



EDUCATION

The Reflected Works

The Warren Standard Number 5

1927

sappi etc



The Warren Standard Number 5

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.

We have a strong history of helping printers and creatives make smart decisions when it comes to making the most of readily available print technologies. Our go-to resources, vetted by experience, have created an ownable space for Sappi as an upholder of standards and creator of new ones.

Explore *The Warren Standard Number 5* from 1927 to see how we've always helped customers get the best printing results from our papers—something we continue to do today. By looking back through the pages, we can look forward to a future of exciting possibilities.

1927

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THE WARREN STANDARD

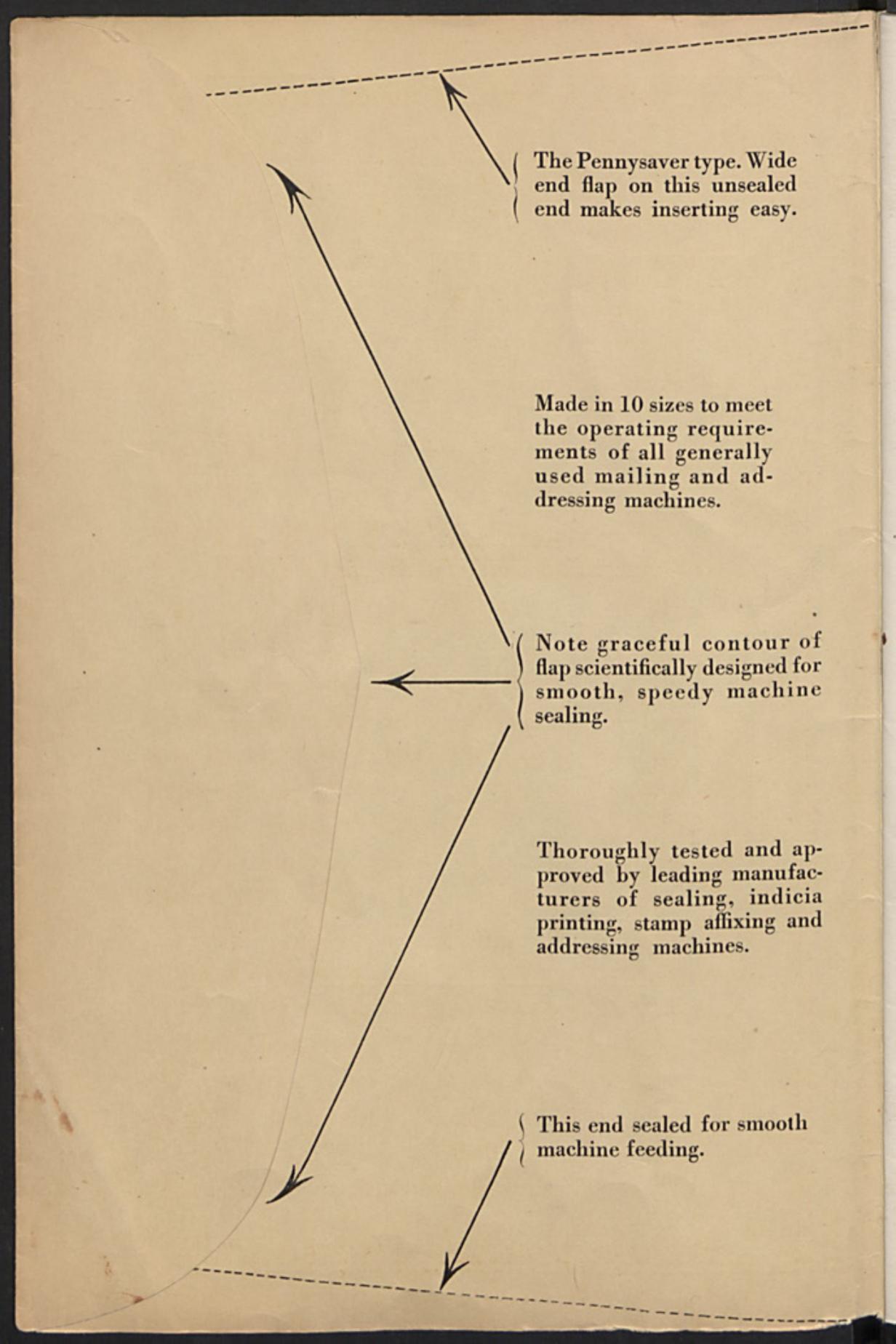


WARREN'S STANDARD
BOOKLET
ENVELOPES
OPERATE SMOOTHLY
ON MAILING AND
ADDRESSING MACHINES



NUMBER 5

NINETEEN TWENTY-SEVEN



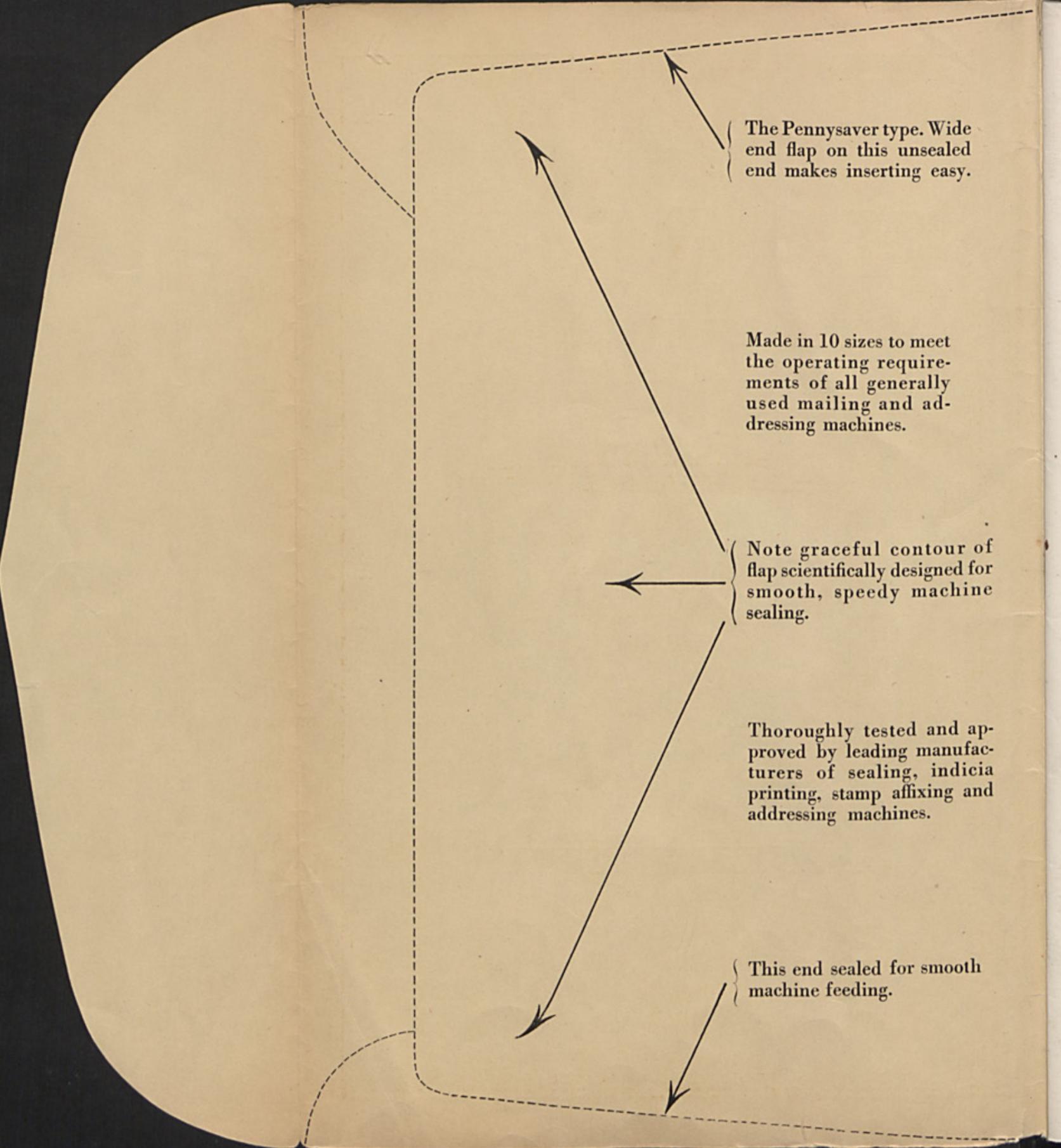
The Pennysaver type. Wide end flap on this unsealed end makes inserting easy.

Made in 10 sizes to meet the operating requirements of all generally used mailing and addressing machines.

Note graceful contour of flap scientifically designed for smooth, speedy machine sealing.

Thoroughly tested and approved by leading manufacturers of sealing, indicia printing, stamp affixing and addressing machines.

This end sealed for smooth machine feeding.



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THE WARREN STANDARD

*In which will be published from time to time articles
on various paper and printing problems*

Number 5

S. D. WARREN COMPANY, BOSTON

1927

All in Two Short Years

*First Warren's Standard Booklet Envelopes, then
Warren's Standard Sales Units, now the adaptation
of Warren's Standard Booklet Envelopes to the
many requirements of Mailing and
Addressing Machines*



A DISGRUNTLED printer some years ago made this remark: "The last thing the direct advertiser considers, but the first thing his prospect sees, is the envelope. If I didn't make it a point to check up on envelopes, half the jobs I print would be ready for delivery before the customer even thought of the proper envelope."

Times have changed since then. Today most advertisers are keenly alive to the importance of the carrier of their printed message. Two years ago, when Warren's Standard Booklet Envelopes were introduced, the rapidity with which they were adopted by printer and advertiser alike was a most gratifying demonstration of the new attitude toward envelope value.

Tying Carrier and Contents Together

Then came the real union between carrier and contents in the form of Warren's Standard Sales Units. This combination of 10 envelope sizes and the printed pieces that cut without waste from 4 standard paper sheet sizes make possible 70 mailing combinations. Each of the 10 envelope sizes completes 7 mailing combinations, as follows:

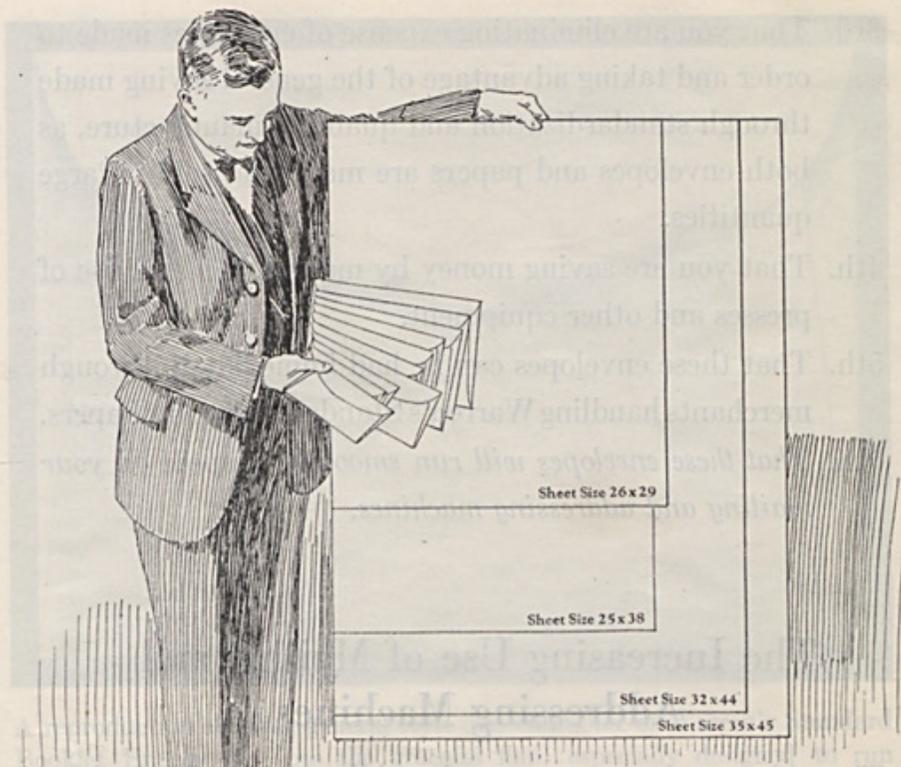
- | | |
|---|--|
| 1. Booklet | } <i>Each with envelope to harmonize in color.</i> |
| 2. Folder | |
| 3. Illustrated Letter | |
| 4. Booklet and Folder | |
| 5. Booklet and Illustrated Letter | |
| 6. Folder and Illustrated Letter | |
| 7. Booklet, Folder and Illustrated Letter | |
- Envelopes made in White, India and Sepia*

NOTE: A return card, to harmonize, may also be included with each unit.

