



EDUCATION

The Reflected Works

Let's Be Misers With Golden Selling Hours

1925

sappi etc



Let's Be Misers With Golden Selling Hours

**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.**

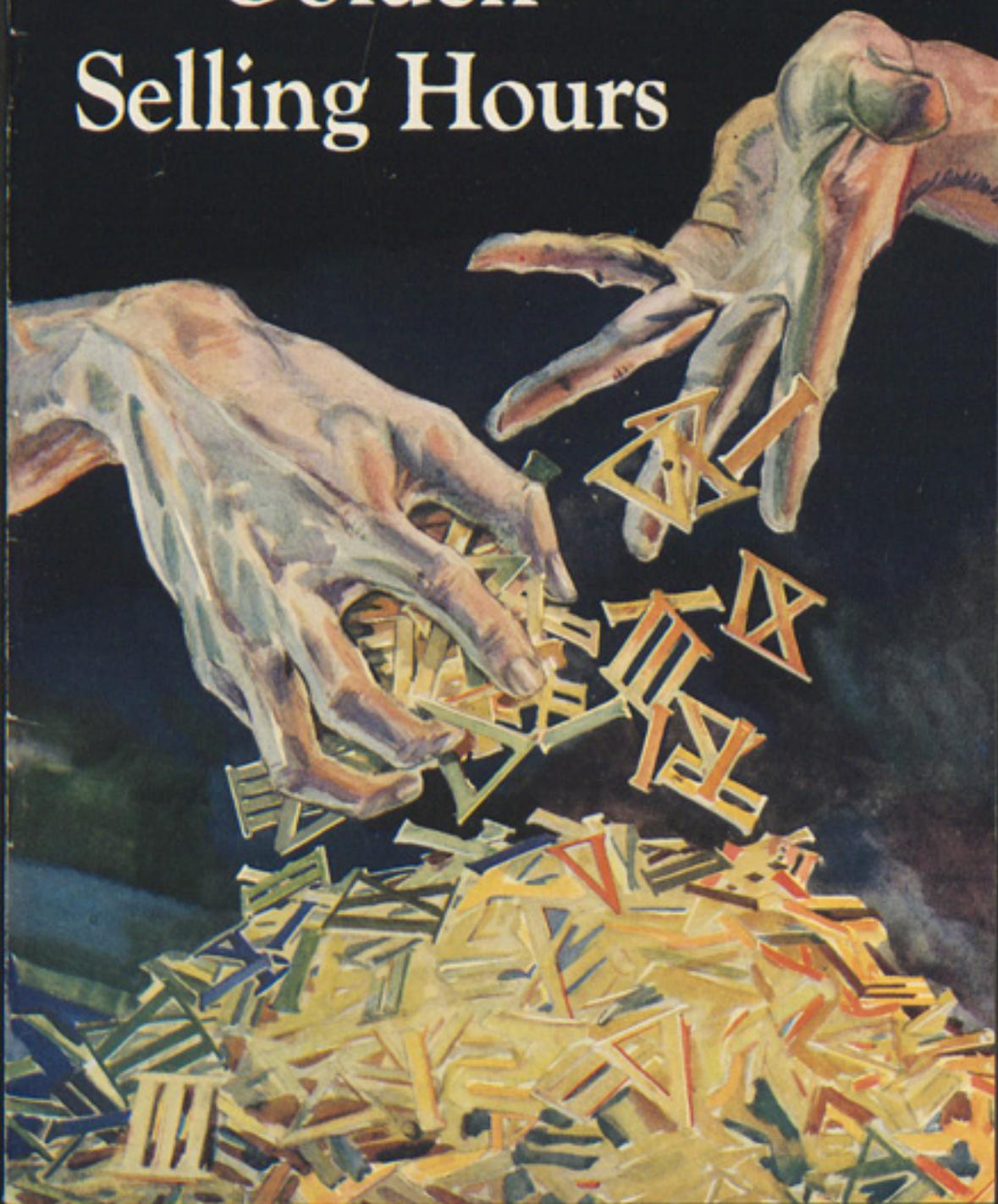
We have a strong history of helping printers and creatives make smart decisions when it comes to making the most of readily available print technologies. Our go-to resources, vetted by experience, have created an ownable space for Sappi as an upholder of standards and creator of new ones.

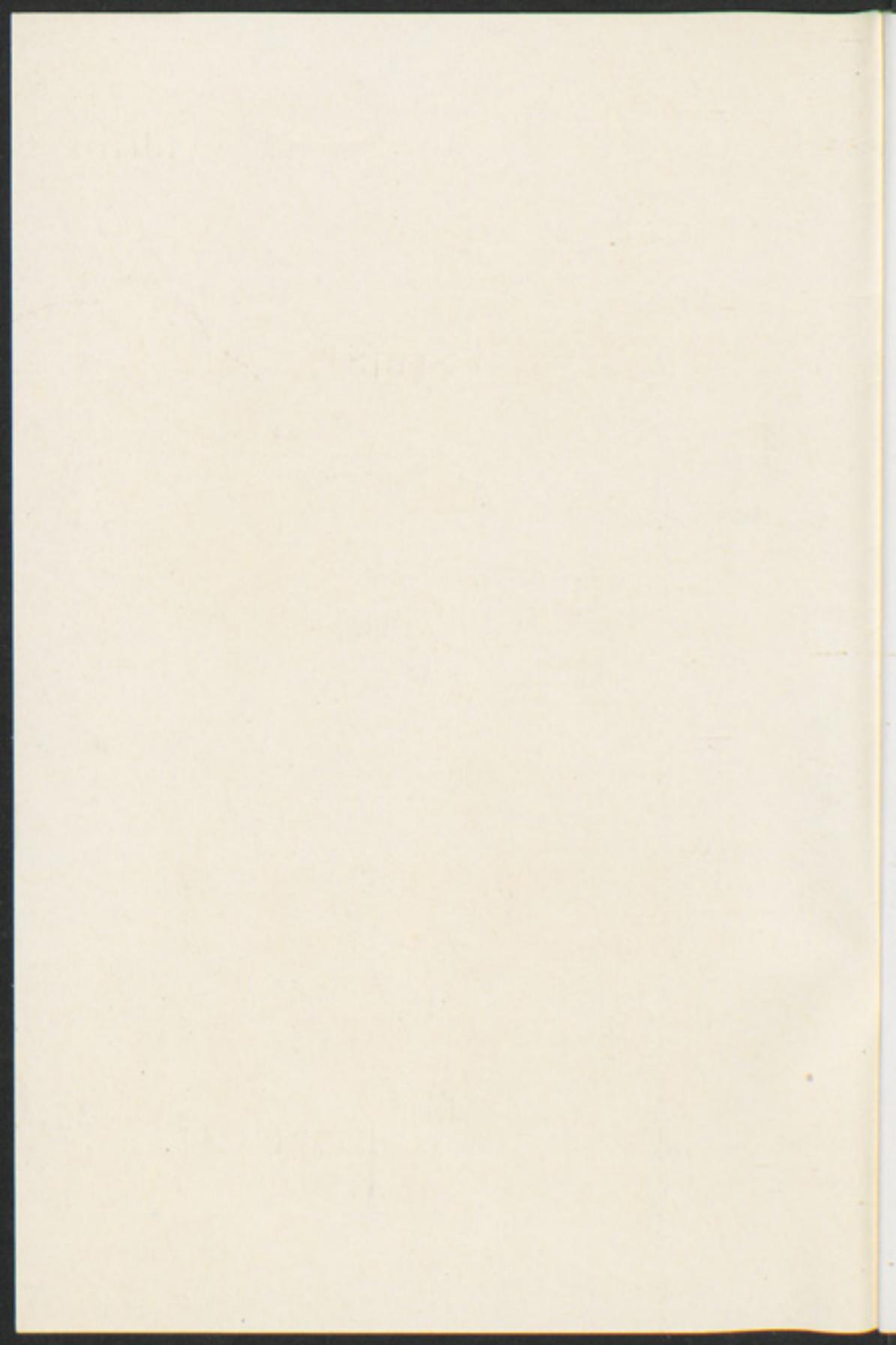
Explore *Let's Be Misers With Golden Selling Hours* from 1925 to see how we've always helped customers get the best printing results from our papers—something we continue to do today. By looking back through the pages, we can look forward to a future of exciting possibilities.

1925

Visit [sappietc.com](https://www.sappietc.com)

Let's be *Misers* with
Golden
Selling Hours





TIME



*stands between you and
Increased Business*

The outside salesman divides his time into three parts:



TIME between calls

TIME waiting for interviews

TIME selling to prospects or customers

TIME SAVED in any one of these divisions can be devoted to increasing his and your business.

