
|   | B-2 | - | ---        |          |
|   | C-1 | - | 285.45     |          |
|   | C-2 | - | ---        |          |
|   | D   | - | ---        |          |
|   | E   | - | 28.00      |          |
|   | F   | - | ---        |          |
|   | G   | - | 37.50      |          |
|   | H   | - | ---        | 350.95   |
|   |     |   | -----      |          |

ACCOUNT Sub-Account

|    |     |   |            |              |
|----|-----|---|------------|--------------|
| 7  | A   | - | ---        |              |
|    | B-1 | - | ---        |              |
|    | B-2 | - | \$1,323.19 |              |
|    | B-3 | - | 746.87     |              |
|    | B-4 | - | 341.06     | 2,411.12     |
| 8  | A   | - | ---        |              |
|    | B   | - | 300.50     | 300.50       |
| 9  | A   | - | 23.47      | 23.47        |
| 10 | A   | - | 15.00      |              |
|    | B   | - | ---        |              |
|    | C   | - | 1,081.10   |              |
|    | D   | - | ----       | 1,096.10     |
| 11 | A   | - | ---        |              |
|    | B   | - | ---        |              |
| 12 | A-1 | - | 84.40      |              |
|    | A-2 | - | 165.06     |              |
|    | B-1 | - | ---        |              |
|    | B-2 | - | 959.95     |              |
|    | B-3 | - | 380.43     | 1,589.84     |
| 13 | A   | - | 1,060.00   |              |
|    | B   | - | 87.80      | 1,147.80     |
| 14 | A   | - | ---        |              |
|    | B   | - | ---        |              |
|    | C   | - | ---        |              |
|    | D   | - | 1.25       | 1.25         |
| 15 | A   | - | 651.35     | 651.35       |
| 16 | A   | - | 62.72      |              |
|    | B   | - | 3,170.06   |              |
|    | C   | - | 549.26     | 3,782.04     |
| 17 | A   | - | 1,666.67   | 1,666.67     |
| 18 | A   | - | 1,955.20   |              |
|    | B   | - | 78.13      |              |
|    | C   | - | 110.14     | 2,143.47     |
| 19 | A   | - | 374.76     | 374.76       |
| 20 |     |   |            | \$21,760.07  |
|    |     |   |            | 352.53       |
|    |     |   |            | *\$21,407.54 |

\*Traffic Advertising Common \$5,851.29  
 Passenger \$2,929.10-Freight \$2,922.19

Total Passenger Traffic Adv.-Sept.- \$18,287.13  
 " Freight " " " " 3,120.41

AUGUST 1931

| <u>ACCOUNT</u> | <u>Sub-Account</u> |   |                  |
|----------------|--------------------|---|------------------|
| 1              | A-1                | - | \$2,550.16       |
|                | A-2                | - | 148.44           |
|                | B-1                | - | 2,154.09         |
|                | B-2                | - | 269.21           |
|                | C-1                | - |                  |
|                | C-2                | - | 157.85           |
|                | D-1                | - | 176.29           |
|                | D-2                | - |                  |
|                |                    |   | <hr/> \$5,456.04 |
| 2              | A-1                | - | 181.16           |
|                | A-2                | - | 108.64           |
|                | B-1                | - | 97.60            |
|                | B-2                | - |                  |
|                | C-1                | - | 170.09           |
|                | C-2                | - | 63.11            |
|                | D-1                | - | 120.00           |
|                | D-2                | - | 118.75           |
|                | E-1                | - | ----             |
|                | E-2                | - | ----             |
|                |                    |   | <hr/> 859.35     |
| 3              | A-1                | - | ---              |
|                | A-2                | - | ---              |
|                | A-3                | - | 4.75             |
|                | B-1                | - | ---              |
|                | B-2                | - | ---              |
|                |                    |   | <hr/> 4.75       |
| 4              | A                  | - | ---              |
|                | B                  | - | ---              |
|                | C                  | - | ---              |
|                | D                  | - | ---              |
|                |                    |   | <hr/>            |
| 5              | A-1                | - | 2,909.90         |
|                | A-2                | - | 8.43             |
|                | A-3                | - | ---              |
|                | A-4                | - | ---              |
|                | A-5                | - | ---              |
|                | B-1                | - | 705.60           |
|                | B-2                | - | 60.00            |
|                |                    |   | <hr/> 3,683.93   |
| 6              | A-1                | - | 5,115.09         |
|                | A-2                | - | ----             |
|                | B-1                | - | ----             |
|                | B-2                | - | ----             |
|                | C-1                | - | 571.64           |
|                | C-2                | - | ----             |
|                | D                  | - | ----             |
|                | E                  | - | ----             |
|                | F                  | - | ----             |
|                | G                  | - | 59.70            |
|                | H                  | - | 1.71             |
|                |                    |   | <hr/> 648.14     |



ACCOUNT Sub-Account

|     |       |          |              |
|-----|-------|----------|--------------|
| 7   | A -   | ---      |              |
|     | B-1 - | ---      |              |
|     | B-2 - | 1,368.59 |              |
|     | B-3 - | 752.17   |              |
|     | B-4 - | 342.11   | 2,462.87     |
| 8   | A     | ---      |              |
|     | B     | 110.31   | 110.31       |
| 9   | A     | 12.20    | 12.20        |
| 10  | A -   | ---      |              |
|     | B -   | 7.50     |              |
|     | C -   | ---      |              |
|     | D -   | ---      | 7.50         |
| 11  | A -   | 10.00    |              |
|     | B -   | 540.18   | 550.18       |
| 12  | A-1 - | 66.75    |              |
|     | A-2 - | 156.32   |              |
|     | B-1 - | ---      |              |
|     | B-2 - | 921.82   |              |
|     | B-3 - | 461.14   | 1,606.03     |
| 13  | A -   | 1,060.00 |              |
|     | B -   | 87.77    | 1,147.77     |
| 14  | A -   | 6.48     |              |
|     | B -   | ---      |              |
|     | C -   | ---      |              |
|     | D -   | ---      | 6/48         |
| 15  | A -   | 773.24   |              |
|     | B -   | ---      | 773.24       |
| 16  | A -   | 204.67   |              |
|     | B -   | 122.60   |              |
|     | C -   | 5,020.07 | 5,347.34     |
|     | D -   | ---      |              |
| 17  | A     | 1,666.67 | 1,666.67     |
| 18. | A     | 1,937.60 |              |
|     | B     | ---      |              |
|     | C     | 118.33   | 2,055.93     |
| 19  |       | 752.56   | 752.56       |
| 20  |       |          | \$27,151.29  |
|     |       |          | 189.96       |
|     |       |          | *\$26,961.33 |

\*Traffic Advertising Common \$6,091.42  
Passenger \$3,140.00 - Freight \$2,951.42

Total Pass.Traffic Adv.- August - \$23,709.62  
" Freight Traffic " - " - 3,251.71

JULY 1931

| <u>ACCOUNT</u> | <u>Sub-Account</u> |   |            |             |  |
|----------------|--------------------|---|------------|-------------|--|
| 1              | A-1                | - | \$1,814.43 |             |  |
|                | A-2                | - | 103.16     |             |  |
|                | B-1                | - | 2,524.31   |             |  |
|                | B-2                | - | 437.60     |             |  |
|                | C-1                | - | 8,334.28   |             |  |
|                | C-2                | - | 695.52     |             |  |
|                | D-1                | - | 178.46     |             |  |
|                | D-2                | - | -----      | \$14,087.76 |  |
| 2              | A-1                | - | 393.05     |             |  |
|                | A-2                | - | 87.07      |             |  |
|                | B-1                | - | 140.94     |             |  |
|                | B-2                | - | -----      |             |  |
|                | C-1                | - | 170.78     |             |  |
|                | C-2                | - | 22.18      |             |  |
|                | D-1                | - | 230.26     |             |  |
|                | D-2                | - | 171.71     |             |  |
|                | E-1                | - | 100.00     |             |  |
|                | E-2                | - | -----      | 1,315.99    |  |
| 3              | A-1                | - | -----      |             |  |
|                | A-2                | - | 60.00      |             |  |
|                | A-3                | - | 489.50     |             |  |
|                | B-1                | - | 98.25      |             |  |
|                | B-2                | - | -----      | 644.75      |  |
| 4              | A                  | - | 539.20     |             |  |
|                | B                  | - | 164.46     |             |  |
|                | C                  | - | ---        |             |  |
|                | D                  | - | ---        | 703.66      |  |
| 5              | A-1                | - | ---        |             |  |
|                | A-2                | - | 13.75      |             |  |
|                | A-3                | - | ---        |             |  |
|                | A-4                | - | 45.62      |             |  |
|                | A-5                | - | 136.40     |             |  |
|                | B-1                | - | 1,417.00   |             |  |
|                | B-2                | - | 632.84     | 2,245.61    |  |
| 6              | A-1                | - | -----      |             |  |
|                | A-2                | - | 38.56      |             |  |
|                | B-1                | - | -----      |             |  |
|                | B-2                | - | -----      |             |  |
|                | C-1                | - | 289.14     |             |  |
|                | C-2                | - | -----      |             |  |
|                | D                  | - | 148.95     |             |  |
|                | E                  | - | 20.00      |             |  |
|                | F                  | - | 25.75      |             |  |
|                | G                  | - | 96.83      |             |  |
|                | H                  | - | 29.50      | 648.73      |  |

ACCOUNT SUB-Account

|    |         |   |          |             |
|----|---------|---|----------|-------------|
| 7  | A       | - | ----     |             |
|    | B-1     | - | ----     |             |
|    | B-2     | - | 1,367.53 |             |
|    | B-3     | - | 754.96   |             |
|    | B-4     | - | 465.55   | \$2,588.04  |
| 8  | A       | - | ----     |             |
|    | B       | - | 144.65   | 144.65      |
| 9  | A       | - | 218.35   | 218.35      |
| 10 | A       | - | 30.00    |             |
|    | B       | - | 6.75     |             |
|    | C       | - | 6.00     |             |
|    | D       | - | ----     | 42.75       |
| 11 | A       | - | 5.00     |             |
|    | B       | - | 271.43   | 276.43      |
| 12 | A-1     | - | 98.85    |             |
|    | A-2     | - | 342.11   |             |
|    | B-1     | - | ----     |             |
|    | B-2     | - | 915.16   |             |
|    | B-3     | - | 448.15   | 1,804.27    |
| 13 | A       | - | 1,070.00 |             |
|    | B       | - | 129.83   | 1,199.83    |
| 14 | A       | - | 2.00     |             |
|    | B       | - | ----     |             |
|    | C       | - | ----     |             |
|    | D       | - | 13.75    | 15.75       |
| 15 | A       | - | 887.93   |             |
|    | B       | - | ----     | 887.93      |
| 16 | A       | - | 1,004.32 |             |
|    | B       | - | 75.07    |             |
|    | C       | - | 2,166.13 | 3,245.52    |
|    | D       | - | 125.00   | 3,370.52    |
| 17 | A       | - | 1,666.67 | 1,666.67    |
| 18 | A       | - | 2,243.85 |             |
|    | B       | - | 99.70    |             |
|    | C       | - | 136.66   | 2,480.21    |
| 19 | A       | - | 301.70   | 301.70      |
| 20 | Credits |   |          | \$34,518.60 |
|    |         |   |          | 459.56      |
|    |         |   |          | \$34,059.04 |

Total Pass. Traffic Ad.-July-\$30,671.10 Traffic Advertising Common \$6,521.16  
 " Freight " " " \$ 3,387.94 Passenger \$3,375.95 - Freight \$3,145.21



JUNE 1931

ACCOUNT Sub-Account

|   |     |   |           |             |
|---|-----|---|-----------|-------------|
| 1 | A-1 | - | \$150.60  |             |
|   | A-2 | - | 742.19    |             |
|   | B-1 | - | 4,476.77  |             |
|   | B-2 | - | 698.61    |             |
|   | C-1 | - | 15,929.44 |             |
|   | C-2 | - | 940.45    |             |
|   | D-1 | - | 144.81    |             |
|   | D-2 | - | 107.58    | \$23,190.45 |
| 2 | A-1 | - | 280.18    |             |
|   | A-2 | - | 107.83    |             |
|   | B-1 | - | 220.65    |             |
|   | B-2 | - | 89.22     |             |
|   | C-1 | - | 254.24    |             |
|   | C-2 | - | 21.63     |             |
|   | D-1 | - | 5,013.51  |             |
|   | D-2 | - | 1,536.06  |             |
|   | E-1 | - | 18.00     |             |
|   | E-2 | - | 21.60     | 7,562.92    |
| 3 | A-1 | - | 14,012.51 |             |
|   | A-2 | - | 6,824.45  |             |
|   | A-3 | - | 409.21    |             |
|   | B-1 | - | 70.00     |             |
|   | B-2 | - | ----      | 21,316.17   |
| 4 | A   | - | ----      |             |
|   | B   | - | 77.05     |             |
|   | C   | - | ----      |             |
|   | D   | - | 410.35    | 487.40      |
| 5 | A-1 | - | 4,209.20  |             |
|   | A-2 | - | ----      |             |
|   | A-3 | - | 233.24    |             |
|   | A-4 | - | ----      |             |
|   | A-5 | - | ----      |             |
|   | B-1 | - | 2,295.44  |             |
|   | B-2 | - | 98.69     | 6,836.57    |
| 6 | A-1 | - | ----      |             |
|   | A-2 | - | ----      |             |
|   | B-1 | - | ----      |             |
|   | B-2 | - | ----      |             |
|   | C-1 | - | 302.66    |             |
|   | C-2 | - | ----      |             |
|   | D   | - | ----      |             |
|   | E   | - | 21.00     |             |
|   | F   | - | ----      |             |
|   | G   | - | 23.25     |             |
|   | H   | - | ----      | 346.91      |

ACCOUNT    SUB-ACCOUNT

|    |         |   |          |              |
|----|---------|---|----------|--------------|
| 7  | A       | - | --       |              |
|    | B-1     | - | ---      |              |
|    | B-2     | - | 1,339.25 |              |
|    | B-3     | - | 755.93   |              |
|    | B-4     | - | 362.84   | \$2,458.02   |
| 8  | A-      | - | 64.00    |              |
|    | B-      | - | 40.27    | 104.27       |
| 9  | A       | - | 85.99    | 85.99        |
| 10 | A       | - | ---      |              |
|    | B       | - | 10.25    |              |
|    | C       | - | 874.83   |              |
|    | D       | - | ---      | 885.08       |
| 11 | A       | - | 5.00     |              |
|    | B       | - | 271.05   | 276.05       |
| 12 | A-1     | - | 141.90   |              |
|    | A-2     | - | 287.90   |              |
|    | B-1     | - | ---      |              |
|    | B-2     | - | 945.92   |              |
|    | B-3     | - | 518.11   | 1,893.83     |
| 13 | A       | - | 1,070.00 |              |
|    | B       | - | 79.86    | 1,149.86     |
| 14 | A       | - | 30.62    |              |
|    | B       | - | ---      |              |
|    | C       | - | 57.06    |              |
|    | D       | - | ---      | 87.68        |
| 15 | A       | - | 1,936.56 |              |
|    | B       | - | ---      | 1,936.56     |
| 16 | A       | - | 36.07    |              |
|    | B       | - | ---      |              |
|    | C       | - | 2,086.73 | 2,122.80     |
|    | D       | - | 36.07    | 2,158.87     |
| 17 | A       | - | 1,666.67 | 1,666.67     |
| 18 | A       | - | 2,320.25 |              |
|    | B       | - | 128.86   |              |
|    | C       | - | 162.71   | 2,611.82     |
| 19 | A       | - | 40.93    | 40.93        |
|    |         |   |          | \$75,059.98  |
| 20 | Credits |   |          | 252.96       |
|    |         |   |          | *\$74,807.02 |

Total Pass.Traffic Adv.-June -\$59,053.33  
 " Frt. " " " - 15,753.69

Traffic Advertising Common-\$27,350.87  
 Pass.\$11,697.18 - Frt/ \$15,753.69

MAY 1931

ACCOUNT Sub-Account

|   |     |   |           |             |
|---|-----|---|-----------|-------------|
| 1 | A-1 | - | \$50.01   |             |
|   | A-2 | - | 25.15     |             |
|   | B-1 | - |           |             |
|   | B-2 | - | 444.41    |             |
|   | C-1 | - | 14,062.69 |             |
|   | C-1 | - | 1,049.76  |             |
|   | D-1 | - | 145.33    |             |
|   | D-2 | - | 57.62     | \$20,632.30 |
|   |     |   |           |             |
| 2 | A-1 | - | 261.80    |             |
|   | A-2 | - | 129.46    |             |
|   | B-1 | - | 497.20    |             |
|   | B-2 | - | ----      |             |
|   | C-1 | - | 188.43    |             |
|   | C-2 | - | 15.46     |             |
|   | D-1 | - | 21,582.94 |             |
|   | D-2 | - | 207.52    |             |
|   | E-1 | - | 45.00     |             |
|   | E-2 | - | 16.70     | 22,944.51   |
|   |     |   |           |             |
| 3 | A-1 | - | 15,978.81 |             |
|   | A-2 | - | 7,377.74  |             |
|   | A-3 | - | 91.05     | 23,447.60   |
|   |     |   |           |             |
| 4 | A   | - | 535.20    |             |
|   | B   | - | 141.78    |             |
|   | C   | - | ----      |             |
|   | D   | - | ----      | 676.98      |
|   |     |   |           |             |
| 5 | A-1 | - | ----      |             |
|   | A-2 | - | 99.30     |             |
|   | A-3 | - | 44.47     |             |
|   | A-4 | - | 41.70     |             |
|   | A-5 | - | 148.40    |             |
|   | B-1 | - | 3,338.57  |             |
|   | B-2 | - | 654.75    | 4,327.19    |
|   |     |   |           |             |
| 6 | A-1 | - | ----      |             |
|   | A-2 | - | ----      |             |
|   | B-1 | - | ----      |             |
|   | B-2 | - | ----      |             |
|   | C-1 | - | 79.29     |             |
|   | C-2 | - | 595.00    |             |
|   | D   | - | ----      |             |
|   | E   | - | ----      |             |
|   | F   | - | 12.55     |             |
|   | G   | - | 233.13    |             |
|   | H   | - | 63.02     | 982.99      |



ACCOUNT Sub-Account

|    |              |   |          |              |
|----|--------------|---|----------|--------------|
| 7  | A            | - | ----     |              |
|    | B-1          | - | \$583.10 |              |
|    | B-2          | - | 1,362.08 |              |
|    | B-3          | - | 755.28   |              |
|    | B-4          | - | 342.71   | \$3,043.17   |
| 8  | A            | - | 181.85   |              |
|    | B            | - | 534.50   | 716.35       |
| 9  | A            | - | 218.57   | 218.57       |
| 10 | A            | - | 2.50     |              |
|    | B            | - | -----    |              |
|    | C            | - | -----    |              |
|    | D            | - | -----    | 2.50         |
| 11 | A            | - | 5.00     |              |
|    | B            | - | 264.32   | 269.32       |
| 12 | A-1          | - | 92.25    |              |
|    | A-2          | - | 836.60   |              |
|    | B-1          | - | 85.00    |              |
|    | B-2          | - | 971.23   |              |
|    | B-3          | - | 472.08   | 2,457.16     |
| 13 | A            | - | 1,070.00 |              |
|    | B            | - | 225.07   | 1,295.07     |
| 14 | A            | - | 20.83    |              |
|    | B            | - | -----    |              |
|    | C            | - | -----    |              |
|    | D            | - | -----    | 20.83        |
| 15 | A            | - | 531.86   |              |
|    | B            | - | -----    | 531.86       |
| 16 | A            | - | 89.58    |              |
|    | B            | - | 1,024.48 |              |
|    | C            | - | 6,693.16 | 7,807.22     |
|    | D            | - | 50.18    | 7,857.40     |
| 17 | A            | - | 1,666.67 | 1,666.67     |
| 18 | A            | - | 2,392.30 |              |
|    | B            | - | 20.97    |              |
|    | C            | - | 184.94   | 2,598.21     |
| 19 | A            | - | 598.01   | 598.01       |
| 20 | Credits..... |   |          | 309.21       |
|    |              |   |          | \$94,236.51  |
|    |              |   |          | *\$93,927.30 |

Total Passenger Traffic Adv.-May-~~80,174.47~~ 79,899.02 ✓ Traffic Advertising Common-830,436.10  
 " Freight Traffic Adv.-May - \$14,028.28 Passenger \$16,683.27 -Freight \$13,752.83

APRIL 1931

ACCOUNT      Sub-Account

|   |     |     |           |            |
|---|-----|-----|-----------|------------|
| 1 | A-1 | -   | \$22.54   |            |
|   | A-2 | -   | 22.82     |            |
|   | B-1 | -   | 2,170.89  |            |
|   | B-2 | -   | 187.96    |            |
|   | C-1 | -   | 1,339.43  |            |
|   | C-2 | -   | ----      |            |
|   | D-1 | -   | 207.24    |            |
|   | D-2 | -   | 12.37     | \$3,963.25 |
|   |     |     | <hr/>     |            |
| 2 | A-1 | -   | 416.08    |            |
|   | A-2 | -   | 89.42     |            |
|   | B-1 | -   | 398.99    |            |
|   | B-2 | -   | 15.71     |            |
|   | C-1 | -   | 214.48    |            |
|   | C-2 | -   | 21.52     |            |
|   | D-1 | -   | 9,991.04  |            |
|   | D-2 | -   | 1,300.65  |            |
|   | E-1 | -   | ---       |            |
|   | E-2 | -   | 35.45     | 12,483.34  |
|   |     |     | <hr/>     |            |
| 3 | A-1 | -   | 15,945.95 |            |
|   | A-2 | -   | 6,520.08  |            |
|   | A-3 | -   | 682.03    |            |
|   | B-1 | --- | ---       |            |
|   | B-2 | -   | --        | 23,148.06  |
|   |     |     | <hr/>     |            |
| 4 | A   | -   | 540.00    |            |
|   | B   | -   | 32.16     |            |
|   | C   | -   | ---       |            |
|   | D   | -   | ---       | 572.16     |
|   |     |     | <hr/>     |            |
| 5 | A-1 | -   | 2,745.50  |            |
|   | A-2 | -   | 158.62    |            |
|   | A-3 | -   | 165.00    |            |
|   | A-4 | -   | ---       |            |
|   | A-5 | -   | ---       |            |
|   | B-1 | -   | 2,404.43  |            |
|   | B-2 | -   | 2,447.63  | 5,921.18   |
|   |     |     | <hr/>     |            |
| 6 | A-1 | -   | ---       |            |
|   | A-2 | -   | ---       |            |
|   | B-1 | -   | ---       |            |
|   | B-2 | -   | ---       |            |
|   | C-1 | -   | 572.40    |            |
|   | C-2 | -   | ---       |            |
|   | D   | -   | ---       |            |
|   | E   | -   | 144.64    |            |
|   | F   | -   | 40.15     |            |
|   | G   | -   | 384.75    |            |
|   | H   | -   | 218.99    | 1,360.93   |
|   |     |     | <hr/>     |            |

ACCOUNT Sub-Account

|    |              |   |          |             |
|----|--------------|---|----------|-------------|
| 7  | A-1          | - | ----     |             |
|    | B-1          | - | ----     |             |
|    | B-2          | - | 1,337.43 |             |
|    | B-3          | - | 754.90   |             |
|    | B-4          | - | 342.65   | \$2,434.98  |
| 8  | A            | - | ----     |             |
|    | B            | - | 52.91    | 52.91       |
| 9  | A            | - | 90.45    | 90.45       |
| 10 | A            | - | 65.00    |             |
|    | B            | - | ----     |             |
|    | C            | - | 38.85    |             |
|    | D            | - | ----     | 103.85      |
| 11 | A            | - | 5.00     |             |
|    | B            | - | 269.00   | 274.00      |
| 12 | A-1          | - | 82.65    |             |
|    | A-2          | - | 39.48    |             |
|    | B-1          | - | 85.00    |             |
|    | B-2          | - | 932.95   |             |
|    | B-3          | - | 1,625.98 | 2,766.06    |
| 13 | A            | - | 1,070.00 |             |
|    | B            | - | 837.43   | 1,907.43    |
| 14 | A            | - | 35.84    |             |
|    | B            | - | 25.00    |             |
|    | C            | - | ----     |             |
|    | D            | - | ----     | 60.84       |
| 15 | A            | - | 790.20   |             |
|    | B            | - | ----     | 790.20      |
| 16 | A            | - | 35.44    |             |
|    | B            | - | ----     |             |
|    | C            | - | 2,368.48 | 2,403.92    |
|    | D            | - | ----     |             |
| 17 | A            | - | 1,666.67 | 1,666.67    |
| 18 | A            | - | 2,602.23 |             |
|    | B            | - | 38.78    |             |
|    | C            | - | 101.85   | 2,742.86    |
| 19 | -            | - | 3,025.49 | 3,025.49    |
| 20 | Credits..... | - |          | \$66,768.58 |
|    |              | - |          | 591.99      |
|    |              | - |          | \$65,176.59 |

\*Traffic Advertising Common - \$30,340.10

Passenger - \$17,397.94

Freight - 12,942.16

Total Passenger Traffic Adv. - April - \$52,015.16

" Freight " " - " 13,161.43



MARCH 1931

ACCOUNT    Sub-Account

|    |     |   |           |            |
|----|-----|---|-----------|------------|
| 1  | A-1 | - | \$ 108.56 |            |
|    | A-2 | - |           |            |
|    | B-1 | - | 1,079.02  |            |
|    | B-2 | - | 83.34     |            |
|    | C-1 | - | 77.62     |            |
|    | C-2 | - | -----     |            |
|    | D-1 | - | 200.48    |            |
|    | D-2 | - | -----     | \$1,549.02 |
| 2  | A-1 | - | 203.08    |            |
|    | A-2 | - | 279.71    |            |
|    | B-1 | - | 78.36     |            |
|    | B-2 | - | -----     |            |
|    | C-1 | - | 162.93    |            |
|    | C-2 | - | 21.12     |            |
|    | D-1 | - | 6,029.39  |            |
|    | D-2 | - | 255.42    |            |
|    | E-1 | - | 290.00    |            |
|    | E-2 | - | -----     | 7,320.01   |
| 3  | A-1 | - | 19,754.08 |            |
|    | A-2 | - | 9,071.75  |            |
|    | A-3 | - | 64.25     |            |
|    | B-1 | - | -----     |            |
|    | B-2 | - | -----     | 28,890.08  |
| 4  | A   | - | 1,294.40  |            |
|    | B   | - | 196.10    |            |
|    | C   | - | 10.00     |            |
|    | D   | - | 733.72    | 2,234.22   |
| 5. | A-1 | - | -----     |            |
|    | A-2 | - | -----     |            |
|    | A-3 | - | 407.30    |            |
|    | B-1 | - | 1,136.27  |            |
|    | B-2 | - | 836.49    | 2,380.06   |
| 6  | A-1 | - | 152.88    |            |
|    | A-2 | - |           |            |
|    | B-1 | - | -----     |            |
|    | B-2 | - | -----     |            |
|    | C-1 | - | 285.83    |            |
|    | C-2 | - | -----     |            |
|    | D   | - | -----     |            |
|    | E   | - | -----     |            |
|    | F   | - | 87.34     |            |
|    | G   | - | 38.90     |            |
|    | H   | - | 462.58    | 1,027.53   |

ACCOUNT Sub-Account

|              |     |   |            |             |
|--------------|-----|---|------------|-------------|
| 7            | A-1 | - | -----      |             |
|              | B-1 | - | \$1,166.20 |             |
|              | B-2 | - | 1,332.97   |             |
|              | B-3 | - | 752.38     |             |
|              | B-4 | - | 342.15     | \$3,593.70  |
| 8            | A   | - | 47.10      |             |
|              | B   | - | 11.92      | 59.02       |
| 9            |     | - | 251.81     | 251.81      |
| 10           | A   | - | 7.00       |             |
|              | B   | - | -----      |             |
|              | C   | - | -47.15     |             |
|              | D   | - | -----      | 47.15       |
| 11           | A   | - | 5.00       |             |
|              | B   | - | 273.01     | 278.01      |
| 12           | A-1 | - | 90.85      |             |
|              | A-2 | - | 582.27     |             |
|              | B-1 | - | 86.62      |             |
|              | B-2 | - | 1,047.98   |             |
|              | B-3 | - | 1,540.74   | 3,348.46    |
| 13           | A   | - | 1,070.00   |             |
|              | B   | - | 120.77     | 1,190.77    |
| 14           | A   | - | 53.09      |             |
|              | B   | - | -----      |             |
|              | C   | - | -----      |             |
|              | D   | - | -----      | 53.09       |
| 15           | A   | - | 1,114.78   |             |
|              | B   | - | -----      | 1,114.78    |
| 16           | A   | - | 495.82     |             |
|              | B   | - | 80.04      |             |
|              | C   | - | 723.75     |             |
|              | D   | - | -----      | 1,299.61    |
| 17           | A   | - | 1,666.67   | 1,666.67    |
| 18           | A   | - | 2,469.55   |             |
|              | B   | - | 139.32     |             |
|              | C   | - | 137.21     | 2,746.08    |
| 19           |     | - | 329.50     | 329.50      |
|              |     | - | -----      | \$59,379.57 |
| Less Credits |     | - |            | 228.15      |
|              |     | - |            | \$59,151.42 |

\*Traffic Advertising Common - \$37,927.46

Passenger - \$21,739.49

Freight - 16,187.97

Total Passenger Traffic Adv. - Mar. \$42,714.75

" Freight " " - " 16,436.67

FEBRUARY 1931

ACCOUNT    Sub-Account

|   |     |   |                  |            |
|---|-----|---|------------------|------------|
| 1 | A-1 | - | \$1,438.95       |            |
|   | A-2 | - | 12.30            |            |
|   | B-1 | - | 321.73           |            |
|   | B-2 | - | 355.14           |            |
|   | C-1 | - | <del>15.75</del> |            |
|   | C-2 | - | <del>22.50</del> |            |
|   | D-1 | - | 175.22           |            |
|   | D-2 | - | 62.58            |            |
|   |     |   | <hr/>            | \$2,365.92 |
| 2 | A-1 | - | 394.78           |            |
|   | A-2 | - | 376.06           |            |
|   | B-1 | - | 63.00            |            |
|   | B-2 | - | ----             |            |
|   | C-1 | - | 216.34           |            |
|   | C-2 | - | 33.38            |            |
|   | D-1 | - | 165.00           |            |
|   | D-2 | - | 175.75           |            |
|   | E-1 | - | ----             |            |
|   | E-2 | - | ----             |            |
|   |     |   | <hr/>            | 1,424.31   |
| 3 | A-1 | - | 19,411.88        |            |
|   | A-2 | - | 9,239.40         |            |
|   | A-3 | - | 833.02           |            |
|   | B-1 | - | ----             |            |
|   | B-2 | - | ----             |            |
|   |     |   | <hr/>            | 29,484.30  |
| 4 | A   | - | 1,274.80         |            |
|   | B   | - | 232.53           |            |
|   | C   | - | ----             |            |
|   | D   | - | ----             |            |
|   |     |   | <hr/>            | 1,507.33   |
| 5 | A-1 | - | ----             |            |
|   | A-2 | - | ----             |            |
|   | A-3 | - | 188.50           |            |
|   | A-4 | - | ----             |            |
|   | A-5 | - | ----             |            |
|   | B-1 | - | 9,508.90         |            |
|   | B-2 | - | 231.39           |            |
|   |     |   | <hr/>            | 9,928.79   |
| 6 | A-1 | - | ----             |            |
|   | A-2 | - | 100.00           |            |
|   | B-1 | - | ----             |            |
|   | B-2 | - | ----             |            |
|   | C-1 | - | 301.35           |            |
|   | C-2 | - | 250.00           |            |
|   | D   | - | 200.00           |            |
|   | E   | - | 49.50            |            |
|   | F   | - | 476.09           |            |
|   | G   | - | 90.26            |            |
|   | H   | - | 1,247.55         |            |
|   |     |   | <hr/>            | 2,614.75   |