The Table of Ten Sizes

The wide variety of mailing pieces made possible by combining 10 standard envelope sizes and the printed pieces that cut without waste from 4 standard paper sheet sizes is at once apparent from the following table:

Unit Number	Size of Envelopes	To Hold Booklets and Folders	To Hold Letters	Cut without Waste from Sheets	Booklet Pages Cut to Sheet
1	$3\frac{3}{4} \times 6\frac{3}{4}$	$3\frac{1}{2} \times 6\frac{1}{4}$	$6\frac{1}{4} \times 7$	26 x 29	64
2	$4 \times 5\frac{5}{8}$	$3\frac{3}{4} \times 5\frac{1}{8}$	$5\frac{1}{8} \times 7\frac{1}{2}$	32 x 44	128
3	$4\frac{3}{4} \times 6\frac{1}{2}$	$4\frac{1}{2} \times 6$	6×9	25 x 38	64
4	$4\frac{1}{4} \times 9\frac{5}{8}$	$4 \times 9\frac{1}{8}$	$8 \times 9\frac{1}{8}$	25 x 38	48
5	$5\frac{1}{2} \times 8\frac{1}{8}$	$5\frac{1}{4} \times 7\frac{5}{8}$	$7\frac{5}{8} \times 10\frac{1}{2}$	32 x 44	64
6	$5\frac{3}{4} \times 8\frac{7}{8}$	$5\frac{1}{2} \times 8\frac{3}{8}$	$8\frac{3}{8} \times 11$	35 x 45	64
7	$6\frac{1}{4} \times 9\frac{5}{8}$	$6 \times 9\frac{1}{8}$	$9\frac{1}{8} \times 12$	25 x 38	32
8	$8 \times 11\frac{1}{8}$	$7\frac{3}{4} \times 10\frac{5}{8}$	$10\frac{5}{8} \times 15\frac{1}{2}$	32 x 44	32
9	$8\frac{3}{4} \times 11\frac{1}{2}$	$8\frac{1}{2} \times 11$	11×17	35 x 45	32
10	$9\frac{1}{2} \times 12\frac{5}{8}$	$9\frac{1}{4} \times 12\frac{1}{8}$	$12\frac{1}{8} \times 18\frac{1}{2}$	25 x 38	16



Ten sizes of Warren's Standard Booklet Envelopes, with the printed pieces that cut without waste from 4 standard paper sheet sizes, make possible 70 mailing combinations. See table at bottom of the opposite page for sizes of envelopes, printed pieces and paper

Six Advantages for the User

When you select one of these envelopes as a carrier for a booklet, folder or illustrated letter you can be sure—

1st. That the enclosure will cut without waste from paper sizes carried in stock by paper merchants.

2nd. That the Warren's Standard Booklet Envelope will harmonize in tone with any one of Warren's Standard Printing Papers. Thus the time usually required for figuring sizes and matching colors is eliminated.

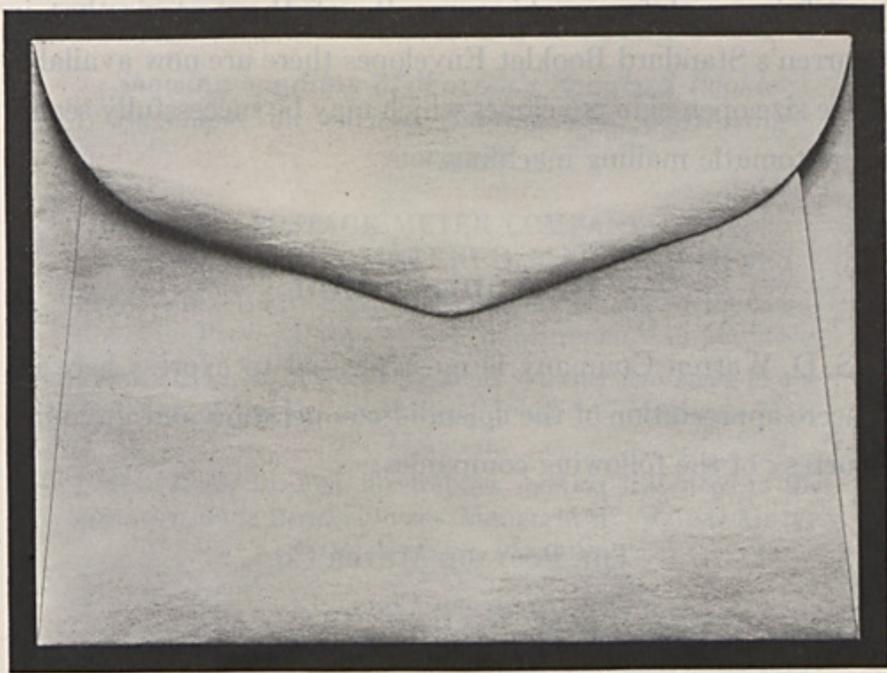
- 3rd. That you are eliminating expense of envelopes made to order and taking advantage of the general saving made through standardization and quantity manufacture, as both envelopes and papers are made and sold in large quantities.
- 4th. That you are saving money by making the best use of presses and other equipment.
- 5th. That these envelopes can be had immediately through merchants handling Warren's Standard Printing Papers.
- 6th. *That these envelopes will run smoothly at speed on your mailing and addressing machines.*

The Increasing Use of Mailing and Addressing Machines

The widespread acceptance and rapidly growing demand for Warren's Standard Booklet Envelopes, in all sizes, have developed new needs, new conditions and new fields. With ever-increasing mailing lists and more frequent mailings, more and more advertisers are turning to mailing and addressing machines because of their time and labor-saving advantages.

Warren's Standard Booklet Envelopes Now Developed for Wider Usefulness

Realizing the need, the S. D. Warren Company began to co-operate with several of the leading manufacturers of mailing, sealing and addressing machines to see wherein Warren's Standard Booklet Envelopes could be improved to meet more fully all the requirements of the machines.



A reproduction showing general style and character of Warren's Standard Booklet Envelopes. Note the graceful flap, especially designed to run smoothly on all types of mailing machines; the sealed and pennysaver ends are arranged to eliminate jams and delays in machine mailing and to facilitate inserting and sealing by hand

After months of tests and experiment, certain refinements and improvements were incorporated in Warren's Standard Booklet Envelopes. For the busy user, the results may be summed up in a single sentence. *In addition to the many other advantages, Warren's Standard Booklet Envelopes may be smoothly and speedily sealed, addressed, stamped or permit printed by all the regularly used types of automatic mailing machines.* How the ease, speed and smoothness of running these envelopes through the various types of mailing machines were greatly facilitated will be seen in the illustrations which follow. Many of the illustrations show the *larger sizes* of Warren's Standard Booklet Envelopes *meeting all the requirements* of the machines. One of the most

gratifying and far-reaching results of the tests is that in Warren's Standard Booklet Envelopes there are now available large size open-side envelopes which may be successfully sealed on automatic mailing machines.

In Appreciation

S. D. Warren Company is most pleased to express here its sincere appreciation of the splendid co-operation and unfailing courtesy of the following companies:

THE POSTAGE METER Co.

STAMFORD, CONN.

THE STANDARD MAILING MACHINES Co.

EVERETT, MASS.

ADDRESSOGRAPH Co.

CHICAGO, ILL.

ELLIOTT ADDRESSING MACHINE Co.

CAMBRIDGE, MASS.

To these companies S. D. Warren Company is indebted for the illustrations which appear on the following pages, but the illustrations can only indicate in slight degree the extent of the sincere interest of all these companies in any movement which promises any advance in direct advertising.

INDEX OF ILLUSTRATIONS

*Showing handling of Warren's Standard Booklet
Envelopes on various mailing and addressing
machines*

POSTAGE METER COMPANY

PITNEY-BOWES METERED MAIL MACHINES

Pages 9, 10, 11. Five illustrations showing five steps in the operation of the PITNEY-BOWES MODEL "B" METERED MAIL MACHINE.

Pages 11, 12, 13. Five illustrations showing five steps in the operation of the PITNEY-BOWES MODEL "A" METERED MAIL MACHINE

Pages 14, 15, 16. Five illustrations showing five steps in the operation of the PITNEY-BOWES MODEL "AM" MAIL-O-METER STAMP AFFIXING MACHINE

STANDARD MAILING MACHINES

Pages 17, 18. Four illustrations showing four steps in the operation of the STANDARD MODEL "G" ENVELOPE SEALER

Pages 19, 20. Four illustrations showing four steps in the operation of the STANDARD POSTAL PERMIT PRINTER AND SEALER

ADDRESSOGRAPH ADDRESSING MACHINES

Pages 23, 24. Three illustrations showing three steps in the operation of the ADDRESSOGRAPH MODEL "A-1"

Pages 24, 25, 26. Four illustrations showing four steps in the operation of ADDRESSOGRAPH MODEL "A-4"

Pages 26, 27. Two illustrations showing two steps in the operation of the ADDRESSOGRAPH MODEL "F-2"

ELLIOTT ADDRESSING MACHINES

Pages 28, 29. Three illustrations showing three steps in the operation of the ELLIOTT MODEL "125"

Page 29. One illustration showing operation of the ELLIOTT ELECTRIC DRIVE ADDRESSER

HAND INSERTING AND SEALING

Pages 31, 32, 33. Five illustrations of inserting and sealing by hand

SMOOTHNESS AND SPEED *in* MAILING MACHINES

with

WARREN'S STANDARD BOOKLET ENVELOPES

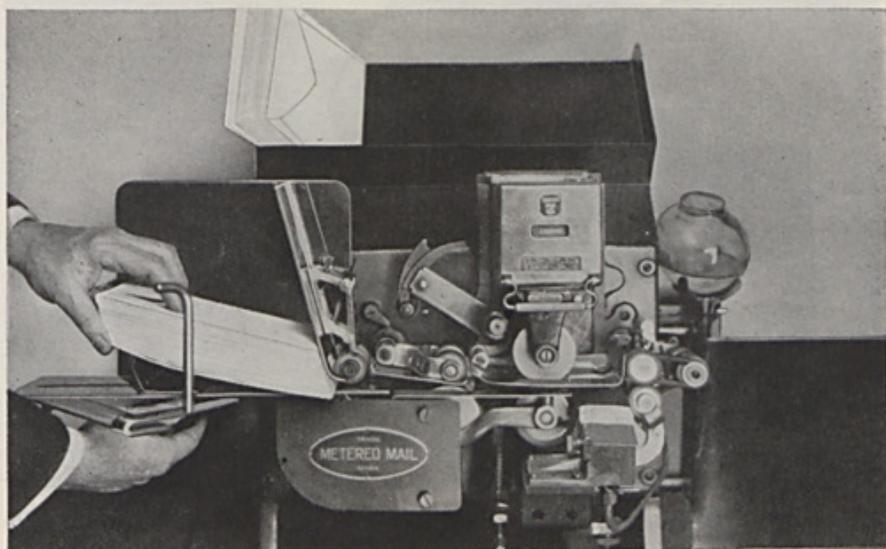
In the illustrations which follow note how the envelope flap opens smoothly and passes swiftly through all the various processes of sealing. In horizontal feed machines, like the Pitney-Bowes Model "B," the Standard Sealer and the Standard Postal Permit Printer and Sealer, this scientifically curved flap is opened, moistened and sealed with unusual smoothness and speed. The results were equally gratifying in vertical feed machines like the Pitney-Bowes Model "A" and the Mail-O-Meter Stamp Affixing Machine.

In addition to the flap, other features of Warren's Standard Booklet Envelopes are worthy of note. Both ends, the sealed and the pennysaver, are designed and arranged for smooth machine feeding and to eliminate jams and delays in running through all types of sealing, stamp affixing, indicia stamping and permit printing machines.

The user of envelopes will appreciate the fact that Warren envelope paper is specially made for its purpose. It possesses the kind of surface, the necessary strength and stiffness for extra smooth operation in mailing machines.

Warren's Standard Booklet Envelopes, from the No. 1 size, $3\frac{3}{4} \times 6\frac{3}{4}$, up to and including the No. 7 size, $6\frac{1}{4} \times 9\frac{5}{8}$, meet all requirements of mailing machines most satisfactorily. The three larger sizes of Warren's Standard Booklet Envelopes—No. 8, $8 \times 11\frac{1}{8}$; No. 9, $8\frac{3}{4} \times 11\frac{1}{2}$, and No. 10, $9\frac{1}{2} \times 12\frac{5}{8}$ —are too large to be sealed on the present size mailing machines.

