



P R O M O T I O N

# The Reflected Works

Warren's Printone Demonstration Book

1915

sappi etc



Warren's Printone Demonstration 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, we've given our customers options that meet the needs of any project, campaign or business. By combining our grades with exquisite artwork and state-of-the-art printing, we've been able to demonstrate the real power of print.

Experience firsthand the benefits of our paper grades as they were in 1915, how they made all the difference then and how we lead the industry even today. By looking back through the pages, we can look forward to a future of exciting possibilities.

1915

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#50<sup>00</sup>

Printing Art Suggestion Book

Insert Dec 1915



*Warren's  
Printone Book*



SD

# California Sunkist Oranges



## Desserts & Salads

*By courtesy of California Fruit Growers Exchange*

Warren's  
Printone Book  
25 x 38—60

See last page for  
sizes and weights  
stocked

Four color halftone  
150 line screen

Ruxton's  
Process Inks  
Yellow No. J 132  
Red No. G 359-X  
Blue No. 21269  
Printone Black

SD



*By courtesy of International Silver Company*

*Warren's  
Printone Book  
25 X 38 — 60*

*See last page for  
sizes and weights  
stocked*

*Halfone illustration  
150 line screen  
Ruxton's Inks  
Printone Black*

*Border  
Warren Enamel  
Gray No. 20878*

SD



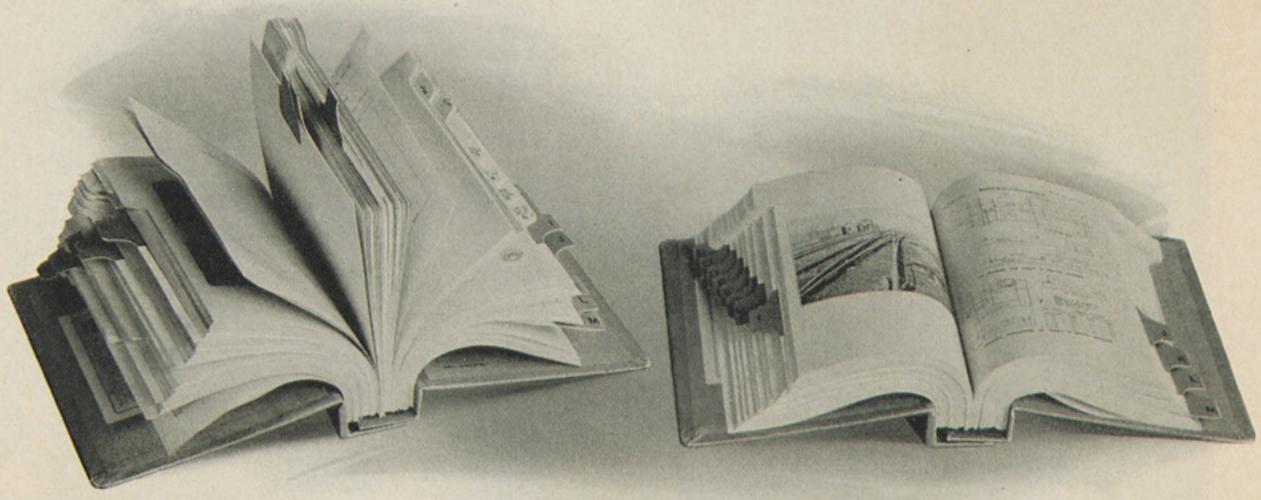
By courtesy of The Thomas B. Jeffery Company.

Warren's  
Printone Book  
25 x 38 — 60

See last page for  
sizes and weights  
stocked

Zinc illustration  
and color plate  
Ruxton's Inks  
Printone Black

Border  
Warren Enamel  
Gray No. 20878



By courtesy of General Railway Signal Company, Rochester, N. Y.

**A**FTER an examination of over 100 different kinds of paper, WARREN'S PRINTONE, 50 lb. stock, was finally selected to be used in the General Railway Signal catalog, and a section of 300 pages has been printed on this paper, and it has been found to meet the requirements in every particular. The requirements to be met were exacting.

**STRENGTH.** The paper must be strong enough to be used in a loose leaf catalog.

**FLEXIBILITY.** The paper must not be stiff as this would impair its flat opening qualities.

**BULK.** The thickness of the paper must be such as to give the maximum number of pages per inch as the thickness of the completed catalog should not exceed two inches. At the same time strength must not be lost sight of.



**OPACITY.** The paper must not be too transparent and permit printing on the reverse side to show through.

**PRINTING QUALITIES.** The paper must give satisfactory results on halftones, line plates and text, as the finished catalog must be high-class in all respects, and so reflect the quality of the G R S products.

