

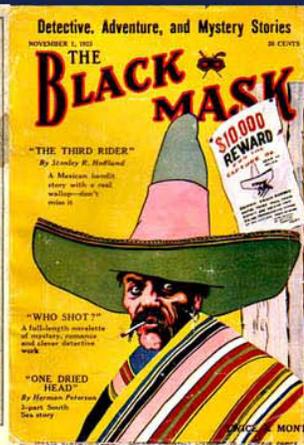
Tony's

PUBLIC DOMAIN Magazine Secrets

BY TONY LAIDIG

<https://www.publicdomainmagazinehacks.com>

Tony's Secret Strategies for Finding and Using
Public Domain Magazines to Create Great Info Products



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PUBLIC DOMAIN

Magazine

Secrets

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Tony's Secret Strategies for Public Domain Magazines

If you have ever attempted to create your own information products, then you have no doubt faced the challenge of producing the content. We need content for our products, content for our blogs, content for our e-zines, content for our autoresponders, content for our Squidoo lenses, content for our articles...I think you get the picture...we NEED content and LOTS of it! When you get right down to it, content only comes one of three ways. You can: Write it, Buy it or Borrow it.

Writing your own e-book, articles or blog entries can be very rewarding. I enjoy writing almost as much as I enjoy graphic design, but writing your own content can also be an extremely frustrating process as well. Sitting there staring at a blank computer screen is NOT my idea of a good time. When the ideas are flowing, writing your own content is great. When the well dries up, it totally sucks! Of course, if you don't enjoy writing, then you have a problem.

Another popular approach to obtaining content is to buy it, and you have a few options. Your first option is to hire a ghostwriter to write the content for you. Now I've worked with quite a few ghostwriters over the years—both good and bad—and one thing seems consistent with most of them...they're not cheap. Of course, a great ghostwriter is worth their weight in gold and will usually cost you that much, and to go with a lesser known writer can be risky. Even with having friends who are writers, this is not my first choice (it's not my second or third either).

Your second option for purchasing content is to use PLR (private label rights) content. This is content that someone hired a ghostwriter to write for the purpose of selling it without rights. This can be a great option for finding content for your niche, but beware...not all PLR content is created equal. There's a lot of crap out

there! Now I buy a lot of PLR content and have made some decent money from it. There's just one problem that bugs me about it...I'm never the only one using it! A thousand other people may own the same content. Some will make changes to it, if they're smart, but most will pass the content on as-is, and before you know it, it's relegated to giveaways, bonuses and dime sales.

Finally, we have the option to borrow our content. This is one of my favorite options. What I mean by "borrow" is that we take what someone else has written or produced...a work whose copyright has expired and is in the Public Domain...and we create a new hybrid product. Public Domain content provides a vast treasure trove of books, articles, artwork, photographs, videos, audios, sheet music, software and more...and it's all available for us to use freely for any purpose we choose—legally!

One of the most overlooked sources of great content from the Public Domain is magazines. There are literally hundreds of thousands of magazines (each with many more issues) that are in the Public Domain. While many of these magazines are not currently available in digital form, some digitizing initiatives, such as Google Books and Live Search Books, are beginning to include certain magazines as a part of their scanning priorities.

You can probably think of quite a few info product creators who are using ghostwriters, PLR content and even Public Domain books for their content, but I bet you can't name five people (probably not even one) who are using content from Public Domain magazines...and THAT'S what makes it sweet! It's a largely untapped goldmine!

There are a few reasons why using magazine content is potentially so attractive over other forms of available content:

- 1) Magazine articles and stories offer content in bite-sized chunks. Where a book will offer hundreds of pages of content to have to wade through,

magazine articles and stories are usually no more than 500 to 2,000 words, making it perfect for building webpages.

- 2) Public Domain magazines are almost completely untapped as a resource for content. They're off the radar, so to speak, and that offers great opportunity to the one who finds magazines relevant to their niche.
- 3) Magazines offer a wealth of info-product opportunities because, in addition to the stories and articles, you also have the covers, ads, illustrations and more to create additional or related products from.

Where to Find the Magazines

Working with magazine content is often a three-step process. You have to:

- 1) Identify magazines that may have the content you need
- 2) Find copies of the magazines you identify
- 3) Capture the content

The first challenge is to find magazines that are relevant to your niche. This takes some research, but there are some excellent resources available to help you.

Following is a list of the best resources for identifying magazines that may have the content you're searching for:

- *A History of American Magazines, Volume 1, 1741-1850*
by Frank Luther Mott
- *A History of American Magazines, Volume II, 1850-1865*
by Frank Luther Mott
- *A History of American Magazines, Volume III, 1865-1885*
by Frank Luther Mott

- *A History of American Magazines, Volume IV, 1885-1905*
by Frank Luther Mott
- *A History of American Magazines, Volume V, 1905-1930*
by Frank Luther Mott
- *Old Magazines: Identification & Value Guide*
by Richard E. Clear, David T. Alexander
- *Old Magazines with Year 2003 Price Guide*
- *Collectible Magazines: Identification and Price Guide* by David K. Henkel
- *The Classic Era of American Pulp Magazines* by Peter Haining

Most of these reference books are available for sale on Amazon.com, but are also available in many local libraries (remember those?).

