



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

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ACCOUNT	TOTAL EXPENSES FOR 1931	BUDGET FOR 1931	Over Budget	Under Budget
1. Newspaper Advertising				
A - On-Line East				
1. Space	\$10,360.19	\$15,000.00		\$3,238.94
2. Preparation Cost	<u>1,400.87</u>			
	11 761 06			
B - On-Line West				
1. Space	28,570.41	34,500.00		2,669.70
2. Preparation Cost	<u>3,259.89</u>			
	31 830 30			
C - Off-Line East				
1. Space	41,100.28	42,000.00	2,065.56	
2. Preparation Cost	<u>2,965.28</u>			
	44 065 56			
D - Orient				
1. Space	2,136.37	2,000.00	574.63	
2. Preparation Cost	<u>438.26</u>			
	2 574 63			
TOTAL ACCOUNT 1.....	90,231.55	94,000.00		3,768.45
2. Periodical Advertising				
A - On-Line East				
1. Space	3,373.60	3,500.00	1,364.16	
2. Preparation Cost	<u>1,490.56</u>			
	4 864 16			
B - On-Line West				
1. Space	1,763.42	1,500.00	368.36	
2. Preparation Cost	<u>104.93</u>			
	1 868 35			
C - Orient				
1. Space	2,772.59	1,200.00	1,995.82	
2. Preparation Cost	<u>423.23</u>			
	3 195 82			
D - General Media				
1. Space	45,114.95	47,216.00	4,819.97	
2. Preparation Cost	<u>6,921.02</u>			
	52 035 97			
E - Misc. Programs, School & Organization Annuals				
1. Space	953.00	1,000.00	55.46	
2. Preparation Cost	<u>102.46</u>			
	10 55 46			
TOTAL ACCOUNT 2.....	63,019.76	54,416.00	8,603.76	
3. Radio Advertising				
A - Chain Programs				
1. Facilities	100,635.75	145,000.00	4,438.91	
2. Program Expense	45,657.92			
3. Miscellaneous	<u>2,703.14</u>			
	148 996 81			
B - Local Announcements				
1. Facilities	442.10			
2. Preparation Cost.				
TOTAL ACCOUNT 3.....	149,438.91	145,000.00	4,438.91	

ACCOUNT	TOTAL EXPENSES FOR 1931	BUDGET FOR 1931	Over Budget	Under Budget
4. Goat				
A - Printing	\$5,505.20	8,070.00		342.30
B - Electros, cuts, etc.	1,068.43✓			
C - Patching	10.00			
D - Envelopes	1,144.07			
TOTAL ACCOUNT 4.....	7,727.70	8,070.00		342.30
5. Advertising Literature				
A - Time Folders				
1. Printing	29,592.50	18,000.00	2,592.50	
2. Electros, cuts, etc.	376.85✓	200.00	176.85	
3. Distribution through agencies	1,798.99✓	2,000.00		201.01
4. Joint Coast Line folders	172.33	250.00		77.67
5. Condensed time tables	419.80	300.00	119.80	
B - Illustrated Booklets and folders				
1. Printing	24,007.37✓	35,000.00		6,829.48
2. Electros, cuts, etc.	4,163.15✓			
TOTAL ACCOUNT 5.....	51,530.99	55,750.00		4,219.01
6. Miscellaneous Printing				
A - Menus				
1. Cuts and Art work	152.88✓	350.00		
2. Printing	53.65			
B - Maps				
1. Wall Maps				
2. Desk Maps				
C - Blotters				
1. Hand	3,631.18	4,000.00	865.68	
2. Desk	1,234.50			
D - Ticket Envelopes	348.95	400.00		51.05
E - Circulars, Flyers and Inserts	416.31	1,200.00		783.69
F - Post Cards	718.50	1,800.00		1,087.50
G - Miscellaneous	1,148.08	3,000.00		1,851.92
H - Multigraphing, Addressing and Mailing Service	2,510.00	1,500.00	1,010.00	
TOTAL ACCOUNT 6.....	10,214.05	12,250.00		2,035.95
7. Calendars				
A - Wall Calendars	521.15	4,500.00		3,978.85
B - Small Art Calendars				
1. Electros, cuts, etc.	3,207.05✓	30,000.00	2,628.55	
2. Printing	16,110.48✓			
3. Envelopes	9,056.80✓			
4. Sorting, handling, etc.	4,254.22✓			
TOTAL ACCOUNT 7.....	33,149.70	34,500.00		1,350.30

7,727.70
 51,530.99
 10,214.05
 69,472.74
 33,149.70
 102,622.44

ACCOUNT	TOTAL EXPENSES FOR 1931	BUDGET FOR 1931	Over Budget	Under Budget
8. <u>Photographic Expense</u>				
A - Salary & Expenses of Photographers	336.60	1,800.00	684.43	
B - Negatives and Prints	2,147.83			
TOTAL ACCOUNT 8.....	2,484.43	1,800.00	684.43	
9. <u>Electros, cuts, etc.</u>	1,631.85	2,000.00		368.15
TOTAL ACCOUNT 9.....	1,631.85 ✓	2,000.00		368.15
10. <u>Pictures, Frames, Packing</u>				
A - Works of Art purchased for hanging in public places, for reproductions, etc.	86.00 ✓			
B - Plates and Printing	36.50			
C - Mounting and Framing Pictures, Maps, etc., for hanging in G.N. Offices	3,600.23	600.00		
D - Mounting and Framing pictures, Maps, etc., for free distribution	15.00 ✓	600.00	2,537.73	
TOTAL ACCOUNT 10.....	3,737.73	1,200.00	2,537.73	
11. <u>Railway & Steamship Guides</u>				
A - Cost of Guides furnished G.N. Offices	60.00			
B - Cost of representation	3,573.94	3,535.00	298.94	
TOTAL ACCOUNT 11.....	3,633.94	3,535.00	298.94	
12. <u>Advertising Distribution Expense</u>				
A - Cartage, Freight & Express				
1. Local Hauling	1,045.35	1,000.00	45.35	
2. Freight & Express	4,375.08	3,600.00	775.08	
B - Mailing Expense	5,420.43			
1. Postage on Goats	430.10	400.00	30.10	
2. Postage and duty on calendars	11,664.97	10,000.00 ✓	1,664.97	
3. Postage on literature and other mail matter	7,946.53	8,000.00		53.47
TOTAL ACCOUNT 12.....	25,462.03	23,000.00	2,462.03	
13. <u>Bulletin Board Advertising</u>				
A - Space Rentals	12,840.00	13,000.00		160.00
B - Maintenance, Repaints, etc.	2,431.62	2,000.00	431.62	
TOTAL ACCOUNT 13.....	15,271.62	15,000.00	271.62	

3737.73
1631.85
5369.58

27 261.02
25 462.03
1799.99

63,019.76
3633.94
66,653.70
60.00
66593.70

460.703.96
3633.94
464337.90

ACCOUNT	TOTAL EXPENSES FOR 1931	BUDGET FOR 1931	Over Budget	Under Budget
14. <u>Motion Picture & Lecture Advertising</u>				
A - Salaries & Expenses of lecturers	375.04	350.00	25.04	
B - Making motion picture negative	25.00		25.00	
C - Slides and motion picture film furnished outside companies and individuals	143.53	200.00		56.47
D - Slides and motion picture film furnished company representatives	43.20	600.00		556.80
TOTAL ACCOUNT 14.....	586.77	1,150.00		563.23
15. <u>Exhibits</u>				
A - Labor and Material for window displays	12,430.58	9,600.00		
B - Art Exhibits, Fairs, Conventions, etc.	5.00			
TOTAL ACCOUNT 15.....	12,435.58	9,600.00	2,835.58	
16. <u>Joint Advertising</u>				
A - G.N. Proportion of Cost of literature and publications jointly with other companies	1,967.30	1,000.00	967.30	
B - Our proportion of Burlington Tours advertising	5,419.87	7,500.00		2,080.13
C - Farm Tours advertising	13,655.14	12,000.00	1,655.14	
TOTAL ACCOUNT 16.....	21,042.31	20,500.00	542.31	
17. <u>Advertising Department Proportion of Expenses Maintaining Outside Offices</u>				
A - New York Tourist Bureau	20,000.04	20,000.00	.04	
TOTAL ACCOUNT 17.....	20,000.04	20,000.00	.04	
18. <u>Advertising Department</u>				
A - Wages and Expenses of Employees	26,641.79	25,000.00	1,641.79	
B - Stationery & Office Supplies	836.04	1,800.00		963.96
C - Electricity, Heating, etc.	1,568.69	1,700.00		131.31
TOTAL ACCOUNT 18.....	29,046.52	28,500.00	546.52	

ACCOUNT	TOTAL EXPENSES FOR 1931	BUDGET FOR 1931	Over Budget	Under Budget
19. <u>Miscellaneous</u>	<u>6,221.40</u>	<u>4,000.00</u>	<u>2,221.40</u>	
TOTAL ACCOUNT 19.....	6,221.40	4,000.00	2,221.40	
TOTAL	\$546,866.88	\$534,071.00	\$12,795.88	

546,866.88
 545,067.89
 1,798.99

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

ACCOUNT	Sub-Acct.		
2	E-1	- Minnesota State Federation of Labor Year Book for 1931.....	\$500.00
6.		- Letters multigraphed for outside offices.....	88.57
7		- Duluth office - Distribution of calendars..	3.00
8		- Pickett Photo Co.- Expenses acct. trip to Leavenworth.....	64.00
12	A-1	- Cost of drayage for outside offices.....	179.70
	A-2	- Express charges paid by outside offices....	129.26
	B-2	- Postage and duty on calendars paid by outside offices.....	245.34
	B-3	- Postage and duty on literature paid by outside offices.....	118.69
13	B	- Washington Water Power Co.-Lighting billboards.....	321.80
		Puget Sound Electric Co. - Lighting sign...	123.03
		Spokane Advertising Sign.....	72.32
14		Expenses acct. lectures by outside offices..	85.88
15		Our proportion of cost of window cards for west end offices.....	99.72
17		New York Tourist Bureau.....	20,000.04
18	C	- Northern States Power Co.- Our proportion of cost of heating,electricity, etc.....	496.29
		Tri-State Tel. & Tel. Co.....	399.45
		Western Union.....	131.45
		Metropolitan Building Co. - Our proportion of cost of operating Seattle Office.....	419.66
			<u>\$23,478.20</u>

Brought Forward..... \$23,478.20

19.	Seattle Div. - Tail Lights.....	\$59.45	
	Mississippi St. - " "	52.66	
	Playing Cards furnished shippers.....	24.20	
	Expenses account Bon Marche Demonstration at Seattle.....	20.31	
	A. Guthrie & Co. - Labor and material furnished during October in connection with painting adver- tising signs on bridge over the Dalles-California Highway.....	240.00	
	Display at Washington Fair at Puyallup, Wash.....	15.04	
	Prize Beef purchased at Helena, Mont.....	42.47	
	San Francisco Chamber of Commerce- Membership fee for D. Ashton.....	60.00	
	St. Paul Commissary Dept. - Supplies furnished E. H. Wilde.....	9.78	
	Boston Office-Amount spent for news writers acct. publicity.....	4.00	
	State of Washington Dept. of Labor & Industries- Expenses account Cascade Tunnel.....	13.53	
	Pacific Travel Assn., San Francisco, Cal. - Our proportion of preliminary fund to cover expenses of promotion work of the Pacific Travel Assn.....	<u>150.00</u>	691.44

1. Newspaper Advertising
C-Off-Line East

Expended..... \$44,065.56
Budget..... 42,000.00
\$ 2,065.56

Expended over budget acct. following:

Difference in rate earned and rate
billed.....\$183.02
Adv. in Baltimore Sun-March..... 77.62
Adv. in Rocky Mt. News in Sept.,
including mech.ex..... 271.17
Adv. in Denver Post- Dec. 31....1,200.00
\$1,731.81
Bal. of difference acct.
mechanical expense

1. Newspaper Advertising
D- Orient

Expended..... \$2,574.63
Budget..... 2,000.00
\$ 574.63

Expended over budget acct. advertising
in San Min Morning Paper and mechanical
expense.

2. Periodical Advertising
A - On-Line East

Expended.....\$4,864.16
Budget..... 3,500.00
\$1,364.16

Expended over budget acct. following:

Adv. in magazines during 1930 and
charged in 1931 account.....\$515.95
Adv. in German Opera Program... 471.50
\$987.45
Bal. of difference acct.
mechanical expense

2. Periodical Advertising
B- On-Line West

Expended.....\$1,868.35
Budget..... 1,500.00
\$ 368.35

Expended over budget acct. advertising
in the following:

Northwest Golfer..... \$30.00
Oregon Legionnaire..... 121.98
Pacific Northwest Veteran..... 50.00
Gonzaga Football Program..... 25.00
\$226.98
Bal. of difference acct.
mechanical expense.

2. Periodical Advertising
C - Orient

Expended.....\$3,195.82
Budget..... 1,200.00
\$1,995.82

Expended over budget acct. advertising
in "Japan" magazine, including
mechanical expense.

2. Periodical Advertising
D - General Media

Expended.....\$52,035.97
Budget.....47,216.00
\$ 4,819.97

Expended over budget acct.following:

Illinois Teacher, Ohio Schools, and
Pennsylvania School Journal.\$122.87
Variety.....208.19
Traffic World.....2,362.03
Ticket Agent.....675.41
Wis.Jrl.of Education.....170.93
Congregationalist, Boston....135.00
Wis.Congregational Conf.....53.74
Illinois Legionnaire.....141.21
\$3,869.38

Bal. of difference acct.
mechanical expense

2. Periodical Advertising
E - Miscel.Programs, School
& Organization Annuals

Expended.....\$1,055.46
Budget.....1,000.00
\$ 55.46

Expended over budget acct.
mechanical expense.

3. Radio Advertising

Expended.....\$149,438.91
Budget.....145,000.00

Expended over budget acct.
"Old Timer's Tour"

5. Advertising Literature
A-1 - Time Folders - Printing

Expended.....\$20,592.50
Budget.....18,000.00
\$2,592.50

Expended over budget acct.
27 M May-June reprint.

5. Advertising Literature
A-2 - Time Folders - Electros, etc.

Expended.....\$376.85
Budget.....200.00
\$176.85

6. Miscellaneous Printing
C-Blotters

Expended.....\$4,865.68
Budget..... 4,000.00
\$ 865.68

6. Miscellaneous Printing
H - Multigraphing, Addressing
and Mailing Service

Expended.....\$2,510.00
Budget..... 1,500.00
\$1,010.00

7. Calendars
B - Small Art Calendars

Expended.....\$2,628.55
Budget..... 30,000.00
\$2,628.55

8. Photographic Expense

Expended.....\$2,484.43
Budget..... 1,800.00
\$ 684.43

Expended over budget account of
photographs ordered from McJunkin
in 1930 and charged in 1931 -
\$510.00

10. Pictures, Frames, Packing

Expended.....\$3,737.73
Budget..... 1,200.00
\$2,537.73

Expended over budget account of
picture framing by E.J. Radlein

11. -Railway & Steamship Guides

Expended.....\$3,633.94
Budget..... 3,335.00
\$ 298.94

Expended over budget on acct. of
David Adv. Co. and McGill-Warner Co
mechanical expense.

