



ADVERTISING

The Reflected Works

S.D. Warren Space Advertisement Book

1929

sappi etc



S.D. Warren Space Advertisement Book

For more than a century,
through various names and
incarnations, our message
and mission have remained
the same—to make the means
through which the world
communicates better and
more beautiful.

From the beginning, our advertising has been prominently featured in leading national newspapers and well-respected trade publications, which highlights our commitment to the printed page as one of the best ways for brands to communicate clearly and effectively.

Explore a space advertisement book from 1929 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1929

Visit sappietc.com

Showing the
Warren Space
Advertisements
for 1929

*With a list of publications in which they
will appear, the dates of insertion and
the sizes of electros offered to printers
who may wish to reprint these messages*



S. D. WARREN COMPANY

101 MILK STREET · BOSTON · MASS.



“THAT sale is closed!”

... perhaps it has just been opened

THE first impulse of the man who has successfully closed a hard-fought order is to grasp the buyer's hand, snap the order-book shut with the thought “That sale is closed,” and get out.

He knows that his merchandise is worth the money; that it will be properly crated, properly delivered, properly billed. The salesman, the credit man, the order clerk, and the shipping clerk will each do a part—and all will say “That sale is closed.”

But IS it?

The buyer knows only what he has bought. The sellers know their merchandise is right—but there is still a gap here. Does the buyer know as much about the thing he has bought as the sellers know?

It is after the merchandise has left your plant that the actual *sale* commences.

Goods that have been moved from your warehouse to the consumer's home have simply exchanged resting-places.

No manufacturer who expects a repeat sale can consider his product finally “sold” until the consumer has not only bought it, but has understood

TO MERCHANTS, MANUFACTURERS, AND BUYERS OF PRINTING

If you would like to obtain books on the practical use of printed pieces issued free of charge by S. D. Warren Company, write to your printer, asking him to put you on the Warren Mailing List. Or write S. D. Warren Company, 101 Milk Street, Boston, Massachusetts.



When a printer suggests a Warren's Standard Printing Paper he suggests it because he knows it has all the qualities that insure good printing, folding and binding—that it is tested for these qualities before it leaves the mill. Many printers are using the Warren trademark (above) in connection with their own imprint to identify productions on Warren's Standard Printing Papers.

it, used it, and now wants to buy another just like it.

Do you know that there are manufacturers who include, with every acknowledgment of an order, a piece of printing that explains the merchandise? Other manufacturers offer to supply the retailer with printing that describes and explains the use of their goods for his customers. Some manufacturers prefer to mail this printing direct to the homes where the dealer has made a sale. Others see that every shipment leaving the factory contains well-printed folders or booklets as evidence that their interest in their wares is still alive and keen.

The custom varies, as it should. The tooth-paste manufacturer encloses explanatory printed pieces with each tube. The paint maker offers the colored booklet of suggestions. The automobile builder sends around the catalog of instructions.

There are different kinds of printing for different kinds of sales. You will find a good printer most understanding and helpful when it comes to creating for you the kind of printing that will make each of your sales a *closed* sale.

WARREN'S STANDARD PRINTING PAPERS {better paper ~ better printing}

This is Advertisement A

When requesting an electro of this Advertisement specify it as 1929 Advertisement A in Size No. 1 or Size No. 2 as you desire. See inside cover of this folder for electro sizes.



The woman who went HOME to buy

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QUESTIONS have come up in this woman's mind that cannot be answered in the confusion of the store.

She thought she merely wanted new draperies for the sun-porch. But now a whole new sun-porch is dawning in her imagination.

In addition to new draperies, she is now dreaming of a set of colorful wicker furniture, modernistic cushions, possibly an Italian pottery lamp—even a colorful rush rug.

But what will be the color-scheme of this suddenly planned vision? How many yards of what kind and color of material will be needed? And what pieces has she already in her home that can be fitted in with the idea?

She is going home to make these decisions where more impatient shoppers will not elbow her. She is really going home to buy.

Suppose you were the merchant in this story. Would you let her leave without an effort to sell these articles? She can't make up her mind

now; she can't stop to listen to your story—but she will gladly take home with her all the good printing on the subject that you can give her.