While searching for magazine content, you will also want to take advantage of magazine indexes as well. These are publications that reference topics and authors that have been published by many of the popular magazines. This information is extremely helpful, especially if you are looking for writings by a specific author or for specific niche topics. Here is a listing of the best known and most popular indexes:

- *Readers' Guide to Periodical Literature*
- *Poole's Index to Periodical Literature*
- *American Periodicals, 1741-1900*
- *American Periodicals, 18th century*
- *American Periodicals, 1850-1900, Civil War and Reconstruction*
- *International Index to Periodicals (1920-1955)*
- *Cumulated Magazine Subject Index, 1907-1949*
- *Nineteenth Century Readers' Guide to Periodical Literature, 1890-1899*
- *Literary Index to American Magazines, 1850-1900*
- *Comprehensive Index to English-Language Little Magazines, 1890-1970*

Please note that a number of the above indexes can be found at Google Books (books.google.com) and LiveSearch Books (books.live.com). Here is an excerpt from *Poole's Index to Periodical Literature - 1882 Supplement*:

- | | |
|---|---|
| <p>— Hardy, Cultivation of. (S. Hibberd) <i>J. Soc. Arts</i>, 24: 198.
 — of India. (G. Bonavia) <i>J. Soc. Arts</i>, 36: 941, 953.
 — Oriental. <i>Sat. R.</i> 71: 379.
 Fruit out of Season; a story. (E. F. Byrne) <i>Belgra.</i> 72: 136.
 Fruit Auctions in Covent Garden. <i>All the Year</i>, 64: 281.
 Fruit Canning Industry, The. (C. S. Greene) <i>Overland</i>, n. s. 18: 356.
 Fruit Culture for Profit in England. (W. Paul) <i>J. Soc. Arts</i>, 37: 479.
 — in California, Profits of. (L. A. Sheldon) <i>Forum</i>, 11: 662.
 — in Florida. (A. Montefiore) <i>Macmil.</i> 64: 349.
 Fruit-Growing. <i>All the Year</i>, 64: 66. — <i>Chamb. J.</i> 67: 614.
 — in Worcestershire. (C. Parkinson) <i>National</i>, 16: 383.
 — Revival of, in England. (F. A. Morgan) 19th Cent. 24: 879.
 Fruit-Growing Folly. (A. J. Mott) <i>National</i>, 12: 751.
 Fruit-Growing Myth, The. (A. J. H. Crespi) <i>Gen. M.</i> n. s. 42: 499.
 Fruit Region, A. (J. Burns) <i>Overland</i>, n. s. 12: 1.
 Fry, Gen. Burkett Davenport. (R. A. Brock) <i>So. Hist. Pap.</i> 18: 286.
 Fuel, Domestic, Economy of. (D. Galton) <i>J. Soc. Arts</i>,</p> | <p><i>Fungus, Potato.</i> (J. P. Smith) <i>Knowl.</i> 14: 135.
 — Travels and Life-History of a. (J. P. Smith) <i>Knowl.</i> 14: 107.
 Fur Bearer and Fur Wearer. (A. L. Belden) <i>Com-mopol.</i> 8: 177.
 Furbish, Henry H., with portrait. <i>Granite Mo.</i> 12: 129, 145.
 Furlong, Thomas. <i>Irish Mo.</i> 16: 421.
 Furnaces, Downward-Draught. (C. A. Lozano and H. F. T. Erben) <i>J. Frankl. Inst.</i> 124: 375, 423.
 Furness, W. H., Reminiscences of. <i>Lippinc.</i> 41: 149.
 Furniture and Carving. (J. H. Pollen) <i>J. Soc. Arts</i>, 33: 949-983.
 — and Decoration; Havard's "Dictionnaire." <i>Am. Arch.</i> 30: 198.
 — of Town Houses. (R. W. Edia) <i>J. Soc. Arts</i>, 28: 821-885.
 — Color of. <i>Am. Arch.</i> 23: 245.
 Furniture Exhibition, Antwerp, 1887. <i>Am. Arch.</i> 22: 136.
 Further Records of a Family in Spanishtown. (M. L. Pool) <i>Overland</i>, n. s. 15: 347.
 Fuseli, Henry. (J. E. Hodgson and Fred. A. Eaton) <i>Art J.</i> 43: 349.
 Fusion or Diffusion? (J. D. Holmes) <i>Westm.</i> 133: 604.
 Fussell, William Samuel, with portrait. <i>Bank. M.</i> (Lond.) 50: 1663.
 Fustel de Coulanges, Numa Denis. <i>Atb.</i> '89, 2: 388.</p> |
|---|---|

Once you've identified a number of magazines that may have great content for your niche, the next step is to locate those magazine issues. I would always begin by searching online, just because you never know what people are scanning to get online...and that available content increases daily. Head over to Google and type in the title of the magazine you're searching for. You may find what you're looking for quickly. I would also recommend search Wikipedia.org. I've had quite a bit of success with finding magazine content online thanks to Wikipedia. Also, don't forget about eBay...I've purchased a ton of Public Domain magazines through eBay. It's simply the largest place to find nearly anything in the world.

Lastly, you may want to consider WorldCat (www.worldcat.org). WorldCat offers the inventories of the world's libraries at your fingertips. For locating periodicals,

go to the website and click on “Advanced Search.” Then, enter your keyword (niche topic); select your language; select “Serials / Magazines / Newspapers” from the “Format” dropdown menu; and type in your year range (such as 1700 to 1923). Below is an example of what the screen should look like:

Advanced Search

Enter search terms in at least one of the fields below

Keyword:
Return items with these words appearing anywhere e.g. The Old Man and the Sea DVD

Title:
Return items with these words in the title e.g. The Old Man and the Sea

Author:
Return items by author e.g. Ernest Hemingway

Subject:
Return items in this subject area e.g. Fishing

ISBN or ISSN or OCLC Number:
Return item associated with the standard number e.g. 0684830493

Search

Limit results by (optional)

Content:
Return only items with the content ▼

Audience:
Return only items for the audience ▼

Language:
Return only items in the language ▼

Format:
Return only items in the format ▼

Publication Date:
Return only items published from to:
e.g. 1971 e.g. 1977

You will then receive the results. Click on one of the entries and enter your zip code to find out which libraries have copies of the periodical you’re interested, and then make a trip to the library to check it out...it’s that simple!

