

RECOMMENDED EXPENSE BUDGET...1924

ADMINISTRATION-----\$20,000

Managing Director, bookkeeper, stenographers, postage, rent, stationery, traveling, mileage for directors meetings, and sundry.

MEMBERSHIP DEPARTMENT----- 10,000

Manager, traveling, supplies, printing, assistance, etc. (Note---Building up membership and keeping members informed. To be directly responsible for \$25,000 income from the cities over 10,000 population. The field men in the Service and Map Department will be responsible for \$25,000 income from the towns under 10,000 population.)

PUBLICITY DEPARTMENT----- 8,000

Manager, printing, postage, photographing, traveling, assistance, supplies, etc. (Note---The publicity director should make at least one trip a year over the OST securing data and photographs, and to give full publicity service to the member-communities, and to prepare material for national publicity and information. A Year Book is now in preparation. The demand for information is national and constant. Information over 3000 miles of territory can only be compiled by expensive travel and printing, but in the distribution the whole nation will be reached. The Year Book is the only way to get to workers the data to help them in their efforts.)

SERVICE AND MAP DEPARTMENT----- 10,000

Manager, traveling, printing, postage, issuing service maps, assistance, marking and re-marking. (Note---Marking costs average \$3.00 per mile. The marking and re-marking necessary will cost \$3000. Gathering data for and printing service maps is expensive; the demand in 1924 will call for a quarter million copies. Service maps should only be issued for divisions that support the work. These men to be responsible for \$25,000 income from the towns under 10,000 population.)

DEPARTMENT OF BEAUTIFICATION (WOMEN)----- 5,000

Manager, printing, postage, supplies, traveling, etc. (Note---To handle all questions of roadside beautifying, tree planting, advertising sign abuses, historical marking, etc. Woman's membership, \$2.00 per year recommended for this work. Regular voting memberships are \$10.00)

CONVENTIONS AND DIVISIONAL MEETS----- 00

All direct costs to be paid by the district for these meetings will be for the direct benefit of the district. Service from Headquarters to be paid by Headquarters.

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\$53,000