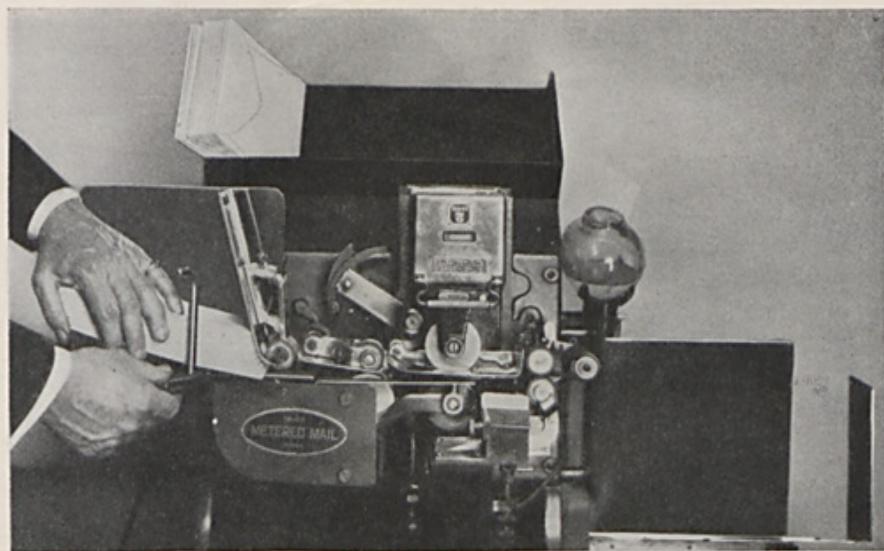
PITNEY-BOWES METERED MAIL MACHINES



PITNEY-BOWES MODEL "B"

OPERATION No. 1

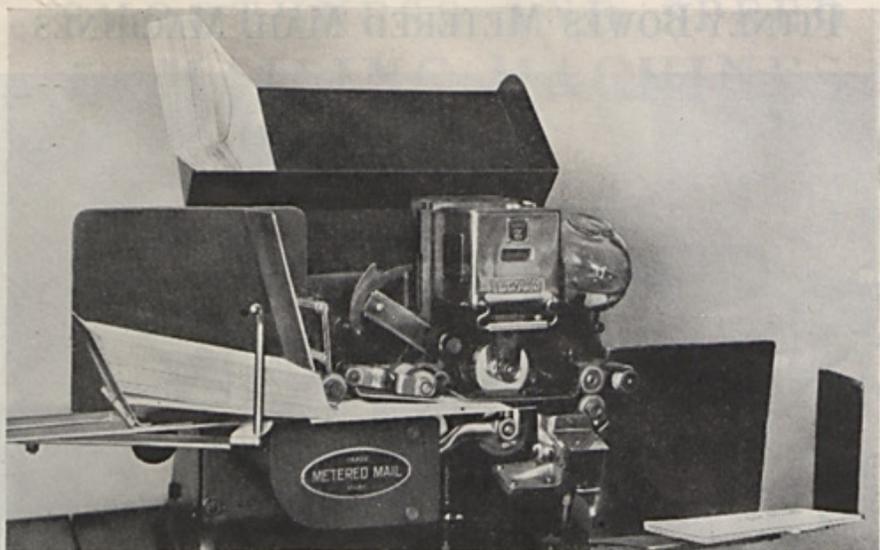
The envelopes are placed flap down. With the right hand the back guide is set at the correct feeding angle so that the bottom envelope will slide easily into the machine



PITNEY-BOWES MODEL "B"

OPERATION No. 2

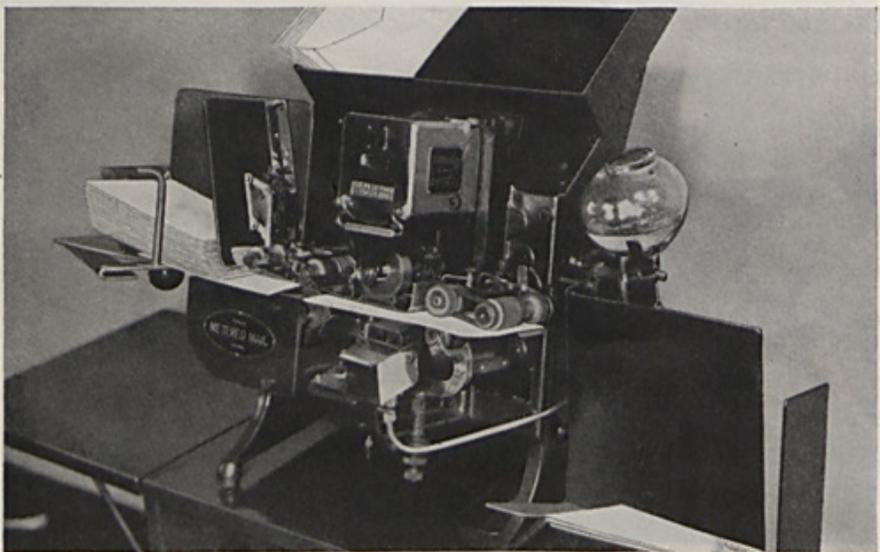
The side guide is then set against the outer edge of the pile to hold the envelopes constantly at the proper position for smooth and even feeding into the machine



PITNEY-BOWES MODEL "B"

OPERATION No. 3

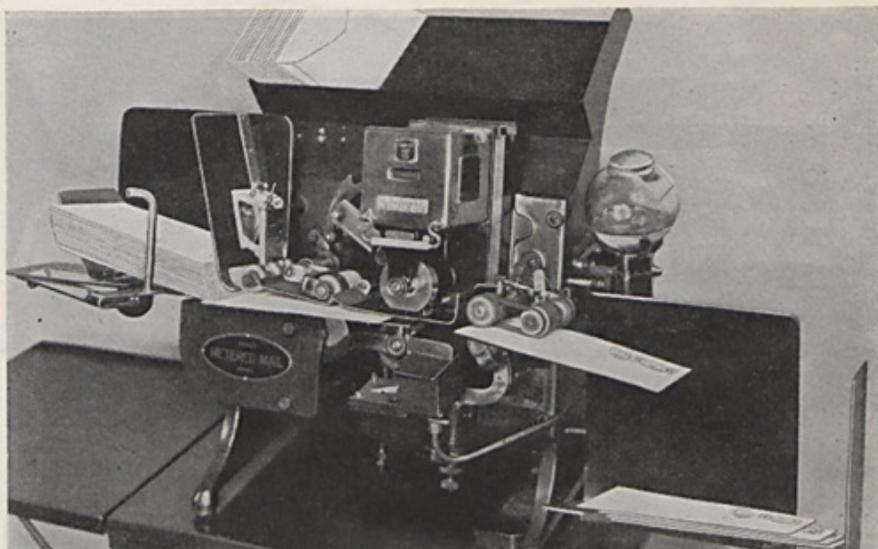
The bottom envelope, pushed along by the feeder roll, has run smoothly into position for printing the metered mail indicia in the usual corner



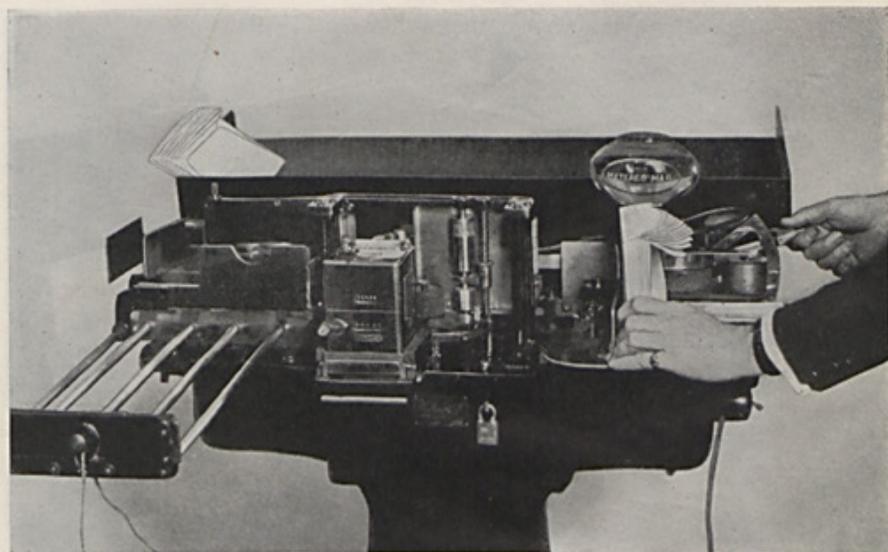
PITNEY-BOWES MODEL "B"

OPERATION No. 4

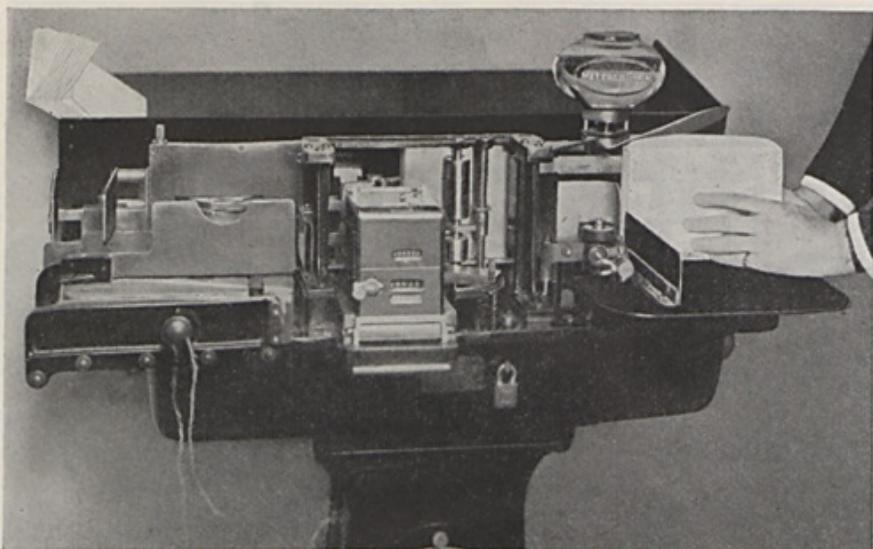
Immediately after printing the indicia, the moistening and sealing of the flap begins. The smooth, easy operation of the Warren's Standard Booklet Envelope at this point is very pleasing to the operator



PITNEY-BOWES MODEL "B" OPERATION No. 5
 As it passes through the pressure rolls, the flap of the Warren's Standard Booklet Envelope is securely and rapidly sealed. Note the next envelope smoothly approaching printing position



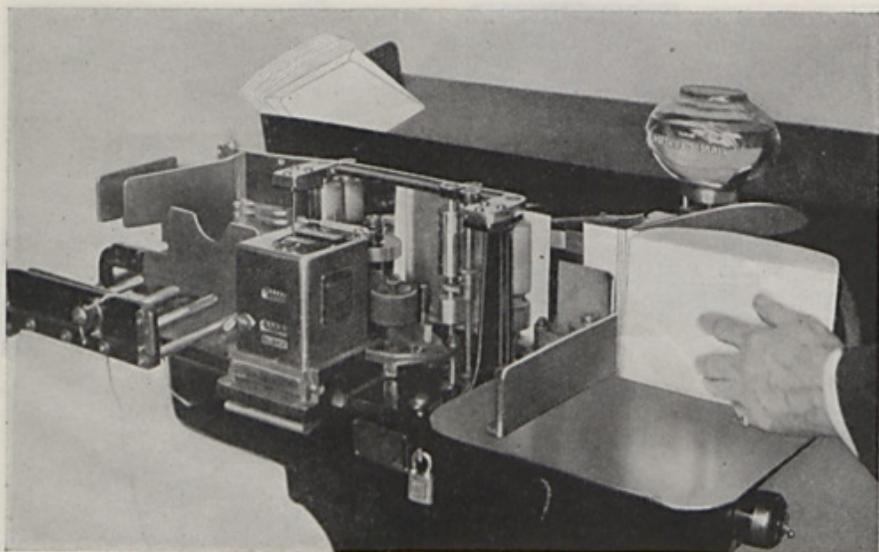
PITNEY-BOWES MODEL "A" OPERATION No. 1
 In this vertical feed machine, the envelope is sealed *before* the indicia is printed. After opening the flaps, the operator is setting the feeding and sealing device to correct position



PITNEY-BOWES MODEL "A"

OPERATION No. 2

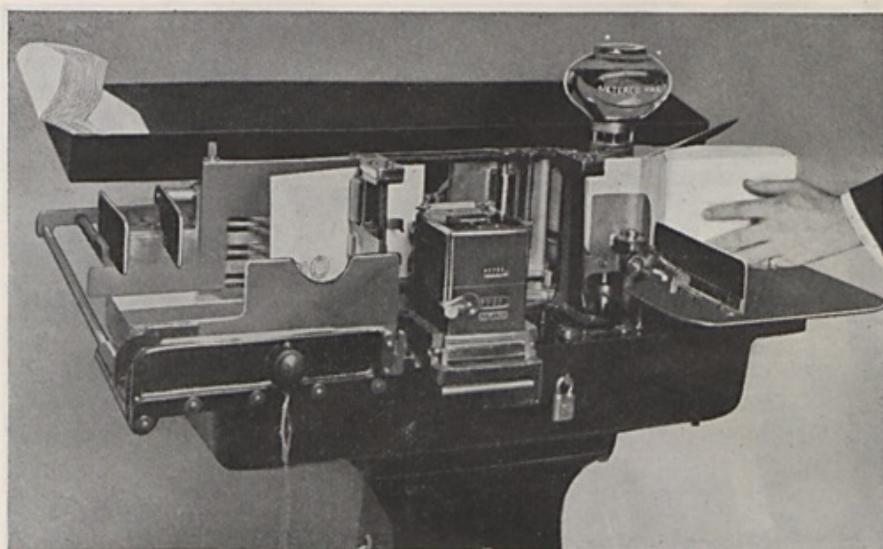
The envelope is now in feeding position. The flap, well opened, passes smoothly over the feeding guide directly in front of the water container, is moistened and closed, passing on to pressure rolls