ACCOUNT Sub-Account

|    |              |          |             |
|----|--------------|----------|-------------|
| 7  | A-1          | -----    |             |
|    | B-1          | 874.65   |             |
|    | B-2          | 1,342.42 |             |
|    | B-3          | 757.73   |             |
|    | B-4          | 343.20   | 3,318.00    |
| 8  | A            | -----    |             |
|    | B            | 41.18    | 41.18       |
| 9  |              | 165.55   | 165.55      |
| 10 | A            | 78.00    |             |
|    | B            | -----    |             |
|    | C            | 70.00    |             |
|    | D            | -----    | 78.00       |
| 11 | A            | 5.00     |             |
|    | B            | 268.52   | 273.52      |
| 12 | A-1          | 72.25    |             |
|    | A-2          | 295.20   |             |
|    | B-1          | 86.63    |             |
|    | B-2          | 941.84   |             |
|    | B-3          | 771.05   | 2,166.97    |
| 13 | A            | 1,095.00 |             |
|    | B            | 120.17   | 1,215.17    |
| 14 | A            | 105.25   |             |
|    | B            | -----    |             |
|    | C            | -----    |             |
|    | D            | 6.42     | 111.67      |
| 15 | A            | 529.73   |             |
|    | B            | -----    | 529.73      |
| 16 | A            | -----    |             |
|    | B            | -----    |             |
|    | C            | 13.96    | 13.96       |
|    | D            | 433.61   | 447.57      |
| 17 | A            | 1,666.67 | 1,666.67    |
| 18 | A            | 2,478.81 |             |
|    | B            | 194.58   |             |
|    | C            | 246.28   | 2,919.67    |
| 19 |              | 1,603.93 | 1,603.93    |
| 20 |              |          | \$61,429.42 |
|    | Less credits |          | 364.65      |

\$61,064.77

\* Traffic Adv. Common- \$37,417.29

Passenger - \$21,075.21

Freight - 16,342.08

Total Passenger Traffic Adv.-Feb.-\$44,368.46  
 " Freight " " " 16,696.31

JANUARY 1931

ACCOUNT Sub-Account

|   |     |   |            |            |
|---|-----|---|------------|------------|
| 1 | A-1 | - | \$1,649.29 |            |
|   | A-2 | - | 102.83     |            |
|   | B-1 | - | 2,244.62   |            |
|   | B-2 | - | 158.41     |            |
|   | C-1 | - | ----       |            |
|   | C-2 | - | 7.35       |            |
|   | D-1 | - | 188.27     |            |
|   | D-2 | - | 100.79     | \$4,461.56 |
|   |     |   | <hr/>      |            |
| 2 | A-1 | - | 372.32     |            |
|   | A-2 | - | 140.55     |            |
|   | B-1 | - | 125.00     |            |
|   | B-2 | - | ----       |            |
|   | C-1 | - | 303.98     |            |
|   | C-2 | - | 39.00      |            |
|   | D-1 | - | 159.81     |            |
|   | D-2 | - | 2,579.07   |            |
|   | E-1 | - | 500.00     |            |
|   | E-2 | - | ----       | 4,119.73   |
|   |     |   | <hr/>      |            |
| 3 | A-1 | - | 15,532.52  |            |
|   | A-2 | - | 6,564.50   |            |
|   | A-3 | - | 259.80     |            |
|   | B-1 | - | 72.85      |            |
|   | B-2 | - | ----       | 22,429.67  |
|   |     |   | <hr/>      |            |
| 4 | A   | - | 1,321.60   |            |
|   | B-  | - | 224.35     |            |
|   | C   | - | ----       |            |
|   | D   | - | ----       | 1,545.95   |
|   |     |   | <hr/>      |            |
| 5 | A-1 | - | 4,750.40   |            |
|   | A-2 | - | 17.75      |            |
|   | A-3 | - | 185.00     |            |
|   | A-4 | - | 44.50      |            |
|   | A-5 | - | 135.00     |            |
|   | B-1 | - | 2,215.84   |            |
|   | B-2 | - | 860.36     | 8,208.85   |
|   |     |   | <hr/>      |            |
| 6 | A-1 | - | ----       |            |
|   | A-2 | - | 177.84     |            |
|   | B-1 | - | ----       |            |
|   | B-2 | - | ----       |            |
|   | C-1 | - | 370.84     |            |
|   | C-2 | - | 389.50     |            |
|   | D   | - | ----       |            |
|   | E   | - | ----       |            |
|   | F   | - | 24.12      |            |
|   | G   | - | 50.94      |            |
|   | H   | - | 367.64     | 1,203.04   |
|   |     |   | <hr/>      |            |

ACCOUNT Sub-Account

|              |     |   |            |             |
|--------------|-----|---|------------|-------------|
| 7            | A   | - | ----       |             |
|              | B-1 | - | ----       |             |
|              | B-2 | - | \$1,341.66 |             |
|              | B-3 | - | 757.28     |             |
|              | B-4 | - | 343.12     | 2,442.06    |
| 8            | A   | - | ----       |             |
|              | B   | - | 167.68     | 167.68      |
| 9            | A   | - | 476.50     | 476.50      |
| 10           | A   | - | ----       |             |
|              | B   | - | 3.00       |             |
|              | C   | - | 830.40     |             |
|              | D   | - | ----       | 833.40      |
| 11           | A   | - | 5.00       |             |
|              | B   | - | 296.33     | 301.33      |
| 12           | A-1 | - | 70.50      |             |
|              | A-2 | - | 398.13     |             |
|              | B-1 | - | 86.85      |             |
|              | B-2 | - | 1,054.38   |             |
|              | B-3 | - | 536.25     | 2,146.11    |
| 13           | A   | - | 1,095.00   |             |
|              | B   | - | 219.52     | 1,314.52    |
| 14           | A   | - | 57.50      |             |
|              | B   | - | ----       |             |
|              | C   | - | 40.61      |             |
|              | D   | - | 13.16      | 111.27      |
| 15           | A   | - | 1,622.33   |             |
|              | B   | - | 5.00       | 1,627.33    |
| 16           | A   | - | 94.97      |             |
|              | B   | - | ----       |             |
|              | C   | - | ----       | 94.97       |
| 17           | A   | - | 1,666.67   | 1,666.67    |
| 18           | A   | - | 2,502.70   |             |
|              | B   | - | 73.29      |             |
|              | C   | - | 108.75     | 2,684.74    |
| 19           |     | - | 382.70     | 382.70      |
| 20 - Credits |     |   |            | \$56,208.08 |
|              |     |   |            | 2,706.52    |
|              |     |   |            | \$53,501.56 |

\*Traffic Adv. Common - \$29,345.33  
 Passenger - \$16,674.46  
 Freight 12,670.87

Total Passenger Traffic Advertising-Jan. - \$40,475.02  
 " Freight " " " - 13,026.54



FREIGHT ADVERTISING - DECEMBER 1931

ACCOUNT SUB-ACCOUNT

|    |     |   |                                   |             |
|----|-----|---|-----------------------------------|-------------|
| 2  | A-1 | - | Transportation News.....          | \$10.00     |
|    |     |   | Skillings Mining Review.....      | 45.52       |
|    | B-1 | - | Bishop's A.B.C. Guide.....        | 30.00       |
|    | D-1 | - | Traffic World - Dec.....          | 120.00      |
| 19 | A   | - | Pittsburgh Office-Playing Cards.. | <u>1.35</u> |
|    |     |   |                                   | \$206.87    |

Proportion of Traffic  
Advertising Common charged  
to "Freight".....2,514.24  
\$2,721.11

FREIGHT ADVERTISING - NOVEMBER 1931

ACCOUNT      SUB-ACCOUNT

|   |     |                               |                 |
|---|-----|-------------------------------|-----------------|
| 2 | A-1 | Skillings' Mining Review..... | \$45.52         |
|   |     | Transportation News.....      | 10.00           |
|   | D-1 | Traffic World.....            | <u>120.00</u>   |
|   |     |                               | \$175.52        |
|   |     | Proportion of Traffic         |                 |
|   |     | Advertising Common charged    |                 |
|   |     | to "Freight".....             | <u>2,838.75</u> |
|   |     |                               | \$3,014.27      |

FREIGHT ADVERTISING -OCTOBER 1931

ACCOUNT SUB-ACCOUNT

|    |     |                                                                       |                 |
|----|-----|-----------------------------------------------------------------------|-----------------|
| 2  | A-1 | Skillings' Mining Review.....                                         | \$56.90         |
|    |     | Transportation News.....                                              | 10.00           |
|    | D-1 | Traffic World - October.....                                          | 180.00          |
| 19 |     | Pittsburgh Office -Playing cards<br>for shippers.....                 | <u>3.95</u>     |
|    |     |                                                                       | \$250.85        |
|    |     | Proportion of Traffic advertising<br>Common charged to "Freight"..... | <u>3,853.04</u> |
|    |     |                                                                       | \$4,103.89      |



FREIGHT ADVERTISING - SEPTEMBER 1931

Account   Sub-Account

|    |     |                                                                           |                 |
|----|-----|---------------------------------------------------------------------------|-----------------|
| 2  | A-1 | Skillings' Mining Review.....                                             | \$45.52         |
|    | B-1 | Bishop's A-B-C-Guide.....                                                 | 30.00           |
|    | D-1 | Traffic World- Sept.....                                                  | 120.00          |
| 19 |     | Pittsburgh Office- Playing<br>cards to shippers.....                      | <u>2.70</u>     |
|    |     |                                                                           | \$198.22        |
|    |     | Proportion of Traffic<br>Advertising Common charged<br>to "Freight" ..... | <u>2,922.19</u> |
|    |     |                                                                           | \$3,120.41      |

FREIGHT ADVERTISING - AUGUST 1931

ACCOUNT      Sub-Account

|    |     |                                                                                 |         |
|----|-----|---------------------------------------------------------------------------------|---------|
| 2  | A-1 | Transportation News.....                                                        | \$10.00 |
|    |     | Skillings Mining Review.....                                                    | 56.90   |
|    | A-2 | David Adv. Co. - Mechanical<br>expense account Skillings<br>Mining Review.....  | 12.62   |
|    | D-1 | Traffic World - Aug.....                                                        | 120.00  |
|    | D-2 | David Adv. Co. - Mechanical<br>expense account "Traffic World"<br>for Sept..... | 28.76   |
|    |     | " Aug.....                                                                      | 37.22   |
| 15 |     | Theits & Grant - 1 window<br>display for Freight Dept.....                      | 34.79   |

-----  
\$ 300.29

Proportion of Traffic  
Advertising Common charged  
to "Freight"..... 2,951.42

\$3,251.71

FREIGHT ADVERTISING - JULY 1931

ACCOUNT Sub-Account

|    |     |                                                                                |         |
|----|-----|--------------------------------------------------------------------------------|---------|
| 2  | A-1 | Skillings Mining Review.....                                                   | \$45.52 |
|    | A-2 | David Adv. Co. - Mechanical<br>Expense acct.Skillings<br>Mining Review.....    | 21.94   |
|    | D-1 | Traffic World-July 11-25.....                                                  | 120.00  |
|    | D-2 | David Adv.Co. - Mechanical<br>Expense for advertising in<br>Traffic World..... | 53.02   |
| 19 |     | Pittsburgh Office- Playing<br>cards furnished shippers.....                    | 2.25    |

-----  
\$242.73

Proportion of Traffic  
Advertising Common charged  
to "Freight".....3,145.21

\$3,387.94



FREIGHT ADVERTISING - JUNE 1931

ACCOUNT    Sub-Account

|   |     |                                                                    |              |
|---|-----|--------------------------------------------------------------------|--------------|
| 2 | A-1 | - Skillings Mining Review.....                                     | \$45.52      |
|   |     | Transportation News.....                                           | 10.00        |
|   | A-2 | - David Adv. Co. - Mechanical<br>expense acct.Skillings Review.... | 4.85         |
|   | B-1 | - Bishop's A-B-C-Guide.....                                        | 30.00        |
|   | D-1 | - Traffic World.....                                               | 120.00       |
|   | D-2 | - David Adv.Co. - Mechanical Expense<br>acct. Traffic World.....   | <u>61.36</u> |
|   |     |                                                                    | \$271.73     |

Proportion of Traffic  
advertising Common charged  
to "Freight"..... \$15,753.69

\$16,025.42

FREIGHT ADVERTISING - MAY 1931

ACCOUNT Sub-Account

|    |     |                               |             |
|----|-----|-------------------------------|-------------|
| 2  | A-1 | Skillings Mining Review.....  | \$56.90     |
|    | D-1 | Traffic World.....            | 180.00      |
|    | E-1 | Beth El Synagogue Yearbook... | 30.00       |
| 19 |     | Pittsburgh Office -           |             |
|    |     | Playing cards.....            | <u>8.55</u> |
|    |     |                               | \$275.45    |

Proportion of Traffic  
Advertising Common charged  
to "Freight"..... 13,752.83  
\$14,028.28

FREIGHT ADVERTISING - APRIL 1931

ACCOUNT Sub-Account

|   |     |                                     |
|---|-----|-------------------------------------|
| 2 | A-1 | - Transportation News.....\$10.00   |
|   |     | - Skillings Mining Review.... 45.52 |
|   | A-2 | - David Adv. Co. - Mechanical       |
|   |     | expense account advertising in      |
|   |     | Skillings Mining Review.... 12.04   |
|   | D-1 | - Traffic World - April 4-18.120.00 |
|   | D-2 | - David Adv. Co. - Mechanical       |
|   |     | Expense account advertising         |
|   |     | in Traffic World..... <u>31.71</u>  |
|   |     | \$219.27                            |

Proportion of Traffic  
Advertising Common charged  
to "Freight".....12,942.16

\$13,161.43



FREIGHT ADVERTISING - MARCH 1931

ACCOUNT Sub-Account

|    |     |   |                                |                 |
|----|-----|---|--------------------------------|-----------------|
| 2  | A-1 | - | Transportation News.....       | \$10.00         |
|    |     |   | Skillings Mining Review -Mar.  | 45.52           |
|    | A-2 | - | David Adv. Co. - Mechanical    |                 |
|    |     |   | Expense acct. advertising in   |                 |
|    |     |   | Skillings Mining Review.....   | 14.32           |
|    | D-1 | - | Traffic World - Marc.7-21..... | 120.00          |
|    | D-2 | - | David Adv. Co. - Mechanical    |                 |
|    |     |   | Expense acct. advertising in   |                 |
|    |     |   | Traffic World.....             | 57.14           |
| 12 | B-1 | - | St. Paul Office-Postage on     |                 |
|    |     |   | Goats.....                     | 1.62            |
|    |     |   |                                | <u>\$248.60</u> |

Proportion of Traffic  
Advertising Common charged  
to "Freight".....16,187.97  
\$16,436.67

FREIGHT ADVERTISING - FEBRUARY 1931

ACCOUNT    Sub-Account

|    |     |                                                                                      |                  |
|----|-----|--------------------------------------------------------------------------------------|------------------|
| 2  | A-1 | Skillings Mining Review.....                                                         | \$45.52          |
|    | A-2 | David Adv. Co.-Mechanical Expense<br>account adv. in Skillings Mining<br>Review..... | 44.11            |
|    | D-1 | Traffic World.....                                                                   | 120.00           |
|    | D-2 | David. Adv.Co.- Mechanical Expense<br>for advertising in Traffic World...            | 142.97           |
| 12 | B-1 | St. Paul Office-Postage on Goats.....                                                | <u>1.63</u>      |
|    |     |                                                                                      | \$354.23         |
|    |     | Proportion of Traffic Advertising<br>Common charged to "Freight".....                | <u>16,542.08</u> |
|    |     |                                                                                      | \$16,696.31      |

FREIGHT ADVERTISING - JANUARY 1931

ACCOUNT Sub-Account

|    |     |                                                      |          |
|----|-----|------------------------------------------------------|----------|
| 2  | A-1 | - Skillings Mining Review.....                       | \$56.90  |
|    |     | Transportation News.....                             | 10.00    |
|    | D-1 | - Traffic World:.....                                | 120.00   |
|    | D-2 | - David Adv.Co. - Mech. Expense<br>for December..... | 166.92   |
| 12 | B-1 | ⊕ St. Paul Office- Postage on Goats... <u>1.85</u>   |          |
|    |     |                                                      | \$355.67 |

Proportion of Traffic Advertising  
Common charged to "Freight".... 12,670.87

\$13,026.54



TRAFFIC ADVERTISING COMMON - DECEMBER 1931

ACCOUNT Sub-Account

|    |     |                                                             |                   |
|----|-----|-------------------------------------------------------------|-------------------|
| 7  | A   | - Mullery Paper Box Co.-2 M<br>Calendar tubes.....          | \$31.85           |
|    | B-2 | - Louis F. Dow Co.-59,823 Calendars....                     | 1,288.04          |
|    | B-3 | - Louis F. Dow Co.-59,823 Envelopes.....                    | 744.56            |
|    | B-4 | - Louis F. Dow Co. - Sorting calendars...                   | 194.04            |
|    |     | Louis F. Dow Co.- Inserting and<br>attaching labels.....    | 146.57            |
| 12 | A-1 | - Boston Office - Drayage.....                              | 2.50              |
|    | A-2 | - C.B.& Q. Ry. - Freight.....                               | 80.51             |
|    |     | Sacramento Office- Express.....                             | .65               |
|    | B-2 | - Postage on calendars.....                                 | 916.92            |
|    |     | Victoria Office - Duty on calendars...                      | 14.33             |
|    |     | Toronto Office - " " ".....                                 | 13.62             |
|    | B-3 | - Postage.....                                              | 396.13            |
| 13 | B   | - Washington Water Power Co.....                            | 26.65             |
|    |     | Puget Sound Electric Co.....                                | 6.94              |
| 18 | A   | - Advertising Dept.-Expenses for Dec.<br>O.J. McGillis..... | \$74.85           |
|    |     | R.P. Santal.....                                            | 29.25             |
|    |     |                                                             | 104.10            |
|    |     | Pay Roll.....                                               | 1,278.60          |
|    |     | " " .....                                                   | 517.50            |
|    | B   | Royal Typewriter Co.-Repairs.....                           | 1.35              |
|    |     | Railroader Printing Co.-Envelopes....                       | 1.00              |
|    |     | E.J. Stilwell Paper Co.-Corrugated ...                      | 6.61              |
|    | C   | Tri-State Tel. & Tel. Co.....                               | 20.53             |
|    |     | Western Union.....                                          | 6.36              |
|    |     |                                                             | <u>\$5,799.36</u> |

Traffic Advertising Passenger - \$3,285.12  
 " " Freight - 2,514.24

TRAFFIC ADVERTISING COMMON - NOVEMBER 1931

ACCOUNT    Sub-Account

|    |     |   |                                                                   |                   |
|----|-----|---|-------------------------------------------------------------------|-------------------|
| 7  | A   | - | Mullery Paper Box Co. - 20 M Calendar Tubes.....                  | \$377.30          |
| 7  | B-2 | - | Louis F. Dow Co. - Fee for copyrighting<br>3 Indian subjects..... | 6.00              |
|    |     |   | - 60,645 Dec. Calendars.....                                      | 1,337.22          |
|    | B-3 | - | Louis F. Dow Co.- 60,645 Envelopes.....                           | 754.79            |
|    | B-4 | - | " " " - Sorting Dec. Calendars.....                               | 194.04            |
|    |     |   | " " " - Inserting & attaching labels..                            | 148.57            |
| 12 | A91 | - | Pacific Transfer Co.-.....                                        | .75               |
| 12 | B92 | - | Postage on calendars.....                                         | 915.36            |
|    |     |   | Victoria Office- Duty on calendars.....                           | 1.60              |
|    |     |   | T. A. Thompson - .....                                            | 16.60             |
|    |     |   | Toronto Office.....                                               | 2.39              |
|    | B-3 | - | Postage.....                                                      | 467.45            |
| 13 | B   | - | Puget Sound Electric Co.....                                      | 6.44              |
| 18 | A   | - | Pay Roll.....                                                     | 1,252.20          |
|    |     |   | " " .....                                                         | 541.65            |
|    |     |   | Advertising Dept.-Expenses for November                           |                   |
|    |     |   | O.J. McGillis.....                                                | 58.60             |
|    |     |   | R.P. Santal.....                                                  | 4.00              |
|    |     |   |                                                                   | 62.60             |
|    | B   | - | Remington Rand Service.....                                       | 10.00             |
|    |     |   | Northern States Envelope Co.-50 M Envelopes.....                  | 30.50             |
|    |     |   | Adam Decker - 1 hammer.....                                       | .90               |
| 19 |     |   | St. Marie News & Cigar Co.....                                    | .85               |
|    |     |   |                                                                   | <u>\$6,127.21</u> |

Traffic Adv. Passenger - \$3,288.46  
                   "          Freight - 2,838.75

TRAFFIC ADVERTISING COMMON - OCTOBER 1931

ACCOUNT Sub-Account

|    |     |                                                   |              |
|----|-----|---------------------------------------------------|--------------|
| 5  | B-1 | McGill-Warner Co.- 15 M Interesting Information.. | \$239.40     |
| 7  | A   | McGill-Warner Co. - 25 M Calendar labels.....     | 40.00        |
|    |     | 3,245 Wall calendars spatched...                  | 19.00        |
| 7  | B-1 | Louis F. Dow Co.-2 sets of off-set plates.....    | 583.10       |
|    | B-2 | " " " -61,864 Calendars for November....          | 1,364.10     |
|    | B-3 | " " " -61,864 Envelopes.....                      | 769.95       |
|    | B-4 | " " " -Sorting November calendars.....            | 194.04       |
|    |     | Inserting and attaching labels....                | 151.57       |
| 10 | C   | Louis F. Dow Co.-Frames for 12 G.N. pictures..... | 20.00        |
| 12 | A-2 | C. B. & Q. Ry.- Freight.....                      | 23.55        |
|    | B-2 | Postage on calendars.....                         | 921.84       |
|    |     | Custom duty stamps on calendars.....              | 150.00       |
|    |     | Toronto Office-Duty " " .....                     | 7.73         |
|    |     | Victoria Office - " " " .....                     | 1.05         |
|    |     | T. C. Thompson - " " " .....                      | 12.30        |
|    | B-3 | Postage on material mailed out.....               | 318.83       |
| 13 | B   | Spokane Advertising Sign -Lighting.....           | 72.32        |
| 18 | A   | Pay Roll.....                                     | 1,391.90     |
|    |     | " " .....                                         | 541.65       |
|    |     | Advertising Dept.-Expenses for October            |              |
|    |     | O. J. McGills....                                 | \$27.45      |
|    |     | R. P. Santal.....                                 | 21.65        |
|    |     |                                                   | 49.10        |
|    | B   | E.S. Ferry & Son - 300 file backs.....            | 3.50         |
|    |     | E. J. Stillwell Paper Co.- " " .....              | 6.37         |
|    | C   | Tri-State Tel. & Tel. Co.....                     | 26.48        |
|    |     | " " " " .....                                     | 6.90         |
|    |     | Western Union.....                                | 2.34         |
|    |     | Metropolitan Service Corp. - Our proportion       |              |
|    |     | of cost of electricity for Sept.....              | 3.39         |
|    |     | Our proportion of cost of operating Seattle       |              |
|    |     | Office for September.....                         | 32.33        |
| 19 |     | A. Guthrie & Co. - Labor and material furnished   |              |
|    |     | during October in connection with painting        |              |
|    |     | advertising signs on bridges over the Dalles -    |              |
|    |     | California Highway.....                           | 240.00       |
|    |     |                                                   | * \$7,192.74 |

Passenger Traffic Advertising - \$3,339.70  
 Freight Traffic Advertising - 3,853.04



TRAFFIC ADVERTISING COMMON - September 1931

ACCOUNT Sub-Account

|    |     |                                                                                                                       |
|----|-----|-----------------------------------------------------------------------------------------------------------------------|
| 3  | B-1 | Fisher's Blend Station -.....\$30.00<br>Louis Wasmer..... 20.00                                                       |
| 7  | B-2 | <u>Louis F. Dow Co.</u><br>60,009 October calendars.....1,323.19                                                      |
|    | B-3 | 60,009 Envelopes & Protectors...746.87                                                                                |
|    | B-4 | Sorting and inserting and<br>attaching labels.....341.06                                                              |
| 12 | A-2 | Los Angeles Office..... 2.00<br>C.B. & Q. Ry..... 2.24                                                                |
|    | B-2 | Postage on calendars.....926.76<br>Toronto Office - Duty..... 4.38<br>A. H. Hebb..... 2.16<br>T.A. Thompson.....16.65 |
|    | B-3 | Postage on material.....350.87                                                                                        |
| 13 | B   | Puget Sound Electric Co..... 5.98                                                                                     |
| 15 |     | Theits & Grant..... 2.00                                                                                              |
| 18 | A   | Pay Roll.....1,365.40<br>" " ..... 541.65                                                                             |
|    |     | Advertising Dept.-Expenses-Sept.<br>O. J. McGillis.....\$42.80<br>R. P. Santal..... <u>5.35</u> 48.15                 |
|    | B   | Minnesota Envelope Co.....15.23<br>Adam Decker - 1 hammer..... .60<br>Railroader Printing Co..... 3.50                |
|    | C   | Western Union..... 2.70<br>Metropolitan Service Corp.....36.38<br>Tri-State Tel. & Tel. Co.....26.48                  |
| 19 |     | Display at Washington Fair at<br>Puyallup, Wash..... <u>15.04</u>                                                     |
|    |     | *\$5,851.29                                                                                                           |
|    |     | Passenger Traffic Advertising - \$2,929.10<br>Freight Traffic Advertising - 2,922.19                                  |

TRAFFIC ADVERTISING COMMON - AUGUST 1931

| <u>ACCOUNT</u> | <u>Sub-Account</u> |                                      |             |
|----------------|--------------------|--------------------------------------|-------------|
| 5              | B-1                | McGill-Warner Co. -                  |             |
|                |                    | 15 M Interesting Information.....    | \$232.20    |
| 7              | B-2                | Louis F. Dow - Fees for              |             |
|                |                    | copyrighting 36 Indian subjects..... | 36.00       |
|                |                    | 60,435 Sept. Calendars.....          | 1,332.59    |
|                | B-3                | 60,435 " Envelopes & Protectors..    | 752.17      |
|                | B-4                | Sorting Sept. Calendars .....        | 194.04      |
|                |                    | Inserting and attaching labels....   | 148.07      |
| 12             | A-2                | McJunkin Adv. Co.- Express.....      | 1.23        |
|                |                    | Los Angeles Office - " .....         | .27         |
|                |                    | C. B. & Q. Ry. - Freight.....        | 21.30       |
|                | B-2                | A. H. Hebb - Duty on calendars.....  | .88         |
|                |                    | A. H. Hebb - " " " " .....           | .88         |
|                |                    | Toronto Office- " " " " .....        | 4.46        |
|                |                    | Postage on calendars.....            | 915.60      |
|                | B-3                | Postage on material .....            | 448.59      |
| 13             | B                  | Puget Sound Electric Co.....         | 6.05        |
| 15             |                    | Metropolitan Bldg. Co.- Window       |             |
|                |                    | display service for Sept.....        | 15.00       |
| 18             | A                  | Advertising Dept.-Expenses -Aug.     |             |
|                |                    | O.J. McGillis.....                   | \$10.05     |
|                |                    | R.P. Santal.....                     | 7.30        |
|                |                    |                                      | 17.35       |
|                |                    | Pay Roll.....                        | 1,378.60    |
|                |                    | " " .....                            | 541.65      |
|                | C                  | Western Union.....                   | 8.40        |
|                |                    | Metropolitan Service Corp.-          |             |
|                |                    | Our proportion of cost of            |             |
|                |                    | operating Seattle Office during      |             |
|                |                    | July.....                            | 35.34       |
|                |                    |                                      | <hr/>       |
|                |                    |                                      | *\$6,091.42 |

\* Passenger Traffic Advertising - \$3,140.00  
 Freight Traffic Advertising - 2,951.42

TRAFFIC ADVERTISING COMMON - JULY 1931

| ACCOUNT | Sub-Account |                                                                                |               |          |
|---------|-------------|--------------------------------------------------------------------------------|---------------|----------|
| 3       | A-2         | <u>McJunkin Adv. Co.</u>                                                       |               |          |
|         |             | Charge for service of Theo.<br>Doucet on June 22nd.....                        | \$35.00       |          |
|         |             | Service of H. Ashbaucher on<br>June 22-27.....                                 | 25.00         |          |
|         | B-1         | Buttrey Broadcast - 6 announce-<br>ments.....                                  | 24.00         |          |
|         |             | Fisher's Blend Station -<br>5 announcements.....                               | <u>71.25</u>  | 155.25   |
| 7       | B-2         | <u>Louis F. Dow Co.</u><br>60,659 August Calendars.....                        | 1,337.53      |          |
|         |             | Fee paid Register of Copy-<br>rights, Washington, D.C.....                     | 30.00         |          |
|         | B-3-        | 60,659 Envelopes & Protectors...                                               | 754.96        |          |
|         | B-4         | Sorting August calendars in<br>accordance with U.S. postal<br>regulations..... | 194.04        |          |
|         |             | Inserting calendars and<br>attaching labels.....                               | 148.62        |          |
|         |             | 76 special rolls gummed strips..                                               | <u>122.89</u> | 2,588.04 |
| 12      | A-1         | Seattle Office.....                                                            | 5.30          |          |
|         | A-2         | C. B. & Q. Ry. - freight.....                                                  | 5.56          |          |
|         | B-2         | Toronto Office-Duty on calendars.                                              | 5.20          |          |
|         |             | Postage on calendars.....                                                      | 894.72        |          |
|         |             | T. A. Thompson-duty on calendars                                               | 12.50         |          |
|         |             | A. H. Hebb - Duty on calendars...                                              | 2.74          |          |
|         | B-3         | Postage on material.....                                                       | 33.61         |          |
|         |             | " " " .....                                                                    | 394.54        |          |
|         |             | Cascade Div.-Duty on literature                                                | <u>2.03</u>   | 1,356.20 |
| 13      | B           | Puget Sound Electric Co.....                                                   | 5.90          | 5.90     |



| ACCOUNT | Sub-Account |
|---------|-------------|
|---------|-------------|

|    |   |   |               |          |
|----|---|---|---------------|----------|
| 18 | A | - | Pay Roll..... | \$541.65 |
|    |   |   | " " .....     | 1,378.70 |

|  |  |  |                           |        |
|--|--|--|---------------------------|--------|
|  |  |  | Expenses during June..... | 262.05 |
|  |  |  | " " .....                 | 61.45  |

|  |   |  |                               |       |
|--|---|--|-------------------------------|-------|
|  | B |  | Remington Rand Service -      |       |
|  |   |  | Service on Dalton machine     | 4.20  |
|  |   |  | Underwood Typewriter Co.-     |       |
|  |   |  | Adjusting machine.....        | 1.00  |
|  |   |  | Railroader Printing Co.-      |       |
|  |   |  | Printing 3 M #10              |       |
|  |   |  | Envelopes.....                | 3.00  |
|  |   |  | Printing 1 M #6 1/2 Envelopes |       |
|  |   |  |                               | 1.00  |
|  |   |  | 7 M Letterheads.....          | 26.90 |

|  |  |  |                            |       |
|--|--|--|----------------------------|-------|
|  |  |  | Quality Park Envelope Co.  |       |
|  |  |  | 10 M Tension Tie Envelopes |       |
|  |  |  |                            | 61.25 |

|  |  |  |                           |      |
|--|--|--|---------------------------|------|
|  |  |  | Van Paper Supply Co.-     |      |
|  |  |  | 6 rolls 2" gummed tape... | 2.35 |

|  |   |  |                              |       |
|--|---|--|------------------------------|-------|
|  | C |  | Pacific Tel. & Tel. Co....   | 11.29 |
|  |   |  | Tri-State Tel. & Tel. Co.... | 26.53 |
|  |   |  | " " " " " " " "              | 4.00  |
|  |   |  | Western Union.....           | 13.70 |

|  |  |  |                            |       |
|--|--|--|----------------------------|-------|
|  |  |  | Metropolitan Bldg. Co..... | 5.62  |
|  |  |  | " " " " " " " "            | 29.46 |

