What Magazine Editors Want And What They Do Not Want

HERE are today in this country (nearly 50 magazines that are willing to pay good prices for good stories. Among them they use about 250 stories a month and buy probably 50 more, which they will never

Of these 200 or 300 stories marketed of these 200 or 300 stories marketed every month, about one in 50 is first-class and about one in 10 is second. The others are purchased and printed treause the editor must have some-thing to fill in the spaces between the front cover and the advertisements. The editors of the better class of magazines are continually howling for stories. If they get a good story from a writer they follow him up with r_{c-} quests for more. If they see a good story of two in another magazine they write to the author and ask if they

story of two in another magazine they write to the author and ask if they cannot have something from him. They are on the watch all the time for any one who has the gift of narrative. These are the facts of the case, well known to every one in the publishing businers. On the other side are the theories beloved of budding authors who feel the germs of genius within them.

who feel the germs of germus within them. The authors of unpublished manu-ecripts seem to have two standard grievances against editors. The first is that editors will accept any old thing if the writer has a name. The second is that editors will never tell an un-known author why they refuse his

story. The antagonism between the aspir-ing author and the unsympathetic pubing author and the unsympathetic pub-lisher undoubtedly exists. What is the real cruse of it and whose fault is it? With a view to getting at the truth of the matter the writer undertook to get upon speaking terms with the edi-tors of 15 of the leading magazines published in America today, and atso to make some practical experiments of his own so as to test the truth of the his own, so as to test the truth of the charges continually made against the well known editor by the unknown author.

The result of these interviews seems to prove pretty conclusively that if the unknown author cannot get his story published it is entirely his own fault, and that the faults which lead to his dicomflure can be grouped under threebrads. To begin with, the most common

To begin with the most common fault of all, the manuscript may be all right, the situations well described and the dialogue clever, but-no story. In the next group of fallures are those manuscripts in which the story is there, but is not properly arranged or tekh. This is a fault which puts a manuscript just in the balance. Whether the editor thinks enough of it to bother further with it is largely a matter of the humor of the moment. It is very much like the bestation of

It is very much like the hesitation a person in buying something that not cuite what he wants, but which could be made to do by spending a lit-the tips and trouble on its alteration. This third class of failures is stories which are all right, but are not suited to be magazine to which they are sent. This is the cause of nine-tenths of the failures of inexperienced authors.

One of the most extraordinary delu-sions of the novice in authorship is that his manuscript is not even read. One often hears of pages gummed to-rether as a test, and so on. The reply to this charge is that it is not always necessary to separate the yolk of an egg from the shell to find out that it is

rotten. If, writers only knew the eagerness with which the publisher's reader scans, every story that comes into the office from a new source they would quickly get over the idea that their stories were returned, infreads. Many of the writers of scatabilished reputation are writen only and the magazine editor is writeness in his quest for new ideas a theless in his quest for new idents, a fresh style, an unexploited field, All he asks is that the new story shall fit nto the style of architecture on which

his magazine is built. The one absolutely hopeless case writer who has no story to tell, but who can fill up 15 pages of twepwriting with a mixture of dialogue and incident that leads nowhere. Several of the editors interviewed spoke feelingly of the time and trouble wasted in wading through this sort of authorship. "This sort of writer," remarked a

reader for one of the best-known magazines, "reminds me of a young fellow who applied for a job in a carpenter's shop and brought a perfectly smooth suppand brought a perfectly smooth plece of board as a sample of what he could do. The carpenter asked him what it was for or what it fitted, and found that it did not fit anything, but was simply a beautifully-smooth plece of work, planed and sand-papered, top, bottom and sides. bottom and sides. "The crupenter told the young fellow to take it back home again and bring it to him next day with a mortise and tenon joint in it, or an O. G. panel on one side—anything to show what the work on it was for." "Some people do not seem to under-stand," remarked another moder. "that "Some people do not seem to under-stand", gemarked another reader, "that the short story should be restricted to a single incident. If it is a story of adventifie there must be only one ad-venture. If it is a love affair it must be only one episode in the courtship. If it is, a character sketch it must deal with one trait of character only. "There is no more common mistake made by would-be magazine writers than to imagine that a short story is a condensed novel. A short story should condensed novel A short story should be like a flash-light picture of a single stone being laid in a wall. The novel is a description of the whole building from cellar to roof." The rapidity with which a reader can Ine capitity with which a reader can judge a story is the result of long prac-tise. While it is true that an expert can sean a story without reading more than a third of the words in it, he will never miss the story if the story is