Booklets, folders, catalogs in color—that the maker of the merchandise is generally anxious to provide—can be placed in her hands to keep alive your interest in her dream. A few good pictures in a well-printed piece would show that wicker furniture, those cushions, that lamp and that rug to her—just as you would have shown them to her—if you had the chance.

Or, if you manufacture these articles, what good printing have you that would keep before her eyes and the eyes of her family advisers a clear idea of what your goods look like and what they can do for her?

Good printing done on good paper will help this woman while she shops at home, carry her over moments of doubt and indecision, and save many a sale that might otherwise be turned in another direction.

WARREN'S STANDARD PRINTING PAPERS { better paper ~ better printing }

This is Advertisement B

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Business *begins* when the mail arrives

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THE alarm clock of business is the early caller with the bluish-gray uniform and the loaded mail-bag.

He steps off the elevator, walks past the girl at the desk, dumps his sack where a dozen hands are waiting to take the contents.

When the mail-man arrives, business really sets to work. Desks are wiped off. Window shades are adjusted. Call-buzzers sound. Stenographers sharpen their pencils. Replies to your letters are laid on your desk. The results of the printing you have sent out begin to make themselves felt.

You have never seen the postman kept waiting. Never seen him refused admittance. Never heard him told to call another day.

But next time you see a postman covering his route, ask yourself if he is calling on people you

want to interest and sell. Better—ask yourself why he shouldn't be put to work carrying your printed sales messages to them.

His time, his services, his ability to walk unchallenged into any home or office, can be purchased for the price of a postage stamp and with the help of a good printer.

One way of getting more business is to print your story. Print it well. Use pictures if pictures help make your services or your wares more easily understood. Use good paper to make certain that your story will print as it should.

And then remember that there is a well-trained force of able men who without the need of instruction from you will take that printing to any buyer in any spot you choose . . . on the day and hour you are ready.

{ better paper ~ better printing }

WARREN'S STANDARD PRINTING PAPERS

This is Advertisement C

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This advertisement appears in THE LITERARY DIGEST February 23, THE SATURDAY EVENING POST February 16

“Quaint Ideas that the Public doesn't question

Barbers are always bald
New Yorkers are always on the go
A square jaw is a sign of will power
Greenland is always covered with snow
Policemen are never around when you want them
Winters were longer and snow heavier twenty years ago
Chinese doctors are paid only for keeping you well
Tan shoes are cooler than black for summer wear
Chinese coolies work for six cents a day
Panama hats are made in Panama
Red hair denotes a quick temper
Barking dogs don't bite
Advertised commodities cost more
Shaving makes the hair grow faster
All bootleggers own high-powered cars
It is fatal to eat lobster and follow it with ice cream
Oysters are good only in the months with the
letter R in them
There is little difference between any half dozen
good-looking printing papers
Artists are poor business men
Lindbergh was the first man to fly across the ocean

THE average man believes some or all of these statements. He hears them handed about from tongue to tongue without challenge until he accepts these ideas as unquestioned truths.

These ideas, of course, are wrong. But they are believed until the public reads, let us say, that Panama hats are woven in Colombia—not Panama.

There are other quaint ideas that the good public holds, ideas about a business here, merchandise there—ideas that it has gotten from hearing chance comments about someone's goods, or policies, or service.

This car, for instance, is “a heavy gas-eater” . . . that refrigerator is always “getting out of order” . . . this fabric “can't be washed” . . . this device “isn't safe” . . . that store is “too high-priced.”

They may have some equally “quaint” ideas about your business.

There are ways of finding out. And there are ways—a good printer will suggest plenty of them—in which good printing on good paper can be set to work substituting correct ideas for quaint misconceptions.

A good idea is simply a good idea as long as you carry it about in your mind. But a good idea plus a good printer plus good printing repeated over and over again on good paper (and despite the quaint idea that some people have, there IS a printing difference even in good-looking printing papers)—and that good idea is well along toward public acceptance.

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WARREN'S STANDARD PRINTING PAPERS {better paper ~ better printing}

This is Advertisement D

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Keeping up with the Joneses . . .

