

The GREATER Green Book

In which the Old Maxim "LET WELL ENOUGH ALONE" is rudely shattered

☪ This is the first issue of the GREATER GREEN BOOK.

☪ If we had let well enough alone, this message would never have found its way into print.

☪ Neither would this issue of THE GREEN BOOK ALBUM have reached you in its present form.

☪ When a publication is gaining new readers every month, it should have every reason to be satisfied.

☪ But the question is: should the publication thus situated, if it sees a way to make itself still more presentable to those who are pleased with it, continue to be satisfied?—or should it put a new idea into effect even though it involves a much greater cost of production?

☪ We think such a state of satisfaction would be nothing short of retrogression, and that is why this May issue comes to you materially changed for the better in its make-up—a transposition of 64 pages from plain text matter on print paper to a combination of type and illustrations on super-calendered paper.

☪ How the certain articles (that admit of it) are enlivened by the pictures pertaining to them is immediately apparent.

☪ And this first issue is but a manifest of what will follow. We shall strive to make each succeeding number more interesting editorially and pictorially than its predecessor.

☪ We have had this pictorial notion budding for the past few months, and now that certain mechanical obstacles have been overcome, we make our "illustrated" bow without any advance announcement.

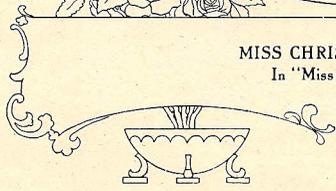
☪ We doubt if anyone will gainsay that the change is another step forward, but we shall nevertheless appreciate (and will be guided by) the expressions of our readers.

THE PUBLISHERS



PHOTOGRAPH BY MOFFETT STUDIO, CHICAGO.

MISS CHRISTIE MAC DONALD
In "Miss Hook of Holland."





MISS CHRISTIE MAC DONALD, who is appearing as Princess Bozena, in "The Spring Maid." *Photograph by Moffett Studio, Chicago.* Frontispiece, May 1912 issue, THE GREEN BOOK ALBUM.