

not be taken, and should not be taken, that this item of \$275,000 actually involved anything like that expense to the company.

Hon. Mr. GRAHAM: Is that advertising divided between newspaper advertising and poster advertising?

Sir HENRY THORNTON: I will give you the details of that. I was merely making that general statement showing that of the total amount named of \$1,063,784.75, or practically \$1,100,000, \$790,000 was actually cash paid out, and the balance represented in transportation. Now, of the actual amount paid out in cash, \$84,556 represented newspaper advertising in Canada. I will only give you the round figures. One hundred and one thousand dollars represented newspaper advertising in the United States. You may quite properly say there, "Why do you spend more money in the United States than in Canada for newspaper advertising?" Simply because there are more people in the United States. We draw a very large percentage of our tourist traffic from the United States, the country is bigger and you have more cities to reach, and it involves a larger expense by some \$17,000, than it does in Canada; you are dealing with a population of over 100,000,000 on the one hand, and about 9,000,000 on the other.

There was \$10,190 magazine advertising in Canada; \$30,000 magazine advertising in the United States; \$19,000 wall maps. Those are the maps of the Canadian National Railway System which are about three feet long and maybe two feet wide, which represents a map of Canada with the Canadian National Railways System. These are sent out to different offices, manufacturing concerns, and so on, to hang on their walls. It is a form of advertising.

Mr. STEWART: They would be usually distributed in Canada?

Sir HENRY THORNTON: No, a great many of them have gone to the United States. I do not know what the proportion would be, but if you go into many hotels or offices in the United States you will find one of our maps. I personally took about fifty down to Pittsburgh and distributed them in certain offices, to see they were suitably displayed. Four thousand five hundred dollars for tourist posters; miscellaneous printing, \$27,000, special publications, \$95,000. I will put it this way. Pictures for gratuitous distribution, \$1,803. Those are pictures of Jasper Park and places of that sort hung in hotels and offices. Miscellaneous printing, \$27,000; special publications, \$95,000. (To Mr. Thompson). What would that mean?

Mr. THOMPSON: Tourist posters.

Sir HENRY THORNTON: Photographic Department, \$15,000. (To Mr. Thompson). Will you explain that?

Mr. THOMPSON: We have our own photographic department, and that is the net cost to the company after collecting such charges as we may for work of the photographic department. It works for all of the department of the railways, and makes the bromides and other things you see on the walls; it is our general photographic work.

The CHAIRMAN: Would salaries be included in that?

Mr. THOMPSON: We can give you the details of that. That is the total cost, including salaries.

Sir HENRY THORNTON: Frames for pictures for gratuitous distribution, \$7,900; frames for special tourist posters, \$1,200; exhibitions in Canada, \$21,000. That includes what we would spend on the Toronto Exhibition and various exhibitions where we may be represented in Canada.

The CHAIRMAN: Gentlemen, do you think it wise or desirable to put this all in the record?— I have no objection to it, but it appears to be somewhat unnecessary. However, if the Committee is satisfied, go ahead.