

HOW TO GET AND HOLD COUNTRY CORRESPONDENTS.

THE above question is one of the most difficult questions with which country publishers have to deal, yet this difficulty has been successfully overcome, in very many instances, to the great advantage of the newspapers. Like every other desirable thing in business, there must be care, judgment and effort used. It is necessary, in the first place, to secure correspondents of reliability and good standing in each community, with a zeal for and pride in the work, who have a good deal of public spirit and pride in seeing their sections of the county and the people thereof properly represented. The more influential a correspondent the better. To secure the best, a personal and patient canvass is generally necessary, unless personal acquaintance is had. A canvass must be supplemented with and preceded by correspondence. There is nothing like starting right. Having selected a correspondent, the next thing is to thoroughly interest him or her in the work, to magnify the office and make each correspondent to feel a duty to the local community and a loyalty to the paper; then furnish every possible convenience in the way of neat stationery and stamped, directed envelopes, and a neat box in which to keep the same. Have full printed directions, instructions and suggestions pasted on the cover of the box; furnish each correspondent with a copy of the paper free, and also with such books, magazines and exchanges as may be desired and can be arranged for. Write frequently to each correspondent commending the work done and suggesting, in a friendly way, any possible improvement. Make each feel that he or she is a part of the paper. Give correspondents, as far as possible, official and social recognition, consulting with them, inviting them to the home of the editor, and, once or twice a year, plan an excursion or other public entertainment for them.

Try through excursions or picnics to get the correspondents together at least once a year to take part in social or literary exercises or to listen to discussions by prominent residents of the county on local interests, educational, moral, industrial and agricultural improvement and advancement—nothing stilted, but a picnic with speeches or discussions on lively local subjects in which the whole county is interested and the correspondents of the paper are recognized as helpers and promoters. If such gatherings could be held once every three months, in different sections of the county or adjoining counties, they could be made enjoyable and useful to the people as well as to the correspondents and the paper. They should be the picnics or meetings of the local correspondents of the paper and so advertised, and under the direction of the editor and publisher, they should be the committee on programme, though prominent citizens in each locality should be invited to take leading parts. On each occasion a basket picnic or midday dinner or lunch should be enjoyed together. Besides all these, or such as can be carried out and made practical, cash payments should be made for extra work and correspondents should be recognized as the local agents of the paper and be given liberal commissions on all new subscribers obtained. In many instances it will be found wise to make a small cash payment, previously agreed upon, for every letter of correspondence accepted. In many

cases, we know that the outlay of cash would be deemed too great a burden and an unprofitable investment, but this is frequently for the reason that the value to a paper of this local correspondence is not sufficiently appreciated by the publishers. What we have suggested has been with a view not only to economy, but to the securing of more enthusiastic, loyal, intelligent and valuable service. — National Printer-Journalist.

STARTING A PAPER.

An amusing little book has appeared in New York by Albert Payne, called "The Bread Line." It is dedicated to those "who have started, who have thought of starting, or are thinking of starting, a paper." Four New York men, two artists, a writer, and one with business training, planned a high-class \$1 weekly. Its name was "The Whole Family." They were going to make millions through premiums and a "cash for names" scheme.

They had heard of Frisby, who took hold of a moribund weekly and made it a howling success "without a dollar." This inspired them. After a year of it and three issues of the paper they were utterly stranded. Then, some man who knew told them the true story of Frisby. He had sunk \$40,000 of his own, then \$40,000 belonging to his family, and then when he was "without a dollar" the tide turned and success arrived. Where does the Bread Line come in? It is the name applied to a row of starving wretches who always line up at midnight in a certain New York street to receive a cup of coffee and a slice of bread, the gift of a philanthropic baker. The night the four adventurers planned their scheme, after a luxurious supper, they separated just when this "bread line" was forming up. A spasm of generosity seized them. They went along the line and gave each man 10c. and said: "Boys, a year hence we'll be millionaires and we'll turn up and make it something handsome."

At the end of the year, they were in the "bread line" themselves. The downfall of the scheme is told with much humor and insight. Bates, the man who promised brilliant things in advertising and only secured one contract for two insertions at \$4 per insertion, is one of several characters in the book. It is a warning to those who are chasing rainbows in the publishing line.

The man who tempts fate by launching a new enterprise without sufficient capital and under strong competition is, nine times out of ten, going to fail. There may be nothing wrong with the scheme. It's the floating of it that tells.

E. C. Reinecke, a resident representative in Cape Town, South Africa, says: "Of all the absolute necessities for which the South-African merchant suffers most, a first-class job-printing house is the most pressing. All paper bags bearing any printed matter are bought in New York. Of course, there are printing plants in South Africa, but they cannot do satisfactory work. Under the old regime they secured a prohibitory tariff on all printed paper—70 per cent. is the exact figure—and then they forced the local merchants to take such work as they gave them, or pay the tariff. Printed paper bags are returned to the grocers in most South-African cities, just as brewers' bottles are to brewers in America. All commercial printing orders go abroad."—Exchange.