

Advertising and Business

...An Open Letter...

On behalf of ourselves and other truth-telling traders we call attention to the following:

None of the advertisers in this city seem to have weak lungs just now. Such a shouting! One screams, "Look at me, me!" Another one, "This way, I am Mr. Mighty Great," and another one "There never was the like of me." Fact is, if Solomon were to come along to-day there are some houses he would never stop at, from sheer disgust, because of the people that claim to be wiser than he ever was.

Watch the barnyard roosters. See how they crow with their eyes shut, evidently knowing it all by heart. Are they not like many of this city's advertisers? Just as a scalded cat comes to fear even cold water, buyers who find themselves hoodwinked by plausible advertising, set all advertising down as good for nothing. Hence careful, straightforward advertisers are sometimes

It is a selfish interest, therefore, that we have in continually advocating a high standard in advertising. We strive to maintain it ourselves in order to make advertising valuable.

When storekeeping is scientifically done, as by us, there's no need of advertising \$2.50 values for 95 cents.

No need to advertise \$30 suits, etc., for \$8.98.

No need to mislead people.

No need to varnish over stock.

No need to magnify goods, nor befool.

We trust the public will read and profit by this open letter.

Yours truly,

John T. HAUGH,

The Old Reliable Clothier.

THE DENISON REVIEW. SEMI-WEEKLY. MEYERS & TUCKER.

PUBLISHED TUESDAY AND FRIDAY AT
DENISON IOWA.

Subscription Price, \$2 per Year.

Entered the Postoffice at Denison, Iowa, according to act of Congress as Second-Class Mail Matter.

THE REVIEW is all Home Print; enjoys large circulation, and is unexcelled as an advertising medium.

A BUSY PLACE.

THE REVIEW is now published in its new quarters, and we would be pleased if every subscriber would call on us and inspect what we fondly believe is the best appointed and best equipped printing office for a town of Denison's size in the whole state of Iowa. However, as we know it will be impossible for all our readers to call upon us, we think it may be interesting to them to take a little journey with us over the office by proxy. We regret that it was not deemed advisable to incur such a load of indebtedness as would have been necessary for the erection of a large brick building on the old REVIEW corner. The improvements made thereon have however, been made with this end in view, and for this reason the walls of the new brick basement have been heavily enough constructed to carry the weight of two additional stories when our means will permit of the expenditure. The editorial room and business office will be in the old location, although paint and paper serve to brighten the office and make it a pleasant place for labor. For the present, the large rooms on the first floor will be used for storage purposes. A stairway leads from the editorial room to the basement which is a veritable hive of industry. Eight competent printers, all but one of who are men of family, are now steadily employed in the work of preparing the REVIEW for its readers, and in getting out the constantly increasing amount of job work. Mr. E. F. Tucker has entire charge of this department, and also has a large share of the business management of the paper in

his charge. The editor writing from a personal standpoint, and hoping he will be excused for this personal reference to a member of the firm, wishes to say that never has he met with one more true-hearted, more faithful, and with all more unpretentious, and more likeable than Mr. Tucker. It has been a constant source of gratulation to us that we have been associated with such a man, and this association is to us one of the most pleasant features of our business.

Trusting that our readers will forgive this digression, we will pass on to the inspection of the machinery of the office. In the northeast corner stands the large gasoline engine, firmly bolted to its cement bed, this engine is rarely idle as it furnishes power for all the machinery of the office. Next beyond the engine is the large power press, also embedded in cement, upon which the REVIEW, the Zeitung, and the larger classes of job work are printed. This press is large enough to print four pages of the REVIEW at an impression and runs at the rate of about 1500 an hour; it is comparatively a new press and is the one which has taken the place of the old Potter press which printed the REVIEW for thirty years. This press does excellent work and we are greatly pleased with the improved appearance of the paper since its purchase. Attached to the press and re-arranged for work is the almost human folding machine, the blank sheet is inserted at the top of the press it goes around a big cylinder, coming in contact with the inked surface of the type and then moved by tapes, it glides to the top of the folding machine. Here a dull saw like knife presses down upon the center of the sheet securing it between two rollers through which the paper runs and the first fold is completed, at the same time the paste is applied from a can on the knife, and the paper is thus pasted in the center. The paper is now ready for the second fold, and this is done in a manner similar to that by which the first fold is made. Located on the second set of rollers however, is a sharp knife and as the paper glides between this set the edges are trimmed. The folding process is repeated the

