



ADVERTISING

The Reflected Works

S.D. Warren *Literary Digest* Advertising

1919-1928

sappi etc



S.D. Warren *Literary Digest* Advertising

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 collection of these ads from 1919–1928 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1919 – 1928

Visit sappietc.com



Watch the “waste” when planning printing

HERE is a scene common in every printing plant and heartbreaking to every printer. Whenever a printing job is not carefully figured for standard size sheets, “cutting to waste” becomes necessary. The printer sees pounds of valuable paper trimmed away, simply because a customer was wanting in foresight.

The man who plans his catalog or booklet to cut from a standard size sheet of paper is conserving. It is the fellow who decides to issue a twenty-eight page catalog, say 9 x 9, without once considering whether or not this will involve “cutting to waste” that needs reforming. His order may be a small one, the waste involved if pointed out to him may seem small. But multiply him by ten thousand and we see the serious side of this “what little I am wasting won’t make any difference” attitude.

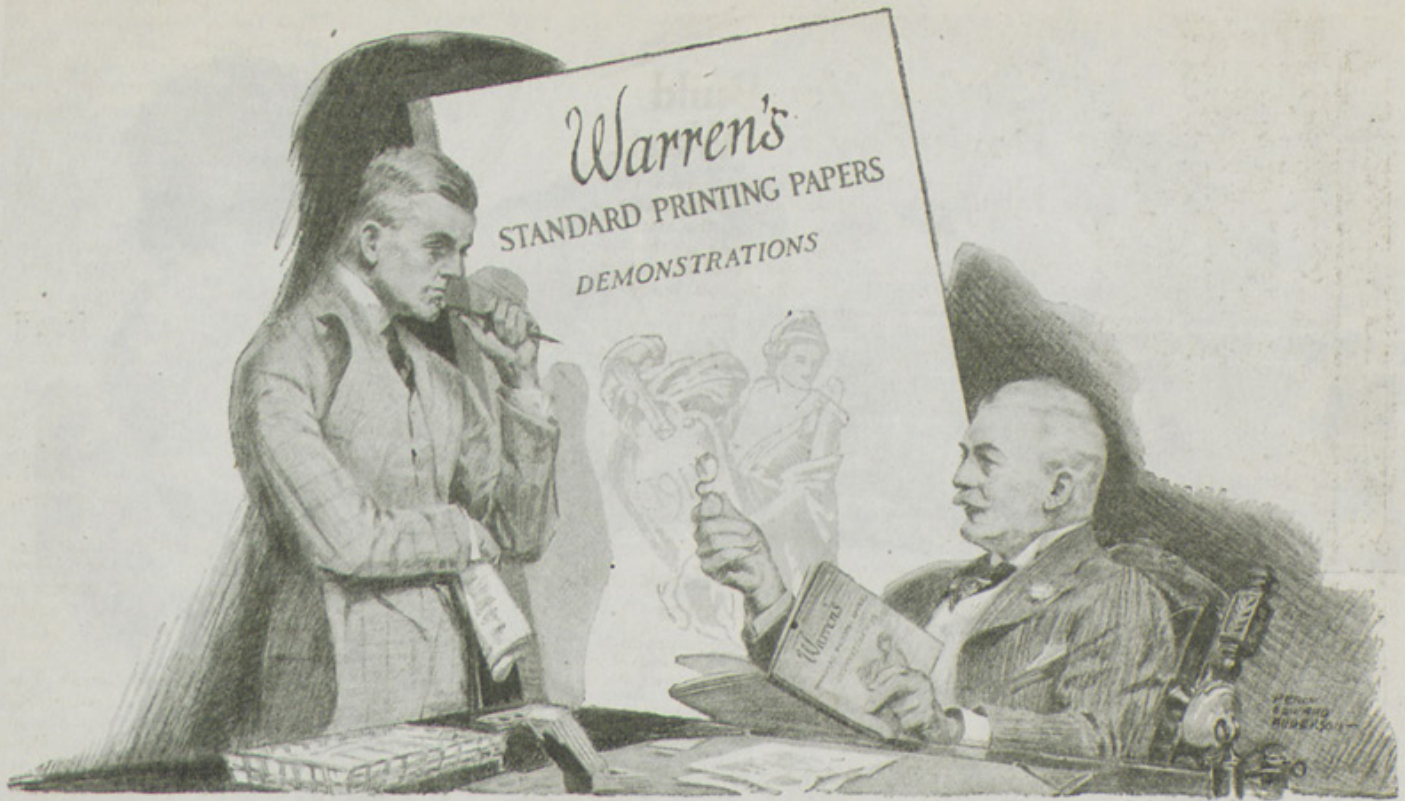
Odd and unusual size printing, results every time in one of two kinds of waste.

Either good paper must be trimmed and thrown away or, in case of a large order, the paper mill must stop and reset its machinery for a special run. Every time a special size run of paper is made for you, the total production of paper mills on standard sizes is reduced by one or two tons. When you buy printing, plan for a page size that will cut economically from a stock size sheet. Good stock sizes are 25 x 38; 28 x 42; 32 x 44, and others with which your printer is familiar.

Your printer is also familiar, and favorably familiar, with the entire line of Warren’s Standard Papers.

The Warren Suggestion Book, which shows these papers, will acquaint you with them so thoroughly and interestingly that after reading it you and your printer will speak the same language when paper is discussed. It is sent on request to buyers of printing; to printers, engravers and their salesmen.

Warren's
STANDARD
Printing Papers



"Jim, do we use Warren Paper?"

DEMONSTRATIONS of all Warren's Standard Printing Papers (some are mentioned below) are to be seen in the Warren Suggestion Book. It is a large, useful book; the kind that will make you say to your assistant: "Jim, do we use Warren paper? What paper do we use? Well, if we don't know, we ought to. Paper is an important item for us. We buy a lot of it. Read this book and put it where we can find it when we are buying printing."

The Warren Suggestion Book will be sent on letterhead request to buyers of printing; to printers, engravers, and their salesmen.