The inside salesman divides his time into two parts:



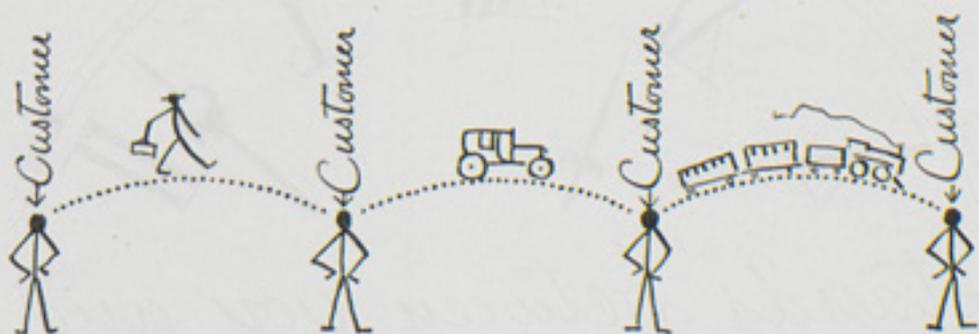
TIME waiting for customers

TIME selling to customers

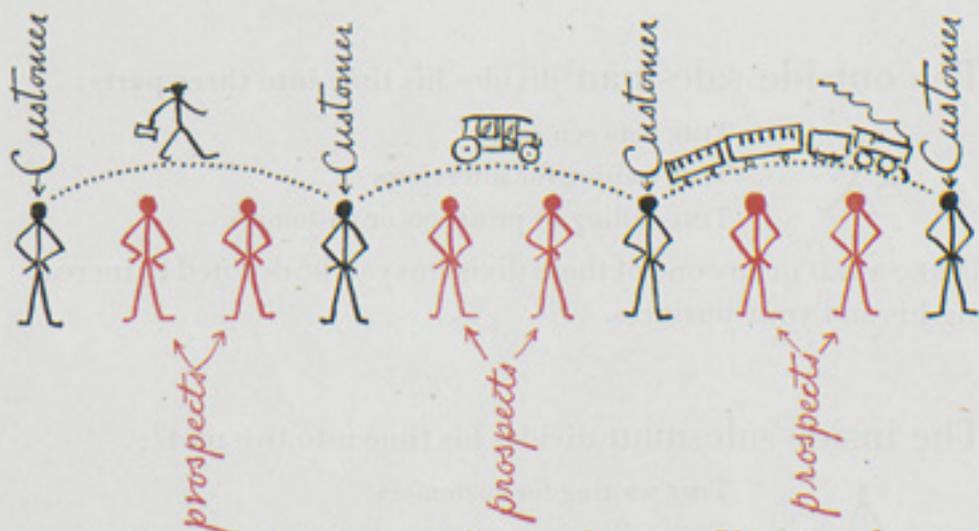
TIME SAVED in either of these divisions can be used to increase business.

SHORTENING THE GOLDEN HOURS BETWEEN CALLS

WHETHER YOU are manufacturer, jobber or distributor, or retailer: whether your salesmen trudge on foot, ride in street cars, in autos or taxicabs, or in Pullman cars—

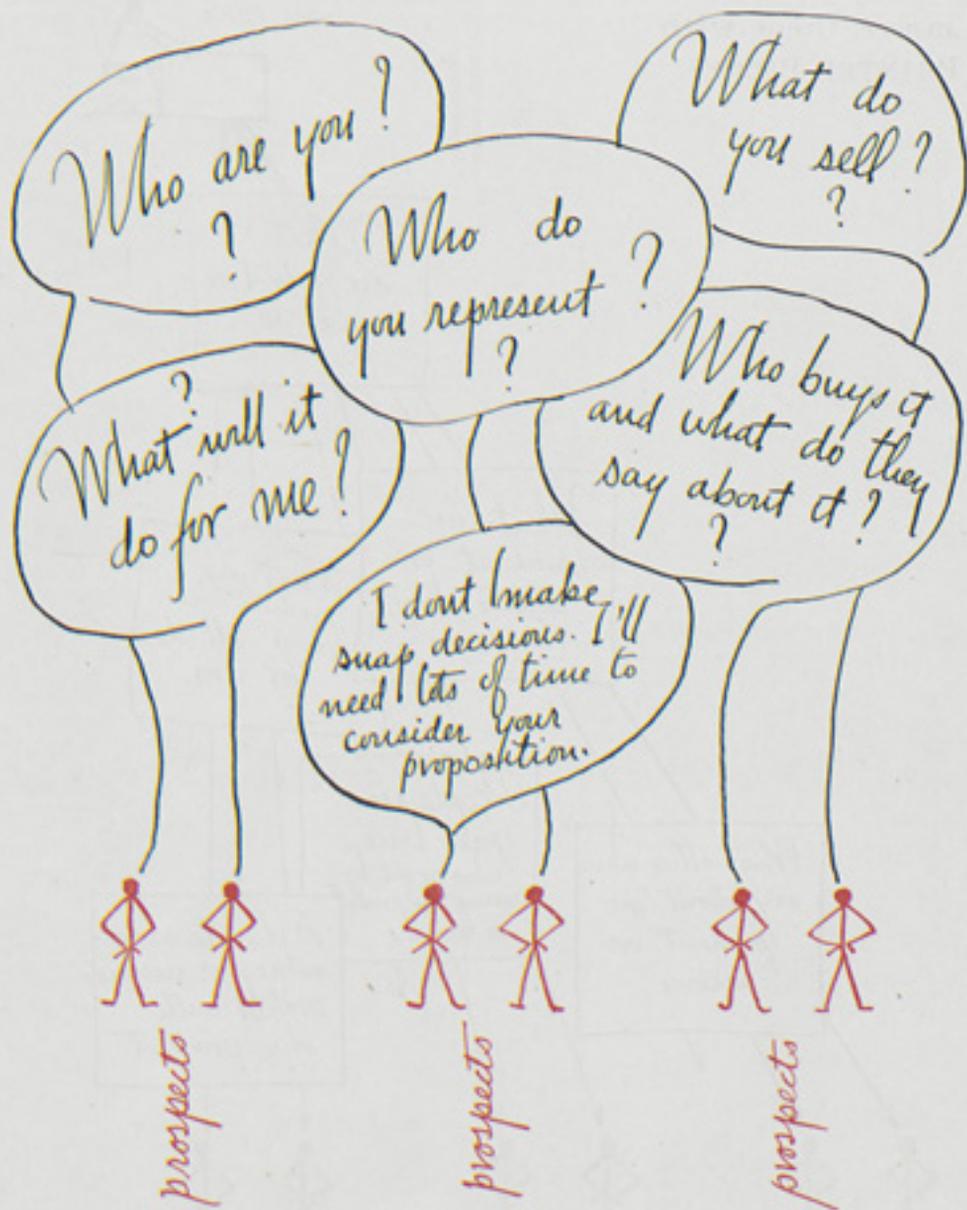


IN THEIR TRAVELS between customers, your salesmen pass people who can be persuaded to buy from you.



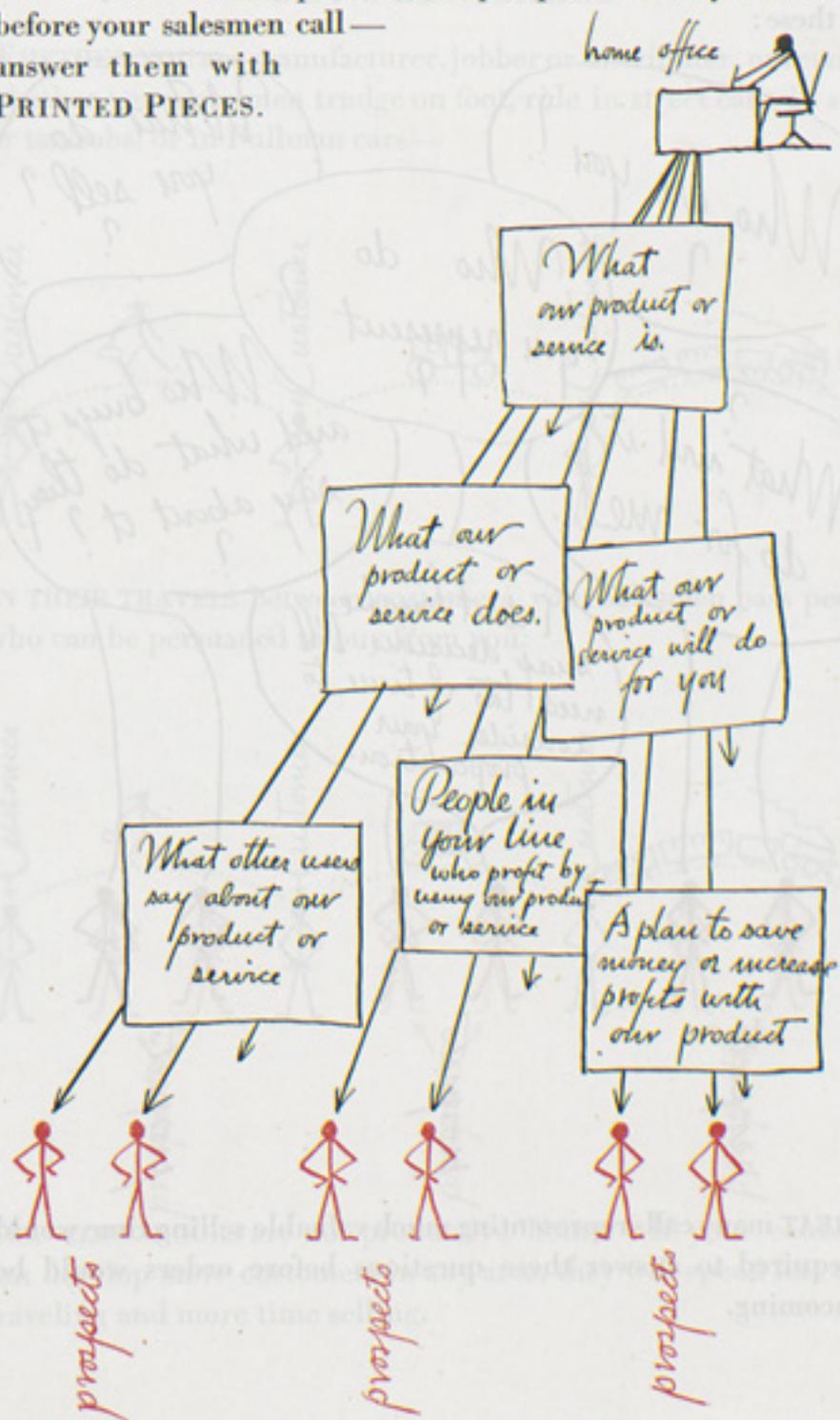
TRAVELING HOURS are not productive hours. If your salesmen can develop more customers in any area, they will spend less time traveling and more time selling.

IT PROBABLY would not pay your salesman to call upon these people that they usually pass, because they would encounter questions like these:



A GREAT many calls representing much valuable selling time would be required to answer these questions before orders would be forthcoming.

