



P R O M O T I O N

# The Reflected Works

Warren's Lustrо Coated Demonstration Book

1915

sappi etc



Warren's Lustro Coated Demonstration Book

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

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

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

1915

Visit [sappietc.com](http://sappietc.com)



*Printing Art Suggestion Book*  
*September 1915*

*\$100.00*

*Warren's*  
*Lustro Coated Book*



SD

OPENING · STYLE · DISPLAY  
HART SCHAFFNER & MARX: FINE CLOTHES



By courtesy of Hart Schaffner & Marx, Chicago

Warren's  
Lustro Coated  
Book

25 x 38 — 100

See last page for  
sizes and weights  
stocked

Four color halftone  
150 line screen

Ruxton's  
Process Inks

Yellow No. J 132  
Red No. G 359-X  
Blue No. 21269  
"Black and White"

SD



*By courtesy of The Thomas B. Jeffery Company*

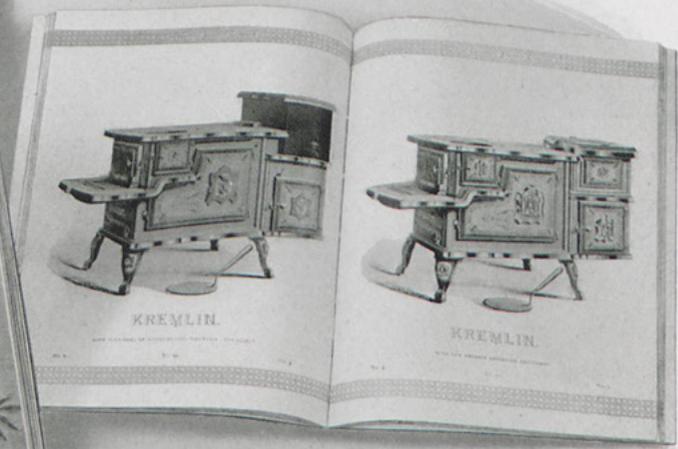
*Warren's  
Lustro Coated  
Book*

*25 x 38 — 100*

*See last page for  
sizes and weights  
stocked*

*Halftone illustration  
150 line screen  
Ruxton's Inks  
"Black and White"*

*Border  
Warren Enamel  
Gray  
No. 20878*



By courtesy John P. Smith Printing Co., Rochester, N. Y.

## The First and Last Word

*Warren's Enamel of 1885*

*Lustro Coated Book of 1915*

**T**HIS signature is printed upon a 1915 making of Lustro, which is generally considered the last word on coated book making. The interesting old book pictured above was produced thirty years ago upon Warren's Enamel—the pioneer of all coated book papers.