12. Advertising Distribution Expense
A - 1 - Local Hauling

Expended over budget acct.
cartage for outside offices.

Expended.....\$1,045.35
Budget.....1,000.00
\$ 45.35

12. Advertising Distribution Expense
A - 2 - Freight and Express

Expended over budget acct. express
charges paid by outside offices on
film, literature, etc.

Expended.....\$4,375.08
Budget.....3,600.00
\$ 775.08

12. Advertising Distribution Expense
B - 1 - Postage on Goats

Expended.....\$430.10
Budget.....400.00
\$ 30.10

12. Advertising Distribution Expense
B - 2 - Postage and duty on Calendars

Expended over budget acct. postage
and duty on calendars paid by
outside offices.

Expended.....\$11,664.97
Budget.....10,000.00
\$ 1,664.97

13. Bulletin Board Advertising
B - Maintenance, Repaints, Etc.

Expended over budget account
expenses of proposed Neon sign on
Tyee Building.

Expended.....\$15,271.62
Budget.....15,000.00
\$ 271.62

15. Exhibits

Expended over budget account
photos and enlargements purchased
from McJunkin Advertising Co.

Expended.....\$12,435.58
Budget.....9,600.00
\$ 2,835.58

16. Joint Advertising
A - G.N. Proportion of cost of
 literature jointly with
 other companies

Expended.....\$1,967.30
 Budget..... 1,000.00
 \$ 967.30

16. Joint Advertising
C - Farm Tours Advertising

Expended.....\$13,655.14
 Budget..... 12,000.00
 \$ 1,655.14

18. Advertising Department
A - Wages & Expenses

Expended.....\$26,641.79
 Budget..... 25,000.00
 \$ 1,641.79

6

19. Miscellaneous

Expended.....\$6,221.40
 Budget..... 4,000.00
 \$2,221.00

Expended over budget acct.following:

Dr. James M. Fraser-Services in
 promoting travel to the American
 Osteopathic Assn. in Seattle..\$156.68
 Bates Decorating Services-
 Decorating float for Apple
 Blosson Festival..... 250.00
 Pacific Travel Assn. - Our
 proportion of preliminary
 fund to cover expenses of
 promotion work of the
 Pacific Travel Assn..... 150.00
 A. Guthrie & Co.-Labor &
 material furnished in
 connection with painting
 sign on bridge over Dalles-
 California highway..... 240.00
 Tail Lights..... 112.11

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

David Advertising Co.

Advertising during November, 1930	\$1,681.62	
" " December, 1930.....	1,390.95	
" in St. Paul Daily News on Jan. 4- 280 Li. @ 14¢.....	38.42	
Difference in rate for advertising in the Duluth Herald and News Tribune.....	37.81	
Advertising in Great Falls Leader special oil edition on Feb. 28th.....	48.00	
Advertising during February acct. German Opera.....	22.54	
Advertising during April.....	40.69	
" " May.....	1,814.43	
" " June.....	2,506.06	
" " July.....	2,009.26	
" " August.....	90.16	
" " October.....	34.58	\$9,714.52

Altnow-Singleton

Advertising in Butte and Helena papers during April and May account Cent-a-mile fares.....	50.01	
Advertising in Butte and Helena papers during August and September account Cent-a-mile fares.....	42.51	92.52

Williams & Cunningham

Our proportion of cost of advertising in Montana papers account Cent-A-Mile Fares.....	42.28	42.28
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Izzard Co.

Our proportion of cost of advertising in Butte and Helena papers during October acct. Cent-a-mile fares....	35.21	35.21
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Strang & Prosser

Our proportion of cost of advertising in Butte and Helena papers during June.....	57.83	57.83
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Northern Pacific Ry.

Our proportion of cost of joint advertising in St. Paul, Minneapolis and Duluth papers acct.pooled service.....	44.10	44.10
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David Advertising Co.

Our proportion of cost of joint advertising during Nov.	74.26	74.26
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Daily News - Sue Column - June 28th.....	<u>\$9.80</u>	9.80
Standard Post, Butte, Mont.....	<u>25.48</u>	25.48
Minneapolis Journal - Advertising on December 6th acct. Miss Minneapolis Personality Contest...	<u>264.19</u>	<u>264.19</u>

TOTAL ACCT.1 - A-1.....\$10,360.19

Minnesota	\$118.40
Montana	1,103.12
North Dakota	847.43
South Dakota	232.08
Iowa	58.45
Twin Cities	7,101.48
Canada	306.35
Duluth-Superior.....	592.88
	<u>\$10,360.19</u>

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

David Advertising Co.

Mechanical Expenses for December, 1930.....	\$102.83	
" " " January 1931.....	12.30	
" " " March.....	22.82	
" " " April.....	25.15	
" " " May.....	742.19	
" " " June.....	103.16	
" " " July.....	148.44	
" " " October.....	27.46	
" " " November.....	<u>216.52</u>	\$1,400.87

Newspaper Advertising On-Line East - Budget....\$15,000.00

Space Cost.....	\$10,360.19	
Mechanical Cost.....	<u>1,400.87</u>	<u>11,761.06</u>

Balance.....\$3,238.94

ON-LINE EAST NEWSPAPER ADVERTISING

1931

Nov. 1930

Winnipeg Service.....	\$684.65	
California Travel.....	<u>318.30</u>	\$1,002.95

Dec. 1930

Winnipeg Service.....	194.04	
Empire Builder & Train Service.....	<u>353.98</u>	548.02

May

Low Summer Fares.....	570.93	
Winnipeg Service.....	<u>162.90</u>	733.83

June

Low Summer Fares.....	1,663.90	
Winnipeg Service.....	<u>61.60</u>	1,725.60

July

Low Summer Fares.....	1,055.39	
Glacier Park.....	480.20	
Train Service.....	<u>416.34</u>	<u>1,951.93</u>
		\$5,962.23

Low Round Trip Fares advertising, excursion fares and miscellaneous advertising.....		4,101.77
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Joint Advertising.....		296.19
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Mechanical Expense.....		<u>1,400.87</u>
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\$11,761.06

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

Altnow-Singleton

Advertising for	Nov. & Dec., 1930.....	\$21.37	
"	" January.....	2,153.37	
"	" February.....	171.14	
"	" March.....	1,023.04	
"	" April.....	2,170.89	
"	" May.....	4,444.19	
"	" June.....	4,130.50	
"	" July.....	2,371.14	
"	" August.....	1,943.01	
"	" September.....	2,263.79	
"	" October.....	1,612.28	
"	" November.....	1,261.00	
"	" December.....	1,543.84	\$25,109.56

Altnow-Singleton

Difference in rate for advertising in the San Francisco Examiner.....	52.36	
Advertising in the Princeton State on June 26, 1930.....	2.24	
Advertising in Woodland News on Dec.17, 1930...	1.38	
Our proportion of cost of joint advertising during April and May.....	147.81	
August and September.....	145.11	
October and November.....	222.86	571.76

W. S. Kirkpatrick

Our proportion of cost of pooled line advertising during January.....	45.61	
February.....	53.76	
May 21 to 28.....	89.49	
April 30 to May 7.....	115.84	
December.....	235.69	
Our proportion of cost of advertising account One-Cent a mile fares.....	153.17	
Our proportion of cost of advertising excursion fares and cent-a-mile fares acct. Labor Day and Fleet Week.....	Sept.....211.08	
	Oct.....222.89	
	Nov.....232.20	1,359.73

Strang & Prosser

Our proportion of cost of special advertising in Seattle and Tacoma during February.....	75.46
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Strang & Crosser (Cont'd)

Our proportion of cost of advertising cent-a-mile fares in Seattle, Tacoma and Spokane papers -	June.....	\$198.58	
	October....	158.87	
	November..	277.05	
	December..	<u>135.85</u>	\$845.81

Williams & Cunningham

Our proportion of cost of advertising during May account Cent-a-mile Fares in Seattle, Tacoma & Spokane...	<u>147.69</u>	147.69
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Lord & Thomas & Logan

Our proportion of cost of Advertising in Seattle papers account Football excursion fares during December.....	<u>45.64</u>	45.64
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Izzard Co.

Our proportion of cost of joint advertising during	Oct..	116.08	
	Dec..	<u>384.05</u>	500.13
			\$28,580.32

Less credit account refund from W. S. Kirkpatrick for advertising in the Portland News Telegram.....	9.91
	<u>\$28,570.41</u>

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

Altnow-Singleton

Mechanical Expense for	December.....	\$158.41	
"	January.....	355.14	
"	February.....	83.34	
"	March.....	152.06	
"	April	413.50	
"	May.....	234.44	
"	June	437.60	
"	July.....	269.21	
"	August.....	245.49	
"	October.....	139.51	
"	November.....	<u>158.29</u>	\$2,646.99

Our proportion of mechanical expense account advertising cent-a-mile fares-April.....	30.91
	Aug. & Sept..... 30.88
	October..... 19.27
	November..... <u>11.58</u>
	92.64

Williams & Cunningham

Our proportion of mechanical expense account		
advertising cent-a-mile excursion fares.....	<u>\$28.87</u>	28.87

McJunkin Advertising Co.

Mechanical Expense for February.....	35.90	
" " " March.....	6.50	
" " " April.....	<u>428.80</u>	471.20

W. S. Kirkpatrick

Mechanical expense account joint advertising.....	<u>20.19</u>	<u>20.19</u>
		\$3,259.89

Newspaper Advertising On-Line West - Budget\$34,500.00

Space Cost.....\$28,570.41

Mechanical Cost.....	<u>3,259.89</u>	<u>31,830.30</u>
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Balance..... \$ 2,669.70

ON-LINE WEST NEWSPAPER ADVERTISING

1931

January

Empire Builder & Oriental Limited.....	<u>\$1,036.39</u>	\$1,036.39
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February ----

March

Empire Builder & Oriental Limited.....	<u>1,023.04</u>	1,023.04
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April

Empire Builder.....	<u>1,541.67</u>	1,541.67
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May

Empire Builder	575.72	
Summer Fares Campaign.....	<u>1,863.72</u>	2,439.44

June

Empire Builder.....	<u>1,305.18</u>	
Summer Fares Campaign.....	<u>1,174.82</u>	2,480.00

July

Empire Builder.....	<u>2,175.92</u>	2,175.92
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August

Empire Builder.....	<u>1,076.20</u>	
Summer Fares Campaign.....	<u>574.08</u>	1,650.28

September

Empire Builder.....	479.80	
Summer Fares Campaign.....	<u>1,806.34</u>	2,286.14

October

Empire Builder.....	595.59	
Summer Fares Campaign.....	<u>450.80</u>	1,046.39

November

Empire Builder.....	<u>538.81</u>	<u>538.81</u>
		\$16,218.00

Brought Forward.....\$16,218.08

Home Visitors Fares Campaign, Excursion Fares,
Cent-a-mile Fares, etc..... 5,122.89

Joint Advertising 3,414.68

Mechanical Expense.....3,259.89

\$28,015.54

CALIFORNIA ADVERTISING

1931

April

Glacier Park Campaign.....\$514.62

May

" " "1,820.33

June

" " "1,254.52

July

Empire Builder Campaign..... 235.20

\$3,824.67

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

McJunkin Advertising Co.

Advertising in the Baltimore Sun during March.....	\$77.62
Difference in rate earned and rate billed for advertising in the United States Daily - April, May and June.....	89.10
Advertising in Eastern newspaper during April.....	650.33
" " Chicago Tribune - April.....	600.00
Difference in rate earned and rate billed for advertising in the Journal of Commerce.....	30.00
Difference in rate earned and rate billed for advertising in the Toledo Blade.....	17.82
Advertising in the Chicago Tribune on May 17th.....	8.22
Advertising in Eastern Newspapers during May.....	10,820.70
" " Chicago " " " "	3,186.25
" " Eastern " " " June.....	12,678.34
" " Chicago " " " June.....	3,205.00
Difference in rate earned and rate billed for advertising in the Cincinnati Enquirer	4.52
Difference in rate earned and rate billed for advertising in the Baltimore Sun - Sept., Oct., and Nov., 1930.....	41.58
Advertising in Chicago Newspapers during July.....	2,521.00
" " Eastern Newspapers " " "	5,813.28
Advertising in the Rocky Mountain News for Sept.....	156.82
" " " Denver Post - Dec. 31.....	<u>1,200.00</u>
TOTAL ACCT. 1 - C-1.....	\$41,100.28
Adv. in Chicago newspapers -	\$9,550.47
" " Eastern " -	31,549.81

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

McJunkin Advertising Co.

Mechanical Expense for	January.....	\$7.35	
"	"	"	
"	May.....	1,049.76	
"	March.....	160.90	
"	April.....	779.55	
"	June.....	599.27	
"	July.....	96.25	
"	August.....	157.85	
"	September.....	<u>114.35</u>	\$2,965.28

Newspaper Advertising Off-Line East

Space Cost.....	\$41,100.28
Mechanical Cost.....	<u>2,965.28</u>
	\$44,065.56
Budget.....	<u>42,000.00</u>
	\$ 2,065.56

Expended over budget acct. following:

Advertising in Baltimore Sun during March....	\$77.62
Difference in rate earned and rate billed....	183.02
(Advertising in 1930)	
Adv. in Rocky Mt. News-Sept.(Including Mechanical Expense) ..	271.17
Adv. in Denver Post- Dec. 31.....	<u>1,200.00</u>
	\$1,731.81

Balance of difference account mechanical
expense.

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

Shanghai Times,
Shanghai, China - Advertising Jan. to Oct., Incl.....\$500.00

Shanghai Evening Post,
Shanghai, China - Advertising Jan. to Oct., incl..... 132.62

Japan Times & Mail,
Tokyo, Japan - Advertising Dec.1930 to Dec.1931, incl.... 754.14

Manila Bulletin,
Manila, P.I. - Advertising Dec. to Nov., incl..... 295.55

Osaka Mainichi,
Osaka, Japan - Advertising during February..... 24.85

N. Y. & Cuba Mail Steamship Co. - Our proportion of cost
of disbursements by our Havana Agent account
advertising from Nov. 1930 to Nov. 1931, incl..... 379.21

San Min Morning Paper,
Chicago, Ill. - Advertising Mar. 18th to Sept.17th..... 50.00 \$2,136.37

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

Altnow-Singleton - Mechanical Expense from Jan. to Oct.....\$ 438.26

Newspaper Advertising - Orient

Space Cost.....	\$2,136.37
Mechanical Cost.....	<u>438.26</u>
	\$2,574.63
Budget.....	<u>2,000.00</u>
	\$ 574.63

Expended over budget acct. advertising in
San Min Morning Paper and mechanical expense.

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

Montana Trade Journal, Glasgow, Mont.

Jan. - 1 page.....\$50.00
Feb. - 1 " 50.00
Mar. - 1 " 50.00
July - Annual Number -1 page65.00
\$215.00 ✓
Mechanical Expense..... 119.39

\$334.39

Labor World, Duluth, Minn.