There are also numerous offline sources for finding magazine issues as well, including: Yard sales, flea markets, antique shops, used bookstores, libraries, attics, your grandparents, book shows and sales (check out Book Sale Finder

<http://www.booksalefinder.com>) and more. While it can be challenging at times to locate the magazines you're interested in, it can also be a lot of fun if you like the thrill of the hunt.

15 Ways to Use Magazine Content for Info Products

As I mentioned earlier, there are many opportunities available for using content from magazines that are in the Public Domain. I have pulled together 15 different ways to turn that magazine content into profitable information products.

- **Use articles written by the same author to create a new printed book or e-book**

Many magazines have authors who contribute articles or stories on a regular basis. They also often feature guest authors. Pulling together all the articles or a collection of articles or stories written by a specific author can be a great way to create a new in-demand product from magazines, especially if the author was well-known.

Example: Jack London's, *No Mentor but Myself* is a collection of articles, essays, reviews, and letters on writing and writers, and was pulled together by editor, Dale Walker. While Jack London did indeed "write" the book, its contents were never available in this form until collected together by the editor.

- **Collect theme articles from various magazines to create a new book or e-book**

There is a lot of opportunity for using magazine articles written about a common theme (or niche). You can organize each article into a chapter for a new book and include however many articles necessary to complete your desired page count.

Example: Collect articles on improving your memory to create a new book on the topic.

- **Read magazine articles or short stories to create an audiobook**

There are thousands of short stories in the Public Domain that were published in magazines. You could easily read them and then offer the audios as downloads or on CD.

Example: *All Novels Magazine* has many issues in the Public Domain and could offer many stories for you to read for creating audio products.

- **Use magazine articles as blog content**

Producing fresh content for your blog can be a daunting task. Writing the content yourself takes time and PLR content runs the risk of duplication. Most articles, stories and poems from magazines in the Public Domain are not available online, so you don't have to worry about duplicate content. It can also save you lots of writing time.

Example: I started a blog using content from a magazine called, *Keith's Magazine on Home Building*, which features designs for 100's of homes from the early 1900's. **This approach can be used with nearly ANY magazine articles.**

- **Use magazine “how-to” articles as the foundation material for “how-to” DVDs**

A number of early magazines featured “how-to” articles, and many of those articles are still relevant today. By demonstrating the instructions within the article (building a deck, grooming your dog, etc.) with your video camera running, you can easily create a number of great “how-to” videos to sell in your niche.

Example: The Public Domain magazine, *Modern Mechanics* included a regular feature in every issue called, *For the Handy Man*, which offered plans for making or building a variety of projects, from furniture to larger house projects. Demonstrate these projects on video for your own Handy Man DVDs.

- **Use magazine ads, articles and book reviews to find Public Domain books relevant to your niche**

Nearly all magazines include advertising, and some also include book reviews, book excerpts and guest articles. These can become great leads to help you discover other Public Domain works in your niche.

Example: The New Thought magazine, *The Nautilus* (which has many issues in the Public Domain), always featured ads for self-help books, as well as book lists, reviews and guest authors and has helped me find countless works in the Public Domain for that niche.

- **Collect short stories or poems to create a new book or e-book**

Many magazines from the past featured short stories and poetry. As a matter of fact, many magazines were devoted to short stories based on a specific theme, like mysteries, sports, detectives, etc. Many of these stories have not been read for a generation or two and could be enjoyed once again.

Example: One magazine that has issues in the Public Domain is *Aldine Detective Tales*. Collect the best detective stories from several issues and release them in book form through Lulu.com, with you as the editor. You can even write an introduction for each story for a more personal touch.

- **Use magazine article content to build AdSense-focused websites**

As with Public Domain books, magazines in the Public Domain offer tons of opportunity for fresh, unused content for building websites focused on and optimized for AdSense ads.

Example: Focus your webpages on content from a specific magazine or specific genre, such as articles from the Public Domain magazine, *Bulldog Breed Library*. You could also supplement the content with bulldog photos from the Public Domain.

- **Use magazine content to build websites to sell on eBay or SitePoint**

Selling websites can be a very lucrative business, but, as with everything, you need content. After identifying niche demands for certain content sites, you could use magazine articles from the Public Domain to not only create the site, but create a product or autoresponder series for the site as well. Then, when it's finished, flip it.

Example: There are thousands of magazine articles available in the Public Domain in the alternative health niche. Collect articles on specific health remedies, like detoxing your body, then create your site to sell.

- **Collect ads as a print or e-book reference guide**

Advertising has existed as long as magazines have. There is real value in pulling together ads from old magazines based on year, theme, artist, brand, etc.

Example: Collects ads that feature classic train routes and create a reference guide from them.

- **Republish ads on CD/DVD**

If you have access to large numbers of ads from several related magazines, scanning and offering them on CD or DVD could make a great resource to sell on eBay or through your Yahoo store.

Example: *Harper's Bazaar* was America's first fashion magazine, debuting in 1867. Offering collections of all the ads from those early magazine issues would serve as an interesting survey of the changes in American fashion.

- **Collect covers as a print or e-book reference guide**

Many of the more popular early magazines often published artwork created by some of the most famous artists of the day, from Currier and Ives to Norman Rockwell. Many of these prized images have been forgotten or lost to today's general public.

Example: Offer a printed reference collection of magazine covers by artist. Some good starting places for research are included below:

<http://www.artcadeonline.com/memories/covers.asp>

<http://www.philsp.com/>

<http://www.magazineart.org/>

<http://www.gono.com/adart/adartgallery.php>

- **Republish covers on CD/DVD**

Offering magazine covers on CD or DVD can serve as a reference collection for art enthusiasts or source material for graphic designers.