The Warren Standard Printing Papers comprise twelve distinct grades, each of which fills an established book-paper printing need. They are:

Warren's Cameo
Dull Surface

Warren's Lustro
Glossy Surface

Warren's Printone
Semi-Coated

Warren's Silkote
Semi-Dull Surface

Warren's Library Text
English Finish

Warren's Artogravure
Eggshell Finish, for Offset

Warren's Olde Style
Watermarked Eggshell Finish

Warren's Britannica India
For Thin Editions

Warren's Warrentown Coated Book
Glossy Surface

Warren's Cumberland Coated Book
Glossy Surface

Warren's Cumberland Super Book
Super-Calendered

Warren's Cumberland Machine Book
Machine Finished

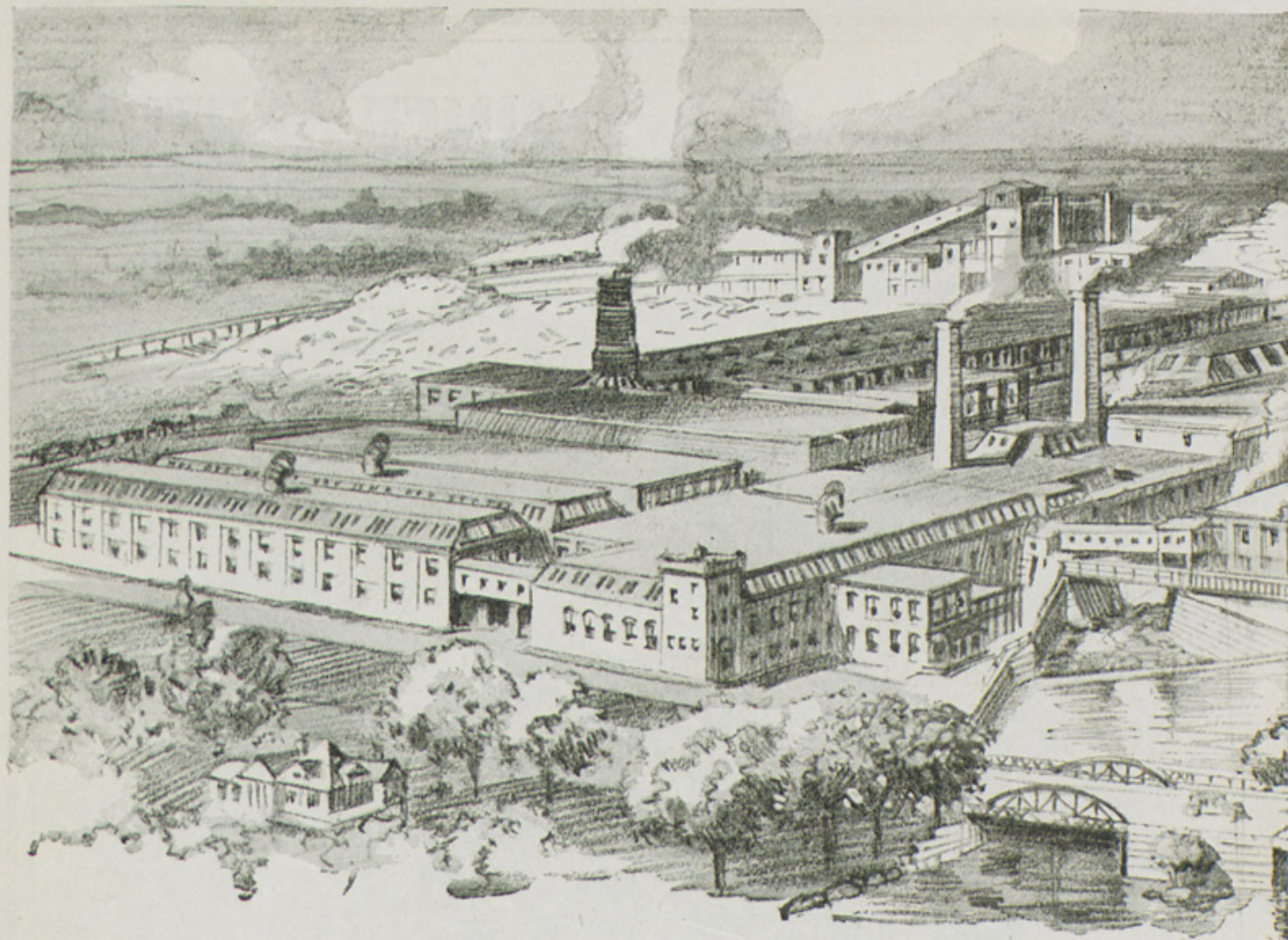


In the Suggestion Book each of these papers is shown, and the particular uses of each described and demonstrated



S. D. WARREN COMPANY, BOSTON, MASS.

"Constant Excellence of Product"