2,434.15

|    |  |  |                       |      |
|----|--|--|-----------------------|------|
| 19 |  |  | St. Paul Daily News - |      |
|    |  |  | 1 subscription.....   | 5.20 |

|  |  |  |                    |     |
|--|--|--|--------------------|-----|
|  |  |  | McJunkin Adv. Co.- |     |
|  |  |  | Telegrams.....     | .42 |

5.62

\$6,545.16

31,452.1

3,399.95

TRAFFIC ADVERTISING COMMON - JUNE 1931

ACCOUNT      Sub-Account

|   |     |                                                       |                 |
|---|-----|-------------------------------------------------------|-----------------|
| 3 | A-1 | <u>McJunkin Advertising Co.</u>                       |                 |
|   |     | Broadcasting - June 1.....                            | \$3,995.94      |
|   |     | "                - "        8.....                    | 3,883.13        |
|   |     | "                - "        15.....                   | 2,137.50        |
|   |     | "                - "        22.....                   | <u>3,995.94</u> |
|   |     |                                                       | \$1,4012.51     |
|   | A-2 | <u>McJunkin Advertising Co.</u>                       |                 |
|   |     | Artists' fees on June 1.....                          | 1,345.50        |
|   |     | "                "        8.....                      | 1,402.50        |
|   |     | "                "        15.....                     | 1,535.50        |
|   |     | "                "        22.....                     | 2,121.00        |
|   |     | Charge for service of Grace                           |                 |
|   |     | Bennett- June 1.....                                  | 20.00           |
|   |     | Rental of grindorgan.....                             | 15.00           |
|   |     | Expenses account sound effects...                     | 5.00            |
|   |     | Additional charge for services                        |                 |
|   |     | of artists on June 8.....                             | 55.00           |
|   |     | Charge for service of Company 1                       |                 |
|   |     | 131st. Infantry - June 22.....                        | 100.00          |
|   |     | Charge for service of                                 |                 |
|   |     | Théodore Doucet -May 25.....                          | 35.00           |
|   |     | Expenses acct. sound effects...                       | 6.75            |
|   |     | Story "The Billed Bridge" by                          |                 |
|   |     | Dan Markell....                                       | 150.00          |
|   |     | Expenses account sound effects                        |                 |
|   |     | on Jan. 31st. and Feb. 9th.....                       | 28.00           |
|   |     | Rental of grind organ.....                            | 3.00            |
|   |     | Expenses account sound effects..                      | <u>2.20</u>     |
|   |     |                                                       | 6,824.45        |
|   | A-3 | <u>McJunkin Adv. Co.</u>                              |                 |
|   |     | Telephone call on May 6.....                          | 2.00            |
|   |     | Recording of June 1st. Program....                    | 10.00           |
|   |     | "                "        8th        "        .....   | 10.00           |
|   |     | "                "        15th        "        .....  | 10.00           |
|   |     | "                "        22nd.        "        ..... | <u>10.00</u>    |
|   |     |                                                       | 42.00           |
|   | B-1 | Louis Wasmer - Radio Announcements.....               | 70.00           |
| 7 | B-2 | <u>Louis F. Dow Co.</u>                               |                 |
|   |     | 60,737 Special July calendars..                       | 1,339.25        |
|   | B-3 | 60,737 Envelopes & Protectors..                       | 755.93          |
|   | B-4 | Inserting calendars and attach-                       |                 |
|   |     | ing labels.....                                       | 148.80          |
|   |     | Sorting calendars.....                                | 194.04          |
|   |     | McGill-Warner Co.- 10 M Labels...                     | <u>20.00</u>    |
|   |     |                                                       | 2,458.02        |

ACCOUNT Sub-account

|    |     |   |                                                              |           |                     |
|----|-----|---|--------------------------------------------------------------|-----------|---------------------|
| 12 | A-2 | - | C. B. & Q. Ry. - Freight.....                                | \$25.66   |                     |
|    | B-2 | - | Toronto Office - Duty on calendars                           | 3.00      |                     |
|    |     |   | A.H. Hebb- Duty on calendars.....                            | 1.23      |                     |
|    |     |   | A-H. Hebb- " " " .....                                       | 1.40      |                     |
|    |     |   | Postage on calendars.....                                    | 927.24    |                     |
|    |     |   | T. A. Thompson.....                                          | 13.05     |                     |
|    | B-3 | - | Postage on material sent out.....                            | 488.91    | 1,460.49            |
| 13 | B   | - | Puget Sound Electric Co.....                                 | 6.07      | 6.07                |
| 18 | A   | - | Pay Roll.....                                                | 541.65    |                     |
|    |     |   | " " .....                                                    | 1,778.60  |                     |
|    | B   | - | Stationers Engraving Co.-<br>business cards.....             | 10.25     |                     |
|    | C   | - | Tri-State Tel. & Tel. Co.....                                | 26.40     |                     |
|    |     |   | " " .....                                                    | 5.95      |                     |
|    |     |   | Pacific Tel. & Tel. Co.....                                  | 11.23     |                     |
|    |     |   | <u>Metropolitan Service Corp.</u>                            |           |                     |
|    |     |   | Our proportion of cost of<br>operating Seattle office during |           |                     |
|    |     |   | May.....                                                     | 33.10     |                     |
|    |     |   | April.....                                                   | 31.51     |                     |
|    |     |   | Our proportion of cost of<br>heating during April.....       |           |                     |
|    |     |   | May.....                                                     | 4.47      |                     |
|    |     |   |                                                              | 4.17      | 2,447.33            |
| 19 |     |   | <u>San Francisco Chamber of Commerce-</u>                    |           |                     |
|    |     |   | Membership fee for D. Ashton....                             | 30.00     | 30.00               |
|    |     |   |                                                              |           | <u>*\$27,350.87</u> |
|    |     |   | Passenger Traffic Advertising - \$11,597.18                  |           |                     |
|    |     |   | Freight " " -                                                | 15,753.69 |                     |



TRAFFIC ADVERTISING COMMON - MAY 1931

| <u>ACCOUNT</u> | <u>Sub-Account</u> |                                   |                    |
|----------------|--------------------|-----------------------------------|--------------------|
| 3              | A-1                | McJunkin Advertising Co.          |                    |
|                |                    | Broadcasting - May 4-11.....      | \$7,991.88         |
|                |                    | " - " 18.....                     | 3,995.94           |
|                |                    | " - " 25.....                     | 3,990.99           |
|                |                    |                                   | <u>\$15,978.81</u> |
|                | A-2                | McJunkin Advertising Co.          |                    |
|                |                    | Story "Helena" by Ed. Bierstadt.. | 250.00             |
|                |                    | Rewriting "Missing" by Geo.       |                    |
|                |                    | Redmond - May 1.....              | 50.00              |
|                |                    | Charge for services of Don        |                    |
|                |                    | Ameche on April 27.....           | 10.00              |
|                |                    | Artists' fees on May 4 and 11..   | 3,700.40           |
|                |                    | Radio story "The Legend of        |                    |
|                |                    | the Wild Rose" - May 4.....       | 200.00             |
|                |                    | Artists' fees- May 18.....        | 1,455.50           |
|                |                    | Expenses account services of      |                    |
|                |                    | Marc Williams - May 25.....       | 100.00             |
|                |                    | Expenses account sound effects..  | 1.34               |
|                |                    | Artists' fees - May 25th.....     | 1,455.50           |
|                |                    | Story "Silk Special" - June 15... | 150.00             |
|                |                    | Expenses account sound effects... | 5.00               |
|                |                    |                                   | <u>7,377.74</u>    |
|                | A-3                | McJunkin Advertising Co.          |                    |
|                |                    | Recording of May 4 and 11         |                    |
|                |                    | programs.....                     | 20.00              |
|                |                    | " " May 18th program.....         | 10.00              |
|                |                    | Telegrams.....                    | .97                |
|                |                    | " " May 25th program.....         | 10.00              |
|                |                    |                                   | <u>40.97</u>       |
| 7              | B-1                | Louis F. Dow Co.                  |                    |
|                |                    | 2 sets off-set plates.....        | 583.10             |
|                | B-2                | 60,684 Calendars for June.....    | 1,338.08           |
|                | B-3                | 60,684 Envelopes.....             | 755.28             |
|                | B-4                | Inserting calendars and attach-   |                    |
|                |                    | ing labels.....                   | 148.67             |
|                |                    | Sorting June calendars.....       | 194.04             |
|                |                    |                                   | <u>3,019.17</u>    |
| 12.            | A-1                | Seattle Transfer Co.....          | 7.50               |
|                |                    | " " " ".....                      | 7.00               |
|                | A-2                | Railway Express Agency.....       | .93                |
|                |                    | C. B. & Q. Ry. - Freight.....     | 25.43              |
|                | B-1                | Postage on Goats.....             | 85.00              |
|                | B-2                | Postage on calendars.....         | 859.92             |
|                |                    | Custom duty on calendars.....     | 100.00             |
|                |                    | Toronto Office - Duty.....        | 5.26               |
|                |                    | E. L. Buchanan - Duty.....        | .45                |
|                |                    | T. A. Thompson - Duty.....        | 5.60               |

| <u>ACCOUNT</u> | <u>Sub-Account</u> |                                   |          |              |
|----------------|--------------------|-----------------------------------|----------|--------------|
| 12             | B-3                | Postage on advertising material.. | \$11.63  |              |
|                |                    | " " " "                           | 409.89   | 1,518.61     |
| 13             | B                  | Puget Sound Electric Co.....      | 5.93     | 5.93         |
| 18             | A                  | Advertising Dept. - Expenses:     |          |              |
|                |                    | O. J. McGillis.....               | \$23.55  |              |
|                |                    | R. P. Santal.....                 | 6.75     |              |
|                |                    | D. Ashton.....                    | 6.20     | 36.50        |
|                |                    | Pay Roll.....                     | 1,814.15 |              |
|                |                    | " " .....                         | 541.65   |              |
|                | B                  | Sperry Office Furniture Co.-      |          |              |
|                |                    | 100 Guides.....                   | 4.88     |              |
|                |                    | E. J. Stilwell Paper Co. -        |          |              |
|                |                    | 100 sheets cor. boards.....       | 10.29    |              |
|                |                    | Railroader Printing Co. -         |          |              |
|                |                    | 1 M Envelopes.....                | 1.00     |              |
|                | C                  | Western Union.....                | 14.91    |              |
|                |                    | " " .....                         | 22.61    |              |
|                |                    | Pacific Tel. & Tel. Co.....       | 11.23    |              |
|                |                    | " " " " .....                     | 3.30     |              |
|                |                    | Tri-State Tel. & Tel. Co.....     | 26.40    |              |
|                |                    | " " " " .....                     | 7.95     | 2,494.87     |
|                |                    |                                   |          | *\$30,436.10 |

\*Passenger - \$16,683.27  
 Freight - 13,752.83

TRAFFIC ADVERTISING COMMON - APRIL 1931

ACCOUNT Sub-Account

|    |     |                                 |                    |
|----|-----|---------------------------------|--------------------|
| 3  | A-1 | McJunkin Advertising Co.        |                    |
|    |     | Broadcasting on April 6...      | \$3,958.13         |
|    |     | " " " 13...                     | 3,995.94           |
|    |     | " " " 20...                     | 3,995.94           |
|    |     | " " " 27...                     | 3,995.94           |
|    |     |                                 | <u>\$15,945.95</u> |
|    | A-2 | McJunkin Advertising Co.        |                    |
|    |     | Artists' Fees on April 6...     | 1,468.50           |
|    |     | Additional artists' fees on     |                    |
|    |     | April 20.....                   | 100.00             |
|    |     | Story "The Billion Dollar       |                    |
|    |     | Baby".....                      | 100.00             |
|    |     | Expenses account sound effects  | 6.71               |
|    |     | Services of Marlin Hurt on      |                    |
|    |     | March 30th.....                 | 22.00              |
|    |     | Artists' fees on April 13...    | 1,545.50           |
|    |     | " " " 20...                     | 1,295.50           |
|    |     | " " " 27...                     | 1,489.30           |
|    |     | Charge for services of          |                    |
|    |     | Chas. Bayer-April 20.....       | 26.10              |
|    |     | Expenses account sound          |                    |
|    |     | effects...                      | 266.47             |
|    |     | Story "Shoes of Eloquence" ..   | 200.00             |
|    |     |                                 | <u>6,520.08</u>    |
|    | A-3 | McJunkin Advertising Co.        |                    |
|    |     | Recording of programs of        |                    |
|    |     | April 6 and 13.....             | 20.00              |
|    |     | Recording of program of         |                    |
|    |     | April 20.....                   | 10.00              |
|    |     | Recording of program of         |                    |
|    |     | April 27.....                   | 10.00              |
|    |     | 120 prints.....                 | 19.50              |
|    |     |                                 | <u>59.50</u>       |
| 7  | B-2 | Louis F. Dow Co.                |                    |
|    |     | 60,654 May calendars.....       | 1,337.43           |
|    |     | 60,654 Envelopes & Prot....     | 754.90             |
|    |     | Inserting calendars and         |                    |
|    |     | sorting.....                    | 342.65             |
|    |     |                                 | <u>2,434.98</u>    |
| 12 | A-1 | Seattle Transfer Co.....        | 8.00               |
|    | A-2 | Eos Angeles Office - Express... | .51                |
|    | B-1 | Postage on Goats.....           | 85.00              |
|    | B-2 | A.H. Hebb - Duty on calendars   | .80                |
|    |     | E. L. Buchanan - " " ....       | .45                |
|    |     | Toronto Office.....             | 4.74               |
|    |     | Postage on calendars.....       | 911.16             |
|    |     | T. A. Thompson - duty.....      | 14.80              |
|    |     | Vancouver City Office - Duty..  | 1.00               |
|    | B-3 | C.J. Moos- 6200 1/2 post cards  | 62.00              |
|    |     | Postage on literature.....      | 1,062.79           |
|    |     | " " " .....                     | 470.53             |
|    |     | J. A. Blair - Postage.....      | 2.00               |
|    |     |                                 | <u>2,623.78</u>    |



ACCOUNT Sub-Account

|    |   |                                            |          |          |
|----|---|--------------------------------------------|----------|----------|
| 13 | B | Puget Sound Electric Co.....               | \$6.24   | 6.24     |
| 18 | A | Advertising Dept.: Expenses                |          |          |
|    |   | O. J. McGillis.....                        | 29.25    |          |
|    |   | D. Ashton.....                             | 61.50    |          |
|    |   | R.P. Santal.....                           | 9.98     |          |
|    |   | Expenses May 1 to 15 of                    |          |          |
|    |   | O. J. McGillis.....                        | 130.55   |          |
|    |   | Pay Roll.....                              | 1,829.30 |          |
|    |   | " "                                        | 541.65   | 2,602.23 |
|    | B | <u>Railroader Printing Co.</u>             |          |          |
|    |   | Printing 2 M Envelopes. #6 $\frac{1}{2}$ . | 2.00     |          |
|    |   | " 2 M " #10.....                           | 1.80     |          |
|    |   | Addressograph Co.....                      | 19.71    |          |
|    |   | Underwood Typewriter Co.....               | 1.00     |          |
|    |   | Van Paper Supply Co. -                     |          |          |
|    |   | 6 rolls Kraft paper.....                   | 14.27    | 38.78    |
|    | C | Tri-State Tel. & Tel. Co...                | 7.05     |          |
|    |   | " " " " ...                                | 7.30     |          |
|    |   | " " " " ...                                | 26.48    |          |
|    |   | Western Union.....                         | 5.18     |          |
|    |   | Pacific Tel. & Tel. Co.....                | 11.23    |          |
|    |   | " " " " ...                                | .75      |          |
|    |   | Metropolitan Service Corp.                 |          |          |
|    |   | Our proportion of operating                |          |          |
|    |   | Seattle office - Mar.....                  | 33.68    |          |
|    |   | Our proportion of heating                  |          |          |
|    |   | Seattle Office - Mar.....                  | 10.18    | 101.85   |
| 19 |   | Mississippi St.-Tail Lights.....           |          | 6.71     |

\*\$30,340.10

\*Passenger \$17,397.94 -  
Freight \$12,942.16

TRAFFIC ADVERTISING COMMON - MARCH 1931

ACCOUNT SUB-ACCOUNT

|   |     |                                                                                                         |            |             |
|---|-----|---------------------------------------------------------------------------------------------------------|------------|-------------|
| 3 | A-1 | McJunkin Adv. Co.                                                                                       |            |             |
|   |     | Broadcasting on Mar. 2.....                                                                             | \$3,883.13 |             |
|   |     | " " " 9.....                                                                                            | 3,883.13   |             |
|   |     | " " " 16-23.....                                                                                        | 7,991.88   |             |
|   |     | " " " 30.....                                                                                           | 3,995.94   | \$19,754.08 |
|   | A-2 | Story "Lorna" by Ralph E. Dyer...                                                                       | 75.00      |             |
|   |     | Artists' fees on Mar. 2.....                                                                            | 1,826.00   |             |
|   |     | Story "Jack Brown" -April 20.....                                                                       | 100.00     |             |
|   |     | Expenses of Mark Williams account<br>program of Mar. 23.....                                            | 124.69     |             |
|   |     | Expenses account Mar.2-<br>Bernadine Flynn.....                                                         | 60.00      |             |
|   |     | Expenses acct. sound effects.....                                                                       | 90.77      |             |
|   |     | Artists' fees - Mar. 16.....                                                                            | 1,435.50   |             |
|   |     | " " " 23.....                                                                                           | 1,595.70   |             |
|   |     | Rewriting story "Mountain of<br>Dreams".....                                                            | 25.00      |             |
|   |     | Artists' fees - Mar. 30.....                                                                            | 1,698.30   |             |
|   |     | Labor and material for electric<br>miniature train and erecting steel<br>support for railroad bell..... | 314.79     |             |
|   |     | Rewriting dialogue "Mushy of<br>Hell Gates Mines" by Mrs. Schwartz..                                    | 25.00      |             |
|   |     | Story "Empire Builder" by<br>Dorothy Pace.....                                                          | 20.00      |             |
|   |     | Charge for services of Joseph<br>Marshall on Mar. 23.....                                               | 28.00      |             |
|   |     | Additional charges on Feb.9- and<br>Mar. 16.....                                                        | 30.00      |             |
|   |     | Expenses account sound effects.....                                                                     | 3.00       |             |
|   |     | Artists' fees- Mar. 9.....                                                                              | 1,597.00   |             |
|   |     | Expenses acct. sound effects-Feb.2                                                                      | 13.00      |             |
|   |     | " " " " 9...                                                                                            | 15.00      |             |
|   |     | Rewriting program of Feb. 16.....                                                                       | 5.00       | 9,071.75    |
|   | A-3 | Telephone calls during February.....                                                                    | 15.41      |             |
|   |     | Board and care of dog.....                                                                              | 10.00      |             |
|   |     | Recording of programs of Mar.<br>16th and 23rd.....                                                     | 20.00      |             |
|   |     | Recording of program of Mar. 30.....                                                                    | 10.00      |             |
|   |     | Postage during March.....                                                                               | 8.84       | 64.25       |

## ACCOUNT SUB\*Account

|    |     |                                                                                                                                                                                                               |                                           |          |
|----|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|----------|
| 7  | B-1 | Louis F. Dow<br>4 sets of Off-set plates-July to Oct.....                                                                                                                                                     | \$1,166.20                                |          |
|    | B-2 | 60452 April Calendars.....                                                                                                                                                                                    | 1,332.97                                  |          |
|    | B-3 | 60452 Envelopes and protectors.....                                                                                                                                                                           | 752.38                                    |          |
|    | B-4 | Inserting April calendars.....<br>Sorting calendars.....                                                                                                                                                      | 194.04<br>148.11                          | 3,593.70 |
| 12 | A-1 | Seattle Transfer Co.....                                                                                                                                                                                      | 7.10                                      |          |
|    | A-2 | Railway Express Agency.....<br>Los Angeles Office - Express charges.....<br>San Francisco Office - " " .....                                                                                                  | 37.30<br>1.95<br>.97                      |          |
|    | B-1 | Postage on Goats.....                                                                                                                                                                                         | 85.00                                     |          |
|    | B-2 | Custom duty stamps on calendars.....<br>A. H. Hebb - Duty on calendars.....<br>Toronto Office - Duty on calendars.....<br>E. L. Buchanan - Duty " " .....                                                     | 150.00<br>1.59<br>4.05<br>.26             |          |
|    |     | Postage on calendars .....                                                                                                                                                                                    | 877.78                                    |          |
|    |     | T. A. Thompson - Duty on calendars.....                                                                                                                                                                       | 14.30                                     |          |
|    | B-3 | Postage on advertising matter.....<br>" " " " .....                                                                                                                                                           | 1,072.05<br>446.29                        | 2,698.64 |
| 13 | B   | Puget Sound Electric Co.....                                                                                                                                                                                  | 5.20                                      | 5.20     |
| 15 | A   | David Hall Sign Co. - 1 window display.....                                                                                                                                                                   | 10.00                                     | 10.00    |
| 18 | A   | Advertising Dept. - Expenses for March....<br>Pay Roll.....<br>" " .....                                                                                                                                      | 98.50<br>541.65<br>1,829.40               | 2,469.55 |
|    | B   | Addressograph Co.....<br>E. S. Ferrey & Co. - Record Cards.....<br>H. B. Wedelstaedt .....                                                                                                                    | 30.29<br>9.40<br>75.23                    |          |
|    |     | Railroader Printing Co. - letterheads, etc..                                                                                                                                                                  | 24.40                                     | 139.32   |
|    | C   | Western Union.....<br>Metropolitan Bank Bldg. - Our proportion of<br>operating cost of Seattle Office-Feb.....<br>Our proportion of heat, etc. - Feb.....<br>Tri-State Tel. Co. Tel. Co.....<br>" " " " ..... | 10.61<br>29.24<br>13.67<br>26.40<br>11.23 | 91.15    |
| 19 |     | State of Washington Dept. of Labor &<br>Industries - Expenses acct. Cascade Tunnel....<br>Christian Science Monitor - 1 subscription.....<br>Mississippi St. - Tail lights.....                               | 13.53<br>.75<br>19.54                     | 33.82    |

\*Passenger - \$21,739.49 - Freight \$16,187.97

\* \$37,931.46



TRAFFIC ADVERTISING COMMON - FEBRUARY 1931

ACCOUNT    Sub-Account

|   |     |                                    |                    |
|---|-----|------------------------------------|--------------------|
| 3 | A-1 | McJunkin Adv. Co.                  |                    |
|   |     | Broadcasting on Jan. 26.....       | \$3,883.13         |
|   |     | "        "        Feb. 2.....      | 3,883.13           |
|   |     | "        "        "        9.....  | 3,883.13           |
|   |     | "        "        "        23..... | 3,883.13           |
|   |     | "        "        "        16..... | 3,879.36           |
|   |     |                                    | <u>\$19,411.88</u> |
|   | A-2 | McJunkin Adv. Co.                  |                    |
|   |     | Artists' Fees on Jan. 26.....      | 1,375.50           |
|   |     | Expense acct. sound effects...     | 10.00              |
|   |     | Artists' fees on Feb. 2.....       | 1,777.50           |
|   |     | Story "The Malones Never Quit"     |                    |
|   |     | by Geo. C. Howard.....             | 50.00              |
|   |     | Re-writing of Indian Names by      |                    |
|   |     | Dan Markell.....                   | 75.00              |
|   |     | Artists' Fees on Feb. 9.....       | 1,625.50           |
|   |     | Two stories by E. H. Bierstadt     |                    |
|   |     | "Fort Benton" and "Charles         |                    |
|   |     | Russell".....                      | 500.00             |
|   |     | Expense account sound effects      | .22                |
|   |     | Expense acct. sound effects....    | 340.76             |
|   |     | Artists' fees on Feb. 23.....      | 1,630.50           |
|   |     | Artists' fees on Feb. 16.....      | 1,601.00           |
|   |     | Story "Jack Brown" by Virginia     |                    |
|   |     | Gardner.....                       | 100.00             |
|   |     | Story "Glacier Park" by            |                    |
|   |     | Roger Banning.....                 | 100.00             |
|   |     | Expenses acct. railway sound       |                    |
|   |     | effects.....                       | 133.26             |
|   |     | Stenciling and mimeographing       |                    |
|   |     | continuity and rental of           |                    |
|   |     | 2 revolvers for Mar. 2nd.....      | 44.50              |
|   |     |                                    | <u>\$9,363.74</u>  |
|   |     | Less credits.....                  | 124.34             |
|   |     |                                    | <u>9,239.40</u>    |
|   | A-3 | Recording of Feb. 2, 9, 16,        |                    |
|   |     | 23, Mar. 2, and 9 programs....     | 60.00              |
|   |     | Board and care of dog.....         | 5.00               |
|   |     | Telephone calls.....               | 3.66               |
|   |     | Photographs.....                   | 288.25             |
|   |     | Western Newspaper Union.....       | 12.50              |
|   |     |                                    | <u>369.41</u>      |

| ACCOUNT | Sub-Account |                                      |          |            |
|---------|-------------|--------------------------------------|----------|------------|
| 7       | B-1         | Louis F. Dow                         |          |            |
|         |             | 3 sets off-set color plates for      |          |            |
|         |             | April, May and June.....             | \$874.65 |            |
|         | B-2         | 60,881 March calendars.....          | 1,342.42 |            |
|         | B-3         | 60,881 Envelopes & Protectors.....   | 357.73   |            |
|         | B-4         | Inserting March calendars.....       | 149.16   |            |
|         |             | Sorting " " .....                    | 194.04   | \$3,318.00 |
| 12      | A-1         | Seattle Transfer Co.....             | 11.70    |            |
|         | A-2         | Railway Express Agency.....          | 2.41     |            |
|         |             | C. B. & Q. Ry.....                   | 13.95    |            |
|         | B-1         | Postage on Goats.....                | 85.00    |            |
|         | B-2         | E. L. Buchanan- Duty on calendars..  | 5.56     |            |
|         |             | J. H. Morris - Duty " " ....         | 9.13     |            |
|         |             | Postage on calendars.....            | 883.56   |            |
|         |             | Nippon Yusen Kaisha- Handling and    |          |            |
|         |             | forwarding charges on calendars      |          |            |
|         |             | shipped to Harbin.....               | 2.89     |            |
|         |             | Toronto Office- Duty on calendars... | 4.50     |            |
|         |             | T. A. Thompson - " " " .....         | 15.05    |            |
|         |             | T. A. Thompson - " " " .....         | 21.15    |            |
|         | B-3         | Postage on material mailed out.....  | 89.98    |            |
|         |             | " " " " " .....                      | 653.79   | 1,798.67   |
| 13      | B           | Puget Sound Electric Co.....         | 4.76     | 4.76       |
| 16      | D           | McJunkin Adv. Co.- Expenses          |          |            |
|         |             | acct. "Old Timer's Vacation"         |          |            |
|         |             | up to and including Jan.31,1931,...  | 445.51   | 445.51     |
| 18      | A           | Pay Roll.....                        | 541.65   |            |
|         |             | " " .....                            | 1,783.70 |            |
|         |             | Expenses during February:            |          |            |
|         |             | O. J. McGillis.....                  | \$42.46  |            |
|         |             | D. Ashton.....                       | 104.50   |            |
|         |             | R. P. Santal.....                    | 6.50     |            |
|         |             |                                      | 153.46   | 2,478.81   |

ACCOUNT Sub-Account

|    |   |                                    |         |        |
|----|---|------------------------------------|---------|--------|
| 18 | B | Addressograph Co.....              | \$20.50 |        |
|    |   | H. E. Wedelstadt Co.....           | 60.70   |        |
|    |   | G. Messing - 1 rubber stamp.....   | 2.40    |        |
|    |   | Remington Rand Business Service... | 4.50    |        |
|    |   | McGill-Warner Co.- 10 Advertis-    |         |        |
|    |   | ing Dept. Order books.....         | 7.50    |        |
|    |   | Minnesota Envelopes Co. - Our      |         |        |
|    |   | proportion of cost of 8,350        |         |        |
|    |   | photo mailers.....                 | 37.58   |        |
|    |   | Addressograph Co.-Supplies.....    | 37.13   |        |
|    |   | Railroader Printing Co.-Printing   |         |        |
|    |   | Envelopes.....                     | 2.25    |        |
|    |   | Van Paper Supply Co.- Paper.....   | 12.98   | 185.54 |
|    | C | Tri-State Tel. & Tel. Co.....      | 49.30   |        |
|    |   | Pacific Tel. & Tel. Co.....        | 11.23   |        |
|    |   | Western Union.....                 | 23.66   |        |
|    |   | Metropolitan Bldg. Co.             |         |        |
|    |   | Our proportion of cost of          |         |        |
|    |   | operating Seattle Office-Jan..     | 29.25   |        |
|    |   | Feb..                              | 30.15   |        |
|    |   | Our proportion of cost of          |         |        |
|    |   | heating Seattle Office- Jan.....   | 7.81    |        |
|    |   | Feb.....                           | 5.96    |        |
|    |   | Pacific Tel. & Tel. Co.....        | 1.25    | 158.61 |
| 19 |   | Mississippi St. - Tail Lights..... | 6.70    | 6.70   |

\* \$37,417.29

\* Passenger - \$21,075.21  
Freight - 16,342.08



TRAFFIC ADVERTISING COMMON - JANUARY 1931

ACCOUNT - Sub-Account

|   |     |                                       |            |             |
|---|-----|---------------------------------------|------------|-------------|
| 3 | A-1 | McJunkin Adv.Co.-Broadcasting         |            |             |
|   |     | Jan.5-12.....                         | \$7,766.26 |             |
|   |     | Broadcasting on Jan. 19.....          | 3,883.13   |             |
|   |     | " " Dec. 29.....                      | 3,883.13   | \$15,532.52 |
|   | A-2 | McJunkin Adv.Co.                      |            |             |
|   |     | Artists' Fees-Jan. 5.....             | 1,455.50   |             |
|   |     | " " - " 12.....                       | 1,280.50   |             |
|   |     | " " - " 19.....                       | 1,265.50   |             |
|   |     | " " - Dec. 29.....                    | 2,011.50   |             |
|   |     | Expenses account sound effects-       |            |             |
|   |     | Dec.29.....                           | 1.50       |             |
|   |     | Fourth Hill story by E.H.Bierstadt    | 250.00     |             |
|   |     | Writing story "A Long Distance        |            |             |
|   |     | Call" by Esther M. Hood.....          | 150.00     |             |
|   |     | Manuscript "The Salmon Patch"         |            |             |
|   |     | by Mrs.Chas. A. Hall.....             | 40.00      |             |
|   |     | Manuscript "The Anthem of the         |            |             |
|   |     | Forest" by Alfred M. Stanley.....     | 25.00      |             |
|   |     | Re-editing and revising "Attar        |            |             |
|   |     | of Roses" by Geo.Rednan-Dec.22....    | 50.00      |             |
|   |     | Manuscript "The Wing Vase" by         |            |             |
|   |     | Margaret Zaggart.....                 | 25.00      |             |
|   |     | Board and care of dog-Dec.11th to     |            |             |
|   |     | Jan. 11th.....                        | 10.00      | 6,564.50    |
|   | A-3 | C.B.& Q. Ry. - performing work at     |            |             |
|   |     | the National Broadcasting Co.....     | 3.08       |             |
|   |     | McJunkin Adv.Co.- Photos.....         | 103.37     |             |
|   |     | Special delivery of recording of      |            |             |
|   |     | G.N. Programs of Dec.29th and Jan.5   | 2.50       |             |
|   |     | Express charges.....                  | 1.04       |             |
|   |     | Artcraft Co.,Seattle - Cuts acct.     |            |             |
|   |     | publicity radio story contest.....    | 12.48      |             |
|   |     | Hartsook, Seattle, Photos acct.       |            |             |
|   |     | publicity radio story.....            | 13.00      |             |
|   |     | McJunkin Adv.Co. - Services of        |            |             |
|   |     | Glenn Hughes, Seattle, in connection  |            |             |
|   |     | with re-writing K.O.M.O. story.....   | 50.00      |             |
|   |     | McJunkin Adv.Co. - Recording of       |            |             |
|   |     | programs of Jan.5-12-19-26.....       | 40.00      |             |
|   |     | Telegrams during Dec. ....            | 13.06      |             |
|   |     | Toten Broadcasters - Postage paid     |            |             |
|   |     | by K.O.MO on manuscripts in contest.. | 21.27      | 259.80      |

