
A LESSON FOR ALL.

Perhaps you noticed in the latest edition of the Master Printer, that some wild-eyed printer takes his pen in hand and proceeds to take our friend, Henry Ford, to task for making so much money in the automobile business. This printer complains about the way Ford buys his printing.

Now of course it is sufficient crime for any man to make money, and we appreciate the fact that it is a mighty hard thing for the average printer to understand; but before we condemn Henry Ford, let's take a little look into the facts.

The Ford plant is admittedly the most efficient manufacturing plant in the world. Henry Ford makes just one kind of automobiles. All of his energy and the energy of every man in his employ is devoted to making that one machine just as good as they know how to make it, and still be able to sell it at a certain fixed price.

Now, let's draw a little comparison with the printing business. Supposing we try to eliminate every item of inefficiency in our plants. Supposing we make up our minds just what kind of printing we are going to produce, and then produce that kind, leaving the market for other kinds to other printers who may be better qualified and equipped to produce those other lines.

We are not arguing for low prices, but the Tickler believes that the printing industry is never going to progress very far until it eliminates a greater percentage of the inefficiency which now exists in every plant from the smallest up to the largest. Think it over.
