

GIVE WHAT YOU AGREE TO.

BY D. B. LINDS.

AN altogether too common practice exists among printers generally to avoid giving what they agree to. The writer has had to suffer at different times on account of the carelessness of others in doing their duty, or in filling orders for exacting customers, so he can truthfully treat on a few things regarding agreements, in the hope that the reader may be benefitted thereby.

Owing to a cutting in prices of job and book work, some printers, after taking an order at an away-down figure, conclude, before said work is completed, to "save themselves," as they term it. This is done in various ways, sad to relate. The common method of getting out of such haphazard orders for printing, is to give less copies of a job than the agreement called for, in the luring hope that the customer would never notice the deficiency.

I know a dry goods firm that does a big business in the Keystone State catering to the poorer classes. Whenever this "cheap dry goods" party orders any printing, they usually bargain for a large lot of circulars, or dodgers, at as low a price as they can procure for "good work." I well recollect that some years since the said firm had a circular struck, which consisted of many thousands, at a bankrupt figure. The printer evidently saw his mistake in taking the order simply to "keep his presses running," so he delivered some thousands less than the order called for. He never thought the "cheap John" house would actually count the entire lot printed. Yet that is just what they did. And they not only deducted the difference, but never gave the erring printer another job, besides making the transaction public.

The above sample case is a striking one of others within my memory. The moral of it is quite plain.

Another way of "cheating a customer," not so easily discovered yet just as reprehensible, is to furnish a quality of paper slightly, or even greatly, inferior to the sample shown the patron. Here again, evidently, the order was taken at a losing price merely to get the job. My idea of this is: Give the party exactly the kind of paper selected, even if a mistake has been made in giving too low a price for the work, and here's the remedy—don't duplicate the order at the same figure. Your first experience should give you sufficient knowledge to be more careful in estimating the cost.

Wholesale paper and envelope manufacturers resort to scurvy tricks on the purchasing printer. Possibly here is where the latter learned to give inferior quality and dishonest quantity. I do not believe there is a printer in existence but what has been duped in by some paper maker at one period or another. And does it not make one feel mean, when ordering special stock to please a particular customer, to have it come to you much inferior in finish or weight?

I have gotten so hardened by this heartless way of filling an order, that I invariably do one or the other of the following: Either return the stock, at manufacturers' expense, to be exchanged for the right kind, or mail a sample of the inferior goods to them, requesting a rebate sufficient to make good the inferiority. In this way you deal with the jobber or manufacturer of the stock, the same as you are dealt by when agreeing to print a certain quantity of a job on a particular quality of paper.

The customer is entitled to honest quality and quantity at all times. Rather give your patron more than enough copies of

a job than some less. The few copies that are not given will prove the most dangerous advertisement against your business that you could think of putting forth. Establish a reputation for doing nothing but honest work. People will seek your place if for no other reason. Your general advertising can secure no better trade than the reputation always accorded to a printery for doing and giving what it agrees to. —American Art Printer.

DOTS.

ANDREW Pattullo, editor of the Woodstock Sentinel-Review, has been elected president of the Western Ontario Dairymen's Association. Mr. Pattullo has long been known as an untiring advocate of advanced scientific principles in dairying and consequently deserved the honor the Association has conferred upon him.

D. L. McIntyre, editor of the Winnipeg Tribune, is in Toronto on a business trip.

E. J. B. Pense, of the Kingston Whig, has been elected president of the Liberal Association of his city.

The Essex county printers and publishers met in Windsor Saturday and elected the following officers: President, A. McNee; vice-president, James McCullum; secretary, F. J. Lawson; treasurer, John Auld.

It is understood that a reorganization of the Montreal Herald Printing Company is about to take place, by which Ald. McLean, of Ottawa, will become president, and other Ottawa capitalists shareholders. It is said that subscriptions have been invited for \$50,000 worth of new stock.

A peculiar event has taken place at Three Rivers, viz., the blessing of a newspaper office—The Trilluvian. Monsignor, who was accompanied by Canon Cloutier, curate of the cathedral, after having recited the customary prayers, made a tour of the different departments, which he blessed, while he said the "Miserere."

USEFUL DEVICE FOR A LOOSE FORM.

TROUBLE was recently experienced with two large four page forms, the matter composing them being of such a character that it seemed impossible to lock them up sufficiently tight to permit of handling without something dropping out in adjusting the forms on the bed of the press, or the suction of the rollers pulling out some of the type when printing.

The matter, as originally set, was carefully justified, but the author's transpositions had disturbed the condition of the forms, which were composed principally of an equation article containing many superior and inferior figures, fractional quantities and pierced work in general, the value of an article of this sort of course depending on its correctness. We had nearly decided to rejustify with paper portions of the forms, when the following simple plan was successfully tested:

After "doctoring" the forms so that they would lift, eight pieces of common white gummed paper were cut a trifle larger than the type page, and being carefully moistened with a wet sponge, were smoothed on the back of each page; but before fully dry the forms were again planed down on the moist gummed paper. There was then no difficulty in lifting them, as it was impossible for anything to drop out, and the paper held any types which otherwise would have been loose, so that the rollers pulled nothing out. After working, the paper was removed from the back of the forms, first generously mopping the same with a wet sponge. —American Bookmaker.