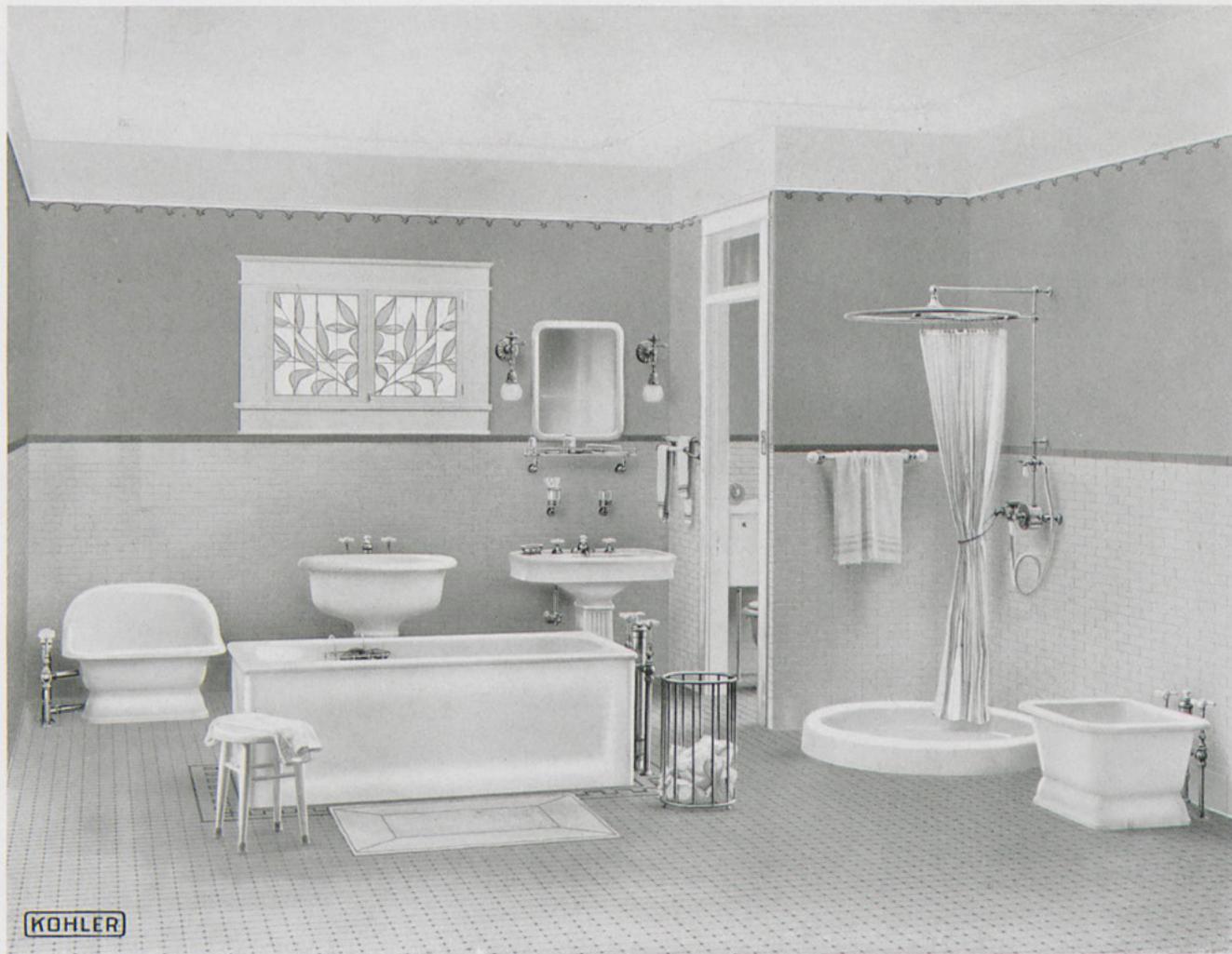
A peculiar interest attaches itself to this specimen, because the paper is in an excellent state of preservation and tests 19 points by the Ashcroft tester.

The work was done for the Co-operative Foundry Co. by John P. Smith (now the John P. Smith Printing Co.) of Rochester, N. Y. Wood cuts were employed and the printing was accomplished on a two-roller drum cylinder.

Mr. Smith who is now a large edition printer, with every modern facility, continues to be an enthusiastic user of the Warren Standard Papers.

Warren's  
Lustro Coated  
Book  
25 x 38 — 100  
See last page for  
sizes and weights  
stocked

Halftone illustration  
150 line screen  
Ruxton's Inks  
"Black and White"  
Border  
Warren Enamel  
Gray  
No. 20878