Example: Offer images on disc by theme, by year, by artist, etc.

- **Print ads as posters**

Old magazine ads make great posters for the nostalgic at heart, and with the advent of wide-format inkjet printers, it's extremely easy to reproduce them. I've purchased them myself.

Example: Offer popular ads as posters, unframed, framed, in limited edition counts, etc. on eBay, online specialty stores and more.

- **Print covers as posters**

As with the magazine ads, magazine covers make great posters as well.

Example: Offer covers as art deco posters, unframed, framed, in limited edition counts, etc. on eBay, online specialty stores and more.

Copyright, Trademark and Privacy Rights

The copyright rules for books apply to magazines as well. Basically, any magazine published before 1923 is in the Public Domain, and magazines published between 1923 and 1964 had to have the copyrights renewed in the 28th year. There are three exceptions you have to be aware of when dealing with magazines, journals and periodicals:

- Trademark Issues
- Publicity and Privacy Rights
- Contributor Copyrights

The first two issues are primarily only valid if you are planning to republish certain magazine ads or covers, while the third one covers both articles and artwork.

A trademark is a word, device, symbol, name, or combination of any of these elements intended or used in business to distinguish and identify the products of

one company or seller from products sold or manufactured by others, and indicate sources of the products. To make it simple, a brand name defines a trademark.

Understanding the distinction between a copyright and trademark is necessary because the differences between the two can really come into play with Public Domain magazines. It is possible to find magazine resources that are in the Public Domain but are still protected by trademark. A good example of this would be an ad advertising Coca-Cola from a 1922 magazine. The magazine may be in the Public Domain, but Coca-Cola retains the trademark control of their brand.

Privacy and publicity rights reflect separate and distinct interests from copyright interests. When using materials from a magazine, specifically with covers and ads, you bear the responsibility of making individualized determinations as to whether privacy and publicity rights are implicated by the nature of the materials and how you may wish to use those materials.

While copyright protects the copyright holder's property rights in the work or intellectual creation, privacy and publicity rights protect the interests of the person(s) who may be the subject(s) of the work or intellectual creation. Issues pertaining to privacy and publicity may arise when a researcher contemplates the use of letters, diary entries, photographs or articles in visual, audio, and print formats found in magazines (and other venues).

While an individual's right to privacy generally ends when the individual dies, publicity rights associated with the commercial value connected with an individual's name, image or voice may continue. For example, many estates or representatives of famous authors, musicians, actors, photographers, politicians, sports figures, celebrities, and other public figures continue to control and license the uses of those figures' names, likenesses, etc."

An example of this would be where you have located a Public Domain resource that contains a photograph of Elvis. Because of Publicity Rights held by his estate, you cannot use any likeness of Elvis for commercial gain, even if it is in the Public Domain. Of course, even if you avoided images altogether, there is still MORE content available from magazines in the Public Domain than you or I will be able to use in our lifetimes.

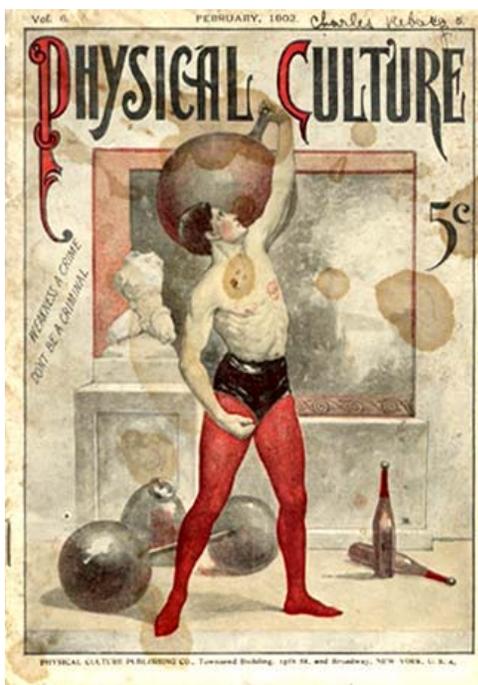
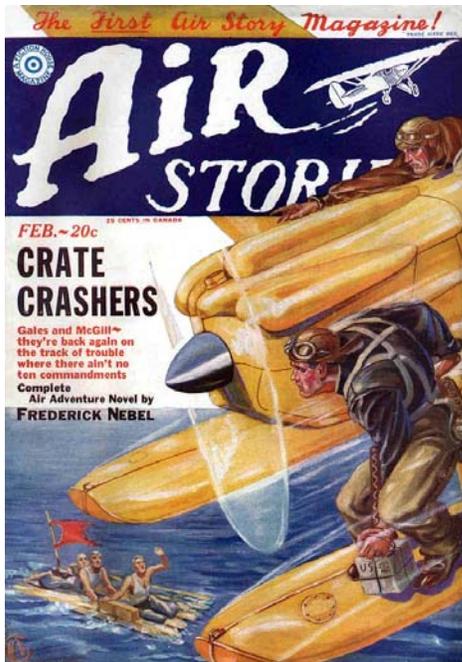
Contributor Copyrights come into play when dealing with magazine, journal and periodical issues that were published between 1923 and 1964. In some cases, an issue of a magazine could be in the Public Domain, but some of the contributed articles or artwork could still be covered by copyright if they were copyrighted independently from the magazine. If you want to use an article or illustration from this time period, you can check contributor copyright renewals at <http://onlinebooks.library.upenn.edu/cce/index.html>. Click on the year of renewal for the magazine issue in question (if the magazine was published in 1924, you would choose the year 1952, but I would also suggest checking 1951 and 1953). You would then scroll down to the section titled, “Renewals for Periodical Submission” and click on the page link that corresponds to the last name of the author OR the title of the article (I would check both). If your article or author is not listed, you should be free and clear to use it. The same is true with illustrations, although the link I provided does not include listings for all the artwork renewals.