ACCOUNT Sub-Account

|    |     |                                                         |                   |          |
|----|-----|---------------------------------------------------------|-------------------|----------|
| 3  | B-1 | David Adv. Co.                                          |                   |          |
|    |     | K.F.B.B., Great Falls., Mont..                          | \$8.00            |          |
|    |     | K.G.C.X., Wolf Point, Mont.....                         | 13.34             |          |
|    |     | W.D.A.Y., Fargo, No.Dak.....                            | 27.00             |          |
|    |     | K.F.J.M., Grand Forks, No.Dak..                         | 18.00             |          |
|    |     | K.L.P.M., Minot, No.Dak.....                            | 8.00              |          |
|    |     |                                                         | <u>\$74.34</u>    |          |
|    |     | Less dis.....                                           | 1.49              | \$72.85  |
| 7  | B-2 | Louis F. Dow                                            |                   |          |
|    |     | 60,846 Feb. Calendars.....                              | 1,341.66          |          |
|    | B-3 | 60,846 Envelopes & Protectors                           | 757.28            |          |
|    | B-4 | Sorting Feb.Calendars.....                              | 194.04            |          |
|    |     | Inserting calendars &<br>attaching labels.....          | 149.08            | 2,442.06 |
| 8  | B   | University Photo Shop- Photos                           | 54.00             | 54.00    |
| 12 | A-2 | C. B. & Q. Ry. - Freight.....                           | 42.65             |          |
|    | B-1 | Postage on Goats.....                                   | 85.00             |          |
|    | B-2 | Postage on calendars.....                               | 892.32            |          |
|    |     | Duty on calendars sent to<br>Canada.....                | 150.00            |          |
|    |     | Duty on calendars.....                                  | 4.78              |          |
|    |     | Los Angeles Office- Express<br>charge on calendars..... | 1.79              |          |
|    |     | Toronto Office-Duty on calendars                        | 5.49              |          |
|    | B-3 | Postage on material sent out...                         | 78.15             |          |
|    |     | " " " " " "                                             | 455.12            | 1,715.30 |
|    |     | <del>XXXXXX Duty XXXX XXXX XXXX</del>                   | <del>550.00</del> |          |
|    |     | <del>San Francisco Office</del>                         |                   |          |
|    |     | <del>Mailing charges on school</del>                    |                   |          |
|    |     | <del>directories XXXX XXXX XXXX</del>                   | <del>1.00</del>   |          |
|    |     | <del>Toronto Office Duty XXXX XXXX</del>                | <del>69</del>     |          |
| 13 | B   | Puget Sound Electric Co.....                            | 5.30              | 5.30     |
| 18 | A   | Pay Roll.....                                           | 541.65            |          |
|    |     | " " .....                                               | 1,829.40          |          |
|    | B   | Expenses during January:                                |                   |          |
|    |     | O.H. McGillis.....                                      | \$81.10           |          |
|    |     | D. Ashton.....                                          | 33.60             |          |
|    |     | R.P. Santal.....                                        | 161.95            |          |
|    |     |                                                         | <u>131.65</u>     | 2,502.70 |

ACCOUNT Sub-Account

|    |   |                                                                                                                                                                                                                                                                                                                                                       |             |
|----|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 18 | B | Standard Oil Co.- 2 gal. naptha<br>gas for mimeograph machine.....\$ .84<br>Addressograph Co.....44.46<br>H.E. Wedelstadt Co..... 8.77<br>E. S. Ferry -500 cards..... 9.25<br>G. Messing -Patching stamps..... 1.32<br>Railroader Printing Co.-2 M<br>letterheads and 1/2 M envelopes..7.75<br>Van Paper supply Co.- 3 rolls<br>gummed paper..... .90 | \$73.29     |
|    | C | Tri-State Tel. & Tel.Co.....26.40<br>" " " " .....5.95<br>Pacific Tel. Co.....11.23<br>" " " " ..... 1.65<br>Western Union.....19.08<br>Canadian National Tel.Co..... .49<br>Metropolitan Bldg. Co. - Our<br>proportion of cost of operating<br>Seattle office-Dec.....36.91<br>Metropolitan Bldg.Co. pur.<br>proportion of heating-Dec..... 7.04     | 108.75      |
| 19 |   | Dispatch-Pioneer Press- 1<br>subscription..... 7.80<br><br>Mississippi St.- Tail Lights....6.46                                                                                                                                                                                                                                                       | 14.26       |
|    |   |                                                                                                                                                                                                                                                                                                                                                       | \$29,345.33 |

|                     |             |
|---------------------|-------------|
| Traffic - Passenger | \$16,674.46 |
| Freight             | 12,670.87   |



BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

| ACCOUNT | Sub-Account |   |                                                                                                                                                                                                                                                                                                                                                                 |
|---------|-------------|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6       | H           | - | Madison Letter Shop - Multigraphing.....\$3.49<br>Boston Office - 300 letters processed... 5.46                                                                                                                                                                                                                                                                 |
| 7       | A           | - | Duluth Office - Distribution of calen-<br>dars..... 3.00                                                                                                                                                                                                                                                                                                        |
| 11      | A           | - | National Railway Publication Co..... 5.00                                                                                                                                                                                                                                                                                                                       |
|         | B           | - | " " " ".....245.84                                                                                                                                                                                                                                                                                                                                              |
| 12      | A-1         | - | Seattle Transfer Co..... 8.75<br>Portland Office - Drayage..... 2.75<br>San Francisco Office - Drayage..... 1.50<br>Boston Office - Drayage..... 2.50                                                                                                                                                                                                           |
|         | A-2         | - | San Francisco Office - Express..... 1.88<br>Seattle Office - "......43<br>Sacramento Office - "......65<br>Cleveland Office - "......59<br>Des Moines Office - "..... 3.35<br>Boston Office - "..... 4.17<br>San Francisco Office - "..... 5.38<br>Railway Express Agency.....293.07<br>Chicago Office - Express..... 2.91<br>C.B. & Q. Ry. - Freight.....80.51 |
|         | B-2         | - | Postage on calendars.....916.92<br>Victoria Office - Duty..... 14.33<br>Toronto Office - "..... 13.62                                                                                                                                                                                                                                                           |
|         | B-3         | - | Postage ..... 396.13<br>Victoria Office - Duty......80<br>Toronto Office . ..... 1.00                                                                                                                                                                                                                                                                           |
| 13      | B           | - | Washington Water Power Co..... 26.63<br>Puget Sound Electric Co..... 12.63                                                                                                                                                                                                                                                                                      |
| 14      | A           | - | Philadelphia Office-Expenses acct.<br>lecture..... 3.00                                                                                                                                                                                                                                                                                                         |
| 15      |             | - | S.P. & S.Ry.Co. - Our proportion of cost<br>of window cards for Portland Office.....2.94<br>O. W. R. & N. Co.- Our proportion of cost<br>of window cards.....1.19<br>John W. Graham - Crepe paper for Spokane<br>Ticket Office.....3.26                                                                                                                         |
| 17      |             |   | New York Tourist Bureau.....1,666.67                                                                                                                                                                                                                                                                                                                            |
| 18      | C           | - | Northern States Power Co..... 46.06<br>Tri-State Tel. & Tel. Co..... 20.53<br>Western Union..... 6.36                                                                                                                                                                                                                                                           |

ACCOUNT Sub-Account

19

Pittsburgh Office-Playing cards.....\$1.35  
Seattle Div. - Tail Lights..... 7.37

\$3,812.04

## NOVEMBER 1931

BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

ACCOUNT Sub-Account

|    |     |   |                                                                                     |                   |
|----|-----|---|-------------------------------------------------------------------------------------|-------------------|
| 6  | H   | - | Boston Office- Multigraphing.....                                                   | \$5.00            |
| 11 | A   | - | National Railway Publication Co.....                                                | 5.00              |
|    | B   | - | " " " " -Representation                                                             | 245.84            |
| 12 | A-1 | - | Pacific Transfer Co.....                                                            | 1.00              |
|    |     |   | Seattle Transfer Co.....                                                            | 10.00             |
|    |     |   | Portland Office - Drayage.....                                                      | 3.25              |
|    | A-2 | - | Railway Express Agency.....                                                         | 456.80            |
|    |     |   | Klamath Falls Office - Express.....                                                 | .62               |
|    |     |   | Boston Office.....                                                                  | 1.83              |
|    |     |   | Los Angeles Office.....                                                             | 3.33              |
|    |     |   | Des Moines Office.....                                                              | 1.07              |
|    |     |   | Cleveland Office.....                                                               | .51               |
|    |     |   | Cincinnati Office.....                                                              | .83               |
|    |     |   | Spokane Office.....                                                                 | .53               |
|    | B-2 | - | Postage on calendars.....                                                           | 915.36            |
|    |     |   | Victoria Office.....                                                                | 1.60              |
|    |     |   | T. A. Thompson.....                                                                 | 16.60             |
|    |     |   | Toronto Office.....                                                                 | 2.39              |
|    | B-3 | - | Postage.....                                                                        | 467.45            |
|    |     |   | T. A. Thompson.....                                                                 | 1.28              |
| 13 | B   |   | Puget Sound Electric Co.....                                                        | 17.21             |
|    |     |   | Washington Water Power Co.....                                                      | 26.65             |
| 14 | A   |   | Boston Office- Expenses acct.lecture.....                                           | 4.00              |
| 15 |     |   | S.P.& S. Ry.Co.- Our proportion of cost of<br>window cards for Portland Office..... | 6.04              |
|    |     |   | E.L. Buchanan - Window cards.....                                                   | 9.75              |
|    |     |   | H. Clark, Victoria.....                                                             | 3.50              |
| 17 |     |   | New York Tourist Bureau.....                                                        | 1,666.67          |
| 18 | C   |   | Northern States Power Co.....                                                       | 44.58             |
|    |     |   | Tri-State Tel. & Tel. Co.....                                                       | 26.79             |
| 19 |     |   | D. & S. Cars- Expenses account Bon Marche<br>Demonstration.....                     | 20.31             |
|    |     |   |                                                                                     | <u>\$3,965.79</u> |



OCTOBER 1931

BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

| ACCOUNT | Sub-Account         |                                                                                                                    |
|---------|---------------------|--------------------------------------------------------------------------------------------------------------------|
| 6       | H -                 | Boston Office- Itineraries duplicated.....\$9.50                                                                   |
| 11      | A -                 | National Railway Publication Co.....5.00                                                                           |
|         | " " " " -Represent- |                                                                                                                    |
|         | B -                 | ation...235.84                                                                                                     |
| 12      | A-1 -               | Chicago Office- Drayage ..... 1.25                                                                                 |
|         |                     | Portland Office - " ..... 2.75                                                                                     |
|         | A-2 -               | Spokane Office - Express..... .53                                                                                  |
|         |                     | Des Moines Office - " ..... 1.12                                                                                   |
|         |                     | Chicago Office - " ..... .43                                                                                       |
|         |                     | Cincinnati Office - " ..... .78                                                                                    |
|         |                     | Boston Office - Express charges..... 1.31                                                                          |
|         |                     | Railway Express Agency.....378.32                                                                                  |
|         |                     | C. B. & Q. Ry. - Freight claims..... 23.55                                                                         |
|         | B-2 -               | Postage on calendars.....921.84                                                                                    |
|         |                     | Custom duty stamps on calendars.....150.00                                                                         |
|         |                     | Toronto Office- Duty on calendars..... 7.73                                                                        |
|         |                     | Victoria Office - " " " ..... 1.05                                                                                 |
|         |                     | T. C. Thompson - " " " ..... 12.30                                                                                 |
|         | B-3                 | Postage on material mailed out.....318.83                                                                          |
|         |                     | Toronto Office - Duty on literature..... 1.00                                                                      |
|         |                     | Victoria Office - " " " ..... .18                                                                                  |
|         |                     | T. A. Thompson - " " " ..... 1.68                                                                                  |
|         |                     | Vancouver City Office - " " ..... .13                                                                              |
| 13      | B -                 | Washington Water Power Co.....26.65                                                                                |
|         |                     | Spokane Advertising Sign.....72.32                                                                                 |
| 15      |                     | O.W.R.R. & N.Co. - Our proportion of cost<br>of window sign for Consolidated Ticket<br>Office in Portland..... .44 |
| 16      | B -                 | C. B. & Q. Ry. - Our proportion of expense<br>account Burlington Tours- September.....947.62                       |
| 17      |                     | New York Tourist Bureau.....1,666.67                                                                               |
| 18      | C -                 | Tri-State Tel. & Tel. Co..... 33.38                                                                                |
|         |                     | Western Union..... 2.34                                                                                            |
|         |                     | Northern States Power Co..... 46.06                                                                                |
|         |                     | Metropolitan Service Corp..... 35.72                                                                               |
| 19      |                     | Pittsburgh Office-playing Cards..... 3.95                                                                          |

BROUGHT FORWARD

\$4,910.27

19

|                                                                                                                                                                             |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| A. Guthrie & Co. - Labor and material<br>furnished during October in connection<br>with painting advertising signs on<br>bridges over the Dalles-California<br>Highway..... | \$240.00     |
| Seattle Div. - Tail Lights.....                                                                                                                                             | <u>11.62</u> |
|                                                                                                                                                                             | \$5,161.89   |

SEPTEMBER 1931

BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

| <u>ACCOUNT</u> | <u>Sub-Account</u> |   |                             |                   |
|----------------|--------------------|---|-----------------------------|-------------------|
| 12             | A-1                | - | Portland Office.....        | \$2.50            |
|                |                    |   | Seattle Transfer Co.....    | 14.90             |
|                | A-2                | - | Los Angeles Office.....     | 2.00              |
|                |                    |   | Seattle Office.....         | .37               |
|                |                    |   | Los Angeles Office.....     | 1.46              |
|                |                    |   | Spokane Office.....         | .54               |
|                |                    |   | Boston Office.....          | 1.45              |
|                |                    |   | San Francisco Office.....   | 1.75              |
|                |                    |   | Railway Express Agency..    | 155.25            |
|                |                    |   | C. B. & Q. Ry.....          | 2.24              |
|                | B-2                | - | Postage on calendars....    | 926.76            |
|                |                    |   | Toronto Office.....         | 4.38              |
|                |                    |   | A. H. Hebb.....             | 2.16              |
|                |                    |   | T. A. Thompson.....         | 16.65             |
|                | B-3                | - | Postage on material.....    | 350.87            |
|                |                    |   | Toronto Office.....         | .50               |
|                |                    |   | A. H. Hebb.....             | .79               |
|                |                    |   | T. A. Thompson.....         | 10.10             |
|                |                    |   | J. A. Blair.....            | 12.00             |
| 13             | B                  | - | Puget Sound Electric Co..   | 11.15             |
|                |                    |   | Washington Water            |                   |
|                |                    |   | Power Co.....               | 26.65             |
| 15             | -                  | - | Oregon Short Line R.R.Co.   | 1.00              |
|                |                    |   | O. W. R. & N. Co.....       | .89               |
|                |                    |   | E. L. Buchanan.....         | 2.75              |
| 17             | -                  | - | New York Tourist Bureau     | 1666.67           |
| 18             | C                  |   | Northern States Power Co.   | 44.58             |
|                |                    |   | Tri-State Tel. Co.....      | 26.48             |
|                |                    |   | Western Union.....          | 2.70              |
|                |                    |   | Metropolitan Service Co.    | 36.38             |
| 19             |                    |   | Pittsburgh Office.....      | 2.70              |
|                |                    |   | Mississippi St.-Tail Lights |                   |
|                |                    |   |                             | 6.61              |
|                |                    |   | Display at Washington       |                   |
|                |                    |   | Fair at Puyallup, Wash..    | 15.04             |
|                |                    |   | Prize Beef purchased        |                   |
|                |                    |   | at Helena.....              | 42.47             |
|                |                    |   |                             | <u>\$3,392.74</u> |



AUGUST 1931

BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

---

ACCOUNT Sub-Account

|    |     |                                                                                                                                                                                                                                                                                        |                                 |
|----|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 6  | H   | - Des Moines Office - 100<br>mimeographed letters.....                                                                                                                                                                                                                                 | \$1.71                          |
| 11 | A   | - <u>National Railway Publication Co.</u><br>4 Guides for Aug.....<br>4 " " Sept.....                                                                                                                                                                                                  | 5.00<br>5.00                    |
|    |     | Representation for Aug.....<br>" " Sept.....                                                                                                                                                                                                                                           | 247.09<br>245.84                |
| 12 | A-1 | Seattle Transfer.....<br>San Francisco Office- Drayage.....<br>Portland Office - Drayage.....                                                                                                                                                                                          | 8.25<br>1.75<br>2.00            |
|    | A-2 | San Francisco Office- Express.....<br>Los Angeles-Office - ".....<br>C. B. & Q. Ry. - Freight.....<br>Railway Express Agency.....                                                                                                                                                      | 6.13<br>3.07<br>21.30<br>124.59 |
|    | B-2 | A. H. Hebb - Duty on calendars.....<br>Toronto Office- Duty on ".....<br>Postage on calendars.....                                                                                                                                                                                     | 1.76<br>4.46<br>915.60          |
|    | B-3 | A. H. Hebb - Duty on literature.....<br>San Francisco Office - Duty ".....<br>Toronto Office- Duty on literature.....<br>Postage on material mailed out.....                                                                                                                           | 5.72<br>2.00<br>.75<br>448.59   |
| 13 | A   | Washington Water Power Co.....<br>Puget Sound Electric Co.....                                                                                                                                                                                                                         | 26.65<br>11.12                  |
| 15 |     | N.P. Ry. - Our proportion of cost of<br>sign acct. cent-a-mile fares.....<br><br>O.W. R.R. & N. Co.- Our proportion of<br>cost of sign for Bremerton Consolidated<br>Ticket Office.....<br><br>S. P. & S. Ry. - Our proportion of cost of<br>signs for Portland Consolidated Office... | .67<br><br><br>.93<br><br>4.25  |
| 16 | B   | C. B. & Q. Ry. - Our proportion of<br>cost of Burlington Tour advertising<br>during July.....<br>" June.....                                                                                                                                                                           | 9.18<br>113.42                  |

ACCOUNT   Sub-Account

|    |   |                                                                                                        |            |
|----|---|--------------------------------------------------------------------------------------------------------|------------|
| 17 |   | New York Tourist Bureau.....                                                                           | \$1,666.67 |
| 18 | 0 | Northern States Power Co. -<br>Our proportion of cost of<br>electricity during August.....             | 46.06      |
|    |   | Tri-State Tel. & Tel. Co.....                                                                          | 28.53      |
|    |   | Western Union.....                                                                                     | 8.40       |
|    |   | Metropolitan Service Corp. - Our<br>proportion of cost of operating<br>Seattle office during July..... | 35.34      |
| 19 |   | C. W. Meldrum - 12 decks playing<br>cards for Rotary Convention.....                                   | 5.40       |
|    |   | Mississippi St. - Tail Lights.....                                                                     | 6.64       |
|    |   | O. J. McGillis - 1 view book.....                                                                      | <u>.75</u> |
|    |   |                                                                                                        | \$4,014.62 |

JULY 1931  
BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

---

| ACCOUNT | Sub-Account |                                                                                                                                                                                                                                                                                |
|---------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6       | H -         | Chicago Office- 100 Mimeographed letters account Powers Tour.....\$4.50                                                                                                                                                                                                        |
| 10      | A -         | National Railway Publication Co.-<br>4 Guides..... 5.00                                                                                                                                                                                                                        |
|         | B -         | Representation.....247.09                                                                                                                                                                                                                                                      |
| 12      | A-1         | Seattle Transfer Co..... 7.30                                                                                                                                                                                                                                                  |
|         | A-2         | Railway Express Agency.....324.70<br>C. B. & Q. Ry. - Freight..... 5.56<br>Railway Express Agency..... 1.12<br>Seattle Office-Express charges.... .38<br>Milwaukee Office - Express charges. .87<br>San Francisco Office- " " .....9.48                                        |
|         | B-2         | Toronto Office-Duty on calendars...5.20<br>Postage on calendars.....84.72<br>T. A. Thompson-Duty on calendars..12.50<br>A. H. Hebb - Duty on calendars.... 2.74                                                                                                                |
|         | B-3         | Toronto Office-Duty on literature.. .50<br>Postage on material.....33.61<br>" " " .....394.54<br>Cascade Div.-Duty on literature....2.03<br>T. A. Thompson- " " .....3.45<br>A. H. Hebb - Duty on literature....4.35                                                           |
| 13      | B           | Puget Sound Electric Co.....11.18<br>Washington Water Power Co.....28.65                                                                                                                                                                                                       |
| 15      |             | E. L. Buchanan - Window Cards.....6.50<br>S. F. & S. - Our proportion of cost of window cards for Consolidated Ticket Office..... 4.95                                                                                                                                         |
| 16      | B           | C. B. & Q. Ry. - Our proportion of Burlington Tour advertising during May..... 75.07                                                                                                                                                                                           |
| 17      |             | New York Tourist Bureau.....1,666.67                                                                                                                                                                                                                                           |
| 18      | C           | Tri-State Tel. & Tel. Co. .... 26.53<br>" " & " " ..... 4.00<br>Pacific Tel. & Tel. Co.....11.29<br>Western Union.....13.70<br>Northern States Power Co.- Our proportion of cost of heating.....46.06<br>Metropolitan Building Co. Our proportion of cost of heating..... 5.62 |



Metropolitan Building Co.- Our  
proportion of cost of operating  
Seattle office during June.....\$29.46

Pittsburgh Office- Playing cards  
furnished shippers..... 2.25  
Mat. - Seattle - tail lights.....24.79

---

\$3,916.36

JUNE 1931  
BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

---

| ACCOUNT | Sub-Account |                                      |          |
|---------|-------------|--------------------------------------|----------|
| 8       | A           | - Pickett Photo Co. - Expenses       |          |
|         |             | acct. trip to Leavenworth.....       | \$64.00  |
| 10      | C           | - Chicago Office - Painting          |          |
|         |             | office picture.....                  | .58      |
| 11      | A           | - National Railway Publication Co.-  |          |
|         |             | 4 Guides.....                        | 5.00     |
|         |             | Representation.....                  | 247.09   |
| 12      | A-1         | - Boston Office - Drayage .....      | 1.00     |
|         |             | Portland Office - .....              | 2.25     |
|         |             | Los Angeles Office - .....           | 2.50     |
|         |             | New York Office- .....               | 5.80     |
|         | A-2         | - Los Angeles Office- Express.....   | 8.74     |
|         |             | Klamath Falls Office - .....         | .70      |
|         |             | Railway Express Agency.....          | 252.80   |
|         |             | C.B.& Q. Ry. - Freight.....          | 25.66    |
|         | B-2         | - Toronto Office- Duty.....          | 3.00     |
|         |             | A. H. Hebb - Duty.....               | 2.63     |
|         |             | Postage on calendars.....            | 927.24   |
|         |             | T.A. Thompson.....                   | 13.05    |
|         | B-3         | - Toronto Office- Duty.....          | .69      |
|         |             | A. H. Hebb - Duty.....               | 5.01     |
|         |             | T. A. Thompson.....                  | 2.75     |
|         |             | Postage on material sent out.....    | 488.91   |
| 13      | B           | - Washington Water Power Co.....     | 26.65    |
|         |             | Puget Sound Electric Co.....         | 10.71    |
| 14      | A           | - Boston Office - Expenses account   |          |
|         |             | G.P. lecture.....                    | 5.00     |
| 15      | A           | - O.W.R.R.& N.Co.- Our proportion of |          |
|         |             | cost of window signs.....            | 7.20     |
|         |             | S.P.& S. Ry. - Our proportion of     |          |
|         |             | cost of window signs.....            | 5.55     |
|         |             | O.W.R.R.& N.Co. - Our proportion of  |          |
|         |             | cost of window signs for             |          |
|         |             | Bremerton office.....                | 1.05     |
| 17      |             | New York Tourist Bureau.....         | 1,666.67 |
| 18      | C           | - Tri-State Tel. & Tel. Co.....      | 31.45    |
|         |             | Pacific Tel. & Tel. Co.....          | 11.23    |





MAY 1931  
BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

---

| Account | Sub-Account |                                                                                               |         |
|---------|-------------|-----------------------------------------------------------------------------------------------|---------|
| 6       | H -         | John Beissel - Multigraph plates<br>for P. H. Yorke, J. H. Kenney,<br>and H. G. Schuette..... | \$10.50 |
| 11      | A -         | National Railway Publication Co.<br>Guides.....                                               | 5.00    |
|         | " -         | " " - Representation.....                                                                     | 245.84  |
| 12      | A-1 -       | Pittsburgh Office - Drayage.....                                                              | 3.00    |
|         |             | Detroit Office - ".....                                                                       | .50     |
|         |             | Seattle Transfer Co.....                                                                      | 17.50   |
|         |             | San Francisco Office - ".....                                                                 | 2.50    |
|         |             | Portland Office - Drayage.....                                                                | 2.75    |
|         | A-2 -       | Railway Express Agency.....                                                                   | 419.98  |
|         |             | " " ".....                                                                                    | 383.38  |
|         |             | " " ".....                                                                                    | .93     |
|         |             | Los Angeles Office- Express.....                                                              | .09     |
|         |             | San Francisco " - ".....                                                                      | 3.26    |
|         |             | Chicago Office - ".....                                                                       | .69     |
|         |             | Milwaukee Office - ".....                                                                     | 1.14    |
|         |             | Pittsburgh Office - ".....                                                                    | 1.70    |
|         |             | C. B. & Q. Ry. - Freight.....                                                                 | 25.43   |
|         | B-1 -       | Postage on Goats.....                                                                         | 85.00   |
|         | B-2 -       | Postage on calendars.....                                                                     | 859.92  |
|         |             | Custom Duty on calendars.....                                                                 | 100.00  |
|         |             | Toronto Office- Duty on calendars                                                             | 5.26    |
|         |             | E. L. Buchanan - " " ".....                                                                   | .45     |
|         |             | T. A. Thompson - " " ".....                                                                   | 5.60    |
|         | B-3 -       | Postage on advertising material...                                                            | 11.63   |
|         |             | " " " ".....                                                                                  | 409.89  |
|         |             | Toronto Office - Duty on literature                                                           | 1.24    |
|         |             | A. H. Hebb - " " ".....                                                                       | 6.00    |
|         |             | T. A. Thompson - " " ".....                                                                   | 5.35    |
|         |             | Cascade Div. - " " ".....                                                                     | 4.35    |
| 13      | B -         | Puget Sound Electric Co.....                                                                  | 10.59   |
|         |             | Washington Water Power Co.....                                                                | 26.65   |
| 14      | A -         | St. Louis Office-Repairs to<br>moving picture machine.....                                    | 2.85    |
|         |             | Chicago Office - Expenses account<br>lecture at Engwood Catholic Club...                      | 4.83    |

ACCOUNT - Sub-Account

|    |   |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----|---|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 15 | A | - | N.P. Ry. Co. - Our proportion of<br>cost of sign advertising cent-a-mile<br>excursion fares.....\$4.00<br>Oregon Short Line R.R. Co. - Our<br>proportion of cost of signs for<br>windows of the Consolidated Ticket<br>Office at Butte..... 3.00<br>S. P. & S. Ry. Co. - Our proportion<br>of cost of window cards..... 1.00                                                                                                                                                                 |
| 16 | B | - | C. B. & Q. Ry. - Our proportion of<br>cost of Burlington Tours adv.....1,024.48                                                                                                                                                                                                                                                                                                                                                                                                              |
| 17 |   |   | New York Tourist Bureau.....1,666.67                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 18 | C | - | Western Union..... 14.91<br>"                ..... 22.61<br>Pacific Tel. & Tel. Co..... 11.23<br>"       "       "       "       ..... 3.30<br>Western Union..... .60<br>N. P. Ry. Co. - Our proportion of<br>cost of electricity, etc.- May.... 46.06<br>Northern States Power Co. - Our<br>proportion of cost of electricity,<br>etc. - April..... 44.58<br>Tri-State Tel. & Tel. Co.....26.40<br>"       "       "       "       ..... 7.95<br>"       "       "       "       ..... 7.30 |
| 19 |   |   | Pittsburgh Office- Playing cards..... 8.55<br>St. Paul Commissary Dept. - Supplies<br>furnished E. H. Wilde..... 9.78                                                                                                                                                                                                                                                                                                                                                                        |

\$5,566.22

APRIL 1931  
BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

---

Account Sub-Account

|    |       |                                                                                                                                                                                                                                                                                                                                                                                                     |
|----|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6  | H -   | C. A. Rand - 250 Letters multigraphed....\$4.54<br>Pittsburgh Office - 200 " " ..... 3.75                                                                                                                                                                                                                                                                                                           |
| 11 | A -   | National Railway Publication Co.-Guides... 5.00<br>" " " " -Representation<br>248.34                                                                                                                                                                                                                                                                                                                |
| 12 | A-1 - | Seattle Transfer Co..... 11.40<br>Portland Office- Drayage..... 3.00                                                                                                                                                                                                                                                                                                                                |
|    | A-2 - | Cleveland Office- Express charges..... .73<br>Chicago Office - " " ..... .77<br>Pittsburgh Office - " " ..... .99<br>Detroit Office - " " ..... .57<br>Philadelphia Office - " " ..... 1.27<br>Los Angeles Office - " " ..... 1.85<br>Seattle Office - " " ..... .37<br>San Francisco Office - " " ..... 5.67<br>Portland Office - " " ..... 3.24<br>C. St.M. & O.R.R.Co. - Freight charges...11.22 |
|    | B-1 - | Postage on Goats.....85.00                                                                                                                                                                                                                                                                                                                                                                          |
|    | B-2 - | A. H. Hebb - Duty on calendars..... .80<br>E. L. Buchanan - " " " ..... .45<br>Toronto Office - " " " ..... 4.74<br>Postage on calendars.....911.16<br>T. A. Thompson - Duty on calendars..... 14.80<br>Vancouver City Office - " " ..... 1.00                                                                                                                                                      |
|    | B-3 - | A. H. Hebb - Duty on literature..... .88<br>Toronto Office - " " " ..... .63<br>C. J. Moos- 6200 1¢ post cards.....62.00<br>Postage on advertising literature.....1,062.79<br>" " " " ..... 470.53<br>T. A. Thompson - Postage on literature.. 2.00<br>J. A. Blair - Postage..... 2.00                                                                                                              |
| 13 | B -   | Puget Sound Electric Co.....11.26<br>Washington Water Power Co.....26.65                                                                                                                                                                                                                                                                                                                            |
| 14 | A -   | L. D. Aitchell - Repairing film..... 6.00<br>Chicago Office - Expenses account<br>Glacier Park lecture at Beachview Club.. 4.20<br><br>General Film Recording Corp. - Portion<br>of motion picture film featuring the<br>G.N. shown at the Fox Fifth Ave.Theatre..25.00                                                                                                                             |



ACCOUNT - Sub-Account

|    |   |                                                                                                                |          |
|----|---|----------------------------------------------------------------------------------------------------------------|----------|
| 15 | A | S. P. & S. Ry. Co. - Our proportion<br>of cost of window cards for Portland<br>Consolidated Ticket Office..... | \$4.00   |
| 17 |   | New York Tourist Bureau.....                                                                                   | 1,666.67 |
| 18 | C | Tri-State Tel. & Tel. Co.....                                                                                  | 7.05     |
|    |   | Western Union.....                                                                                             | 5.18     |
|    |   | Tri-State Tel. & Tel. Co.....                                                                                  | 7.30     |
|    |   | " " " " .....                                                                                                  | 26.48    |
|    |   | Pacific Tel. & Tel. Co.....                                                                                    | 11.98    |
|    |   | Metropolitan Service Corp.- Our<br>proportion of operating cost of<br>Seattle office during March.....         | 33.68    |
|    |   | Our proportion of heating Seattle<br>office during March.....                                                  | 10.18    |
| 19 |   | Mississippi St. - Tail Lights.....                                                                             | 6.71     |
|    |   | C. B. & Q. Ry. - Cost of electrical<br>repairs made to G.N. equipment at<br>Chicago during Dec.....            | 7.27     |
|    |   | Boston Office- Amount spent for news<br>writers account publicity. ....                                        | 4.00     |

