

TWO METHODS OF MAKING MONEY

1. By Getting Subscribers

Number of subscribers	Amount collected from subscribers	Amount forwarded The Woman's Journal	Amount retained by Suffrage Worker
(a) 5 at \$1.00	\$5.00	\$3.50	\$1.50
(b) 10 at 1.00	10.00	7.00	3.00
(c) 25 at 1.00	25.00	17.00	8.00
(d) 50 at 1.00	50.00	33.00	17.00

Renewals do not count. Offer closes December 31, 1911. Four trial subscriptions at 25 cents, or two six-month subscriptions at 50 cents each will be accepted as one full year's subscription.

2. By Selling Journals

Number of Papers	Amount collected for papers	Amount forwarded The Woman's Journal	Amount retained by Suffrage Worker
(a) 10 at \$.05 each	\$.50	\$.30	\$.20
(b) 25 at .05 each	1.25	.62 1/2	.62 1/2

Sales of less than 10 papers will not be considered in this offer. Orders for papers should be received at the Boston office by Thursday of each week.

THE WOMAN'S JOURNAL, 585 BOYLSTON ST., BOSTON, MASS.

CASH OFFER FOR SUFFRAGE

SO much interest was taken by Suffragists in the \$50 offer that The Woman's Journal has decided to make an entirely new offer and one in which a larger number of Suffragists may be tempted to participate. The terms are easy and the profits large.

As The Woman's Journal is the official organ of The National American Woman Suffrage Association, and as the aim of the paper is first, last and all the time to win equal suffrage, helping The Journal is the most effective way of helping on the cause.

The Woman's Journal therefore affords the following opportunities to make money for the cause. Can any Suffrage League do better service for itself, for The Journal and for Equal Suffrage than by taking advantage of one or both of these methods?

[May 29, 1914]

Please find encloseddollars for enlarging the work of The Woman's Journal to meet the growing needs and opportunities of the suffrage movement.

Name.....

Make checks payable to
The Woman's Journal
585 Boylston St., Boston, Mass.

.....

This Subscription Counts Toward
a Traveling Campaign Kit for
KENTUCKY

1915 CAMPAIGN FOR 1000 SUBSCRIPTIONS IN KENTUCKY

Subscription Receipt

Woman's Journal and Suffrage News

585 Boylston Street, Boston, Mass.

Subscription Rates

1 Year - -	\$ 1.00
6 Months -	.50
4 Months -	.25
Single copies	.05

Date.....1915

Received of.....

the sum of.....for one Subscription to the WOMAN'S JOURNAL and
SUFFRAGE NEWS for 1 year.
6 mos.
4 mos.

(Suffrage worker sign here)

[TEAR OFF AND GIVE TO SUBSCRIBER]

This Subscription Counts Toward
a Traveling Campaign Kit for
KENTUCKY

Secured by.....

(Address)

Subscription Order

Woman's Journal and Suffrage News

585 Boylston Street, Boston, Mass.

IMPORTANT

Give 30% of every new
\$1.00 subscription to your
league. Count four 25c,
or two 50c subscriptions
as one yearly subscription.
Do not include renewals.

Date.....1915

Please enter my subscription to the Woman's Journal and Suffrage

News for 1 year.
6 mos. to be sent to:
4 mos.

(Name)

(Address)

[MAIL TO THE WOMAN'S JOURNAL]

219153

From 1870 to 1915 the Woman's Journal has served the suffrage movement. In the last six years the number of paid subscriptions has been increased by 19,000.

The management of the Journal now believes it is within sight of the goal when it will be self-supporting. A nation-wide campaign for 1,000 new subscriptions in each State will culminate in August. Its success will assure national advertising and therefore self-support. In the meantime the Journal is handicapped by big bills necessary to its campaign.

When the scales tip at 95 and you need 100, then is the time that 5 more means everything. If you can help swing the balance, will you give a substantial check to Miss Blackwell or will you give her your pledge to arrange a benefit entertainment of some kind for the Woman's Journal?

**Woman's Journal and Suffrage
News**

A weekly paper devoted to the interests of Woman, to her educational, industrial, legal and political equality, and especially to her right of Suffrage.