THE LOGICAL thing to do under such circumstances is this:—
Answer the inevitable questions that prospects will ask your salesmen
before your salesmen call—
answer them with
PRINTED PIECES.



PROSPECTS will then begin to ask themselves questions such as these:



Wouldn't these goods help me?

If Jones makes a profit on this line why couldn't I?



Wouldn't it be a good idea to learn more about this proposition? If Mr. Jones can afford to buy it why can't I afford to?

and to come to conclusions such as these:



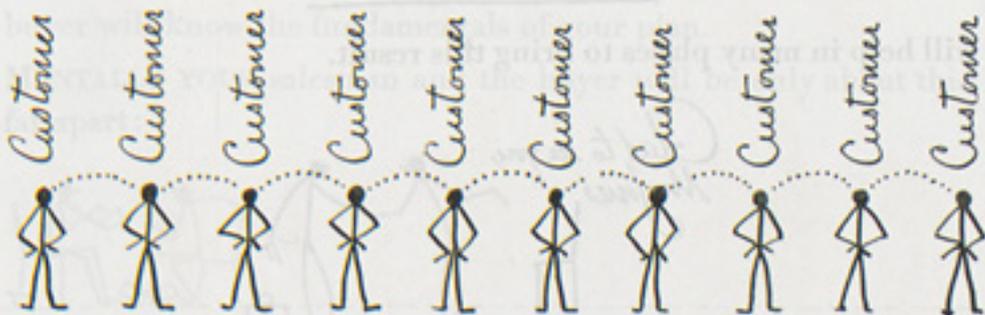
I'd better look this line over!

I guess I'd better talk to their salesman when he comes in!



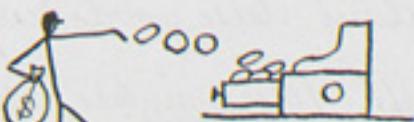
I guess I'll ask them to send a salesman!

YOUR salesmen will find it profitable to make more stops. They will find interested audiences. Their routes will look more like this:



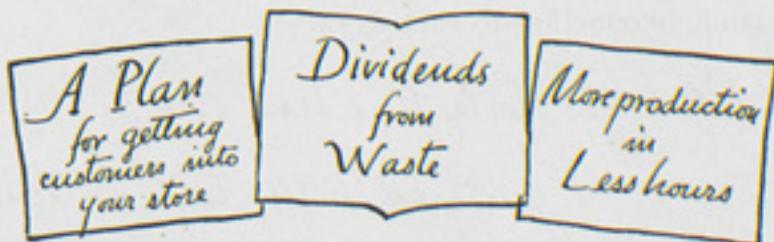
YOU will have turned many traveling hours into selling hours.

CUTTING DOWN TIME WASTED WAITING FOR INTERVIEWS

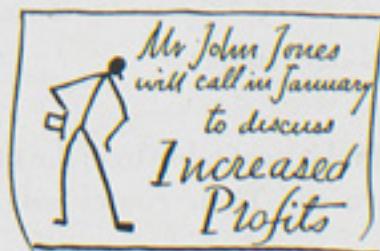


A man who throws dollars into the customer's till seldom waits for an interview

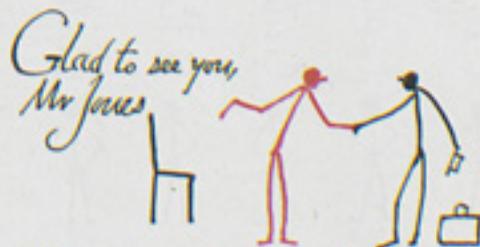
A FEW DIRECT pieces that talk increased profits or time saving sent ahead of your salesmen, thus:



PLUS AN authoritative card just previous to the call of your salesmen, thus:



will help in many places to bring this result.



YOUR SALESMEN will have saved selling hours.

CUTTING DOWN TIME WASTED IN STORES WAITING FOR CUSTOMERS

A RETAIL STORE presents these sales difficulties:

Low Spot Sale Hours
Overhead is just as



heavy during these hours

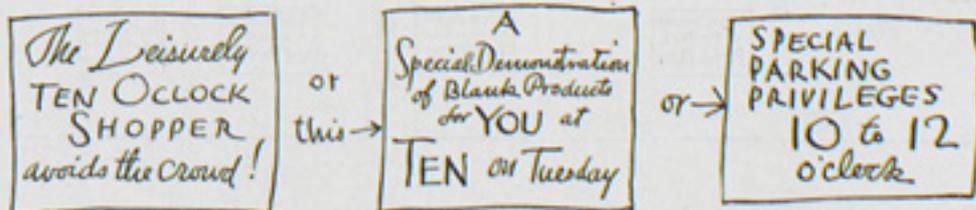
High Spot Sale Hours
Many possible sales are lost



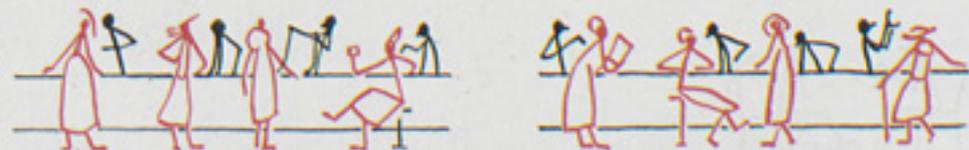
because there is a limit to
clerks' selling time

PART OF the peak load in selling can be taken care of with additional clerks—

PART OF the peak load can be reduced through the use of direct advertising pieces, thus:



CONSTANT POUNDING on this idea will make your high and low spot sales periods look more like this:



YOUR CLERKS will use selling hours to better advantage.

CUTTING THE TIME WASTED IN RETAIL SELLING

PROFITS in a retail store depend largely on the quantity of goods that a clerk exchanges for the money of customers who are satisfied with the exchange.

THE RAPID EXCHANGE of merchandise for money is often hampered by necessary explanations such as these:

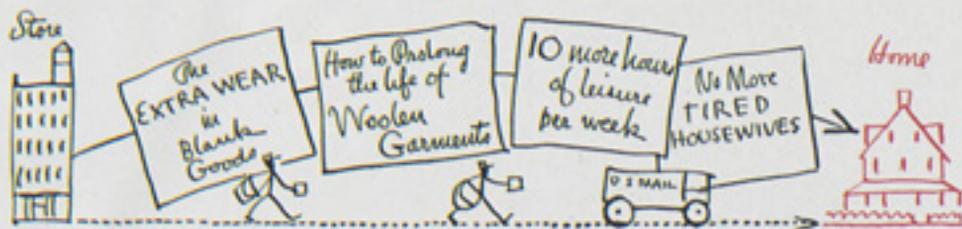
WHAT the qualities are that make the merchandise worth the price.

HOW the merchandise will prolong the life of other merchandise, save time, or save labor.

HOW the merchandise should be used to get the best results.

THE TIME required for such explanations can be shortened—

FIRST: By printed pieces sent through the mails, thus:



SECOND: By putting instructions in bundles, thus:



SELLING hours will be saved. You will have a busier cash register.



THE STATE OF TEXAS, COUNTY OF DALLAS.

I, the undersigned, Clerk of the County of Dallas, Texas, do hereby certify that the within and foregoing is a true and correct copy of the original as the same appears in the records of the County of Dallas, Texas.

Witness my hand and the seal of the County of Dallas, Texas, this _____ day of _____, 19____.

Clerk of the County of Dallas, Texas.

For the purpose of this certificate, the within and foregoing is a true and correct copy of the original as the same appears in the records of the County of Dallas, Texas.

Clerk of the County of Dallas, Texas.

13

ADVERTISEMENTS
THAT SUGGEST TO
MANUFACTURERS
AND MERCHANTS
METHODS FOR SAVING
GOLDEN
SELLING HOURS

NUMBER

1

MISUNDERSTANDING—the Costliest Word
in Business.

MANUFACTURERS who sell through retail
stores will find in the advertisement on the
opposite page a suggestion that will speed sales
and prevent costly misunderstandings.

RETAIL MERCHANTS will find in this ad-
vertisement suggestions that will save the
time of their clerks and which will help de-
velop better-satisfied customers.

MANY PRINTERS will find it desirable to call
this advertisement to the attention of their
customers NOW or when it appears in the
magazines.

THIS ADVERTISEMENT appears on the fol-
lowing dates:

SATURDAY EVENING POST	January 31
LITERARY DIGEST	January 24
COLLIER'S	February 7

That discouraging moment when the customer half inclined to buy asks a question on which the clerk has no information at all.



The Buying Dollar starts in the Retail Store

EVERY dollar on the sales sheets of a manufacturer started on its way there when a consumer went forth to buy.

If you sell through retail channels, every dollar that you receive comes to you after passing from a customer to a clerk.

How many dollars start your way, hesitate and oscillate about the edge of the counter, but never get across the counter because the retail salesman didn't know the right word to say at the right time?

What the retail salesman knows about your goods attracts these wavering dollars. What he doesn't know repels them. What do you tell retail salesmen about your goods, and how do you tell them?

Have you any booklets that are intended to help retail clerks rescue a sale that is hanging in the balance?

Have you any printing—new, interesting, simple and helpful—that tells that man or girl exactly what you and the boss would like to have him say when a customer stops and casts a timid appeasing eye over your merchandise?

Or have you anything that can be handed

quicker and easier selling. Do you know a good printer? Be glad to see him when he calls; he can make more effective the time of every salesman who sells your goods.

**For manufacturers, merchants,
and buyers of printing**

Some careful studies made into the uses of commercial printing and covering, among other subjects, the problem of multiplying the effective time of your own salesman are included in a series of booklets to be issued by S. D. Warren Company during the year 1925. The first book, just pub-

lished, is entitled "Let's be Men with Golden Selling Hours."

You can obtain this book and others as issued, without cost, from any paper merchant who sells Warren's Standard Printing Paper, or by writing direct to us, S. D. Warren Company, 101 Milk Street, Boston.