Jan. - 30 Ins. @ 60¢.....18.00
Feb. - 20 " @ 60¢.....12.00
Mar. - 20 " @ 60¢.....12.00
April - 20 " @ 60¢.....12.00
May - 25 " @ 60¢.....15.00
June - 20 " @ 60¢.....12.00
July - 48 " @ 60¢.....28.80
Aug. - 48 " @ 60¢.....28.80
Sept. - 20 " @ 60¢.....12.00
Oct. - 20 " @ 60¢.....12.00
Nov. - 20 " @ 60¢.....12.00
Dec. - 20 " @ 60¢.....12.00
\$186.60 ✓
Mechanical Expense.....67.38

253.98

Skilling's Mining Review, Duluth, Minn.

Jan. - 5 issues.....\$ 56.90
Feb. - 4 " 45.52
Mar. - 4 " 45.52
April - 4 " 45.52
May - 5 " 56.90
June - 4 " 45.52
July - 4 " 45.52
Aug. - 5 " 56.90
Sept. - 4 " 45.52
Oct. - 5 " 45.52
Nov. - 4 " 56.90
Dec. - 4 " 45.52
\$591.76 ✓
Mechanical Expense..... 227.17

818.93

Transportation News, St. Paul, Minn.

Jan., Feb., April, May,
June, Aug., Sept., Oct.,
Nov. and Dec. @ \$10.00....100.00 ✓
Mechanical Expense.....134.34

234.34

Montana Education, Helena, Mont.

Mar. - 1/4 page.....	\$12.00	
April - 1/2 "	22.00	
May - 1/4 page.....	12.00	
	<u>\$46.00</u> ✓	\$46.00

Northwest Bulletin, St. Paul, Minn.

1 page.....	15.00	✓	15.00
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Now & Then, St. Paul, Minn.

(St. Paul Academy).....	194.40	✓	
Mechanical Expense.....	<u>180.13</u>		374.53

Minnesota Law Review, St. Paul, Minn.

First half payment.....	50.00		
Second " "	50.00		
	<u>100.00</u> ✓		
Mechanical Expense.....	<u>155.02</u>		255.02

(Advertising placed by
(David Advertising Co. in following)

<u>St. Paul Ace</u> - Nov. - 1/2 page....	30.00		
Dec. - 1/2 page....	30.00		
	<u>60.00</u> ✓		
Mechanical Expense.....	<u>16.35</u>		76.35

<u>Nor'-West Farmer</u> - Nov. 20.....	48.80		
Dec.....	94.40		
	<u>143.20</u>	✓	143.20

<u>Country Guide</u> - Dec.....	106.40	✓	106.40
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Montana Banker, Great Falls, Mont.

Nov.....	24.00		
Dec.....	24.00		
May.....	20.00		
June.....	20.00		
	<u>88.00</u>	✓	88.00

Odd Fellows Review, St. Paul, Minn.

1/2 page	Nov., Dec., Jan., Mar., April, May, June and July @ \$42.00		
1 page	Aug. and Sept. @ \$90.00	518.00	✓
	Mechanical Expense.....	<u>80.38</u>	598.38

(Advertising placed By David Adv. Co. Cont'd)

Constructor, St. Paul, Minn.

Dec. - 1/4 page.....\$58.00 ✓ 58.00

German Opera Program, St. Paul, Minn.

Feb. 13-14-15.....215.00 ✓
Mechanical Expense.....256.50 471.50

Sports Afield - N.Y.C.

April..... 75.00
May.....75.00 ✓
150.00
Mechanical Expense.....42.77 192.77

Farmers Union Herald

May..... 67.20
June..... 67.20
July..... 67.20
August.....67.20 ✓
268.80
Mechanical Expense.....30.68 299.48

Amateur Golfer & Sportsman

May - 1/2 page..... 50.00
June - 1/2 ".....50.00 ✓
100.00
Mechanical Expense.....55.69 155.69

Minn. Journal of Education

April and May.....50.00 ✓ 50.00

Minnesota Legionaire

May 27th..... 22.40
June and July..... 134.40
Aug.....44.80 ✓
201.60
Mechanical Expense.....10.01 211.61
\$2,451.38
Less discount.....36.83 \$2,414.55

Northern Pacific Ry. - Our proportion of
cost of advertising in the Minnesota

Painter's Bulletin..... 2.67

Mechanical Expense acct. following:

Minneapolis Traffic Club.....\$21.21
Great Falls Tribune Oil Edition..69.20
Minn. Osteopathic Mag.....24.34

114.75 \$4,864.16

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

Mechanical Cost for advertising as follows:

Montana Trade Journal.....	\$119.39	
Labor World.....	67.38	
Skillings Mining Review.....	227.17	
Transportation News.....	134.34	
Now & Then.....	180.13	
Minnesota Law Review.....	155.02	
St. Paul Ace.....	16.35	
Odd Fellows Review.....	80.38	
German Opera Program.....	256.50	
Sports Affield.....	42.77	
Farmers Union Herald.....	30.68	
Amateur Golfer & Sportsman.....	55.69	
Minnesota Legionaire.....	10.01	
Minneapolis Traffic Club.....	21.21	
Great Falls Tribune Oil Edition.....	69.20	
Minn. Osteopathic Magazine.....	24.34	
		\$1,490.56

Periodical Advertising - On-Line East

Space Cost.....	\$3,373.60
Mechanical Cost.....	1,490.56
	<u>\$4,864.16</u>

Budget.....	3,500.00
	<u>\$1,364.16</u>

Expended over budget account advertising
in the following during 1930 and charged
in 1931 account:

St. Paul Ace.....	\$76.35	
Nor' West Farmer.....	143.20	
Country Guide.....	106.40	
Montana Banker.....	48.00	
Odd Fellow Review.....	84.00	
Constructor.....	58.00	
		\$515.95

Adv. in German Opera Program..... 471.50

Balance account Mechanical expense.

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

Altnow-Singleton

Portland Spectator

Mar. 28 - 4 Ins. @ \$1.34.....	\$5.36	
April 19 - 15 Ins. @ \$1.34.....	20.10	
May 16 - 9 Ins. @ \$1.34.....	12.06	
July 18 - 16 Ins. @ \$1.34.....	21.44	
Aug. 29 - 15 Ins. @ \$1.34.....	20.10	
Sept. 26 - 13 Ins. @ \$1.34.....	17.42	
Oct. 24 - 14 Ins. @ \$1.34.....	18.76	
	<u>\$115.24</u>	\$115.24 ✓

Portland Oregon Voter

Mar. 28 - 4 Ins. @ \$1.50.....	6.00	
April 19 - 15 Ins. @ \$1.50.....	22.50	
May 16 - 7½ Ins. @ \$1.50.....	11.25	
July 18 - 15 Ins. @ \$1.50.....	22.50	
Aug. 29 - 15 Ins. @ \$1.50.....	22.50	
Sept. 26 - 13 Ins. @ \$1.50.....	19.50	
Oct. 24 - 14 Ins. @ \$1.50.....	21.00	
	<u>125.25</u>	125.25 ✓

San Francisco Commercial News

Dec. to Nov., incl., @ \$15.00.....	<u>180.00</u>	180.00 ✓
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Oregon Education Journal

Mar. - 1/2 page.....	25.00	
April - 1/2 page.....	25.00	
May - 1/2 page.....	25.00	
	<u>75.00</u> ✓	
Mechanical Expense.....	<u>10.91</u>	85.91

University of Washington Daily

Mar. 21.....	7.00	
May 13- 26.....	17.90	
June 9.....	12.39	
	<u>37.29</u>	37.29 ✓

<u>Northwest Golfer</u>	30.00	30.00 ✓
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Sunset Magazine

April - 1 col.....	286.00	
May - 80 Ins. @ \$2.00.....	160.00	
	<u>446.00</u> ✓	
Mechanical Expense.....	<u>48.20</u>	494.20

(Altnow-Singleton (Cont'd))

California Monthly

Mar. - 80 li.....\$44.00 44.00 ✓

Washington Education Journal

Mar. - 1/2 page..... 35.00 ✓
April- 1/2 " 35.00
May - 1/2 " 35.00
 105.00 ✓
MechanicalExpense..... 4.80 109.80

Sierra Educational News

April..... 41.25
May..... 41.25 82.50 ✓

San Francisco Argonaut

Mar. 21 - 5 $\frac{1}{2}$ Ins..... 11.00
April 4-25 - 14 $\frac{1}{2}$ Ins..... 29.00
May 9-23 - 18 Ins..... 36.00
June 13-20 - 17 Ins..... 34.00
July 11 32.00
 142.00 142.00 ✓

Oregon Legionaire

May - 14 Ins. @ \$1.84..... 25.76
June - 14 " @ \$1.84..... 25.76
July - 16 " @ \$1.84..... 29.44
 80.96 ✓
Mechanical Expense..... 41.02 121.98
 \$1,568.17
Less discount..... 14.82 \$1,553.35

Vancouver's Greeters Guide

Jan. to May, incl. @ 10.00..... 50.00 ✓

Rotary Club of Seattle

Jan. to Dec., incl. @ \$5.00..... 60.00 ✓

Washington Posten

Jan..... 3.00 ✓

Bishop's A.B.C. Guide

Jan., Feb. and Mar.....	\$30.00	
April, May and June.....	30.00	
July, Aug. and Sept.....	30.00	
Oct., Nov., and Dec.....	<u>30.00</u>	\$120.00 ✓

China Club of Seattle "Chung Hua"

Jan. and Feb.....	7.00	✓
Pacific Northwest Veteran.....	50.00	✓
Gonzaga Football Program.....	<u>25.00</u>	✓
		\$1,868.35

Periodical Advertising - On-Line West

Space Cost.....	\$1,763.42
Mechanical Cost.....	<u>104.93</u>
	\$1,868.35
Budget.....	<u>1,500.00</u>
	\$ 368.35

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

China Traveler

Nov. 1930 to Dec. 1931, incl.....\$263.30 ✓

Chinese Recorder

Nov., Dec., Jan., Feb. and Mar..... 15.00 ✓

Glimpses of the East - 1930-31 edition.....150.00 ✓

Far Eastern Traveler's Gazette

Jan., April, July and Oct. 1930\$62.82

Jan., Mar., April and June 1931.....45.00

July, Sept., and Oct., Dec.1931.....45.00152.82 ✓

Japan Advertiser - Mar. to Nov., Incl., and Dec.@ \$36.00.....324.00

Japan Tourist Bureau - Feb. to Dec.,incl. - 1 page @ \$18.75.....206.25

Japan Magazine (David Adv. Co.)

Jan. to Sept., incl. - 1/2 page ea. @ \$118.75 - \$1,068.75

Oct. to Dec., incl. - 1 page ea.@ \$190.00..... 570.00

\$1,638.75

Less dis..... 33.78 1,604.97

Oriental Travelogue..... 56.25

\$2,772.59

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

David Adv. Co. - Mechanical Expense account advertising in "Japan"....\$423.23

Periodical Advertising - Orient

Expended over budget
account of advertising
in "Japan" magazine.

Space Cost.....\$2,772.59

Mechanical Cost..... 423.23

\$3,195.82

Budget..... 1,200.00

\$1,995.82

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

McJunkin Advertising Co.

Ladies Home Journal

Mar. - 1/8 page.....	\$1,167.31	
May - 1/8 ".....	1,187.50	
	<u>2,354.81</u>	
Mechanical cost.....	58.36	\$2,413.17

Pictorial Review

Mar. - 1/8 page.....	1,081.30	
April - 1/8 page.....	1,081.30	
	<u>2,162.60</u>	
Mechanical cost.....	266.67	2,429.27

Delineator

Mar. - 84 li.....	1,052.79	
May - 84 li.....	1,071.00	
	<u>2,123.79</u>	
Mechanical cost.....	58.37	2,182.16

Cosmopolitan

Mar. - 84 li.	990.86	
May - 84 li.....	1,008.00	
	<u>1,998.86</u>	
Mechanical cost.....	58.37	2,057.23

Normal Instructor & Primary Plans

Mar.....	360.00	
April - 1/2 page.....	360.00	
May - 1/2 page.....	360.00	
June - 1/2 page.....	360.00	
	<u>1,440.00</u>	
Mechanical cost.....	226.15	1,666.15

Spur

May 1 - 1/2 page.....	200.00	
Mechanical cost.....	43.95	243.95

Where-To-Go Bureau

Mar. - 70 li.....	682.50	
April - 70 li.....	665.00	
May - 70 li.....	665.00	
June - 70 li.....	653.69	
	<u>2,666.19</u>	
Mechanical cost.....	194.10	2,860.29

Illinois Teacher, Ohio Schools and Pennsylvania School Journal - 1/4 page.....	\$122.87	\$122.87
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Vanity Fair

1/2 page.....	450.00	
Mechanical cost.....	<u>63.70</u>	513.70

Christian Herald

April - 1/2 page.....	540.00	
Mechanical cost.....	<u>64.60</u>	604.60

Harper's Bazaar

April - 1/2 page.....	725.00	
Mechanical cost.....	<u>39.00</u>	764.00

Time

Mar. 2 - 1/3 page.....	515.00	
April 6 - 2/3 page.....	1,000.00	
May 4 - 1/3 page.....	515.00	
June 1 - 1/3 page.....	515.00	
	<u>2,545.00</u>	
Mechanical expense.....	<u>159.34</u>	2,704.34

Outlook & Independent

Mar. 4 - 84 li.....	84.00	
April 1 - 2/3 page.....	270.00	
May 6 - 84 li.....	84.00	
June 3 - 84 li.....	84.00	
	<u>522.00</u>	
Mechanical expense.....	<u>293.94</u>	815.94

Life

Mar. 6 - 84 li.....	210.00	
April 10 - 2/3 page.....	670.00	
May 1 - 84 li.....	210.00	
June 5 - 84 li.....	210.00	
	<u>1,300.00</u>	
Mechanical expense.....	<u>261.96</u>	1,561.96

New Yorker

Mar. 7 - 1/3 page.....	250.00	
April 4 - 2/3 page.....	500.00	
May 2 - 1/3 page.....	300.00	
June 6 - 1/3 page.....	300.00	
	<u>1,350.00</u>	
Mechanical cost.....	<u>220.18</u>	1,570.18

Literary Digest

Mar. 7 - 1/3 page.....	\$1,350.00	
April 4 - 1/3 page.....	1,350.00	
May 2 - 1/3 page.....	1,350.00	
June 6 - 2/3 page.....	2,700.00	
	<u>6,750.00</u>	
Mechanical cost.....	463.00	\$7,213.00

Collier's Weekly

Mar. 7 - 84 li.....	714.00	
April 4 - 1/2 page.....	2,750.00	
May - 84 li.....	714.00	
	<u>4,178.00</u>	
Mechanical cost.....	237.88	4,415.88

Grade Teacher

Mar. - 1/2 page.....	143.00	
April - 1/2 page.....	143.00	
May - 1/2 page.....	143.00	
June - 1/2 page.....	143.00	
	<u>572.00</u>	
Mechanical cost.....	204.80	776.80

Nature Magazine

Mar. - 2/3 page.....	280.00	
April - 2/3 page.....	280.00	
May - 2/3 page.....	280.00	
June - 2/3 page.....	280.00	
	<u>1,120.00</u>	
Mechanical cost.....	479.00	1,599.00

National Geographic

Mar. - 1 page.....	2,700.00	
April - 1 ".....	2,700.00	
May - 1 ".....	2,700.00	
	<u>8,100.00</u>	
Mechanical cost.....	414.78	8,514.78

Journal of National Education

Mar. - 1/2 page.....	235.00	
April - 1 page.....	445.00	
May - 1/2 page.....	235.00	
June - 1/2 page.....	235.00	
	<u>1,150.00</u>	
Mechanical cost.....	186.70	1,336.70

Rotarian

Oct. - 1 col.....	\$140.14	
Nov. - 2/3 page.....	281.14	
Dec. - 2/3 page.....	281.78	
	<u>703.06</u>	
Mechanical expense.....	218.50	<u>921.56</u>
		\$47,287.53
Less discount.....		<u>627.06</u>
		\$46,660.47

<u>Traffic World</u> - Jan. to Dec., incl.....	1,560.00	
Mechanical cost.....	<u>802.03</u>	2,362.03

Ticket Agent

1 page ad in the Dec.1930, Jan., Feb. and Mar. issues.....	150.00	
1 page ad in the April-May, June-July and Aug.-Sept.....	150.00	
	<u>300.00</u>	
Mechanical cost.....	<u>375.41</u>	675.41

Wisconsin Journal of Education

April - 1/2 page.....	19.59	
May - 1/2 page.....	34.30	
May. - 1/4 page.....	19.60	
	<u>73.49</u>	
Mechanical cost.....	<u>97.44</u>	170.93

Variety

Dec. 29 - 1/4 page.....	195.00	
Mechanical cost.....	<u>13.19</u>	208.19

Banta's Greek Exchange

Jan.....	39.81	
April.....	40.50	
July.....	30.96	
Oct.....	30.87	
	<u>142.14</u>	
Mechanical cost.....	<u>149.85</u>	291.99

Chicago Banker

May 30 - 1/2 page.....	28.65	
Oct. 10 - 1 page.....	57.30	
	<u>85.95</u>	
Mechanical expense.....	<u>115.45</u>	201.40

The Congregationalist, Boston, Mass.