DAMSEL dark, damsel fair. R89822. SEE Tarkington, Booth.	DUMB DORA. R93657. SEE Young, Murat.
DELIA LOWRY of Amador County. R93288. SEE Peterson, Harry Claude.	E
DESERT sand. R95844. SEE Tarkington, Booth.	EDGINTON, MAY, pseud. SEE Baily, Helen May.
THE DETOUR. R91160. SEE Poole, Ernest.	THE EDUCATED money. R91417. SEE Marquand, John Phillips.
THE DEVIL drum. R89568. SEE Willoughby, Florence (Barrett)	THE ELEPHANT. R94347. SEE Upson, William Hazlett.
THE DEVONSHERS. SEE Morrow, Honoré (McCue) Willisie.	ELFREDA and the mad busman. R92917. SEE Wylie, Ida Alexa Ross.
DIAMOND Diak. R88495. SEE Fitzgerald, Francis Scott Key.	ELIZABETH, pseud. SEE Russell, Elizabeth Mary Annette.
DISCOVERING the recipe for the ideal wife. R87853. SEE Tarkington, Booth.	EMERSON, ANITA LOOS. SEE Loos, Anita.
DOING double duty. R89268. SEE Monroe, Anne Shannon.	THE ENCHANTED hill. R88991-88997. SEE Kyne, Peter Bernard.
DON QUICKSHOT looking for trouble. R91776. SEE Chalmers, Stephen.	END of a perfect fishing day. R94329. SEE Grey, Zane.

Here is an example of what the copyright renewal entries look like:

A Few Examples of Magazine Content

Choosing examples of content was actually kind of hard because there are so many to choose from. I chose to include a few magazine covers to show you the diversity of content available to you. The examples I offer here should give you a basic cross-section of just a little of what's out there, from cover art to articles and stories.



There are magazines that touch nearly any niche you can imagine. The magazines represented here are a little “taste” of what is in store for you as you begin to dig into this treasure trove!



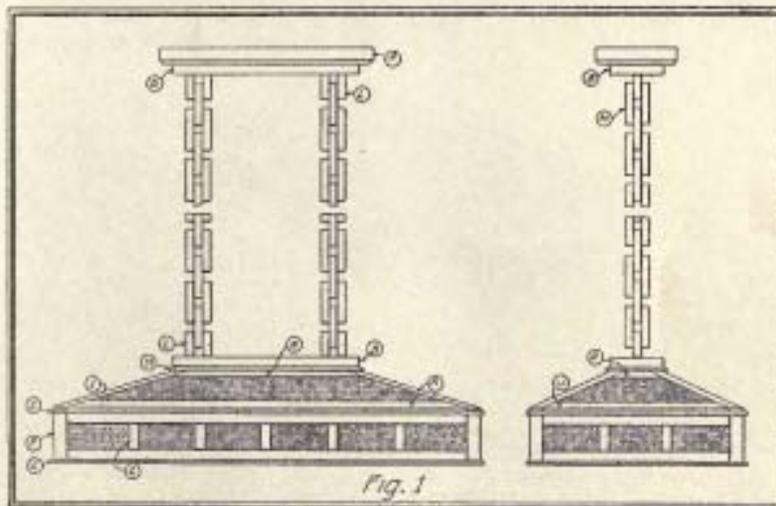
A Library Dome in Wood and Art Glass

THE design offered in this article has been prepared with some misgivings on the part of the author as the project is not a simple one for the average amateur mechanic to handle. The greatest care has been taken with the drawings, however, and it is hoped that by adhering closely to dimensions and then using a little ingenuity and judgment in the assembly, the builder will have but little difficulty in turning out a presentable piece of work. Certain it is that the finished article is one that will give unending satisfaction not only to its builder, but to all who have the privilege of reading beneath its genial rays. The lamps are so placed that the reader is

never annoyed by having the direct rays from the filament shine in his eyes and at the same time the illumination on the book is excellent.

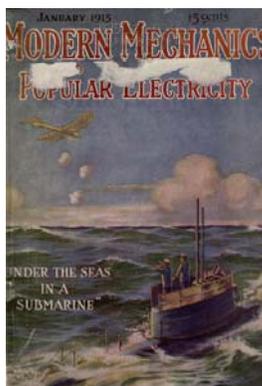
Referring to Fig. 1 and also to the wash drawing on the next page, the reader will note that the lamp is rectangular in form, 32 inches long, 16 inches wide, and suspended from a chain 60 inches long, or as long as may be necessary according to the height of the ceiling.

As the construction is, in general, similar to that of the lamp described in the preceding article of this series, the author will endeavor to specialize on the particularly difficult portions of the work



Side and End Views of Dome.

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There are many examples of "how-to" articles from magazines in the Public Domain. Here is one from a regular feature in Modern Mechanics.



Short stories were VERY popular in many of the early magazines and could be offered again to a new generation of readers. The artwork on many of the magazine covers was also quite interesting!