It may be badly told, but if it is a really good story the editor will rescue it every time. He will enter into nego-tiations with the author to fix it up or will buy it as it is and fix it up to suit himself. Every magazine has men employed for that purpose. Not one in 10 of the smooth reading stories that one finds in the magazines is printed as it was written. Unless they are the work of a trained writer who knows all the tricks of the trade they have been chopped and changed

they have been chopped and changed around in order to fix them into pre-sentable shape. Unnecessary introductions have been cut off the beginning, anti-climaxes cut off the end, superflu-ous adjectives taken out of the middle

who has just brought out a book that promises to be a success. She has a classified list of megazines, beginning with those that she would like best to publish her stories and ending with those that are little better than the waste heater.

those that are little better than the waste basket. She has 25 magasines on this list, and overy short story she writes is sent to each in turn and upon its rejection to the next magasine in line. If the manuscript be rejected by the whole 35, into the waste basket it goes. While this scheme may impress some persons as clever, it is really a con-fession of bad judgment. It is like offering to sell carpenters' tools to 25 different trades, when only two or three trades use them, although all trades use tools. trades use tools.

Every one who hopes to be success ful as a magaine writer should buy and read at least one or two numbers during the year of every magazine pub-lished, or of 20 or, 80 of the leaders. The sort of stories and articles they contain should be carefully studied.

ous adjectives taken out of the middle and descriptions of scenery removed en-tire. To the writer was shown one short story, printed in McClure's, which was a first attempt on the part of its author. It had been changed four times, forty-eight superfluous words had been cut

STARVED TO DEATH.

BTARVED TO DEATH. is what could truthfully be said of many children who die. They have worms, poor little things-they don't know it and you don't realize it. If your child is cross, fretful, pasty com-plexioned and loses weight for no ap-paront reason, give it White's Cream Vermifuge, you will be surprised at the results and how guickly it plexs up. Sold by Z. C. M. I. Drug Dept., II3 and 114 Bouth Main St., Sait Lake City. II

EXCURSIONS EAST,

Via Oregon Short Line. July, 2nd, 3rd, 23rd and 24th, August 13th and 14th, and September 10th and 11th, Ask agents for rates and further particulars. City Ticket Of-fice 201 Main Street.

GO TO OGDEN JULY 4TH, Via Oregon Short Line.

A special train leaving Ogden 11:00 p. m., will be operated to Salt Lake on that day. Round trip \$1.10.

SCIENTIFIC MISCELLANY.

The simple burglar alarm that has been under test by the police authori-ties in Dresden and Berlin seems to have resisted all attempts to pass without giving warning. It consists of a curtain or portiere, wired with fine conductors connected at certain places with metal knobs, and when this is drawn across the door or window, or around the safe, the slightest disturbance throws the knobs out of contact and breaks the electric circuit. The alarm may be signalled by a series of The bells, lights or other electrical appliances, either on the premises or at the police station, Cutting the material or interfering with it in the slightest degree has instant effect, and the willest burglar is unable to enter the premises having this apparently trifling protec-

That the snake has a sixth sense, by which it finds its make in the woods and uncrringly trails its prey, is the be-lief of G. R. O'Reilly, for 33 years a special student of snäkes. The seat of this sense of direction is supposed to be the curious forked tongue, which ear have wore of the west to which the can have none of the uses to which th ongue is usually applied, but is a feeler nd more, and is incessantly darting about as the snake travels. A lizard was seen to come from beneath a house in the woods, take a zigzag course, and disappear under a box 10 feet away. Two minutes later a blacksnake ap-peared, passed over the lizard's exact course, keeping the tongue constantly seeking the trail, and, darting under the box, quickly emerged with the lizzard in its jaws. Many other observe tions seem to prove that the tip of the tongue is the guide.