{ better paper — better printing }

WARREN'S

STANDARD PRINTING PAPERS

Warren's Standard Printing Papers are noted for
qualities required in printing, filing, and binding

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS JANUARY 24, 1925
ELECTROS, THIS SIZE, ON REQUEST

NUMBER

2

DO WE impose on our friendly customer?

DO WE take his orders for granted?

DO WE forget to keep on "selling" him?

THERE IS food for profitable thinking in the advertisement on the opposite page.

PRINTERS, TOO, may find it worth while to give this advertisement more than casual study.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	February 21
LITERARY DIGEST	February 21
COLLIER'S	March 7



Some day your friendly old customer may be exposed to a new idea

EVERYBODY'S new customer
was somebody's old customer.

Every salesman's "prospect" is
some other firm's customer.

Maybe there are a few excep-
tions, but not many.

It is never safe to take any man's
business for granted. The fact
that he bought from you last year
and the year before doesn't mean
that his business is yours forever.

If you can't find time to make
frequent personal calls on all your old customers, printing
and the mails can help you keep in touch with them.

If a man buys from you he will read with interest and
confidence any booklets and pamphlets you send him.
If he receives a well-printed message about your goods
or service he will welcome it.

If he already feels friendly toward you he will feel
more friendly every time he reads a little news about
your goods or service.

You have a mailing list of customers. Use it. Let them
feel that you are as keen to hold their busi-
ness as you once were to get it. Don't let
them be able to say, "I never hear from
those people except when they want an
order from me. I don't know whether
they value my business or not."

Using good printing to keep in close and
friendly touch with your trade is neither

Then you may lose him
unless you have always
given his business
the same attention
your prospects receive

costly nor difficult. And it pays.

Call in a good printer. Show
him your mailing list. Tell him
you want to make use of it to keep
old customers pleased and to get
new customers interested. He will
have suggestions to make. We may
be able to help you a bit ourselves.

To merchants, manufacturers,
and buyers of printing

The proper use of good printing
and direct-mail advertising has been the subject of
study by S. D. Warren Company for a number of years.

Booklets and brochures on various angles of this subject
have been prepared with thought and care. A special
series of these books issued during the current year as well
as some others previously issued may be obtained without
charge from any paper merchant who sells Warren's Stand-
ard Printing Papers. S. D. Warren Co., Boston, Mass.

{ better paper—better printing }

WARREN'S

STANDARD PRINTING PAPERS

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

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS FEBRUARY 21, 1925
ELECTROS, THIS SIZE, ON REQUEST

NUMBER

3

EVERY FRIENDLY circle—home, club, or church even—has its Lucifer, as shown on the opposite page.

HE MAKES the buyer of your goods regret his purchase, unless—but, we suggest you read the advertisement.

PRINTERS, TOO, will find it interesting.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	March 28
LITERARY DIGEST	March 21
COLLIER'S	April 4

{ better paper ~ better printing }



He knows where they could have done better

*Every time one of Lucifer
Yourstuck's friends buys
something, Lucifer tells him
where he could have bought
the same thing much cheaper*

IF you don't know Lucifer Yourstuck, you know someone just like him.

If your wife buys a rug or an ice box, or if you buy a suit-case or a bundle of shade trees, Lucifer will examine, mildly admire and then tell you where you could have bought it for much less money.

He has a noisy contempt for your favorite department store. He has seen the kitchen of your pet restaurant, and he knows enough about your garage man to send him to jail. Your vacuum cleaner, your heating system, your roofing paint and your typewriter are all the wrong kind.

No matter what you buy, his mission in life is to make you wish you hadn't.

Can you blame the advertiser?

If now and then you get a letter from a manufacturer or a merchant telling you about his goods or sending you a booklet, remember why he does it.

He knows that his customers are beset by friends who will constantly try to persuade them to go somewhere else and buy

something different. So merchants and manufacturers employ good printers and use good printing—booklets, folders, letters and package inserts—to keep you advised how to buy intelligently, and having bought, how to use your purchase so as to get the greatest value out of it.

Give a fair share of your attention to this advertising that comes to you in your mail. It is intended as constructive help and is worth more to you than all the jeers and criticism ever uttered by the Lucifer Yourstucks of this world.

To merchants, manufacturers, and buyers of printing

Much sensible thinking and valuable experience on the production of good printing in business literature may be secured from a number of books on this subject being issued by S. D. Warren Company. One of the books "Teaching by Root," explains the need and method for keeping constantly in touch with your

customer. These books may be obtained at issued without cost from any paper merchant who sells Warren's Standard Printing Papers, or by writing direct to us, S. D. Warren Company, 101 Milk Street, Boston.

WARREN'S STANDARD PRINTING PAPERS

Warren's Standard Printing Papers are used for
quality required in printing, folding, and binding

**COPY AND PICTURES RELEASED
FOR USE BY PRINTERS MARCH 21, 1925
ELECTROS, THIS SIZE, ON REQUEST**

NUMBER

4

SHOULD MERCHANDISE be shown in use?

SHOULD COLOR pictures be used?

BUYERS OF PRINTING will find in the advertisement on the opposite page some thoughts on the whys of showing merchandise in its proper setting in pictures—especially if women influence its purchase. And also some thoughts on COLOR PRINTING as a PROFITABLE investment.

PRINTERS WILL find in this advertisement some thoughts which may help stimulate their business.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	April 11
LITERARY DIGEST	April 18
COLLIER'S	May 2





Women Don't Buy "Price"

IT'S a wise uncle who gives the bride a check. Glasware that doesn't go with the china, pianos that don't go with the furniture, rugs that don't go with the wall paper, a parasol that doesn't go with the hat—most women would rather have the money and do their own buying. Many an old-time merchant has scratched his head and said, "Women don't seem to understand values at all."

He missed the point that a woman does not value things on what they cost to make, but on how they will fit into her schemes. But there are some modern manufacturers who don't miss that point.

They tell women in printed books what their goods look like and how they will look and serve and seem with other things.

They use the photograph and the color picture for all they are worth—and rightly used they are worth a lot.

They have developed the advertising booklet to a point where it is more than just a commercial booklet. It is an authoritative treatise on its subject.

The article to be sold may be lineoleum, but the subject is interior decoration.

The article may be a door frame, but the subject is period architecture. The article may be silverware, but the subject is how to set a table. The article

They buy color, pattern, harmony—things to go with other things

may be milk, but the subject is baby's health. The result is that these books are read and acted upon to an extent that is making economic history and is establishing the American woman as a more completely informed buyer, a better mother and a happier housewife than any woman in the world.

For merchants, manufacturers, and buyers of printing

Some interesting information on how to co-operate with a good pointer to secure better business literature may be secured from a number of books on this subject to be issued by S. D. Warren Company during the year 1925. One book just issued is "This Shows How Women Buy," and is a discussion of the use of color printing as an aid to selling.

You can obtain this book and others as issued without cost from any paper merchant who sells Warren's Standard Printing Papers or by writing direct to us, S. D. Warren Company, 101 Milk St., Boston, Mass.

WARREN'S
STANDARD PRINTING PAPERS

Warren's Standard Printing Papers are used for quality required in printing, binding and bookbinding

{better paper}
{better printing}

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS APRIL 11, 1925
ELECTROS, THIS SIZE, ON REQUEST

NUMBER

5

DOES THE first purchase necessarily make a customer?

IF IT doesn't, why doesn't it?

THE ANSWERS to these questions have a direct bearing on the building of your business. Some of the answers will be found in the advertisement on the opposite page.

PRINTERS WILL find that the answers to these questions point to a greater need for their products.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	May 9
LITERARY DIGEST	May 16
COLLIER'S	May 30

The Longest Step in Selling

Where most customers are lost
is between the first sale
and the second sale

THE most important question after a first sale to a new customer is, "Will it repeat?"

In other words, does the customer know what he has bought?

The first sale is a sort of trial. But how are your goods to be tried? How are their merits to be judged? What are the conditions of the trial?

This is as important to your customer as it is to you. A customer pays money to know more about your goods, to learn of any advantages they might have. Most men and women are willing to be as fair as they know how.

Do you know that some manufacturers put a postcard in their package for the customer to sign and return, and that the returns from some of these are very high?

Sometimes this customer who returns a card receives helpful bulletins or booklets by mail.

Sometimes instead of a postcard there is a booklet or circular in the package. Sometimes the merchant



includes a printed insert when the goods are wrapped.

The custom varies, as it should. The dentifrice manufacturer uses one method. The automobile manufacturer uses another.

Too many manufacturers do nothing at all to bridge that long gap between the first sale and the second—between the trial buyer and the regular customer.

But that is not because they don't see the need. They don't know what to do. A good printer can help on this.

To merchants, manufacturers,
and buyers of printing

For several years S. D. Warren Company has made careful studies of the subject of helping people to buy with printing. Some constructive information on the use of printing by both consumer and manufacturer may be secured from a series of books on commercial printing we will issue during the year 1925. 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 direct to us. S. D. Warren Company, 101 Milk Street, Boston.

WARREN'S
STANDARD PRINTING PAPERS

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

{ better paper }
{ better printing }

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS MAY 9, 1925
ELECTROS, THIS SIZE, ON REQUEST

NUMBER

6

·APPRECIATION—a Business Building Word.

YOUR CUSTOMERS, after reading this advertisement, will have a better understanding of why they should send for the booklets you offer and why they should give careful attention to the booklets you send them.

TO SOME MANUFACTURERS this advertisement may suggest a need for the greater use of booklets.

PRINTERS WILL find in this advertisement some ideas that will stimulate the use of better booklets.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	June 20
LITERARY DIGEST	June 13
COLLIER'S	June 27

Books of this sort *are worth sending for*

The booklets offered to the women of America by American manufacturers are the most useful books that are printed

THE newspapers and magazines that you read contain many offers of booklets. They offer booklets on cooking, books on beauty, books on clothing, books on home furnishing, books on gardening, books on baby.