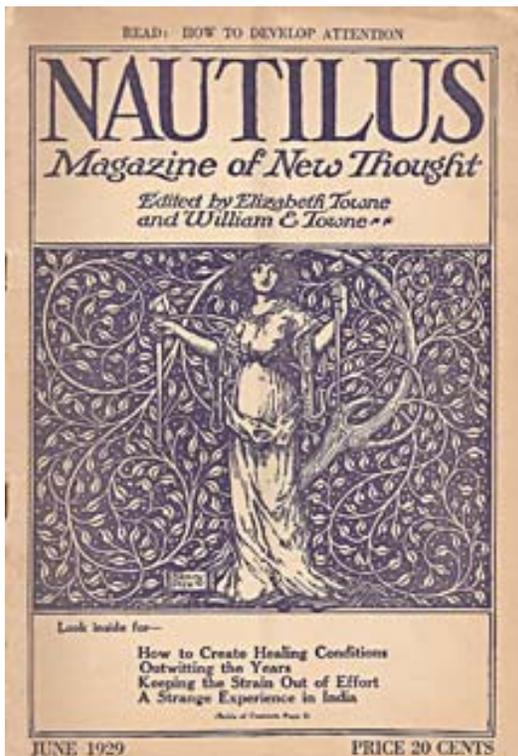


Is Your Magazine Issue in the Public Domain? A Step-by-Step Approach

So you've found a magazine that has content you want to use, now what? I am going to take you step-by-step through the process using a magazine from my library.

Step One: Identify Magazine Title, Publish Date, Volume and Issue

The magazine I am going to use for this case study is the following:



Nautilus Magazine of New Thought, June 1929, Vol. 31, Issue 8

Step Two: Check Copyright Renewal Listings, Beginning on Page

The listings for magazine titles that begin with the letter “N” begin on page 79. As you can see (by checking there), there are no listings for the Nautilus Magazine. That is a very good sign meaning this issue is most likely in the Public Domain. For the sake of this case study, we will also verify the entry against the Copyright Renewal Entries.

Step Three: Verify Entry in Copyright Renewal Registrations

In order for a magazine to maintain the copyright status for their publication, the copyright had to be renewed in the 28th year after first publication. If it wasn't renewed, the issue is in the Public Domain. Our case study magazine issue was published in 1929, so we would add 28 years to that date to come to a renewal date of 1957. For the sake of being thorough, I also like to check the year before and the year after the renewal year. Here is how you do it:

We will use the Catalog of Copyright Entries page at the University of Pennsylvania website (<http://onlinebooks.library.upenn.edu/cce/index.html>). On that page, scroll down until you see the year, "1957" and click on that link. Toward the bottom of the page, you will see a listing for "Renewals for Periodicals." The listings are grouped in alphabetical order. You will also notice that the listings are in two groups, January – June and July – December. We will check both to be safe. To check the status for our case study magazine, Nautilus Magazine, we want to first click on the link: *Page 173 (John Martin's Book - New York Herald Tribune (start))*. This will bring up a GIF image of that registration page. The entry where our magazine listing should be looks like this:

NATURAL HISTORY. © American Museum
of Natural History (PCW)
v.29, no.5-6, v.30, no.1,
Sept.-Oct., Nov.-Dec. 1929,
Jan.-Feb. 1930. © 27Sep29,
B43468; 22Nov29, B50378;
29Jan30, B57987. American
Museum of Natural History (PCW);
28Feb57; R186918-186920.

NEW YORK EVENING JOURNAL. © Hearst
Consolidated Publications, Inc.
(PCW)
No.15449-15460, Mar. 1-14,
1929. © 1Mar29, B23871;
2Mar29, B23872; 4Mar29, B23873;
5Mar29, B23874; 6Mar29, B23875;
7Mar29, B23876; 8Mar29, B23877;
9Mar29, B23878; 11Mar29,

You will notice that our magazine is NOT listed there. That's a good sign. We'll go ahead and do the same thing for the July – December entry, *Page 368 (Journal of Biological Chemistry - New York Herald Tribune (start))*, where we will discover that the magazine is not listed there either. Finally, I follow the same procedure for the years 1956 and 1958 just to be safe, and find that there are no listings for that magazine or that issue. Therefore, we can safely conclude that

the issue is indeed in the Public Domain! But we're not done just yet...onto Step Four.

Step Four: Check Copyright Renewal for Individual Article Submissions

I mentioned earlier that, while a magazine may be in the Public Domain, articles within the magazine could potentially still be protected by copyright if the author renewed the copyright in the 28th year. Here is how to check for that renewal.



On page 25 of our case study magazine, there is an article I like, titled, "How Do I Treat My Eyes When They Seem to Need Glasses?" by Brown Landone. I've been asking myself that same question lately. It seems that 15 years of staring at a computer screen every day is catching up to me. Anyway, I want to verify if this article has been renewed by the author, so I go back to the Catalog of Copyright Renewals page and click on my renewal year again, 1957. You will see a listing for: *Renewals for Books and Submissions to Periodicals*. Again, this is in alphabetical order. For this process, we have two options, we can either, a) Download the listed TIF images that correspond to the page where we should find our listing (page 722, where Landone should be listed), or b) A link is provided for transcribed versions of the pages at Gutenberg.org. We're going to choose "b." By the way, you will notice again that the listings are broken up into two sections, as before. We will check both.

Click on the provided link to go to Gutenberg.org and then click on the link, Accented Text (576K). A quick scroll down through the alphabetized listing shows us the following entries:

LANDON, HERMAN.

Three brass elephants. © 15Jan30;
A18656. Liveright Pub. Corp.
(PWH); 1Feb57; R185786.

LANDS AND PEOPLES. Editor-in-chief,
Holland Thompson. With an introd.
by Isaiah Bowman. Article in v.6,
Beauty, wonder, wise husbandry by
Holland Thompson. © on introd.
& article in v.6; 24Mar30; A30592.
Grolier Society, Inc. (PWH);
9Apr57; R189933.

LANGE, FLORENCE E.

The governor's daughter. Stage
director's guide. © 29Oct29;
AA28016. Lorenz Pub. Co. (PWH);
12Apr57; R190540.

