

by 1881. In 1882 one John McKelvie was registered as the proprietor, with McMinn as printer and publisher—again, a short-term involvement.<sup>35</sup> These episodes deserve more investigation, but in this context, they signal both McMinn's inclination for sole control, and periodic financial crises.

The internal evidence of these early issues suggests that the distribution of the paper was quite a problem. McMinn employed a 'collector', and warned that a coloured wrapper on one's paper meant that it would be discontinued unless the bill was paid. He seems to have used men on horseback to carry the country edition, which came out in the early afternoon, and local boys to distribute the 4 p.m. second edition, and there was usually a notice in the paper asking subscribers to report any 'irregularity in distribution'. Presumably these tactics were successful, for by December 1884 he claimed he could guarantee a circulation of 1500 copies.

The chief compensation for these business difficulties came from McMinn's attention to the advertising side of affairs. The price of the paper had to equate with the *Times's* 3d biweekly, i.e. 1d per copy, 5 shillings quarterly, or 6 shillings and sixpence if booked. In every issue the editor extolled the power of advertising and the extent of his circulation, for example:

IF YOU WANT

A SITUATION	TO BUY ANYTHING
A SERVANT	TO LET FURNISHED
TO SELL ANYTHING	OR UNFURNISHED

OR

To increase your business  
ADVERTISE IN THE  
MANAWATU STANDARD

The largest circulation in the district,  
and consequently the best medium for advertising.  
Advertising is to business what steam power is to  
machinery—the grand propelling power.<sup>36</sup>

Variations on this theme were sprinkled throughout every issue. Illustrations for advertisements were always plentiful (eighteen different designs in one four-page issue in March 1883, for example) and in October 1884 several larger frames for advertisements were received. The cost of advertising was *not* extolled in each issue and is difficult to determine, presumably individual agreements were reached rather than a standing rate being applied. Special terms enticed employers and servants to advertise in the 'Wanted' column: 16 words for one shilling.<sup>37</sup> McMinn also took care to appeal to his rural subscribers,