



THE TYPOTHETAE TICKLER

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The following appeared in the 1914 issue of *Typothetae Tickler*, published jointly by Typothetae of Kansas City and Graphic Arts Organization. The association later adopted these as business ethics.

IMPORTANT.

The following "standards of practice" were adopted by the printing division of the Associated Advertising Clubs of the World at their annual convention at Toronto, Canada. Read every word of it. It's the most progressive move ever made for better business methods:

Printing Standards of Practice.

The members of the Department of Printing of the Associated Advertising Clubs of the World, dedicate their best efforts to business uplift and social service and to this end pledge themselves:

1. **To give full value for every dollar received.**
2. To charge fair prices, viz., known cost plus a reasonable profit.
3. To subscribe to and work for truth and honesty in business; to avoid substitution, broken promises, unbusinesslike methods.
4. **To co-operate in establishing and maintaining approved business ethics.**
5. To be original producers and creators, not copyists.
6. To be promotive, looking to the needs of the customer, analyzing his requirements and devising new and effective means for promoting and extending his business.
7. **To place emphasis upon quality rather than price, service to the customer being the first consideration.**
8. To merit the support of buyers of their product by living up to the spirit as well as the letter of these standards.
9. To develop, by co-operation with other departments of the Associated Advertising Clubs, an ever-strengthening bond of union to the end that the service rendered to advertising by the graphic arts may achieve its highest efficiency.
10. To aid in securing just and harmonious relations between employer and employed by establishing honorable conditions of employment.

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