It can be done sanely

TO buy a new thing just because the Joneses have bought it is a bit reckless.

Jones can afford to experiment. Perhaps his neighbors cannot. But a wealthy Jones family in a community can be a real benefit. Prudent neighbors can see the good things—the worth-while things—the Joneses have bought and plan to own them also.

It was the Joneses who first saw the need of a porcelain bathtub and later of more than one bathroom. It was the Joneses who converted the buggy shed into a garage.

It was Mr. Jones who first accepted four-wheel brakes, balloon tires, carbonless gas—things at which the average citizen shied. It was Mrs. Jones who started the neighbors talking about the self-regulating cook-stove, about the appliance that washes the breakfast dishes, and about the machine that polishes floors.

It is the Joneses' readiness to accept new things to make living easier and less arduous that encourages manufacturers to invent, to improve, and to tell about these improvements in printing. And it is the willingness of people to read booklets describing things that the Joneses buy, and to work to increase their incomes so that they too may have these things, that gives to every rank of American society a better standard of living.

Something is made today. Tomorrow some merchant or manufacturer tells about it by means of good printing.

Possibly the Joneses accept it too soon. However, if people were not interested in and receptive to the printing that convinces the Joneses first, none of us might be able to ride faster than a horse can trot in front of a buggy.

{ better paper ~ better printing }

WARREN'S STANDARD PRINTING PAPERS

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This is Advertisement **F**

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This advertisement appears in THE SATURDAY EVENING POST May 11, THE LITERARY DIGEST May 18



Your Money's Worth

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MANUFACTURERS, AND
BUYERS OF PRINTING

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Get it . . by not abusing the things that you buy

IN many ways America is still an uneducated country.

At least to many manufacturers and merchants the land seems peopled with men and women intent on buying their wares, misusing them, and then crying loudly that they did not "get their money's worth."

Too many fine cars run on bootleg oil. Too many fine watches are wound at night instead of in the morning. Too many suburbanites plant rhododendron bushes in places where there is little shade.

Too many women apply spot-removers with a circular motion instead of rubbing along the weave of the fabric. Too many fine stockings are wrung dry. Too many fine linoleum floors are washed with caustic soap.

Whenever you see a factory, you can be sure that there is at least one man who is worrying because an inexperienced public misuses and sometimes abuses the thing he has made so carefully.

Manufacturers want their goods to work. There is scarcely a big business in America that has not patiently experimented to discover just how you can get your money's worth out of your purchase.

That is why you can hardly buy a can of paint, a curling iron, or a kitchen stove—not to mention a camera, a car, or a radio—without receiving printed instructions on how to use the thing you have just bought. That is why so much printing is mailed to your home or office clarifying and repeating the instructions the demonstrator has given you. That is why so much printing is sent you even *before* you buy.