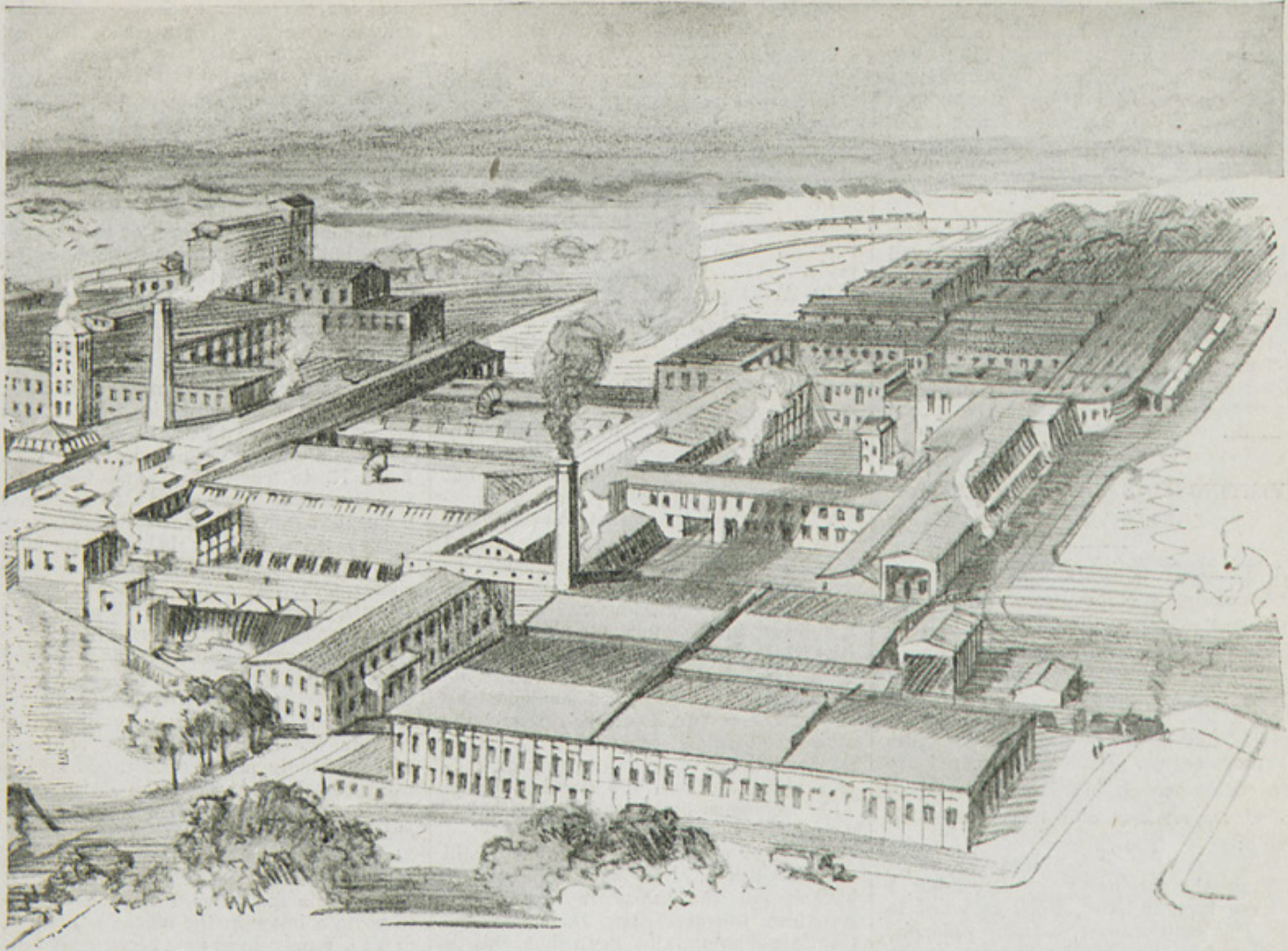
*Some of Us Say
it is Foolish
to Print this Picture
of Our Mill*

HERE is a picture of the Warren Mills at Cumberland Mills, Maine.

Right or wrong as interesting advertising—there it is, a substantial pile of brick and mortar filled with modern paper-making machinery, and an atmosphere and spirit that insures the utmost economy and trained effort. Here we make sixty odd thousand tons of book paper a year, in a dozen different standard grades—one grade to fill each major book-paper printing need.

We sell this paper, not direct to big consumers—neither to brokers and mill agents, but to established paper merchants in the largest cities of the world. This method insures stability of price,

Warren's
STANDARD
Printing Papers



accessibility, prompt service—things without which standardization could not be claimed.

In the panel on the right are the names of the paper merchants in the great business centers of this country who sell the Warren Standard Printing Papers, made in that mill. They carry stock ready for your demand. Your printer knows them.

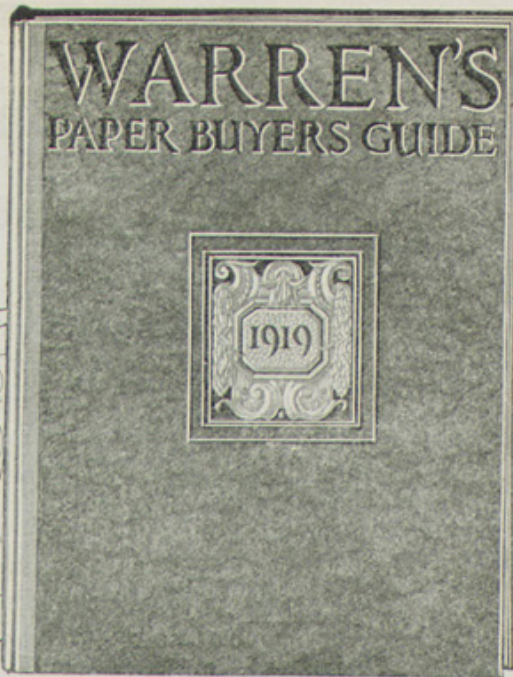
If you do not know the Warren Standard Printing Papers, you will find samples of all of them with demonstrations of their whole field of usefulness in the Warren's Paper Buyer's Guide. It is a real book; worth having. We are sorry we cannot offer it free to everyone. It is sent on request to printers; to buyers of printing, engravers and their salesmen.

S. D. WARREN COMPANY, BOSTON, MASS.

"Constant Excellence of Product"

*List of Distributors
Warren's Standard Printing Papers*

THE ALLING & CORY Co., Buffalo, N. Y.
 THE ALLING & CORY Co., Pittsburgh, Pa.
 THE ALLING & CORY Co., Rochester, N. Y.
 ANTIETAM PAPER Co., Inc., Jacksonville, Fla.
 B. J. BALL, LTD., Australia: Brisbane, Melbourne, Sydney
 J. W. BUTLER PAPER Co., Chicago, Ill.
 CASKIE-DILLARD Co., Inc., Lynchburg, Va.
 CENTRAL MICHIGAN PAPER Co., Grand Rapids, Mich.
 THE DIEM & WING PAPER Co., Cincinnati, Ohio
 THE JOHN LESLIE PAPER Co., Minneapolis, Minn.
 HENRY LINDENMEYER & SONS, New York City
 MISSISSIPPI VALLEY PAPER Co., St. Louis, Mo.
 MISSOURI-INTERSTATE PAPER Co., Kansas City, Mo.
 MUTUAL PAPER Co., Seattle, Wash.
 NATIONAL PAPER & TYPE Co., N. Y. City (Export)
 NASSAU PAPER Co., St. Paul, Minn.
 PACIFIC COAST PAPER Co., San Francisco, Cal.
 THE PETERS PAPER Co., Denver, Colo.
 THE PETREQUIN PAPER Co., Cleveland, Ohio
 PRINTERS & PUBLISHERS PAPER Co., Detroit, Mich.
 C. M. RICE PAPER Co., Portland, Maine
 SIERRA PAPER Co., Los Angeles, Cal.
 SOUTHWESTERN PAPER Co., Dallas, Texas
 SOUTHWESTERN PAPER Co., Houston, Texas
 STANDARD PAPER Co., Milwaukee, Wis.
 THE A. STORRS & BEMENT Co., Boston, Mass.
 TAYLOR PAPER Co., Memphis, Tenn.
 D. L. WARD COMPANY, Philadelphia, Pa.
 THE WHITAKER PAPER Co., Atlanta, Ga.
 THE WHITAKER PAPER Co., SMITH, DIXON Co. Div., Baltimore, Md.
 THE WHITAKER PAPER Co., Richmond, Va.