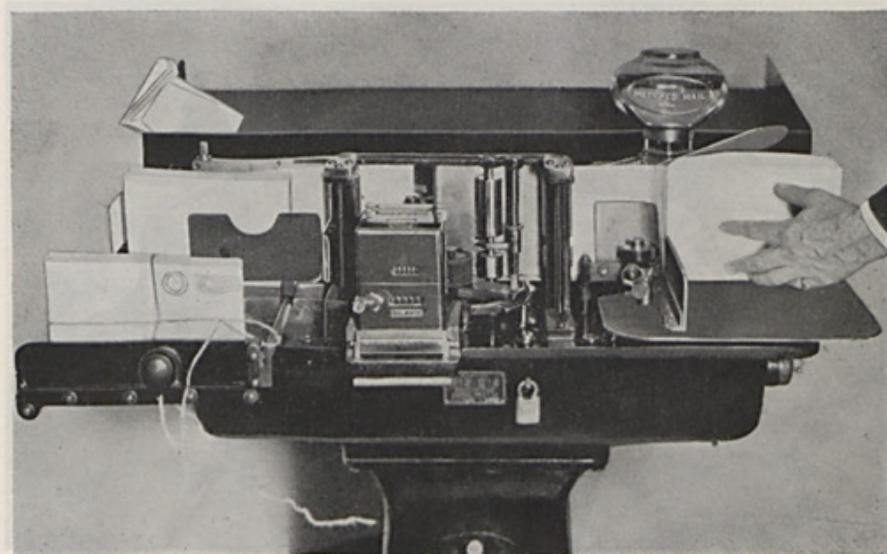
PITNEY-BOWES MODEL "A"

OPERATION No. 3

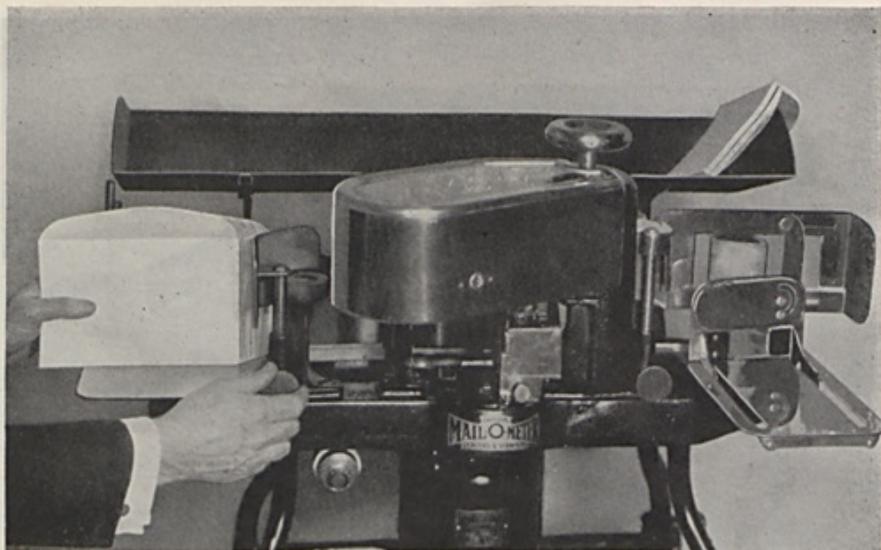
The moistening and sealing having been completed in a single continuous operation, the envelope glides smoothly through pressure rolls into position for indicia printing as shown in the center of the illustration



PITNEY-BOWES MODEL "A" OPERATION No. 4
 Printed with the indicia stamp, the already sealed envelope is smoothly delivered to the jogger while the next envelope is being sealed



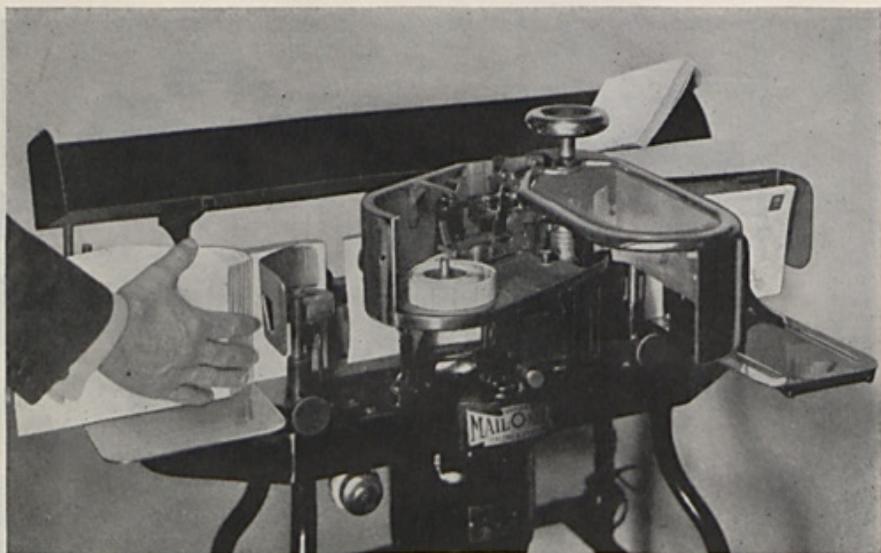
PITNEY-BOWES MODEL "A" OPERATION No. 5
 From the start of the sealing process (at right) to the bundling (at left), Warren's Standard Booklet Envelopes demonstrate unusual speed and smoothness in their progress through this type of vertical feed machine



PITNEY-BOWES MODEL "AM"

OPERATION No. 1

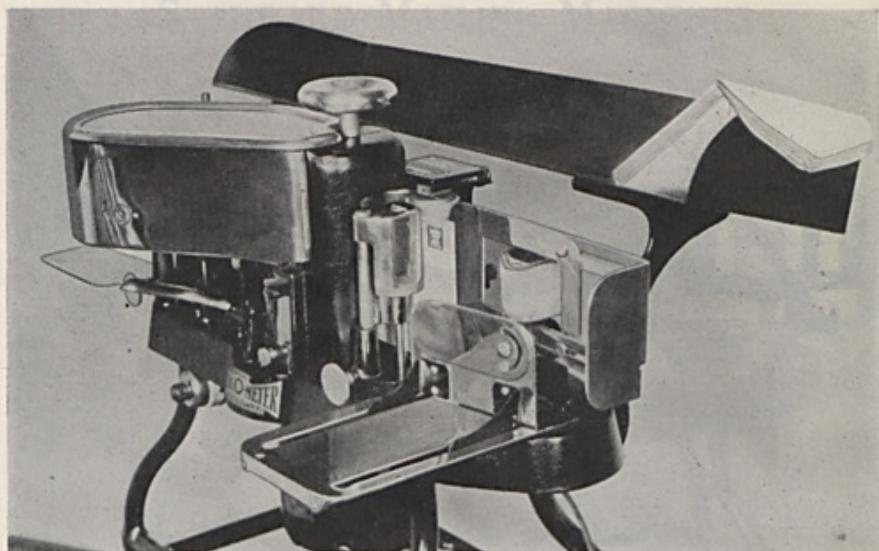
Setting the guide for envelopes in the MAIL-O-METER Stamp Affixing Machine. For this vertical feed machine the flaps are opened and well extended for easy riding over the feeding guide which the operator is adjusting



PITNEY-BOWES MODEL "AM"

OPERATION No. 2

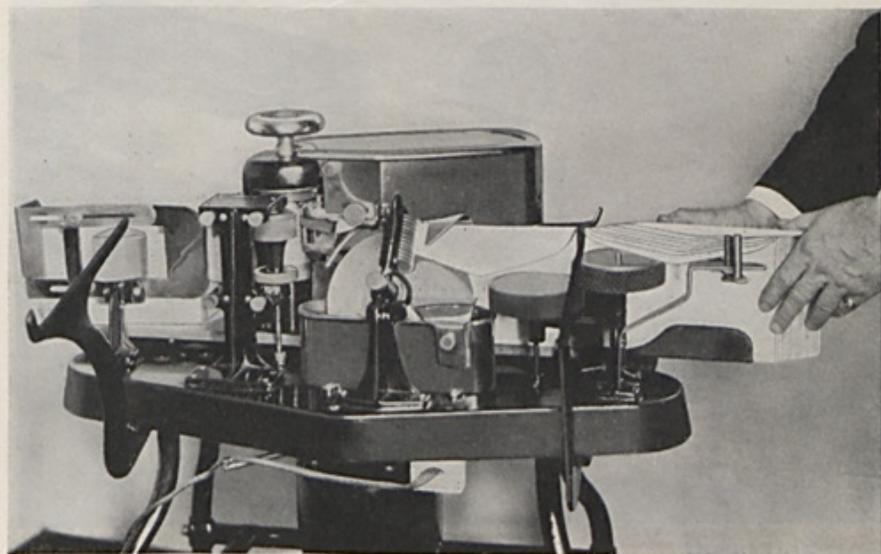
The envelope in the center of the illustration is in position to be stamped. The case of the MAIL-O-METER is opened to show the roll of pre-cancelled stamps. At the extreme right may be seen an envelope with stamp affixed



PITNEY-BOWES MODEL "AM"

OPERATION No. 3

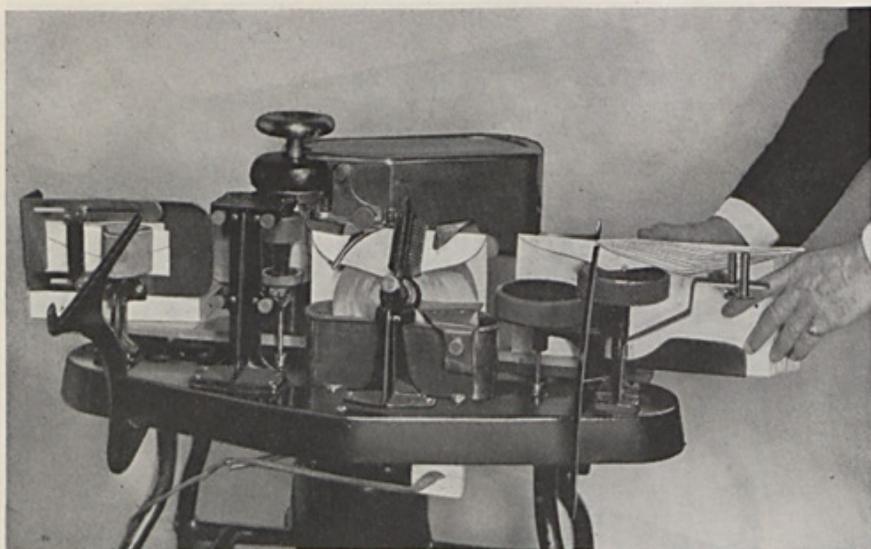
Another view of the MAIL-O-METER, to show the position of stamped envelope (almost the exact center of the illustration) coming smoothly through pressure rolls after sealing and stamping



PITNEY-BOWES MODEL "AM"

OPERATION No. 4

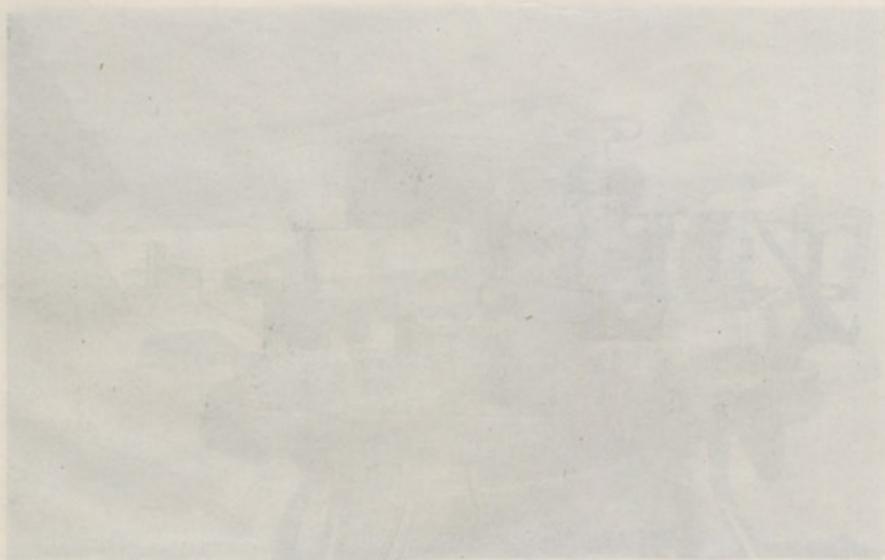
Rear view of the MAIL-O-METER showing the start of the sealing process. The envelope flap is passing across the cone shaped moistener, the curve of the flap meeting the curve of the moistener smoothly and swiftly



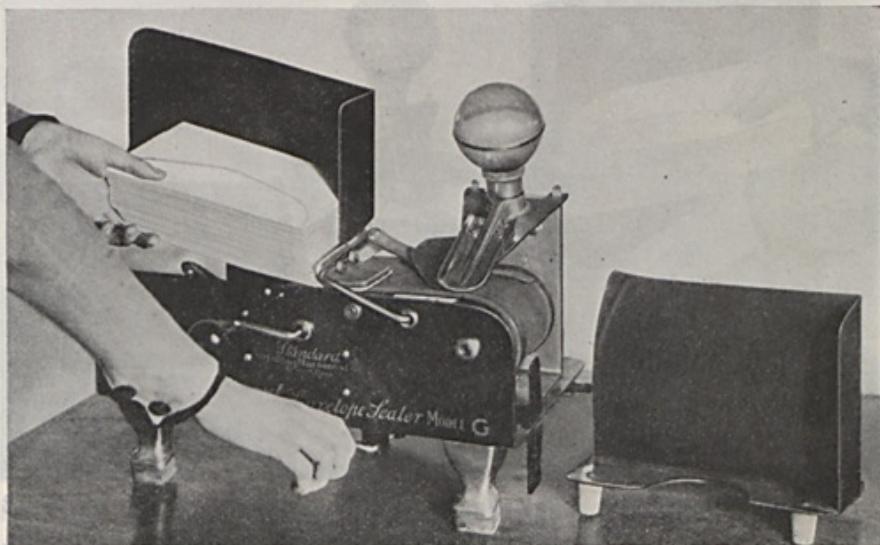
PITNEY-BOWES MODEL "AM"

