

BUSINESS DETAILS.

BUSINESS is made up of details. The printer who has mastered all the details in his business can bid more intelligently for work than can he who simply guesses. He knows the cost of each step to a fraction. When he reaches his conclusions he knows exactly what figures will give him a fair profit. Such a master of his business will never be caught doing unprofitable jobs. Knowing exactly what he must expend on a required job, he will pass the job along to his guessing neighbor, and allow him to run his plant on the non-paying work.

One day last week, I saw two sets of figures on one contract. One of the men who figured understood his business, and his figures were to a cent. The other one guessed at the cost. Their figures were not far apart, for the job was not large. The guesser's bid was below the exact figurer's bid, and he got the job. He has since told me that "there is no profit nowadays in this line of work." The other man assured me he knew "exactly what Mr. Guesser would lose on the job." His figures agreed almost to a cent with what the "lucky" bidder confessed he was "out" on the work.

These two men represent the two classes of mechanical workers, those who fail and those who succeed. These classes are distinct. The guessers "get the work at any figure." They soon do enough work to lose all they possess. The exact figurers "get a fair profit or let the job go to someone else." They may work less, but they make a profit on all they do, and they soon do little enough to roll up a good bank account. It may sound paradoxical to say that one man succeeds in getting so much work that he fails, and another succeeds in getting so little that he grows rich, but there are enough examples of both to prove that the seeming paradox covers an important business truth.

"The man who is master of the details of his business is a powerful competitor. He knows when he reaches the point in bids below which he will not, can not go. His guessing competitor has only one limit in view. He aims to go below his competitor, no matter how low the competitor sets his figures. How many men can tell to which class they belong?"

QUESTIONABLE FENCE ADVERTISING.

WE perceive that both in Chicago and St. Louis all vacant property on thoroughfares is being fenced in and appropriated to advertising purposes, says an American exchange. Apart from it being a great injury to the legitimate medium of advertising, it is questionable propriety in forcing the ordinary citizen to read matter in which he is not concerned. There are times when the mind needs rest, and a person passing through a city should be free from molestation either mentally or physically. While it may be lawful for people to do as they please with vacant property, yet we question the propriety of the authorities permitting every available spot that "bill posters" can obtain to be occupied with all kinds of flash advertisements. In both of our western cities it is getting tiresome to the eye and offensive to the proprieties to be confronted at every few steps by fulsome advertisements with ridiculous displays called illustrations. In one instance we noticed the advertisement of a matrimonial bureau, illustrated on the walls with the contracting parties in full size and dress, and the robed clergyman performing the ceremony. On another fence display is an advertisement of a "quack" doctor offering a nostrum for an incur-

able disease, whose matter would not be inserted even for pay in any respectable newspaper in the country. Again, the theatrical posters are giving "shows" on the wall that would not be tolerated in the most questionable variety theatre, attracting the morbid and the youth of both sexes, cultivating the viler propensities to a far greater extent than the most demoralizing and sensational literature. We have a commendable society for preventing cruelty to animals, but is it not high time that philanthropists organize to prevent the many outrages against decency which are being daily posted on the vacant walls of our large cities? All such only tend to demoralize and offend, and confront society with the idea that we are fast drifting into an era of license and impropriety.

THE SAME HERE, BROTHER.

ART in Advertising says:—In connection with the advance in the subscription price, we have also another reform in view, and that is to put our advertisers in their proper places. Goodness knows it was hard enough to get them, and now that we've got them we don't know what to do with them. Each one, individually and successively, owns the whole paper during the life of his contract. It sometimes happens that we misplace an ad. In the customer's eyes this is but little short of deliberate murder. He storms, raves, does everything but shoot to kill, and in the end kindly permits us to live a little longer.

The process of getting an order is unique in itself. At the beginning of the first call, he says: "Oh, I couldn't think of using your paper at any price!"

Of course not. Some of them would have us believe that they are not using it yet.

Finally he asks the price of a preferred position, and shrieks on hearing the quotation. "I thought I'd like to do something with you, this month," he says, "but that's robbery."

The third attempt is taken up in a vain effort to break rates.

The fourth attempt results in an offer for the preferred position at the run-of-the-paper price.

"You'll get that or nothing," says our customer, closing his desk with a bang.

"Oh, yes! we'll get something," say we, trying to be funny at a funeral—"we get left."

By and by the contract comes in, and the gracious donor looks in every once in a while to see if we are properly appreciating his bounty. "You must be making lots of money now," he says, glancing fondly at his own ad. Then turning to the next page, he continues: "There! I knew that fellow would come in when he saw mine. Gracious, how many ads you've caught since you hooked me! Say, how much commission do I get? Oh, you sly dogs!" and giving a gratified chuckle he cribs an extra copy and strides down the hall.

We made some very stupid bargains to begin with. For instance, yearly advertisers get a discount of ten per cent. But they don't get it after January first. No more putting a premium on poverty for us. We ought, we suppose, to make it an object for a man to spend five hundred dollars a year instead of fifty dollars, but we won't. As a matter of fact, the five hundred dollar man ought to be charged an extra ten per cent., on the ground that he can afford it. That may not be good business, but good or bad it goes in this paper after January 1st.