Warren's Paper Buyers Guide

THERE may be more beautiful books issued this year than this one. There may be books more generally useful. But for practical use to a buyer of printing, and as a specimen of craftsmanship in book-making we are willing to put forth Warren's Paper Buyers Guide as an effort for which we have no apology and as a work by which the standards of our house may be judged.

Once a year for several years we have issued a Suggestion Book, showing samples of the Warren Standard Printing Papers, and the way they print. Each year's book we made a little better, a little more helpful than the last. There is no presumption in calling this book a paper buyers guide.

Doing this, we learned lots of ways to improve our specimen books, and this last one, the Warren Paper Buyers Guide, is quite the best and most complete volume on printing papers we have ever issued.

It is made up of sheets of the twelve

Warren Standard Printing Papers, with each of the twelve represented in different weights. The kinds of work that these papers are made to do is indicated not only in the text but also by actual engravings printed on the paper.

And on whatever paper an engraving subject is shown, the reasons why that paper is the right paper for that kind of a subject are fully given.

A man who knows very little about buying paper can buy pretty wisely if he uses this book. He doesn't have to worry about cost, because he is buying a standard product, of standard quality, at a standard price. The price of Warren Standard Printing Papers represents the intrinsic value or the actual worth of paper of fixed quality.

Because this book makes the buying of paper easier, and because it makes it easier to get better printing, it helps people buy economically. It will be mailed on request to printers; to buyers of printing, engravers and their salesmen.

S. D. WARREN COMPANY

BOSTON, MASSACHUSETTS

"Constant Excellence of Product"

Warren's
STANDARD

Printing Papers



What a World of New Printing the War has made Necessary

For the next few years the printing presses of this country will be as busy as machine guns were a few years ago.

The maps of almost every part of the world have undergone some change, and the new geographies of our schools are today out of date.

New world history has been made—history that changed the relation of the past to the present and made obscure past events prominent and made prominent past events less important.

Encyclopædias are due for revision with respect to the war-spiced progress in science, politics and the arts.

Our very language has been influenced. Scores of new words, such as "camouflage" and "Bolshevik," have entered the language. Other words, such as "salient," "tail-spin," "liaison," "no man's land," have acquired new meanings and uses.

Who can estimate the number of books—educational, historical, biographical, scien-

tific—that will clamor for their place on the printing press?

Changes, improvements, new ideas, inventions, are surging about us clamoring for paper to give them expression.

The printer is as important to peace as the munition maker is to war. Paper is important to the printer and to the man who would have printing done.

Not the least of the lessons learned from the war is the economic value of standardization. The standardization of twelve important grades of printing papers, begun and announced by S. D. Warren Company years before the first gun was fired, has simplified the problem of every man with something he wants to print.

What these Warren Standard Printing Papers are—how they cover the field of printing—and other helpful facts about paper are set forth in Warren's Paper Buyer's Guide, which is sent free to buyers of printing; to printers, engravers and their salesmen.

S. D. WARREN COMPANY, BOSTON, MASSACHUSETTS

Better Paper—Better Printing

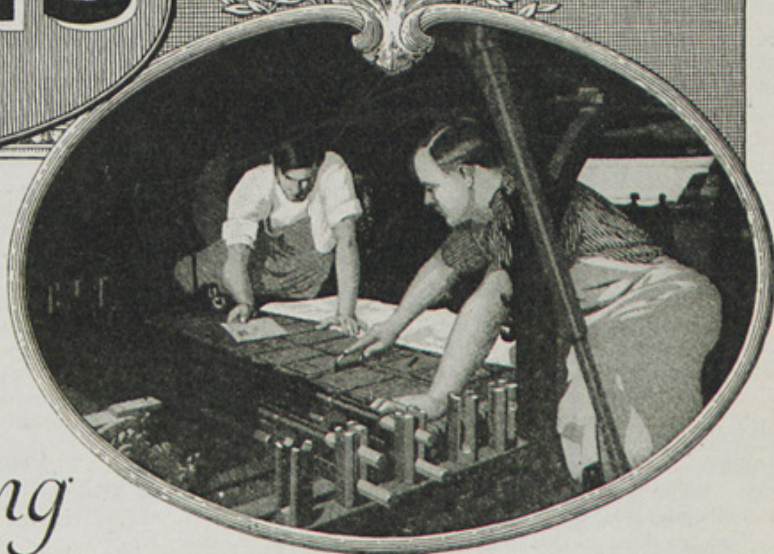


Warren's

STANDARD

Printing Papers

Better Paper Better Printing



FOR any printing job there is a Warren Standard Paper. A dozen standard papers of Warren make cover all important book-paper printing needs.

We have published a book, "Warren's Paper Buyer's Guide." In this book we show the papers, we show how they will print, and further by word and picture we make the selection of the right paper for the job a simple and easy matter.

The book, "Warren's Paper Buyer's Guide," contains 108 pages of demonstrations of what the Warren Standard Papers will do.

This book is not just a collection of specimen printings, but a useful, constructive help. You will keep it. It will be sent only on a letterhead request to buyers of printing; to printers, engravers, and their salesmen. Also it may be seen in the public libraries of our larger cities.

S. D. WARREN COMPANY, BOSTON, MASS.

Warren's Cameo

Dull coated for artistic half-tone printing.

Warren's Silkote

Semi-dull surface noted for practical printing qualities.

Warren's Lustro

The highest refinement of surface in glossy-coated paper.

Warren's Warrentown Coated Book

Glossy surface for fine half-tone and process color work.

Warren's Cumberland Coated Book

A recognized standard glossy-coated paper.

Warren's Printone

Semi-coated. Better than super, cheaper than coated.

Warren's Library Text

English finish for medium screen half-tones

Warren's Cumberland Super Book

Super-calendered paper of standard, uniform quality.

Warren's Cumberland Machine Book

A dependable, hand-sorted, machine-finish paper.

Warren's Artogravure

Developed especially for offset printing.

Warren's Olde Style

A watermarked antique finish for type and line illustration.