---

\$4,785.10

MARCH 1931  
BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

---

Account Sub-Account

|    |     |                                                      |          |
|----|-----|------------------------------------------------------|----------|
| 6  | A-2 | - Randall Co. - Menus used on Dining Cars \$152.88 ✓ |          |
|    | H   | - Pittsburgh Office - 250 Letters                    |          |
|    |     | multigraphed.....                                    | 3.90 ✓   |
|    |     | Des Moines Office - " .....                          | 18.16 ✓  |
| 11 | A   | - National Railway Publication Co.-4 Guides          | 5.00     |
|    |     | " " " " -Representation                              | 233.34   |
| 12 | A-1 | Seattle Transfer Co.....                             | 9.85     |
|    |     | Portland Office - Drayage.....                       | 2.75     |
|    | A-2 | Railway Express Agency.....                          | 522.66   |
|    |     | " " " " .....                                        | 37.30    |
|    |     | C. B. & Q. Ry. - Freight.....                        | 9.66     |
|    |     | Detroit Office-Express charges on film....           | .60      |
|    |     | Los Angeles Office- " " .....                        | 3.45     |
|    |     | Cincinnati Office- " " .....                         | 2.00     |
|    |     | San Francisco Office - " " .....                     | .97      |
|    |     | Chicago Office- Express charge.....                  | 1.04     |
|    |     | A. H. Hebb - Express charges.....                    | .97      |
|    | B-1 | Postage on Goats.....                                | 85.00    |
|    | B-2 | A. H. Hebb - Duty on calendars.....                  | 1.59     |
|    |     | Toronto Office- " " " " .....                        | 4.05     |
|    |     | E. L. Buchanan - " " " " .....                       | .26      |
|    |     | Postage on calendars.....                            | 877.78   |
|    |     | T. A. Thompson - Duty on calendars.....              | 14.30    |
|    | B-3 | A. H. Hebb - Duty on literature.....                 | 3.05     |
|    |     | Toronto Office- Duty " " .....                       | 1.05     |
|    |     | Postage on advertising matter.....                   | 1,072.05 |
|    |     | " " " " .....                                        | 446.29   |
|    |     | T. A. Thompson- Duty.....                            | .75      |
|    |     | Cascade Div. - Duty on literature.....               | 17.55    |
| 13 | A   | Puget Sound Electric Co.....                         | 9.12     |
|    |     | Washington Water Power Co.....                       | 26.65    |

52.99

| Account | Sub-Account |  |  |
|---------|-------------|--|--|
|---------|-------------|--|--|

|    |   |   |                                                                                                                              |
|----|---|---|------------------------------------------------------------------------------------------------------------------------------|
| 14 | A | - | Philadelphia Office-Expenses acct.<br>lecture.....\$30.00                                                                    |
|    |   |   | Boston Office- Expenses " .....13.00                                                                                         |
|    |   |   | Seattle Office- " " ..... 5.00                                                                                               |
| 16 | B | - | C. B. & Q. Ry. - Our proport of<br>cost of Burlington Tours advertising<br>during January..... 5.42<br>" February..... 74.62 |
| 17 |   |   | New York Tourist Bureau..... 1,666.67                                                                                        |
| 18 | C |   | Western Union..... 10.61                                                                                                     |
|    |   |   | N. P. Ry. - Our proportion of cost<br>of heating and electricity-Mar.... 46.06                                               |
|    |   |   | Metropolitan Bldg. Co. - Our pro-<br>portion of operations cost of<br>Seattle Office during Feb..... 29.24                   |
|    |   |   | Our proportion of heating, et..... 13.67                                                                                     |
|    |   |   | Tri-State Tel. & Tel. Co..... 37.63                                                                                          |
| 19 |   |   | State of Washington Dept. of Labor<br>& Industries - Expenses account                                                        |
|    |   |   | Cascade tunnel..... 13.53                                                                                                    |
|    |   |   | C. B. & Q. Ry. - Our proportion<br>of cost of electrical repairs made<br>to G.N. equipment during Nov.1930... 9.19           |
|    |   |   | Mississippi St. - Tail Lights..... 19.54                                                                                     |
|    |   |   | Christian Science Monitor-<br>1 subscription..... .75                                                                        |
|    |   |   | \$5,511.95                                                                                                                   |



FEBRUARY 1931  
BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

---

Account Sub-Account

|    |     |                                                                      |        |
|----|-----|----------------------------------------------------------------------|--------|
| 6  | A-2 | Randall Co. - Menus used on Dining Cars...\$196.86                   |        |
|    | H   | Boston Office - List of 1200 names for solicitation of business..... | 10.00✓ |
|    |     | Pittsburgh Office - 1 " Letters multigraphed.....                    | 4.50✓  |
| 11 | A   | National Railway Publication Co.- 4 Guides..                         | 5.00   |
|    |     | " " " " -Representation                                              | 250.84 |
| 12 | A-1 | Seattle Transfer Co.....                                             | 11.70  |
|    |     | Pacific Transfer Co.....                                             | 4.25   |
|    |     | Portland Office - Drayage.....                                       | 3.00   |
|    | A-2 | New York Office - Express charges.....                               | .75    |
|    |     | Spokane Office - " " .....                                           | .53    |
|    |     | San Francisco Office - " " .....                                     | 5.74   |
|    |     | Los Angeles Office - " " .....                                       | 1.29   |
|    |     | Railway Express Agency.....                                          | 2.41   |
|    |     | " " " " .....                                                        | 206.46 |
|    |     | Detroit Office - Express charges on film...                          | .59    |
|    |     | Cincinnati Office - " " " " .....                                    | 2.06   |
|    |     | Milwaukee Office - " " " " .....                                     | 2.51   |
|    |     | C. B. & Q. Ry. - Freight.....                                        | 13.95  |
|    | B-1 | Postage on Goats.....                                                | 85.00  |
|    |     | St. Paul Office - Postage on Goats.....                              | 1.63   |
|    | B-2 | E. L. Buchanan - Duty on Calendars.....                              | 5.56   |
|    |     | Postage on calendars.....                                            | 883.56 |
|    |     | Toronto Office - Duty on calendars.....                              | 4.50   |
|    |     | T. A. Thompson - Duty on calendars-Jan.....                          | 21.15  |
|    |     | T. A. Thompson - " " " -Feb.....                                     | 15.05  |
|    | B-3 | T.A. Thompson - Duty on time tables.....                             | 3.70   |
|    |     | Postage on material mailed out.....                                  | 89.98  |
|    |     | " " " " " " .....                                                    | 653.79 |
|    |     | J. A. Blair - Postage.....                                           | 2.00   |
| 13 | B   | Puget Sound Electric Co.....                                         | 8.52   |
|    |     | Washington Water Power Co.....                                       | 26.65  |

| Account | Sub-Account |  |  |
|---------|-------------|--|--|
|---------|-------------|--|--|

|    |   |                                                                                                       |          |
|----|---|-------------------------------------------------------------------------------------------------------|----------|
| 14 | A | Los Angeles Office - Rental of stereopticon for Glacier Park lecture.....                             | \$2.50   |
| 16 |   | S. P. & So. Ry. -Our proportion of cost of window cards.....                                          | 1.31     |
|    |   | O.W.R.R.& N.Co. - Our proportion of cost of window cards for the Bremerton Office during January..... | .17      |
| 17 |   | New York Tourist Bureau.....                                                                          | 1,666.67 |
| 18 | C | Tri-State Tel. & Tel. Co.....                                                                         | 26.40    |
|    |   | " " " " .....                                                                                         | 5.95     |
|    |   | " " " " .....                                                                                         | 16.95    |
|    |   | Pacific Tel. & Tel. Co.....                                                                           | 11.23    |
|    |   | Western Union.....                                                                                    | 23.66    |
|    |   | Metropolitan Bldg. Co. - Our proportion of cost of operating Seattle Office during January.....       | 29.25    |
|    |   | " " February.....                                                                                     | 30.15    |
|    |   | Metropolitan Bldg. Co. - Our proportion of cost of heating during January. ....                       | 7.81     |
|    |   | " " February.....                                                                                     | 5.96     |
|    |   | Pacific Tel. & Tel. Co.....                                                                           | 1.25     |
|    |   | Northern Pacific Ry. Co. - Our proportion of cost of electricity, etc.-January.....                   | 46.06    |
|    |   | " " February.....                                                                                     | 41.61    |
| 19 |   | Mississippi St. - Tail Lights.....                                                                    | 6.70     |

---

\$4,447.16

JANUARY 1931  
BILLS NOT PASSED BY THIS DEPARTMENT BUT CHARGED TO  
"TRAFFIC ADVERTISING"

---

| Account | Sub-account |                                                                              |          |
|---------|-------------|------------------------------------------------------------------------------|----------|
| 2       | E-1         | Minnesota State Federation of Labor<br>Year Book for 1931.....               | \$500.00 |
| 3       | A-3         | Artercraft Co., Seattle - Cuts account<br>publicity radio story contest..... | 12.48    |
|         |             | Hartsook, Seattle - Photos acct. publicity<br>radio contest story.....       | 13.00    |
|         |             | Toten Broadcasters - Postage paid by<br>K.O.M.O. on manuscripts.....         | 21.27    |
| 6       | A-2         | Randall Co. - Menus used on dining cars...                                   | 177.34   |
|         | H           | Boston Office - Letters multigraphed.....                                    | 3.56     |
| 11      | A           | National Railway Publication Co.-4 Guides..                                  | 5.00     |
|         |             | " " " " -Representation                                                      | 247.09   |
| 12      | A-1         | Philadelphia Office- Drayage on moving<br>picture machine.....               | 5.50     |
|         |             | Boston Office- Drayage.....                                                  | 8.00     |
|         | A-2         | Railway Express Agency.....                                                  | 335.96   |
|         |             | San Francisco Office- Express charges.....                                   | 5.34     |
|         |             | Los Angeles Office - " " .....                                               | 6.80     |
|         |             | Pittsburgh Office - " " .....                                                | .60      |
|         |             | C. B. & Q. Ry. - Freight.....                                                | 42.65    |
|         | B-1         | Postage on Goats.....                                                        | 85.00    |
|         |             | St. Paul Office- Postage on Goats.....                                       | 1.85     |
|         | B-2         | Postage on calendars.....                                                    | 892.32   |
|         |             | Custom duty stamps on calendars.....                                         | 150.00   |
|         |             | A. H. Hebb - Duty on calendars.....                                          | 4.78     |
|         |             | Los Angeles Office- Express charge on<br>calendars.....                      | 1.79     |
|         |             | Toronto Office- Duty on calendars.....                                       | 5.49     |
|         | B-3         | Postage on material mailed out.....                                          | 78.15    |
|         |             | " " " " " " .....                                                            | 455.12   |
|         |             | A. H. Hebb - Duty on literature.....                                         | 1.58     |
|         |             | San Francisco Office- Mailing charges.....                                   | 1.01     |
|         |             | Toronto Office - Duty on literatur .....                                     | .39      |
| 13      | B           | Buget Sound Electric Co.....                                                 | 9.54     |
|         |             | Washington Water Power Co.....                                               | 26.65    |



|          |   |                                                                                                                                                                                                                                                                                                                                                                          |                                                                 |
|----------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| 14       | A | L. D. Kitchell - Expenses account<br>California lecture tour.....                                                                                                                                                                                                                                                                                                        | \$32.50                                                         |
| 15       |   | S. P. & S. Ry. - Our proportion of cost<br>of window cards.....                                                                                                                                                                                                                                                                                                          | 11.76                                                           |
| 17       |   | New York Tourist Bureau.....                                                                                                                                                                                                                                                                                                                                             | 1,666.67                                                        |
| 18       | C | Tri-State Tel. & Tel. Co.....<br>"               "               "<br>Pacific Tel. Co.....<br>"               "               "<br>Western Union.....<br>Canadian National Tel. Co.....<br>Metropolitan Bldg. Co.- Our proportion of<br>cost of operating Seattle Office-Dec....<br>Metropolitan Bldg. Co.- Our proportion of<br>cost of operati heating office-Dec..... | 26.40<br>5.95<br>11.23<br>1.65<br>19.08<br>.49<br>36.91<br>7.04 |
| 19       |   | San Francisco Chamber of Commerce- 1931<br>membership for L. Ashton.....<br><br>Pacific Travel Assn., San Francisco, Cal.<br>Our proportion of preliminary fund to cover<br>expenses of promotion work of the Pacific<br>Travel Assn.....                                                                                                                                | 30.00<br><br><br>150.00                                         |
| C-2707 - |   | San Francisco Office- 2 portfolios.....<br><br>Mississippi St. - Tail Lights.....<br><br>Seattle -               "               " .....                                                                                                                                                                                                                                 | 2.00<br><br>6.46<br>15.67                                       |
|          |   |                                                                                                                                                                                                                                                                                                                                                                          | \$5,122.07                                                      |

DECEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-1 - On-Line East - Space

A-578 - C-255 - David Adv. Co. - Advertising during October:

Minnesota

Crookston Times - 6 Ins. @ 42¢.....\$ 2.52  
Less 2%......05 \$2.47 ✓

North Dakota

Fargo Forum - 84 Li. @ 10¢.....8.40 ✓  
Grand Forks Herald - 84 Li. @ 8¢.....6.72 ✓  
\$15.12  
Less 2%......30 14.82

South Dakota

Sioux Falls Argus Leader - 42 Li. @ 12¢ \$5.04  
Less 2%......10 4.94 ✓

Iowa

Sioux City Journal - 42 Li. @ 15¢.....\$6.30 ✓  
Sioux City Tribune - 42 Li. @ 15¢.....6.30 ✓  
\$12.60  
Less 2%......25 12.35 \$34.58

A-4 - C1377 - Minneapolis Journal - Adv. on December 6th in  
the Roto section account Miss Minneapolis  
Personality Contest.....264.19 ✓

A-622 - C-456 - David Adv. Co. - Our proportion of cost of  
joint advertising during November.....74.26 ✓  
\$373.03

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

C-2002 - David Adv. Co. - Mechanical Expense during November.....\$209.08

" " " " " "  
account joint advertising.....7.44

\$216.52

DECEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

|                                                                                                               |                 |
|---------------------------------------------------------------------------------------------------------------|-----------------|
| A-15 - C-1919 - Strang & Prosser - Our proportion of cost of joint advertising during December.....           | \$135.85 ✓      |
| A-16 - C-1812 - Izzard Co. - Our proportion of cost of joint advertising during December.....                 | 384.05 ✓        |
| A-23 - C-2011 - W. S. Kirkpatrick - Our proportion of cost of joint advertising in Portland papers-December.. | 235.69 ✓        |
| A-22 - C-2203 - Altnow-Singleton - Advertising during December.                                               | <u>1,543.84</u> |
|                                                                                                               | \$2,299.43      |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

|                                                                                                               |               |
|---------------------------------------------------------------------------------------------------------------|---------------|
| A-23 - C-2011 - W. S. Kirkpatrick - Our proportion of cost of mechanical expense acct. joint advertising..... | \$20.19       |
| J-507 - Altnow-Singleton - Our proportion of mechanical expense for November account joint advertising.....   | 11.58         |
| Mechanical expense for November.....                                                                          | <u>158.29</u> |
|                                                                                                               | \$190.06      |



DECEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-1 - Off-Line East - Space

---

A-2 - C-1448 - Denver Post - New Year edition - Dec. 31st.....\$1,200.00

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-2 - Off-Line East - Preparation Cost

---

DECEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

|                                                                                                                                     |                |
|-------------------------------------------------------------------------------------------------------------------------------------|----------------|
| A-633 - C-1905 - N. Y. & Cuba Mail S.S. Co. - Our proportion of<br>cost of disbursements by our Havana Agent<br>during October..... | \$29.17 ✓      |
| A-14 - C-1790 - N.Y. & Cuba Mail S.S. Co. - Our proportion of<br>cost of disbursements by our Havana Agent<br>during November.....  | 29.17 ✓        |
| A-1 - C-1503 - Manila Bulletin - November.....                                                                                      | 25.70 ✓        |
| A-25 - C2053 - JapanTimes & Mail - December.....                                                                                    | <u>43.80</u> ✓ |
|                                                                                                                                     | \$127.84       |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

|                                                                                         |         |
|-----------------------------------------------------------------------------------------|---------|
| J-507 - Altnow-Singleton - Mechanical Expense account advertising<br>in the Orient..... | \$54.17 |
|-----------------------------------------------------------------------------------------|---------|

NOVEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-1 - On-Line East - Space

---

A-612 - C-1981 - Standard-Post, Butte, Mon. - Nov. 20th.....\$25.48 ✓

ACCOUNT 1- Newspaper Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

---

C-468 - David Advertising Co. - Mechanical Expense for October.....\$27.46



NOVEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

|                                                                                                                                                  |                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| A-610 - C-1769 - Altnow-Singleton - Adv. during November.....                                                                                    | \$1,261.00        |
| A-608 - C-1768 - Strang & Prosser - Our proportion of cost of<br>joint advertising in Seattle, Tacoma and<br>Spokane papers during November..... | 277.05            |
| A-611 - C-1767 - W. S. Kirkpatrick - Our proportion of cost of<br>advertising in Portland papers during November....                             | 232.20            |
| A-606 - C-1520 - Altnow-Singleton - Our proportion of cost of<br>joint advertising during November.....                                          | 209.31            |
|                                                                                                                                                  | <u>\$1,979.56</u> |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

|                                                                                                            |                 |
|------------------------------------------------------------------------------------------------------------|-----------------|
| J-376 - Altnow-Singleton - Mechanical Expense for October.....                                             | \$139.51        |
| J-376 - Izzard Co. - Our proportion of cost of mechanical<br>expense acct. advertising during October..... | 19.27           |
|                                                                                                            | <u>\$158.78</u> |

NOVEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

|                                                                                                            |           |
|------------------------------------------------------------------------------------------------------------|-----------|
| A-588 - C-760 - San Min Morning Paper - Mar. 18th to<br>Sept. 17th, 1931.....                              | \$50.00   |
| A-579 - C-347 - N. Y. & Cuba Mail S.S.Co. - Our proportion of<br>cost of advertising during September..... | 29.17 ✓   |
| A-616 - C-2376 - JapanTimes & Mail - August.....                                                           | 54.00 ✓   |
| A-613 - C-1906 - " " " - November.....                                                                     | 60.00 ✓   |
| A-582 - C-359 - " " " - October.....                                                                       | 59.82 ✓   |
| A-609 - C-1907 - Manila Bulletin - <del>November</del> <i>October</i> .....                                | 25.70 ✓   |
| A-586 - C-358 - Shanghai Evening Post & October.....                                                       | 12.53 ✓   |
| A-584 - C-457 - Shanghai Times - October.....                                                              | 50.00 ✓   |
|                                                                                                            | <hr/>     |
|                                                                                                            | \$ 341.22 |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

OCTOBER 1931

ACCOUNT 1, - Newspaper Advertising  
Sub-Account A-1 - On-Line East - Space

---

TwinCities

A-494 - C-4 - David Adv.Co. - Advertising on Aug. 1, 1931:

St. Paul Dispatch - 200 Li. @ 28¢.....\$56.00 ✓

St. PaulDaily News - 200 Li. @ 18¢..... 36.00 ✓

\$92.00

Less dis..... 1.84

\$90.16

A-566 - C-1561 - Izzard Co. - Our proportion of cost of  
advertising Cent-a-mile fares in Butte  
and Helena papers during October.....

35.21 ✓

\$125.37

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

---



OCTOBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

|                                                                                                                                                |            |
|------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| A-565 - C-1562 - Strang-Prosser - Our proportion of cost of cent-a-mile advertising in Seattle, Tacoma, and Spokane papers during October..... | \$158.87   |
| A-566 - C-1561 - Izzard Co. - Our proportion of cost of joint advertising in Seattle, Tacoma and Spokane papers during October.....            | 116.08     |
| A-571 - C-1980 - Altnow-Singleton - Advertising during October....                                                                             | 1,612.28   |
| A-570 - C-1820 - Altnow-Singleton - Our proportion of cost of joint advertising during October.....                                            | 13.55 ✓    |
| A-574 - C-2595 - W. S. Kirkpatrick - Our proportion of joint advertising during October.....                                                   | 222.89     |
|                                                                                                                                                | <hr/>      |
|                                                                                                                                                | \$2,123.67 |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

OCTOBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient- Space

---

|                                                                                                                                                       |                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| A-545 - C-493 - N. Y. & Cuba Mail S.S. Co. p Our proportion of<br>cost of disbursements by our Havana Agent account<br>advertising during August..... | \$29.17 ✓      |
| A-556 - C-984 - Manila Bulletin - Sept.....                                                                                                           | 25.70 ✓        |
| A-552- C-833 - Japan Times & Mail - " .....                                                                                                           | 59.40 ✓        |
| A-553 - C-831 - Shanghai Evening Post - Sept.....                                                                                                     | 14.19 ✓        |
| A-555 - C-657 - Shanghai Times - Sept.....                                                                                                            | <u>50.00</u> ✓ |
|                                                                                                                                                       | \$178.46       |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

SEPTEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-1 - On-Line East - Space

Montana

A-508 - C-570 - Altnow-Singleton - Our proportion of cost  
of joint advertising in Helena and Butte  
papers during August and September account  
cent-a-mile fares.....\$42.51 ✓

A-451 - C-256 - David Advertising Co. - Advertising in  
Great Falls Leader-Tribune - July.....57.33 ✓ \$99.84

North Dakota

A-451 - C-256 - David Adv. Co. - Adv. during July:

Fargo Forum - 600 Li. @ 10¢.....\$60.00 ✓  
Grand Forks Herald - 600 Li. @ 8¢.....48.00 ✓  
\$108.00  
Less dis..... 2.16 .....105.84

Twin Cities

A-451 - C-256 - David Adv. Co. - Adv. during July:

St. Paul Dispatch-Pioneer Press -1199 Li. @ 28¢.....\$335.72 ✓  
" " " " - 84 Li. @ 30¢..... 25.20 ✓  
" " " " - 200 Li. @ 65¢.....130.00 ✓  
St. Paul Daily News - 902 Li. @ 18¢.....162.36 ✓  
" " " " - 42 Li. @ 14¢..... 5.88 ✓  
Minneapolis Tribune - 1399 Li. @ 28¢.....391.72 ✓  
" " " " - 84 Li. @ 32¢..... 26.88 ✓  
Minneapolis Journal - 1599 Li. @ 25¢.....399.75 ✓  
" " " " - 84 Li. @ 32¢..... 26.88 ✓  
" " " " - 280 Li. @ 50¢.....140.00 ✓  
Minneapolis Star - 400 Li. @ 17¢..... 68.00 ✓  
So. St. Paul Reporter - 125 Li. @ 3¢..... 4.38 ✓  
\$1,716.77  
Less dis..... 34.34 1,682.43

Duluth & Superior

A-451 - C-256 - David Adv. Co. - Adv. during July:  
Duluth Herald & News Tribune - 650 Li. @ 22¢, less dis..... 140.14 ✓

Canada

A-451 - C-256 - David Adv. Co. - Adv. during July:  
Lethbridge Herald - 600 Li. @ 4¢, less dis..... 23.52 ✓  
\$2,051.77

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost



SEPTEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-508 - C-570 - Altnow-Singleton - Our proportion of cost of  
joint advertising during August and September  
in Seattle, Tacoma and Spokane papers account  
Cent-a-mile excursion fares.....\$145.11

A-541 - C-3091 - Altnow-Singleton - Advertising during Sept.....2,263.79

\$2,408.90

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

J-468 - Altnow-Singleton - Mechanical Expense for August.....\$245.49

" " - Our proportion of cost of mechanical  
expense account joint advertising  
during August and September..... 30.88

\$276.37

SEPTEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-1 - Off-Line East - Space

---

A-529 - C-1474 - McJunkin Adv. Co. - Advertising in Rocky Mt.  
News for September.....\$156.82

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-2 - Off-Line East - Preparation Cost

---

C-2130 - McJunkin Advertising Co.- Mechanical Expense for adver-  
tising in Rocky Mt. News.....\$114.35

SEPTEMBER 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

A-516 - C-946 - Manila Bulletin - August.....\$12.85 ✓

A-519 - C-763 - Japan Times & Mail - September..... 59.90 ✓

\$72.75

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

J-468 - Altnow-Singleton - Mechanical Expense for August acct.  
advertising in the Orient.....\$43.15



AUGUST 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-1 - On-Line East - Space

Montana

A-375 - C-6 - David Adv. Co. - Advertising during June:

|                                              |                 |                      |
|----------------------------------------------|-----------------|----------------------|
| Billings Gazette - 196 li. @ 7¢.....         | \$13.72         | ✓                    |
| Butte Post - 196 Li. @ 13¢.....              | 25.48           | ✓                    |
| Great Falls Leader-Tribune - 1046 Li. @ 9¢.. | 94.14           | ✓                    |
| Havre News - 196 Li. @ 3½¢.....              | 6.86            | ✓                    |
| Helena Independent - 14 Ins. @ 49¢.....      | 6.86            | ✓                    |
| Kalispell Interlake - 14 Ins. @ 25¢.....     | 3.50            | ✓                    |
| Helena Record-Herald - 196 Li. @ 6¢.....     | 11.76           | ✓                    |
| Lewistown Democrat-News - 14 Ins. @ 49¢....  | 6.86            | ✓                    |
|                                              | <u>\$169.18</u> |                      |
| Less dis.....                                | 3.38            | \$165.80    \$165.80 |

North Dakota

A-375 - C-6 - David Adv. Co. - Adv. during June:

|                                        |                 |        |
|----------------------------------------|-----------------|--------|
| Fargo Forum - 870 Li. @ 10¢.....       | \$ 87.00        | ✓      |
| Grand Forks Herald - 650 Li. @ 8¢..... | 52.00           | ✓      |
|                                        | <u>\$139.00</u> |        |
| Less dis.....                          | 2.78            | 136.22 |

A-486 - C-1398 - Richland Co. Farmer Globe -  
July 15-14-17..... 3.80    \$140.02

South Dakota

A-375 - C-6 - David Adv. Co. - Adv. during June:

|                                               |                |                |
|-----------------------------------------------|----------------|----------------|
| Sioux Falls Argus Leader - 725 Li. @ 12¢...\$ | 87.00          | ✓              |
| Huron Huronite.....                           | 2.40           | ✓              |
|                                               | <u>\$89.40</u> |                |
| Less dis....                                  | 1.74           | 87.66    87.66 |

(CONT'D)

Twin Cities

A-458 - C-736 - Northern Pacific Ry. Co. - Our proportion  
of cost of joint advertising in St. Paul,  
Minneapolis and Duluth papers account  
pooled service.....\$44.10

A-375 - C-6 - David Adv. Co. - Adv. during June:

|                                             |                   |          |
|---------------------------------------------|-------------------|----------|
| St. Paul Dispatch - 1657 Li. @ 28¢.....     | \$463.96          | ✓        |
| " " " 280 Li. @ 30¢.....                    | 84.00             | ✓        |
| St. Paul Daily News - 1840 Li. @ 18¢.....   | 331.20            | ✓        |
| " " " 280 Li. @ 14¢.....                    | 39.20             | ✓        |
| Minneapolis Tribune - 1135 Li. @ 28¢.....   | 317.80            | ✓        |
| " " " Knights Templar Edition.....          | 225.00            | ✓        |
| " " " 200 Li. @ 32¢.....                    | 64.00             | ✓        |
| Minneapolis Journal - 1280 Li. @ 25¢.....   | 320.00            | ✓        |
| Minneapolis Daily Star - 570 Li. @ 17¢..... | 96.90             | ✓        |
| So. St. Paul Reporter - 375 Li. @ 3½¢.....  | 13.13             | ✓        |
|                                             | <u>\$1,955.19</u> |          |
| Less dis.....                               | 39.10             |          |
|                                             | <u>1,916.09</u>   | 1,960.19 |

Duluth & Superior

A-375 - C-6 - David Adv. Co. - Adv. During June:

|                                                |                 |             |
|------------------------------------------------|-----------------|-------------|
| Duluth Herald & News-Tribune- 575 Li. @ 22¢... | \$126.50        | ✓           |
| Superior Telegram - 925 Li. @ 8¢.....          | 74.00           |             |
|                                                | <u>\$200.50</u> |             |
| Less dis.....                                  | 4.01            |             |
|                                                | <u>196.49</u>   | 196.49      |
|                                                |                 | \$ 2,550.16 |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

C-1628 - David Adv.Co. - Mechanical Expense for July.....\$148.44

August 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-500 - C-2760 - Altnow-Singleton - Advertising during August.....\$1,943.01

A-501 - C-2388 - W. S. Kirkpatrick - Our proportion of cost of  
advertising Fleet Week excursion fares and  
Cent-a-mile fares account Labor Day..... 211.08  
\$2,154.09

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

J-408 - Altnow-Singleton - Mechanical Expense for July.....\$269.21



August 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-1 - Off-Line East - Space

---

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-2 - Off-Line East - Preparation Cost

---

C-2160 - McJunkin Advertising Co. - Mechanical Expense  
during August.....\$157.85

August 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

|                                                                                                                                       |          |
|---------------------------------------------------------------------------------------------------------------------------------------|----------|
| A-489 - C-2218 - N. Y. & Cuba Mail Steamship Co. - Our<br>proportion of cost of disbursements by our<br>Havana Agent during July..... | \$29.17  |
| A-461 - C-639 - Shanghai Evening Post & July.....                                                                                     | 10.71    |
| A-503- C- 2412 - " " " - August.....                                                                                                  | 10.71    |
| A-462 - C-1284 - Shanghai Times - July.....                                                                                           | 50.00    |
| A-502 - C-2936 - Shanghai Times - August.....                                                                                         | 50.00    |
| A-470 - C-1281 - Manila Daily Bulletin.....                                                                                           | 25.70    |
|                                                                                                                                       | <hr/>    |
|                                                                                                                                       | \$176.29 |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

JULY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-1 - On-Line East - Space

Montana

A-436- C-1186 - Montana Standard - May 26th.....\$10.00

A-334 - C-11 - David Adv. Co.- Adv. during May:

|                                              |                 |               |                   |
|----------------------------------------------|-----------------|---------------|-------------------|
| Billings Gazette - 196 Li. @ 7¢.....         | \$13.72 ✓       |               |                   |
| Butte Standard Post-196 Li. @ 13¢.....       | 25.48           |               |                   |
| Great Falls Leader-Tribune-521 Li. @ 9¢..... | 46.89 ✓         |               |                   |
| Havre News - 196 Li. @ 3½¢.....              | 6.86 ✓          |               |                   |
| Helena Independent -14 Ins. @ 49¢.....       | 6.86 ✓          |               |                   |
| Kalispell Interlake -14 Ins. @ 25¢.....      | 3.50 ✓          |               |                   |
| Lewistown Democrat News-14" @ 49¢.....       | 6.86 ✓          |               |                   |
| Helena Record-Herald -196 Li. @ 6¢.....      | 11.76 ✓         |               |                   |
|                                              | <u>\$121.93</u> |               |                   |
| Less 2%.....                                 | <u>2.44</u>     | <u>119.49</u> | <u>\$129.49 ✓</u> |

North Dakota

A-334 - C-11 - David Adv. Co.- Adv. during May:

|                                       |                |              |                |
|---------------------------------------|----------------|--------------|----------------|
| Fargo Forum - 498 Li. @ 10¢.....      | 49.80 ✓        |              |                |
| Grand Forks Herald -500 Li. @ 8¢..... | 40.00 ✓        |              |                |
|                                       | <u>\$89.80</u> |              |                |
| Less dis.....                         | <u>1.80</u>    | <u>88.00</u> | <u>88.00 ✓</u> |

South Dakota

A-334 - C-11 - David Adv. Co. -Adv.during May:

|                              |       |  |         |
|------------------------------|-------|--|---------|
| Sioux Falls Argus Leader -   |       |  |         |
| 500 Li. @ 12¢, less dis..... | 58.80 |  | 58.80 ✓ |

Twin Cities

A-334 - C-11 - David Adv. Co. - Adv. during May:

|                                          |                   |                 |                   |
|------------------------------------------|-------------------|-----------------|-------------------|
| St. Paul Dispatch - 1270 Li. @ 28¢....   | \$355.60 ✓        |                 |                   |
| St. Paul Daily News - 1416 Li. @ 18¢.... | 254.88 ✓          |                 |                   |
| Minneapolis Tribune- 1210 Li. @ 28¢....  | 338.80 ✓          |                 |                   |
| " Journal - 990 Li. @ 25¢.....           | 247.50 ✓          |                 |                   |
| " " - 280 Li. @ 32¢.....                 | 89.60 ✓           |                 |                   |
| " Daily Star- 585 Li. @ 17¢.....         | 99.45 ✓           |                 |                   |
|                                          | <u>\$1,385.83</u> |                 |                   |
| Less dis.....                            | <u>27.72</u>      | <u>1,358.11</u> | <u>1,358.11 ✓</u> |



JULY 1931

Duluth

A-334 - C-11 - David Adv. Co. - Adv. during May:

Duluth Herald & News-Tribune.....\$126.50 ✓

Superior Telegram - 575 Li. @ 8¢..... 46.00 ✓

\$172.50

Less dis..... 3.45

\$169.05 ✓

Canada

A-334 - C-11 - David Adv. Co. - Adv. during May:

Winnipeg Free Press - 70 Li. @ 16¢, less dis.

