

SELECT STANDING COMMITTEE

(Whereupon the said statement was offered and admitted, ordered made a part of this record, and is in words and figures as follows, to wit:)

ADVERTISING ACCOUNTS
1923

	Expenditure 1923
Newspaper Advertising—Canada—See Statement "A"	\$ 84,456 37
Newspaper Advertising—U.S.	101,025 12
Magazine Advertising—Canada	10,189 11
Magazine Advertising—U.S.	29,996 19
Printing Wall Maps	19,126 86
Printing Special Tourist Posters	4,484 51
Pictures for Gra. Distribution	1,803 43
Miscellaneous Printing	27,099 27
Special Publications	95,086 31
Photographic Department	15,173 66
Frames for Pict. for Gra. Distribution	7,882 68
Frames for Special Tourist Posters	1,244 45
Exhibitions—Canada	21,091 77
Miscellaneous Expenses	12,261 35
Express	1,486 03
Duty	2,330 88
Engraving and Art	10,904 74
Mat Stories	1,655 68
Salaries	52,395 16
Travelling Expenses	5,786 94
Lectures	8,557 54
Motion Picture Films	2,924 70
Equipment Train—London-Toronto	1,649 97
<i>Overseas</i>	
Australian Advertising	2,522 10
Oriental Advertising	1,764 11
Canadian Exhibition Train in France and l'Orangerie	34,939 08
British Empire Exhibition	5,894 94
European Traffic Organisation	78,815 26
Reorganization Expense	839 63
Chinese—Montreal	1,508 00
Transportation—See Statements "B" and "C"	275,122 94
Cost of Folders, time cards, etc.—See Statement "D"	107,486 04
Balance, including cost of representation in other Official Guides and differences between transportation issued as shown on statement, and actual tickets honoured as audited	36,279 93
	\$1,063,784 75

SIR HENRY DRAYTON: Then with these other items, this makes a sum total, for stationery, printing and advertising, of two million six hundred odd thousand dollars.

SIR HENRY THORNTON: There is another item of stationery and printing amounting to \$1,723,300. That, however, represents work which was practically all let on tender. Well, an item like "\$47" which I see to the Cambridge Press would not be on tender, but the great bulk of the stationery and printing is let by the Purchasing Agent on tender.