Jan. - 225 li. @ 20¢.....	\$45.00	
April.....	45.00	
May.....	45.00	\$135.00

Wisconsin Congregational Conference

May issue.....	30.00	
Mechanical cost.....	23.74	53.74

Illinois Legionnaire

Nov. - 1/2 page.....	65.00	
Dec. - 1/2 page.....	56.25	
	<u>121.25</u>	
Mechanical cost.....	19.96	141.21

Federation of Women's Clubs Bazaar, Boston	25.00
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\$50,925.37

Art work, etc., account various magazine ads..\$1,065.60

Six sets of negatives and prints of first six

illustrations in 1931 magazine ads.....	45.00	<u>1,110.60</u>
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\$52,035.97

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

David Advertising Co. - Mechanical expense account advertising
in the following:

Traffic World.....	\$802.03
Ticket Agent.....	375.41
Illinois Legionnaire.....	19.96
Wisconsin Jrl. of Education.....	97.44
	<u>\$1,294.84</u>

McJunkin Advertising Co. - Mechanical expense account advertising
in the following:

Ladies Home Journal.....	58.36
Pictorial Review.....	266.67
Delineator.....	58.37

Cosmopolitan.....	\$58.37	
Normal Instructor.....	226.15	
Spur.....	43.95	
Where-to-Go Bureau.....	194.10	
Variety.....	63.70	
Christian Herald.....	64.60	
Harper's Bazaar.....	39.00	
Time.....	159.34	
Outlook & Independnet.....	293.94	
Life.....	261.96	
New Yorker.....	220.18	
Literary Digest.....	463.00	
Collier's Weekly.....	237.88	
Grade Teacher.....	204.80	
Nature Magazine.....	479.00	
National Geographic.....	414.78	
Jrl.of National Education.....	186.70	
Rotarian	218.50	
Variety.....	13.19	
Chicago Banker.....	115.45	
Banta's Greek Exchange.....	149.85	
Wis.Congregational Con....	23.74	\$4,515.58

Art work, etc. account various
magazine ads.....1,065.60

Six sets of negatives and
prints of first six
illustrations in 1931
magazine ads..... 45.00 1,110.60

\$6,921.02

ACCOUNT 2 - Periodical Advertising - Off Line

Space cost.....	\$45,114.95
Mechanical cost.....	6,921.02
	<u>\$52,035.97</u>

Budget.....	<u>47,216.00</u>
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Expended over budget acct. advertising in \$ 4,819.97
the following:

Illinois Teacher, Ohio Schools, and Pennsylvania School Journal.....	\$122.87	Congregationalist, Boston...	\$135.00
Variety.....	208.19	Wis.Congregational Confer..	53.74
Traffic World.....	2,362.03	Illinois Legionaire.....	141.21
Ticket Agent.....	675.41		\$3,869.38
Wis.Jrl. of Education.....	170.93	Balance account mechanical expense	

ACCOUNT 2 - Periodical Advertising

Sub-Account E - 1 - Miscellaneous programs, school
and organization annuals - Space

<u>Oak Hall Annual</u>	\$18.00	
Mechanical cost.....	18.84	\$36.84
<u>Northwest Fair Premium Book</u>	15.00	15.00
Beth El Synagogue Yearbook of 1931.....	30.00	
Mechanical cost.....	27.93	57.93
<u>Zuhrah Temple Circus Program - 1 page</u>	125.00	125.00
<u>Osman Temple Circus Program - 1931</u>	165.00	
Mechanical cost.....	17.19	182.19
<u>Minnesota State Federation of Labor</u>		
1931 Year Book.....	500.00	
Mechanical Cost.....	24.22	524.22
<u>International Apple Assn. Year Book</u>	100.00	
Mechanical Cost.....	14.28	114.28
		\$1,055.46

Periodical Advertising - Miscellaneous Programs,
School and Organization Programs

Space Cost.....	\$953.00
Mechanical Cost.....	102.46
	\$1,055.46
Budget.....	1,000.00
	\$ 55.46

Expended over budget account of
mechanical expense.

ACCOUNT 3 - Radio Advertising
Sub-Account A-1 - Chain Programs - Facilities

McJunkin Advertising Co. - 26 Programs from Dec. 29th, 1930,
to June 22nd., 1931, incl.....\$100,635.76

ACCOUNT 3 - Radio Advertising
Sub-Account A-2 - Chain Programs - Program Expense

McJunkin Advertising Co. - Expenses account artists, etc., for
the above programs.....\$ 45,657.92

ACCOUNT 3 - Radio Advertising
Sub-Account A-3 - Chain Programs - Miscellaneous

McJunkin Advertising Co. - Expenses account "Old Timer's Tour"....\$1,997.68
Expenses account photographs..... 288.25
Expenses account recording Programs, etc...547.68
\$2,833.61
Less credit acct. balance on Old Timer's Tour..... 130.47
\$2,703.14

ACCOUNT 3 - Radio Advertising
Sub-Account B-1 - Local Announcements

Louis Wasmer, Spokane, Wash.....\$180.00
Totem Broadcasters, Seattle, Wash.....161.25

David Adv. Co.

K.F.B.B., Great Falls, Mont.....\$32.00
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.....12.00
\$102.34
Less dis..... 1.49
100.85
\$442.10

Radio Advertising

Expended.....\$149,465.91
Budget.....145,000.00

\$ 4,465.91

149,438.92

ACCOUNT 4 - Goat
Sub-Account A - Printing

McGill-Warner Co.

Jan. - 37,300 Goat Booklets.....	\$1,306.60	
Jan. - 1,000 " " (Reprint).....	40.00	
Feb. - 35,800 " "	1,274.80	
Mar. - 35,800 " "	1,254.40	
April- 15,000 " "	540.00	
May - 15,000 " "	535.20	
June - 15,000 " "	539.20	
	<u>\$5,490.20</u>	
6 sets Goat booklets bound.....	15.00	\$5,505.20

234.00 m

ACCOUNT 4 - Goat
Sub-Account B - Electros, cuts, etc.

Greene Engraving Co.....	\$1,003.43 ✓	
Caroline D. Todd - 2 stories on Alaska.....	\$20.00	
1 story on "Kodiak & Skagway".....	10.00	30.00
Seven stories @ \$5.00 ea.....	35.00	\$1,068.43

\$77.05 for Green 90.18/6

ACCOUNT 4 - Goat
Sub-Account C - Patching

McGill-Warner Co. - 10 M Goats patched.....\$10.00

ACCOUNT 4 - Goat
Sub-Account D - Envelopes

McGill-Warner Co. - 458,575 Goat Envelopes.....	\$733.72	
256,470 " "	410.35	\$1,144.07

Goat

Budget.....	\$8,070.00
Total expense account Goat...	<u>7,727.70</u>

\$ 342.30

ACCOUNT 5 - Advertising Literature
Sub-Account A-1 - Time Folders - Printing

McGill-Warner Co.

127 M	Jan-Feb. Folders.....	\$4,742.90	
67 M	April "	2,745.50	
103 M	May-June "	3,074.30	
27 M	" " (Reprint).....	1,134.90	
103 M	July "	2,909.90	
83 M	Sept.-Oct. "	2,578.30	
104 M	Nov.-Dec. "	3,392.20	\$20,578.00
3 sets	1930 time tables bound.....	7.00	
3 "	1931 " " "	7.50	14.50
Expended		\$20,592.50	
Budget.....		18,000.00	\$20,592.50
		\$2,592.50	

ACCOUNT 5 - Advertising Literature
Sub-Account A-2 - Time Folders - Electros, cuts, etc.

McGill-Warner Co.....	\$376.85
Expended.....	\$376.85
Budget.....	200.00
	\$176.85

ACCOUNT 5 - Advertising Literature
Sub-Account A-3 - Time Folders- Distribution

Railway Folder-Schedule Distributing Co.....	\$216.13
R. W. Angus.....	60.00
Klein Bros.....	20.00
Western Time Table Distributing Co.....	100.00
Eastern Time Table Distributing Co.....	368.34
American Advertising & Distributing Co.....	3.50

Trans-Continental Passenger Assn. - Our proportion of General Folder Distributing Agency expenses for Jan. to Sept., incl.....	900.66
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In settlement of all indebtedness to the General Folder Distributing Agency for period Jan. 1 to Dec. 31, 1931, for general expenses and customs duty.....	130.36
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Budget.....	\$2,000.00
Expended.....	1,798.99
	\$ 201.01

\$1,798.99

ACCOUNT 5 - Advertising Literature
Sub-Account A-4 - Time Folders -Joint Coast Line Folders

James, Kerns & Abbott Co. - Our proportion of cost of 60 M
Puget Sound Folders.....\$172.33

Budget.....\$250.00
Expended..... 172.33
Balance..... \$ 77.67

ACCOUNT 5 - Advertising Literature
Sub-Account A-5 - Time Folders-Condensed time tables

Independent Commercial Printers- 10 M Condensed folders.....\$135.00

McGill-Warner Co. - 20 M Condensed folders.....284.80

\$419.80

Expended.....\$419.80
Budget..... 300.00
\$119.80

ACCOUNT 5 - Advertising Literature
Sub-Account B-1 - Illustrated Folders and Books

Randall Co.

✓ <u>Straight East Folders - 22 M.....</u>	\$1,901.49		
✓ <u>Alaska Folders - 2500.....</u>	\$59.87		
Preparation cost....	44.30	104.17	
✓ <u>Eastern Trips for Western People..15.M....</u>		308.35	
✓ <u>Tunnell Books - 10 M Reprint.....</u>		314.35	
✓ <u>Congregational Church Convention Books</u>			
5 M.....	62.00		
Preparation cost..	23.34	85.34	
✓ <u>Dude Ranch Folders - 25 M....</u>	1,959.29		
Preparation cost....	328.30	2,287.59	
✓ <u>Luther League Folders - 7500....</u>	26.95		
Preparation cost.....	4.27	31.22	
✓ <u>American Society of Engineers</u>			
2 M.....	96.16		
Preparation Cost.....	53.00	149.16	\$5,181.67

1882.38
1911
1901.49

McGill-Warner Co.

✓ <u>Empire Builder Book</u>			
Paper stock and labor..	3,858.00		
Preparation cost.....	39.23	3,897.23	
✓ <u>Empire Builder Train Directories</u>			
10 M Reprint.....	128.44	128.44	
✓ <u>Empire Builder & Oriental</u>			
Limited Books - 50 M....	473.40		
Preparation cost..	79.35	552.75	
✓ <u>"Carefree Vacations" Folder</u>			
6 M.....	180.00	180.00	
✓ <u>U. S. Map Folders - 60 M....</u>	2,100.00		
Preparation cost....	747.06	2,847.06	
✓ <u>Aeroplane Map Folders</u>			
26,500.....	848.00		
Preparation cost..	1,588.38	2,436.38	

McGill-Warner Co. (Con't)d

✓ Glacier Park Circular No. 1-31

50 M.....\$2,096.00
Preparation Cost..... 298.57 \$2,394.57

✓ Glacier Park Picture Books

25 M..... 773.00
Preparation Cost..... 341.00 1,114.00

Interesting Information

✓ 30 M..... 471.60 471.60

✓ Paper stock for 75 M maps to be held..... 569.00 \$14,591.03

Louis F. Dow Co.

✓ Great Northern Map Folders

150,800.....5,586.00
Preparation Cost..... 216.00 5,802.00

✓ Illustrated Map Folders - 21,500..... 875.87 875.87

"Vacations for All" folder- 26,500..1,076.17 1,076.17 7,754.04

E. S. Ferrey & Son

✓ "To and From California" Folders

5 M..... 64.90 64.90 ✓

✓ Luther League Folders - 5,150.... 43.15 43.15 108.05

Webb Publishing Co.

15 M Saddle Horse Trip Books..... 92.50
Preparation cost..... 10.40 102.90 102.90

Heiden's Mailing Bureau

500 Folders- Tacoma Travel Bureau....19.00
Preparation cost.....15.00 34.00 34.00

Independent Commercial Co.

6 M Folders..... 50.96 50.96 50.96

W. H. Gordenier - Services on Glacier Park and From the Car Window maps.....	\$24.50	
Greene Engraving Co. - Art work, etc., on N.E.A. folder.....	49.91	
Art work on "Building Owners & Managers Book".....	139.00	
David Advertising Co.- Art work on "Drive Yourself" folder.....	25.08	
Quality Park Engraving Co. - Halftones.....	20.99	
Buckbee-Mears Co. - Art Work, etc., on Train Service Book.....	70.29	
Art Work on "Land of Shining Mts." book.....	45.18	\$374.95
		\$28,197.60
Less credit acct. C.N. Ry. proportion of cost of 2500 Alaska folders.....		27.08
		\$28,170.52

Illustrated Booklets and Folders

Budget.....	\$35,000.00
Printing.....	\$24,007.37
Electros, cuts, etc.....	4,163.15
	<u>28,170.52</u>
	\$ 6,829.48

ACCOUNT 5 - Advertising Literature
 Sub-Account B-2 - Illustrated Folders & Books -
 Electros, cuts and art work

McGill-Warner Co.