OPERATION No. 5

View showing the complete sealing process of Warren's Standard Booklet Envelopes in the MAIL-O-METER. Notice how easily and effectively the correctly designed flap keeps contact as it passes over the moistener after which the flap is sealed by the pressure rolls



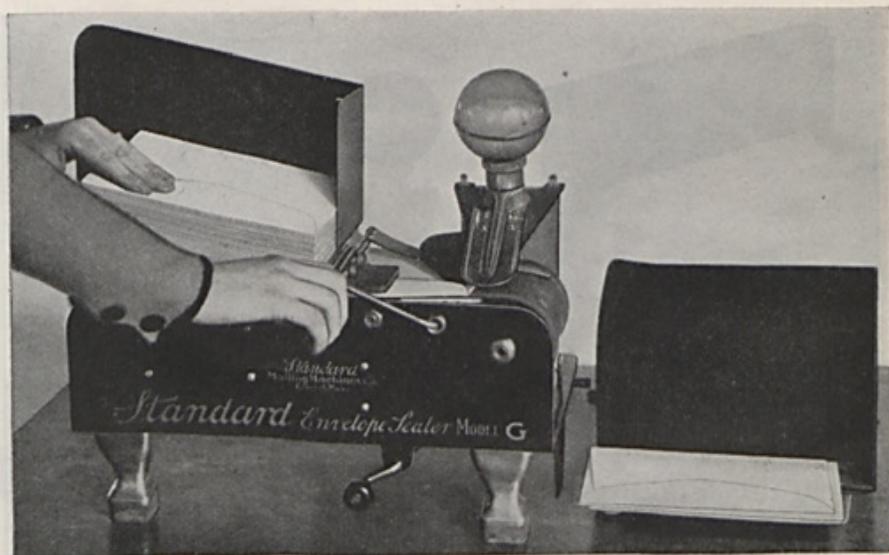
STANDARD MAILING MACHINES



STANDARD MODEL "G"

OPERATION No. 1

The envelopes are placed flap up in the feeding device and the operator sets the back guide and moistening device in correct position



STANDARD MODEL "G"

OPERATION No. 2

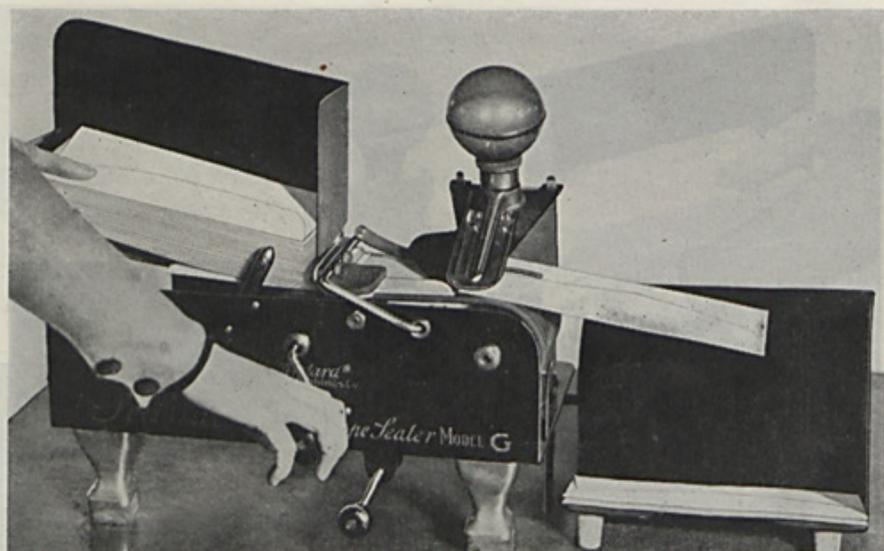
The operator feeds the envelopes into the sealer by turning the crank. As the envelope approaches the moistener, the flap is easily raised and rides smoothly up and over the "ploughshare"



STANDARD MODEL "G"

OPERATION No. 3

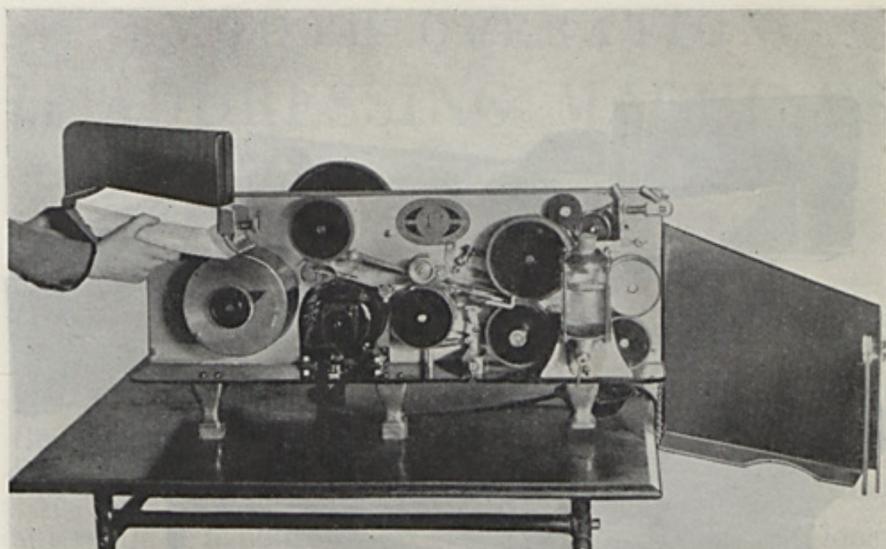
The gummed envelope flap is shown riding smoothly over the moisture slot. The scientifically designed curve of the flap assures a new degree of smoothness and speed in this important part of the process



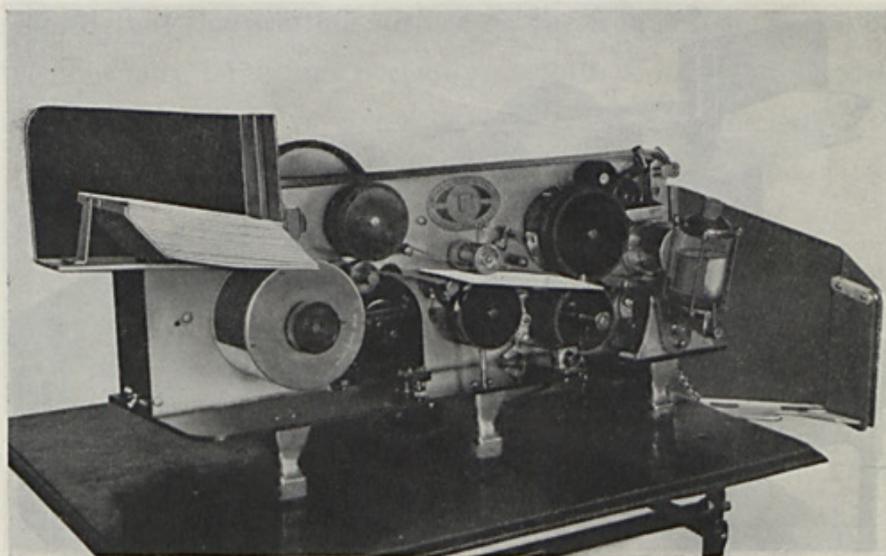
STANDARD MODEL "G"

OPERATION No. 4

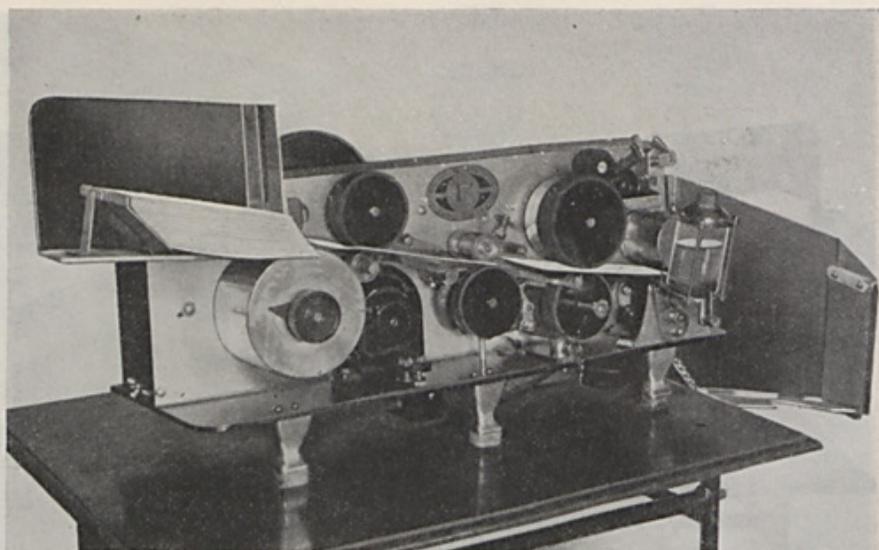
The conclusion of the sealing process. One sealed envelope is about to leave the machine as the corner of the following envelope rises evenly over the "ploughshare." The flap operates as smoothly at the end as at the start of the sealing process



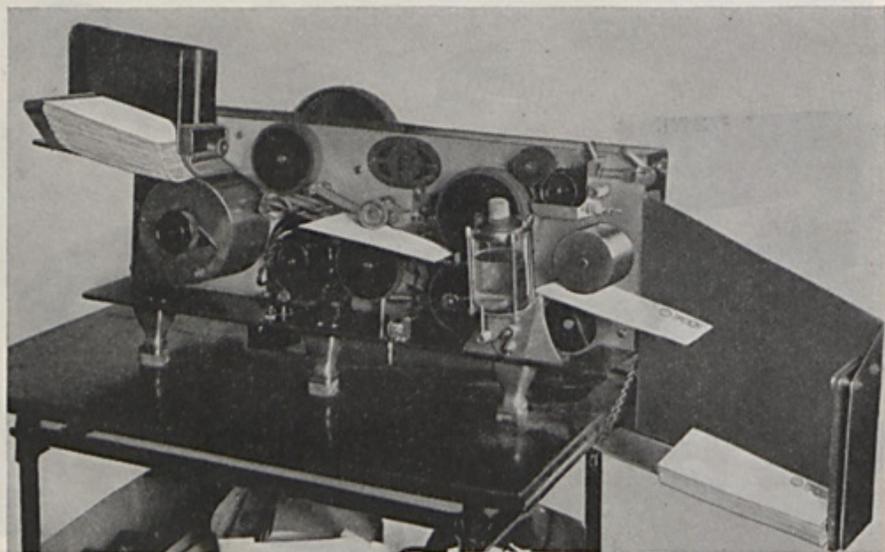
STANDARD POSTAL PERMIT PRINTER AND SEALER OPERATION No. 1
 After laying the envelopes flap down, the operator adjusts the horizontal feed so that the bottom envelope feeds smoothly over the large roll at left of picture



STANDARD POSTAL PERMIT PRINTER AND SEALER OPERATION No. 2
 The first envelope is in position for printing the indicia on the front upper right corner of the envelope. Note the printing plate directly over the front corner of the envelope



STANDARD POSTAL PERMIT PRINTER AND SEALER OPERATION No. 3
This view shows the first envelope passing through the printing rolls as the second envelope smoothly approaches printing position. The first envelope is approaching the sealing device



STANDARD POSTAL PERMIT PRINTER AND SEALER OPERATION No. 4
An all-process view showing how rapidly and easily Warren's Standard Booklet Envelopes pass through this permit printer and sealer. The sealed envelope at the right is about to leave the pressure rolls

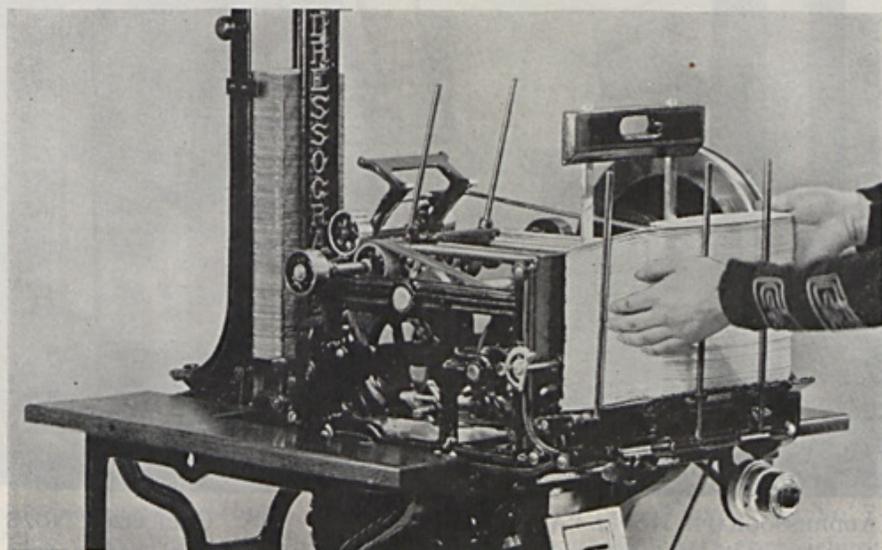
SMOOTH OPERATION
in ADDRESSING MACHINES
with
WARREN'S STANDARD BOOKLET
ENVELOPES

In the various types of addressing machines illustrated in this section, one outstanding advantage of Warren's Standard Booklet Envelopes in addition to smooth feeding is demonstrated again and again. In every type of machine, whether automatic or hand fed, Warren's Standard Booklet Envelopes provide a smooth, even printing surface for the addressing plate. How large this flat surface is is apparent from the illustration of the typical Warren's Standard Booklet Envelope on page 5, and from the two illustrations of the Addressograph Model "F-2" on pages 26 and 27. The flap and ends are so designed that the printing surface on the front of the envelope is unusually large and perfectly smooth. Contrast this with open end envelopes having a joint or rib running the length of the back. The importance of this will be at once appreciated by owners and users of addressing machines.