Warren's Britannica India

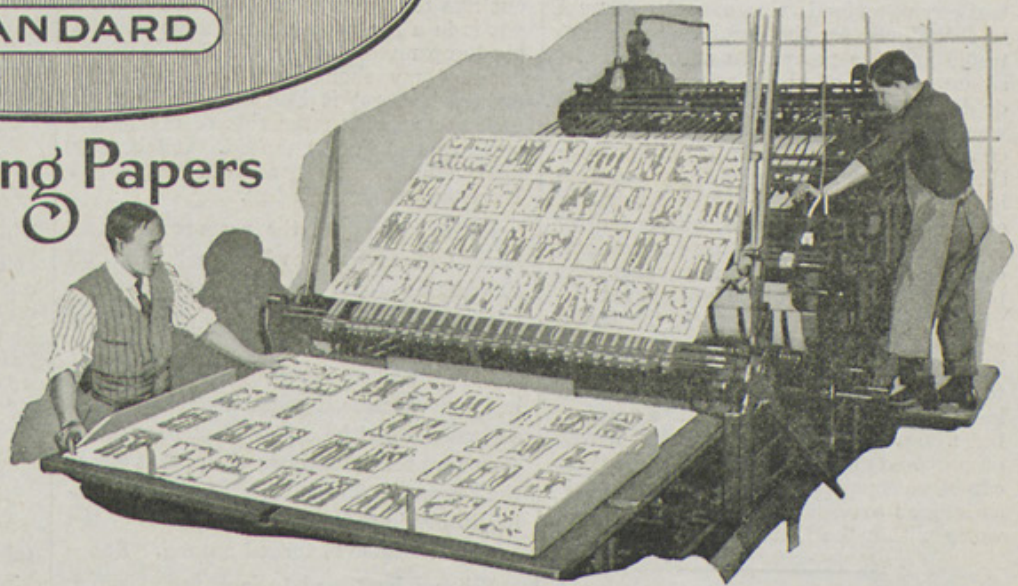
For thin editions.

FOR EVERY PRINTING JOB—A WARREN STANDARD

Warren's

STANDARD

Printing Papers



For Whatever You Plan to Print

WARREN'S Paper Buyer's Guide is a book, bound in boards, containing 108 pages made up of the Warren Standard Papers in their various weights and tints—replete with every conceivable form of illustration of both commercial and non-commercial printing. This book is a real help and of real value, almost as useful as a type specimen book—a little more constructive, we think.

It may be seen in the public libraries of the larger cities and is in the offices of all paper merchants who sell Warren's Standard Printing Papers.

GO through fifty of the largest print shops and look at the work running on every press in each shop. All the different kinds of work will fall into less than a dozen classes. On some presses there will be de luxe jobs, printing beautiful soft-toned illustrations of the sort that the dull finish of Warren's Cameo reproduces so well. Another press may be running a job of semi-dull stock for which Warren's Silkote is standard. Other presses will be carrying glossy-coated paper jobs. There is need for three or four papers in this class.

The Warren Standards in glossy papers are: Warren's Lustro, glossy-coated for highest quality half-tone work; Warren's Warrentown, glossy-coated especially developed for process color printing; Warren's Cumberland Coated, which is a generally popular, relatively in-

expensive glossy-coated paper.

Along with which should be mentioned: Warren's Printone, a semi-coated paper especially suited to large edition work requiring half-tones; Library Text, an English finish paper taking medium screen half-tones satisfactorily.

Then there are the non-coated book papers, where the following Warren Standard Printing Papers will cover the entire field of printing need: Warren's Cumberland Super Book, a super-calendered paper of standard quality for half-tone, line, and text; Warren's Olde Style, a watermarked antique paper for distinctive book work devoted to type and line cuts; Warren's Cumberland Machine Book, a moderately-priced machine finish paper of the first quality; Warren's Britannica India, for thin editions; Warren's Arto-gravure, egg-shell finish for offset.

S. D. Warren Company, Boston, Mass.

BETTER PAPER—BETTER PRINTING



The advertisement is framed by a decorative border. At the top, an oval contains the text "Warren's STANDARD". Below this, the main title "Printing Papers" is written in a large, stylized font, followed by the subtitle "Printing the Top Sheet". The central text is flanked by two columns of smaller text. At the bottom, a large illustration shows a stack of paper with a "Warren's Standard Printing Papers" label. Surrounding the central text are several small, tilted images of printed pages, each with a title: "CAMEO", "SILKOTE", "LUSTRO", "WARRENTOWN CO", "Cumberland Machine R", "Printone", "Library Card", "Cumberland Super Book", "Olde Style", and "Cumberland Card".

Warren's

STANDARD

Printing Papers

Printing the Top Sheet

Printing paper is paper that is to have pictures and letters printed on its surface from lead type faces and zinc and copper plates.

In this it differs from writing paper, which is made for pencil, pen, and typewriter; and from wrapping paper, carbon paper, tissue paper, etc.

These facts are stated rather simply, but we wish to make one point very clear.

A printing paper that will not print is as useless as blotting paper with two slick sides, or as carbon paper would be for towels.

The question to ask about printing paper is, "How will it print?"

We put the answer to that question in every case of Warren's Standard Printing Paper that leaves our mills. The Top Sheet in every case of our blank paper is not a blank. It is printed. We run it through the press in our testing room and we print each

paper with the kind of engravings that paper is made to be used with.

What the road test is to the automobile, or the trial trip to a battleship, the Warren Top Sheet Idea is to good printing.

