

stations, as he had been assigned, and had discovered no news of fires, accidents or arrests. Our young man then asked if he had to do that work often, and were the walks often that long. The city editor wasted no words as he told him he would get used to longer walks than that. The young fellow was then told he was free to go and get his evening meal, but to report at seven o'clock for another assignment. He went out into the hot, dusty street on that fiery August afternoon and he never came back.

A great deal of machinery is still left in the printing department of James Murray & Co.'s dismantled establishment. The machinery is good and cheap. It is reported that the Barber & Ellis Company are still selling some of their machinery.

The Franklin (N. H.) Transcript has been having a coupon voting contest on a week's vacation at Webster Lake to the most popular mill or shop employee in that city. A new yearly subscription counted 100 votes, 6 months 50 votes, and 3 months 25 votes.

Warwick & Sons treat their employees more handsomely than any other house in the trade. On the 19th of August every employee was presented with a ticket to Niagara Falls via the beautiful Chippewa, and the new electric railway from Queenston to the Falls. To say that the 300 men and women who took advantage of the kind gift of their employers, enjoyed themselves on this healthy and pleasant lake excursion would be too inexpressive. The weather was magnificent and the accommodation perfect, hence the pleasure was magnified accordingly. Firms who indulge their employees in this way should be appreciated and should receive their mead of praise. The following resolution, which was passed at a meeting of the employees on the following Tuesday evening, shows their appreciation:

Toronto, 14th August, 1893.

Messrs. Warwick & Sons:

Sirs,—On behalf of the employees in your establishment, we, the undersigned, tender our sincere thanks for the graceful act in giving ourselves and friends the pleasure of a day's outing to the far-famed Niagara Falls, on Saturday last, the 14th instant (by steamer and electric railway), all of whom enjoyed themselves thoroughly; and we can assure you, it will remain a pleasant remembrance for many days to come, and tend to strengthen the bonds of friendship between employer and employee. We have almost to thank, through you, Messrs. Murray, Johnson and Robertson for the carrying out of arrangements so successfully.

Signed on behalf of Printing Department:

W. J. FOSTER,
LTC. CHIEF, M.C.

Signed on behalf of Binding Department:

T. BAKER,
W.S. AGENT.

Signed on behalf of Warehouse:

R. J. PEARSON,
I. M. RUTHERFORD.

The Evening Star has been revived with a new company behind it, as stated in last month's *PRINTER AND PUBLISHER*. Its staff is modest and its success will no doubt be the same. The editor is F. C. Campbell, who has been with the News since he lost his position on the old Star. He is a Hamiltonian, but has spent several years in Toronto. The advertising manager is Peter Rutherford, who was one time on the Empire staff, but who has lately been doing business for himself along advertising lines. It would be folly to pursue the old rule and predict a brilliant future for this paper. It has a hard row to hoe, and yet it may achieve success. But it does not begin its career with the sympathy of the vulgus populi, as its predecessor did, and hence its circulation will have to be created. Cartoonist Bengough is doing some work for it. So far his subjects have been common place—perhaps this is due to lack of practice.

HOW TO MAKE A SMALL-CITY DAILY PAY.

THE following was read by J. G. Gibbs, No. walk (Ohio) Reflector, before the Associated Ohio Dailies: "These few rambling remarks upon the topic assigned me—how to make a daily pay in a city of less than 10,000—are submitted with the feeling that I can suggest little or nothing that is new. The subject is one that some of us are wrestling with every working day in the week, and we are quite likely to keep wrestling till we die.

On such a familiar theme, if my thoughts seem trite and commonplace, nevertheless, such as they are, they have come up out of a practical experience of many years, in just such a city.

There are in Ohio about 32 cities containing less than 10,000 inhabitants, by the census of 1890, in which are published daily newspapers; and it is fair to presume that in almost every case these dailies pay a profit to their owners—for if they do not pay, or nearly so, they must inevitably succumb for lack of financial breath, and be laid away in the newspaper graveyards.

Of the 45 dailies published in these 32 cities, comprising one-third of the dailies of Ohio, only a part are represented in this convention, therefore, to the majority of the newspaper brethren within the sound of my voice, including the gentlemen publishing dailies in cities larger than the limit mentioned, our topic will possess only that general interest felt in all phases of the art preservative by every true lover of his craft.

Publishing a daily in a small city for glory may answer with some for a limited number of days—but the average editor must have something more substantial than glory, which will not buy bread nor pay for white paper.

Nor can a man afford to keep himself keyed up to the "concert pitch" six days in the week in order to thoroughly occupy the field, unless there are substantial returns for his industry and vigilance.

So, then, the problem has the similitude of one of those ground-hog cases—"out of meat and just got to get it, mister," you remember the boy exclaimed, as he stood watching the woodchuck's hole—that give a man little or no time for consultation or discussion while the fight for life is hottest—the brief platform being, "there's got to be a daily in our town, we've got to print it, and it's got to pay!"

Such has been the early history of more than one prosperous newspaper represented here to-day—piloted with consummate skill and undaunted courage, by clear brain and steady nerve, past the shoals of disaster and the rocks of ruin, into the safe harbor of success.

To accomplish the result suggested in our topic, every business manager of a daily published in a small city finds it imperative to be ever on the alert to increase the receipts and keep down the expenses.

The receipts come from the two sources of circulation and advertising, and both must be carefully watched and nurtured with that judicious and "eternal vigilance" which "is the price of success."

The circulation, in my experience, thrives best when placed in charge of a capable person, who collects all money from subscribers, attends to complaints and superintends the carrier boys. A city of the size we are discussing can be divided into two districts, from each of which collections are made on alternate weeks. Thus each subscriber when seen pays for two weeks, ending with the Saturday night following the collection.