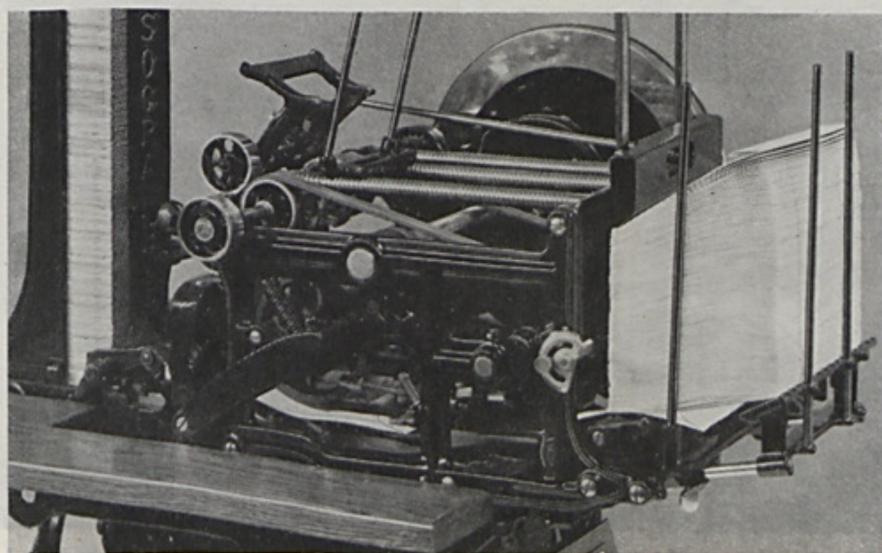
The first seven sizes of Warren's Standard Booklet Envelopes, up to and including No. 7, which is $6\frac{1}{4} \times 9\frac{5}{8}$, are handled smoothly and satisfactorily in *all* Addressograph Models. Warren's Standard Booklet Envelopes Nos. 8 and 9 can be handled satisfactorily in Models "A-3," "A-4" Automatic Feed Addressographs and "F-1," "F-2" and Hand Machines but not in Model "A-1" Automatic Feed Addressograph. Warren's Standard Booklet Envelope No. 10, however, is too large for all models of Addressograph machines.

All ten sizes of Warren's Standard Booklet Envelopes operate smoothly and easily on the Elliott Electric Drive Addresser, which is fed by hand. The Automatic Feed Elliott Addressing Machine Model "125" handles easily all but the three largest sizes, 8, 9 and 10, which are too large for this machine.

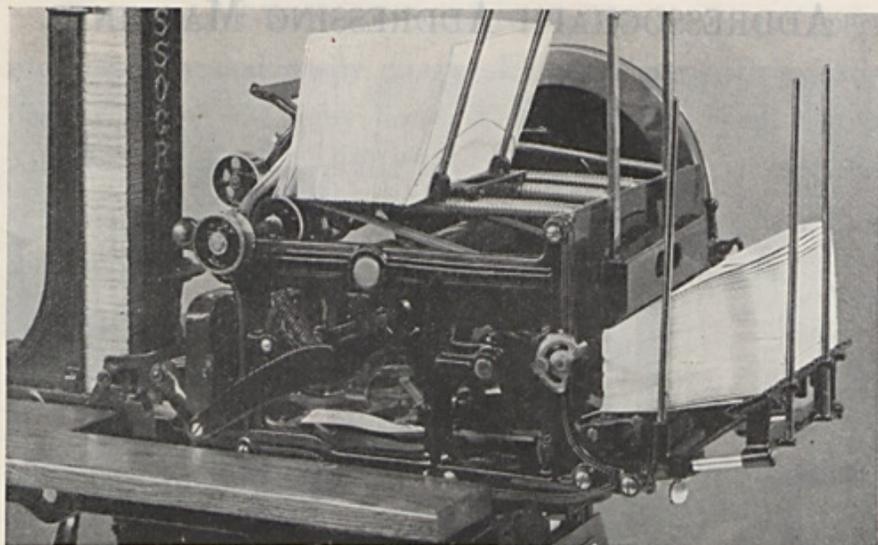
ADDRESSOGRAPH ADDRESSING MACHINES



ADDRESSOGRAPH MODEL "A-1" OPERATION No. 1
The operator is stacking the envelopes flap up and adjusting the feed before starting the addressing machine. Note the large size of Warren's Standard Booklet Envelopes used in this demonstration



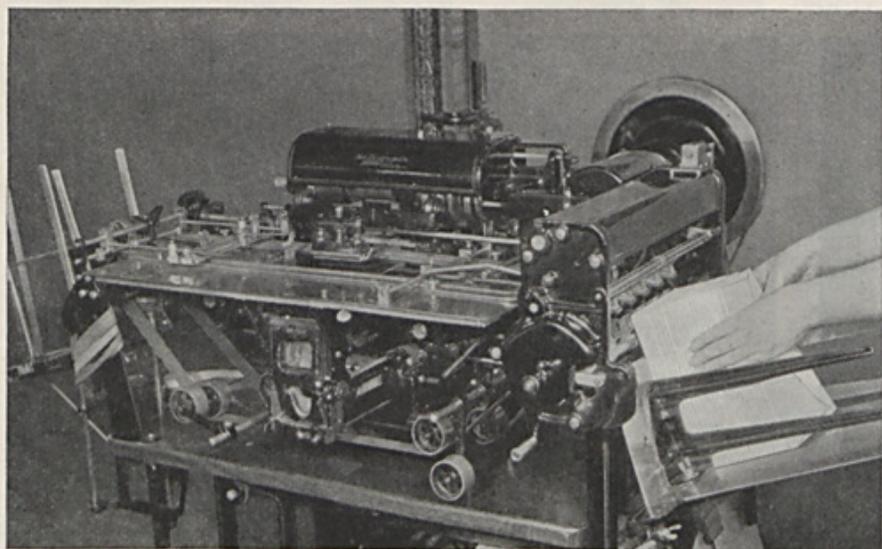
ADDRESSOGRAPH MODEL "A-1" OPERATION No. 2
The first envelope is shown in printing position in the lower left center of the illustration. Another envelope from the bottom of the feed pile is starting towards printing position



ADDRESSOGRAPH MODEL "A-1"

OPERATION No. 3

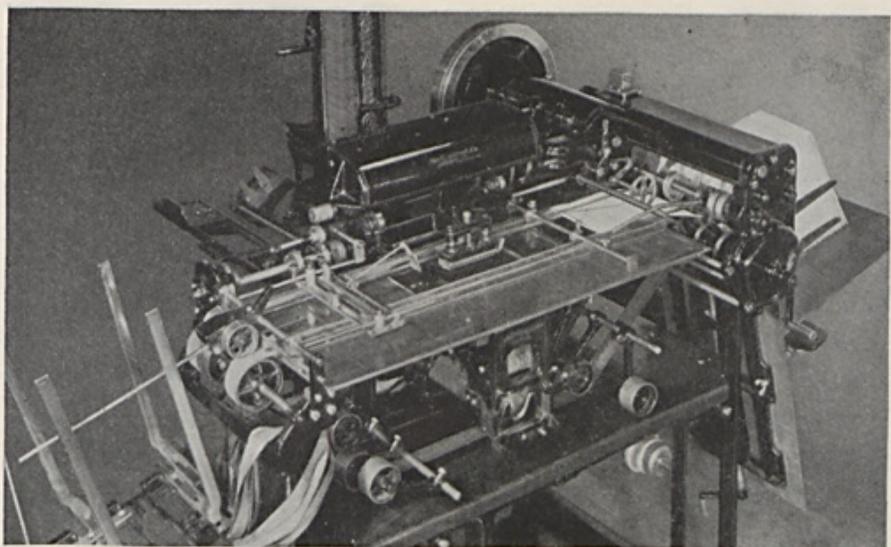
An all-operation view showing how smoothly these large sizes of Warren's Standard Booklet Envelopes pass through this addressing machine. The addressed envelopes have been delivered to the stack at the top of the machine



ADDRESSOGRAPH MODEL "A-4"

OPERATION No. 1

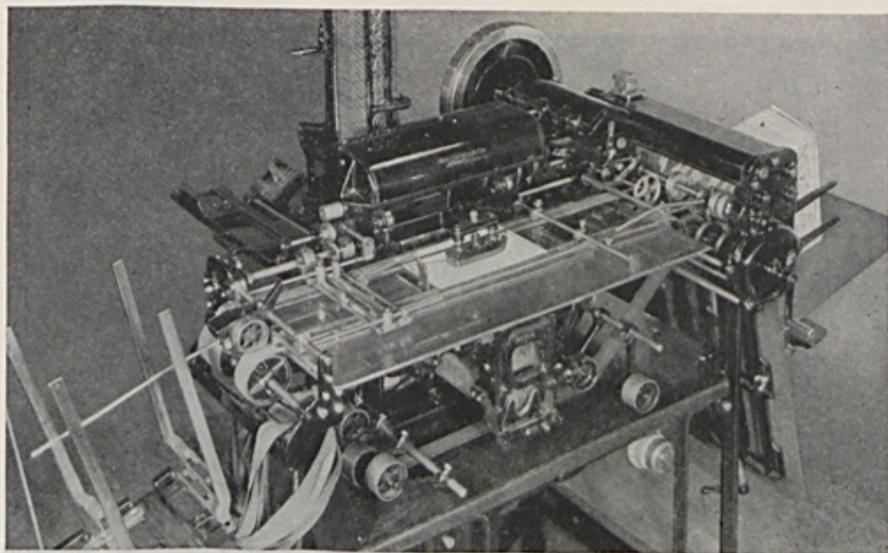
In this type of Addressograph the operator is adjusting the stack of envelopes before starting the machine. The envelope at the extreme left of the pile will be carried to printing position



ADDRESSOGRAPH MODEL "A-4"

OPERATION No. 2

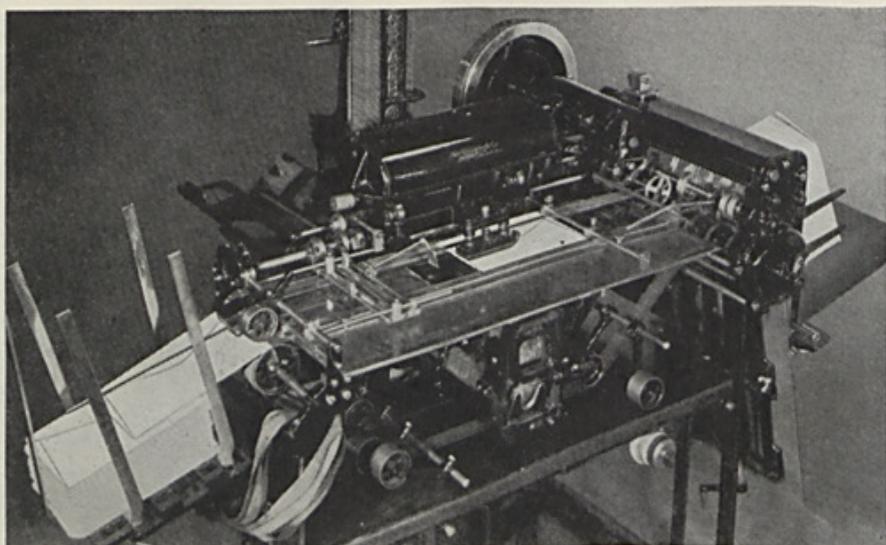
This view shows the envelope in the pneumatic feed and approaching printing position. The smoothness of operation here is especially gratifying to the operator of the Addressograph



ADDRESSOGRAPH MODEL "A-4"