KOHLER

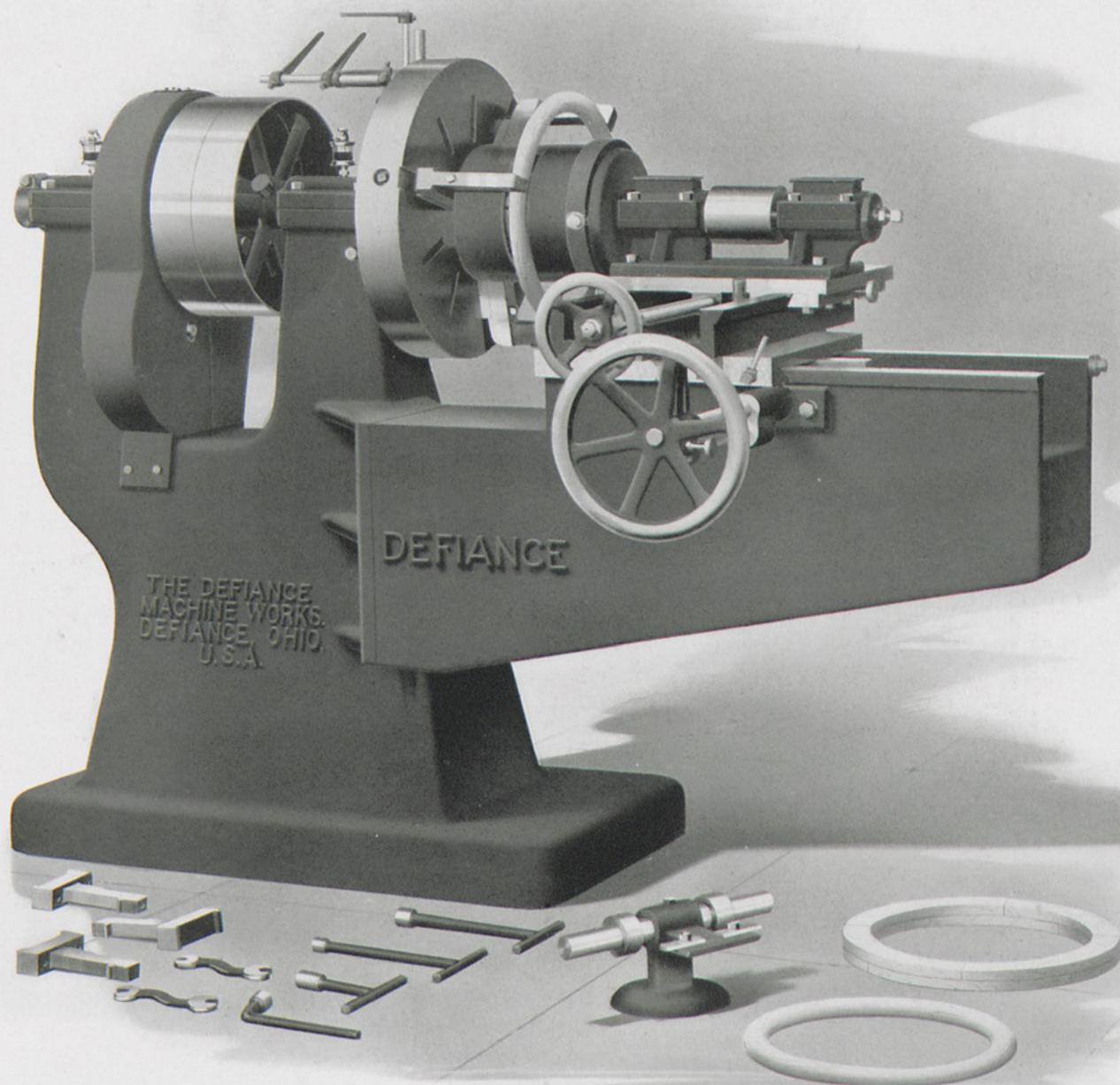
By courtesy of Kohler Co., Kohler, Wis.



KOHLER

Warren's  
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Halftone illustration  
150 line screen  
Ruxton's Inks  
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Warren Enamel  
Gray  
No. 20878