Art work, plates, etc., - Empire Builder & Oriental Limited book.....	\$60.00	
Off-set plates for Aeroplane Map folder.....	623.15	
Black plate for " " "	475.00	
Correcting & changing U.S. map plates.....	390.00	
Plates for Glacier Park Picture Books.....	341.00	
		\$1,889.15

Buckbee-Mears Co.

Art work, plates, etc., account Aeroplane Folder.....	393.84	
" " " " " " "	96.39	
" " " " Train Service Book.....	70.29	
" " " " Land of Shining Mts.....	45.18	
" " " " Dude Ranching in the Rockies.....	27.80	
" " " " U. S. Map Folder.....	357.06	
" " " " Empire Builder Book.....	39.23	
		1,029.79

Randall Co.

Art Work, etc., account Dude Ranch folder.....	221.75	
" " " " American Society of Engineers...	43.00	
" " " " Alaska Folder.....	44.30	
" " " " Congregational Church.....	23.34	
		332.39

Greene Engraving Co.

Art work account 1931 Rate Circular.....	148.07	
" " " Empire Builder & Oriental Book.....	7.35	
" " " N.E.A. Folder.....	49.91	
" " " Building Owners & Managers Book.....	139.00	
" " " Luther League Folders.....	4.27	
		348.60

McJunkin Adv.Co. - Art work, etc., account Dude Ranches in the Rockies.....		58.75
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Webb Publishing Co.....		10.40
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W. H. Gordenier

Services rendered on system and Glacier Park rate map...	12.00	
" " " American Society of Engineers map.....	10.00	
" " " Glacier Park and Car Window maps.....	24.50	
" " " Glacier Park rate Circular Map.....	76.00	
" " " Empire Builder & Oriental Ltd. Book....	12.00	
		134.50

Brought Forward.....\$ 3,803.58

H. Armstrong Roberts - 2 photos used in Dude Ranch Book.....\$20.00

David Adv. Co. - Mech. Expense account Drive Yourself Folder....25.08

Louis F. Dow Co.

Alterations on type matter on back of Great Northern
Railway Map (Scheuerle).....216.00

Quality Park Engraving Co. - Halftones..... 20.99

Wentworth Advertising Service - Art work used on Glacier Park
Rate Circular..... 62.50

Western Engraving & Colortype Co. - 1 line engraved map for
Tacoma Travel Bureau Book..... 15.00 359.57

\$4,163.15

ACCOUNT 6 - Miscellaneous Printing
Sub-Account A-1 - Menus - Cuts and Art Work

Randall Co. - 1 set process plates for menus.....\$152.88

ACCOUNT 6 - Miscellaneous Printing
Sub-Account A-2 - Menus - Printing

Randall Co. - 700 Menus - American Society of Civil Engineers.....\$38.56

100 " - Camp Owakonze..... 15.09

\$53.65

ACCOUNT 6 - Miscellaneous Printing
Sub-Account C-1 - Blotters- Hand

Louis F. Dow Co.

34,486	Indian Blotters	- Jan.....	\$272.06	
32,552	" "	- Feb.....	256.80	
1,984	" "	- Mar.....	15.65	
34,247	" "	- Apr.....	270.18	
36,312	" "	- May.....	286.46	
36,246	" "	- June.....	285.94	
1,046	" "	- July.....	14.29	
38,365	" "	- Aug.....	302.66	
36,216	" "	- Sept.....	289.14	
36,244	" "	- Oct.....	285.92	
36,218	" "	- Nov.....	285.72	
36,184	" "	- Dec.....	285.45	
36,214	" "	- Jan.....	285.89	
36,214	" "	- Feb.....	286.89	
		- Mar.....	285.69	\$3,422.85

Scribner Press

17 M Blotters	105.08	105.08
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McGill-Warner Co.

4,500 Blotters.....	38.25	
10 M Glacier Park & Waterton Lakes		
Blotters....	65.00	103.25
		\$3,631.18

ACCOUNT 6 - Miscellaneous Printing
Sub-Account C-2 - Blotters- Desk

McGill-Warner Co.

2 M Prince of Wales & Lake McDonald desk blotters....	\$270.00	
2500 Many Glacier & Glacier Park Hotel "	325.00	
1 M Map Desk Blotters- W. E. Hunt.....	80.00	
2 M " " - J. S. Bock.....	160.00	
3 M Ea. Empire Builder & Oriental Limited Desk "	260.00	
300 Desk Blotters- J. C. Maher.....	40.00	
500 " " - E. A. Dye.....	50.00	
100 " " - E.L. Buchanan.....	18.00	
100 " " - Winnipeg Ltd. Blotters.....	16.50	\$1,229.50

Railroader Printing Co.

150 desk blotters - imprinted.....	5.00	
		\$1,234.50

ACCOUNT 6 - Miscellaneous Printing
Sub-Account D - Ticket Envelopes

McGill-Warner Co.

10 M Coupon Ticket Holders.....	\$200.00	
25 M Litho Ticket Envelopes.....	<u>148.95</u>	\$348.95

Budget.....	\$400.00
Expended.....	348.95
	<u>\$ 51.05</u>

ACCOUNT 6 - Miscellaneous Printing
Sub-Account E - Circulars, Flyers and Inserts

McGill-Warner Co.

2 M Flyers - Noyes to Crookston.....	\$27.00	
5 M " - Livestock Exposition.....	56.00	
2500 Hand Bills.....	<u>22.50</u>	\$105.50

Randall Co.

20 M Colored inserts for the Davenport Hotel...	140.14	140.14
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Independent Commercial Printers - 24 M Circulars.....	160.17	
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Railroader Printing Ch. - 500 Flyers.....	10.50	\$416.31
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Budget.....	\$1,200.00
Expended.....	416.31
	<u>\$783.69</u>

ACCOUNT 6 - Miscellaneous Printing
Sub-Account F - Post Cards

<u>Randall Co.</u> - 18,200 Post cards.....	\$72.60	
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177 M double post cards.....	566.15	
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<u>Hallam Press</u> - 200 Post cards.....	4.00	
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<u>Glacier Park Hotel Co.</u> - 15 M Post cards.....	65.25	
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<u>R. C. Michkils</u> - 50 - 1 cent post cards.....	.50	
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<u>N. D. Kellar</u> - 1 M - 1 " " ".....	<u>10.00</u>	\$718.50
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Budget	\$1,800.00
Expended.....	718.50
	<u>\$1,087.50</u>

ACCOUNT 6 - Miscellaneous Printing

Sub-Account G - Miscellaneous

<u>McGill-Warner Co.</u>	-	500 Sets drayage slips.....	\$8.00	
		5 M Calendar labels.....	11.25	
		100 placards.....	8.00	
		100 sheets trade mark proofs.....	4.50	
		36 M sets U.S.maps patched.....	126.00	
		5 M literature distributing sheets.....	29.80	
		5 M train books patched.....	8.75	
		300 proofs G.N. trade mark.....	4.50	
		25 map folders imprinted.....	5.50	
		5 M prepaid express labels.....	8.75	
		5 M deadhead labels.....	8.75	
		5 M U.S.map folders patched.....	20.00	
		5 M Goat trade mark labels.....	25.00	\$268.80

Handall Co.

4500 Pro. 812	22.54	
1500 Requests for literature....	7.51	
10 M Goat stickers.....	72.03	
5 M Pro. 758	16.17	
200 Playing Cards Hangers.....	39.20	
50 Form 2886-G -New Jersey Elks..	2.69	160.14

<u>E. S. Ferrey & Co.</u>	- 10 M Mailing labels.....	15.90	
	5 M " "	10.00	
	8 M Announcements cards.....	23.25	
	5 M Mailing labels.....	10.00	59.15

Railroader Printing Co.

Binding 1 vol. Traffic World.....	4.50	
5 M "Itinerary of Your Trip"	28.00	
10 M News Bulletins.....	21.00	
5 M " "	18.90	
400 Excursion placards.....	20.00	
5 M Pro. 739.....	18.90	
5 M Pro. 803.....	23.00	
Letterheads and envelopes for August Hohenstein acct. Odd Fellows.....	4.70	
10 M Stock & Grain quotations....	35.00	174.00

Independent Commercial Printing Co.

400 Schedule cards.....	47.50	
6 M folders.....	35.28	82.78

Scribner Press - 2 binders gold stamped.....	4.50	4.50
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Rand McNally & Co. - 10 M copies "G.N.Tour of Japan"	
itineraries.....	\$361.35
F. C. Hewson - 500 envelopes for mailing Transcontinental Tour	
Folder.....	5.30
Robert A.Holden Co. - 3 M Announcements for the Opening of the	
New Ticket Office.....	54.39
Beach Printing Co. - 100 Placards.....	8.00
H. C. Boyeson - 15 Brief covers and 1 M Suspension rings for	
Passenger Dept. itineraries.....	6.57
	\$1,184.98
Less credit acct. E.S.Ferrey & Son adjustment of charges.....	36.90
	\$1,148.08

Miscellaneous Printing

Budget.....	\$3,000.00
Expenses.....	<u>1,148.08</u>
	\$1,851.92

ACCOUNT 6 - Miscellaneous Printing
Sub-Account H - Multigraphing, Addressing and
Mailing Service

Randall Co.

150 M Glacier Park Vacation Folders addressed...	\$1,198.05	
150 M Post cards and folders inserted in		
envelopes.....	382.20	
Addressing 20 M Teaser envelopes and inserting		
booklets.....	210.70	\$1,790.95

S. W. Stokes

4500 Letters multigraphed and 4500 envelopes addressed - A.J. Dickinson.....	91.20	91.20
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Boston Office

Letters processed.....	5.46	
Letters multigraphed.....	3.56	
List of 1200 names for solicitation of business	10.00	
500 itineraries duplicated - Rotarian Con....	9.50	
Letters multigraphed - Rotarian.....	5.00	33.52

Pittsburgh Office

2 M Letters multigraphed.....	12.15	12.15
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Quality Park Envelope Co.

166,550 Open End Envelopes.....	310.21	310.21
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David Adv. Co.

Boyd's City Dispatch - 3600 names of art instructors	\$35.00	35.00
Pioneer Electric Co.-rental of motor for mailing machine	2.50	2.50
Multigraphing Service Co.- Multigraphing letters.....	2.75	2.75
Madison Letter Co. - " "	19.23	19.23
<u>Des Moines Office</u> - Letters multigraphed.....	24.41	24.41
C. F. O'Hara - Multigraphed letters.....	6.70	6.70
Thomas E. Ward- Letters multigraphed and addressed.....	13.75	13.75
John Beissel - Multigraphing plates for P.H. Burke, J. H. Kenney and H. S. Schuette.....	10.50	10.50
Multigraphing plates.....	10.50	10.50
Chicago Office - 100 Multigraphed letters - Powers Tour...	4.50	4.50

Heiden's Mailing Bureau

Multigraphing 7400 letters with 10 changes,
addressing 1712 envelopes and circularizing
teachers.....\$27.30

Multigraphing and addressing circulars
account Seattle Advertising Club..... 4.77 \$32.07

United Commercial Travelers

Mailing 1900 circulars account Grand Council
Reunion at Winnipeg.....25.00 25.00

Louis F. Dow

15,946 Glacier Park illustrated maps folded
to be inserted in "Call of the Mts"....85.92 85.92

\$2,510.86

Less credit acct. Boyd's City Dispatch......86

\$2,510.00

Multigraphing, Addressing and Mailing Service

Expended.....\$2,510.00

Budget.....1,500.00

\$1,010.00

ACCOUNT 7 - Calendars
Sub-Account A - Wall Calendars

Pedro Ley - Our proportion of cost of printing 1931 calendars for Chinese intransit business Havana to Hong Kong.....	\$50.00	
McGill-Warner Co. - 25 M calendar labels.....	\$40.00	
3,245 wall calendars patched for the Orient.....	19.00	59.00
Mullery Paper Box Co. - 20 M calendar tubes.....	377.30	
2 M " " " ".....	31.85	409.15
Duluth Office - Distribution of calendars.....		3.00
		<u>\$521.15</u>

Budget.....\$4,500.00
Expended..... 521.15
\$3,978.85

ACCOUNT 7 - Calendars
Sub-Account B- Small Art Calendars - Electrospeuts

Louis F. Dow Co.

3 sets off-set color plates for April, May and June..	\$874.65	
4 " " " " " July to October.....	1,166.20	
2 " " " " " Nov. and Dec.....	583.10	
2 " " " " " Jan. and Feb.....	583.10	\$3,207.05

291.55

ACCOUNT 7 - Calendars
Sub-Account B-2 - Small Art Calendars - Printing

Louis F. Dow Co.

60,846 February Calendars.....	\$1,341.66	
60,881 March ".....	1,342.42	
60,452 - April ".....	1,332.97	
60,654 - May ".....	1,337.43	
60,684 - June ".....	1,338.08	
60,727 - July ".....	1,339.25	
60,659 - August ".....	1,337.53	
60,435 - September ".....	1,332.59	
60,009 - October ".....	1,323.19	
61,864 - November. ".....	1,364.10	
60,645 - December ".....	1,337.22	
59,823 - January ".....	1,288.04	\$16,014.48

Ree paid Register of Copyrights, Washington, D.C.,
in connection with copyrighting ³⁴ Indian subjects..... 72.00
Condensing Agents' lists..... 24.00
\$16,110.48

ACCOUNT 7 - Calendars

Sub-Account B-3 - Small Art Calendars - Envelopes & Protectors

Louis F. Dow Co.

Envelopes & Protectors for Feb. Calendars.....	\$757.28	
" " " Mar. " ..	757.73	
" " " April " ..	752.38	
" " " May " ..	754.90	
" " " June " ..	755.28	
" " " July " ..	755.93	
" " " August " ..	754.96	
" " " September " ..	752.17	
" " " October " ..	746.87	
" " " November.; " ..	769.95	
" " " December " ..	754.79	
" " " January " ..	744.56	\$9,056.80

ACCOUNT 7 - Calendars

Sub-Account B-4 - Small Art Calendars - Sorting, Handling, etc.

Louis F. Dow Co.