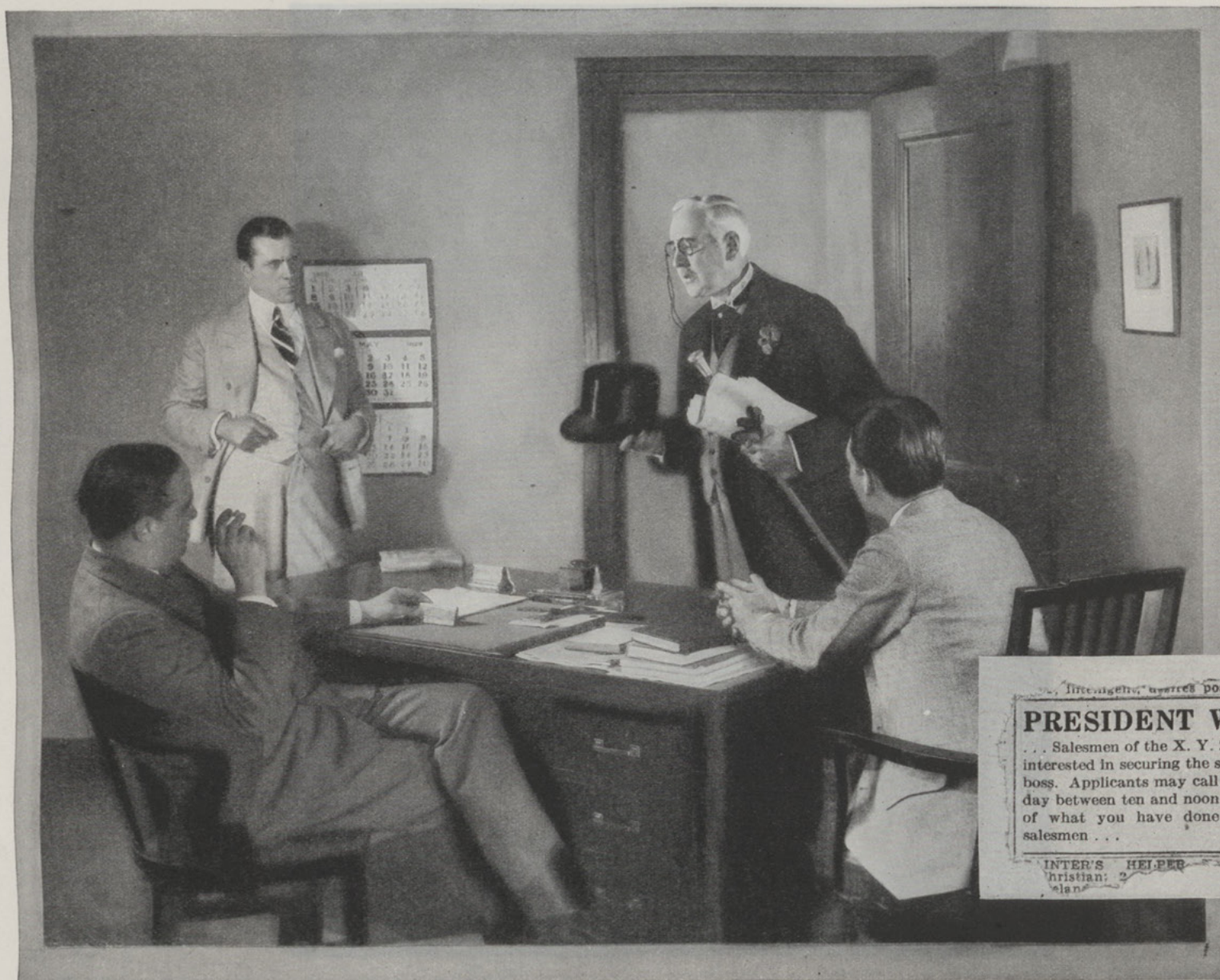
One sure way of spending your money wisely is to read all the good printing that is published on the subject of what you are about to own. One sure way of getting your money's worth is to ask for and read the booklets and the folders that describe in detail just what you have bought and just exactly how it should be used.

WARREN'S STANDARD PRINTING PAPERS { better paper ~ better printing }

This is Advertisement

G

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GONE If the sales force decided to hire a new boss

If a sales force were choosing the kind of president who would make their work more productive, these are some of the questions they would ask the applicant:

"Must we devote time in every interview explaining whom we represent and what we sell? Or do you favor the use of printing to break the ice for us?"

"Do we have to convince the buyer by spoken words that the firm we represent is able, responsible—quite capable of living up to any obligation? Or do you feel that good printing will create this impression *before* we call?"

"Do you want us to explain orally the way our product works, and argue the little technical differences between it and our competitors' merchandise? Or do you think that illustrated folders, booklets, and catalogs can be made to explain these points so clearly that we can get down to the main job of selling the buyer on what we and our product can do for him?"

A good salesman is willing to work under any con-

ditions. But there are ways of making the best salesman's work more effective.

There are a lot of things to be said in every job of selling. But many of them don't have to be *spoken* in the presence of the prospect.

On any of the points listed here, printing carries as much conviction as conversation does.

See to it that your prospects know who you are. See that they know who your man is. See that your prospective customers know what your man sells, what its advantages are, how it is used—and why they should buy it. Your printer will help you do this.

Each year there are more and more firms that depend upon good printing to handle these early steps in their sales programs. So many more, in fact, that the day is not far distant when, after a boss questions the new salesman on what he has sold in the past, the salesman may ask the boss to show him the printing he has furnished to help his salesmen.

