

## CHAPTER VI.

### STATIONERY.

Cheap, flimsy paper, a gaudily printed heading, typewriting full of corrections or dull faded ink, has never increased a solicitor's business. Opinions of a firm's business are frequently based on the defects in the style of their letter writing. Good style may not be as positive a guarantee of reliability as a rating on a business house from a mercantile agency, but poor style in correspondence brings condemnation. The matter of a lawyer's stationery is not trivial.

Have your letter heads and stationery made of good weight, clear, strong, substantial-looking white-bond paper: one that will create a conviction that your firm is an old established firm, not seeking to impress itself upon the public; something that will not look like a rag when it comes from your letter-press (if you use a letter-copying press); one in which the ink will not "run." Many lawyers would be ashamed at the appearance of the letters they sign if they saw them after the office boy has "copied" them.

Then the heading on legal stationery is important. It should be "professional" in appearance, simple, unostentatious, steel-die stamped or embossed in black or blue, or lithographed, not printed. We have seen the letter-head of a certain western law office embossed in three colours; the firm name and address in blue, some information in black; and the words "In answering always mention our number," and the words "Always give the above number when writing about this claim or write on the other side of the sheet," in red. It is not at all the sort of "get-up" that is professional; it has rather a commercial flavour; somewhat the type of a merchant who prints his picture on his letter head.

We know of another law firm which asks a half dozen printers for estimates, and gives the job to the lowest bidder, regardless of the quality of his work. A cut in price often means a cut in workmanship or in the quality of paper furnished.