Founded in 1870 by
Lucy Stone and Henry B. Blackwell

Editor-in-Chief
Alice Stone Blackwell

Contributing Editors

Mary Johnston	Ben B. Lindsey
Stephen S. Wise	Caroline Bartlett Crane
Josephine P. Peabody	Ellis Meredith
Zona Gale	Mabel Craft Deering
Florence Kelley	Eliza Calvert Hall
Witter Bynner	Reginald Wright Kauffman

Artists

Mayme B. Harwood Fredrikke Palmer

Deputy Treasurer *Assistant Editor*

Howard L. Blackwell Henry Bailey Stevens

Circulation Manager *Advertising Manager*

Mark W. Reed Joe B. Hosmer

Managing Editor

Agnes E. Ryan

Publication Office: 585 Boylston Street
Boston, Massachusetts

Automatic Campaigning

How much the increase in the circulation of the Journal has had to do with bringing full suffrage in the West may be inferred by this statement from Miss Martin, the President of Nevada:

"The Women's Journal was an invaluable educational force in the Nevada Campaign....Consider the propaganda value of reaching important groups of voters throughout the State weekly with the Journal and the relief of knowing this educational work is being done automatically on payment of \$1.00 subscription."

Agnes E. Ryan
32 Putnam street
Winthrop, Mass.

[Apr. 12, 1910]

Plans for Enlarging and Improving

THE WOMAN'S JOURNAL

1. To make it a more potent factor in civic life
2. To further the cause of woman suffrage
3. To increase its circulation supporting paper
4. To make it not only a self-supporting paper
5. But also a profitable business proposition

(All who have considered the matter at all think this an opportune time to accomplish these these ends.)

WAYS AND MEANS

I. Change the character of the paper

1. Make its scope more local, thorough and strong
2. Aim to arouse the curiosity of the public to see each copy
3. Make it an organ to be feared by corrupt public officials
4. Good cartoons full of fun and educational value
5. Inspire confidence on the part of the public on matters with which it deals
6. Aim to interest many classes of readers
7. Get The Woman's Journal talked about as a very live, strong, and reliable paper and as such a paper as has never been known before in America

[Apl 12, 1910]

II. Introducing up-to-date business methods

1. By interesting capital for immediate changes
2. By increasing the circulation systematically
3. By getting advertisements
4. By commission sales

I. Change in the character of the paper

1. Make its scope more local, thorough and strong
 - a. All local news of real significance; civic interests
 - b. Editorials bearing on news which warrants editorials
 - c. Always having some issue up for the interest and championing of the public (Legislation, City Hall, elections)
 - d. National and foreign news on suffrage; answers to all criticism of suffrage when it can possibly deserve answer, especially when it is likely to influence people against suffrage by misrepresenting the suffrage platform
 - e. Full reports of Men's League Activities
 - f. Make people turn to The Woman's Journal for much worth-while news instead of to the dailies
2. Aim to arouse curiosity of the public to see each issue of paper
 - a. Make readers buy wondering "What next?"
 - b. Comics, dealing with women's ignorance of municipal affairs, legislation, laws, etc. Absurdities as they find them in man-made realms.
 - c. "Frailties of Our Superior Brothers"

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- d. "Does this appeal to your reason -- or your sense of humor? "
 - e. Have original comic characters as regular features that will appeal to many and harm none -- as Mutt and Jeff, Newton New-Kirk, etc. For instance, Mrs. A. Kimbo, Cash Girl, Clerk, Maid, Miss High Heels, Mrs. Follow-the-Fashions, Mme. Fashionable Smallincome, Mrs. I. L. Logical
3. Make it an organ to be feared by corrupt public officials
- a. Before each election, choosing candidates and "backing" them in Journal as vigorously as dailies back their respective candidates -- with the difference that editorial policy be not controlled by advertising
 - b. Make paper feared by evil-doers who want to hold public office
Make community turn to Journal in crises and at election time
 - c. Hold up to ridicule "big guns" in politics who are corrupt or incompetent (Poke fun! Witty, spicy)
 - d. Original cartoons of men like Mahoney, Pedrick, Tinkham, Saunders, Luce, Lyman Abbott, legislators interviewed on reasons against suffrage
 - e. Original cartoons of men "antis"; women "antis"
 - f. Original cartoons of inefficient policemen
 - g. Original cartoons of incompetent public officials
 - h. "Heads of Departments choosing appointees for important public office" (What weighs in choice?)
 - i.
4. Original cartoons of "ourselves" having much educational value for women and fun for all
- a. "Antiss" -- negative value