Sorting calendars and inserting calendars and
attaching labels from Feb. to Jan., incl.....\$4,111.33

75 rolls gummed strips..... 122.89

McGill-Warner Co. - 10 M Calendar labels..... 20.00

\$4,254.22

Small Art Calendars

Expended.....\$32,628.55

Budget.....30,000.00

\$ 2,628.55

ACCOUNT 8 - Photographic Expense
Sub-Account A - Salary & Expenses of Photographers

T. J. Hileman

Expenses account trip East during March.....	\$47.10
" " " " April.....	181.85
Services of helper for 7 days.....	14.00
Expenses account trip from Columbia Falls to St. Paul.....	29.65

Pickett Photo Co. - Expenses account trip to Leavenworth..	64.00	\$336.60
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ACCOUNT 8 - Photographic Expense
Sub-Account B - Negatives and Prints

T. J. Hileman

6 - Photos - Indian Encampment on Two Medicine....	\$2.40
24 "	9.41
56 " (Sent to E. H. Moot).....	21.95
1 " 12x16.....	1.25
42 "	16.80

6 panels @ 25¢.....	\$1.50	
31 " 4x5 @ 6¢.....	1.86	
1 - 7x11 print @ 40¢.....	.40	
11 - 8x10 prints (delivered to Many Glacier) @ 35¢	3.85	
38 - 5x7 prints @ 25¢	9.50	
279 prints @ 5¢.....	16.35	
	\$33.46	
Less dis.....	.67	32.79

139 - 4x5 prints @ 6¢.....	8.34	
488 - 2 1/2 x 4 1/4 " @ 5¢.....	24.40	
16 - 6x20 panels @ 65¢.....	10.40	
27 - 5x7 prints @ 25¢.....	6.75	
242 - 5x7 prints @ 20¢.....	48.40	
	\$98.29	
Less dis.....	3.71	94.56

10 - 8x10 prints (L.D. Kitchell)	
4 - " " (O.J. McGillis)	
114 - " " (C. W. Meldrum).....	50.18

12 - 8x10 New Yorker.....	7.35	
9 - " Mike Shoot	7.12	
84 - " for Miss Story.....	32.93	
Photos.....	43.60	
	191.00	\$320.34

Lenz & Janssen, New York - Photos of Cora Scovil window.....\$72.00
 National Studios, New York, - " " " " " 24.50
 Kaufman & Fabry Co., Chicago, - 120 prints of train interiors.... 36.00

William Bull

1 copy of long freight train.....	\$3.00	
1 neg. of Japan window.....	3.00	
8 enlargements.....	4.00	
12 dupl. of trail scenes.....	6.00	
1 copy plaque.....	3.00	
14 dupls. of Indian scenes.....	7.00	
36 " from 6 negs. of engines.....	18.00	
	<u>\$44.00</u>	
Less dis.....	.88	43.12
2 - 24x36 enlargements.....	\$20.00	
12 - dupl. mile long freight train.....	6.00	
	<u>\$26.00</u>	
Less dis.....	.52	25.48
Photo of Northwestern Bank window.....	3.72	
6 dupls. of neg. #1157 -18 of Engine #2577.....	11.76	
1 - 30x40 - Wm. Crooks & old coaches.....	14.70	
1 print Old Construction crew.....	.50	
2 - 14 " XXXX Enl. Engine #2044.....	2.00	
Copy " " " " "	3.00	
1 - 13" Enl. of Engine 2044.....	1.00	
	<u>6.50</u>	
Less dis.....	.13	6.37
9 copies of cities enlarged to 11x14.....	36.00	
1 night flash of Golden Rule window.....	14.00	
1 " " " " "	1.00	
2 neg. Engine #2513.....	3.00	
	<u>\$44.00</u>	
Less dis.....	.88	43.12
6 prints of Engine #2517	3.00	
1 copy of " "	3.00	
30 prints of copies of engines.....	15.00	
6 dupl. of Oriental in Cascades.....	3.00	
6 copies of steamships.....	18.00	
6 dupl. of J.J. Hill.....	3.00	
	<u>\$45.00</u>	
Less dis.....	.90	44.10
2 1/2 32x40 Engine photo mounted.....	56.35	
2 - 16x20 Chef & Waiter mounted.....	8.00	
5 - 24x36 Interiors of dining cars.....	50.00	
4 dupls. of Indians.....	1.29	115.64

William Bull (Cont'd)

1 - 20x30 enlargement.....	\$6.00	
1 night flash.....	4.00	
3 copies of California scenes.....	9.00	
6 -16x20 enlargements - California scenes.....	21.00	
15 prints of asstd.negatives.....	7.50	
12 dupls. of E.B.on Stone Arch Bridge.....	6.00	
6 dupls. of Glacier Park Hotel.....	3.00	
	<u>\$56.50</u>	
Less dis.....	1.13	\$55.37
6 - 24x36 Enl.of Interior Views.....	54.00	
1 - 30x40 Stone Arch Bridge.....	13.50	
1 -14x20 E.B. on Stone Arch bridge...	2.80	
6 dupls.....	18.00	
Photos.....	<u>44.13</u>	<u>132.43</u>
		495.81 495.81

Percy Rainford, New York

11 negatives and 55 prints
(Ordered by Winold Reiss).....82.50

McJunkin Adv. Co.

1 - 11x14 copy negative and 2 vedox prints of golfer illustration.....	4.90	
15 - 8x10 photos of Empire Builder and Oriental Limited Interiors by Kaufman & FabryCo.....	259.00	
6 - 8x10 glossy prints.....	41.00	
Model charge.....	205.00	
Taxi fare.....	<u>5.00</u>	510.00 (1930)
1 glossy print of 11 negatives of Interior views in Empire Builder.....	7.75	
1 12x40 photographic enlargement each of illustrations #3 and 6.....	6.50	
2 -11x14 photographic enlargement each of illustrations #8,9 and 10.....	11.00	
4 Photos (1-White House,Washington,D.C. 1- Capitol, " " 1- Empire Steel Bldg. 1- Mt. Vernon).....	46.00	
1 - 8x10 neg. of aerial views of pier and skyline at San Francisco		
4 - 40x58 enlargements.....	67.50	
2 Photostats of negs.....	1.00	
3 orig. photos of Mt.Shasta, Feather River Canyon and Crater Lake..		
3 -8x10 negatives- 6- 6x40 enlargements.....	<u>73.00</u>	722.75

University Foto Shop, Minneapolis, - Football photos.....\$68.00
 Graphic Arts, Minneapolis..... 3.00
 Van Damme Photo Co. - 4 photos hand colored in oils.....20.00

Haynes Photo Studio - 12 B & W prints of Going-to-the-Sun....\$4.20
 1 B & W - 8 1/2 x 12 1/2,,,,,,.....1.30 5.50

Kenneth Wright, St. Paul - 2 Aerial photos.....5.00

St. Paul Abstract Co. - 3 negatives.....2.10

Greene Engraving Co.....3.00

Buckbee-Mears Co.

5 prints Crooks Engine.....\$5.39
 6 " Electric Train.....2.00
 5 photos neg. #33.....7.50
 1 - 8x10 copy neg. & 12 prints.....6.90
 15 photos.....7.38
 2 copies & 2 enlargements.....38.07
 11 copy negatives and 22 prints.....21.56
 4 California scenes.....4.50
 24 prints for film.....10.58
 12 photos of train along mountains....6.00 109.88

Arthur Prentiss, Portland, Ore.....4.50

Pickett Photo Co., Index, Wash.....\$2.00

Simmer Photo Co., Wenatchee, Wash.....11.45

L. D. Lindsley, Seattle, Wash.....5.50

Frank J. Jacobs, Seattle, Wash.....3.50

Pierson Studio, Seattle, Wash.....9.00

H. S. Lawton, San Francisco, Cal.....7.50

S. H. Rosenthal, Los Angeles.....8.00

Keystone Photo Service, Los Angeles.....9.00

Jensen's Photo Co., Minot.....5.00

Petek Studio, Billings.....4.50 69.95

Glacier Park Hotel Co. - 90-8x10 Prints.....36.00

Kurt B. Florman, Duluth.....11.00

C. A. Libby - Photos of train load of flour.....75.50

\$ 2,162.83

Less credit - C.C. Gardner - Photos.....15.00

\$2,147.83

ACCOUNT 9 - Electros, Cuts and Art Work

Greene Engraving Co. - Halftones, etc.....	\$471.96
Randall Co. - Electros.....	556.99
McGill-Warner Co. - "	218.91
Buckbee-Mears Co.....	93.65
David Adv. Co.....	25.00
McJunkin Adv. Co. - 72 etchings of Goat trademark engraving...	161.81
Artcraft Engraving Co.....	6.52
Webb Publishing Co.....	1.45
Railroader Printing House.....	5.25
Quality Park Engraving Co. - 1 set duotones.....	102.10
Outlook & Co. - 1 cut.....	8.75
JohnxBaixaxxixxxMullixgraxxpxkxkx	10.50
	<u>\$1,652.39</u>
Less credit account old cuts sold.....	<u>20.54</u>
	\$1,631.85

Budget	\$2,000.00
Expended.....	<u>1,631.85</u>
	\$ 368.15

ACCOUNT 10 - Pictures, Frames, Packing, etc.
Sub-Account A - Works of Art purchased for hanging
in public places, for reproduction, etc.

Miss M. Jewell - Coloring picture size 24x38 for Mr. Kenney.....\$8.00
Haynes Picture Shop - 5 H. P. Photographs.....\$75.00
1 B.& W. enlargement..... 3.00 78.00
\$86.00

ACCOUNT 10 - Pictures, Frames, Packing, etc.
Sub-Account B - Plates and Printing

Pacific Coast Stamp Works.....\$3.00
Gus Messing - Title plates.....33.50 \$36.50

ACCOUNT 10 - Pictures, Frames, Packing, etc.
Sub-Account C - Mounting and Framing pictures, Maps, etc.
for hanging in G.N. Offices

E. J. Radlein - Picture framing.....\$3,458.00
- Picture repaired..... 65.00
Metropolitan Bldg. Co. - Making crate for picture..... 5.15
Louis F. Dow - Frames for 12 G.N. pictures..... 20.00
Haynes Picture Shop - 2 H.P. Photos for Mr. Kenney..... 22.00
Lauristown Investment Co. - 1 piece glass for picture..... 1.40
Pacific Picture Frame Co. - 1 frame.....\$6.00
Boxing 4 oils..... 2.50 8.50
Chicago Office- Painting office picture..... .58
Grates Transfer Co. - Building boxes for pictures..... 64.60
Glacier Park Hotel Co. - 2 Flower pictures framed..... 20.00 \$3,665.23
Less credit account insurance on damaged picture..... 65.00
\$3,600.23

ACCOUNT 10 - Pictures, Frames, Packing, etc.
Sub-Account D - Mounting and Framing pictures, Maps, etc.
for free distribution

Haynes Picture Shop - 1 H.P. Photo for Foster Travel Bureau.....\$15.00

Expended.....\$3,737.73
Budget..... 1,200.00
\$2,537.73

Expended over budget account picture framing
by Radlein.

ACCOUNT 11 - Railway & Steamship Guides
Sub-Account A - Cost of Guides furnished G.N. Offices

National Railway Publication Co. - Guides furnished.....\$60.00

ACCOUNT 11 - Railway & Steamship Guides
Sub-Account B - Cost of Representation

National Railway Publication Co. - Representation.....\$2,940.08

David Adv. Co. - Mechanical Expense..... 342.36

McGill-Warner Co. - Correcting elevation scale map,.....\$94.00
Correcting official guide map.....197.50 291.50

\$3,573.94

Railway & Steamship Guides

Expended.....\$3,633.94

Budget..... 3,335.00

\$ 308.94

Expended over budget on account of David Adv. Co. and McGill-Warner Co.
mechanical expense.

ACCOUNT 12- Advertising Distribution Expense
Sub-Account A - Cartage, Freight & Express-Local Hauling

Grates Transfer Co.....	\$478.60	
Ed. Lynch Express Co.....	392.50	
Pacific Transfer Co.....	5.25	
Seattle Transfer Co.....	99.65	
Peoples Express Co.....	4.50	
Portland Office.....	27.00	
San Francisco Office.....	5.75	
Los Angeles Office.....	2.50	
Boston Office.....	11.50	
Chicago Office.....	1.25	
New York Office.....	5.80	
Van Bus Delivery Co.....	2.05	
Philadelphia Office.....	5.50	
Pittsburgh Office.....	3.00	
Detroit Office.....	.50	\$1,045.35

Expended	\$1,045.35
Budget.....	1,000.00
	\$ 45.35

ACCOUNT 12 - Advertising Distribution Expense
Sub-Account A-2 - Cartage, Freight & Express-Freight & Express

Railway Express Agency.....	\$3,897.49	
Chicago Office.....	191.54	
Boston Office.....	8.76	
New York Office.....	.75	
Cleveland Office.....	1.83	
Philadelphia Office.....	1.27	
Cincinnati Office.....	5.67	
Pittsburgh Office.....	3.29	
Des Moines Office.....	5.54	
Detroit Office.....	1.76	
Milwaukee Office.....	4.52	
San Francisco Office.....	45.60	
Los Angeles Office.....	32.08	
Sacramento Office	.65	
Portland Office.....	5.87	
Seattle Office.....	1.55	
Spokane Office.....	1.83	
Klamath Falls Office.....	1.32	
A. H. Hebb.....	.97	
Western Assn. of Art Museum - Express charges.....	37.07	
McJunkin Advertising Co.....	14.16	
Ray-Bell Film Co. - Express charges on film.....	16.48	
Cora Scovil.....	8.00	
C. B. & Q. Ry. - Freight adjustments.....	265.27	\$4,381.27
Less credit - Railway Express agency.....		6.19
		\$4,375.08

Expended	\$4,375.08
Budget	3,600.00
	\$ 775.08

ACCOUNT 12 - Advertising Distribution Expense
Sub-Account B-1 - Postage on Goats

Postage on Goats.....	\$430.10
Expended....	\$430.10
Budget.....	\$400.00
	<u>\$ 30.10</u>

ACCOUNT 12- Advertising Distribution Expense
Sub-Account - B-2 - Postage and duty on calendars

Postage on calendars from Jan. to Dec., incl.....	\$10,843.18
Custom Duty stamps on calendars.....	550.00
Vancouver, B.C. - Postage and duty on calendars.....	17.46
Victoria, B.C. - " " " " "	16.98
Nelson, B.C. - " " " " "	6.72
Toronto, Ont. - " " " " "	64.82
Winnipeg - " " " " "	152.00
Los Angeles, Cal.- " " " " "	1.79
J. H. Morris - Duty on calendars.....	9.13
N.Y. K. - Handling and forwarding charges on calendars shipped to China.....	<u>2.89</u>

Expended	\$11,664.97	\$11,664.97
Budget.....	<u>10,000.00</u>	\$1,664.97

ACCOUNT 12- Advertising Distribution Expense
Sub-Account B-3 - Postage on literature & other mail
matter

Postage from Jan. to Dec., incl.....	\$7,710.15
McJunkin Advertising Co. - Postage.....	120.35
Victoria, B.C. - "	.98
Toronto, Ont. - "	7.75
Winnipeg, Man. - "	31.06
Vancouver, B.C. - "	52.44
San Francisco, Cal. - "	3.01
Sherwood Dunn - Duty on-prints.....	3.00
J. W. McAllister - Duty on advertising literature.....	<u>1.79</u>

Budget.....	\$8,000.00	\$7,946.53
Expended.....	<u>7,946.53</u>	
	<u>\$ 53.47</u>	

Advertising Distribution Expense

Expended.....	\$25,468.22
Budget.....	<u>23,000.00</u>
	<u>\$ 2,468.22</u>

ACCOUNT 13 - Bulletin Board Advertising
Sub-Account B - Space Rentals

Rental of Tyee Roof Building - Jan. to Dec., Incl.....\$5,400.00
Foster & Kleiser - Bulletin display advertising in Seattle,
Tacoma and Portland from Jan. to Dec., incl.....7,370.00
J. B. Coltrane - Bulletin board advertising at Mt. Vernon
Jan. to July, incl.....70.00
\$12,840.00

ACCOUNT 13 - Bulletin Board Advertising
Sub-Account B - Maintenance, Repaints, etc.