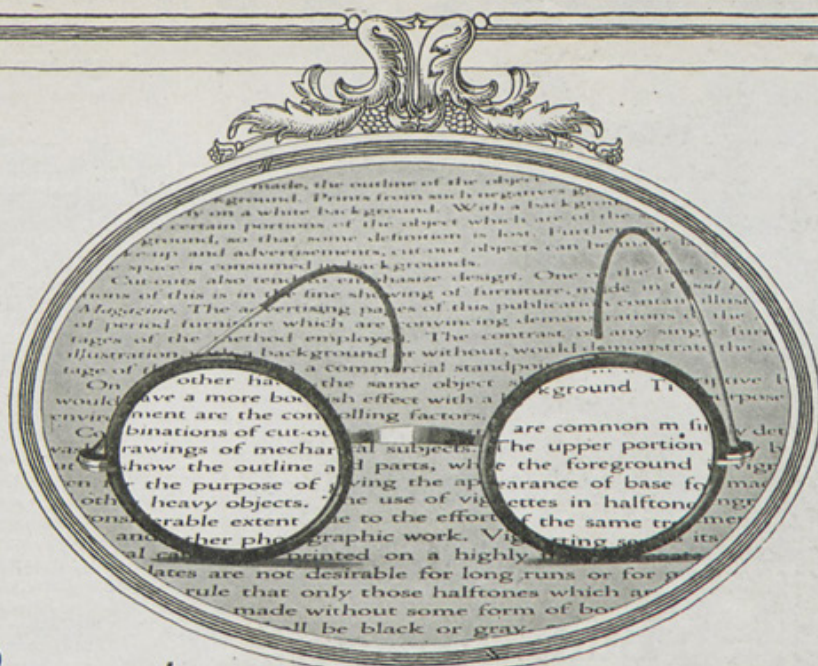
That Top Sheet says, "This paper was made to print and here is how well it prints, and there are five hundred other sheets to every ream in this case that will print in exactly the same way."

Other evidence of the standardized printing quality of Warren's Standard Printing Papers is found in Warren's Paper Buyers Guide. This is a large book devoting several pages to each of the Warren Standard Printing Papers. It is a valuable, useful book on good printing, and may be seen in the public libraries of the larger cities, in the offices of the Typothetae and Printers Boards of Trade and also is in the offices of all paper merchants who sell Warren's Standard Printing Papers.

S. D. WARREN COMPANY, Boston, Mass.

Better Paper

Better Printing



Consider A Pair of Spectacles

HUMAN vision is one of the most delicate things in the world. Two out of five adults wear spectacles at least part of the time, to improve their power to read print and see pictures. As a minute fraction of an inch in lens-grinding can make or mar the vision, so can the texture and finish of paper assist or hamper clear seeing.

The effect of poor paper is precisely the same to the reader as diminished eyesight. In a booklet it means poor display of your goods.

In the interests of better printing, the S. D. Warren Company years ago turned their enormous paper-making facilities to the manufacture of a dozen standardized printing papers,

one for each of the important book-paper printing needs. These standardized papers are known as Warren's Standard Printing Papers.

In an impressive 108-page book, fittingly called Warren's Paper Buyer's Guide, various sections are devoted to the uses and possibilities of each of the Warren Standard Papers, with data as to the kind of engraving and inks that produced the different effects. This valuable book may be seen in the public libraries of the larger cities, in the offices of the Typothetae and Printers' Boards of Trade and also is in the offices of all paper merchants who sell Warren's Standard Printing Papers.

Briefly classified, the Warren Standard Printing Papers are

Warren's Cameo
Dull surface coated book paper for soft half-tone printing effects.

Warren's Silkote
A non-lustrous coated book paper—semi-dull finish, renowned for the ease with which it prints difficult subjects.

Warren's Lustro
The last word in glossy-coated paper for extremely fine screen half-tones.

Warren's Warrentown Coated Book
A glossy-coated, white book paper especially adapted for color plates and process inks.

Warren's Cumberland Coated Book
For printing detail in either color or black and white. One of the best known, if not the best known, coated papers devoted to commercial use.

Warren's Printone
A semi-coated paper for medium screen half-tones. Less expensive than coated, reliable in results.

Warren's Britannica India
For thin editions.

Warren's Cumberland Super Book
A super-calendered paper of standard quality for rapid press-work and uniform results.

Warren's Olde Style
For type. An antique watermarked paper for use where beauty of line and legibility are paramount.

Warren's Library Text
A superior English finish paper, with restful reading surface and unusual durability. Popular with publishers.

Warren's Cumberland Machine Book
A low priced machine-finish book paper. Hand sorted. For half-tones of 120-line screen.

Warren's Artogravure
Developed for high-grade offset printing.

S. D. WARREN COMPANY, BOSTON, MASS.

Warren's

STANDARD

BETTER PAPER

BETTER PRINTING

Printing Papers



Giving the public a CLEAR IDEA of what your business is like

HERE are two photographs taken of the same silver coffee service. But only one picture means anything to a woman who wants a coffee service.

The other, far from arousing any desire to own a coffee service, will hardly suggest the idea of one.

Yet a fraction of an inch in focusing the lens of a camera made this difference.

If the same camera can give two such different impressions of the same product—so can the same apparent effort in advertising.

Your direct advertising can give the public you desire to sell an impression of your business that is clear, sharp, and distinct. Or it can give a conception that is hazy and without form.

Direct advertising can focus your

product in the public's mind just as a good photographer can focus his camera. The important difference between clearness and obscurity can be corrected by a program of direct advertising that has the double virtue of being well planned and well executed.

And this does not refer alone to pictures or to the way they print. There is obscurity of words as well as obscurity of pictures, and there are hazy selling plans as well as sharply defined selling plans.

The very frequency with which messages are repeated can sharpen their effectiveness.

Your own product, its use and its misuse, may be perfectly clear to you, and yet your possible customer may see it from a viewpoint that

distorts it or misrepresents it entirely.

Are you using a good printer and good printing to give the public a clear idea of what your product or your business is like?

To merchants, manufacturers, printers, and buyers of printing

A number of books dealing with different phases of the use of direct advertising and printed pieces have been prepared by S. D. Warren Company.

Any of these books that you require may be obtained without cost from any paper merchant who sells Warren's Standard Printing Papers. Write to him asking that you be put on the regular mailing list for them. Or, if you prefer, write direct to S. D. Warren Company, 101 Milk Street, Boston, Massachusetts.

✦ *better paper . . .*

WARREN'S
STANDARD PRINTING PAPERS

better printing ✦

Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding



If salesmen were hired by *Old-Time* Purchasing Agents

"This business needs a ton and a half of salesmen—about eighteen men.

"These men must weigh not less than 160 nor more than 175 pounds. They must be complete as to fingers, toes and features. Not more than one square inch of baldness will be tolerated.

"Each man must be able to lift his own weight and stand a pinching test without flinching. We are not interested in talent, personality, good appearance, previous record, or intelligence."

Would you say that no salesmen were ever hired this way?

Maybe personal salesmen are not, but if you will admit that an advertising booklet or a catalog is printed because it is expected to do a selling job, you will be surprised to discover how much printing has been bought without regard to "talent, good appearance, previous record, or intelligence."

There is just as much range

for quality in printing as there is for quality in men.

