

Daniel Kiefer

Cincinnati, O.

"That we should do unto others as we would have them do unto
that we should respect the rights of others as scrupulously as we
have our rights respected—is not a mere counsel of perfection to individ
—but it is the law to which we must conform social institutions and nati
policy—if we would secure the blessings of abundance and peace."
—Henry Gee

January 20, 1916.

Contributors to the Sustention Fund:

Although the universal depressing conditions the first ten months of last year made very difficult our work of keeping The Public going, the year ended better than some of us anticipated.

In making plans for this year, I am counting on the co-operation of all those good friends who feel the continuance of The Public must be assured. We should more than regain the ground lost in 1915. This must be our aim.

unreconciled
credited amount \$
pledged
AM

Daniel Kiefer



10200

STATEMENT OF DANIEL KIEFER AS COLLECTOR AND DISBURSER OF THE PUBLIC SUSTENTION FUND

FROM JANUARY 1 TO DECEMBER 31, 1915, BOTH INCLUSIVE.

DEBIT.

Paid on pledges.....	\$	9601.59
Contributed by Fels Fund.....		2138.39

CREDIT.

Deficit as per statement herewith (S. Bowmar).....		\$10,250.00
Forwarded to Chicago for subscriptions from contributors.....		15.00
Printed Chicago for three months' subscription cards.....		237.25
Post charges for collections.....		20.57
Travel help during year for circularizing.....		103.25
Printing.....		534.73
Stationery.....		239.25
Postages.....		269.69
Chicago Rapid Addressing Co.....		11.00
Interest for money advanced.....		49.24
		\$11,729.98
		\$11,729.98

FINANCIAL STATEMENT OF THE BUSINESS OF THE PUBLIC FOR THE YEARS 1914 AND 1915

FROM JANUARY 1 TO DECEMBER 31, BOTH INCLUSIVE.

	DEBIT.	1914	1915
Surplus from 1913 and 1914.....		\$ 493.54	\$ 14.22
Subscriptions, sales, etc.....		10,744.93	9,525.11
Advertisements		2,016.05	2,197.91
Book Sales.....		1,503.54	2,354.87
Daniel Kiefer, Trustee.....		10,750.00	10,250.00
		\$25,508.06	\$24,342.11
	CREDIT.	1914	1915
Editorial and office expense (1914 Figures Include Book Stock).....		\$14,395.52	\$12,786.79
Manufacturing expense		9,005.95	7,932.13
Mailing expense		2,092.37	1,728.09
Book Stock			1,655.73
Cash assets		14.22	239.37
		\$25,508.06	\$24,342.11

COMPARISON OF CIRCULATION FOR THE YEARS 1912, 1913, 1914, 1915,

FROM JANUARY 1 TO DECEMBER 31, BOTH INCLUSIVE.

	1912	1913	1914	1915
One dollar subscriptions.....	11,389	12,226	11,065	9,173
Fifty cent subscriptions.....	469	842	318	226
Twenty-five cent subscriptions.....	567	1,141	733	1,005
Total paid	12,425	14,209	12,121	10,404
Exchanges	877	875	882	871
Complimentaries	216	201	214	131
Total paid	13,518	15,285	13,217	11,406
Copies for files, samples, etc.....	2,982	3,215	3,783	1,594
Total press edition.....	16,500	18,500	17,000	13,000

OTHER INTERESTING COMPARISONS

	1914	1915
Subscription receipts	\$10,744.93	\$9,525.11
Advertising receipts	2,016.05	2,197.91
Book Sales	1,503.54	2,354.87