Rubber is strongly contracted by heating, and Prof. S. P. Thompson sug-gests that it would be possible to con-struct a heat engine to be driven by the contraction of rubber instead of the expansion of water and air.

In the development of cities, lines of pipes have been extended to long dispipes have been extended to long dis-tances to bring in sufficient water, and now it seems probable that cities may find it necessary to pump in air or otherwise provide artificially for an adequate supply of oxygen. Dr. H. Henriot of Paris concludes that it is the difference in the atmosphere that silves the country dwaller physical su the difference in the atmosphere that gives the country dweller physical su-periority over the resident in the city. His experiments have shown that the carbon dioxide is constantly greater in the city air than in the air of the country or the sea, and that in a large city, especially if in a valley, the air is stirred by the winds, but is not re-newed as fast as it is polluted. The is stirred by the winds, but is not re-newed as fast as it is polluted. The air of the country and the sea always possesses strongly oxidizing properties. The air of the city, on the other hand, exerts a deoxidizing action, and the effect of the polluted vapor is felt in many ways—in stunded growth, nervous disorders, and even in defectin while disorders, and even in defective vision.

An expected revolution in agriculture An expected revolution in agriculture has been based on the discovery, long ago made by Hellriegel, that the root nodules of leguminous and some other plants absorb nitrogen directly from the air. Another natural method of fixing atmospheric nitrogen has now been pointed out by Jamieson, a Brit-ish experimenter, who has found that

ish experimenter, who has found that the hairs covering many plants absorb nitrogen, convert it into albumen, and then wither and become absorbed into the plant. On a series of sections,

the plant. On a series of sections, treated with stains acting on albumen, the microscope traced very clearly the migration of the nitrogen taken up. Experiments on various trees in Hun-gary confirm thed iscovery, and indi-cate that this way of plant feeding is very zeneral.

The south magnetic pole is described by Prof. David of Sydney university, a member of the Shackleton expedition, as a point that travels around with a kind of waltzing movement in a circu-lar area 30 miles in diameter, and

very general.

Doctors Who Cure

Drs. Shores & Bhores, furnish you the proof from the lips of Grateful people-home people whom you can see and talk with. Other Doctors Claim to cure-but all you can judge by is their idle words. Drs. Shores make no braggart claims they simply furnish you the witnesses, who have tried other treatments and then tried the Drs. Shores' treatment-mak THEM-they KNOW. Read the testimony of your friends and neighbors-then consult Drs. Shores yourself.

\$1.00 to \$5.00 Is All It Costs In Simple Uncomplicated Cases.

If your trouble is a simple one a Dollar or tTwo pays the bill for acure, medicines included, and we guar-antee that in the most complicated cases of Catarrhal Chronic diseases the cost will not exceed \$5 for one whole month's treatment and medicines. Remember whether you only need a little treatment or whether you need a week's or month's treatment-you can get the best by Consulting Drs. Shores-the Experts. Simple cas-cs \$1-\$2, and up to \$5 a month for the most complicated Chronic Catarrhal diseases, medicines included. COME TODAY. COME ANY DAY THIS WEEK AND TAKE ADVANTAGE OF THIS SPECIAL OFFER.

Terrible Rheumatism | So Called "Consumption"





MRS. E. A. EATON, 577 N. 1st. W. SALT LAKE CITY. Mrs. Eaton says :-- I have suffered all the torments possible with Rheumatism and Catarrh. For three months I was in bed-and unable to turn over without crying out. I was totally helpiess, and tride six different Doctors with but little relief. When I went to Drs. Shores I could hardly get up the stairsand after two months' treatment, I am a new woman-and I would not take \$100 for what Drs. Shores have done for me. I give this statement for the benefilit of others-and be-cause it is the simple truth. (Signed) MRS. E. A. EATON.