OPERATION No. 3

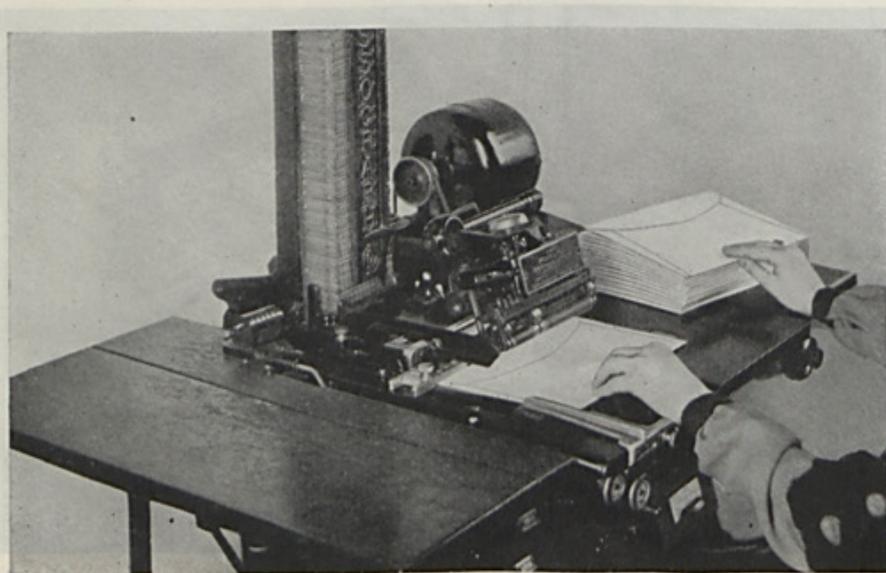
The envelope is now in printing position. Notice how the flaps all are outside the printing area, thus providing a perfectly even printing surface for the address. This feature of Warren's Standard Booklet Envelope makes for better and clearer addresses



ADDRESSOGRAPH MODEL "A-4"

OPERATION No. 4

An all-operation view showing envelopes leaving the machine and being stacked at the left of the illustration. Note also that another envelope is approaching printing position



ADDRESSOGRAPH MODEL "F-2"

OPERATION No. 1

The operator is inserting the envelope in this hand fed Addressograph. The envelopes are inserted flap up. Note again how the arrangement of end and top flaps provides ample even space for addressing



ADDRESSOGRAPH MODEL "F-2"

OPERATION No. 2

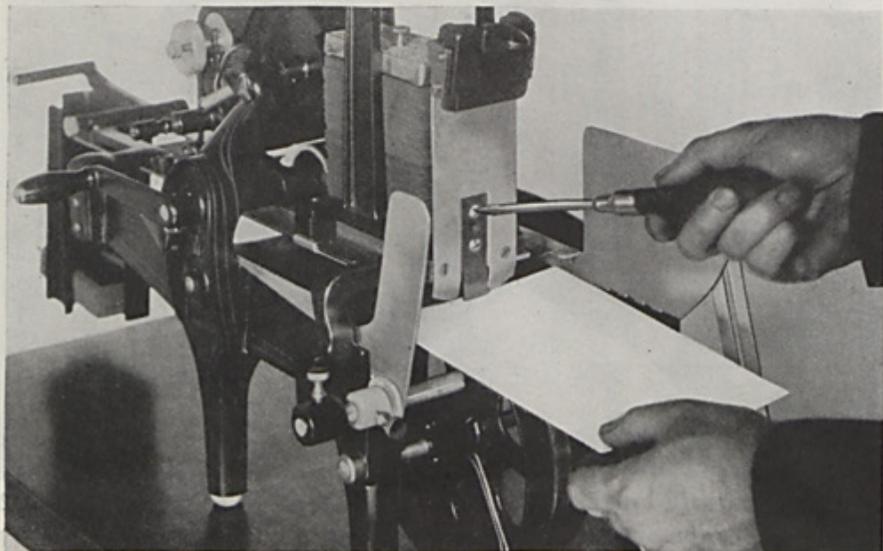
The operator removing the addressed envelope and inserting another by hand. In this type of machine the smooth, easy operation of Warren's Standard Booklet Envelopes is particularly noticeable

In this illustration the operator is setting the thickness gauge to correspond with the exact thickness of the envelope to be used. Note that the envelope is inserted flap down.



Here the operator is setting the thickness gauge to correspond with the exact size of the envelope. Note in this illustration the medium size of Warren's Standard Booklet Envelopes used.

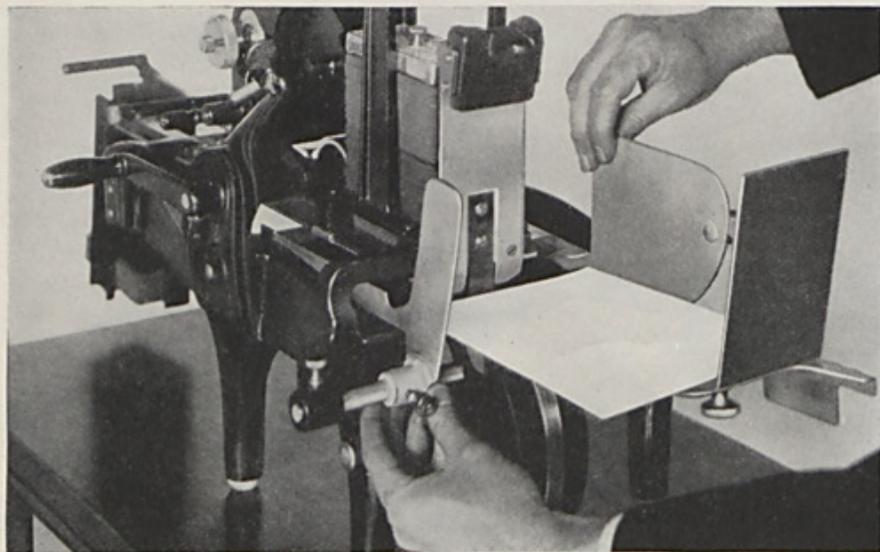
ELLIOTT ADDRESSING MACHINES



ELLIOTT MODEL "125"

OPERATION NO. 1

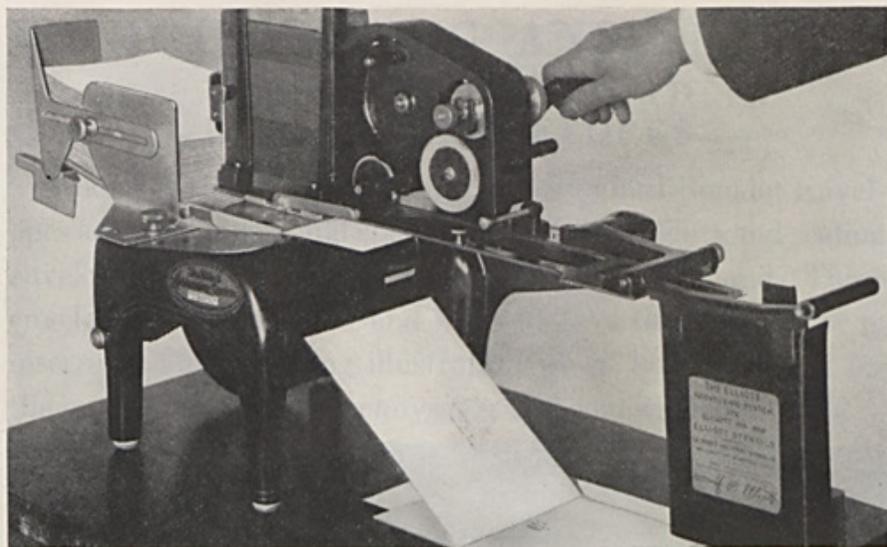
In this illustration the operator is setting the thickness gauge to correspond with the exact *thickness* of the envelope to be used. Note that the envelope is inserted flap down



ELLIOTT MODEL "125"

OPERATION NO. 2

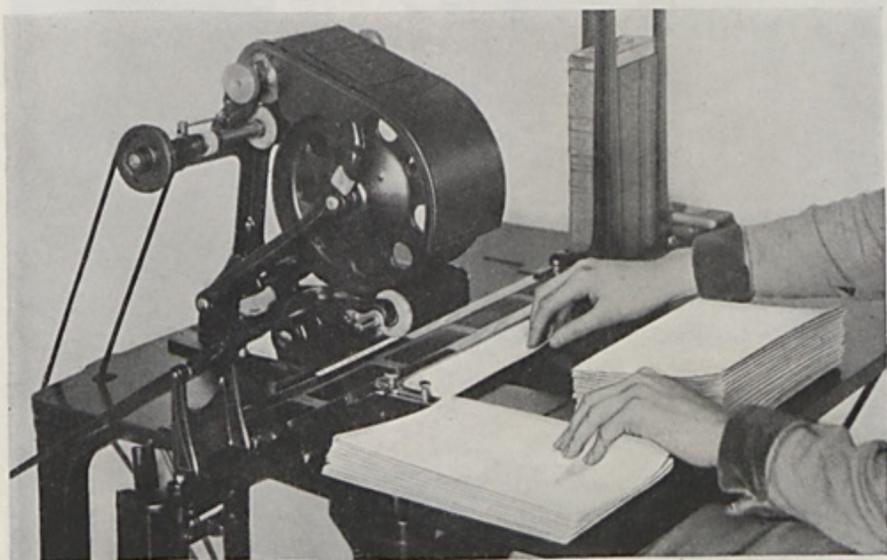
Here the operator is setting the side and end guides to correspond with the exact *size* of the envelope. Note in this demonstration the medium size of Warren's Standard Booklet Envelopes used



ELLIOTT MODEL "125"

OPERATION NO. 3

Another view of the same hand operated addressing machine with its automatic envelope feed. This illustration shows the complete and smooth operation of addressing Warren's Standard Booklet Envelopes



ELLIOTT ELECTRIC DRIVE ADDRESSER

Another type of addressing machine fed by hand but operated by electric drive. Here, again, the speed and smoothness of Warren's Standard Booklet Envelopes are most satisfactory to the operator

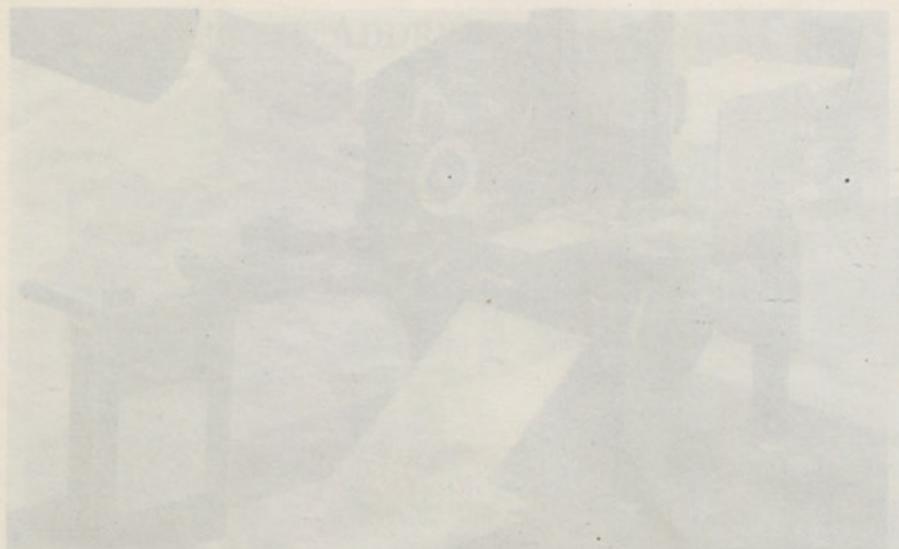


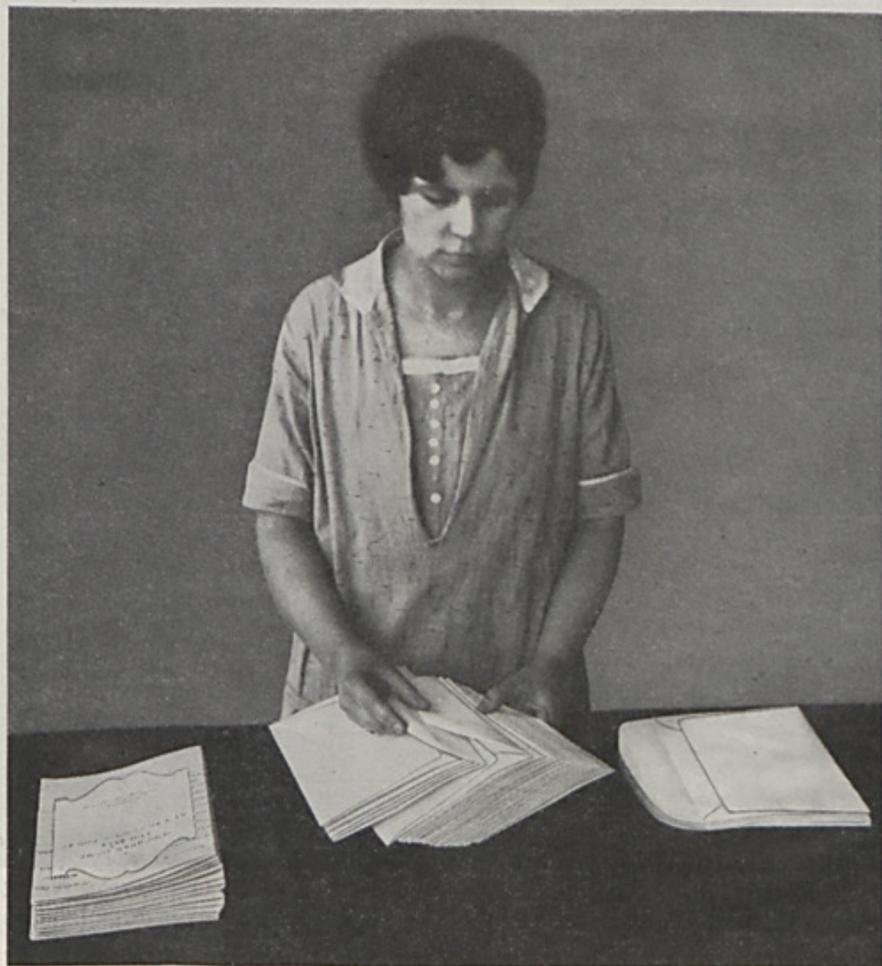
Figure 1. A view of the drive mechanism of the automatic envelope feeder. The illustration shows the complete and smooth operation of addressing Wren's Standard Booklet folders. In this illustration, the drive mechanism is shown in its normal position. The drive mechanism is shown in its normal position. The drive mechanism is shown in its normal position.