If you buy printing to advertise your business, you are really buying selling effort.

It is just as wrong to put good printing on a block and judge its selling value by weight and size and competitive estimates as it is to judge human beings by scale measurements.

The value of the personal salesman is determined by his ability to make new customers and keep old ones. The value of the printed salesman can be figured on much the same basis.

It is fortunate for all business that old-time purchasing methods are old-time. They are passing rapidly. It is fortunate for users of direct advertising that old-time methods of dealing

with good printers are passing too. But there is still enough printing bought on the sharp-pencil basis to justify the comparison and the protest we make here.

To merchants, manufacturers, printers, and buyers of printing

The production of printed pieces that contain all the elements of success is dependent upon the recognition of certain well-defined principles.

These principles are laid down, discussed, and illustrated in a series of books to be issued by the S. D. Warren Company during the year 1927. Copies of these books, as they are issued, may be obtained without cost from any paper merchant who sells Warren's Standard Printing Papers. Or, if you prefer, write direct to S. D.

Warren Company, 101 Milk Street, Boston, Mass.

WARREN'S STANDARD PRINTING PAPERS

Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding

(better paper
better printing)



“Wait just a minute, while I get rid of this salesman”

WHEN a business man receives the card of an unknown salesman for an unknown house, his first instinct is to put up a vigorous—and usually successful—defense.

The language of business is full of hard-worked phrases that are constantly used to shut off men who call with something to sell.

“Tell him I am dictating,” “Take him to see Mr. So-and-So,” “Say that I am in a conference” are the more polite forms.

“Getting rid” of salesmen is an art in which much skilful mental footwork is used. Some men pride themselves on their ability to “kiss a man out of the office” in a matter of seconds. They grasp the caller’s hand cordially, place the other hand on his shoulder in friendly fashion, and steer him gently to the door of the elevator that leads down to the street.

This is *WASTE!*

There may be some waste in the use of printing to tell your business story, but there is no such waste as this.

A man who never heard of

you will read your printed story with a clear and open mind, because there is never any trouble about getting rid of a booklet or a broadside or an illustrated letter. The defense mechanism of the buyer doesn’t begin to function.

Having read one printed piece, he is all the more likely to read another. Before long he knows something about your firm, your goods or your service. If your products are at all worth while to him, and your printing makes their value clear, the buyer is willing to know more. When your salesman calls, he does not send in the card of an unknown company. The first thought on looking at the card is not how to get rid of the salesman, but what can be learned from him.

Men cease to be thought of as salesmen the moment the buyer begins to

want the thing they have to offer.

That explains why all salesmen are showing more and more interest in sales promotion printing.

Good printing can unbar many doors for your salesmen. Good printing can break down much initial resistance. Remember this value when you deal with a good printer.

To merchants, manufacturers, printers, and buyers of printing

The use of direct advertising for every form of selling has been studied by the S. D. Warren Company for many years. What we have found out about the profitable use of booklets, folders, broadsides is discussed and illustrated in a series of books published from time to time during 1927. Any paper merchant near you who handles Warren’s Standard Printing Papers will be glad to put you on the mailing list to receive these books as soon as they are issued. Or, if you prefer, write to us direct. S. D. Warren Company, 101 Milk Street, Boston, Massachusetts.

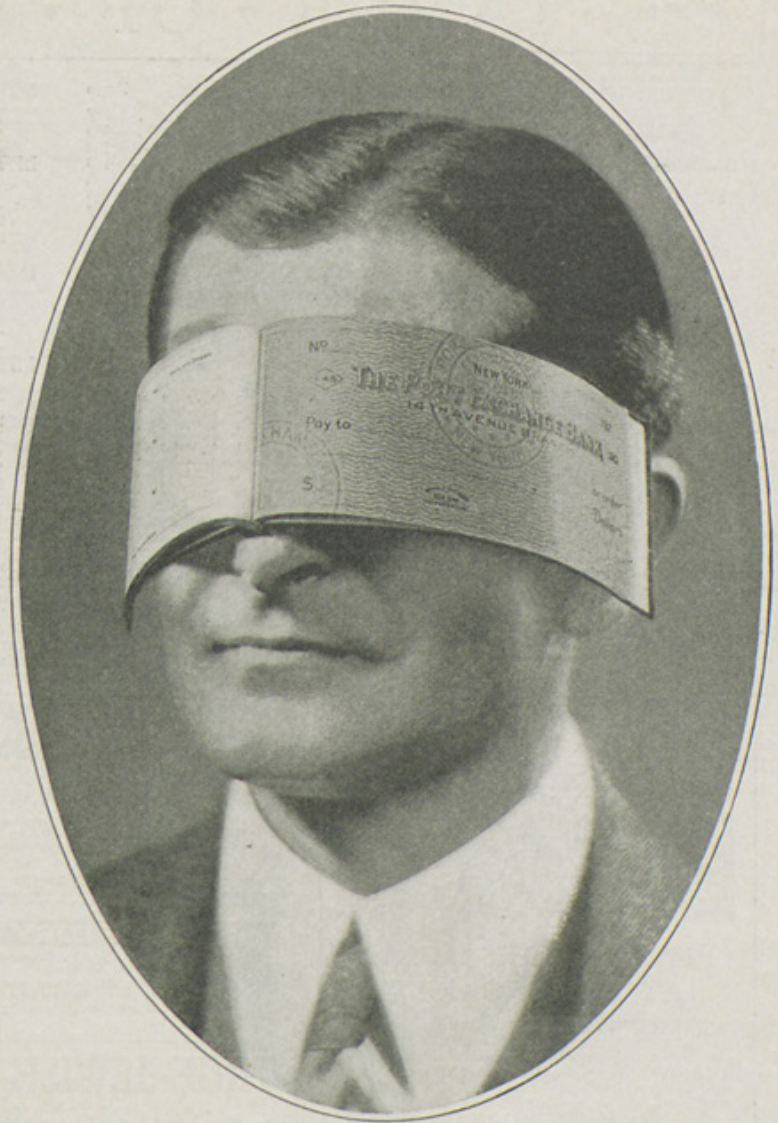
WARREN’S STANDARD PRINTING PAPERS

*Warren’s Standard Printing Papers are tested for qualities required
in printing, folding, and binding*

(better paper
better printing)

When the customer's check-book blinds him to the merits of your goods

*How printing can make
the thing you have to sell
loom larger than the price*



WHAT was the last worth-while purchase you made?