10.98 ✓

\$1,814.43

ACCOUNT 1 - Newspaper Advertising

Sub-Account A-2 - On-Line East - Preparation Cost

C-1976 - David Adv. Co. - Mech. Expense for June.....\$103.16

7827.05  
7714.54  
42.51

7827.05  
441.00  
7782.95

JULY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-399 - C-96 - W. S. Kirkpatrick - Our proportion of cost of  
advertising One-Cent-Mile fares account  
Fourth of July in Portland and north of  
Portland papers.....\$153.17 ✓

A-446 - C-2020 - Altnow-Singleton Co. - Advertising during  
July in west and papers.....2,371.14

\$2,524.31

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

J-484 - Altnow-Singleton Co. - Mech. Expense for June.....\$437.60

JULY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-1 - Off-Line East - Space

---

|                                                             |                 |
|-------------------------------------------------------------|-----------------|
| A-427 - C-1003 - McJunkin Adv. Co. - Adv. in Chicago papers |                 |
| during July.....                                            | \$2,521.00      |
| A-434 - C-1069 - McJunkin Adv. Co. - Adv. in Eastern papers |                 |
| during July.....                                            | <u>5,813.28</u> |
|                                                             | \$8,334.28      |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-2 - Off-Line East - Preparation Cost

---

|                                                          |               |
|----------------------------------------------------------|---------------|
| C-2067 - McJunkin Adv. Co. - Mech. Expense for July..... | \$96.25       |
| C-1893 - McJunkin Adv. Co. - Mech. Expense for June..... | <u>599.27</u> |
|                                                          | \$695.52      |



JULY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

|                                                                                                                                                         |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| A-426 - C-1299 - N. Y. & Cuba Mail S.S. Co. - Our proportion<br>of cost of disbursements by our Havana<br>Agent account of advertising during June..... | \$29.17 ✓       |
| A-405 - C-359 - Shanghai Times - June.....                                                                                                              | 50.00 ✓         |
| A-415 - C-553 - Shanghai Evening Post - June.....                                                                                                       | 13.97 ✓         |
| A-432 - C-1506 - Manila Daily Bulletin - June.....                                                                                                      | 25.70 ✓         |
| A-449 - C-2186 - Japan Times & Mail - July.....                                                                                                         | 59.62 ✓         |
|                                                                                                                                                         | <u>\$178.46</u> |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

JUNE 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-1 - On-Line East - Space

---

Montana

A-278 - C-244 - David Adv. Co.-

Great Falls Tribune-Leader - April 14-16 - 84 Li. @ 9¢, less dis..\$7.41 ✓

A-353 - C-517 - Williams & Cunningham - Our proportion of cost  
of advertising in Montana papers account cent-  
a-mile excursion fares..... 42.28 ✓

A-400 - C-2502- Strang & Prosser - Our proportion of cost of  
advertising in Butte and Helena papers-June..... 57.83 ✓ \$107.52

North Dakota

A-278 - C-244 - David Adv. Co.-

Fargo Forum - April 13-16 - 84 Li. @ 10¢, \$8.40 ✓

Grand Forks Herald-April 13-16- 84 Li. @ 8¢ ..6.72 ✓

Minot News - April 13-16 - 6 Ins. @ 56¢.....3.36 ✓

Stanley Sun - Nov. 7 - 12 Ins. @ 45¢.....5.40 ✓

\$23.88

Less dis..... .48

23.40

South Dakota

A-278 - C-244 - David Adv. Co.-

Sioux Falls Argus-Leader - April 13-16 -

84 Li., less dis.....

9.88

TWIN CITIES

A-366 - C-1154 - Daily News - Adv.in Sue Col., June 28th.....

9.80 ✓

\$150.60

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

---

C-1682 - David Adv. Co. - Mech. Expense for May.....\$742.19

JUNE 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-353 - C-517 - Williams & Cunningham - Our proportion of cost  
of advertising during May account cent-a-mile  
excursion fares in Seattle, Tacoma and Spokane.....\$147.69 ✓  
A-400 - C-2502 - Strang & Prosser - Our proportion of cost of  
advertising cent-a-mile excursion fares in  
Seattle, Tacoma and Spokane papers during June.....198.58 ✓  
A-402 - C-2503 - Altnow-Singleton - Advertising in west end  
papers during June.....4,130.50

\$4,476.77

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

C-1841 - Williams & Cunningham - Our proportion of mechanical  
expense account advertising cent-a-mile excursion fares....\$28.87  
J-422 - Altnow-Singleton Co. - Mechanical Expense for May.....234.44  
C-247 - McJunkin Advertising Co. - Mechanical Expense for April.....428.80  
C-236 - McJunkin Advertising Co. - Mechanical Expense for March..... 6.50

\$698.61



JUNE 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-1 - Off-Line East - Space

---

|                                                                                                                                                             |             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| A-372 - C-1403 - McJunkin Adv. Co. - Advertising in eastern newspapers during June.....                                                                     | \$12,678.34 |
| A-369 - C-2024 - McJunkin Adv. Co. - Advertising in Chicago newspapers during June.....                                                                     | 3,205.00    |
| A-277 - C-245 - McJunkin Adv. Co. - Difference in rate earned and rate billed for advertising in the Cincinnati Enquirer, less credit and dis.....          | 4.52        |
| A-348 - C-401 - McJunkin Advertising Co. - Difference in rate earned and rate billed for advertising in the Baltimore Sun- Sept., Oct., and Nov., 1930..... | 41.58       |
|                                                                                                                                                             | <hr/>       |
|                                                                                                                                                             | \$15,929.44 |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-2 - Off-Line East - Preparation Cost

---

|                                                               |           |
|---------------------------------------------------------------|-----------|
| C-247 - McJunkin Adv. Co. - Mechanical Expense for April..... | \$779.55. |
| C-236 - McJunkin Adv. Co. - Mechanical Expense for March..... | 160.90    |
|                                                               | <hr/>     |
|                                                               | \$940.45  |

JUNE 1931.

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

|                                                                                                              |                |
|--------------------------------------------------------------------------------------------------------------|----------------|
| A-346 - C-440 - N. Y. & Cuba Mail Steamship Co. - Our proportion<br>of cost of advertising during April..... | \$29.17✓       |
| A-392 - C-2766 - N.Y. & Cuba Mail Steamship Co. - Our proportion<br>of cost of advertising during May.....   | 29.17✓         |
| A-354 - C-557 - Shanghai Evening Post - May.....                                                             | 10.77✓         |
| A-352 - C-621 - Shanghai Times - May.....                                                                    | 50.00✓         |
| A-387 - C-2767 - Manila Bulletin - May.....                                                                  | <u>25.70</u> ✓ |
|                                                                                                              | \$144.81       |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

|                                                                                                |          |
|------------------------------------------------------------------------------------------------|----------|
| J-422 - Altnow-Singleton - Mech. Expense account advertising<br>in the Orient during June..... | \$107.58 |
|------------------------------------------------------------------------------------------------|----------|

MAY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-1 - On-Line East - Space

---

A-292 - C-499 - Altnow-Singleton - Advertising in Butte and  
Helena papers during April and May account  
cent-a-mile excursion fares.....\$50.01

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

---

C-1347 - David Adv. Co. - Mechanical Expense during April.....\$25.15



MAY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

|                                                                                                                                         |                   |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| A-292 - C-499 - Altnow-Singleton - Our proportion of cost of joint advertising during April and May.....                                | \$147.81 ✓        |
| A-289 - C-293 - W. S. Kirkpatrick - Our proportion of cost of advertising excursion fares in Portland papers April 30th to May 7th..... | 115.84 ✓          |
| A-335 - C-2085 - W. S. Kirkpatrick - Our proportion of joint advertising May 21st. to 28th.....                                         | 89.49 ✓           |
| A-341 - C-2525 - Altnow-Singleton - Advertising during May.....                                                                         | <u>4,444.19 ✓</u> |
|                                                                                                                                         | \$4,797.33        |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

|                                                                                           |              |
|-------------------------------------------------------------------------------------------|--------------|
| J-521 - Altnow-Singleton - Mechanical Expense during May.....                             | \$413.50     |
| Our proportion of mechanical expense account advertising cent-a-mile excursion fares..... | <u>30.91</u> |
|                                                                                           | \$444.41     |

MAY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-1 - Off-Line East - Space

---

A-293 - C-599 - McJunkin Adv. Co. - Difference in rate earned  
and rate billed for advertising in the  
Journal of Commerce.....\$30.00

A-309 - C-841 - McJunkin Adv. Co. - Difference in rate earned  
and rate billed for advertising in the Toledo  
Blade - 1752 li. @ 1¢ .....17.52

Advertising in the Chicago Tribune on  
May 17th - 7 Li..... 8.22

A-322 - C-1267 - McJunkin Adv. Co. - Newspaper advertising during  
May in eastern papers..... 10,820.70

A-321 - C-1266 - McJunkin Adv. Co. - Newspaper advertising during  
May in Chicago papers..... 3,186.25

\$14,062.69

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-2 - Off-Line East - Preparation Cost

---

C-2313 - McJunkin Adv. Co. - Mechanical Expense for May.....\$ 1,049.76

MAY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

|                                                    |                |
|----------------------------------------------------|----------------|
| A-303 - C-773 - Shanghai Evening Post - April..... | \$10.23 ✓      |
| A-285 - C-386 - Shanghai Times - April.....        | 50.00 ✓        |
| A-328 - C1943- Manila Bulletin - April.....        | 25.70 ✓        |
| A-332 - C-2237 - Japan Times & Mail - May.....     | <u>59.40</u> ✓ |
|                                                    | \$145.33       |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

|                                                            |         |
|------------------------------------------------------------|---------|
| J-521 - Altnow-Singleton - Mechanical Expense for May..... | \$57.62 |
|------------------------------------------------------------|---------|



APRIL

ACCOUNT 1 - Newspaper advertising  
Sub-Account A-1 - On-Line East - Space

---

A-158 - C-9 - David Adv. Co. - Adv. as follows: Acct. German Opera -Feb.

Minnesota

|                                            |               |
|--------------------------------------------|---------------|
| Fergus Falls Journal - 18 Ins. @ 10¢.....  | \$1.80 ✓      |
| St. Cloud Journal Press- 17 Li. @ 25¢..... | 4.25 ✓        |
| Willmar Tribune - 2 Ins. @ 65¢.....        | 1.30 ✓        |
|                                            | <u>\$7.35</u> |
| Less discount.....                         | <u>.15</u>    |

\$7.20 ✓

Montana

Hogeland Herald - 12 Ins. @ 35¢, less dis.

4,12 ✓

North Dakota

|                                        |              |
|----------------------------------------|--------------|
| Fargo Forum - 16 Li. @ 30¢.....        | \$4.80 ✓     |
| Grand Forks Herald - 17 Li. @ 25¢..... | 4.25 ✓       |
| Sherwood Tribune - 12 Ins. @ 20¢.....  | 2.40 ✓       |
|                                        | <u>11.45</u> |
| Less dis.....                          | <u>.23</u>   |

11.22 ✓

\$22.54

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-2 - On-Line East - Preparation

---

C-1467 - David Adv. Agency - Mechanical Expense for March.....\$22.82

APRIL 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-282 - C-2816- Altnow-Singleton Co. - Advertising during April \$2,170.89

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

C-55 - McJunkin Advertising Co. - Mechanical Expense for Feb.....\$35.90

J-529 - Altnow-Singleton - Mechanical Expense for March.....152.06

\$187.96

APRIL 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-1 - Off-Line East - Space

---

|       |   |        |   |                                                                                                                                  |                   |
|-------|---|--------|---|----------------------------------------------------------------------------------------------------------------------------------|-------------------|
| A-237 | - | C-1318 | - | McJunkin Adv. Co. - Difference in rate earned<br>and rate billed for advertising in the U.S.<br>Daily - April, May and June..... | \$89.10           |
| A-273 | - | C-1642 | - | McJunkin Adv. Co. - Advertising in the<br>Eastern newspapers during April.....                                                   | 650.33            |
| A-250 | - | C-1353 | - | McJunkin Adv. Co. - Advertising in the<br>Chicago Tribune - April 22-26-29.....                                                  | 600.00            |
|       |   |        |   |                                                                                                                                  | <u>\$1,339.43</u> |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-2 - Off-Line East - Preparation

---



APRIL 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

|        |          |                                                                                                   |          |
|--------|----------|---------------------------------------------------------------------------------------------------|----------|
| A-224- | C-482    | - N. Y. & Cuba Mail S.S. Co. - Our proportion of<br>cost of advertising in Havana during Feb..... | \$29.17✓ |
| A-260  | - C-1566 | - " " " " " Mar.....                                                                              | 29.17✓   |
| A-241  | - C-958  | - Shanghai Evening Post - Mar.....                                                                | 13.74✓   |
| A-255  | - C-1157 | - Japan Times & Mail - April.....                                                                 | 59.46✓   |
| A-232  | - C-867  | - Manila Bulletin - March.....                                                                    | 25.70✓   |
| A-244- | C-1051   | - Shanghai Times - March.....                                                                     | 50.00✓   |
|        |          |                                                                                                   | \$207.24 |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

|       |                                                                                              |         |
|-------|----------------------------------------------------------------------------------------------|---------|
| J-529 | - Altnow-Singleton Co. - Mechanical Expense for May acct. .<br>advertising in the Orient.... | \$12.37 |
|-------|----------------------------------------------------------------------------------------------|---------|

MARCH 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-1 - On-Line East - Space

---

A-101 - C-343 - David Adv. Co.- Adv. as follows:

Minnesota

Roseau Times Region - Nov. 13 - 6 Ins. @ 30¢, less 2%.....\$1.76 ✓

Montana

Havre Journal - Nov. 13-20-27 - 18 Ins. @ 40¢..\$7.20

Lambert Leader - Nov. 10-24 - 12 Ins. @ 35¢ .....4.20

Saco Independent - Nov. 20 - 6 Ins. @ 30¢.....1.80

Sweet Grass Advocate - Nov. 20-25 - 12 Ins. @ 30¢..3.60

16.80

Less 2%......34

16.46

North Dakota

Cando Record - Nov. 10-24 - 12 Ins. @ 35¢.....4.20 ✓

Edmore Herald News- Nov. 10-24 - 12 Ins. @ 25¢...3.00 ✓

Grafton News & Times - Nov. 12-26 - 12 Ins. @ 35¢..4.20 ✓

Leeds News - Nov. 13-27 - 12 Ins. @ 25¢.....3.00 ✓

14.40

Less 2%......29

14.11

Twin Cities

St. Paul Daily News - Jan. 4 - 280 Li. @ 14¢,

less 2%.....

38.42 ✓

Duluth & Superior

Difference acct. rate for advertising in

Duluth Herald and News Tribune.....

37.81 ✓

\$108.56

---

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-2 - On-Line East -Preparation Cost

MARCH 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

|                                                                                                                                |                   |   |
|--------------------------------------------------------------------------------------------------------------------------------|-------------------|---|
| A-211 - C-2441 - Altnow-Singleton - Advertising during March...                                                                | \$1,023.04        | ✓ |
| A-209 - C-2909 - " " - Difference in rate for<br>advertising in the San Francisco<br>Examiner- Mar. 28, 1930 to Mar. 28, 1931, | \$52.36           | ✓ |
| advertising in Princeton Star<br>on June 26, 1930.....                                                                         | 2.24              | ✓ |
| advertising in Woodland News on<br>Dec. 17, 1930,.....                                                                         | 1.38              | ✓ |
|                                                                                                                                | 55.98             |   |
|                                                                                                                                | <u>\$1,079.02</u> |   |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

|                                                                 |         |
|-----------------------------------------------------------------|---------|
| J-530 - Altnow-Singleton - Mechanical Expense for February..... | \$83.34 |
|-----------------------------------------------------------------|---------|



MARCH 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-1 - On-Line East - Space

---

A-202 - C-2097 - McJunkin Advertising Co. - Advertising in the  
Baltimore Sun during March.....\$77.62

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-2 - On-Line East - Preparation Cost

---

MARCH 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

|                                                                                                                     |                 |
|---------------------------------------------------------------------------------------------------------------------|-----------------|
| A-164 - C-802 - N. Y. & Cuba Mail S.S. Co. - Our proportion of<br>cost of advertising in Havana during January..... | \$29.17 ✓       |
| A-178- C-1211 - Shanghai Evening Post - Feb.....                                                                    | 11.06 ✓         |
| A-176 - C-1200 - Shanghai Times - Feb.....                                                                          | 50.00 ✓         |
| A-166 - C-600 - Osaka Mainichi, - Feb.....                                                                          | 24.85 ✓         |
| A-217 - C-2769 - Japan Times & Mail - March.....                                                                    | 59.70 ✓         |
| A-203 - C-2593 - Manila Bulletin - Feb.....                                                                         | 25.70 ✓         |
|                                                                                                                     | <u>\$200.48</u> |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

FEBRUARY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-1 - On-Line East - Space

A-138 - C-2281 - Great Falls Leader - Special Oil Edition on  
February 28th - 80 Ins. @ 60¢.....\$48.00

A-44 - C-24 - David Advertising Co. - Adv. during December:

Minnesota

Crookston Times - Dec. 10-15 - 12 Ins. @ 42¢.....\$5.04 ✓  
Fergus Falls Journal - Dec. 10-15- 168 Li. @ 4¢..... 6.72 ✓  
Moorhead News - Dec. 10-15- 12 Ins. @ 42¢..... 5.04 ✓  
St. Cloud Journal Press & Times - Dec. 10-15-168 Li. @ 6¢10.08 ✓  
Willmar Tribune - Dec. 10-15 - 12 Ins. @ 42¢..... 5.04 ✓  
Ruthton Tribune - Dec. 4-18 - 5.00 ✓

Advertising during November:

Ada Herald - Nov. 14-28 - 12 Ins. @ 30¢..... 3.60 ✓  
Crookston Leader- Nov. 13 - 6 Ins. @ 40¢..... 2.40 ✓  
Moorhead Press - Nov. 14-28 - 12 Ins. @ 30¢..... 3.60 ✓  
Thief River Falls Times - Nov. 13-27 - 12 Ins. @ 45¢..... 5.40 ✓  
\$ 51.92  
Less 2%..... 1.04 50.88

Montana

Advertising during December:

Billings Gazette - Dec. 10-15 - 168 Li. @ 7¢..... 11.76 ✓  
Butte Standard & Post - Dec. 1-15- - 168 Li. @ 13¢.....21.84 ✓  
Great Falls Tribune-Leader - Dec. 8-10-15- 336 Li. @ 9¢..30.24 ✓  
Havre News - Dec. 8-10-15 - 25 Ins. @ 45¢.....11.25 ✓  
Helena Independent - Dec. 8-10-15 - 24 Ins. @ 49¢.....11.76 ✓  
Helena Record-Herald - Dec. 8-10-15 - 348 Li. @ 6¢.....20.88 ✓  
Kalispell Inter Lake - Dec. 8-10-15 - 24 Ins. @ 25¢..... 6.00 ✓  
Lewistown Democrat News - Dec. 8-10-15 - 24 Ins. @ 49¢..11.76 ✓

Adv. during June, July and Nov. in Augusta News..... 28.80 ✓

Advertising during November:

Cascade Courier - Nov. 14-28 - 12 Ins. @ 25¢..... 3.00 ✓  
Chinook Opinion - Nov. 13-27 - 12 Ins. @ 30¢..... 3.60 ✓  
Choteau Independent - Nov. 12-19 - 12 Ins. @ 25¢..... 3.00 ✓  
Medicine Lake Wave - Nov. 14-28 - 12 Ins. @ 40¢..... 4.80 ✓  
Saco Independent - Nov. 13-27 - 12 Ins. @ 30¢..... 3.60 ✓  
Whitefish Pilot - Nov. 14-28 - 12 Ins. @ 25¢..... 3.00 ✓  
\$175.29  
Less 2%..... 3.50 171.79



## North Dakota

### Advertising during December:

|                                                     |        |   |
|-----------------------------------------------------|--------|---|
| Devils Lake Journal - Dec. 10-15 - 12 Ins. @ 42¢    | \$5.04 | ✓ |
| Fargo Forum - Dec. 4-10-11-15-18-25 - 641 Li. @ 10¢ | 64.10  | ✓ |
| Grand Forks Herald - Dec. 2-10-15-16 - 355 Li. @ 8¢ | 28.40  | ✓ |
| Minot Daily News - Dec. 10-15 - 12 Ins. @ 56¢       | 6.72   | ✓ |

### Advertising during November:

|                                                       |                 |          |
|-------------------------------------------------------|-----------------|----------|
| Alexander Chronicle - Nov. 13-27 - 12 Ins. @ 22½¢     | 2.70            | ✓        |
| Aneta Panorama - Nov. 13-27 - 12 Ins. @ 25¢           | 3.00            | ✓        |
| Bisbee Gazette - Nov. 13-27 - 12 Ins. @ 20¢           | 2.40            | ✓        |
| Crosby Journal - Nov. 14-21 - 12 Ins. @ 30¢           | 3.60            | ✓        |
| Milton Globe - Nov. 13-27 - 12 Ins. @ 20¢             | 2.40            | ✓        |
| Neché Chronotype-Express - Nov. 14-28 - 12 Ins. @ 35¢ | 4.20            | ✓        |
| New Rockford Provost - Nov. 13-20 - 12 Ins. @ 30¢     | 3.60            | ✓        |
| Noonan Miner - Nov. 10-24 - 12 Ins. @ 20¢             | 2.40            | ✓        |
| Sharon Reporter - Nov. 10-19 - 12 Ins. @ 25¢          | 3.00            | ✓        |
|                                                       | <u>\$131.56</u> |          |
| Less 2%                                               | 2.63            | \$128.93 |

## South Dakota

### Advertising during December:

|                                                         |                |       |
|---------------------------------------------------------|----------------|-------|
| Sioux Fall Argus -Leader - Dec. 8-10-15 - 336 Li. @ 12¢ | \$40.32        | ✓     |
| Aberdeen American-News - Dec. 10-15 - 168 Li. @ 7¢      | 11.76          | ✓     |
|                                                         | <u>\$52.08</u> |       |
| Less dis.                                               | 1.04           | 51.04 |

## Iowa

|                                                 |              |       |
|-------------------------------------------------|--------------|-------|
| Sioux City Journal - Dec. 10-15 - 168 Li. @ 13¢ | 21.84        | ✓     |
| Sioux City Tribune - Dec. 10-15 - 168 Li. @ 15¢ | 25.20        | ✓     |
|                                                 | <u>47.04</u> |       |
| Less dis.                                       | .94          | 46.10 |

# TWIN CITIES

|                                                       |                       |
|-------------------------------------------------------|-----------------------|
| St. Paul Dispatch - Dec. 3-10-15 - 364 Li. @ 28¢      | \$101.92 ✓            |
| Dec. 14 - 280 Li. @ 30¢                               | 84.00 ✓               |
| St. Paul Daily News - Dec. 4-10-15-18 - 644 Li. @ 18¢ | 115.92 ✓              |
| Minneapolis Tribune - Dec. 3-10-15 - 364 Li. @ 28¢    | 101.92 ✓              |
| Dec. 14 - 280 Li. @ 32¢                               | 89.60 ✓               |
| (Peg About Town Column) Dec. 14- 130 Li. @ 40¢        | 52.00 ✓               |
| Minneapolis Journal - Dec. 4-10-15- 364 Li. @ 25¢     | 91.00 ✓               |
| Dec. 14 - 280 Li. @ 32¢                               | 89.60 ✓               |
| Minneapolis Daily Star- Dec. 10-15-17- 448 Li. @ 17¢  | 76.16 ✓               |
|                                                       | <u>\$802.12</u>       |
| Less dis.....                                         | <u>16.04</u> \$786.08 |

# Duluth & Superior

|                                                          |                   |
|----------------------------------------------------------|-------------------|
| Duluth Herald & News Tribune - Dec. 10-15- 168 Li. @ 22¢ | 36.96 ✓           |
| Superior Telegram - Dec. 10-15 - 12 Ins. @ \$1.12        | 13.44 ✓           |
|                                                          | <u>50.40</u>      |
| Less dis.....                                            | <u>1.01</u> 49.39 |

# Canada

|                                                       |                    |
|-------------------------------------------------------|--------------------|
| Winnipeg Free Press - Dec. 8 - 196 Li. @ 16¢          | 31.36              |
| " Tribune - Dec. 4 - 196 Li. @ 11¢                    | 21.56              |
| " Free Press Prairie Farmer - Dec. 3-10-112 Li. @ 50¢ | 56.00              |
|                                                       | <u>\$108.92</u>    |
| Less dis.....                                         | <u>2.18</u> 106.74 |
|                                                       | \$1,438.95         |

ACCOUNT 1- Newspaper Advertising  
Sub-Account A-2 - Preparation Cost

C-1819 - David Advertising Co. - Mechanical Expense for January....\$12.30

1651.62  
1649.29  
32.33  
1390.95  
1423.28  
48  
1471.28

FEBRUARY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-102 - C-265 - Altnow-Singleton - Advertising during  
November and December (Supplementary).....\$21.37 ✓

A-149 - C-1932 - Altnow-Singleton - Advertising during Feb.....171.14 ✓

A-145 - C-1680 - Strang & Prosser - Our proportion of cost of  
special advertising in Seattle, and Tacoma  
during February.....75.46 ✓

A-146 - C-1681 - W. S. Kirkpatrick - Our proportion of cost of  
pooled line advertising during February.....53.76 ✓

\$321.73

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

J-395 - Altnow-Singleton - Mechanical Expense for January.....\$355.14



FEBRUARY 1931

ACCOUNT 1- Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

|                                                                                                                                                         |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| A-113 - C-1584 - N. Y. & Cuba Mail S.S. Co.- Our proportion of<br>cost of disbursements by our Havana agent<br>account advertising during December..... | \$29.17 ✓ |
| A-91 - C-374 - Shanghai Times - January.....                                                                                                            | 50.00 ✓   |
| A-139 - C-2436 - Manila Bulletin - January.....                                                                                                         | 25.70 ✓   |
|                                                                                                                                                         | \$104.87  |
| A-120 - C-1345- Shanghai Eve. Post - January.....                                                                                                       | 10.89 ✓   |
| A-153 - C-2541 - Japan Times & Mail - February.....                                                                                                     | 59.46 ✓   |
|                                                                                                                                                         | \$175.22  |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

|                                                                                                   |         |
|---------------------------------------------------------------------------------------------------|---------|
| J-395 - AltnOw-Singleton - Mechanical Expense for March account<br>advertising in the Orient..... | \$62.58 |
|---------------------------------------------------------------------------------------------------|---------|

JANUARY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-1 -On-Line East - Space

A-883 - C-40 - David Adv. Co. - Advertising during November, 1930:

Minnesota

|                                                          |                |         |
|----------------------------------------------------------|----------------|---------|
| Ada Index - Nov. 13-27 - 12 Ins. @ 35¢                   | \$4.20         | ✓       |
| Alexandria Citizen News - Nov. 13-27 - 12 Ins. @ 35¢     | 4.20           | ✓       |
| Alexandria Echo - Nov. 13-27 - 12 Ins. @ 40¢             | 4.80           | ✓       |
| Argyle Banner - Nov. 13-27 - 12 Ins. @ 25¢               | 3.00           | ✓       |
| Barnesville Record-Review - Nov. 13-27 - 12 Ins. @ 20¢   | 2.40           | ✓       |
| Breckenridge Gazette-Telegram - Nov. 12-19-12 Ins. @ 40¢ | 4.80           | ✓       |
| Crookston Leader - Nov. 20 - 6 Ins. @ 40¢                | 2.40           | ✓       |
| Crookston Times - Nov. 13-26 - 12 Ins. @ 42¢             | 5.04           | ✓       |
| Fergus Falls Journal - Nov. 13-26 - 168 Li. @ 4¢         | 6.72           | ✓       |
| Fergus Falls Tribune - Nov. 13-27 - 12 Ins. @ 25¢        | 3.00           | ✓       |
| Moorhead News - Nov. 10-24 - 12 Ins. @ 42¢               | 5.04           | ✓       |
| Sauk Center Herald - Nov. 13-27 - 12 Ins. @ 32¢          | 3.84           | ✓       |
| Stephen Messenger - Nov. 13-27 - 12 Ins. @ 25¢           | 3.00           | ✓       |
| Warren Sheaf - Nov. 12-26 - 12 Ins. @ 40¢                | 4.80           | ✓       |
|                                                          | <u>\$57.24</u> |         |
| Less dis.....                                            | 1.14           |         |
|                                                          |                | \$56.10 |

Montana

|                                                           |                           |       |
|-----------------------------------------------------------|---------------------------|-------|
| Bainville Valley Tribune - Nov. 13 - 6 Ins. @ 30¢         | 1.80                      | ✓     |
| Belt Valley Times - Nov. 13-27 - 12 Ins. @ 25¢            | 3.00                      | ✓     |
| Chester Reporter - Nov. 13-27 - 12 Ins. @ 30¢             | 3.60                      | ✓     |
| Choteau Acantha - Nov. 13 - 6 Ins. @ 30¢                  | 1.80                      | ✓     |
| Conrad Independent -Observer - Nov. 13-27 - 12 Ins. @ 35¢ | 4.20                      | ✓     |
| Conrad News - Nov. 20-27 - 12 Ins. @ 35¢                  | 4.20                      | ✓     |
| Culbertson Searchlight - Nov. 14-21 - 12 Ins. @ 35¢       | 4.20                      | ✓     |
| Cut Bank Pioneer Press - Nov. 14-28 - 12 Ins. @ 35¢       | 4.20                      | ✓     |
| Dutton Sentinel - Nov. 14-28 - 12 Ins. @ 30¢              | 3.60                      | ✓     |
| Ft. Benton River Press - Nov. 12-26 - 12 Ins. @ 30¢       | 3.60                      | ✓     |
| Froid Tribune - Nov. 14-28 - 12 Ins. @ 30¢                | 3.60                      | ✓     |
| Glasgow Courier - Nov. 14-21 - 12 Ins. @ 35¢              | 4.20                      | ✓     |
| Glasgow Times - Nov. 14-28 - 12 Ins. @ 25¢                | 3.00                      | ✓     |
| Great Falls Tribune-Leader - Nov. 12 - 168 Li.            |                           |       |
|                                                           | Nov. 13-26 - 336 Li. @ 9¢ | 30.24 |
| Great Falls Husbandman - Nov. 13-20 - 12 Ins. @ 50¢       | 6.00                      | ✓     |
| Great Falls Treasurebelt - Nov. 13 - 6 Ins. @ 70¢         | 4.20                      | ✓     |
| Harlem News - Nov. 14-28 - 12 Ins. @ 30¢                  | 3.60                      | ✓     |
| Havre News - Nov. 12-13-26 - 25 Ins. @ 45¢                | 11.25                     | ✓     |
| Helena Independent - Nov. 12-13-26 - 24 Ins. @ 49¢        | 11.76                     | ✓     |
| Helena Record-Herald - Nov. 12-13-26 - 346 Li. @ 6¢       | 20.76                     | ✓     |
| Hingham American - Nov. 13-27 - 12 Ins. @ 25¢             | 3.00                      | ✓     |
| Hinsdale American Tribune - Nov. 13-27 - 12 Ins. @ 25¢    | 3.00                      | ✓     |
| Hobson Star - Nov. 13-27 - 12 Ins. @ 25¢                  | 3.00                      | ✓     |
| Joplin Farmer - Nov. 13-20 - 12 Ins. @ 30¢                | 3.60                      | ✓     |