Hayward-Larkin Co. - Illuminating bulletins Jan. to Dec., incl...\$510.00
Lettering and painting 3 bulletins at Spokane....195.00
Painting out line on bulletin.....4.50
Foster & Kleiser - Service on illuminated roof display Jan. to
Dec., incl.....90.00
Repainting bulletin at Bellingham.....35.00
Painting bulletin at Everett, Mt. Vernon and
Bellingham.....165.00
Painting 2 bulletins at Seattle.....180.00
2 colored photostats to be used in the
repainting of display.....13.77
David Hall Sign Co. - Repainting 2 bulletins.....133.33
Repainting 2 "133.33
David Advertising Co. - Poster design for Snelling Ave. Bridge....35.00
Third St. Bridge Neon sign sketch.....32.50
Theits & Grant - Lettering large fence in colors at Snelling
Ave. Bridge.....195.75
Electrical Products Corp. - Expenses incurred in connection with
the proposed Neon sign on Tyee Bldg.....191.29
Spokane Advertising Sign - Lighting.....72.32
Washington Water Power Co...Lighting billboards.....321.80
Puget Sound Electric Co.- Lighting O.L. Sign.....123.03
Expendeds.....\$15,271.62
Budget.....15,000.00
\$ 271.62
Expendeds over budget account expenses of proposed Neon sign on Tyee Bldg.

ACCOUNT 14 - Motion Picture & Lecture Advertising
Sub-Account A - Salaries & Expenses of Lecturers,
Repairs, etc.

S. P. Treiber - Services as moving picture operator.....	\$36.80
L. D. Kitchell - Expenses account California lecture tour..	\$32.50
Repairing film and machine.....	6.00 38.50
<u>Ray-Bell Film Co.</u> - Shipping out films.....	\$77.32
Storage on film from Nov. 1929 to Dec. 1930.....	83.25
Expenses account booking film "Conquest of the Cascades" -Feb.....	15.97
Revising, splicing and inserting new film in L.D. Kitchell reels.....	18.62 195.16
Haynes Picture Shop - 1 case for shipping film.....	4.50
Edward H. Kemp - Film inspected and repaired.....	16.00
Boston Office- Expenses account lectures.....	22.00
Los Angeles Office- " " " 	2.50
Detroit Office - " " " 	19.00
Seattle Office - " " " 	5.00
Philadelphia Office - " " " 	6.00
Chicago Office - " " " 	9.03
St. Louis Office - " " " 	2.85
National Theatre Supply Co. - 1 Acme Reflector & repairs.....	7.50
Commonwealth Edison & Co. - 4 lamps for projector.....	6.20
Burleigh Brooks - 1 piece for projector.....	4.00

\$375.04

Expended\$375.04

Budget..... 350.00

\$ 25.04

ACCOUNT 14 - Motion Picture & Lecture Advertising
Sub-Account B - Making new motion picture negative

General Film Recording Corp. - Portion of motion picture film featuring the G.N. Ry., shown at the Fox Fifth Avenue Theatre.....	\$25.00
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ACCOUNT 14 - Motion Picture & Lecture Advertising
 Sub-Account C - Slides & Motion Picture film furnished
 outside companies and individuals

Haynes Studio - 5 H. P. Slides for Miss K. Freywacz.....	\$6.50	
1 H. P. Slides- Rev. A. W. Luce.....	1.36	\$7.86
Ray-Bell Film Co.- 952 ft. film "Land of Shining Mountains"		
for Dr. G. C. Kuhle.....	\$39.36	
Film and slides for Paramount Theatre	57.06	
1 reel "Land of Shining Mountains"		
sent to Isabel Story.....	39.25	135.67
		\$143.53
Budget.....	\$200.00	
Expended.....	143.53	
	\$ 56.47	

ACCOUNT 14 - Motion Picture & Lecture Advertising
 Sub-Account D - Slides and Motion picture film
 furnished company representatives

Haynes Picture Studio - 6 H.P.Slides for E.H. Moot.....	\$7.66	
5 H.P. " " J. H. Brinkman....	6.42	
11 H.P. " "	13.75	
2 H.P. " " C. A. Rand.....	2.62	30.45
Ray Bell Film Co. - 2 shipping cases for P.H. Yorke.....	5.50	
175 ft. of Glacier Park scenes.....	7.25	12.75
Budget.....	\$600.00	\$43.20
Expended.....	43.20	
	\$556.80	

Motion Picture & Lecture Advertising

Budget.....	\$1,150.00
Expended.....	586.77

\$ 563.23

ACCOUNT 15 - Exhibits

Sub-Account A - Labor and Material for window displays

Heiman Co., St. Paul, Minn.....	\$1,887.53
Kennedy Display, St. Paul, Minn.....	200.17
Capital City Scenic Co. - Painting and furnishing cuts.....	32.50
Theits & Grant.....	682.43
Commercial Show Card Co., St. Paul, Minn.....	345.49
Moire's, St. Paul, Minn. - Velour, tapestrine, poster cards, etc...	41.75
A-Trac-Tiv Window Display, St. Paul - Easels.....	338.11
Osgood & Blodgett Co., St. Paul, Minn. - Material.....	35.00
Northern States Wire Co., St. Paul - Wire frames.....	2.25
Golden Rule, St. Paul - 1 set display drapes.....	15.00
Robinson Straus & Co. - Christmas trees for window displays.....	32.01
J. R. Carr, St. Paul, Minn. * Painting 2 window displays.....	74.48
Grates Transfer Co., St. Paul - Building Boxes.....	69.66
E. J. Radlein - ?.....	144.50
E. L. Sibbett, Minneapolis - 1 display.....	26.46
Haynes Picture Co. - 4 H.P. Transparencies.....	54.80

C

3,982.14

Cora Scovil, New York.....	3,528.00
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Modern Art Studio, Chicago.....	\$38.25	38.25
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McJunkin Adv. Co., Chicago, - Window display material for use in Chicago, Eastern Cities, West Coast and Twin Cities.....	1,343.90	
Photos and enlargements.....	1,592.40	
1 - 30x40 blow-up.....	18.50	2,954.80

Kaufman & Fabry Co., Chicago, - 3 Old Master enlargements for west end window displays	30.00	30.00
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John Kabel - 6 Photos.....	252.00	252.00
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Deighan Show Card Co., Detroit, Mich. - 1 window card.....	4.00
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William Blonder - 15 wood carvings.....	139.00
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Beach Printing Co., Sioux Falls, So.Dak. - 260 placards.....	10.00
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Oregon Short Line R.R.Co. - Our proportion of cost of signs for Butte Consolidated Ticket Office.....	6.00
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Baxter Sign Co., Winnipeg - 1 display and repairing displays.....	110.00
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\$11,054.19

Brought Forward.....\$11,054.19

S.P.& S.Ry.Co. - Our proportion of cost of window cards for the Portland Consolidated Office.....	\$41.80	
O.W.R.R.& N.Co. - Our proportion of cost of window cards for the Bremerton Office.....	14.12	
N.P. Ry. - Our proportion of cost of signs at Tacoma...	4.67	
P. Damascus, Bellingham, Wash. - Window cards.....	4.85	
Engst Sign Co., Wenatchee, Wash. - " "	15.75	
Cliff Sign Co., Wenatchee, Wash. - " "	7.00	
French & Turner Co., Everett, Wash. - 2 cloth signs.....	11.25	
E. L. Buchanan, Nelson, B.C. - Window cards.....	19.00	
R. M. Smith, Bellingham, Wash. - Window cards.....	1.25	
David Hall Sign Co., Vancouver, B.C. - Displays and window cards.....	151.85	
Virg Process, Spokane, Wash.....	298.14	
Dick Long, Tacoma, Wash.....	34.50	
A. H. Hebb, Victoria, B.C.....	10.00	
H. Clark, Victoria, B.C.....	3.50	
Pacific Fruit & Produce Co., Tacoma, Wash. - 3 boxes of apples.....	7.50	
Parry's Display Service, Portland, Ore. - Window cards....	6.65	
Metropolitan Building Co., Seattle - Window cards and Displays.....	402.25	
The Spurgeons, Seattle - 1 window card.....	6.00	
A. A. Scott, Seattle, - Street Decorations.....	16.75	
Economic Display Service, Seattle - Displays.....	14.00	
James P. Gridley, Seattle - Window display cards.....	57.25	
Chas. W. Goodman, Seattle - Rental of decorations on our Seattle Ticket Office acct. Elks Convention	25.00	
Fairview Ranch - 25 boxes of apples.....	38.25	
Wells & Wade Fruit Co. - 5 boxes of apples.....	7.50	
John W. Graham - Crepe paper for Spokane Office.....	3.26	1,202.09
R. Kachel, San Francisco, Cal. - Window Cards.....	53.50	
Messner's, San Francisco, Cal. - Cleaning Velvet.....	2.00	
J; L. Swindelle, San Francisco, Cal. - 2 displays.....	29.00	
George Scroggings, San Francisco, Cal. - "	23.00	
T. W. Hinds, San Francisco, Cal. - 8 displays.....	12.00	
James Hasse, San Francisco, Cal. - Window displays & cards.....	122.00	241.50
		\$12,497.78
Less credit account overcharge for signs sent to Glacier Park...		67.20
		\$12,430.58
Expended.....	\$12,430.58	
Budget.....	9,600.00	
	\$ 2,830.58	

ACCOUNT 15 - Exhibits
Sub-Account B - Art Exhibits, Fairs, Conventions, etc.

Beal Furniture Co. - Rental of table and room used in our
exhibit at the Oroville Orange & Olive Exposition.....\$5.00

Window Displays

Expended.....\$12,430.58

Budget..... 9,600.00

\$ 2,830.58

12435.58

ACCOUNT 16- Joint Advertising
 Sub-Account A - G.N. Proportion of cost of literature
 and publications jointly with other
 companies

B. & O. R.R.Co. - Our proportion of cost of itineraries account Akron Ohio Knights Templar.....	\$60.44	
C.M.St.P. & P.R.R.Co. - Our proportion of cost of printing itineraries account Pacific Northwest and Alaska Tours by Amerop Travel Bureau.....	9.61	
Lehigh Valley R.R.Co. - Our proportion of expenses account Salaam Temple Tour to California.....	\$24.92	
Our proportion of cost of expense account Jersey City Lodge of Elks.....	36.59	61.51
Scandinavian American Line - Our proportion of cost of printing, mailing, postage and distribution of 10 M folders account Northwest Danish Brotherhood Excursion to Denmark.....	300.00	
National Assn. of Bldg. Owners & Managers - Our proportion of cost of special 16-page Seattle Transportation Bulletin	57.56	
C.R.I. & P. Ry. - Our proportion of cost of 3 M copies of Knights Templar Pilgrimage booklets.....	\$101.67	
Our proportion of cost of printing 5 M itineraries, 5 M postcards and mailing account Altrusan Club tour.....	61.10	
Our proportion of cost of advertising in the Altrusans during Mar., April and May.....	50.00	212.77
Erie R.R. Co. - Our proportion of expenses incurred for printing itineraries, letterheads and envelopes account B.P.O.E.Convention.....	17.71	
Our proportion of cost of itineraries for the New Jersey Elks Party.....	12.43	30.14
Pittsburgh Printing Co. - Our proportion of expense in printing itineraries account Pennsylvania Elks Assn. to Seattle.....	17.73	
Southern Pacific Ry. - Our proportion of cost of printing 15 M folders account Pilgrimage Grand Commandaries Knights Templar of California.....	28.48	
Atlantic Coast Line R.R. Co. - Our proportion of cost of 3500 itineraries account Florida B.P.O.E.....	6.61	

Pennsylvania R.R. Co. - Our proportion of amount paid		
Poole Bros. for 3 M Glacier Park-Alaska		
Tour Booklets.....	\$29.46	
Our proportion of cost of 12-page		
folder account Owen V. Davis Tour.....	<u>25.38</u>	54.84
C.R. I. & G. Ry.Co. - Our proportion of cost advertising		
All-Texas Vacation Tour.....		620.75
M. St.P.& S.Ste.M.Ry. - Our proportion of cost of itineraries		
account Miss Mae Patterson Alaska Tour		4.44
Trans-Continental Passn Assn. - Our proportion of cost of		
printing booklets entitled "National Parks		
of U.S." for distribution at the Paris		
Exposition in 1931.....		329.13
Boston & Albany R.R.Co. - Our proportion of cost of joint		
itineraries for the National Council of		
Congregational churches.....		31.23
C.G.W. R.R.Co. - Our proportion of cost of itineraries,		
reservation blanks, coupon books account		
Lumber Merchants Tour from Omaha.....		108.22
Lachelt TravelService - Our proportion of cost of printing		
and mailing folder "Around America".....		50.00
N. P. Ry. - Our proportion of cost of 1 M itineraries account		
Blewitt's Nature Trip.....		15.22
American Legion, Fargo, No. Dak. - Our proportion of cost of		
printing and distributing 5 M folders and		
itineraries account American Legion Tour to Detroit....		50.29
C. & N. W. Ry. - Our proportion of cost of 2 M itineraries acct.		
I.O.O.F.Convention.....		55.55
Our proportion of cost of itineraries in connection		
with the Miller's Tour.....		2.03
A.T. & S. F. Ry. - Our proportion of cost of 10 M 8 page folders		
account Ashmead & Saunders.....		9.35
New York Central R.R.Co. - Our proportion of cost of 3 M itineraries		
account National Education Assn.....		<u>9.60</u>
		\$2,075.50
Expended.....	\$1,967.30	
Budget.....	<u>1,000.00</u>	
	\$1,967.30	
Credit account "All-Expense		
Tour of the American Society		
of Engineers.....		<u>108.20</u>
		\$1,967.30

ACCOUNT 16 - Joint Advertising
Sub-Account B - Our proportion of Burlington Tours
Advertising

C. B. & Q. Ry. - Our proportion of Burlington Tours advertising.....\$5,419.87

Budget.....	\$7,500.00
Expended.....	5,419.87
	<u>\$2,080.13</u>

ACCOUNT 16 - Joint Advertising
Sub-Account C - Farm Tours Advertising

Prairie Farmer

Potts-Turnbull Co. - Our proportion of cost of
advertising on Mar. 28th - 1 page.....\$723.75
" April 25th - 1 page.....723.76
" May 30th - 1/2 page.....379.10
" June 27th - 1/2 page.....379.10
" July 11-25 - 1/4 page ea....344.66

Our proportion of cost of mechanical expense
for advertising in the Prairie Farmer on
April 25th, May 30th, June 20th, July 4th
and 25, and for 10 M itineraries, including
art work, and 20 M reservation blanks.....317.36

Our proportion of cost of 32 M add-
itional reservation blanks..... 10.07 \$2,877.81

Rural New Yorker

Potts-Turnbull Co.- Our proportion of cost
of advertising on April 26th - 1 page.....401.96
" May 9-30- 1/2 page ea.... 382.45
" June 14th - 1 page..
" " 27th - 1/2 page.....593.19
" July 11-26.....593.19
" Aug. 8th.....191.23