third and fourth time, and the paper thus delivered ready for mailing, folded in the size in which you receive it from the post office, and completely trimmed and pasted. During the summer we have been unable to use the folding machine on account of lack of room, and it is a relief to us and to our readers to have it again in use. A recent purchase which has not yet been put in operation is a new McPatrick mailer, this machine is run by foot power and will stamp addresses on papers at the rate of about 2500 per hour. One great advantage of this mailer is that it prints the addresses directly on the paper, doing away with the pasting of address tags which are apt to come off and thus cause confusion and frequently cause our subscribers to miss their issue of the paper. We hope to have this in working order by the first of the year, but as it involves a complete re-setting of our mailing list, we will have to defer it until after the busy holiday season is past. Immediately west of the large newspaper press is our largest jobber. This machine weighs more than a ton, and rests on a cement base; it is the largest job press in the county, and is the one on which many hundred sale bills have been printed for the farmers of the county. Its extremely large size enables us to print large bills cheaper than any other office in the county. Since placing it on a solid foundation, this press does fine work, it is adapted for heavy forms, and will do equally good work from the largest black faced type or from the delicate half-tone engraving. The next press in the lineup is about two sizes smaller, is a comparatively new press, and is thoroughly up to date in its work. These three presses are all operated by power. The fourth press is a small treadle press used for the printing of smaller things such as envelopes, cards, noteheads, and small dodgers. This completes the press room equipment, and with all the presses in operation, the REVIEW office can turn out nearly 5000 impressions an hour. In the north-west corner of the building are located the racks of newspaper type. The union of

the REVIEW and Journal offices, give us a large quantity of the ordinary newspaper type from the fine faced Nonpariel, to the larger type in which the editorial matter is set. From two to three men are constantly busy setting up and distributing the matter for the semi-weekly issues of the REVIEW.

Possibly all of our readers are not familiar with the mechanical methods of newspaper construction. The type is distributed in the case, each letter being a piece by itself and having a separate apartment. The compositor must pick up each separate type and place it in proper position in the word and line; he holds in his hand a little tool, called in printers parlance, a stick, which is set at just the width of a line, a stick will hold from ten to twenty lines according to the size of the type used. When the stick is full, the type is taken out and "dumped" upon a "galley," the galley is simply a flat brass holder, containing a little more than a column of type, when the galley is full it is ready for proof taking. This is done by inking the type, placing a sheet of paper on it and passing a heavy roller over the surface. The proof is then read and the type corrected in the galley. A single galley may contain locals, advertising notices, editorial, and what not. It is the duty of the "make-up" man to place this in proper position in the "forms". The forms are made up on large marble slabs, called "imposing stones", and each page is securely locked in a steel frame, or "chase", it is then ready for the press. In the southeast, or lightest corner of the room is the job and advertising department. We believe we can say without fear of contradiction, that this is the best equipped job department for a town of 3000 in the state. The type ranges from the six inch wood type used for theatrical dates to the fine hair-line script made in imitation of engraving. It used to be that a printing office contained one line of one kind of type and a line of another, but now the type is usually purchased in series which means that the same style of type is bought in all the different sizes. Thus the REVIEW has for instance, a splendid series of what is called "Jensen Heavy Face", in all the sizes from the small six point to the 120 point, a type 20 times as large. This is but one of the many attractive series which the office possesses, and is one of the reasons why REVIEW job work is so popular with the Denison business men. Something that is not generally understood is that in making up a form, it is just as necessary to fill the blank spaces on a page as to set the type. This means that the printer must have a large investment in what is called "furniture and slugs" which do not appear on the printed page at all. The REVIEW must have 1000 pounds of such material. Also connected with the job and advertising department are borders so popular with advertisers and the numerous little cuts and fret work which make the printed page attractive. The campaign rooster must be kept in stock to mourn defeat or exult in victory. The REVIEW office also contains engravings of the portraits of many of the prominent people of the county. When a prominent citizen gets married, or dies or runs for office, the REVIEW usually has his picture on hand ready to present to its readers. This hasty inspection has not thus far included the minor machinery of the office, the stapling machine, stitcher, the large 30 inch paper cutter, the numbering machine and a dozen and one smaller implements of the trade. It also does not include the large supply of stationery which is always carried in stock, envelopes of all styles and sizes, writing paper of all grades, many colored poster papers, shipping tags, card-board, paste-board and handsome cover papers. The REVIEW buys its printing paper by the ton. Our last order was for 5000 pounds; this paper is used almost entirely for printing Reviews, and it will thus be seen to what proportions the business has grown.