Some of these books are free. For others you are asked to pay ten cents or sometimes a little more.

Nearly all these books are valuable.

The modern booklet issued by a reputable manufacturer contains the most highly technical information in the world—boiled down, simplified, and made interesting and helpful.

As much care is used in writing such a book as in writing a scientific treatise. Many experiments are conducted before this recipe is offered or that method of cleaning silverware is recommended.

The printing is usually exquisite. Color is freely used. No expense is spared to secure drawing and photography that make the subject crystal clear.

The few cents you are sometimes asked to pay seldom cover the cost of printing and mailing. Nearly every book so bought is a bargain. The free books are real gifts. They contain real information on the business of living.

Manufacturers seek the help of the best printers they can find, in order to offer their customers the most helpful and useful books—the best



written, the best illustrated, the best printed.

Send for these books when you see them offered. Get them and read them. Almost without exception they are thoroughly worth while.

To merchants, manufacturers, and buyers of printing

Some interesting information on the production of good printing in business literature may be secured from a number of books on this subject being issued by S. D. Warren Company. One book just issued is "Selling with the Help of Direct Advertising," and is a discussion of the use of printing to close sale. You can obtain this book and others as issued without cost from any paper merchant who sells Warren's Standard Printing Papers or by writing to us.

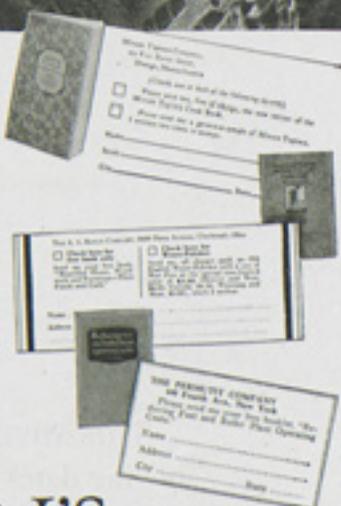
S. D. WARREN COMPANY,
100 MILK STREET, BOSTON, MASS.

WARREN'S STANDARD PRINTING PAPERS

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

{ better paper - }
{ better printing }

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS JUNE 13, 1925
ELECTROS, THIS SIZE, ON REQUEST



NUMBER

7

BECAUSE THE store on the corner commands the highest rent, does it necessarily command the attention of the most customers?

A FEW pertinent suggestions for equaling in other locations the business done by corner stores will be found on the opposite page.

PRINTERS WILL find in this advertisement some ideas that they may want to present to their customers.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	July 11
LITERARY DIGEST	July 11
COLLIER'S	July 25



Why the store on the corner commands the highest rent

WINDOWS on two streets are worth extra rent because more people can see the things you have to sell. Good printing, mailed to possible buyers, catches the eye as surely as the well-dressed window.

If being seen is an advantage; if being known is an advantage; if being easy of access is an advantage—your printer can sell you these advantages as surely as your landlord.

Advertising that is sent by mail does for a business the same thing that a prominent location does.

Letters, broadsides, booklets will bring your business to the attention of more people.

Perhaps your business is not on a corner. Perhaps it is not even in a city. Good printing can reach the crowds for you wherever they are. Good printing can place your message and your merchandise before crowds of people—and you can select the very individuals who will make up that crowd.

For mailing lists are people just as much as streams of traffic are people. Except that the people in the traffic stream may pass the other way, while the people on the mailing list always pass your way—always pause a moment and glance at what you send.

How the printer can put your business where more people will see it, make it easier to enter and give you window space on many streets

Printing can establish you on a corner in the public mind and you can keep your old address in the middle of the block or in a small city.

Corner lots and printing paper are much the same. Their real value lies in the way they make it possible for you to trade with more people.

To merchants, manufacturers, and buyers of printing

S. D. Warren Company issue at intervals books devoted to the methods that have been found successful in making direct advertising more interesting to the reader and more profitable for the advertiser. Copies of these books may be obtained as issued, without cost from any paper merchant who sells Warren's Standard Printing Papers, or by writing direct to us. S. D. Warren Company, 101 Milk Street, Boston.

WARREN'S STANDARD PRINTING PAPERS

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

{ better paper }
{ better printing }

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS JULY 11, 1925
ELECTROS, THIS SIZE, ON REQUEST

NUMBER

8

WHEN YOU were in the primary grades, the grammar school looked imposing. Likewise the high school, viewed through grammar school eyes, was an awe-inspiring place.

THESE THINGS are no longer impressive. You can no longer think in the same terms as you did when a child. Yet it probably is easier for you to do this than to think about your product as your customer thinks about it. Your customer is not familiar with its merits. Nor does he always know how to use it to the best advantage.

WITH THIS thought in mind, you will find it profitable to study with your printer the advertisement on the opposite page.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	August 1
LITERARY DIGEST	August 8
COLLIER'S	August 22

The public must be taught how to use everything that it touches

WHEN you were a baby you were very awkward in using a spoon—but for all that you were a very superior baby, no doubt.

At least you have survived until this instant in a world beset with perils for babies, for people, and for everything that people touch.

You and all the other babies came up through life using things awkwardly, breaking things that need not have been broken, and learning very slowly the right way to use a few tools, to eat a few foods, choose and wear a few articles of clothing.

But wherever you see a factory, you can be sure there is at least one man worrying because an inexperienced public misuses and sometimes abuses the thing he tries so hard to make, and studied so long to perfect.

To every good manufacturer, or merchant, or grower, or importer the world appears full of grown-up babies who seem bent on buying things, destroying them, and crying loudly that they were no good.



In some of these cases manufacturers have worked for years to educate people to a more skillful use of their goods

A few typical examples of misused products

- Too many men shave with dull razor blades.
 - Too many people use a toothbrush horizontally instead of with a vertical or rotary motion.
 - Too many people try to regulate their own watches with a pocket.
 - Too many blondes buy brunette rouge, and vice versa.
 - Too many women use caustic soap on linens.
 - Too many people squeeze out too much detergent at a time.
 - Too many motorists forget to water their storage batteries.
 - Too many people use fountain pens with points unsuited to their handwriting.
 - Too many people think green bananas are better than well-ripened bananas.
 - Too many smokers let fine cigars dry out.
 - Too many housekeepers use too much floor wax and try to polish before the wax is dry.
 - Too many men play approach shots with a spoon.
 - Too many people can't open a new volume without breaking the binding.
 - Too many motorists leave the caps off their tire valves.
 - Too many cooks burn fried eggs on the bottom.
- ETC., ETC., ETC.

THESE manufacturers want their goods to work. They want the things they sell to give the full service they are expected to give. Above all, they do not want a trial or a show of interest to terminate in indifference or disappointment.

That is why many of them use printing.

That is why the growth of business is usually paralleled by a growth in the amount and quality of good printing that is used by that business.

An attractive folder slipped into a package by a salesman or packed with the goods at the factory, a circular to customers, an illustrated letter arriving at the right time—all tend to educate the public to a more

skillful and satisfactory use of the things the public buys.

To merchants, manufacturers, and buyers of printing

Helpful suggestions on the preparation of commercial printing are contained in a series of books being issued by S. D. Warren Company. A book just issued is "The Full Meal in Advertising," a discussion of the value of repetition and reminder in educating the public toward a better understanding of a product.

Copies of this book, and others of a similar nature, may be obtained without charge from any paper merchant who sells Warren's Standard Printing Papers, or by writing direct to S. D. Warren Company, 101 Milk Street, Boston, Mass.

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

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

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS AUGUST 1, 1925
ELECTROS, THIS SIZE, ON REQUEST

NUMBER

9

ISNT THE DECISION to purchase nearly as important as the actual exchange of goods for money in a store?

THE ADVERTISEMENT on the opposite page shows how printed pieces sent to the home affect the decision to purchase many kinds of merchandise.

PRINTERS WILL find in this advertisement suggestions, which, if brought to the attention of their customers, will extend the profitable use of printing.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	August	22
LITERARY DIGEST	September	5
COLLIER'S	September	19

{ better paper ~ better printing }



Where Husband and Wife Shop Together

YOU go to the store to buy, but you can shop in comfort at home.

The best place to make your real decisions about "what we need most," "what we can afford," and "which we will buy" is at your own fireside—under your reading lamp.

There the feet do not grow tired. The rushing crowds do not distract. Decisions are unhurried. The husband is not impatient to get away.

It is to help the fireside shopper that booklets are written.

The printed booklets that nearly every manufacturer of standard goods will send you make the fireside shopper the best informed consuming buyer in the world.

The competition to make booklets more informing and helpful has given to the commercial booklet the best printing, the best paper, and the best typography used in America today.

Try fireside shopping from printed booklets. It is coming to be the most enjoyable, the most intelligent, and the most practical form of consumer buying. Then when you visit the merchant, you know what you want and why. You buy, pay and depart. Both you and the merchant save time.

To manufacturers, merchants, and buyers of printing

A large and growing class of customers are fireside shoppers. Your printer, if you employ a good one, can help you describe and represent your goods so

that customers may discuss them at home.

Some interesting information on the use of printing in buying as well as selling may be secured from a series of books on commercial printing prepared by S. D. Warren Company. One book just issued is "This Shows How Women Buy" and tells the result of some studies into shopping tendencies. You can obtain this book and others as issued without cost from any paper merchant who sells Warren's Standard Printing Papers, or by writing direct to us. S. D. Warren Company, 101 Milk Street, Boston.

WARREN'S STANDARD PRINTING PAPERS

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

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS AUGUST 22, 1925
ELECTROS, THIS SIZE, ON REQUEST

NUMBER

10

MANY PEOPLE LIKE you and would buy more of your goods—but don't. Why?

HOW TO turn this willingness to buy into actual buying is the keynote of the advertisement on the opposite page.

PRINTERS WILL find in this advertisement thoughts that they will want to pass on to their customers.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	October 3
LITERARY DIGEST	October 3
COLLIER'S	October 17



The Feet of Customers Wore Down This Doorstep

WHAT is the thing that brings customers to a store in such quantity that their feet wear away the doorstep and the floor?