### Montana (Cont'd)

|                                                         |                 |          |
|---------------------------------------------------------|-----------------|----------|
| Kalispell Monitor - Nov. 13-27 - 12 Ins. @ 35¢          | 4.20            |          |
| Kalispell Inter Lake - Nov. 12-13-26 - 24 Ins. @ 25¢    | 6.00            |          |
| Kalispell Times - Nov. 13-27 - 12 Ins. @ 30¢            | 3.60            |          |
| Lewistown Democrat-News - Nov. 12-13-26 - 24 Ins. @ 49¢ | 11.76           |          |
| Lewistown Argus - Nov. 13-27 - 12 Ins. @ 35¢            | 4.20            |          |
| Lewistown Farmer - Nov. 13-27 - 12 Ins. @ 49¢           | 5.88            |          |
| Libby Western News - Nov. 13-27 - 12 Ins. @ 30¢         | 3.60            |          |
| Malta News - Nov. 13-27 - 12 Ins. @ 40¢                 | 4.80            |          |
| Nashua Independent - Nov. 13-20 - 12 Ins. @ 30¢         | 3.60            |          |
| Opheim Observer - Nov. 14-21 - 12 Ins. @ 30¢            | 3.60            |          |
| Plentywood Herald - Nov. 13-27 - 12 Ins. @ 35¢          | 4.20            |          |
| Plentywood Producers News - Nov. 14-28 - 12 Ins. @ 45¢  | 5.40            |          |
| Poplar Standard - Nov. 13-27 - 12 Ins. @ 30¢            | 3.60            |          |
| Redstone Review - Nov. 14-21 - 12 Ins. @ 25¢            | 3.00            |          |
| Richey Pilot - Nov. 14-28 - 12 Ins. @ 22¢               | 2.64            |          |
| Scobey Leader - Nov. 13-27 - 12 Ins. @ 50¢              | 6.00            |          |
| Shelby Promoter - Nov. 13-27 - 12 Ins. @ 40¢            | 4.80            |          |
| Shelby Tribune - Nov. 14-26 - 12 Ins. @ 40¢             | 4.80            |          |
| Sidney Herald - Nov. 13-27 - 12 Ins. @ 40¢              | 4.80            |          |
| Stanford Press - Nov. 13-27 - 12 Ins. @ 35¢             | 4.20            |          |
| Troy Tribune - Nov. 14-28 - 12 Ins. @ 30¢               | 3.60            |          |
| Valerian - Nov. 13-27 - 12 Ins. @ 25¢                   | 3.00            |          |
| Whitefish Independent - Nov. 14-28 - 12 Ins. @ 30¢      | 3.60            |          |
| Wolff Point Herald - Nov. 14-28 - 12 Ins. @ 35¢         | 4.20            |          |
|                                                         | <u>\$254.49</u> |          |
| Less 2%                                                 | <u>5.09</u>     | \$249.40 |

### North Dakota

|                                                        |                  |       |
|--------------------------------------------------------|------------------|-------|
| Berthold Tribune - Nov. 13-27 - 12 Ins. @ 25¢          | 3.00             |       |
| Bottineau Courant - Nov. 12-26 - 12 Ins. @ 45¢         | 5.40             |       |
| Bowbells Tribune - Nov. 14-28 - 12 Ins. @ 30¢          | 3.60             |       |
| Cando Herald - Nov. 13-20 - 12 Ins. @ 30¢              | 3.60             |       |
| Casselton Reporter - Nov. 14-28 - 12 Ins. @ 30¢        | 3.60             |       |
| Cavalier Chronicle - Nov. 14-28 - 12 Ins. @ 35¢        | 4.20             |       |
| Churchs Ferry Sun - Nov. 13-26 - 12 Ins. @ 25¢         | 3.00             |       |
| Devils Lake Journal - Nov. 13-26 - 12 Ins. @ 42¢       | 5.04             |       |
| Devils Lake World - Nov. 12-26 - 12 Ins. @ 35¢         | 4.20             |       |
| Ellendale Leader - Nov. 13-27 - 12 Ins. @ 30¢          | 3.60             |       |
| Fairmount News - Nov. 14-28 - 12 Ins. @ 25¢            | 3.00             |       |
| Fargo Blade - Nov. 12-29 - 12 Ins. @ 35¢               | 4.20             |       |
| Fargo Normanden - Nov. 13-27 - 12 Ins. @ 56¢           | 6.72             |       |
| Fargo Forum - Nov. 6-13-20-26-27 - 642 Li. @ 10¢       | 64.20            |       |
| Finley Press - Nov. 13-27 - 12 Ins. @ 28¢              | 3.36             |       |
| Glenburn Advance - Nov. 13-27 - 12 Ins. @ 20¢          | 2.40             |       |
| Grafton Record - Nov. 13-27 - 12 Ins. @ 40¢            | 4.80             |       |
| Grand Forks Herald - Nov. 4-13-18-21-26 - 364 Li. @ 8¢ | 29.12            |       |
|                                                        | 12 Ins. @ \$1.12 | 13.44 |
| Grand Forks Citizen - Nov. 13-27 - 12 Ins. @ 35¢       | 4.20             |       |
| Granville Herald - Nov. 13-27 - 12 Ins. @ 25¢          | 3.00             |       |
| Grenora Newsman - Nov. 13-27 - 12 Ins. @ 25¢           | 3.00             |       |



North Dakota (Cont'd)

|                                                      |          |          |
|------------------------------------------------------|----------|----------|
| Hankinson News - Nov. 13-27 - 12 Ins. @ 30¢          | \$3.60   |          |
| Hannaford Enterprise - Nov. 11-25 - 12 Ins. @ 17½¢   | 2.10     |          |
| Hatton Free Press - Nov. 13-27 - 12 Ins. @ 25¢       | 3.00     |          |
| Hillsboro Banner - Nov. 14-28 - 12 Ins. @ 35¢        | 4.20     |          |
| Hope Pioneer - Nov. 13-27 - 12 Ins. @ 25¢            | 3.00     |          |
| Hunter Times - Nov. 13-27 - 12 Ins. @ 25¢            | 3.00     |          |
| Kindred Tribune - Nov. 13-27 - 12 Ins. @ 25¢         | 3.00     |          |
| Knox Advocate - Nov. 14-28 - 12 Ins. @ 25¢           | 3.00     |          |
| Lakota American - Nov. 13-27 - 12 Ins. @ 30¢         | 3.60     |          |
| Langdon Republican - Nov. 13-20 - 12 Ins. @ 40¢      | 4.80     |          |
| Lansford Leader - Nov. 13-27 - 12 Ins. @ 30¢         | 3.60     |          |
| Larimore Leader - Nov. 13-27 - 12 Ins. @ 35¢         | 4.20     |          |
| McVillage Journal - Nov. 13-27 - 12 Ins. @ 25¢       | 3.00     |          |
| Mayville Tribune - Nov. 13-27 - 12 Ins. @ 35¢        | 4.20     |          |
| Michigan Arena - Nov. 14-28 - 12 Ins. @ 20¢          | 2.40     |          |
| Minot News - Nov. 13-26 - 12 Ins. @ 56¢              | 6.72     |          |
| Minot Independent - Nov. 13-27 - 12 Ins. @ 50¢       | 6.00     |          |
| Minto Journal - Nov. 13-27 - 12 Ins. @ 20¢           | 2.40     |          |
| Mohall Farmer - Nov. 13-27 - 12 Ins. @ 30¢           | 3.60     |          |
| New Rockford Transcript - Nov. 14-21 - 12 Ins. @ 35¢ | 4.20     |          |
| Northwood Gleaner - Nov. 14-28 - 12 Ins. @ 25¢       | 3.00     |          |
| Park River Press - Nov. 19-24 - 12 Ins. @ 35¢        | 4.20     |          |
| Petersburg Record - Nov. 13-27 - 12 Ins. @ 25¢       | 3.00     |          |
| Ray Pioneer - Nov. 13-20 - 12 Ins. @ 30¢             | 3.60     |          |
| Rolla Star - Nov. 13-27 - 12 Ins. @ 30¢              | 3.60     |          |
| Rolette Record - Nov. 13-20 - 12 Ins. @ 35¢          | 4.20     |          |
| Rugby Tribune - Nov. 13-27 - 12 Ins. @ 30¢           | 3.60     |          |
| Salles Advocate - Nov. 20-27 - 12 Ins. @ 25¢         | 3.00     |          |
| Stanley Promoter - Nov. 14-28 - 12 Ins. @ 25¢        | 3.00     |          |
| Sutton Reporter - Nov. 13-27 - 12 Ins. @ .16-2/3     | 2.00     |          |
| Tioga Gazette - Nov. 13-27 - 12 Ins. @ 30¢           | 3.60     |          |
| Upham Chronicle - Nov. 13-27 - 12 Ins. @ 30¢         | 3.60     |          |
| Walcott Reporter - Nov. 13-27 - 12 Ins. @ 25¢        | 3.00     |          |
| Wahpeton Farmer Globe - Nov. 11-18 - 12 Ins. @ 42¢   | 5.04     |          |
| Walhalla Mountaineer - Nov. 13-27 - 12 Ins. @ 30¢    | 3.60     |          |
| Watford City Farmer - Nov. 13-27 - 12 Ins. @ 45¢     | 5.40     |          |
| Westhope Standard - Nov. 13-27 - 12 Ins. @ 20¢       | 2.40     |          |
| Wildrose Mixer - Nov. 13-27 - 12 Ins. @ 30¢          | 3.60     |          |
| Williston Herald - Nov. 13 - 6 Ins. @ 35¢            | 2.10     |          |
| Williston Press - Nov. 13-27 - 12 Ins. @ 40¢         | 4.80     |          |
|                                                      | \$327.64 |          |
| Less 2%.....                                         | 6.55     | \$321.09 |

South Dakota

|                                                    |       |
|----------------------------------------------------|-------|
| Sioux Falls Argus Leader - Nov. 10 - 168 Li. @ 12¢ | 19.76 |
|----------------------------------------------------|-------|

Twin Cities

|                                                           |                 |          |
|-----------------------------------------------------------|-----------------|----------|
| St. Paul Dispatch - Nov. 5-7-12-18 - 868 Li. @ 28¢.....   | \$243.04        | ✓        |
| St. Paul Daily News - Nov. 7-12-18 - 672 Li. @ 18¢.....   | 120.96          |          |
| Minneapolis Tribune - Nov. 5-7-12-17 - 868 Li. @ 28¢..... | 243.04          | ✓        |
| " Journal - Nov. 7-12-18 - 672 Li. @ 25¢.....             | 168.00          | ✓        |
| " Daily Star - Nov. 7-19 - 470 Li. @ 17¢.....             | 79.90           | ✓        |
|                                                           | <u>\$854.94</u> |          |
| Less dis.....                                             | <u>17.10</u>    | \$837.84 |

Canada

|                                                         |                 |        |
|---------------------------------------------------------|-----------------|--------|
| Winnipeg Free Press - Nov. 5-8-12 - 596 Li. @ 16¢.....  | \$95.36         |        |
| " Tribune - Nov. 7-12 - 392 Li. @ 11¢.....              | 43.12           |        |
| " Free Press Prairie Farmer - Nov. 26-60 Li. @ 50¢..... | 30.00           |        |
|                                                         | <u>\$168.48</u> |        |
| Less 2%.....                                            | <u>3.37</u>     | 165.11 |

\$1,649.29

ACCOUNT 1 - Newspaper Advertising  
Sub-Account A-2 - Preparation Cost

C-2282 - David Adv. Co. - Mechanical Expense for December.....\$102.83

7784.54

JANUARY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-1 - West End - Space

---

A-67 - C-1466 - Lord & Thomas & Logan - Our proportion of  
cost of advertising in Seattle Papers  
account Football Excursion during Dec.....\$45.64 ✓

A-100 - C-2977 - Altnow-Singleton - Advertising for January 2,153.37 ✓

A-94 - C-2853 - W. S. Kirkpatrick - Our proportion of cost  
of pooled line advertising for January.... 45.61 ✓

\$2,244.62

ACCOUNT 1 - Newspaper Advertising  
Sub-Account B-2 - West End - Preparation Cost

---

J-546 - Altnow-Singleton - Mechanical Expense for December.....\$158.41



JANUARY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-1 - Off-Line East - Space

---

ACCOUNT 1 - Newspaper Advertising  
Sub-Account C-2 - Off-Line East - Preparation Cost

---

C-2543 - McJunkin Adv. Co. - Mechanical Expense for January.....\$7.35

JANUARY 1931

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-1 - Orient - Space

---

|      |   |        |   |                                                                                                                                                 |          |
|------|---|--------|---|-------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| A-48 | - | C-790  | - | N. Y. & Cuba Mail Steamship Co. - Our<br>proportion of cost of disbursements<br>by our Havana Agent account advertising<br>during November..... | \$29.17✓ |
| A-56 | - | C-1027 | - | Japan Times & Mail - Adv. during December.....                                                                                                  | 60.00✓   |
| A-68 | - | C-1028 | - | Shanghai Evening Post. - " " " .....                                                                                                            | 13.82✓   |
| A-90 | - | C-2029 | - | Japan Times & Mail - Adv. during January.....                                                                                                   | 59.58✓   |
| A-89 | - | C-2514 | - | Manila Bulletin - " " " .....                                                                                                                   | 25.70✓   |
|      |   |        |   |                                                                                                                                                 | \$188.27 |

ACCOUNT 1 - Newspaper Advertising  
Sub-Account D-2 - Orient - Preparation Cost

---

|       |   |                  |   |                                      |          |
|-------|---|------------------|---|--------------------------------------|----------|
| J-546 | - | Altnow-Singleton | - | Mechanical Expense for Jan.& Feb.... | \$100.79 |
|-------|---|------------------|---|--------------------------------------|----------|

DECEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line - Space

---

|                                                                                      |         |
|--------------------------------------------------------------------------------------|---------|
| A-632 - C-986 - Labor World - December - 20 Ins. @ 60¢.....                          | \$12.00 |
| A-617 - C-354 - Transportation News - December. Traffic Advertising Freight.....     | 10.00   |
| A-12 - C-1504 - Skillings Mining Review - December. Traffic Advertising Freight..... | 5.52    |
| A-20 - C-2081 - Now & Then.....                                                      | 32.40   |
|                                                                                      | <hr/>   |
|                                                                                      | \$99.92 |

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

---

C-2002 - David Advertising Co. - Mechanical Expense for Nov.

|                               |        |         |
|-------------------------------|--------|---------|
| Skillings Mining Review.....  | \$9.84 |         |
| Transportation News.....      | 12.31  |         |
| Minneapolis Traffic Club..... | 21.21  |         |
| Labor World.....              | 12.34  |         |
| Minn. Law Review.....         | 22.05  |         |
|                               | <hr/>  | \$77.75 |



DECEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-18 - C-2091 - Rotary Club of Seattle - Dec. 23.....\$5.00

A-530 - C-194 - Bishop's A.B.C. Guide - Oct., Nov., and Dec.....30.00

A-22 - C-2293 - Altnow-Singleton - Adv. as follows:

San Francisco Commercial News - Nov.....15.00

\$50.00

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

DECEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-1 - Orient - Space

---

|                                                                                              |          |
|----------------------------------------------------------------------------------------------|----------|
| A-578 - C-255 - David Adv. Co.- Adv. in "Japan"- 1 page - Dec.....                           | \$186.19 |
| A-581 - C-273 - Far Eastern Traveler's Gazette - 2 editions<br>July-Sept., and Octo-Dec..... | 45.00    |
| A-624 - C-616 - Japan Tourist Bureau - 1 page - Dec.....                                     | 18.75    |
| A-625 - C-546 - Japan Advertiser - November.....                                             | 36.00    |
| A-7 - C-1500 - " " - December.....                                                           | 36.00    |
| A-6 - C-1556 - China Traveler.....                                                           | 19.20    |
|                                                                                              | <hr/>    |
|                                                                                              | \$341.14 |

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

|                                                                                    |         |
|------------------------------------------------------------------------------------|---------|
| A-2002 - David Adv. Co. - Mechanical Expense for Adv. in<br>"Japan" - January..... | \$54.03 |
|------------------------------------------------------------------------------------|---------|

DECEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - Off-Line East - Space

---

A-629 - C-860 - Illinois Legionnaire - Dec. - 1/2 page.....\$56.25  
A-9 - C1502 - Traffic World - December.....Traffic Advertising Freight.120.00  
A-21 - C-2092 - Variety - Dec. 29 - 1/4 page.....195.00  
A-587 - C-268 - McJunkin Advertising Co. - Advertising in  
Rotarian - Dec. - 2/3 page.....281.78  
\$653.03

286  
10  
5.72  
286.00  
5.72  
291.72

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-2 - Off Line East - Preparation Cost

---

G-1851 - McJunkin Adv. Co. - Mech. Expense as follows:  
Chicago Banker - Oct.....\$49.95  
Rotarian - Nov.& Jan.....119.80 \$124.75  
C-2235 - McJunkin Adv. Co. - Mechanical Expense for  
adv. in Rotarian - Dec.....23.00  
C-2002 - David Adv. Co. - Mech. Expense for November :  
Ticket Agent.....\$31.08  
Traffic World.....41.04 .....72.12  
\$219.87



NOVEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line East - Space

---

|                                                                     |                 |
|---------------------------------------------------------------------|-----------------|
| A-591 - C-761 - Labor World - November.....                         | \$12.00         |
| A-563 - C-105 - Transportation News - November.....                 | 10.00           |
| A-604 - C-1633 - Skillings' Mining Review - November.....           | 45.52           |
| A-538 - C-10 - David Adv. Co. - Adv. in Odd Fellows Review=Sept.... | 88.20           |
|                                                                     | <u>\$155.72</u> |

ACCOUNT 2- Periodical Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

---

C-468 - David Adv. Co. - Mechanical Expense for October:

|                              |              |
|------------------------------|--------------|
| Labor World.....             | \$13.52      |
| Odd Fellow Review.....       | 8.54         |
| Now & Then.....              | 23.76        |
| Skillings Mining Review..... | 12.55        |
| Transportation News.....     | <u>12.93</u> |
|                              | \$71.30      |

NOVEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-605 - C-1521 - W. S. C. Gonzaga Football Program - Nov. 21.....\$25.00

A-598 - C-1637 - Rotary Club of Seattle - Nov. 25th..... 5.00

A-610 - C1769 - Altnow-Singleton - Adv. as follows:

San Francisco Commercial News -

Oct. 6th to Nov. 6th..... 15.00

\$45.00

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

NOVEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-1 - Orient- Space

---

|                                                                 |               |
|-----------------------------------------------------------------|---------------|
| A-607 - C-1849 - China Traveler - November.....                 | \$19.60       |
| A-583 - C-467 - Japan Advertiser - September.....               | 36.00         |
| A-585 - C-503 - Japan Tourist Bureau.....                       | 18.75         |
| A-538 - C-10 - David Adv. Co. - Adv. in "Japan" - November..... | <u>186.20</u> |
|                                                                 | \$260.55      |

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

|                                                                                           |         |
|-------------------------------------------------------------------------------------------|---------|
| C-468 - David Adv. Co. - Mechanical Expense for advertising in<br>"Japan" - December..... | \$82.76 |
|-------------------------------------------------------------------------------------------|---------|



NOVEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - Off-Line East - Space

---

|                                                                  |               |
|------------------------------------------------------------------|---------------|
| A-590 - C-1756 - Federation of Women's Clubs Bazaar, Boston..... | \$25.00       |
| A-575 - C-191 - Illinois Legionaire - 1/2 page - November.....   | 65.00         |
| A-594 - C-1000 - Traffic World- Nov. 14 and 28.....              | 120.00        |
| Traffic Advertising Freight.....                                 |               |
| A-546 - C-16 - McJunkin Adv. Co. - Adv. in "Rotarian"-Nov.....   | <u>281.14</u> |
|                                                                  | \$ 491.14     |

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-2 - Off-Line East - Preparation Cost

---

C-468 - David Adv. Co. - Mechanical Expense for October:

|                           |              |          |
|---------------------------|--------------|----------|
| Traffic World.....        | \$108.60     |          |
| Illinois Legionnaire..... | <u>19.96</u> | \$128.56 |

OCTOBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line East - Space

A-557 - C-1317 - Labor World - October.....\$12.00 ✓  
A-558 - C-1318 - Now & Then..... 32.40 ✓  
A-562 - C-1370 - Skillings Mining Review..... Traffic Advertising Freight. 56.90 ✓  
A-528 - C-34 - Transportation News..... Traffic Advertising Freight. 10.00 ✓  
A-494 - C-4 - David Advertising Co. - Advertising as follows:

Farmers Union Herald - Aug. 10-24 - 8" @ \$8.40-67.20 ✓  
Odd Fellow Review - August .....90.00 ✓  
Minn. Legionnaire - August.....44.80 ✓  
\$202.00  
Less dis..... 4.04 197.96  
\$309.26

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

C-1504 - David Advertising Co. - Mechanical Expense for Sept.:

Labor World.....\$9.90 ✓  
Skillings Mining Review....17.29 ✓  
Transportation News.....24.29  
\$51.48

OCTOBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-567 - C-1818 - Rotary Club of Seattle - Oct.....\$5.00 ✓

A-571 - C-1980 - Altnow-Singleton - Adv. as follows:

|                                         |           |                |
|-----------------------------------------|-----------|----------------|
| San Francisco Commercial News - Oct...  | \$15.00 ✓ |                |
| Portland Spectator - Oct. 24-14".....   | 18.76 ✓   |                |
| Portland Oregon Voter- Oct.24 -14"..... | 21.00 ✓   | 54.76          |
|                                         |           | <u>\$59.76</u> |

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---



OCTOBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-1 - Orient - Space

---

|                                                                  |                 |
|------------------------------------------------------------------|-----------------|
| A-554 - C-832 - China Traveler - October.....                    | \$19.36 ✓       |
| A-548 - C-625 - Japan Tourist Bureau - October.....              | 18.75 ✓         |
| A-494 - C-4 - David Adv. Co. - Adv. in "Japan" for October.....  | 186.20 ✓        |
| A-572 - C-1810 - American Express Co. - "Oriental Travelogue"... | 18.75 ✓         |
|                                                                  | <u>\$243.06</u> |

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

|                                                                                                    |         |
|----------------------------------------------------------------------------------------------------|---------|
| C-1504 - David Advertising Co. - Mechanical Expense for<br>November acct. advertising in Japan.... | \$49.04 |
|----------------------------------------------------------------------------------------------------|---------|

OCTOBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - Off-line East - Space

A-561 - C-1320 - Traffic World - October.....Traffic Advertising Freight \$180.00 ✓

A-512 - C-10 - McJunkin Adv. Co. - Adv. as follows:

|                             |                 |        |
|-----------------------------|-----------------|--------|
| Rotarian - 1 col.....       | \$143.00        | ✓      |
| Banta's Greek Exchange..... | 31.50           | ✓      |
|                             | <u>\$174.50</u> |        |
| Less dis.....               | 2.97            |        |
|                             |                 | 171.53 |

A-542 - C-112 - McJunkin Adv. Co. - Advertising in  
Chicago Banker - Oct. 10..... 57.30 ✓

\$408.83

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-2 - Off-Line East - Preparation Cost

C-2271 - McJunkin Adv. Co. - Mechanical Expense acct. advertising  
as follows:

|                     |              |         |
|---------------------|--------------|---------|
| Chicago Banker..... | \$58.15      |         |
| Rotarian.....       | <u>17.80</u> |         |
|                     |              | \$75.95 |

C-1504 - David Adv. Co. - Mechanical Expense for advertising  
as follows:

|                    |              |       |
|--------------------|--------------|-------|
| Traffic World..... | 66.00        |       |
| Ticket Agent.....  | <u>27.81</u> |       |
|                    |              | 93.81 |

\$ 169.76

SEPTEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line East - Space

---

A-498 - C-333 - Transportation News - Sept.....\$10.00 ✓  
A-522 - C1409 - Labor World - September..... 12.00 ✓  
A-523 - C-1406 - Skillings' Mining Review - September..... 15.52 ✓  
A-451 - C-256 - David Adv. Co. -

Farmers Union Herald - 8 Ins. @ \$8.40.....\$67.20 ✓  
Minn. Legionaire - June-July .....134.40 ✓  
Odd Fellow Review - July.....42.00 ✓

\$243.60

Less dis..... 4.87      238.73

\$306.25

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

---



SEPTEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-account B-1 - On-Line West - Space

---

A-390 - C-211 - Bishop's A-B-C-Guide - July-Aug.-Sept. Advertising Freight. \$30.00 ✓

A-531 - C-2637 - Rotary Club of Seattle - Sept. 23..... 5.00 ✓

A-541 - C-3091 - Altnow-Singleton Co.- As follows:

San Francisco Commercial News-Aug. 6 To Sept. 5....\$15.00 ✓

Portland Spectator - Sept. 26 - 13 Ins. @ \$1.34....17.42 ✓

" Oregon Voter - Sept. 26-13 Ins. @ \$1.50....19.50 ✓ 51.92

\$86.92

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

SEPTEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-1 - Orient - Space

---

|                                                                 |           |
|-----------------------------------------------------------------|-----------|
| A-515 - C-841 - Oriental Travelogue.....                        | \$37.50 ✓ |
| A-517 - C-945 - Japan Advertiser - August.....                  | 36.00 ✓   |
| A-451 - C-256 - David Adv. Co. - Advertising in "Japan"-Sept... | 116.37 ✓  |
| A-490 - C-310 - Japan Tourist Bureau - Aug. & Sept.....         | 37.50 ✓   |
| C-1192 - China Traveler - 1 Page - Sept.....                    | 19.20 ✓   |

\$246.57

---

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

SEPTEMBER 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - Off-Line East -  
General Media - Space

---

A-510 - C-688 - The Ticket Agent - April-May, June-July,  
and Aug-Sept.....\$150.00

A-526 - C-1403 - Traffic World - Sept. 12-26.....  
Traffic Advertising Freight.....120.00  
\$270.00

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-2 - General Media - Preparation Cost

---

C-2130 - McJunkin Adv. Co. - Mech. Expense account advertising  
in Rotarian for Oct. and Nov.....\$57.90



August 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line East - Space

---

A-474 - C-995 - Labor World - August.....\$28.80 ✓

A-441 - C-40 - Transportation News - August.....Traffic Advertising Freight. 10.00 ✓

A-483 - C-1431 - Skillings Mining Review - AugustTraffic Advertising Freight. 56.90 ✓

A-375 - C-6 - David Adv. Co. - Adv. as follows:

Farmers Union Herald - 8 Ins. @ \$8.40..\$67.20 ✓

Great Falls Banker - June..... 20.00 ✓

\$87.20

Less dis..... 1.74 85.46

\$181.16

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

---

C-1628 - David Adv. Co. - Mechanical Expense for advertising Traffic Advertising Freight  
in the Skillings Mining Review for July..\$12.62 ✓  
Mechanical Expense for July..... 50.73 ✓

\$63.35

C-2749 - David Adv. Co. - Mechanical Expense for August..... 45.29

\$108.64

August 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-488 - C-1803 - Rotary Club of Seattle - July 29, Aug. 26.....\$10.00

A-500 - C-2760 - Altnow Singleton - Adv. as follows:

|                                  |         |              |
|----------------------------------|---------|--------------|
| Northwest Golfer.....            | \$30.00 |              |
| San Francisco Commercial News-   |         |              |
| July 6 to Aug. 6.....            | 15.00   |              |
| Portland Oregon Voter - Aug. 29- |         |              |
| 15 Ins. @ \$1.50..               | 22.50   |              |
| Portland Spectator - Aug. 29-    |         |              |
| 15 Ins. @ \$1.34..               | 20.10   |              |
|                                  |         | <u>87.60</u> |
|                                  |         | \$97.60      |

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

August 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-1 - Orient - Space

---

|                                                               |               |
|---------------------------------------------------------------|---------------|
| A-469 - C-897 - China Traveler.....                           | \$17.72       |
| A-456 - C-845 - Japan Advertiser.....                         | 36.00         |
| A-375 - C- 6 - David Adv. Co. - Adv. in "Japan" - August..... | <u>116.37</u> |
|                                                               | \$170.09      |

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

|                                                                                                    |              |
|----------------------------------------------------------------------------------------------------|--------------|
| C-1628 - David Adv. Co. - Mechanical Expense acct. advertising<br>in "Japan" during September..... | \$16.00      |
| C-2749 - David Adv. Co. - Mechanical Expense acct. advertising<br>in "Japan" during August.....    | <u>47.11</u> |
|                                                                                                    | \$63.11      |



August 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - General Media - Space

---

A-481 - C-1954 - Traffic World.....Traffic Advertising Freight.....\$120.00

ACCOUNT 2- Periodical Advertising  
Sub-Account D-2 - General Media- Preparation Cost

---

C-1628 - David Adv. Co. - Mechanical Expense for advertising  
in "Traffic World".....Sept.....Traffic Advertising Freight.....\$28.76

C-2749 - David Adv. Co. - Mechanical Expense for advertising in  
"Traffic World" during August.....Traffic Advertising Freight.....\$37.22  
"Ticket Agent".....52.77  
89.99  
\$118.75

JULY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line East - Space

---

A-417 - C-559 - Northwest Bulletin - July.....\$15.00 ✓  
A-419 - C-590 - Labor World - July.....28.80 ✓  
A-435 - C-1188 - Montana Trade Journal - Annual Number -1 page65.00 ✓  
A-439 - C-1291 - Skillings Mining Review - July.....45.52 ✓  
A-334 - C-11 - David Adv. Co. -

Montana Banker - May issue.....\$20.00 ✓  
Farmers Union Herald - May.....67.20 ✓  
Amateur Golfer & Sportsman-  
June- 1/2 page...50.00 ✓  
Odd Fellows Review - May & June.....84.00 ✓  
Minn. Legionaire - May 27.....22.40 ✓

\$243.60

Less dis.... 4.87

238.73

\$393.05

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

---

C-1976 - David Adv. Co. - Mechanical Expense for June.....\$65.13 ✓

"

"

acct. Skillings  
Mining Review.....21.94 ✓

\$87.07

2240  
4480  
2240  
1195

JULY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-423 - C-881 - Pacific Northwest Veteran.....\$50.00 ✓

A-446 - C-2020 - Altnow-Singleton - Advertising as follows:

San Francisco Argonaut - July 11th.....\$32.00 ✓

San Francisco Commercial News - June 6th to

July 5th.....15.00 ✓

Portland Spectator - July 18th - 16" @ \$1.34..21.44 ✓

Portland Oregon Voter - July 18th-15" @ \$1.50 22.50 ✓ 90.94

\$149.94

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---



JULY 1931

ACCOUNT 2- Periodical Advertising  
Sub-Account C-1 - Orient - Space

---

A-334 - C-11 - David Adv.Co. - Adv. in "Japan" - July.....\$116.38 ✓  
A-414 - C-727 - Japan Advertiser - June 20th.... 36.00 ✓  
A-431 - C-1182 - China Traveler - July..... 18.40 ✓

\$170.78

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

C-1976 - David Adv. Co. - Mech. Expenses for advertising in  
"Japan" during August.....\$22.18

