

W. S. FITZ RANDOLPH, Inc.
BUILDERS

BUILDING CONSTRUCTION MATERIAL DEALERS
NEW YORK 1118 BROADWAY
TUXEDO NEW YORK

PAINTING DECORATING UPHOLSTERING WALL PAPER

New York Tribune,
New York City,
Gentlemen:-

In returning your check for \$2., which I do herewith, -I wish to express my appreciation or rather my very great satisfaction.

In truth I expected a very polite letter of explanation; technically, - and also truthfully, saying that the Tribune guarantee hardly covered this case and I hoped for a little public criticism that would be remedial.

Actually, I received the letter, -neither dodging nor evasive, - the money with "no red tape, no quibbling", and the press criticism with a kick really caustic. Just as represented down to the smallest period.

For two reasons, I return your check; the advertiser "made good" although I returned their check for reasons amplified in the letter to them of which I am enclosing you copy; and the most important reason, - I have no smallest claim to your money except under a most magnanimous interpretation of your policy!

So I am glad to return your check, and be able to remove my hat to a real he-newspaper and the men behind it, which I accordingly do.

In all sincerity. *W. S. Fitz Randolph*



Marks Arnheim, Inc.
BROADWAY AND NINTH STREET
TAILORS
HATS
NEW YORK

THE LARGEST TAILORING ESTABLISHMENT IN THE WORLD

FOREIGN OFFICES
17 WEST PARADE HULL ENGLAND
21 GOLDEN SQUARE LONDON W
DUMFRIES ST. AACHEN GERMANY
2 CITE DE PARADIS PARIS

CABLE ADDRESS: MARKSAN
INTERNATIONAL & WESTERN UNION TELEGRAPHIC CODES USED
PHONE: STUYVESANT 3150

August 12, 1915.

NEW YORK TRIBUNE,
154 Nassau St.,
New York, N. Y.

Gentlemen:-

For sometime I was inclined to doubt the wisdom of the TRIBUNE'S policy regarding advertisers.

I am now like the man who doubted astronomers' statements regarding the distance to the sun until he was so overwhelmed by scientific evidence that he was forced to admit that they at least had a sound basis for their contention that ninety-two million miles was approximately correct.

Notwithstanding the fact that after forty years of continuous advertising in New York dailies we are forced to admit the great difficulty of actually tracing returns, we are glad to state that since the advent of your new policy we have had more direct responses from our TRIBUNE advertising than from any newspaper we have used.

It seems to us that either the people who read the TRIBUNE are prouder of it, or they feel more actual safety in buying from concerns that they know have past the TRIBUNE Board of Censorship.

We shall be glad to continue to use the TRIBUNE just as long as it continues to demonstrate that TRIBUNE readers have confidence in and patronize merchants who use its advertising columns.

We wish there were more publications like the TRIBUNE.

Yours very truly
MARKS ARNHEIM, INC.
By *Marks Arnheim*
General Manager.

WVA*RS

Four Tributes

FOUR busy men stopped work recently, within five days of each other, to shake hands with The Tribune through the mails. One wrote because he saw the money-back guarantee operate like clockwork. Another heard the echo of The Tribune's advertising policy in the ring of his cash-register. A third and fourth saw constructive work being done in their own industries.

Did you ever hear of a newspaper's advertising policy arousing comment like this? But it's more than unusual---more than gratifying. It is profitable, for us---and for our advertisers.

New York Tribune

First to Last--The Truth: News--Editorials--Advertisements



NATIONAL SHOE RETAILERS ASSOCIATION, INC.,
OF THE UNITED STATES OF AMERICA
EXECUTIVE HEADQUARTERS, PHILADELPHIA, PA.
THIRTEENTH AND MARKET STREETS

OFFICERS
A. C. MCGOWIN
PRESIDENT
JOHN O'CONNOR
FIRST VICE-PRESIDENT
W. M. LAIRD
SECOND VICE-PRESIDENT
A. H. OETING
SECRETARY
D. GILDERSLEEVE
TREASURER

EXECUTIVE COMMITTEE
J. E. BASSETT
BENJAMIN DAVIS
A. E. EASTWOOD
A. H. OETING
D. GILDERSLEEVE
IRVING S. HOWE
ERLE S. KINNEAR
J. F. KNOWLES
W. M. LAIRD
A. C. MCGOWIN
JOHN O'CONNOR
J. F. ORR
MAX SOMMER
JOSEPH STRASSBURGER
HORACE M. SWOFF
MAURICE WYMAN

August 22rd, 1915.

New York Tribune,
ATTENTION OF RICHARD H. HALLO, ESQ.,
New York City.

Dear Sir:-

I received your letter of August 14th with accompanying number of your Journal.

I had already read with a great deal of interest your article on the Simple Shoe question, and feel it of importance enough, with your consent, to take some action thereon at the annual meeting of our Association in New York City in January next.

There is no question of the good work done by your Journal and other articles of Samuel Hopkins Adams, and our trade as well as all others appreciate your effort to have the business done along straight lines.

Very sincerely yours,
A. C. McGowin
President.

TRIBUNE SERVICE

Member of Association of National Advertisers.



Hamilton Watch Company.
Manufacturers of
Finest Quality Watch Movements
Lancaster, Pa., U.S.A.

Advertising Dept.
ROBERT S. MILLER, ADV. MGR.
August 23rd 1915

Mr. Samuel Hopkins Adams,
O/O The New York Tribune,
New York City.

My Dear Sir:-

While on my vacation I came across the Sunday Tribune of August 15th, in which was your article on page 10 entitled "What to Avoid in Buying a Watch".

I read this with a great deal of interest and pleasure. You certainly have handled the subject splendidly. I heartily congratulate you upon the good work which you personally, and the Tribune, are doing in this campaign. There are undoubtedly hundreds of instances of similar fraud to that which you have quoted, and which are going on every day; and while there have been exposures of a more or less degree, I do not know of any which are so forceful or effective as that which you and the Tribune are bringing about. You certainly deserve the hearty encouragement and sincere thanks of every legitimate advertiser and merchandising man.

I have taken the liberty of referring your article to the Editors of the five most important Jewelry Trade Journals in the United States, with request that they write to you and the Tribune for permission to reprint the article, of course giving you credit for same, as I deem it of special value to the thousands of Jewelers in the country.

With best wishes, I remain
Very truly yours,
Robert S. Miller
Advertising Manager.

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