Goods, prices, and policies are sooner or later duplicated across the street or around the corner.

Stores become great because the personality of the store impresses itself upon the public.

It is this feeling of a personality that gets a store's advertising read and believed.

The announcements of such a store, its folders and booklets, carry authority and impart confidence.

When this begins to happen, no amount of printing is too much. More printing simply means more business—more customers coming to buy. This is called "Good Will." It is built in many ways, but it is kept alive and growing by good printers. There are stores today that literally publish magazines which they mail regularly to their customers. There are manufacturers who do the same.

The power of printing—of words and pictures on paper—to draw customers

through a doorway is so great that no man can say what business structures it may yet rear or what economic miracles it may yet accomplish.

Printing itself is getting better. The things that the printing says are getting more and more worth while, and the art of making printing stamp and impress the personality of a business on the public is getting a little better understood.

To merchants, manufacturers, and buyers of printing

The printing papers made by S. D. Warren Company have for many years been practically all used in the field of Direct Advertising. In those years we made much careful study into the uses and purposes of commercial printing. Some of the facts we have learned are presented in a book called "Cold Type," one of a series of books being issued by S. D.

Warren Company. 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 direct to us, S. D. Warren Company, 101 Milk Street, Boston.



WARREN'S

STANDARD PRINTING PAPERS

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

{better paper}
{better printing}

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS OCTOBER 3, 1925
ELECTROS, THIS SIZE, ON REQUEST

NUMBER

11

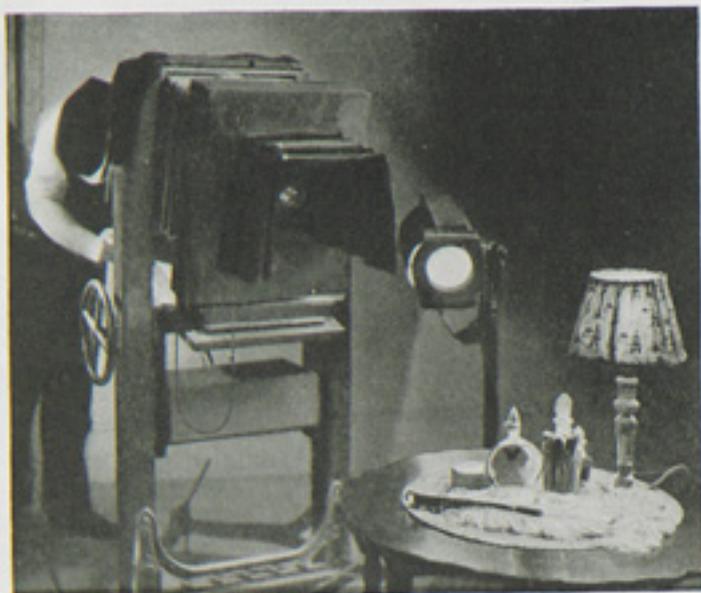
THE PROSPECT most worth while—from the seller's standpoint—is usually the busiest prospect.

FOR THIS reason, the advertisement on the opposite page should interest the seller.

PRINTERS, TOO, will find it good reading.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	November 14
LITERARY DIGEST	October 31
COLLIER'S	November 14



Writing Copy *with a Camera*

THE best photographers are *Telling stories with a picture* will see the merchandise that is not all in the portrait business, nor in the movies. Many of the busiest, most skillful and most prosperous photographers seldom make a portrait. described and pictured in commercial booklets. The manufacturer today who tries to do business without the help of a good printer is like a merchant trying to run a store without a show window.

They photograph food, jewelry, wearing apparel, furniture, toiletries—things that you buy and use.

The camera tells the truth. It shows the thing as it is. The picture it makes is news to buyers, to users, to possible buyers.

It tells a story quicker than words, sometimes better than words. Sometimes it tells what words can't tell.

No government in its bulletins and no school in its textbooks is more careful to give accurate, helpful information than is the average manufacturer when he prepares a booklet about his goods.

The "illustrated booklet" that you see offered in advertisements is usually worth sending for. The fact that a booklet usually cost little or nothing is no index to its possible value. It may be worth many dollars to you.

Don't underestimate these books. Don't ignore offers to send them.

In the best kept homes, in the best run factories, in the best managed offices, you

For merchants, manufacturers, and buyers of printing

Some interesting information on the production of good printing in business literature may be secured from a number of books on this subject being issued by S. D. Warren Company. One book just issued is "Edit Your Copy With a Camera," and is a discussion of the use of photography in booklet work. You can obtain this book and others as issued without cost from any paper merchant who sells Warren's Standard Printing Papers or by writing direct to us. S. D. Warren Company, 101 Milk Street, Boston, Mass.

{ better paper—better printing }

WARREN'S

STANDARD PRINTING PAPERS

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

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS OCTOBER 31, 1925
ELECTROS, THIS SIZE, ON REQUEST

NUMBER ·

12

ON THE "first night" of a new play, the manager fusses and fumes and frets. Each member of the company is as "jumpy" as an exposed nerve in an eye tooth. The author is covered with cold perspiration and chills chase one another up and down his spine. Why?

THEY KNOW that the opinion of the masses and not their own expert opinions will decide the fate of their play.

SO IT is with advertising. The readers, not a few individuals close to the boss, decide its merit. For this reason the advertisement on opposite page should be interesting reading.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	December 5
LITERARY DIGEST	November 28
COLLIER'S	December 12

The People vs. "My Wife"

How do you settle questions of advertising and selling? On the basis of what your wife says or your partner's brother-in-law thinks? Or do you decide on the basis of what *many* people think and do?



HERE are a few questions that merchants and manufacturers are constantly expected to answer about their advertising. Should we include a return postcard with this letter?

Is a photograph or a color drawing the best way to illustrate these goods?

What is a good title for this booklet?

Wise opinions are expressed. Expert advice is sought and sometimes taken.

But sooner or later argument over these questions gets around to what some man or some woman has said or done.

You would not bet on who was going to be elected President or Mayor on such a poll. But you might cheerfully spend a chunk of advertising money on the same sort of testimony.

There are ways to determine the value of a direct advertising program before any big money is spent. They may not be as exact as mathematics, but they are less hazardous than opinion.

You are not likely to fuss with your printer on the question of good printing and cheap printing if you know in ad-



vance that you are going to make money out of his work. There are few better money-making combinations than a sure and confident advertiser and a tasteful and competent printer.

To merchants, manufacturers, and buyers of printing

Because Warren's Standard Printing Papers are known to be of standard and superior quality, S. D. Warren Company has endeavored to be of still further help to users of direct-mail advertising.

Study into the uses and methods of such printing has given us information that has been condensed into a series of readable and useful books. One book, just issued, is entitled "The Arithmetic of Advertising." This book shows that it is possible to make exact tests of direct advertising at small cost; and how to be sure that your program has the elements of success before a large sum is spent on it.

Copies of this book and others of an equally useful nature may be secured without charge from any paper merchant

who sells Warren's Standard Printing Papers, or direct from us, S. D. Warren Company, 101 Milk Street, Boston.

WARREN'S STANDARD PRINTING PAPERS

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

{ better paper }
{ better printing }

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS NOVEMBER 28, 1925
ELECTROS, THIS SIZE, ON REQUEST

NUMBER

13

ARE THERE any selling "situations" that direct advertising can't help?

WE DON'T know.

THERE ARE some, however, that direct advertising can most profitably correct.

READING THE advertisement opposite may suggest the solution of some sales need of yours.

PRINTERS, ESPECIALLY, will be interested in this advertisement.

THIS ADVERTISEMENT appears on the following dates:

SATURDAY EVENING POST	December 26
LITERARY DIGEST	December 26
COLLIER'S	January 9, '26



Here is a situation that only direct mail can help

A MANUFACTURER of a reproducing piano has less than a hundred thousand of his pianos in use in this country.

Every month new pieces are recorded for playing, and these special piano rolls, of great interest to every owner of one of his pianos, must be announced and described if they are to be sold.

The piano owners are spotted all over the country in large cities and small. General space advertising addressed to these people would be too costly. Yet their names are known.

Monthly bulletins, well printed and suitably illustrated, containing lists of the new recordings and other subjects of interest to the musically inclined, are sent by mail to each owner. Bulletins, letters, new catalogs and other direct advertising material can be planned on a basis of the actual number of owners to be reached.

A somewhat similar situation has existed for some years

with a manufacturer of an electrical household device suitable only for large residences.

Department stores and other large stores have found direct-mail advertising irreplaceable for keeping certain classes of their trade advised as to phases and developments of their store service—things that, while important to a few, have little interest to the bulk of their customers.

The things that you get in the mail—the advertising things—cannot all be as interesting to you as personal letters from relatives, friends and customers. But they are for the most part the way that merchants and manufacturers find best adapted to keeping their customers and prospective customers informed as to what part their business is playing in

the worlds of fashion, invention, amusement, comfort, luxury, and to a large extent science and culture.

To merchants, manufacturers, and buyers of printing

When you employ a printer to help you secure more business, it is well to have some knowledge of how that printing will be used. S. D. Warren Company issue at intervals books devoted to the methods that have been found successful in making direct advertising more interesting to the reader and more profitable for the advertiser. Copies of these books may be obtained as issued, without cost from any paper merchant who sells Warren's Standard Printing Papers, or by writing direct to us. S. D. Warren Co., 101 Milk St., Boston.

WARREN'S STANDARD PRINTING PAPERS

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

{better paper}
{better printing}

COPY AND PICTURES RELEASED
FOR USE BY PRINTERS DECEMBER 26, 1925
ELECTROS, THIS SIZE, ON REQUEST



There is a situation
that only direct mail can help

WARREN'S

MAILING PRINTING

100 NEW YORK AVENUE

NEW YORK, N.Y. 10022

TELEPHONE (212) 512-1000

THE
PRACTICAL APPLICATION
OF PRINTED PIECES TO THE SAVING OF
SELLING HOURS

How do other business men use printed pieces to help sales? The answer to this question will, we believe, furnish you with the most practical help in saving selling hours with printed pieces.