MEN



R. E. ELVIN, 148 Thompson courts, between First and Second coults, hetwen Prist and Second east and Seventh and Eighth South, Salt Lake City. Mr. Elvin had been told he was doomed-that Consumption was in-evitable-he was short of breath-coughed all night, thred and worn out, no ambition-constant headaches -all the other terrible symptoms that marke neglected Cutarrh-in the head and threat-He tried every-thing without avail. Then he tried Drs, Shores. In two days his cough stopped in less than a month his headaches, cough, tired feeling, etc., have all vanished-he feels grateful -he wants to talk with others who are sick, Look him up-ask him the facts-you will be interested-and it will do you good. east and Seventh and Eighth

MEN

Miss Emily Monk, 4678 Fifth Eas St., Calders Station, Salt Lake Cit READ MISS MONK'S STORY.

Catarrh, Aenemia

READ MISS MONK'S STORY. Miss Monk says: "I have been sick for a long time, in fact for years I have been ailing; but last winter I became so much worse I decided to consuit Drs. Shores. I had Catarrh. My head ached. I was short of breath, tired; no am-bition; generally run down and dis-couraged. I began Drs. Shores' treatment a month or so ago, and in a week began to feel better. And to make it short, I will say I am feeling better in every way now -now head clearer, and all my -now head clearer, and all my symptoms steadily improving, and I am pleased to recommend Drs. Shores to all who need good, re-liable Specialists.

CATARRH-Deafness, nose and throat trouble, eye and ear diseases, bronchial and lung troubles, asthma, stomach, liver and kidney diseases, bladder troubles, female complains, chronic diseases of women and children, hear diseases, nervous diseases, Shorea (St. Vitus

We Treat and Cure

WE GIVE YOU THE LOWEST RATES, THE BEST WORK, ABSOLUTE SATISFACTION OR NO PAY, AND STRICT PRIVACY. NO PAY. AND STRICT PRIVACY. Seventen Years' Continuous practice in Sait Lake City, 100,000 cases treated -and our personal name and guarantee should take away the last excuse a man has for patronizing "Fake Institutes" and Quack Doctors. ALL MEDICINES ARE FREE-there is no trickery here-no double dealing -We don't advertise a low, fee as a bait-and then rob you for medicines as you will observe some "Fakirs" do-Our fees are the lowest possible for guaranteed results and we furnish all medicines absolutely FREE. dance, rickets, spinal trouble, skin diseases, sciatica and rheumatismdiseases of the bowels, piles, fistula,

REDUCED PRICES AND QUICKER CURES IN OUR SPECIAL DEPARTMENT FOR

Owing to the enormous growth of our Special Men's Department, we are now able to make much lower prices-in many cases just HALF USUAL RATES, and by our improved methods the time for a Cure has been reduced one-half. EXPENSE need not prevent any alling man from being cured. For with reduced rates and speedy cures you can now be CURED for less money than you would have to pay Frauds and Fakirs for experimenting





but by twos and threes at a time, and j ing the fact that the big man is writ-

ride a bicycle on one wheel, was en-gaged by Barnum, he wanted to show the public what he could do on a wheel, but the manager told him he could

place

a pike. The putter was the of the finds. "What is the particular element that you imply as so desirable when you speak of the story in a manuscript?" the writer asked Mr. McClure. "It must be human and there must be some motive in it." he answered immediately. "It may be cleverly writ-ten; but so are advertisements. Ad-venture and incident may be there, but if there is nothing human in it no laughter will ever shake the reader's hand, no tear will ever fall upon the What makes this individuality? The What makes this individuality? The editor's power of selection, his ability to pick out the stories, and articles that carry out his conception of what a magazine should be. If any old story would de for any old magaziwe, as some writers seem to imagine, what would become of this distinctive trait? Unless a writer who sends a story to a magazine has studied this peculiar touch that gives the magazine its hand, no tear will ever fall upon the page." Many readers who were interviewed

ing for that magazine, and they usually care very little for what he writes. It is the same in all matter of busi-ness. When Albin, the first man to