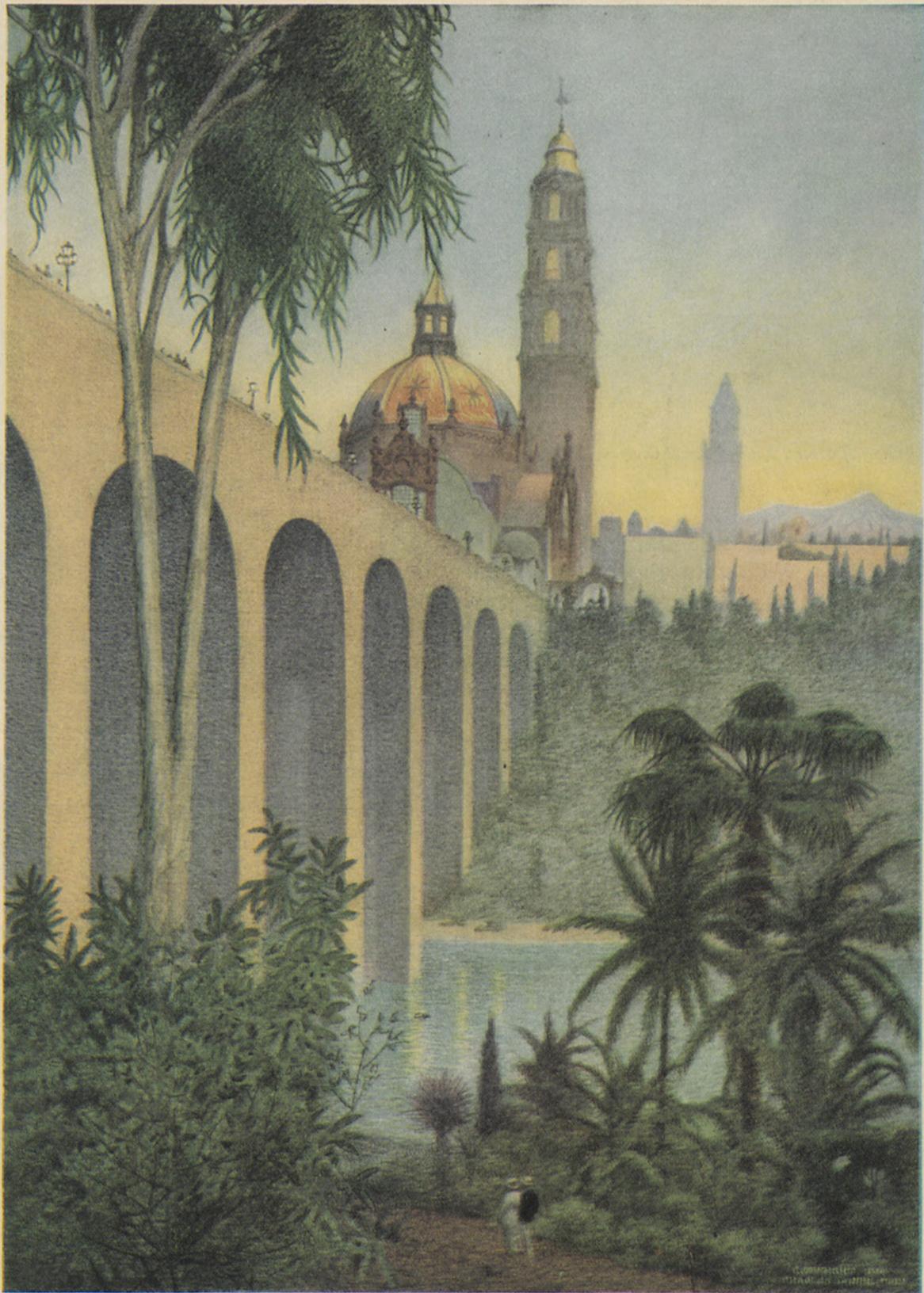
**STANDARD MAKE.** Paper must be a standard make in order to insure quality on repeat orders, an important point in a loose leaf catalog in which a publication extends over a period of years.

*W. A. Sperry*  
GENERAL RAILWAY COMPANY

Warren's  
Printone Book  
25 x 38 - 60  
See last page for  
sizes and weights  
stocked

Halftone illustrations  
133 line screen  
Ruxton's Inks  
Printone Black  
Border  
Warren Enamel  
Gray No. 20878

SD



*Drawing by courtesy Charles Daniel Frey, Chicago*

Warren's  
Printone Book  
25 X 38—60

See last page for  
sizes and weights  
stocked

Four color halftone  
133 line screen

Ruxton's  
Process Inks  
Yellow No. J 132  
Red No. G 359-X  
Blue No. 21269  
Printone Black



Photo by Henry Fuermann, Chicago

Warren's  
Prinlone 40k  
25 x 38—10

See last page for  
sizes and weights  
stocked

Halftone illustration  
1 33 line screen  
Ruxton's Inks  
Prinlone Black

Border  
Warren Enamel  
Grey No. 20878

July 2016

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