PRESIDENT WANTED

... Salesmen of the X. Y. Z. Company are interested in securing the services of a new boss. Applicants may call in person Monday between ten and noon. Bring samples of what you have done to help other salesmen...

INTER'S HELPER
Christian: 2
Alan

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Printing Papers

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WARREN'S STANDARD PRINTING PAPERS {better paper ~ better printing}

This is Advertisement **H**

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GONE are the GOOD OLD DAYS (Thank Heaven!)

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AND BUYERS OF PRINTING

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THE man or woman beset by the complications of 1929 is likely to cherish the dream of a time somewhat hazily known as the good old days, when living was simpler, less hurried, and far more enduring.

Try to imagine a few of the things that you use today that are the same in all respects as they were in your grandfather's day, and decide how many of them you *would* be quite content to live with.

Some things are the same—chairs, knives, forks, plates—yes, yes, go on . . . but not matches, not razors, not underwear (thank heaven, *not* underwear), not lamps, not toothbrushes. Maybe hairbrushes, maybe shaving brushes—but a rag, a broom, and a turkey wing are no more like a vacuum cleaner than the family album is like a movie show.

We don't write with the same kind of pens. Typewriting is new. Our very food is different.

We can get up on wintry mornings to a house whose temperature has been regulated by a clock

on the wall. Dinners are cooked on a stove that turns itself off when the roast is brown. The dishes are washed with a form of soap at which your grandmother would have rebelled, in a machine she could not understand, driven by a kind of power the existence of which she would have flatly denied.

The sheer amount of drudgery that has been lifted out of living in the last fifty years justifies the phrase "Thank Heaven" that we have used after our title "Gone are the good old days."

Most of these changes were made known to the world by printing. Most of them were introduced to you by printing. All of today's conveniences are manufactured and sold in such quantities as to be priced within the range of your pocketbook—because good commercial printing made them generally desired.

What is the next toilsome relic of the good old days that will yield to a modern comfort and convenience? It is hard to say *now*. But this much is certain—a printer, the printing press, and good printing paper will be concerned in bringing it to your attention.

WARREN'S STANDARD PRINTING PAPERS { better paper ~ better printing }

This is Advertisement I

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The TOUGHEST twenty-five feet in the WORLD



FROM the reception desk in the waiting-room to the buyer's office inside the rail is a stretch not much over twenty-five feet. To the salesman who calls "cold," that stretch looms as the toughest twenty-five feet in all the world.

Strong men have been known to suffer a touch of buck fever while the girl at the gate carries their unfamiliar cards to buyers who know nothing of them — and little of the company they represent.

Until a man knows something about you and your goods, what earthly reason *should* he have for wanting to see your salesman?

The man who "never heard of you" will read your printed story. The man who sends out

word that he is "too busy" can find time to look through the folders and booklets that tell what you sell. The man who "isn't interested" can have his interest whetted by well-printed words and pictures of the things he needs to run his business.

Even the man whose desk is "stacked a foot high" still has room on that desk for the broadside that answers a question on which he had some doubt — and answers it in a way to sharpen his interest in your wares.

If your printing has introduced you, your salesman does not send in the card of an unknown company. The question in the buyer's mind is not, "How can I get rid of this salesman?" but, "What can this man do to help me?"

A good printer knows many ways of making your salesmen's work more effective. He can show you samples of good printing done on good paper that have smoothed the toughest twenty-five feet in the world to something that a salesman takes in a few easy, confident strides.

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{ better paper ~ better printing }

WARREN'S STANDARD PRINTING PAPERS

This is Advertisement

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"Now, how did I answer that same question before?"

When a question must be handled repeatedly, why not work out a perfect answer and repeat it?

People write in to you about the thing you sell.

One group of prospects asks one question. Another raises a fairly common objection. An old customer makes a complaint that you have heard before.

To all these there is an answer that when simply and fully stated is complete and satisfactory.

But how much time is wasted answering each separately; answering each in different words—dictating—striking out—re-phrasing—referring back to old correspondence!

Why not use a little of this time and energy to reduce all these worried, incomplete messages to one printed story that is complete. Perhaps a picture is needed here. Maybe a diagram will assist there. The use of a little color may explain something that words cannot completely describe.