Latest photograph of District Attorney Jerome, who has started a cam-paign for re-election.

ix- explanatory and argumentative letters had been exchanged between

author and publisher before the final proof was passed. All this trouble over a 3.000 word story submitted by mail by an unknown author, who had never written anything before, and by a magazine that receives

several hundred manuscripts a month and can command the best writers! Why? Because the story was there, and S. S. McClure knew it the moment he saw it and be rose to the balt like a pike. The nuther was the of first finds

but the manager told him he could have only three minutes. "We don't care a cent for your act," the manager told him. "All we want is to show the public that we have got what we adventise." "The secret of the success of any magazine lies. In its individuality. Peo-ple 'come to 'recognize it as different from the others and they do not feel that any other magazine will take its place.

touch that gives the magazine its character and has written something

tion without giving notice.



SICK iver Pills are



Would be almost price is sto those who n this distressing completing but form-ir goodness does not send hore, and those try them will fud these little pills val-many wers that they will not be wil-without them. But after all sick head



expressed the same opinion in various ways, insisting that it was this want of the human touch that caused the rejection of 90 per cent of the stories sub-mitted to magazines. "A story must act on the reader's

feelings as well as on his mind," re-marked one. "It must quicken his impulses somehow. If it is a story of you along with it, just as the audience used to hold on to the backs of the seats in front of them when John B. Gough described the stage coach tearing downhill close to the edge of the preci-

pice with a drunken driver on the box. "The habitual magazine reader re-members a story that has made him feel long after he has forgotten those that made him think." Frank Munsey classifies stories sim-

ply by their commercial value and puts pathos, first, love second, adventure third and humor last.

third and humor last. "Any one can invent love plots and adventures," he says, "and some men cannot put pen to paper without being humorous; but the pathethic story is always from the heart, and if it is genuine it always reaches the heart of the worder. These are the stories that the reader. Those are the stories that are hard to find."

One of the most common errors of the novice in authorship is sending his manthere is from the right place. The fur-ther he is from the right place in his selection, the longer he will probably have to wait for its return. This dolay and the repetition of refusals is one of the most disheartening things the bud-

ding author has to contend with, but it is entirely his own fault. He may imagine that all the editors have conspired against him, whereas there is aothing against him but his own lack of judgment.

If a man had a patent churn to sell and went hawking it among the bouse-wives on the West Side you would laugh at him and tell him to take It laugh at him and tell him to take it to the country and sell it to the farm-iers' wives. If he replied that the coun-try was just the same as the city, all houses and people, you would isugh still louder at his folly. Yet the au-thor who sends his manuscripts to the wrong place is just as misguided. The first thing that a new writer usually does is to send his story off to his favorite magazine or to the magazine that he hears most highly spoken of. All amateur actors want

to his favorite magazine or to the magazine that he hears most highly spoken of. All amateur actors want to play "Hamlet" from the start. The high class, well known magazines, like Harper's, have to wade through more trash than any others. "A story was submitted to me pri-vately by a friend of mine." said one reader. "The author was a young lady who did not know that I was employed on a magazine. She thought it was the greatest thing that ever happened, that story of hers. Most authors think that about their first attempts. "She was in doubt whether to send it to Harper's or the Contury, as she did not want to offend either of them by giving the other the refusal of it. After reading it over, I advised her to try it on the Waverly Magazine first and not to expect any pay for it. "She has not spoken to me since, but I learned from a friend of hers that she years in years. having to

the sent it from one magazine to an-other for nearly two years, having to copy it again once or twice when it got shabby. The funny part of it was that she finally sent it to tho Waverley and they used it. There is a young woman in Brooklyn

touch that gives the magazine its character and has written something that fits in with it he is simply wast-ing time and postage stamps. He may have made a beautiful churn, but the woman who lives in Central Park West does not think it fits into idea of what should be in her household. One groat cry of the novice in authorship is that the editor will not tell him what is the matter with his story when it is rejected. This is only half a truth. The editor would gladly tell him, mut he knows the author would not believe it. The editor of the Popular Magazine told the writer that he once made the mistake of telling a new writer what was the matter with his story. The man scemed very modest and

matter with his story. The man seemed very modest and anxious to learn, and the editor told him the exact facts. Instead of be-ing grateful for this expert criticism, which was valuable, the author of the story became abusive and told the editor that he had never printed such a good story in the Popular, which was a rotten magging anyhow and much a rotten magazine anyhow, and much more to the same effect. Such authors are hopeless, because they will never learn.