A suit of clothes? Probably the first time you spied it in the tailor's window it represented simply an outlay of money you weren't prepared to make that day.

New desks for the office, or new filing equipment? When they were first suggested you doubted whether the business would stand the expense just then.

People naturally hesitate before buying *anything* when it is first presented. They want to think about it. They want to talk it over. Until their desire for its possession has been fully aroused, the money in their pocket or their check-book seems far more desirable.

As a matter of fact, there are just two steps to any sale. The last step—the actual buying—is easily, quickly made. Money simply changes hands. But the first is not so easily, not so quickly made. It is that long period in

which your product is being introduced and considered by the people who will use it.

Salesmen can do this advance promotion work. But it can also be done quickly and economically by a good printer who is skilful in the production of printed pieces.

Further, these printed salesmen arrive at a time when the question of spending money is not up for consideration. A person's whole attention is focused on the desirability of possessing the things you offer—not on how much they cost.

Let the postman take over the task of getting your product known and considered in the calls on his route. Let your printer prepare printed pieces that will lie close at hand for

guidance and ready reference during the first long step in buying.

More printing, better printing on better paper, will help the buyer over the biggest step in buying your merchandise. It will multiply the number of people favorably debating its purchase and bring more prospects closer to the actual sale.

**To merchants, manufacturers,
printers, and buyers of printing**

Some interesting information on the use of printed pieces in advertising and on cooperation with good printers is contained in a series of books being issued from time to time during 1927 by S. D. Warren Company. Ask a paper merchant who sells Warren's Standard Printing Papers to put you on his mailing list, or write direct to S. D. Warren Company, 101 Milk St., Boston, Massachusetts.

WARREN'S STANDARD PRINTING PAPERS

*Warren's Standard Printing Papers are tested for qualities required
in printing, folding, and binding*

**(better paper
better printing)**



Food ... Shelter ... Clothing ... The soldier is *given* everything he *needs*

"Chow" three times a day. O. D.'s of the proper weight between his precious hide and old Boreas. Raincoats for wet weather, blankets for cold nights, and a roof—if it's only canvas—to sleep under.

Food... Clothing... Shelter... What else should any one of us want? Take a glance at the luggage of the average family that registers at the hotel for a week in town.

Do those bags bulge with the so-called necessities? Were those gaily flowered chiffons bought for protection? Were those gold-kid slippers chosen for long wear?

Was father's "tux" brought along to guard his portly figure against the evening chill?

Was sister's embroidered silk negligee

bought at the dictates of common sense—or fashion? Was Buddy's 'coonskin coat bought for warmth or scenery?

And will you listen to the order they give the waiter?

Need these things? Of course they do. They've always desired them. But now they have learned what to buy and how to buy it intelligently, largely from good printing. Leaflets have pictured what the well-dressed golfer will sport. Folders have portrayed in dancing colors what society will wear at Southampton. Good printing has opened vistas of lovely things that money can buy.

Good printing, better printing on better paper, is helping to raise the standards of American living.

To Merchants, Manufacturers, Printers, and Buyers of Printing

For years the S. D. Warren Co. has studied ways to make direct advertising doubly effective. The results of this work are contained in a series of books on various phases of direct advertising. Copies of these books as issued may be obtained without charge from any paper merchant who sells Warren's Standard Printing Papers or by writing, S. D. Warren Co., 101 Milk St., Boston, Mass.



This mark is used by many good printers to identify productions on Warren's papers. These papers are tested for qualities required in printing, folding and binding.

The citizen *buys* the things he has *learned to want*





WHAT DOES CAMEO MEAN TO YOU ?



F the making of books there is no end—but there is a beginning in the making of books, and that is—Paper. Cameo is the name of a paper that is somewhat of a miracle. Its introduction, some fifteen years ago, opened up in the printing art possibilities that up to that time had been merely dreams of an unattainable excellence.

In the old days, illustrations were mostly cut on wood or etched on zinc. Then came the discovery of the half-tone, whereby photographs were transferred to copper and recorded by means of very small dots, some 22,000 to the square inch. To permit the printing of these fine half-tones, the familiar shiny coated paper was made. For years it was the only medium for printing fine half-tones. An apparent miracle appeared in Cameo—dull,

velvety, non-shining, a paper that took half-tones perfectly. It not only accepted the half-tone, but transformed it, softening harsh lights and lines and adding a new degree of depth and perspective.

Cameo is a reader's paper par excellence. It has no reflection, no glare. Its velvety surface diffuses the light and is restful to the eye. To pass from a book printed on shiny coated paper to one where type and illustration are deepened and dignified by Cameo, is like passing from garish high noon to the full, soft light of late afternoon.

Good examples of how the texture of Cameo enhances the value of type and engraving may be seen in "Greek Refinements" (Yale University Press), "Art at the Panama-Pacific Exposition" (Lane), and in two volumes on rugs published by McClurg and Stokes, respectively.

S. D. WARREN COMPANY, BOSTON

Better Paper—Better Printing



Printing Papers

This A Book Should Be



WHAT do you ask of a book—is it wit and wisdom, tears and laughter, tale and truth, knots and their untangling?

No, reader, these are gifts of the writer—never of the book. Its work is to bring to your eye a burden of riches for the mind.

Of a book you should ask that it carry its load easily and not awkwardly, worthily not shabbily, and that it be pleasant to look upon.

'Tis kindly counsel, friend, that to your knowledge of writers' style and matter you add a knowledge and love of the book itself—for love follows close on such knowledge.

It is good to see a book that is shapely, to feel one that is strong-backed and neatly bound. Coats of

leather, of buckram, of cloth, whether bare as a monk's frock or carved and gold-bedight, ought always to befit that which is within. The faces of letters are as the faces of men, and those runlets and edges of white overflowing the leaves have laws unto themselves that are older than the folk-law of England.

The body of your book is paper. It changes your writer's words into eye-stuff. If it be bad, it will fog your eyes; but if firm of texture, soft to the vision, warm-white in hue, changeless in stuff—as are Warren's Olde Style or Warren's Library Text—your seeing is eased and quickened.

Louis Rhead's illustrated edition of Lamb's "Tales from Shakespeare" (Harper) is a worthy example of book-printing on Olde Style.

S. D. WARREN COMPANY, BOSTON

Better Paper



Better Printing

July 2016

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