

A MAGAZINE IDEA REINSTATED

*note by T.H.D.
The purpose is to give
the old idea a new twist
the name will be
McClure's*

Twenty five years ago S. S. McClure, John S. Phillips, and F. W. Doubleday were associated in making MCCLURE'S MAGAZINE.

It was a success not only in circulation and prosperity, but in character. It had moral earnestness and a literary side which was strong in every department.

In its pages Rudyard Kipling was first welcomed; Robert Louis Stevenson found his larger field; Anthony Hope, Stanley Weyman, Booth Tarkington and a host of others made acquaintance with an appreciative public.

The three partners separated, each going his own way, and late MCCLURE'S MAGAZINE went into new hands. Since that time it has represented other than the original idea, and finally became bankrupt.

As a twenty-fifth anniversary Mr. McClure, and Mr. Phillips as editors, and Doubleday, Page & Company as publishers, propose to reinstate the original idea in a new magazine along the lines of success which they trod together years ago. The new periodical will be called

MCCLURE'S
EAST AND WEST
MONTHLY

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It will appeal to the same class of live readers it addressed before. It will follow its own bent and be free from any stifling conventions; its one ambition is to publish good, stimulating, worthy material of the highest interest.

A prospectus is never more than the editor's vision; but some things arranged for the first number help to give color to our picture:

Program

The price will be 25¢ a number, \$5.00 a year. Two dollars will be accepted for a year's subscription up to the day of publication, and \$1.00 for six months. Send your name now.