You will notice that our author is not listed there. Good news! After checking the July – December entries, as well as the entries for 1956 and 1958, I discovered that the article was NOT renewed by the author and is therefore in the Public Domain. If you want to take the research process one step further, you can also search for the article title in the listings (use the “find” function in your browser). Now that I know that the article is in the Public Domain, all that remains is to scan the article and prepare it for use in whatever format needed!

By following these Four Steps, you will be able to **verify the copyright status of ANY magazine issue or article!** Good Luck!

What If I Live in the UK (or another country)?

The copyright laws vary from country to country, so space will not permit me to share all the copyright scenarios for each country around the world. I would highly recommend that you familiarize yourself with the copyright laws that govern intellectual property rights in your own country. While I am not a copyright attorney who can help you navigate through the tangled, and sometimes, confusing web of international copyright law, I will share with you what I've learned and understand to be true. As an example, I'll share how this usage of Public Domain magazine content from the United States would be view in the UK, and how the copyright laws of the UK affect its own magazines, journals and periodicals.

In the UK, the copyright laws work differently than those in the United States. The general rule of thumb concerning copyright for literary works is that the copyright expires 70 years after the death of the author or creator of the work. So if an article was published in the 1930 issue of a UK periodical, and the author died in 1934, the article would have passed into the Public Domain in the UK in 2004. However if the author of the same article did not die until 1948, the article would not pass into the Public Domain until 2018. There are some exceptions, such as, when more than one person is listed as author or creator of the work. In that case, the length of the copyright is determined as 70 years after the death of the longest lived of those individuals. So if an article was written by two authors who collaborated together, and one author died in 1934 and the other died in 1948, the copyright would remain in effect until 2018, seventy years from the death of the remaining author.

There is an excellent guide online that has been compiling the names of authors and their works who died in each year since 1700. This guide currently catalogs over 113,000 authors, and can be used to determine whose copyrights expire(d) each New Year in past and future years. You can access this guide, not only for

the authors of magazines, but for books and other literary works as well. Here is the web address:

<http://www.kingkong.demon.co.uk/abyod/abyod.htm>

If you are living in the UK, but wonder about using works from the United States that are in the Public Domain there, there are a few simple tips to keep in mind.

- 1) **The rule of the shorter term**, also called the comparison of terms, is a provision in international copyright treaties that allows participating countries to limit the duration of copyright they grant to foreign works to the copyright term a work is granted in its country of origin. What that means is that many works that are now in the Public Domain in the United States will also be in the Public Domain in the foreign countries who follow the rule of shorter term. This rule is especially important regarding the copyright of works published in the United States between the years of 1923 and 1964 but were not renewed, such as the magazines we're talking about in this e-book.

For every country that follows the rule of the shorter term, these magazine issues are ALSO in the Public Domain, provided their copyright was NOT renewed and the author's copyright was NOT renewed, just like in the United States. However, there is an exception to this rule in the UK. The United Kingdom followed the rule of the shorter term before 1956, but didn't follow it during the years, 1956-1996. Then in 1996, the UK began to follow it again. So what does that mean to individuals in the UK? Simply this...magazines, journals and periodicals (as well as books and other literary works) that were published in the United States during 1923 through 1928 and did NOT have their copyrights renewed in their 28th year (the latter being 1956) are NOW in the Public Domain in the UK as well. Works that were published in the United States between the years of 1929 and 1963 whose copyrights were not renewed, must follow the UK

copyright laws in effect during that time, meaning the life of the author plus 70 years. So as of this current year, 2008, any article published in an American magazine from the time period of 1929-1963, and the copyright was NOT renewed in the United States, is in the Public Domain in the UK, IF the author(s) died before 1938.

- 2) **Selling in the United States.** A number of savvy internet marketers who are based in the UK have been using a simple method to get around this US-UK copyright dilemma. The “secret” is simply this: Keep all the elements of your Public Domain-based products based in the United States. The way you would accomplish that is to have your website set up as a .com and hosted on a server in the United States. Also, use a United States-based payment processor (like Clickbank or PayDotCom). You’ll also want to make sure you mention that your product is in the Public Domain in the United States and that copyright restrictions may apply in other countries. Adding a line or two to your disclaimer should take care of it. By taking this approach, you can avoid most of the copyright issues mentioned above entirely. Of course the safest bet of all when using magazine content from the United States is to stick with magazine content published before 1923 (or before 1928 if the copyright wasn’t renewed). Then, thanks to the rule of the shorter term, your content will definitely be in the Public Domain and no further actions should be necessary.

- 3) **A Few Exceptions.** There are a few exceptions to the copyright rules shared above (you knew it, right?) that can affect those in the UK (and other countries). I’m not going to go into a lot of detail with them, but I do want to point them out to you. These exceptions involve works that are in the Public Domain in the United States but were written by non-US citizens. There are two primary examples to consider here:

- a. **Was the author a non-US citizen?** If the work was first published in the United States in a magazine, journal or periodical that is now in the Public Domain, but the author was a citizen of another country, the copyright laws of the country where the author maintained citizenship apply (author's life + 70 years in many cases).

- b. **Was the article published in a country other than the US first?** If the work was first published in another country and then later published in the United States, the copyright laws of the first country apply (author's life + 70 years in many cases).

For a fairly complete, up-date-list of the copyright rules for various countries around the world, check out Wikipedia's listing here:

http://en.wikipedia.org/wiki/List_of_countries%27_copyright_length

Member's Login

Attention Serious Information Publishers:



Public Domain

MAGAZINE HACKS



“EXPOSED! One of the Most Overlooked, Untapped Sources for MASSIVE Amounts of FRESH Content on the Planet!”

This SECRET source has been TOTALLY off the radar until NOW!