learn. John Thompson, editor of Pearson's, told the writer that one had to be more cautious about mentioning the defects in an author's stories to the author himself than one would 10-about remarking upon the defects in a woman's appearance if she asked you about it. In fact, he thought the author would be the more vindictive of the two. At the same time, he had found.

At the same time, he had found. At the same time, he had found, when he was sure that he was talk-ing to the right sort of man, who would not be minuderstood, that he could gut his finger on the weak spot in a story, and that more than once he had been rewarded by the author going home to think it over and bringing him just the kind of story be wanted.

wanted. John S. Phillips of the Americam Magazine tries authors out with hints such as that the story would be im-proved if it began at such a place in-stead of where the author begins it. If the author watches the blue penell cut its way across the page without finching and sees his beautiful ad-jectives crossed out without serious objections, Mr. Phillips knows that the man will stand the gaff and be a wanted.



WRITE TO THEM. ANY LUMP IN WOMAN'S BREAST IS CANCER and if neglected it will always poison deep glands in the armpit and kill suickiy. Audress

DR. AND MRS. DR. CHAMLEY & CO. "Most Successful Cancor Specialists Living" 747 South Main St. LOS ANGELES, CAL. Kindly Send to Some One with Cancer

changes its exact position from day to day and hour to hour. It was observed with a Lloyd-Creak Dip-Circle, which has magnetic needles that tilt has magnetic needles that the more and more nearly to vertical as the Pole is approached. The ordinary compass was used also in the observations, but refused to act when near the pole The gluten lately obtained from corn flour, differing from wheat gluten in its solubility in amylic and other alcohols, bas been named "maisine" by Donard and Labbe, who have been investigat-ing. The material is now being made in France as a by-product of the corn industry. About 13 per cent of maisine is obtained by drying the corn flour. industry. About 13 per cent of maisine is obtained by drying the corn flour, freeing it from fatty matter with ben-zine, dissolving out the gluten with amyl alcohol, precipitating with ben-zine, and collecting on a filter. The woolly precipitate is dried in a vacuum. The new material is found to be valu-able as a plastic substance, with cam-phor or without, can be used as a food product, and can be employed as 20 to 75 per cent of celluloid, which is thus cheapened and made less combustible. To per cent of celluloid, which is thus cheapened and made less combustible. It can be treated with alkalles, like caseline, yielding glue and sizing. In the corn industry, the starch and oll have been utilized, and the maisine can be obtained from the albuminous matter hitherto wasted.

Measurements of the height of clouds were continued in 1908 by the Vienna Astronomical observatory, by the plan of directing a searchlight vertically np-ward and observing the angular ele-ration of the illuminated patch of sky rom a fixed base station. The results for 50 evenings have been recently pub-lished. Light was frequently reflected from a greater height than six miles, and on May 31 the illumination could be traced up to 10.6 miles, and up to 10 miles on July 27. On two occasions the dust or smoke layer was found to have a depth of about 1,000 and 400 feet respectively.

American saws of vanadium steel are claimed by J. M. Flannery to cut as many as 400 steel axles without atten-tion, while the best imported saws needed grinding after cutting 80 axies. The best steel for metal-cutting seems to be that containing-vanadium, 32 per cent; tungsten, 17.81 per cent; chromium, 5.92 per cent; carbon, .682 per cent manganese, .07 per cent; silicon, .049 per cent. In the tests made, vana-dium steel saws intended for wood-cutting are reported to have cut a 20-penny nall, and even to have sawed through iron pipe an inch in diameter, without injury to the teeth.