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- b. Suffrage jokes on men and women
 - c. Courtship cartoons
5. Inspire confidence on the part of the public on all matters with which Journal deals
- a. Independent, fearless organ, devoted to Truth, Justice, Right. No catering to vested interests
 - b. Confidence on Journal's part of the power of Right
 - c. Printed list of advisers and consulting committees -- House, Senate, schools, School Voters' League, Labor Unions, Courts, Men's League, City Hall, City Club, College Club, Colleges, Twentieth Century Club, etc.
 - d. Give community reason to turn with confidence to the Journal at election time and in crises
6. Aim to interest many classes of readers
- a. By considering carefully the kinds of people we wish to reach; the "common people" as well as others
 - b. By inspiring the "Common people" with the Journal's faith in the power of good to revolutionize society
 - c. By fun; by plain, simple speaking on vital matters of every-day life
 - d. By being neither pessimistic nor hypocritical
 - e. By enlisting sympathy through being understood in aims
7. General
- a. Signed editorials/ articles by members of advisory committees as authorities on matters before the public from time to time

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- b. Signed articles occasionally on some phase of civic life
 - c. Articles occasionally on phases of citizenship, health, morality such as mothers would want to put into their sons' hands -- simple, strong, fearless
 - d. Special editorials to women to arouse civic consciousness
 - e. Helpful views of life-philosophy for women
 - f. Occasional articles of special interest to girls to wake civic consciousness
 - g. Editorials on matters of interest in other states and countries
 - h. A good short story occasionally
 - i. Announcements
 - j. Letters from readers (Antis as well as suffragists)
8. Get The Woman's Journal talked about as a very live and reliable reliable paper, witty and sane and just -- such a paper as has not been known in America before

[Apr. 12, 1910]

- II. By introducing up-to-date business methods
 1. By interesting capital for immediate changes
 - a. Calls on individuals for purchasing shares or for gift
 - b. Letters to individuals
 - c. Letters and calls on Leagues
 2. By increasing circulation
 - a. Inducing 10 young women to sell on the streets
 - b. Inducing 5 girls to sell papers on the street cars
 - c. Inducing 35 women and girls to sell papers in suburbs
 - d. Systematic efforts to get subscribers
 - (1) Letters
 - (2) Calls
 - (3) Leagues and club meetings
 - (4) Rewards; premiums
 - (5) Flyers at all out-door meetings
 - (6) Speeches at meetings
 - (7) Papers on sale with "newsies' cry" at all meetings
 - e. "Newsies" sturdy, cheerful, earnest, from all ranks, college, school, society, leisure, bread-winners
 - f. "Newsies' cry" in rhyme, fetching!
 - g. For sale on news stands in Mass. and in other states
 - h. Have a show window and bulletins as other papers do to attract attention of passers-by
 - i. Have carriage or auto driven by girls "in costume" and with a banner to go through streets distributing and advertising

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- j. Special suffrage caps and bags for newsies
 - k. Co-operation with Headquarters and with Men's League; with city, state, nation
3. By getting advertisements
- a. By showing increase in circulation
 - b. By showing change in character of the paper and new interest by the public
4. By commission sales and small business ventures
- a. Suffrage stationery
 - b. Suffrage books and magazines on sale
 - c. Suffrage literature, songs, plays, sketches
 - d. Suffrage seals and stamps
 - e. Suffrage calendars
 - f. Suffrage photographs suitable for framing (Panel frames)
 - g. Suffrage albums
 - h. Suffrage folders, poems, news to have at hand, information, as suffrage states and dates, suffrage countries, etc., etc.
 - i. Suffrage paper cutters
 - j. Suffrage souvenirs-- Washington, Seattle, State Hearings, etc

1. (Use good taste in uniforms, caps, bags, bulletins, wagon, and all articles for sale. Be effective but not offensive)

2. (Weekly or regular advisory board meetings for discussing policy and ways and means)