

Special pains are taken in the compilation of information for country residents, which will be found to be accurate and reliable in every respect.

NOTICE TO THE PUBLIC

The Manawatu Standard having by far the largest circulation of any journal published in the Manawatu, has been selected by Messrs Stevens and Gorton as the only paper issued in Palmerston in which all their district stock sales, special notices, &c., &c., will for the future appear.³⁸

As for news content, the *Standard* usually ran to about six of its thirty-two columns, derived principally from the large news networks:

WANTED KNOWN.— The Manawatu Standard is a subscriber to the United Press Association and Reuters Telegraphic Agency, and contains the very latest English and Foreign Intelligence to the hour of going to press.³⁹

On occasion this could have disadvantages: 'Owing to an atmospheric disturbance the wire was working badly today, thus causing delay in the receipt of press telegrams.'⁴⁰ But in addition to these established channels McMinn himself wrote up local news—once routing his printers out of a billiard room to put out a late story—and printed the Borough Council minutes. He also employed a 'Special Correspondent' at Foxton, who relayed in particular the shipping news. And from February 1884 a separate 'Commercial' column began to give information about the London and Sydney markets.

The printing trade was an early and prolific immigrant in New Zealand—presses like the Albion were portable and comparatively cheap. But the bread-and-butter of the trade was the newspaper element, and local newspapers were largely one-man concerns whose success depended entirely on the energy and ability of the proprietor. Alexander McMinn's experience with the *Manawatu Standard* was decidedly a success story—he might be a 'Journalist of Repute', but he also had the acumen to run his paper as a business venture, and the ability if necessary to perform any or all of the roles involved.