

ESTIMATING FOR PRINTERS.

J. J. Rafter in The Inland Printer.

THE making of estimates upon scraps of paper and dropping them into drawers, or giving an approximate price on a job of printing, or hoping that your memory will serve you after the work is done, is never satisfactory. The scraps are lost, the "about" price is never satisfactory and what you thought you could remember has gone from you. Well, there's only one way out of it—ask the customer what price you made him, and you certainly feel as if you are not worthy of the title of printer. What a deplorable condition of things in a printing office! It is supposed that more than ordinary intelligence exists in printing offices. Printers are supposed to know every business; what the customer wants to say on his stationery or advertising matter, how it should be done and how it should be gotten to those whom he wants as customers; and still printers in the management of their own business are slack. Now, brace up—don't do it that way! Have set up at once an estimate blank. If you are too busy send it to your neighbor printer—it will pay you. Print it on an ordinary $\frac{1}{4}$ bill-head; have a place where you will make your estimates, buy a cheap file to keep them in, have examples of stock where quotations are handy, look them over often, make yourself familiar with new stocks and their price, ask the jobbers to send you samples, keep them on file so you can find them when you want to scan them.

Estimate No. 1.—This customer wants 10 M. labels, such as used on bluing bottle, and wants them at once—there's no time to electrotpe. "Union Bluing" in two lines, in 24-point square gothic (or something strong), balance one stick of brevier and three lines of address; 6-point border. Set up four and print four on—blue ink. If you have not the type for display lines and get beat by "the other fellow," he is not doing the work too cheap; his facilities enable him to set four and print that number. Label, 3 by $4\frac{1}{2}$ inches:

	10,000
Co position and lock-up.....	\$2 00
Paper, 24 by 38—40-pound M.F. white.....	75
Presswork.....	3 00
Cut-up and delivery.....	25
	\$6 00

Now, if you have to run it two on, you should add to your presswork \$2 and 75 cents less on composition; total, \$7.25. It may pay you to electrotpe this form after the job has been delivered; if he is a regular customer do so, and advise him that the next order will be \$5, and in the other case \$6.25. In this way you gain the confidence of your customer and make as much money.

COUNTRY PUBLISHERS.

Editor PRINTER AND PUBLISHER:

SIR,—At the last meeting of the Canadian Press Association a special committee was appointed to draft a report for presentation at the next annual convention, recommending the most desirable action to be taken in the interest of the publishers of country newspapers. In order that the committee may have some conception of the mind of the publishers concerned, it is requested that recommendations or suggestions be sent to the undersigned at once for consideration by the committee at a meeting to be held previous to the annual meeting in February next. Say (1) whether a branch of the C.P.A. for country publishers or a distinct organization is preferred; (2) how either

organization can be made most helpful and profitable to the publishers of weekly newspapers, and (3) what subjects are suitable for discussion at the first meeting. The committee will gladly receive voluntary contributions to the programme along the lines suggested from publishers who will attend and introduce a subject.

M. A. JAMES,

Secretary Canadian Publishers' Committee.

Bowmanville, December 9, 1897.

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