Figure 2. Another type of addressing machine, fed by hand but operated by electric drive. Again, the speed and smoothness of Wren's Standard Booklet folders are most satisfactory to the operator.

HAND INSERTING AND SEALING WARREN'S STANDARD BOOKLET ENVELOPES

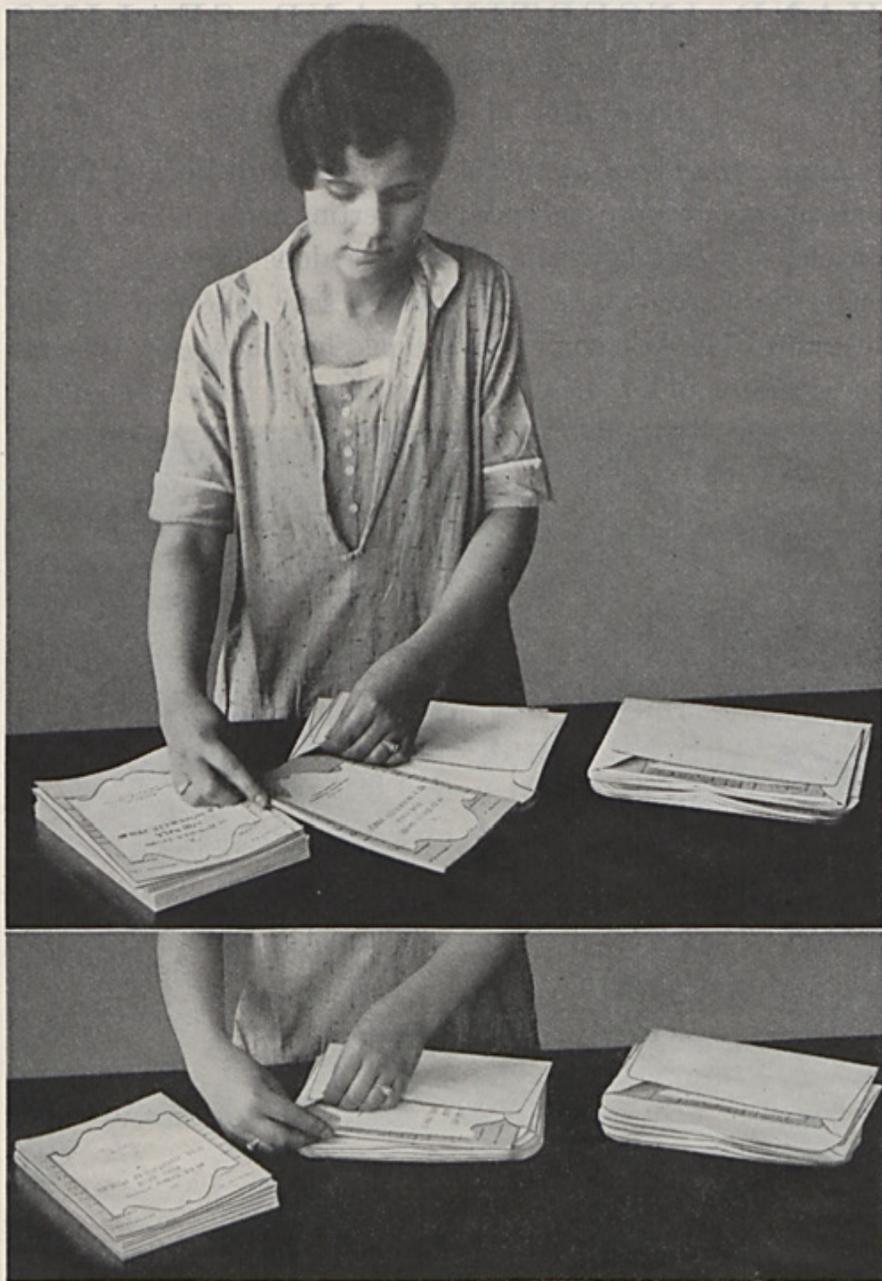
Among the advantages of Warren's Standard Booklet Envelopes are greater ease and speed of inserting contents and sealing envelopes when both operations are done by hand. These envelopes were designed and built to save time and labor in inserting. The following illustrations show how easy it is for the operator to lift the pennysaver flap and insert contents.



INSERTING

OPERATION No. 1

The first time and labor saving operation is to open the flap and pile the envelopes with the flap side up ready for inserting



INSERTING (Top Illustration)

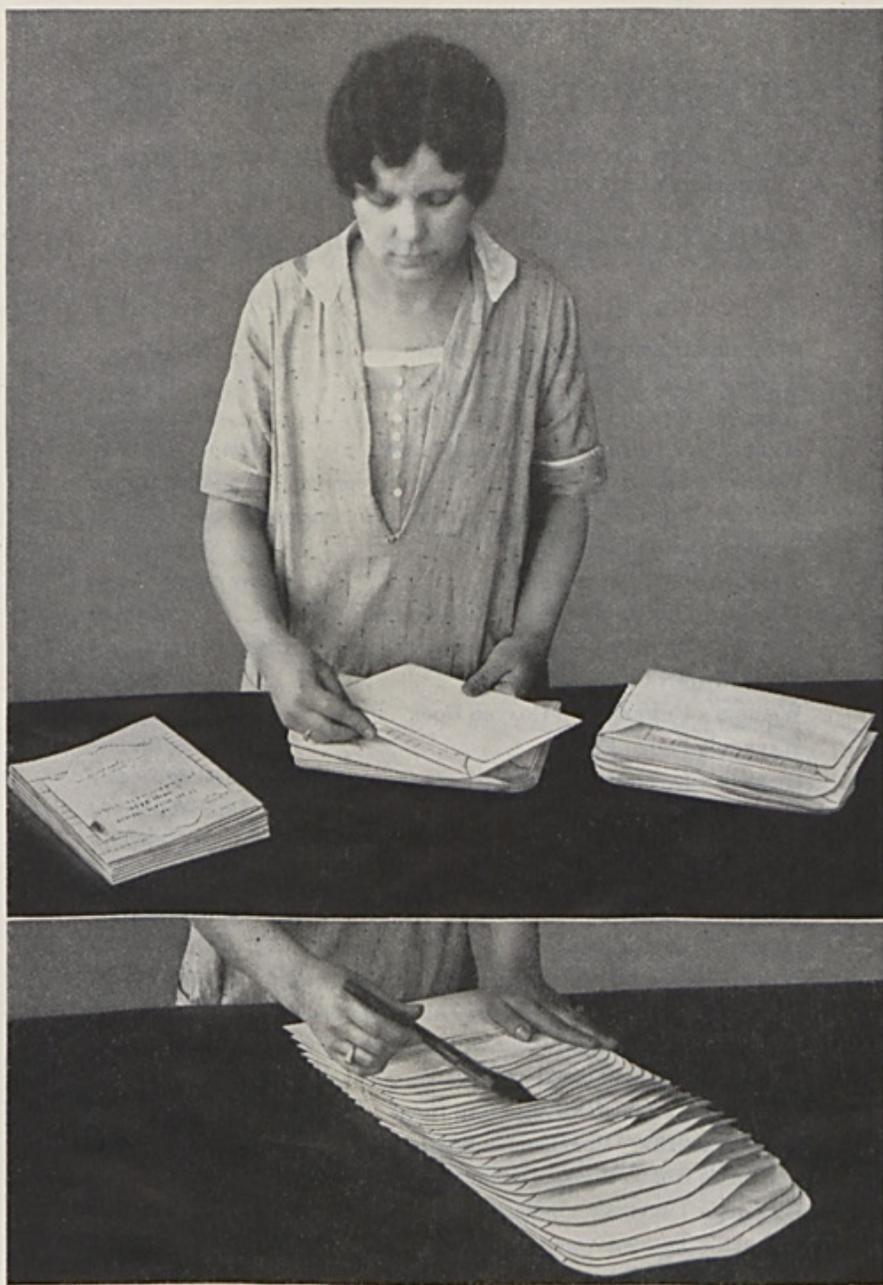
Notice how readily the operator lifts up the wide pennysaver unsealed flap for insertion of the booklet into a Warren's Standard Booklet Envelope, stitched side of booklet being inserted first

OPERATION No. 2

INSERTING (Bottom Illustration)

The ease of this operation can be appreciated only after an actual trial. Try it yourself and see how easily the booklet slips into the envelope

OPERATION No. 3



INSERTING (Top Illustration)

OPERATION No. 4

After pushing the booklet firmly into the envelope, arrange them with flap open in a pile convenient to handle

SEALING (Bottom Illustration)

OPERATION No. 5

The moistening of the flaps for sealing is facilitated by grouping the envelopes as in the lower illustration

WARREN'S
STANDARD PRINTING PAPERS

ARE TESTED AT THE WARREN PRINTING TESTING PLANT,
CUMBERLAND MILLS, FOR QUALITIES REQUIRED IN

PRINTING, FOLDING *and* BINDING

WARREN'S CAMEO—Dull Coated Book	<i>Dull Surface</i>
WARREN'S CAMEO POST CARD—Dull Coated	<i>Dull Surface</i>
WARREN'S CAMEO COVER—Dull Coated	<i>Dull Surface</i>
WARREN'S SILKOTE—Dullo-Enamel Book	<i>Semi-dull Surface</i>
WARREN'S SILKOTE POST CARD—Dullo-Enamel	<i>Semi-dull Surface</i>
WARREN'S SILKFOLD—Strong Dullo-Enamel	<i>Semi-dull Strong Coated</i>
WARRENFOLD—Strong Coated	<i>Glossy Strong Coated</i>
WARRENFOLD COATED WRITING	<i>Glossy Strong Coated</i>
WARREN'S LUSTRO—Superfine Coated Book	<i>Glossy Surface</i>
WARREN'S ARTFOLD—Folding Coated	<i>Glossy Strong Coated</i>
WARRENTOWN COATED BOOK	<i>Glossy Surface</i>
WARREN'S CUMBERLAND COATED BOOK	<i>Glossy Surface</i>
WARREN'S PHOTO ENAMEL	<i>Glossy Surface</i>
WARREN'S LITHO COATED	<i>Glossy Surface</i>
WARREN'S LITHO SUPER	<i>Super-calendered</i>
WARREN'S LITHO MACHINE	<i>Machine Finish</i>
WARREN'S OFFSET	<i>Offset</i>
WARREN'S PRINTONE—Semi-Coated	<i>Extra Smooth Surface</i>
WARREN'S LIBRARY TEXT—Fine English Finish	<i>English Finish</i>
WARREN'S OLDE STYLE—Antique Wove (Watermarked)	<i>Eggshell Finish</i>
WARREN'S OLDE STYLE—Antique Laid (Watermarked)	<i>Laid Antique</i>
WARREN'S OLDE STYLE MIMEOGRAPH—Laid (Watermarked)	<i>Mimeograph</i>
WARREN'S CUMBERLAND SUPER BOOK	<i>Super-calendered</i>
WARREN'S CUMBERLAND MACHINE BOOK	<i>Machine Finish</i>
WARREN'S "1854" PUBLISHER'S BOOK	<i>Medium Finish</i>
WARREN'S No. 66 BOOK—Bulking Antique	<i>Antique Finish</i>
WARREN'S THINTEXT—India Paper	<i>for Thin Editions</i>
WARREN'S THINWEAVE—6 Colors	<i>Carbon Copy Bond</i>
WARREN'S FINELEAF—Makeready Tissue	<i>Makeready Tissue</i>

WARREN'S BOOKLET ENVELOPE PAPER

Sold only in Warren's Standard Booklet Envelopes

WARREN'S STANDARD BOOKLET ENVELOPES

ARE AVAILABLE THROUGH LEADING PAPER MERCHANTS
THROUGHOUT THE UNITED STATES WHO HANDLE

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SPECIFICATIONS:

The COVER of this booklet is Warren's Booklet Envelope Paper, India 25 x 38-91.

The PAPER in this booklet is Warren's Thintext 25 x 38-30.

The TYPE in this booklet is Monotype Bodoni No. 175A and American Type Founders' Bodoni.

The INKS used to print this booklet are—Cover: Ruxton's Lightning Black and Ruxton's Mixed Tint.

Inside: Charles Eneu Johnson's Furniture Black No. 19080.

The HALFTONES in this booklet are 120 line screen etched for Warren's Thintext.

This is a sample of the
paper used in making

WARREN'S
STANDARD BOOKLET
ENVELOPES

Basis 25 x 38 - 91

This is INDIA

Also made in White and Sepia

REG. U.S. PAT. OFF.



Printing Papers

ARE TESTED FOR QUALITIES REQUIRED
IN PRINTING, FOLDING AND BINDING

July 2016

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