During 1925 the S. D. Warren Company is prepared to furnish you with such information. It is being compiled in two books 8½ x 11 (filing size).

The first book is entitled "*Selling with the Help of Direct Advertising in Conjunction with Newspapers, Magazines and Other Mediums*".

The second is entitled "*Selling with the Help of Direct Advertising through Wholesalers and Retailers without the Help of Other Mediums*".

In addition to this there will be eight booklets (size 6 x 9½) which will talk in simple terms about the principles of advertising.

Also there will be two smaller booklets in so-called human-interest style which will present the viewpoint of the traveling man and retailer.

These booklets comprise the 1925 direct advertising program of the S. D. Warren Company.

THE 1925 DIRECT PROGRAM OF THE
S. D. WARREN COMPANY
IS PICTURED IN THE FOLLOWING PAGES

SELLING
WITH THE HELP OF
DIRECT ADVERTISING



No. 1

In conjunction with Newspapers, Magazines & Other Mediums

S. D. WARREN COMPANY
BOSTON

HOW DIRECT ADVERTISING

is being used to help sales and to make more effective other forms of advertising will be shown in this book. Ready for delivery about June 2, 1925.

SELLING
WITH THE HELP OF
DIRECT ADVERTISING



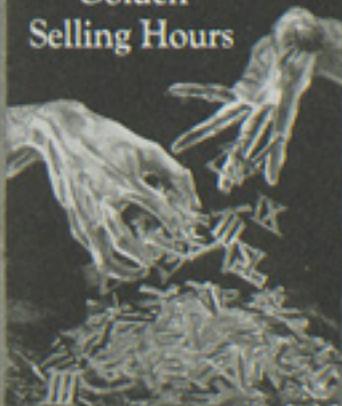
No. 2

Through Wholesalers & Retailers Without the Help of Other Mediums

S. D. WARREN COMPANY
BOSTON

DIRECT ADVERTISING ALONE
as an aid to the economical selling of many products
in many fields is the story told in this book. It will
be ready for delivery about December 15, 1925.

Let's be Misers with
Golden
Selling Hours



TEACHING
by Rote



THE
Little Red Schoolhouse Idea
in Advertising

CHARLES COLBY
has stopped eating pie
for lunch

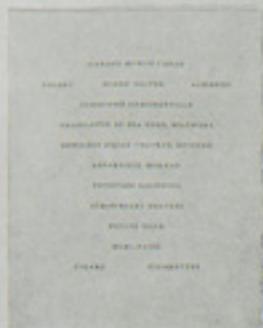
This shows how
Women Buy



HOW AND WHY TO USE

direct advertising will be suggested in these booklets. They are written in primer style. They will keep you refreshed on many things that you know but which you may often overlook.

The
FULL MEAL



IN
ADVERTISING

C D E F G H I J K L M N O P Q R S

C O L D

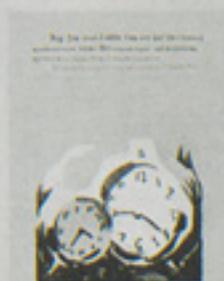
T Y P E

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z A B

T U V W X Y Z A B C D E F G H I J K L M N O P Q R S T U

V W X Y Z A B C D E F G H I J K L M N O P Q R S T U

**EDIT YOUR COPY
WITH A
Camera**



$$\begin{array}{r} 2 \quad || \\ 2 \quad || \\ \hline 4 \quad |||| \\ 2+2=4 \end{array}$$

THE
ARITHMETIC
OF ADVERTISING

AND THESE BOOKLETS TOO

will help you to keep in mind the principles and practices of direct advertising. These booklets and those on the opposite page will be mailed at intervals during 1925.



BILL JONES
*Ambassador to Cities
and Towns*



Published by
S. D. WARREN COMPANY
NEW YORK



It is 12:05.

The train for the West leaves at 12:00.
The waiting room is crowded with hurrying
parties.

Leisure talkings are numerous and varied.
Young people are listening to find war-
rent and incongruous advertisements about
rubbers and cigarettes, early night and day
gowns, hair-losing oint.

A Wife and groom are separating them-
selves from some well-meaning friends, and
a lot of loose ties.

An old couple with palpitating hearts are
exchanging instructions about spines, su-
pers, and seeing that the money is hid.

2

New Americans with many bundles and
many children, fearful of being left behind,
worry through the gates.

A busy old gentleman is making an ex-
haustive search with two pairs of eyeglasses
for tickets which are resting in the hand-
bag carried by his man-of-shouldered helpmate.
She, innocent of his unworldly impatience
about tickets, thinks he is looking for change
to pay the porter.

The world seemingly is out of breath and
out of patience.

• • •

But, down through the waiting room
with swinging, easy gait, comes a man of
calm demeanor.

This dim and brittle is to live the length
of life.

Twenty years of travel have taught this

3

THE BACKBONE OF YOUR BUSINESS
is usually your salesmen. Often they need practical
help. This little booklet may suggest some ideas that
you will find helpful to your salesmen. There will be
a similar booklet about the retailer.

What you place the domain
on the scale

THINTEXT

First and third class post-
paid for the convenience of all orders.
There is only the weight of a single page
between you and your order. ThinText
is the only paper that is both
light and strong. It is the only paper
that is both light and strong.



When you place the dummy on the scale—

OUCH!!! Half an ounce more than you expected!

That means—not one more stamp, but five thousand, ten thousand, or twenty-five thousand more stamps.

Shall you trim the pages, reduce the type size, omit pictures—or pay this heavy penalty?

To all four questions, the answer should be "No."

Many printers solve this problem for their customers this way: They set the text in clear, easy-to-read type. They use a suitable cover, and print the inside on Warren's Thintext. The extra stamps do not go on. Printed on Warren's Thintext, a catalog is remarkably light.

With Warren's Thintext —

one advertiser was able to save \$7,200 in postage on a mailing of 360,000 pieces; another saved 2¢ each on a mailing of 400,000 pieces.

(Names of these users and a description of the pieces mentioned will be sent on request.)

Warren's Thintext prints type and line engravings beautifully and takes halftones up to 120 screens.

Warren's Thintext is strong and stands lots of handling.

You or your printer can get sample sheets or dummies from any distributor of Warren's Standard Printing Papers.

better paper and better printing	We have published a book that is an eye-opener on space and postage economies. Its title is "Making it easy to plan printing on Warren's Thintext." Get this book from any distributor of Warren's Standard Printing Papers—or write us for a copy. No charge.
--	--

S. D. WARREN COMPANY, 101 Milk Street, Boston, Mass.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS

"All Warren's Standard Printing Papers are used for qualities required in printing, filling, and binding."

FIRST AND THIRD CLASS POSTAGE
is priced by the Government in terms of full ounces. Therefore, cutting the weight of a mailing piece a fraction of an ounce will often save the cost of a full ounce of postage. This is how Warren's Thintext saves postage dollars. This and similar advertisements will appear in business papers.

A WARREN STANDARD PAPER THAT SAVES POSTAGE DOLLARS

IT ALSO CUTS DOWN THE BULK AND WEIGHT
OF BOOKS OF MANY PAGES

MONEY that you save on postage, you can spend for more selling messages.

If you make your catalog or reference book light and compact, it will be easy to handle, and your customers will use it more frequently than if it were heavy.

If you make your salesmen's manuals light in weight, your salesmen will be glad to carry them in pockets or bags.

These things will result in more business.

Warren's Thintext, the paper on which the body of this booklet is printed, is a weight and bulk saving paper. It is being used by many advertisers to save postage and to make compact catalogs and data books. Large broadsides printed on it can be folded down to very small size without spoiling the appearance of illustrations. Advertisers also use it as a background for package inserts that must be folded and inserted in a small space. It is also used for folders that must be wrapped around bottles or cartons.

Warren's Thintext is made in the following weights:

Substance 24	Substance 30
26 x 29 - 19	26 x 29 - 24
25 x 38 - 24	25 x 38 - 30
33 x 44 - 37	33 x 44 - 46
38 x 50 - 48	38 x 50 - 60

Thintext, Substance 24, bulks approximately 1184 pages to one inch

Thintext, Substance 30 " " " " 1030 " " "

The book your salesman carries



THE book your salesman carries should weigh as little as possible.

If he is to use it frequently it should be easy to lift, convenient to handle.

Our Government spends thousands of dollars to make soldiers' equipment light. The energy a soldier puts into carrying weight cannot go into fighting.

The energy your salesman spends carrying heavy books cannot go into selling.

Make the book your salesman carries light by printing it on Warren's Thintext.

Five hundred sheets, 25" x 38", of ordinary catalog paper weigh 40 or 50 lbs. Five hundred sheets,

same size, of Warren's Thintext weigh only 24 lbs.

Warren's Thintext takes a clear, pleasing impression from type and engravings. It is practically opaque.

Warren's Thintext is strong. Catalogs and data books printed on it stand lots of rough use.

You or your printer can get sample sheets of Thintext from any distributor of Warren's Standard Printing Papers.

We have published an interesting book showing examples of books and catalogs, the weight and bulk of which have been halved by printing on Warren's Thintext.

A copy of this book, "Making it Easy to Plan Printing on Warren's Thintext," will be sent free to any printer or advertiser on request.

S. D. WARREN COMPANY, 504 MILK STREET, BOSTON, MASS.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS

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

SALESMEN SHOULD TRAVEL LIGHT

A salesman needs a great deal of energy for his job of selling. For this reason, it is advisable to put the smallest possible tax on him physically. Advertisements in business papers during 1925, similar to the one above, will remind printers and advertisers that Warren's Thintext makes light data books.



Free your catalog

Too much weight in your catalog is a great disadvantage. Uncle Sam penalizes it. He demands more postage. He makes you pay for it.