From the Desk of Tony Laidig...

re: Magazines in the Public Domain...

It's no big secret that ALL magazines (and periodicals) published BEFORE 1923 are solidly in the Public Domain regardless of renewal. But what many people don't realize is that, of the estimated 200,000 magazines, journals and periodicals that were published in the United States between the years of 1923 and 1964, only around 1,300 ever RENEWED their copyrights on issues of their magazines!

That means that EVERY issue of ANY magazine whose copyright was not renewed in the 28th year of first publication is NOW in the Public Domain!

Add to that number the numerous magazine issues that are NOW being added to the Public Domain EVERY January 1st (all of 1924 this year) and I think you'll understand why I LOVE this content source!

This “discovery” literally amounts to MILLIONS of issues from magazines, journals, and periodicals ALL in the Public Domain!

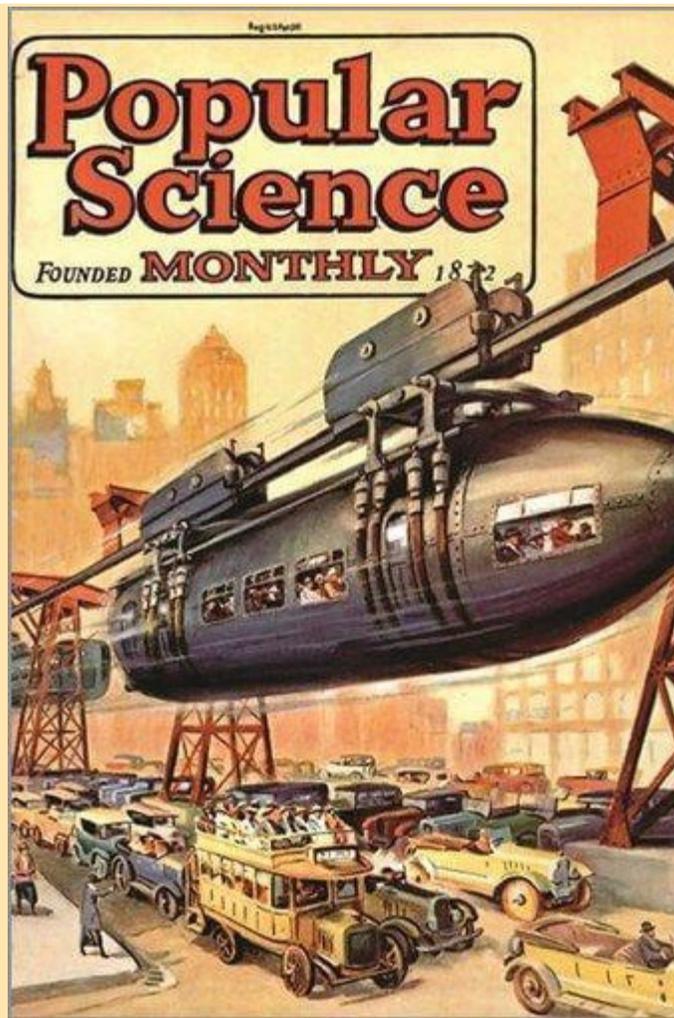
What does that mean for you and me? Well, it means:

- All the ARTICLES in those magazines are now in the Public Domain!
- All the IMAGES in those magazines are now in the Public Domain!
- All the ADS in those magazines are now in the Public Domain!

In other words, **ALL the content** found in those copyright-expired magazines and periodicals is in the Public Domain (with a few exceptions we will discuss in the training).

Most People Have NEVER Considered Using This Content!

To give you some context of just how big a deal this is, here is ONE example that is pretty exciting:



I'm sure you have heard of the magazine, Popular Science, right? Popular Science was started in 1872 as a monthly magazine to carry articles on science and technology. What's interesting, however, is that Popular Science didn't begin renewing their copyrights until 1964 (when the law changed). What that means for you and me is that 91 years worth of Popular Science are now in the Public Domain and available to use for content... that's nearly 1,100 issues! And that is just ONE magazine out of over 200,000!

Perhaps You're Wondering...

- "What do I do with this magazine content?"
- "Where do I find the BEST content?"
- "How do I know FOR SURE that I can use the content?"
- "Is this magazine content really relevant for today's audiences?"
- "If it's such a big deal, why aren't more people using this content?"

All **GREAT** questions and EACH one will be addressed IN DETAIL in my latest “Hacks” training...

Introducing...“Public Domain Magazine Hacks”

In this BRAND-NEW Public Domain Workshop, you will discover how you can easily tap into the millions of articles and images found in copyright-expired magazines.

Here is what we will be covering during this comprehensive Workshop:

- **Module One: Content Discovery Hacks** – It’s important to know and understand the rules and parameters for copyright especially regarding magazines. In a few instances, I found that, while a specific magazine issue was in the Public Domain, an article within that issue was STILL protected by copyright. Weird. We will sort through all that AND dig deep into how to discover the content you really want from magazines!
- **Module Two: Video Tutorial Hacks** – Think about this...magazine articles are essentially a written version of a video. What? Let that sink in! In this module, I am going to show you how to leverage the magazine content you find for creating different types of videos for products, social media traffic and more!
- **Module Three: Product Generator Hacks** – The magazine content you uncover will NOT do you much good if you aren’t sure what to do with it. How to you take content from an old magazine and give it a current and relevant wow factor? In this module, we will explore the latest technologies, 2020-style, and turn those “diamonds-in-the-rough” into sparkling product gems.

This is honestly going to be an exciting training that you **definitely do NOT want to miss!**

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- Public Domain Comic Hacks (and ALL bonuses)**
- Public Domain Reboot: Periodicals (and ALL bonuses)**

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