Our proportion of cost of 10 M itineraries,
including art work, etchings, halftones, etc.
and 20 M reservation blanks.....100.73

Our proportion of cost of mechanical
expense for advertising on April 25th,
May 9th and 30th, June 14th and 27th,
July 11th and 26th, and August 8th..... 17.20
20 M reservation blanks..... 5.20 2,285.15

Cornhusker Tour - Nebraska Farmer

C.G.W.R.R.Co. - Our proportion of cost of advertising
in the May 9th and 30th issues of Nebraska
Farmer, including mechanical expense.....841.33
Our proportion of cost of advertising
on June 13th and 27th.....1,035.04
Our proportion of cost of advertising
on July 11th and 25th..... 542.00
" August.....1,035.04
Our proportion of cost of 200 coupon
tour books..... 33.05 3,486.46

Wisconsin Agriculturist & Farmer Tour

C. & N. W. Ry. - Our proportion of cost of full page ad in the April 26th issue.....	\$632.10	
May 11th.....	349.68	
June 13th and 27th.....	786.79	
July 11th and 25th.....	699.37	
August 8th.....	195.84	
Our proportion of cost of joint itinerary expense and preparation charges for adver- tising.....	177.21	
Our proportion of cost of 5 M reservation blanks and postage.....	2.68	
Our proportion of cost of 7500 additional reservation blanks and mailing cost.....	86.50	2,930.17

Dallas Farm Tour

C. R. I. & G. Ry. - Our proportion of cost of adver- tising.....	582.76	
Additional expense account Dallas Farm Tour...	39.83	
Our proportion of cost of final expense account Dallas Farm Tour.....	363.98	986.57

Wallace Farmer & Iowa Homestead

C. R. I. & P. Ry. - Our proportion of cost of advertising during April.....	839.90	
" May.....	799.90	
" June.....	799.90	
Our proportion of cost of preparation charges acct. Wallace Tour during April, July, August and Sept.....	493.95	
Our proportion of amount to cover adjust- ment account error in division of revenue accruing to the G.N.Ry. and C.N.Ry.....	279.30	3,212.95

Cappers Tours - Kansas Farmer & Missouri Ruralist

C. R. I. & P. Ry. - Our proportion of cost of
advertising in the Kansas Farmer Mail & Breeze
and the Missouri Ruralist during April.....\$840.53
" May..... 814.94
June..... 814.16
July.....1,135.95

Our proportion of cost of art work on 10 M
itineraries for Kansas Farmer, also art
work on 5 M itineraries Missouri Ruralist
and 10 M reservation blanks during April.....122.69

Our proportion of cost of art work, etc.,
acct. advertising in the Kansas Farmer and
Missouri Ruralist during April..... 42.86

Our proportion of cost of 7 M additional
Kansas Farmer itineraries and mechanical
expense during May..... 39.60

Our proportion of cost of 6 M additional
Missouri Ruralist itineraries and mechanical
expense for May..... 34.59

Our proportion of cost of 200 coupon books
for the Kansas Farmer Tour and 100 coupon
books for the Missouri Ruralist during Aug.....10.62 3,855.93

Potts-Turnbull Co. - Line drawing of passenger train and
coaches in prospective, this to go on the side
of photo on itinerary cover \$28.37 - 35 M
itineraries \$685.00 - Trimming double lines on
halftones and making color plates for trade
mark \$14.97 - Layout printing, proof reading,
writing copy and supervision..... 807.47

C. R. I. & P. Ry. - Our proportion of cost of 1 tail light
sign account Jayhawker Tour..... 5.80

1 cloth sign account Wallace Farm Tour..... 8.72

E. S. Ferrey & Son - 1500 noteheads and Envelopes for
Rural New Yorker
1000 noteheads and envelopes for
Wallace Farmer
1000 noteheads and envelopes for
Prairie Farmer..... 36.90

Randall Co. - 5 electros for Farm Tour booklet..... 13.96

Brought Forward...\$19,072.28

<u>Randall Co.</u>	-	600	Menus for the Kansas Farmer		
			and Missouri Ruralist.....	\$41.16	
		900	Menus for Wallace Farm Tours.....	61.74	
		400	"	31.36	
		500	"	44.10	
		400	" Rural New Yorker.....	39.20	
		100	" Cornhusker Tour.....	9.80	
		250	" Wisconsin Farmer.....	23.52	250.88
					\$20,758.77
Less credit.....					
					7,103.63
					\$13,655.14

Expended.....\$13,655.14

Budget.....12,000.00

\$ 1,655.14

ACCOUNT 17 - New York Tourist Bureau

New York Tourist Bureau - Jan. to Dec.....\$20,000.04

ACCOUNT 18 - Advertising Department
Sub-Account A - Wages and Expenses of Employees

Expenses of	O. J. McGillis.....	\$836.86	
"	R. P. Santal.....	149.78	
"	D. Ashton.....	269.55	1,256.19
Pay Roll.....		25,385.60	\$26,641.79

Expended	\$26,641.79
Budget.....	25,000.00
	\$ 1,641.79

ACCOUNT 18- Advertising Department
Sub-Account B - Stationery & Office Supplies

Addressograph Co.....	\$152.09
H. E. Wedelstaedt.....	145.54
Railroader Printing Co.-Printing letterheads, envelopes, etc....	74.60
Gus Messing - Rubber stamps.....	5.60
Van Paper Supply Co.- Wrapping paper and tape.....	30.50
E. S. Ferrey - 300 file backs.....	\$3.50
500 Record cards.....	9.25
500 " "	9.40
	22.15
Remington Rand Business Service - Service on Dalton machine.....	8.70
Overhauling typewriter.....	10.00
Underwood Typewriter Co. - repairs.....	2.00
Royal Typewriter Co. - Repairs.....	1.35
Mat. - Dale St. - Clean rags used in mimeograph room.....	8.64
Seattle Office - 1 rubber stamp.....	.40
McGill-Warner Co. - 10 Advertising Dept. Order books.....	7.50
Sperry Office - 100 Guides.....	4.88
Inter City Paper Co. - 4 M sheets mimeograph bond.....	4.80
Stationers Engraving Co. - Printing 1 M business cards-	
O.J. McGillis.....	10.25
Adam Decker - 2 hammers.....	1.50
Northern States Envelope Co. - 50 M. #6½ White Envelopes.....	30.50
Minnesota Envelope Co. - Our proportion of cost of 8350	
photo mailers.....	\$37.58
5075 Air Mail Envelopes....	15.23
	52.81
E. J. Stilwell Paper Co. - 100 sheets corrugated board..	10.29
200 file backs.....	6.37
150 sheets corrugated board...	6.61
	23.27
Quality Park Envelope Co. - 71,500 open end envelopes.....	238.66
	\$836.04
Budget.....	\$1,800.00
Expended:.....	836.04 \$963.96

ACCOUNT 18 - Advertising Department
Sub-Account C - Electricity, Heating, etc.

Tri-State Telephone & Telegraph Co.....	\$400.35
Western Union.....	131.45
Pacific Telegraph Co.....	74.39
C. N. Tel. Co.....	.49
Northern States Power Co.....	542.35
Metropolitan Building Co. - Our proportion of cost of operating the Seattle Office from Dec. 1930 to Sept. 1931.....	353.91

Our proportion of cost of heating the Seattle Office from Dec. 1930 to Sept. 1931, incl.....	65.75
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\$1,568.69

Budget.....	\$1,700.00
Expended.....	<u>1,568.69</u>

\$ 131.31

ACCOUNT 19 - Miscellaneous

Glacier Park Hotel Co.

4 Astorian Blankets shipped to R. F. Mills.....	\$40.82	
Our proportion of cost of provisions, etc., furnished Indians at Glacier Park during June.....	57.26	
Our proportion of cost of provisions, etc., furnished Indians at Glacier Park during July.....	141.81	
Our proportion of cost of provisions, etc., furnished Indians employed by Winold Reiss during August.....	150.44	
Our proportion of cost of provisions, etc., furnished Indian entertainers during August.....	101.50	
Charges for Winold Reiss in connection with Indian portraits for the calendars.....	948.02	
Provisions, etc., furnished Indians employed by Winold Reiss account painting portraits for calendars.....	16.60	
Provisions, etc., furnished Indian entertainers at Glacier Park Hotel during September.....	37.96	\$1,494.41

W. H. Gordenier

Services rendered on itinerary map and the St. Paul Ticket Office Map.....	60.00	
Services rendered during August and September on system map for lantern slides, Great Circle sketch map, and Rotary invitation to Glacier Park.....	53.50	
Services rendered on California extension poster map for New York Office, alterations to Car Window map for California Extension.....	52.75	
Services rendered on system map for Literary Digest and Rotarian invitation.....	24.50	
Services rendered on Chicago office map, picture album, and two small system maps.....	55.00	
Services rendered on system maps for Denver papers...	22.50	268.25

Tourist Travel Clearing Agency - Cost of "Ask Mr. Foster" services in all offices in 9 divisions under joint contract with the Foster & Reynolds from Dec. 1, 1930 to Nov. 30, 1931.....	\$2,011.36
United States Playing Card Co. - 2,524 decks playing cards.....	831.86
Dr. James M Fraser - Services in promoting travel to the American Osteopathic Assn. in Seattle and for publicity material furnished magazines and journals.....	156.68
Bates Decorating Services - Decorating Float for Apple Blossom Festival Parade at Wenatchee.....	250.00
Pacific Travel Assn., San Francisco, Cal. - Our proportion of preliminary fund to cover expenses of promotion work of the Pacific Travel Assn. (Total to be contributed by 10 railroads \$1,500.00).....	150.00
Louis F. Dow Co. - 5,041 Indian portfolios.....	\$2,717.09
10,930 special folder describing Indian portfolio.....	160.67
6 Washington Etchographs unframed.....	29.40
	2,907.16
Mullery Paper Box Co. - 3,079 Indian Picture containers.....	58.84
Wentworth Service Co. - Folio for Indian Portfolios in colors.....	15.00
Anne Williams - Writing copy for Indian portfolio sales letter.....	10.00
McJunkin Advertising Co. - Telephone calls and telegrams.....	33.25
Mounting proofs of magazine & newspaper ads for 1931.....	31.40
San Francisco Chamber of Commerce- Membership fees- D. Ashton.....	60.00
David Adv. Co. - Special copy on Glacier Park by Harriet Geithman..	25.00
Mrs. James O. Handy - Writing article on Glacier Park.....	25.00
Winold Reiss - Sketch and drawing for portfolio.....	100.00
David Adv. Co. - Copy for Indian portrait folder.....	10.00
Geo. Bullchild - 1 buckskin pictograph invitation to Sir Charles Mander, England, account Rotary Convention.....	20.00
San Francisco Office- 2 Indian portfolios.....	2.00
Ed. Dennison, Editor - The Dining Car Steward - Our proportion of cost of cover for the May-June issue of our "Midwest and Central Region".....	35.00
Brattstrom & Co. - Adv. in the Svenska Tribunen & Journalen account excursion to Sweden.....	60.00
St. Maries News & Cigar Co. - Copies of magazines & newspapers.....	1.68
Quong Tuck Co. - Our proportion of expenses account printing calendar for 1931.....	155.00
A. H. Belo Corp. - 1 page ad in the 1931 Texas Almanac.....	150.00
David Adv. Co. - Mech. Expense account advertising in the Texas almanac.....	13.83
Mississippi St. - Tail lights.....	52.66
Seattle - Tail Lights.....	59.45
Pioneer Press-Dispatch - 1 subscription during 1 931.....	7.80
Daily News - 1 Subscription July 12, 1931 to July 12, 1932.....	5.20
Minneapolis Journal - 1 " Jan. 1 to Dec. 31, 1931.....	8.40
Minneapolis Tribune - 1 "	8.40

Christian Science Monitor - 1 subscription..... .75
Pittsburgh Office- Playing Cards furnished to shippers.....18.80
Boston Office - Expenses for news writers account publicity..... 4.00
St. Paul Commissary Dept. - Supplies furnished E. H. Wilde..... 9.78
C. B. & Q. Ry. - Our proportion of cost of electrical repairs
made to G.N. equipment during Nov. and Dec. 1930.....16.46
State of Washington Dept. of Labor and Industries - Expenses
account Cascade Tunnel.....13.53
C. D. Thompson - Decorating Bellingham Depot acct.American Legion.15.00
C. W. Meldrum - 12 decks playing cards given to Rotary Convention. 5.40
National Distributing Co. - 3,500 placards distributed.....10.50
O. J. McGillis - 1 view book..... .75
McGill-Warner Co. - 1 map for San Francisco Office..... .50
Prize Beef purchased at Helena, Mont.....42.47
Display at Washington Fair, Puyallup, Wash.....15.04
State Normal School, Glassboro, N.J. - 2 portfolios..... 2.00
Lampland Lumber Co.- Lumber for mounting map for Mr. Budd..... 7.56
Pacific Legion, Portland, Ore. - 50 copies Pictorial issue.....10.00
D. & S. Cars - Expenses acct. Bon Marche Demonstration -Seattle...20.31
Randall Co. - 67 portfolios for American Legion & Rotary.....27.34
Adjustment of account for portfolios..... 4.00

International Travel Society - Expenses account sending out
"Around the World" folders.....25.00

A. Guthrie & Co. - Labor and material furnished during October
in connection with painting advertising signs reading
"Great Northern Railway" on bridge over the Dalles-
California Highway.....240.00

\$9,506.82

Less credit..... 3,285.42

\$6,221.40

Credits

Playing cards sold.....\$1,723.60
1,574 portfolios sold..... 1,391.30
7 Wall Maps..... 7.00
3 "Elrod's Guides"..... 3.00
1 "Adventures in Alaska"..... 5.00
Credit on prize beef..... 121.11
Pullman Co. refunds..... 31.66
11 Recreational maps sold..... 2.75
\$3,285.42

Expended.....\$6,221.40

Budget..... 4,000.00

\$2,221.40

CREDITS

Playing Cards sold.....	1,723.60
1,574 Indian Portfolios sold.....	1,391.30
Credit account Farm Tours Advertising.....	7,103.63
Pullman Co. refunds.....	31.66
Railway Express Agency - Refund.....	6.19
7 Wall Maps sold.....	7.00
11 Recreational maps sold.....	2.75
3 "Elrod's Guides" sold.....	3.00
1 "Adventures of Alaska".....	5.00
C. N. Ry. - Proportion of cost of 2500 Alaska folders.....	27.08
Credit account prize beef sold.....	121.11
C. C. Gardner - 50 prints.....	15.00
Balance on Old Timer's Tour cost.....	130.47
E. S. Ferrey & Son - Adjustment of charges.....	36.90
Insurance on damaged picture.....	65.00
To clear overage resulting from corrections in "All-Expense Tour of the American Society of Engineers".....	108.20
W. S. Kirkpatrick - Refund acct. advertising in Portland News Telegram.....	9.91
Glacier Park Hotel Co. - Refund acct. overcharge for supplies...	67.20
Mat. - Dale St. - Old cuts sold.....	20.54
Boyd's City Dispatch - Refund on mailing list.....	.86
	\$10,876.40