

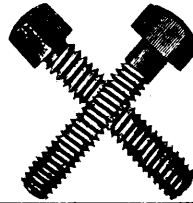
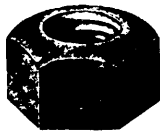
## The Diamond Machine and Screw Co., Limited

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WRITE FOR PRICES.

JUST THINK IT OVER.—Experience has shown that permanent success in manufacturing, especially of the multitudinous articles of hardware, lies largely in adherence to quality. Those rare instances to the contrary only accentuate the general truth of this statement. Things cheap at once in price and in quality are apt to have a great run for a time, but they do not wear well, and users soon revert to articles that give satisfaction. The Nestor of the hardware trade has well said that "the remembrance of quality remains long after the price is forgotten." It takes faith to perceive this principle and courage to carry it out, but it is in the long run a wise policy. There must be on the part of the farsighted manufacturer a constant resistance to the incessant cry of some buyers for something cheaper. Those manufacturers who have been weak enough to yield to this demand have paid the penalty in loss of reputation and consequent loss of trade.

Another weakness, even less excusable, of which the hardware trade furnishes some examples, is that of a manufacturer trading on his reputation, and allowing the quality of his goods to deteriorate in hopes that their good name will gloss it

over. Of course the deception is found out sooner or later, and that is the end of the whole business. A reputation for quality once lost is almost impossible to regain.

The duty of the manufacturer does not end with the production of a good article nor that of the dealer with its purchase. Its merit has to be impressed upon the user, for the reputation of an article depends finally upon the ultimate consumer. Cheap things sell themselves; good things at first introduction require to be sold; after that they take care of themselves better than do the cheap things of inferior quality.

The education of the public to higher ideals of quality is apparently a slow and almost hopeless task when viewed from one day's progress to another, but if regarded from the vantage point of a few year's effort, and especially in view of the rapidly increasing wealth and intelligence in this country, it presents itself simply as a long headed business policy, and one that is essential to any permanent success. The ultimate user of the goods is the man to aim at. He must be reached, usually through the dealer, with an appeal as to the quality, that will

render him a permanent client.—The Iron Age.

CUSTOMERS AND HOW TO TREAT THEM.—Customers are an essential factor in the conduct of every business. They, indeed, comprise the one-half of the trading community, without which the other could not exist. It may be contended that merchants and even retail tradesmen are equally necessary, in order that the comforts and daily needs of consumers may be provided for. That is quite true, but it must always be remembered that customers, except in the case of monopolies, which are comparatively rare, are free agents and can carry their trade where they will. There are some notable exceptions, doubtless, but it may be taken that in a general way every tradesman has opposition in some form to contend with, and that he is entirely dependent upon the good will of his customer. Public opinion and popularity are somewhat fickle, and the treatment customers receive at the hands of those who wait upon their requirements is a most important factor in the establishment and building up of a business, as well as its retention. Employers are

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