

result of chance; it was because he made the most of every opportunity. Somebody has said that Fortune knocks once at every man's door. She knocks oftener than that for most individuals, but many fail to hear, and so lose their opportunities. The small printer, to succeed, must study the means by which others have progressed and climbed to prosperity in the printing business. He will find that some of the essentials are good work, good sense, fair treatment, and insisting upon making a profit on all that he does. Prices should not be regulated by what others in the trade may charge. It is the business of the small printer (as well as the large) to charge prices that will yield him a profit. Do your work so as to please your customers, and do not be afraid to ask them to pay what good work is worth.

You can never rise without following these rules, and you will have to formulate many more for yourself before you can build up a large printery.

A successful printer recently wrote of the young printer in business as follows: "Let none be offended at the general assumption that beginners in the printing business, and many who are not beginners, are ignorant. It is not that they are uneducated or uninformed generally, or that they are deficient in the mechanical part of printing, but simply that they are unfamiliar with what are popularly termed business methods. It is a hard road to success, and there is a deal to be learned, and even the leaders in successful business are always finding that some fellow has got ahead of them and developed new means of progress that they had failed to recognize. How necessary it is then for the novice in the printing business to equip himself with knowledge gleaned from the experience of those who have gone before! To learn how to be a good business man requires of the printer that he first learn exactly what it costs him to turn out his work. He must then see to it that he secures interest on his capital, a salary, a margin for contingencies, and a final profit above all; otherwise he might better be out of business, and in employment."

Fortunate is the man who can thrive on knowledge bought with the toil of others who have carved out a successful niche in the grotto of trade, and apply their methods to his own business, instead of having to tread the weary road himself; yet, this is possible to every small printer who will take the time and trouble to watch the progress and success, not only of men in the printing business, but in all mercantile and manufacturing lines.—Typothetæ and Platemaker.

RULING AND PRINTING SIMULTANEOUSLY.

In order that the paper to be printed may be simultaneously ruled is the object of an invention recently patented in England by Mr. J. B. Grouse. The line ruling apparatus forming this object is mounted on or between two end standards, and consists of an upper inking reservoir having a distributing ink or color roll and a shaft carrying a rubber or hard-rubber coating, which rotates with the shaft, but is longitudinally adjustable thereon. Another roll and the shaft referred to are mounted in arms adapted to swing on pivots of the standards. A second pair of arms may be suspended from one and the same pivot, the arms forming the bearings and the line-producing discs which run on the surface of the printing cylinder. In operation, after the grippers have fastened the sheet, and when the cylinder revolves to bring it into contact with the letterpress or types arranged on the bed of the press, the sheet

will first be passed under the discs by which it will be ruled. As soon as it has been subsequently printed, the grippers will be opened in the usual manner, and, in opening to receive the next sheet, they will cause the inking roll to be brought into contact with the distributing roll, which is inked anew. As soon as the grippers close down onto the next sheet of paper, they lower the discs again into operative position on the printing cylinder.

A DEFENCE OF "PERSONALS."

SOME writers in the daily press have been freeing their minds on the subject of what are known as "personals." Why, it is asked, should we be forced to read, day after day, of Tom, Dick, or Harry, their wives, children, other relatives and friends? Such chronicling of small beer is both tedious and disgusting, say they. Of course, it may be replied that people are not forced to read anything of the kind. Doing so is a purely voluntary act. But, such a reply is rather begging the question, and it deserves to be viewed with a quasi-seriousness. The practice of printing "personals" has come to stay, and it is unfair to call names or abuse the reporters merely because you and I take little interest in our fellow-creatures. To contemptuously inquire who cares to read that Mr. Blank or Miss Dash is spending the vacation with Mrs. Nemo, is an affront to the friends of those individuals, who decidedly do care for any information about them, and, be it noted, they here represent a large class who are entitled to consideration. The minority may be in the right, but the majority rules. While a comparatively few malcontents turn up their noses or shudder at the sight of social and personal news, a large percentage of readers are really grateful for intelligence which, but for those columns, might never reach them. The increasing difficulty of keeping oneself posted about people and events makes condensed information very acceptable, as well as useful. When a circumstance of real or fancied importance occurs it is impossible to make it widely known by letter, but, if you send a few lines to a daily or weekly paper, sooner or later, the news is before all whom it concerns. The value of "personals" is fully recognized in the Mother Country (and there people usually have to pay for the privilege); the press is the convenient medium through which chit-chat reaches the outsiders. At the moment, I have at hand an Old Country newspaper of recent date, with nearly two columns of items about who is visiting who, and where, the information being supplied by the parties referred to.

In this matter, there should be no class distinction. High or low are alike interested in news of their personal friends, and this salient fact should be acknowledged without any sneering comment, but a certain discretion is imperative, unless everybody is to be made ridiculous, and the idea which is good per se, becomes imperative. Because everybody may expect mention if necessary, it does not follow that everything should be told. Absolute correctness is an important essential. Don't gather up the flotsam and jetsam of every day, but take some pains to make your "personals" accurate, as well as interesting. To be so greedy for scoops that you fill your columns with items which justly offend or wound even a single reader may well discredit the entire custom, but, rightly handled, the department of "personals" is a valuable addition to the matter of any general newspaper, and especially so when its readers cooperate with the publishers by sending in correct statements for publication.

M.