JULY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - Off-Line East - Space

---

|                                                                                                 |                 |
|-------------------------------------------------------------------------------------------------|-----------------|
| A-407 - C-239 - The Congregationalist - May 7th.....                                            | \$45.00 ✓       |
| A-433 - C-1185 - The Traffic World - July 11-25.....                                            | 120.00 ✓        |
| A-334 - C-11 - David Adv. Co. - Adv. in Wisconsin Journal<br>of Education - May - 1/2 page..... | 34.30 ✓         |
| A-350 - C-21 - McJunkin Adv. Co. - Adv. in Banta's Greek<br>Exchange.....                       | 30.96 ✓         |
|                                                                                                 | <u>\$230.26</u> |

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-2 - Off-Line East - Preparation Cost

---

|                                                                                                                     |               |
|---------------------------------------------------------------------------------------------------------------------|---------------|
| C-1893 - McJunkin Adv. Co. - Mech. Expense account advertising<br>in Banta's Greek Exchange and Chicago Banker..... | \$69.70       |
| C-1976 - David Adv. Co. - Mechanical Expense for advertising in<br>Traffic World.....                               | 53.02         |
| Ticket Agent.....                                                                                                   | 48.99         |
|                                                                                                                     | <u>102.01</u> |
|                                                                                                                     | \$171.71      |

3413.32  
5317.65  
105.67

JULY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-1 - Misc. Programs, School &  
Organization Programs, etc. - Space

---

A-421 - C-589 - International Apple Assn. - Advertising in  
the 1931 Convention Book - 1 page.....\$100.00

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-2 - Misc. Programs, School &  
Organization Programs, etc. - Preparation

---



JUNE 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line East - Space

---

A-371 - C-1511 - Transportation News - June....Traffic Advertising Freight....\$10.00 ✓  
A-364 - C-1514 - Labor World - June..... 12.00 ✓  
A-373 - C-1516 - Skillings Mining Review - June.....Traffic Advertising Freight.... 45.52 ✓  
A-278 - C-244 - David Adv. Co. - Adv. as follows:

Amateur Golfer & Sportsman - May- 1/2 page.....\$50.00 ✓  
Minn. Journal of Education - April & May..... 50.00 ✓  
Odd Fellows Review - April..... 42.00 ✓  
Sports Afield - May - 1 col..... 75.00 ✓

\$ 217.00  
Less dis..... 4.34      212.66  
\$280.18

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-2 - On-Line East - Preparation

---

C-1682 - David Adv. Co. - Mechanical Expense for May.....\$102.98 ✓

" " acct.adv.in Skillings  
Traffic Advertising Freight. Mining Review..... 4.85 ✓

\$107.83

114.66  
102.98  
11.68

75.00  
175.00  
75.00  
75.50

JUNE 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-355 - C-518 - Altnow-Singleton - Adv. as follows:

Washington Education Journal - May - 1/2 page...\$35.00 ✓  
San Francisco Argonaut - May 9-23 - 18 Ins.....36.00 ✓  
Oregon Legionaire - June - 14 Ins.....25.76 ✓

\$96.76  
Less dis..... 1.44      \$95.32

A-401 - C-2470 - Altnow-Singleton - Adv. as follows:

San Francisco Argonaut - June 13-20 - 17" ..... 34.00 ✓  
Oregon Legionaire - July - 16" @ \$1.84..... 29.44 ✓

\$63.44  
Less dis..... .50      62.94

A-222 - C-228 - Bishop's Guide - April, May and June..... 30.00 ✓

A-386 - C-2389 - Rotary Club of Seattle - June 17..... 5.00 ✓

A-402 - C-2503 - Altnow-Singleton - Adv. as follows:

San Francisco Commercial News- May 6th to June  
5th...\$15.00 ✓

University of Washington Daily -  
June 9 - 252 Li. @ 5¢, less dis.....12.39 ✓      27.39

\$220.65

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

J-421 - Greene Engraving Co. - Halftone for Oregon Legionaire.....\$41.02

C-236 - McJunkin Advertising Co. - Mech. Expense for advertising in  
the Sunset Magazine for April.....48.20

\$89.22

JUNE 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-1 - Orient - Space

---

|                                                                                    |            |
|------------------------------------------------------------------------------------|------------|
| A-360 - C-883 - China Traveler - June.....                                         | \$191.36 ✓ |
| A-358 - C-1202 - Japan Advertiser - May.....                                       | 36.00 ✓    |
| A-351 - C-582 - Japan Tourist Bureau - June - 1 page.....                          | 18.75 ✓    |
| A-389 - C-2382 - Japan Tourist Bureau - July - 1 page.....                         | 18.75 ✓    |
| A-278 - C-244 - David Adv. Co. - Adv. in "Japan" - June.....                       | 116.38 ✓   |
| A-276 - C-242 - Far Eastern Traveler's Gazette- Jan., Mar.,<br>April and June..... | 45.00 ✓    |

\$254.24

116.38

137.86

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

|                                                                                            |         |
|--------------------------------------------------------------------------------------------|---------|
| C-1682 - David Adv. Co. - Mechanical Expense account advertising<br>in "Japan" - July..... | \$21.63 |
|--------------------------------------------------------------------------------------------|---------|



JUNE 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - Off-Line East - Space

A-367 - C-1510 - Traffic World - June 13-27.....Traffic Advertising Freight.....\$120.00 ✓

A-278 - C-244 - David Adv. Co. - Adv. in Wisconsin Journal of  
Education - April - 1/4 page..... 19.59 ✓

A-294 - C-272 - McJunkin Adv. Co. - Adv. as follows:

|                                             |            |           |
|---------------------------------------------|------------|-----------|
| Time Magazine - June 1 - 2/3 page.....      | \$515.00 ✓ | 506.24 ✓  |
| Outlook & Independent - June 3- 84 li.....  | 84.00 ✓    | 82.57 ✓   |
| New Yorker - June 6 - 1/3 page.....         | 300.00 ✓   | 234.90 ✓  |
| Literary Digest - June 6 - 2/3 page.....    | 2,700.00 ✓ | 2654.10 ✓ |
| Life - June 5 - 84 li.....                  | 210.00 ✓   | 201.43 ✓  |
| Grade Teacher - June - 1/2 page.....        | 143.00 ✓   | 140.57 ✓  |
| Nature Mag. - June - 2/3 page.....          | 280.00 ✓   | 275.24 ✓  |
| Journal of National Education - 1/2 page... | 235.00 ✓   | 231.00 ✓  |
|                                             | \$4,467.00 |           |
| Less dis.....                               | 75.95      | 4,391.05  |

A-344 - C-450 - McJunkin Adv. Co. - Adv. as follows:

Illinois Teacher, Ohio Schools, and  
Pennsylvania School Journal - 1/4 page..... 122.87 ✓

A-277 - C-245 - McJunkin Advertising Co. - Advertising in  
Normal Instructor and Primary Plans - June - 1/2 page..... 360.00 ✓

\$5,013.51

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-2 - Off-Line East - Preparation Cost

C-1682 - David Adv. Co. - Mechanical Expense acct. advertising  
in Traffic World.....1.36

C-247 - McJunkin Advertising Co. - Mechanical Expense - April.....398.20

C-236 - McJunkin Advertising Co. - Mechanical Expense - March.....1,076.50 ✓

\$1,536.06

JUNE 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-1 - Misl.Programs,  
School & Organization Programs, etc., Space

---

A-359 - C-945 - Oak Hall Annual - 1/2 page.....\$18.00

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-2 - Misl.Programs - Prepration Cost

---

C-1682 - David Adv. Co. - Mech. Expense for May.....\$21.60

MAY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line East -Space

|                                                                                                      |           |
|------------------------------------------------------------------------------------------------------|-----------|
| A-304 - C-742 - Transportation News - May.....                                                       | \$10.00 ✓ |
| A-259 - C-120 - Montana Education - May - 1/4 page.....                                              | 12.00 ✓   |
| A-290 - C-432 - Labor World - April.....                                                             | 12.00 ✓   |
| A-314 - C-1449 - Labor World - May.....                                                              | 15.00 ✓   |
| A-315 - C-1166 - Skillings Mining Review - May. Traffic Advertising Freight                          | 56.90 ✓   |
| A-343 - C-2730 - Now & Then.....                                                                     | 32.40 ✓   |
| A-214 - C-10 - David Adv. Co. - Advertising in Sports Affield<br>April - 1 col.....                  | 73.50 ✓   |
| C-1662 - Minnesota Law Review - Last half amount due on con-<br>tract for ad for year 1930-1931..... | 50.00 ✓   |

\$261.80

73.50

188.30

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

|                                                                       |            |
|-----------------------------------------------------------------------|------------|
| C-1347 - David Advertising Co. - Mechanical Expense during April..... | \$129.46 ✓ |
|-----------------------------------------------------------------------|------------|



MAY 1931

ACCOUNT 2- Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

A-288 - C-430 - Vancouver's Greeter's Guide - May.....\$10.00 ✓  
A-286 - Rotary Club of Seattle - April 22..... 5.00 ✓  
C-323  
A-325 - C-1952 - Rotary Club of Seattle - May 20..... 5.00 ✓  
A-208 - C-11 - Altnow-Singelton - Adv. as follows:

Sunset Magazine - May - 80 Li. @ \$2.00....\$160.00 ✓  
Wash. Education Journal - Mar. - 1/2 page.. 35.00 ✓  
Oregon Education Journal -April-1/2 page....25.00 ✓  
Sierra Educational News -April -5 1/2" @ \$7.50 41.25 ✓  
San Francisco Argonaut - Mar. 21 - 5 1/2" @  
\$2.00.....11.00 ✓  
\$272.25  
Less dis..... 4.62 267.63

A-283 - C-165 - Altnow-Singleton - Adv. as follows:

Wash. Education Journal - April - 1/2 page..35.00 ✓  
Oregon Educational Jouranal -May - 1/2 page..25.00 ✓  
Sierra Educational News-May - 5 1/2" @ \$7.50.. 41.25 ✓  
San Francisco Argonaut -April 4-25-  
14 1/2 Ins. @ \$2.00.....29.00 ✓  
Oregon Legionnaire - May - 14 Ins. @ \$1.84..25.76 ✓  
\$156.01  
Less dis..... 2.65 153.36

A-341 - C-2525 - Altnow-Singleton - Adv. as follows:

San Francisco Commercial News - April.....15.00 ✓  
Portland Spectator - May 16 - 9 Ins. @ \$1.34..12.06 ✓  
Portland Oregon Voter - May 16 - 7 1/2" @ \$1.50..11.25 ✓  
Seattle U. of Wa. Daily - May 13-26-  
26 1/2 Ins. @ 70%, less dis.....17.90 ✓ 56.21

\$497.20

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation

177.01  
2.12.02

MAY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-1 - Orient - Space

---

|                                                            |           |
|------------------------------------------------------------|-----------|
| A-291 - C-592 - Japan Advertiser - April 24th.....         | \$36.00 ✓ |
| A-299 - C-601 - Japan Tourist - May.....                   | 18.75 ✓   |
| A-307 - C-927 - China Traveler - May.....                  | 17.31 ✓   |
| A-214 - C-10 - David Adv. Co. - Adv. in "Japan" - May..... | 116.37 ✓  |

\$188.43

116.00

---

72.06

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

|                                                                                                     |         |
|-----------------------------------------------------------------------------------------------------|---------|
| C-1347 - David Adv. Co. - Mechanical Expense acct. advertising<br>in "Japan" magazine for June..... | \$15.46 |
|-----------------------------------------------------------------------------------------------------|---------|

MAY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - Off-Line East - Space

A-298 - C-596 - Wisconsin Congregational Conference -  
May issue.....\$30.00 ✓

A-318 - C1170 - Traffic World - May 2-16-30.....Traffic Advertising Freight 180.00 ✓

A-172 - C-4 - McJunkin Adv. Co. - Adv. during May:

Delinicator - 84 Li. @ \$12.75 .....\$1,071.00 ✓  
Ladies Home Journal - 1/8 page.....1,187.50 ✓ 1167.51  
Cosmopolitan - 84 Li. @ \$12.00.....1,008.00 ✓ 940.81  
\$3,266.50  
Less dis..... 55.54 3,210.96

A-173 - C-3 - McJunkin Adv.Co. - Adv.as follows:

Time - April 6 - 2/3 page.....\$1,000.00 ✓  
Outlook & Independent - April 1 -2/3 page 270.00 ✓  
New Yorker - April 4 - 2/3 page..... 500.00 ✓  
Literary Digest - April 4 - 1/3 page.....1,350.00 ✓  
Life - April 10 - 2/3 page..... 670.00 ✓  
Grade Teacher - April - 1/2 page..... 143.00 ✓  
Banta's Greek Exchange - April - 1 page.... 40.50 ✓  
Collier's Weekly - April 4 - 1/2 page....2,750.00 ✓  
Christian Herald - April - 1/2 page.....540.00 ✓  
Normal Instructor - May - 1/2 page.....360.00 ✓  
Nature Magazine - April - 2/3 page.....280.00 ✓  
Journal of the National Education Assn.  
April - 1 page.....445.00 ✓  
National Geographic Mag. - April - 1 page2,700.00 ✓  
Where-to-go Bureau - May - 70 Li..... 665.00 ✓ 653.17  
\$11,713.50  
Less dis..... 199.13  
\$11,514.37  
Less credit... 17.20 11,497.17

A-226 - C-49 - McJunkin Adv. Co. - Adv. as follows:

National Geographic - May - 1 page.....2,700.00 ✓ 2654.10  
Journal of the National Education Assn.-  
May - 1/2 page..... 235.00 ✓  
Nature Magazine - May - 2/3 page..... 280.00 ✓  
Collier's Weekly - May - 84 Li..... 714.00 ✓  
The Grade Teacher - May - 1/2 page..... 143.00 ✓  
Life - May 1 - 84 li..... 210.00 ✓  
Literary Digest - May 2 - 1/3 page.....1,350.00 ✓  
The New Yorker - May 2 - 1/3 page..... 300.00 ✓  
Outlook & Independent - May 6 - 84 li.... 84.00 ✓  
Spur - May 1 - 1/2 page..... 200.00 ✓  
Time - May 4 - 1/3 page.....515.00 ✓  
\$6,731.00  
Less dis..... 114.44 6,616.56



(CONT'D)

|                                                                                                          |                |
|----------------------------------------------------------------------------------------------------------|----------------|
| A-214 - C-10 - David Adv. Co. - Adv. in the Wisconsin<br>Journal of Education - Mar. - 1/4 page.....     | \$19.60 ✓      |
| A-333 - C-2086 - McJunkin Advertising Co. - Advertising in<br>Chicago Banker on May 30th - 1/2 page..... | <u>28.65</u> ✓ |
|                                                                                                          | \$21,582.94    |

ACCOUNT 2- Periodical Advertising  
Sub-Account D-2 - Off-Line East - Preparation

---

|                                                              |               |
|--------------------------------------------------------------|---------------|
| C-1347 - David Adv. Co. - Mechanical Expense for April.....  | \$105.67      |
| C-2313 - McJunkin Adv. Co. - Mechanical Expense for May..... | <u>101.85</u> |
|                                                              | \$207.52      |

MAY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-1 - Misc. Programs, School & Organ-  
ization Annuals - Space

---

A-310 - C-849 - Northwest Fair Premium Book.....\$15.00

A-287 - C-431 - Beth El Synagogue Yearbook of 1931.....30.00  
Traffic Advertising Freight.

\$45.00

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-2 - Misc. Programs, School & Organ-  
ization Annuals - Preparation Cost

---

C-1347 - David Adv. Co. - Mechanical Expense for April.....\$16.70

ACCOUNT 2- Periodical Advertising  
Sub-Account A-1 - On-Line East - Space

159.92

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-2 - On-Line East - Preparation

\$89.42

$$\begin{array}{r} 215 \\ \times 22 \\ \hline 430 \\ 4300 \\ \hline 4730 \end{array}$$



APRIL 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-233- C-637 - Vancouver's Greeters Guide - April.....\$10.00 ✓  
A-243 - C-1055 - China Club of Seattle - "Chung Hua" - Jan. and  
Feb. - 1/4 page..... 7.00 ✓  
A-160 - C-14 - Altnow-Singleton Co. - Adv. as follows:  
Sunset Magazine - April - 1 col.....\$286.00  
California Monthly - Mar.- 80 li..... 44.00  
\$320.00  
Less dis..... 5.61 324.39 ✓  
A-282 - C-2816 - Altnow-Singleton Co. - Adv. as follows:  
San Francisco Commercial News-March.....15.00 ✓  
Portland Spectator - April 19 - 15 Ins. @ \$1.34 20.10 ✓  
" Oregon Voter - April 19 - 15 " @ \$1.50..... 22.50 ✓  
\$398.99

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---

J-529 - Hick-Chatten Engraving Co. - 2 copper halftones for  
March issue of the Oregon Education  
Journal.....\$10.91  
J-529 - Western Engraving & Colortype Co. - 1 copper halftone  
for the Washington Educational Journal... 4.80  
\$15.71

APRIL 1931

ACCOUNT 2 - Periodical Advertising.  
Sub-Account C-1.- Orient - Space

---

|       |   |        |   |                      |   |                              |           |
|-------|---|--------|---|----------------------|---|------------------------------|-----------|
| A-242 | - | C-957  | - | China Traveler       | - | April.....                   | \$18.68 ✓ |
| A-249 | - | C-956  | - | "                    | " | - Jan.....                   | 18.68 ✓   |
| A-248 | - | C-1060 | - | Japan Tourist Bureau | - | April.....                   | 18.75 ✓   |
| A-216 | - | C-261  | - | Chinese Recorder     | - | Feb. and Mar.....            | 6.00 ✓    |
| A-275 | - | C-2283 | - | Japan Advertiser     | - | March.....                   | 36.00 ✓   |
| A-158 | - | C-9    | - | David Adv. Co.       | - | Adv. in "Japan" - April..... | 116.37 ✓  |

\$214.48

116.37

98.11

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

|        |   |                |   |                                    |         |
|--------|---|----------------|---|------------------------------------|---------|
| C-1467 | - | David Adv. Co. | - | Mechanical Expense for advertising |         |
|        |   |                |   | in "Japan" .....                   | \$21.52 |

ACCOUNT 2- Periodical Advertising  
Sub-Account D-1 - Off-Line East - Space

Acct. Traffic World



APRIL 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-1 - Misc. Programs, School & Organ-  
ization Annuals - Space

---

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-2 - Misc. Programs, School & Organ-  
ization Annuals - Preparation Cost

---

C-1467 - David Adv. Co. - Mechanical Expense for March.....\$35.45

MARCH 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line East - Space

|                                                              |           |
|--------------------------------------------------------------|-----------|
| A-179 - C-1074 - Now & Then.....                             | \$32.40 ✓ |
| A-167 - C-655 - Montana Trade Journal.....                   | 50.00 ✓   |
| A-159 - C-653 - Montana Education - March - 1/4 page.....    | 12.00 ✓   |
| A-184 - C-1537 - Labor World.....                            | 12.00 ✓   |
| A-186 - C-1566 - Transportation News.....                    | 10.00 ✓   |
| A-194 - C-1821 - Skillings Mining Review - March.....        | 45.52 ✓   |
| A-101 - C-343 - David Adv. Co. - Odd Fellow Review- Jan..... | 41.16 ✓   |

\$203.08

41.16

111.92

ACCOUNT 2 - Periodical Advertising  
Sub-account A-2 - On-Line East - Preparation Cost

|                                                                  |           |
|------------------------------------------------------------------|-----------|
| C-1899 - David Adv. Co. - Mechanical Expense during Feb. account |           |
| Skillings Mining Review.....                                     | \$14.32 ✓ |
| Mechanical Expense during Feb.....                               | 265.39 ✓  |

\$279.71

3 9.21

265.39  
14.32  
279.71

71.16  
64

MARCH 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

---

|                                                           |           |                |
|-----------------------------------------------------------|-----------|----------------|
| A-182 - C-1569 - Vancouver Greeter's Guide- March.....    | \$10.00 ✓ |                |
| A-198 - C-2300 - Rotary Club of Seattle - March 25th..... | 5.00 ✓    |                |
| C-200 - Bishop's A.B.C. Guide- Jan., Feb. & Mar.....      | 30.00 ✓   |                |
| A-211 - C-2441 - Altnow-Singleton - Adv. as follows:      |           |                |
| San Francisco Commercial News - Feb.....                  | 15.00 ✓   |                |
| Portland Spectator - Mar. 28 - 4 Ins.@ \$1.34....         | \$5.36 ✓  |                |
| " Oregon Voter- Mar. 28 - 4 Ins.:@\$1.50....              | 6.00 ✓    |                |
| University of Washington Daily -Mar.21.....               | 7.00 ✓    | 18.36          |
|                                                           |           | <u>\$78.36</u> |

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---



MARCH 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-1 - Orient - Space

---

A-142 - C-779 - Chinese Recorder - Nov., Dec., and Jan.....\$9.00 ✓  
A-174 - C-1240 - China Traveler - March.....18.80 ✓  
A-101 - C-343 - David Adv. Co. - Japan - March.....116.38 ✓  
A-215 - C-2716 - Japan Tourist Bureau- March..... 18.75 ✓

\$162.93

116.38

46.55

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

C-1899 - David Adv. Co. - Mechanical Expense account advertising  
in "Japan" for April.....\$21.12

MARCH 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - OFF-Line East - Space

|                                                                                               |                                      |
|-----------------------------------------------------------------------------------------------|--------------------------------------|
| A-169 - C-657 - Ticket Agent - 1 page ad in the Dec. 1930,<br>Jan.-Feb., and Mar. issues..... | \$150.00 ✓                           |
| (Balance of contract for year's advertising)                                                  |                                      |
| A-185 - C-1565 - Traffic World - Mar. 7 and 21.....                                           | Traffic Advertising Freight 120.00 ✓ |
| A-52 - C-236 - McJunkin Advertising Co.-<br>Ladies Home Journal - Mar. 1/8 page....           | \$1,167.31 ✓                         |
| Pictorial Review - Mar. ".....                                                                | 1,081.30 ✓                           |
| Delineator - Mar. 8 4 li.....                                                                 | 1,052.79 ✓                           |
| Cosmopolitan - Mar. - 84 Li.....                                                              | 990.86 ✓                             |
|                                                                                               | <u>4,292.26</u>                      |
| A-53 - C-237 - McJunkin Advertising Co.-<br>Where-to-go-Bureau - Mar.-70 li.....              | 682.50 ✓                             |
| Normal Instructor & Primary Plans.....                                                        | 360.00 ✓                             |
| Vanity Fair - 1/2 page.....                                                                   | 450.00 ✓                             |
|                                                                                               | <u>\$1,492.50</u>                    |
| Less dis.....                                                                                 | 25.37                                |
|                                                                                               | <u>1,467.13</u>                      |
|                                                                                               | \$6,029.39                           |

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-2 - Off-Line East - Preparation Cost

|                                                                                     |                                   |
|-------------------------------------------------------------------------------------|-----------------------------------|
| C-1899 - David Adv. Co. - Mechanical Expense for Feb. account<br>Traffic World..... | Traffic Advertising Freight 57.14 |
| Mechanical Expense for Feb.....                                                     | <u>198.28</u>                     |
|                                                                                     | \$255.42                          |

MARCH 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-1 - Miscel. Programs, School & Organization  
Annuals - Space

---

A- 144 - C-444 - Zuhrah Temple Circus Program - 1 page.....\$125.00

A-163 - C-639 - Osman Temple Circus Program - 1931.....165.00

\$290.00

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-1 Miscel. Programs, School & Organization  
Annuals - Preparation Cost

---



FEBRUARY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line East - Space

|                                                                                                                             |                                      |
|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| A-104 - C-301 - Montana Trade Journal - Feb.....                                                                            | \$50.00 ✓                            |
| A-115 - C-1025 - Labor World - Feb. - 20 Ins. @ 60¢.....                                                                    | 12.00 ✓                              |
| A-129 - C-1313 - Skillings Mining Review - Feb.....                                                                         | Traffic Advertising Freight. 45.52 ✓ |
| A-110 - C-1436 - Northern Pacific Railway - Our proportion of<br>cost of ad in the Minnesota Painters Bulletin-<br>Jan..... | 2.67 ✓                               |
| A-44 - C-24 - David Advertising Co.-                                                                                        |                                      |

|                                      |           |
|--------------------------------------|-----------|
| Ace - Dec. issue - 1/2 page.....     | \$30.00 ✓ |
| Odd Fellows Review - Nov. & Dec..... | 84.00 ✓   |
| Constructor - Dec. - 1/4 page.....   | 58.00 ✓   |
| Montana Banker - Dec.....            | 24.00 ✓   |
| North West Farmer.....               | 94.40 ✓   |

|               |          |                 |
|---------------|----------|-----------------|
|               | \$290.40 |                 |
| Less dis..... | 5.81     | 284.59          |
|               |          | <u>\$394.78</u> |

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-2 - On-Line East - Preparation Cost

C-1819 - David Adv. Co. - Mechanical Expense for January  
acct. advertising in following:

|                               |                                    |
|-------------------------------|------------------------------------|
| Skillings' Mining Review..... | Traffic Advertising Freight. 44.11 |
| Montana Trade Journal.....    | 43.66                              |
| Now & Then.....               | 12.22                              |
| German Opera Program.....     | 215.10                             |
| Transportation News .....     | 20.38                              |
| Minnesota Law Review.....     | 22.22                              |
| Odd Fellows Review.....       | 18.37                              |

\$376.06

Handwritten calculations:  
78.00  
11 6 00  
78.00  
11 6 00  
78.00  
11 6 00

FEBRUARY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

---

|                                                        |           |
|--------------------------------------------------------|-----------|
| A-87 - C-116 - Vancouver Greeter's Guide- Febr.....    | \$10.00 ✓ |
| A-92 - C-388 - Rotary Club of Seattle - Jan. 28th..... | 5.00 ✓    |
| A-136 - C-2273 - " " " " - Feb. 25th.....              | 5.00 ✓    |
| A-123 - C-1303 - Washington Posten - Jan.....          | 3.00 ✓    |
| A-149 - C-1932 - Altnow-Singleton -                    |           |

|                                       |              |
|---------------------------------------|--------------|
| 1/2 page                              |              |
| Oregon Education Journal -Mar.-.....  | \$25.00 ✓    |
| San Francisco Commercial News-Jan.... | 15.00 ✓      |
|                                       | <u>40.00</u> |
|                                       | \$63.00      |

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation

---

FEBRUARY 1931

ACCOUNT 2- Periodical Advertising  
Sub-Account C-1 - Orient - Space

---

A-44 - C-24 - David Adv. Co. - Adv. in "Japan"- Feb.-1/2 page.....\$116.37 ✓  
A-121 - C-1344 - China Traveler - Feb..... 18.40 ✓  
A-148 - C-1994 - Thos. Cook & Son - 1 page in "Far Eastern  
Traveler's Gazette" -Jan., April, July & Oct. 62.82 ✓  
A-154 - C-2536 - Japan Tourist Bureau - Feb. - 1 page.....18.75 ✓

\$216.34

116.37

99.97

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

C-1819 - David Adv. Co. - Mech. Expense account adv. in "Japan"  
for March...\$33.38



FEBRUARY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - Off-Line East - Space

---

A-93 - C-341 - The Congregationalist, Boston, Mass. -  
Jan. - 225 Li. @ 20¢.....\$45.00 ✓  
A-117 - C-1013 - Traffic World - Feb. 7-21 Traffic Advertising Freight.....120.00 ✓  
\$165.00

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-2 - Off-Line East- Preparation Cost

---

C-1819 - David Adv. Co. - Mechanical Expense for January  
Account Traffic World Traffic Advertising Freight.....\$142.97  
Mechanical Expense for January  
account Ticket Agent.....32.78  
\$175.75

JANUARY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account A-1 - On-Line East - Space

---

|                                                     |           |
|-----------------------------------------------------|-----------|
| A-47 - C-523 - Montana Trade Journal - Jan.....     | \$50.00 ✓ |
| A-74 - C-1462- The Labor World - Jan.....           | 18.00 ✓   |
| A-78 - C-1636 - Now & Then.....                     | 32.40 ✓   |
| A-81 - C-1634 - Skillings' Mining Review - Jan..... | 56.90 ✓   |
| A-55 - C-994 - Transportation News - Jan.....       | 10.00 ✓   |
| A-883 - C-40 - David Adv. Co. - Adv. as follows:    |           |

|                             |                 |
|-----------------------------|-----------------|
| Ace - Nov.....              | \$30.00 ✓       |
| Nor' West Farmer, Nov.20... | 48.80 ✓         |
| Country Guide - Dec.....    | 106.40 ✓        |
| Montana Banker.....         | 24.00 ✓         |
|                             | <u>\$209.20</u> |
| Less dis.....               | <u>4.18</u>     |
|                             | <u>205.02</u>   |
|                             | \$ 372.32       |

ACCOUNT 2 - Periodical Advertising  
Sub-account A-2 - On-Line East - Preparation Cost

---

C-2282 - David Adv. Co. - Mechanical Expense for December  
as follows:

|                               |              |
|-------------------------------|--------------|
| Ace.....                      | \$16.35      |
| Montana Trade Journal.....    | 21.18        |
| Now & Then.....               | 13.08        |
| Skillings' Mining Review..... | 53.59        |
| Transportation News... ..     | 18.66        |
| Minnesota Law Review.....     | <u>17.69</u> |
|                               | \$140.55     |

JANUARY 1931

ACCOUNT 2- Periodical Advertising  
Sub-Account B-1 - On-Line West - Space

---

A-58 - C-928 - Vancouver's Greeters Guide - Jan.....\$10.00✓

A-100 - C-2977 - Altnow-Singleton Co., Adv. as follows:

San Francisco Commercial News- Dec..... 15.00✓

\$25.00

ACCOUNT 2 - Periodical Advertising  
Sub-Account B-2 - On-Line West - Preparation Cost

---



JANUARY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account C-1 - Orient - Space

---

|                                                          |         |   |
|----------------------------------------------------------|---------|---|
| A-60 - C-1029 - China Travel - Nov.....                  | \$18.80 | ✓ |
| A-61 - C-1030 - " " - Dec.....                           | 18.80   | ✓ |
| A-883 - C-40 - Japan Magazine - Jan.....                 | 116.38  | ✓ |
| A-849 - C-20 - Glimpses of the East 1930-31 Edition..... | 150.00  | ✓ |

\$303.98

116.38

187.60

ACCOUNT 2.-Periodical Advertising  
Sub-Account C-2 - Orient - Preparation Cost

---

|                                                        |         |
|--------------------------------------------------------|---------|
| C-2283 - David advertising Co. - Mech. Expense account |         |
| Japan Magazine - Dec.....                              | \$39.00 |

JANUARY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-1 - Off-Line East - Space

---

|                                                       |                 |
|-------------------------------------------------------|-----------------|
| A-71 - C-1469 - Traffic World - Jan. - 1 page ea..... | \$120.00 ✓      |
| A-51 - C-650 - Banta' s Greek Exchange - Jan.....     | 39.81 ✓         |
|                                                       | <u>\$159.81</u> |

ACCOUNT 2 - Periodical Advertising  
Sub-Account D-2 - Off-Line East - Preparation Cost

---

C-2282 - David Adv. Co. - Mechanical Expense for December  
account following advertising:

|                    |         |          |
|--------------------|---------|----------|
| Ticket Agent.....  | \$50.00 |          |
| Traffic World..... | 113.33  |          |
| Variety.....       | 13.19   | \$176.52 |

C-2543 - McJunkin Adv. Co. - Mechanical Expense for January...2,357.55

|                |                                                                                              |                   |
|----------------|----------------------------------------------------------------------------------------------|-------------------|
| C-2175 - " " " | - 2 sets of negatives and prints<br>of first six illustrations in<br>1931 magazine copy..... | 45.00             |
|                |                                                                                              | <u>\$2,579.07</u> |

723.24

JANUARY 1931

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-1 - Misc. Programs, School & Organization  
Annuals - Space

---

C-469 - Minnesota State Federation of Labor 1931 Year Book.....\$500.00 ✓

ACCOUNT 2 - Periodical Advertising  
Sub-Account E-2 - Misc. Programs, School & Organization  
Annuals, Preparation Cost

---

53977.57  
9042.20  
-----  
63,019.76