No matter how hard your story is to tell, good printing can tell it.

A camera, an artist, good printing and good paper, a few words well written, and the thing that is hard to say becomes well and convincingly said.

Away from the static of telephones and typewriters you can line up your arguments as they should be—forcibly, rationally, and in the correct order; all ready for a good printer to step in and marshal them into type.

Those things you find it so difficult to explain, those processes that you are called on again and again to describe, those little technical facts that make the difference between what you sell and what others sell—all become clear under the magic of printers' ink and good printing paper.

Read over the carbon copies of a single week's dictation in your office. You may find that you have been saying over and over again, with varying effectiveness, things that could be thoroughly thought out once—and then printed.

Your letter-files of last month's dictation are likely to give you the material for a series of sales-building printed mailings.

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WARREN'S STANDARD PRINTING PAPERS { better paper ~ better printing }

This is Advertisement K

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Is the way to get business to "get out and DIG"?

BY all means have your salesmen dig—but let them dig for *orders* in places where orders are likely to be found.

Digging for prospects can be done better and quicker by mail than by men.

The first step in any sale is letting the prospect know that your product exists, what it looks like, what kind of firm you are, and what you can do for him.

Do your salesmen have to do this? It takes time. It takes many calls. It takes shoe leather and patience. It is tedious. It costs too much money.

This kind of digging can be done better by mail, and for less money.

You can break ground by circulars, by folders and booklets that say something, by broadsides that

are worth reading. Direct advertising can establish acquaintance with one group of people, describe your product to another group, build confidence with still another.

A well-directed series of printed mailings will uncover leads on which your salesmen can profitably work instead of being set to dig on ground that may never yield anything worth while.

There are concerns that think the constant use of good printing on good paper as much part and parcel of a selling job as is the salesman's price list or sample case.

Get out and dig for business—by all means. But don't use a man for a job that can be done better with a postage stamp.

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Printing Papers

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WARREN'S STANDARD PRINTING PAPERS {better paper ~ better printing}

This is Electro
Size No. 1

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*This is Electro
Size No. 2*

TO MERCHANTS, MANUFACTURERS AND BUYERS OF PRINTING

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When a printer suggests a Warren's Standard Printing Paper he suggests it because he knows it has all the qualities that insure good printing, fitting and binding—that it is equal for these qualities before it leaves the mill. Many printers are using the Warren trademark (shown) in connection with their own imprint to identify productions on Warren's Standard Printing Papers.

{ better paper - better printing }

WARREN'S STANDARD PRINTING PAPERS

How to Order Electros

This folder has been prepared to make it easy for you to select electros of the Warren Space Advertisements for reprint purposes.

Electros have been prepared in two sizes: Electro size No. 1 is shown opposite; Electro size No. 2 is shown above.

Each Warren Advertisement has been given a key letter. The key letter for each advertisement is on the lower margin of the reproductions attached to the front cover of this booklet.

To obtain electros of any advertisement gratis, in either electro size, give the nearest Paper Merchant handling Warren's Standard Printing Papers or write the S. D. Warren Company, 101 Milk Street, Boston, instructions like the following:

Suppose you want certain advertisements in size No. 1. Then write:

"Please send us in size No. 1, for reprint purposes, electros of 1929 Warren Advertisements A, B, C, D (or any others you may want)."

Or, suppose you want certain advertisements in size No. 2. Then write:

"Please send us in size No. 2, for reprint purposes, electros of 1929 Warren Advertisements A, E, H (or any others you may want)."

