

THE BLUENOSE.

PUBLISHERS' PRIVATE TALK.

"You can't keep a good boy down." That's what the whale said when he got clear of Jonah. A good boy who has spunk and push will always come to the top and the "Bluenose" is anxious to assist him both with good advice and practical plans for self-help. The "Bluenose" believes that a large sale for this paper can be worked up in the towns of Truro, Yarmouth, Windsor, Kentville, Wolfville, Annapolis, Digby, Shelburne, Liverpool, Bridgewater, Lunenburg, Pictou, New Glasgow, Stellarton, Westville, Amherst, Parrsboro, Antigonish, Sydney, and other smaller places, and that a boy who would make a personal canvass and agree to deliver the paper every Saturday could get anywhere from fifty subscribers in the smaller towns to two hundred and fifty in the larger towns, who would take it at five cents a week. All the best people will, or at least should, support the "Bluenose" and if they are not ready at first to pay two dollars in advance it is safe to reckon on almost all of them as week to week customers. The "Bluenose" wants only honest boys who are polite and painstaking; boys whom the patrons of the paper will respect and so be mutually helpful to themselves and us. If the publisher of the BLUENOSE were a boy again and wanted during spare moments to earn a few dollars every week he would undertake a proposition of this kind in the following manner:—First he would write to the Imperial Publishing Co., Ltd., Bedford Chambers, Halifax, stating in what town he purposed to push the sales of the BLUENOSE and so secure a territory. At the same time he would ask for sample copies to show people who are not already acquainted with the appearance and contents of the paper. While waiting for an answer to the letter he would make up a list of all the people in the town who should support the BLUENOSE and as soon as possible make a personal canvass of the entire number. His argument would be:—"I want you to take this paper from me every Saturday morning at 5 cents a copy and I will take all the trouble of delivering it at whatever address within certain limits may be given. I am trying to get say one hundred people in the town so that it will be worth my while following up the work and a paper as good as the BLUENOSE should have everybody's support."

The BLUENOSE is prepared to offer particularly good terms to the boy who will adapt himself faithfully to the above suggestion and will consider it a pleasure to answer any questions regarding commissions, the allotment of territory, and the way to go to work


W. E. HEBB,

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