

EXPANSION OF THE TRIBUNE

Occupies Entire Four Floors and Basement of the Tribune Building.

CHANGES MADE IN LAST TWO YEARS

Engraving Department Added, Occupying an Entire Floor—Bindery and Job Departments Enlarged. Other Changes in the Interior Arrangements to Accommodate Increased Business—New Men Occupying Important Positions—Establishment of Carbondale Office and Its Marked Success—The Tribune's Substantial Circulation in All Parts of Northeastern Pennsylvania—All Departments Reaching Out for Work in Outside Territory.

Notwithstanding strikes of various kinds and the accompanying depressed condition of business, The Tribune and its various departments have continued to show a healthy growth, so much so, in fact, that now the entire Tribune building, with its four floors and basement, are occupied exclusively, whereas two years ago a good portion of the building was given over to the Times and Free Press.

At that time the entire fourth floor was occupied by the Times, three of the rooms as editorial rooms and the remainder of the floor as a composing room. Beside this, one-half of the front portion of the first floor, set aside for business purposes, was used by the Times. On the second floor a considerable portion was used by the Sunday Free Press for business, editorial and mechanical departments.

Various Departments Enlarged. In two years all this has been changed. The Tribune building is now for The Tribune's use only, its newspaper department, job department, bindery and engraving department are now all properly equipped to turn out satisfactory work promptly, and they are doing it. Formerly all business departments were crowded into the limited space of one-half of the front portion of the building. Now the circulation and advertising managers are on the opposite side of the main hall, where they are more accessible to the public and where business can be transacted with less confusion and more expeditiously.

Right in front of the south side of the building is located the office of the superintendent of the job department, where, beside being much more accessible than heretofore, business can be transacted without the confusion incident to whirling machinery. The removal of the superintendent's desk from its former location allows of a much needed re-arrangement of the composing room, so that now sixteen men can be employed in this room alone whenever necessary, instead of being limited to seven as heretofore. On the second floor the overcrowded bindery has been relieved by adding to it considerably increased floor space, a portion of which has been partitioned off into a stock room. In this room is carried a large supply of papers particularly suitable for blank book work, so that this class of work can be produced much more expeditiously than heretofore.

One of the most important moves made by The Tribune in the last two years has been the addition of an engraving department, where all classes of photo-engraving is turned out, from the finest half-tones and engravings, used on the best class of printing, to the outline and half-tones designed for newspaper work. This department occupies the entire fourth floor, where rooms are set apart for designing and drawing, photography, dark rooms, and for finishing and mounting the cuts. The photography and printing in this department is all done by electric light, furnished from The Tribune's own plant, which insures a uniform product, and avoids being dependent upon sunshine for the printing of the photographs. The engraving department was added a little over a year ago, and the volume of work has steadily increased until it is more than double what it was when first opened.

Important Changes in Personnel. During these two years there have been some important changes among those who are looking after the interests of the company in various execu-

The Life of a Watch

IAS. BOSS
Stiffened GOLD Watch Cases

Are guaranteed for 21 years. Few solid gold cases will last that long without wearing too thin, to safely protect the works, if you want a watch case for protection, durability and beauty, get the Boss case in the best shape trade-mark stamped inside. Send for booklet.

THE KEYSTONE WATCH CASE CO., Philadelphia.

tive positions. The adding of the engraving department brought into the employ of the company, as superintendent of that branch, Mr. G. B. Utman, who formerly was at the head of the only plant of the kind in the city, and under his guidance the business has developed materially.

The job department, one of the most important portions of The Tribune's business, is under the control of a new superintendent, Mr. E. H. Winney, who comes from Jonesville, Wis., where for some years he has had charge of a similar department in the office of the Jonesville Gazette. While in that position he succeeded in more than doubling the output of the plant and adding many new customers through doing satisfactory work and delivering it promptly at the time promised.

The changes on the paper are few but important. The advertising is now in charge of Mr. H. W. King, formerly of Springfield, Mass., who has been with The Tribune since last spring and has already a host of friends in the city. Mr. King was formerly advertising manager of the Springfield Union, where he was most successful. It is not his sole purpose to secure advertising, but to make advertising pay. He does not believe in urging a man to use more space than will be profitable, but to use what he does in such quantities and in such a manner as will bring results, and by working along these lines has succeeded in materially increasing the volume of The Tribune's advertising, and at the same time bringing greater returns to the advertiser.

Mr. King has an able assistant in Mr. E. W. Snyder, who has been employed by The Tribune as collector for the past two years. Mr. Snyder has a wide circle of friends who will be pleased to learn of his promotion.