WARREN'S STANDARD PRINTING PAPERS

ARE DISTRIBUTED BY THE
LEADING PAPER
MERCHANTS
THROUGHOUT THE
UNITED STATES



ALBANY, N. Y.	Hudson Valley Paper Company
ATLANTA, GA.	Sloan Paper Company
BALTIMORE, MD.	The Barton, Duer & Koch Paper Company
BIRMINGHAM, ALA.	Strickland Paper Company
BOSTON, MASS.	Storrs & Bement Company
BUFFALO, N. Y.	The Alling & Cory Company
CHARLOTTE, N. C.	Caskie-Dillard Company, Inc.
CHICAGO, ILL.	{ Chicago Paper Company The Paper Mills' Company Swigart Paper Company
CINCINNATI, OHIO	The Diem & Wing Paper Company
CLEVELAND, OHIO	{ The Petrequin Paper Company The Alling & Cory Company
COLUMBUS, OHIO	The Central Ohio Paper Company
DALLAS, TEXAS	Olmsted-Kirk Company
DENVER, COLO.	Carter, Rice & Carpenter Paper Company
DES MOINES, IOWA	Western Newspaper Union
DETROIT, MICH.	Beecher, Peck & Lewis
EUGENE, ORE.	Zellerbach Paper Company
FRESNO, CAL.	Zellerbach Paper Company
GRAND RAPIDS, MICH.	Quimby-Kain Paper Company
HARTFORD, CONN.	Henry Lindenmeyr & Sons
INDIANAPOLIS, IND.	Crescent Paper Company
JACKSONVILLE, FLA.	Antietam Paper Company, Inc.
KANSAS CITY, MO.	Midwestern Paper Company
LITTLE ROCK, ARK.	Western Newspaper Union
LOS ANGELES, CAL.	Zellerbach Paper Company
LOUISVILLE, KY.	Miller Paper Company, Inc.
LYNCHBURG, VA.	Caskie-Dillard Company, Inc.
MEMPHIS, TENN.	Taylor Paper Company
MILWAUKEE, WIS.	The W. F. Nackie Paper Company
MINNEAPOLIS, MINN.	The John Leslie Paper Company
NASHVILLE, TENN.	Bond-Sanders Paper Company
NEWARK, N. J.	{ Henry Lindenmeyr & Sons Lathrop Paper Company, Inc. J. E. Linde Paper Company
NEW HAVEN, CONN.	Storrs & Bement Company
NEW ORLEANS, LA.	The Diem & Wing Paper Company
NEW YORK CITY	{ Henry Lindenmeyr & Sons Lathrop Paper Company, Inc. The Alling & Cory Company J. E. Linde Paper Company The Canfield Paper Company
OAKLAND, CAL.	Zellerbach Paper Company
OKLAHOMA CITY, OKLA.	Western Newspaper Union
OMAHA, NEB.	Field-Hamilton-Smith Paper Company
PHILADELPHIA, PA.	{ D. L. Ward Company Charles Beck Company
PITTSBURGH, PA.	The Alling & Cory Company
PORTLAND, ME.	C. M. Rice Paper Company
PORTLAND, ORE.	Zellerbach Paper Company
RICHMOND, VA.	B. W. Wilson Paper Company
ROCHESTER, N. Y.	The Alling & Cory Company
SACRAMENTO, CAL.	Zellerbach Paper Company
ST. LOUIS, MO.	{ Beacon Paper Company Mack-Elliott Paper Company
ST. PAUL, MINN.	Nassau Paper Company
SALT LAKE CITY, UTAH	Zellerbach Paper Company
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CAL.	Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	The Paper House of New England
STOCKTON, CAL.	Zellerbach Paper Company
TOLEDO, OHIO	The Central Ohio Paper Company
TULSA, OKLA.	Taylor Paper Company
WASHINGTON, D. C.	Stanford Paper Company
WICHITA, KAN.	Western Newspaper Union

FOREIGN AND EXPORT

NEW YORK CITY (Export)	National Paper & Type Company
All of Latin America and West Indies, with the following branches:	
ARGENTINE (Buenos Aires)	National Paper & Type Company
ARGENTINE (Rosario)	National Paper & Type Company
CUBA (Havana)	National Paper & Type Company
MEXICO (Guadalajara, Mazatlan, Mexico City, Monterey, Tampico)	National Paper & Type Company
PERU (Lima)	National Paper & Type Company
URUGUAY (Montevideo)	National Paper & Type Company
AUSTRALIA (Brisbane, Melbourne, Sydney)	B. J. Ball, Ltd.
NEW ZEALAND (Auckland)	B. J. Ball, Ltd.
HAWAIIAN ISLANDS	Zellerbach Paper Company

July 2016

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