The REVIEW has this year passed through one of the crucial times of its history, the cash in advance policy has received the cordial and hearty endorsement of a very large percentage of our readers. Last April it was necessary for us to take a number of names from our

list because they had failed to pay attention to our repeated requests for payment. We are happy to state however, that a majority of these have since renewed their subscription to the REVIEW, and that our list has almost attained to its old proportions under the "pay or not" system. The REVIEW has at times hated very much to cut off some good subscriber on account of his carelessness or forgetfulness, but we have felt that we must treat all alike. This policy has, in the end, maintained our friendships and cordial relations with our readers.

The REVIEW has several important announcements to make during the coming winter, and it expects to become a still more powerful influence for good, and to be still more interesting to its subscribers. We wish to express our sincere thanks to our loyal friends for their support during the past year, we wish to assure them that their kindness has been appreciated, and that they will always be warmly welcomed and given the "glad hand" if they will but visit the editorial sanctum.

OUR NEW CONGRESSMAN.

Judge J. P. Conner leaves the first of next week to assume his congressional duties at Washington. He will stop at the Hamilton House for the present and will not be joined by Mrs. Conner until after the holiday vacation. Judge Conner has been fortunate in securing as his private secretary Mr. Fred Pinney, who was the faithful and efficient secretary of the late Senator Gear. By thus securing the services of one thoroughly informed in the details of congressional and departmental work, Judge Conner will at once be in position to give attention to all the wants of his constituents in little things as in great. Judge Conner will be chiefly noted during his first few months in Washington as the successor to Dolliver. The man who would fill Dolliver's shoes has a difficult task before him, but we fully believe Judge Conner is qualified to do this and we believe that in a short time he will be known, not as Dolliver's successor, but as one of the strong and able men of the Iowa delegation.

Judge Conner is thoroughly and stalwartly republican. His faith is strong in all the great tenets of his party, and as a conservative and thoughtful man we believe he will ably represent the majority party of this district when partisan matters arise. While Judge Conner is a man who does his own thinking, he is not erratic, not given to self laudation or self aggrandizement, and he will not be one of those who will expect to revolutionize congress at its first session.

There is no fear but that Judge Conner will hold a high place among his fellow members. A man who can for twenty-five years maintain his position as one of the strong men of Iowa a man who can dwell in such an intelligent and discriminating community as Denison for a quarter of a century, and ever be regarded as among its foremost citizens, is a man who will succeed in any place and among any people. Men in congress or out are much the same, and the same energy, integrity and intelligence which made Judge Conner a leader in Iowa, will make him a leader in the national congress. Judge Conner is a firm advocate of the protective tariff, he is a strong believer in sound money and a stable gold standard. He will be zealous in maintaining that the right of suffrage shall not be restricted by race prejudice, and that every man entitled to a vote by the constitution or any of its amendments shall have that right and be protected in its exercise. As a good business man Judge Conner will favor any sound and feasible project for the enlargement of the commercial possibilities of this country. As a believer in the great future of America, he will not stand and quibble as to anything which he believes will be to the advantage of the commerce or industries of the people.

The past record of Judge Conner shows that he is accustomed to deliberate with impartial judgment upon matters brought before him in which different interests are involved, and for this reason we believe that no man in this district no matter what his party or his

faction, need fear but that his claims will receive honest and fair consideration. Judge Conner is a man too broad in his sympathies, and too generous in his make-up to seek to humiliate any man simply because he has not stood with him in the past, at the same time he is too loyal to seek to conciliate an opposing faction at the expense of his friends. Judge Conner is used to hard work, he is used to studying and going to the bottom of things. He will give to the affairs of the nation the same serious thoroughness which he has given the causes of his clients in the past, and which he gave impartially to every cause while he was on the district bench. We believe that Judge Conner does not desire, nor do his friends expect that he will jump into the middle of things and set congress on fire with his brilliant oratory on the first provocation. We believe that he will make a good, honest, reliable, hard-working member, a man who knows how to say the right thing at the right time, and who has that greater knowledge of when and how to keep silent. Denison parts with Judge Conner, even for this temporary absence, with regret. It is felt by our business men that one of the leaders in public enterprise, one of the safest counselors in public affairs will be removed from us, but it is also felt that this honor is but a just and merited reward for a high-minded, conscientious and helpful career.

The Sioux City Journal notes the REVIEW's motto "Keep your eye on Shaw" and pleasantly comments on the Governor as a presidential possibility. Perhaps the Journal thinks we are a trifle early, but we would respectfully call the Journal's attention to the fact that the REVIEW has the habit of "arriving" with pleasant regularity and reasonable frequency.

It is true Crawford county is democratic. It is one of nine democratic counties of the state. It is one of three democratic counties in the western two-thirds of the state. It reminds us of the juror who complained that the jury on which he served was the most obstinate he had ever seen. They were out for forty-eight hours and the other eleven men would not agree with him.

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