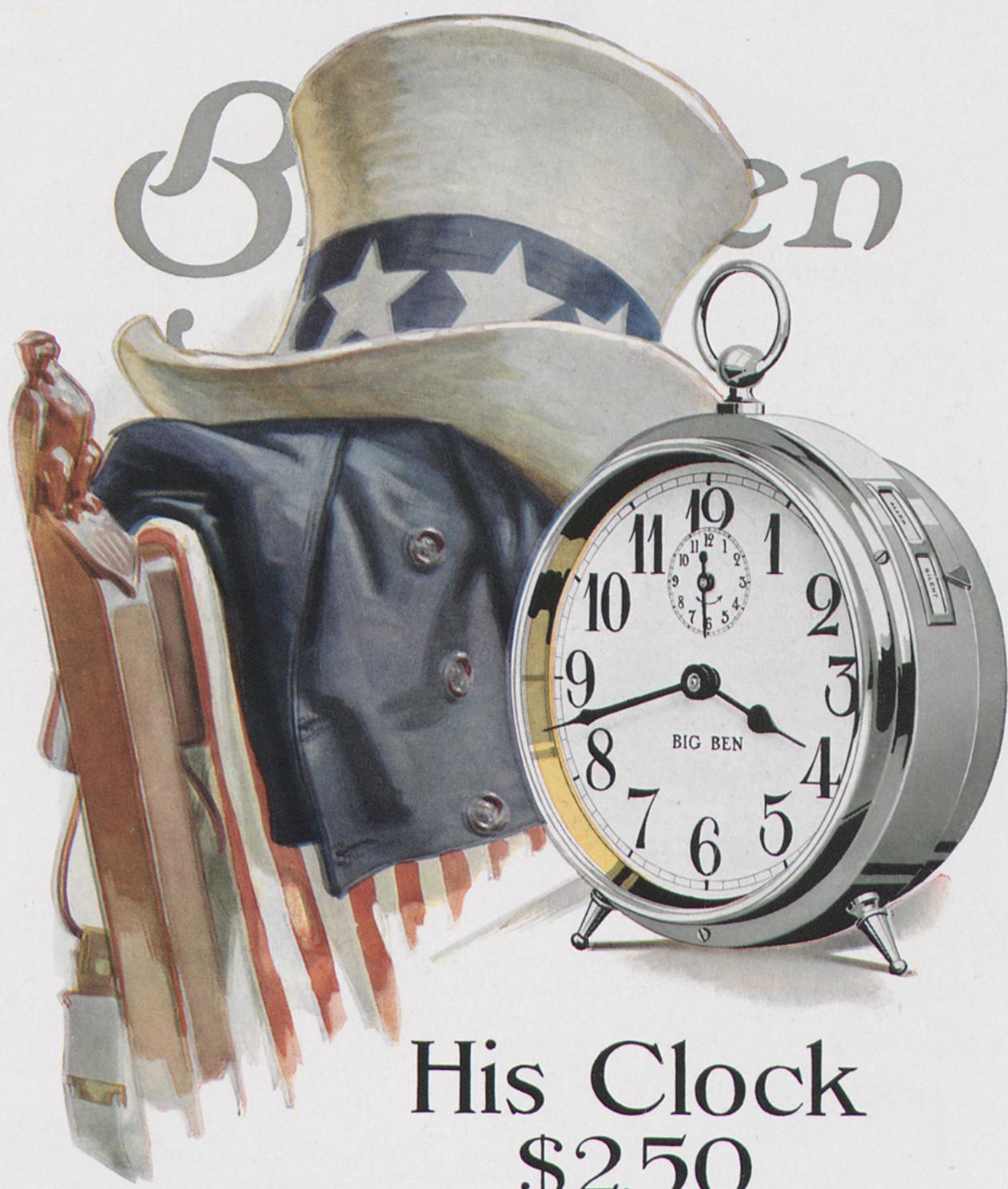
By courtesy of The Defiance Machine Works, Defiance, Ohio

Warren's  
Lustro Coated  
Book  
25 x 38 — 100  
See last page for  
sizes and weights  
stocked

Halfstone illustration  
150 line screen  
Ruxton's Inks  
"Black and White"  
Border  
Warren Enamel  
Gray  
No. 20878

SD

Ben



# His Clock

## \$2.50

*By courtesy of Western Clock Co., La Salle, Ill.*

Warren's  
Lustro Coated  
Book  
25 x 38 — 100  
See last page for  
sizes and weights  
stocked

Four color halftone  
150 line screen  
Ruxton's  
Process Inks  
Yellow No. J 132  
Red No. G 359-X  
Blue No. 21269  
"Black and White"

SD

SD

SD

# *A Warren Standard* LUSTRO COATED BOOK

LUSTRO COATED BOOK stands for the best in the Catalog and Commercial World. The uniformity of its surface may be absolutely depended upon to bring out every detail; its color adds brilliancy to the illustrations, its surface is receptive of the finest screens.

*Stocked in*

25 x 38 — 70, 80, 100, 120  
28 x 42 — 100, 120  
28 x 44 — 100, 120  
32 x 44 — 120, 140  
38 x 50 — 140, 160, 200

*All 500 sheets to the ream. Packed in cases of about 600 lbs.*

TYPE: Careful attention is too seldom paid to the selection of a type face which adapts itself to the paper. As a matter of fact, this care is as essential to perfection as a consideration of the nature of the illustrations. In general, type with hair-line serifs should be avoided when printing upon a high surface or a very rough antique. As the surface of LUSTRO is high, type with fine serifs and lines should be avoided. The face shown on this page is Scotch and in the footnotes Century Italic.

*NOTE.—The engraver should always be advised what paper is planned before the illustrations are made.*



S. D. WARREN & COMPANY  
MANUFACTURERS OF STANDARDS IN COATED  
AND UNCOATED BOOK PAPERS  
200 DEVONSHIRE STREET, BOSTON

July 2016

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