An Advertising Exhibit. In proof of the assertion that The Tribune's advertising has increased in volume, it is but necessary to give the figures for the month just closed. The month of November has been no exception, as every month during the recent coal strike more advertising was carried than during the corresponding month of the previous year. The figures for November are as follows:

Increase in local advertising.....	67 inches
Increase in foreign advertising.....	75 inches
Total increase.....	142 inches

This increase is mainly due to the fact that The Tribune has demonstrated that advertising in its columns brings results. Voluntary letters are coming in constantly showing this to be the case. Here are just a few extracts:

"We have had such excellent results from our advertising in your paper that we have decided to double our space. I believe it reaches more people that have money to spend than any other paper published in Scranton."

"We feel that it is the best advertising medium in this city."

"Our advertising has been run exclusively in The Tribune for two seasons, and so satisfactory have been the results that we have used 4,000 lines since April 1st, instead of 1,000 lines as originally contracted for."

"I have received just double the number of replies from The Tribune than from the other papers combined. Furthermore the replies received from your paper were of a more substantial nature than from the other papers."

"Would say that the place was sold long before the ad. ran out. I could have sold it many times over from the results of that small outlay of money, and am still receiving communications about the place."

Branch Office in Carbondale. It is a little over two years since The Tribune established its branch office in Carbondale, with Mr. E. L. Hatfield, its circulation manager, in charge. It is impossible to leave Mr. Hatfield there permanently, as his services were badly needed at the home office, and Mr. Martin O'Malley was placed in charge. Mr. O'Malley has taken up the work so well started by Mr. Hatfield and carried it on successfully. The people of Carbondale were inclined to doubt the success of The Tribune's venture, but the paper is now looked upon as a home paper for that city, where it undoubtedly reaches double the number of homes reached by other

papers published outside of the territory combined. The Tribune's circulation in Carbondale, Forest City and other nearby towns was materially increased through its recent Educational Contest success, well Shepherd and Herbert Thompson, of Carbondale and Charles Burns, of Vandling, were all very near the top at the close of the contest and through their efforts alone 81 new names were added to The Tribune's list, nearly all of which came from the vicinity of their homes.

Educational Contest Results. The Tribune's third Educational Contest, which closed October 25, was by far the most successful of the three, and this notwithstanding the depression attendant upon the strike, which covered within three days of the same period as the contest. Through the means of this enterprise 2,338 new names were added to The Tribune's books, which more than offset the losses coming from numbers of its readers who were idle and obliged to discontinue until work was again resumed. These are now subscribing again voluntarily, and a steady increase continues.

The Tribune has always claimed to be the leading newspaper of Northeastern Pennsylvania, and this claim is being more and more proved. Wherever an active contestant resided, there The Tribune has practically a monopoly of newspaper readers. As the contest progressed it became necessary to re-adjust carrier arrangements almost continually in order that new patrons might be properly and promptly served, and the result is that there is hardly a town in this part of the state, no matter how small, that The Tribune does not reach.

Progress of Other Departments. It is not only in advertising and circulation that there is continual advancement, but in the other departments with which the general public has little occasion to be familiar. The engraving department has customers in many places outside of Scranton. It is the only plant of the kind in the city, and as there is none in Wilkes-Barre its trade from there alone is considerable. The newspapers of Wilkes-Barre are among its customers and work of this character comes from as far away as Waterbury, Conn., the publisher of the Republican of that city writing, "We have tried others but prefer yours." And a later order reads: "Please make us one of your excellent single column half-tones. Since trying yours our editor will have no other."

But the engraving department is not dependent upon the printing and newspaper trade alone for its customers. Manufacturing concerns and merchants are continually bringing photographs and drawings from which fine half-tone cuts or line engravings are made to be used on stationery or in the production of high-class booklets, or newspaper advertising. Where it is desired the drawings can be made in The Tribune's engraving department, as well as the cuts. Such drawings are made from rough sketches or direct from the article which it is desired to illustrate.

Improvements in Job Department. With the change in arrangement of the job department noted above, comes increased ability to produce work more rapidly, and the annoying delays frequently encountered in securing printing are in a great measure overcome. New type and material have been added to the work of the department has been so systematized that promises can be made and kept and the work delivered in a satisfactory manner. Large quantities of book paper, cover papers, ledger papers, bonds, liners and various sizes and weights of envelopes are carried in stock, so that any ordinary work can be produced quickly without making it necessary to send out of the city. This department is also equipped better than ever for producing the very best quality of work, and working in connection with The Tribune's engraving department and bindery is prepared to guarantee just as good a product as can be had in any city in the country, from the ordinary commercial work to the finest illustrated booklet.

