

## SOME SUGGESTIVE FIGURES.

St. Paul, Minn., December, 1901.

To the Honorable Board of Minnesota Managers for the Pan-American Exposition,

Sirs: While it is difficult to give or even form any definite idea of the benefits derived from the display of any state at such an exposition as that just closed at Buffalo, yet there are certain indications which are taken to show whether the expenditure has brought adequate return. One of the chief means of judging the success of such an expenditure is the notice taken of the exhibit by the newspapers of the country. Hundreds of thousands may visit and examine the display, but items of news concerning the exhibit printed in influential papers throughout this and other countries will be read by millions who never saw the show itself.

Under your direction I have kept clippings of news and editorial items concerning Minnesota's part at the Pan-American Exposition. These clippings now fill three volumes. Together with the official report of the Minnesota Editorial Association (which appeared in duplicate in nearly 500 papers, and for that reason but one copy was inserted), these clippings would cover 1,510 pages. In all, 2,737 items have appeared in the papers which have been found and clipped. Over 57,400 inches of reading matter have appeared. To give even a better idea of this really gigantic amount of printing, I reduce the matter to dollars and cents. At five cents a line, which, by the way, is a low rate—lower than a single item could have been secured in the least influential paper—it would have cost the state \$37,310, or \$7,310 more than the entire appropriation, to have paid for all these reading notices as advertising. In all, over 746,200 lines, averaging seven words to the line, have been printed and published in over a thousand papers about Minnesota, directly as the result of the state's exhibit at the Pan-American.

During the summer over 87,500 people registered at the Minnesota building and booths. An average of those entering the building who registered was found to be one in fifty-three and a small fraction, so that it is an assured fact that at least 4,637,500 saw Minnesota's display. This average was found by counting the number who entered in a given time, and then ascertaining how many names were registered during the same period. On numerous occasions this test was tried and the unit of registration ascertained with exactness. As a total number in excess of 87,500 registered, to find how many really entered and inspected the exhibits it is but necessary to multiply that number by 53, and the result, or 4,637,500, are found to have witnessed the state's advertisements of the attractions of Minnesota.

One of the most attractive features of the Minnesota building proved to be the reading and smoking room, where a large number of the daily, weekly and monthly publications of Minnesota's principal cities were kept on file. Strangers and home people always rejoiced in this room, for here they could take their ease and read news which either interested because they were interested in the state, or else had value because of a tie which bound them to home.

A check room, free to Minnesotans, was provided and liberally patronized. In all the other state buildings a charge was made for checking goods belonging to the taxpayers of the state as well as to outsiders. Ice water was also furnished in unlimited quantity. It was not an unusual thing to have the visitors drink from fifty to a hundred gallons of ice water a day during the heated term.

Respectfully submitted,

H. W. HALL,

Clerk of the Board.