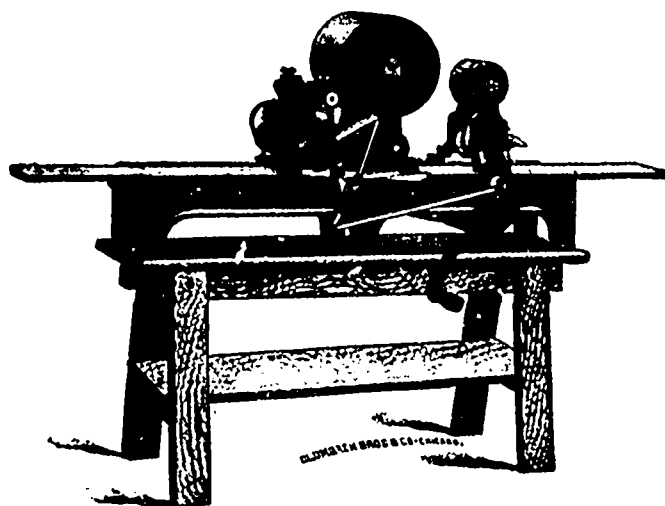


evenness of impression, with the least possible wear on face of type. The ink rollers are also adjustable, and the ink is perfectly distributed by means of a vibrator, worked with lever and



cam wheel. A detachable fountain furnishes ink to a feed roller and the vibrator. The adjustments are simple, and as perfect as on a large cylinder press. The points of advantage over the old style proof presses are: Self-inking, self-feeding, labor and time-saving, perfect work with no waste of paper, and a dry proof. The Chicago Herald, whose motto is that "the best is none too good for us," promptly adopted this time-saver and now has it in use in its composing room, where its value is appreciated. The press is also used in the Press, World and Commercial Advertiser offices of New York.

#### A BUSINESS MAGNET.

THE most substantial business is that held by the power of one's personal acquaintance, backed by a spotless reputation for square dealing. Acquaintance is the magnet controls patronage in scores of unseen ways. Particularly is this true in regard to printing. Show windows filled with novel displays of goods, special sales and other devices for catching the passing purchaser form little part of the printer's means of obtaining business. There is a certain amount of trade which may be called transient—the patronage of people who only get two or three jobs in a year. Such trade as this may be reached by miscellaneous advertising, but the fact that printers are seldom such extensive advertisers that their names become household words makes it more than probable that when some person unaccustomed to ordering printing and unfamiliar with the various houses wants printing, they will ask some friend where to go. Now, a personal acquaintance with that friend will be the surest and most satisfactory means of turning that order to you. Surest, because a man will go several blocks out of his way to patronize a friend of his friend. Most satisfactory, because when that man comes to you he is already predisposed in your favor, and having confidence in you, dealing with him will be rendered much pleasanter.

Nearly every man can influence the placing of more or less orders for printing. A good word spoken by someone else is often more fetching than personal solicitation on your own part. Many orders are received by mail and telephone. These are all controlled by the unseen force of acquaintance. New concerns are continually being started, and old concerns occasionally

become dissatisfied with their present printer. In these events, the recommendation of some mutual friend is a strong magnet for attracting the business which is uncertain just where to go.

Now, it is a well-known fact in electricity that a bar of iron is a magnet only when surrounded by the coils of an electric current. Remove the current and the magnet soon loses its tendency to attract. In the same manner the influence of friends and acquaintances soon becomes passive without encouragement. Active influence is what you want; friends who will go out of their way to do you a favor.

There is a knack in the making of friends. One of the best rules to begin with is, never to make an enemy. It's the jolly, good natured man, hail-fellow-well-met everywhere, the man who always has time for a pleasant bow, hearty greeting or to tell you the latest "best story." It's the generous, whole-souled individual, always doing favors for other people, who has them showered on himself. The chap who belongs to several societies and clubs, and stands well with the boys. These are the ones who are popular, and whose personal acquaintance goes for something. Their friends are active friends.

Now, brother printers, make it a point to become just such a fellow yourself. Money spent making friends is better than advertising. The "ad" vanishes with the day. The friend is a fixture, if you treat him right. And on that point I wish to dwell for just a moment.

It is far cheaper to keep a customer than to make one. John Wanamaker says it costs \$10 to make a customer. You certainly cannot afford to lose one on account of some difference involving less than that amount. With the most successful firms, when any cause for complaint arises the question is not what have they got to do or what they will do, but "What will make it satisfactory?" Such a business policy persisted in for years secures a business which is permanent.

When you are first introduced to a man, don't hand him your business card and solicit his business. Make him your friend first. Business relations will follow naturally. The best trade is seldom obtainable through direct solicitation. It comes of relations brought about by confidences established through a personal acquaintance. When you have made a friend, do all you can for him; never forget to make personal mention of such favors as he may do for you. If he sends you a customer once, and you never mention it, he may do so again, but chances are against it. There is a tendency to forget such little things, and to guard against this I use in my own business a little blank acknowledging such favors. It shows that the friend's recommendation has come to my notice, and has been appreciated, and induces a repetition of the favor.

Make the most of personal acquaintance. It is a powerfully attractive business magnet. Written for The Inland Printer, by F. W. THOMAS.

A wealthy newspaper proprietor from Wales is at present visiting Canada. The gentleman referred to is J. Arthur Evans, of Rhyl, North Wales, owner of the Carnarvon and Denbigh Herald, and the Yr Herald, of Cymraeg. The object of his visit is the writing up of the extensive Canadian Northwest in the interest of several English journals. He will go through to the Pacific coast, and also take a run over the branch lines. Mr. Evans visited Canada in 1884, and has done good service in the past in bringing this country to the attention of the readers of English.