

Printing Ink.

It might almost be asserted that good printing depends more upon the quality of the ink used than on any other requisite. Those who understand the business know that with poor paper, an old press, worn-out type, and poor blankets, but with good rollers and good ink, a very fair looking job may be turned out. On the other hand, take good paper, a new press, new type, and good blankets, but with bad rollers and inferior ink, and we defy any one to turn out a decent looking job. Now, if this be true, it follows that too much attention cannot be given to the state of the rollers and the quality of the ink—two things which, in most printing offices, have the last and least consideration. Many—no, we will not say printers—persons who own or have the management of printing offices, and who know as little about what is necessary for the proper execution of work as a hog does about holidays, think the only necessary point to look at is the cost. Of course, cost is an important item, but what is a few cents a pound on printing ink compared with the seedy, dirty, muddy look of a book, job or a newspaper. Some there are who think they can get just as good newspaper ink for $5\frac{1}{2}$ or 6 cents, and book and job—all one kind—for 25 or 30 cents a pound, as their neighbor can for 10 or 12 cents, and 50 or 75 cents respectively. They do not know the difference—it all looks black to them. And if the foreman or pressman remonstrates, it is at once set down that he has been subsidized, or some other equally absurd construction put upon his action. By some it is thought that the only difference in the grades of ink is in price. Well, perhaps that is true of some manufacturers, but we know of at least one firm that manufactures all qualities, and who fix the price according to quality. All the printing inks—job, book and news—made by George H. Morrill, of Boston, Mass., can be relied on to be of the quality represented, and the price will be found as low as is consistent with grade. We have had experience with Geo. H. Morrill's inks for over twelve years, and this is the conclusion we have arrived at after mature consideration. Thirteen years ago we used any ink we could get and never asked questions. We were never out of trouble, and our work was sometimes scarcely presentable. We tried Geo. H. Morrill in our emergency, and our trouble ceased. Some newspaper men think

they know all about it, and wish it distinctly understood that the foreman or pressman, nor any one else, has any right to have anything to say in regard to where or from whom ink, paper, oil, or anything else shall be purchased; yet they are as innocent of any technical knowledge concerning the printing business as shoemakers. They think they can save money by buying ink from hard-up travellers who have failed to bag enough orders to pay expenses, or from some advertising agency who have "put up a job" on their dear brethren of the printing fraternity. Yes, they can buy cheap, and when it is used it has a *cheap* look, sure enough. What is saved on the price of the ink is spent on rollers, brushes, oil, ley, etc. And yet they will tell you it is cheap. It would be all very well, and we might exclaim that "where ignorance is bliss, 'tis folly to be wise," was the practical reputation of the mechanical department not at stake in the matter. They must produce decent work, but how are they to do it? They must either take what they get, put on their coats and join the crowd who walk the streets, or—"go West." To make a long story short, pressmen and compositors have not been out of trouble or free from anxiety since an agent for "dock mud," from the vicinity of Grey's Ferry, struck this town with a carpet-sack full of sleeve-buttons, etc.—real beauties, and some of them genuine. The result was quite a stock of ink was laid in, and such ink. Newspaper men were right on the *qui vive* for such a bargain. Well, considering the sleeve-buttons, they did not get bad bargains, but it was the poor devils in the press and composing-rooms who came out of the small end of the horn; for they had to expend from a half to two-thirds more labor to make their work passable, to say nothing of the almost wholesale desertion of their early religious training. But the "boss" didn't lose anything by it, if we except the extra quantity of rollers, oil, ley, etc., consumed while that ink (!) lasted.

Well, after much suffering and profanation, we believe they have all got back to Geo. H. Morrill's ink once more, and their minds are easy. We don't know if there are any printers in other cities who have had a like experience—we hope not; but should there be any such, our advice would be to try Geo. H. Morrill's inks and everything in that line will run smooth. Perhaps there are other makers of good ink, but we have not come across them yet, and when we