Enlargement of the Bindery. The Tribune's bindery has long been hampered by insufficient room and the throwing into this department of several hundred feet of narrow material. Room space relieves its crowded condition and will enable it to handle its large volume of work more expeditiously. This department, under the efficient management of Mr. G. P. Schwenker, has always had the reputation of doing the best work in the city and its special ruled sets of books can be found on the desks of the majority of Scranton's manufacturing establishments.

The Tribune's bindery has also an established trade outside of the city, where sets of books are duplicated year after year. Orders of this kind come even from New York, where there are many of the best blank book manufacturers in the country; from Philadelphia, Buffalo, and other large cities of this country, and an order of these heavy books was recently exported to British Columbia.

FOUR MORE LISTS.

The Junior Educational Contest and Its Twenty Prizes.

Four more lists of words were received yesterday in The Tribune's Junior Educational Contest from the following boys:

Leslie Evans, 4 Wayne street, Carbondale.

Perry D. Gardner, 90 Guilkey avenue, Schuylar, Pa.

Charles N. Brown, 625 Madison avenue.

You'll admit the style of these two Overcoats are correct and becoming

Every fashion shown by the custom tailors is displayed in our show rooms.

If we ever convinced the stylish dresser we've done it this season. :: ::

We knew from the starting of this Fall season that our efforts would be appreciated. Some New York designers thought we were extreme in the treatment of a Fashionable Overcoat. We notice they are following our suggestions very closely, and the men who are wearing them this season are very enthusiastic about the exclusive appearance these clothes give them. Now, the question is, Have you bought your Overcoat? Whether you are a custom tailor patron or not, we'd like to stand you before our mirror with one of these coats on. The more we show the more we sell. It's the only way we want of increasing the patronage of this store and proving that the Ready-to-Wear Overcoats are far from the beaten track of ordinary tailors.

Some at \$10, \$12 and \$15
Others at \$18, \$20 and \$22.50

We also wish to call your attention to several new cloth patterns in suits that have lately arrived at **\$10, \$12.50**

Samter Brothers
Complete Outfitters

We are showing a complete line of Livery or Coachmen's Coats for immediate use.

NONE SUCH MINCE MEAT

MAKES PIES LIKE MOTHER USED TO MAKE.

Ten cents a package (made air tight to keep in all climates and in all seasons), at all grocers, and makes pudding and fruit cake as well as pies. Recipes in every package. Merrell-Soule Co., Syracuse, N. Y., manufacturers.

Christmas Slippers

For the Boys
For the Girls
For the Men
For the Women

And every pair at bottom prices. This is the time to buy Christmas slippers. The assortment is large, the sizes complete, and you have time to study your wants. We will deliver them any time you say

Rubber Goods of All Kinds.

MAHON'S SHOE STORE
328 Lackawanna Ave.
WE GIVE TRADING STAMPS.

There are eleven days left before the contest closes. The boy or girl who succeeds in getting together the largest number of words in conformity with the rules of the contest will receive a Christmas present of \$20 in gold. The one who constructs the second largest list will be rewarded with \$10 in gold, and the third largest will get \$5 in gold. There are seventeen other cash prizes offered. The rules will be found on the fourth page of this morning's Tribune.

THE MODERN HARDWARE STORE

Greater Opportunities

For the selection of useful gifts for Xmas have never been presented to the people of Scranton than you will find here. If it's something for mother, father, brother, sister or sweetheart, you will find a greater variety of useful articles here to select from than you ever imagined would be sold in a hardware store. There are many things here that will interest you. Come and see.

Tool Chests

Have you ever noticed a boy's eyes open when he sees a chest full of tools? Make him the proud possessor of a chest full on Xmas morn and he'll be the happiest boy in the world.

Prices \$2.00 to \$15.00
It's the early buyer that gets best choice.

Gem Food Chopper

A machine that will save mother's time, also lessen her work. It chops all kinds of food, from very fine to very coarse. A gift that will be appreciated.

Prices \$1.25, \$1.50, \$2.00
A walk through our store may help you decide—try it.

Razors.

We are justly proud of them. If you use one you will understand why.

Every Razor warranted.

Prices \$1.50 to \$5.00
Goods purchased now will be delivered Xmas Eve if desired.

Foot & Shear Co. 119 Washington Avenue.