Your salesman detests extra weight. When he starts out in the morning he grumbles at it. By the end of the day he curses it. At the end of a week he is ready to tear out as many pages as he does. He makes you pay for extra weight.

Does your prospect like weight? Not by a jugful. His wrist aches in protest. He isn't so anxious to look in your book after all. Where he might have a dozen occasions to use it he refers to it but once. You may get one order instead of twelve. He makes you pay for the extra weight. When the time comes to reprint your catalog, strike from it the shackling ball and chain of extra weight.

If there is no reason why it must be printed on thick, bulky, heavy paper, there are excellent reasons for throwing off the incubus of additional ounces.

Warren's Thintext is a thin, strong paper. It is astonishingly light in weight, and practically opaque. Type and half-tones not over 120-line screen print well on it.

A book one inch thick printed on Warren's Thintext contains 1154 pages.

If your catalog is to be mailed—or if it must be carried by your salesman—or if it must be held in the hand of your prospect for some time—you can make it more satisfying to your customer and profitable to you by printing it on Warren's Thintext.

better
paper
=
better
printing

Samples of Warren's Thintext may be obtained through your printer, from the Warren distributor in your vicinity, or direct from S. D. Warren Company.

S. D. WARREN COMPANY, 204 MILL STREET, BOSTON, MASS.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS

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

THE ENTHUSIASM OF A CUSTOMER

for any line is lessened when he is asked to struggle with a bulky cumbersome catalog. Warren's Thintext makes light catalogs. Advertisements like this in business papers will remind printers of this fact during 1925.

Not under your roof— but a part of your plant

A PART of your printing plant is at Cumberland Mills—if you use Warren's Standard Printing Papers. That part is the pressroom where we print the Warren Test Sheets. You will find a Test Sheet in every case of Warren Paper that you buy.

This pressroom and these Test Sheets are necessary parts of our work in making standard papers for printers everywhere. This pressroom is part of your plant because paper must be tested for printing quality either at the mill or by you when you print each job.

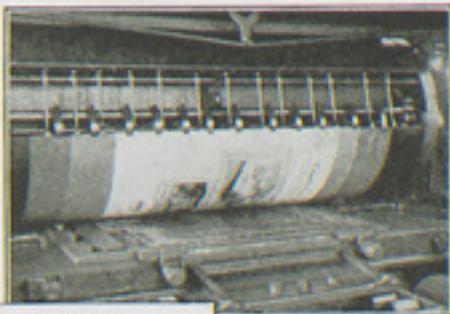
The best time to test a paper is before it reaches your presses—not after it is on your presses.

Holding the Warren standard for printing quality means testing every run of paper as it comes through the mill. Test Sheets are made on paper cut from every run as it begins to leave the finishing rooms. These first Test Sheets make certain that the run is up to the Warren standard.

You cannot submit paper to a more rigorous test than Warren Standard Printing Papers have passed before they reach your plant.

This careful testing on the press plus thorough sorting means profit for you through continuous operation of your presses.

The Warren Test Sheet is the proof that the particular Warren paper you buy is tested paper. This test is made under the same conditions that would exist in your plant—hand-cut overlays, a No. 2 Miehle press, and the undoctored inks recommended by ink manufacturers for the grades tested.



This Test Sheet of WARREN'S LUSTRO



The Warren Test Sheet is placed in the top of every case of Warren Paper. This sheet is 10 x 12". It shows how the contents of that case will print, with the arrangement and the colors you are to expect when they are printed at the mill in made sure that that paper would be right when it reached your presses.

On the press every run of Warren's Standard Printing Papers is tested before it leaves Cumberland Mills. This test is the proof that the paper will print up to the quality you see in the Warren Test Sheet.

The overlays are saved from run to run and as many as 25 to 30 tests are made each day on two Miehle presses, with an average run of 125 proofs per test. This fact gives you an idea of how little time can be taken for any manipulation of paper, presses, or ink.

Besides being a sound test for paper and ink, the Test Sheet carries illustrations and text-layouts that can be profitably used for dummy work. We suggest your sending all Test Sheets to your Sales Promotion Department for this purpose.

S. D. WARREN COMPANY
101 Milk Street, Boston, Mass.

WARREN'S

STANDARD PRINTING PAPERS

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

ADVERTISEMENTS OF THIS CHARACTER
in the Printing Business Papers during 1925 will remind printers of the advantages and ultimate economies that result in the pressroom through the use of Warren's Standard Printing Papers.

HOW ALL WARREN'S STANDARD PRINTING PAPERS SAVE SELLING DOLLARS

WARREN'S Standard Printing Papers are made in large quantities from standard formulas. This gives economical production.

Each run is carefully tested for folding, binding, and printing qualities under ordinary pressroom and bindery conditions. This eliminates difficulties and annoyances in the pressroom and bindery and insures printing economy.

WARREN'S STANDARD PRINTING PAPERS are:

Cameo Plate Coated Book	<i>Dull Surface</i>
Cameo Plate Post Card	<i>Dull Surface</i>
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Silkote, Dullo-Enamel	<i>Semi-dull Surface</i>
Silkote Post Card	<i>Semi-dull Surface</i>
Silkfold, Dullo-Enamel	<i>Semi-dull Strong Coated</i>
Warrenfold	<i>Glossy Strong Coated</i>
Warrenfold Coated Writing	<i>Glossy Strong Coated</i>
Lustro Superfine Coated Book	<i>Glossy Surface</i>
Warrentown Coated Book	<i>Glossy Surface</i>
Cumberland Coated Book	<i>Glossy Surface</i>
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Warren's Litho Super	<i>Super-calendered</i>
Warren's Litho Machine	<i>Machine Finish</i>
Warren's Offset	<i>Offset</i>
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Olde Style Laid (watermarked)	<i>Laid Antique</i>
Olde Style Laid Mimeograph	<i>Mimeograph</i>
Cumberland Super Book	<i>Super-calendered</i>
Cumberland Machine Book	<i>Machine Finish</i>
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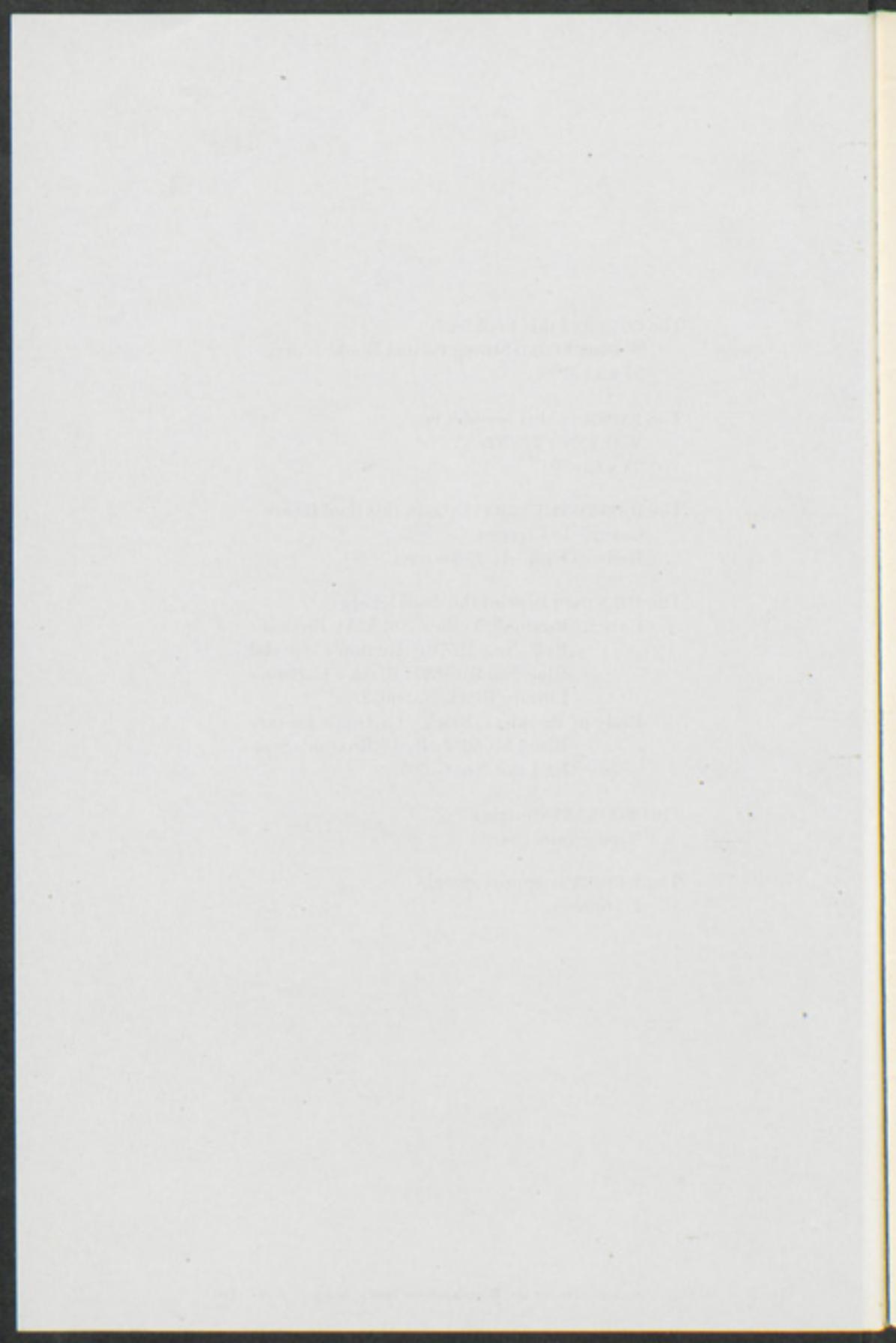
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The WEIGHT is approximately
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Printing Papers

S. D. WARREN COMPANY

101 MILK STREET

BOSTON

July 2016

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