



ADVERTISING

# The Reflected Works

S.D. Warren Advertising

1911-1916

sappi etc



S.D. Warren Advertising

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

From the beginning, our advertising has been prominently featured in leading national newspapers and well-respected trade publications, which highlights our commitment to the printed page as one of the best ways for brands to communicate clearly and effectively.

Explore a collection of these ads from 1911–1916 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1911 – 1916

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

Space Day

1911-1912-1913-1914-1915-1916

*The BEST BOOKLET  
PRINTED in AMERICA*

*Win the*  
**WARREN  
AWARD** *for the*  
**encouragement of fine printing**

The next time your printer tackles the job of getting out your catalog, we want him to experience a little of the thrill that stirs an artist when he is conceiving his masterpiece. We want your printer to forget all about the competitive price you may unwisely hold him to; we want him to forget petty compromises and meagre profits; we want him to say to himself, with vehement pounding of his desk, "I will produce the best booklet printed in America." That is why we shall award some printer

**A high-grade, seven-passenger, 1917 Automobile for the Best Booklet printed in America**

*The Winning Booklet will be Handsomely Featured in a Full Page of this Paper*

This seeming munificence is really pure selfishness on our part. Perhaps you will be interested in the reasoning which led up to this offer. It went like this:

To increase the consumption of paper, it is necessary to increase printed advertising.

But a manufacturer will not use much printed matter unless it pays him to do so. No one ever acquired a liking for eggs by eating bad ones. It has been proved over and over again that a cheap, poorly printed booklet does not pay.

Hence, any force which influences printers and manufacturers to produce better printing will make printed matter more profitable, thus increasing the use of printed matter and of printing paper.

And so, if your printer begs you to let him put a hundred dollars or so more into the art work and engravings, or insists that a good paper be used, do not accuse him of trying to hold you up—for all he is trying to do is to get out a book which will pay you a profit and do honor to the prestige of your concern—incidentally he may be aspiring to win the Warren Award for the Encouragement of Fine Printing.

Wouldn't it help both you and your printer to be able to say, "This catalog won the Warren Award for the best booklet printed in America"?

Perhaps the chief reason we are so interested in

the inventive genius of chemists, the idealism of foremen and superintendents, which are expressed in a perfect sheet of Warren's Paper.

Therefore we claim Warren's Paper will run more uniform, take ink better, work better in press, fold more satisfactorily, result in a more profitable job than paper produced by processes which have not been standardized as we have standardized them.

In other words, the Warren Standard Papers are made—first, last, always—to print. The value of printing paper is determined by the pressroom test, and whether you use our CAMEO, LUSTRO, SILKOTE, CUMBERLAND COATED or other Warren Papers, you can make your selection with confidence. There is a Warren Standard Paper for every printing purpose.

Write on your letterhead for our portfolio of printed sample sheets of Warren Papers printed in one or more colors.

Printers, also ask for conditions governing THE WARREN AWARD FOR THE ENCOURAGEMENT OF FINE PRINTING.

**Warren's**  
**STANDARD**

**Printing Papers**

good printing is because the great reform to which all our efforts are committed is the standardization of printing paper. Only those who have visited our mills can appreciate the ceaseless watchfulness, the far-sighted investment in modern machinery,

**S. D. WARREN & COMPANY** *Manufacturers of STANDARDS in Coated and Uncoated Printing Papers*

**000 Devonshire Street, Boston, Mass.**

## Cameo, the Beautiful

Cameo Paper is a triumph in paper-making—the most important advance of a decade in fine printing.

It is wholly without gloss, yet it not only takes half-tones, but brings out latent photographic effects which ordinary coated book paper leaves wholly undeveloped.



## CAMEO PAPER

—White or Sepia—for Printing—

enriches illustrations, deepens half-tones, dignifies type. Its use will add to your printed matter that last touch of elegance which you have been trying to obtain.

*Write for Sample and Name of Nearby Dealer*

S. D. WARREN & CO.  
170 Devonshire St., Boston, Mass.  
*Makers of Fine Coated and Uncoated Book Papers*

## Cameo Charms the Eye

Cameo Paper seems like a miracle because it so transforms printing. First, it is a half-tone paper with no lustre whatever. Next, it makes the sort of booklet or circular that the reader dislikes to lay down.



## CAMEO PAPER

—White or Sepia—for Printing—

Double-toned ink on Cameo Plate Sepia gives the richest effect obtainable with one printing.

Cameo Plate enriches illustrations, deepens half-tones, dignifies type.

*Write for Samples and Name of Nearby Dealer*

S. D. WARREN & CO.  
169 Devonshire St., Boston, Mass.  
*Makers of Fine Coated and Uncoated Book Papers*

## Are You Interested in Fine Printing?

Then don't delay a minute in sending for our large sample book showing type and all sorts of engravings on



## CAMEO PAPER

—White or Sepia—for Printing—

It is a half-tone paper absolutely without gloss.

Cameo Plate is the most important advance in fine printing of a decade.

It enriches illustrations, deepens half-tones, dignifies type.

The improvement it will work in your catalogues and circulars will amaze you.

*Write for Samples and Name of Nearby Dealer*

S. D. WARREN & CO.  
169 Devonshire St., Boston, Mass.  
*Makers of Fine Coated and Uncoated Book Papers*



## "I open all doors!"

Of course, the traveling salesman credits that hearty welcome to his own cheerful personality. When he gets back to the home office he'll be just as doubtful as ever about the need of the advertising department. If he could only read the thoughts of his customer!

"Here comes that Standard Products man," says the customer to himself. "That is certainly a great line of goods—and well advertised. Just what I need to put snap into the department." No wonder he smiles and extends the hand that is itching to sign the dotted line.

### But How Did He Know So Much?

On the second floor back of the home office works a young man with a quiet manner and dynamic brain. He thinks and plans while others talk. His hand grips the throttle of the greatest force in selling—the printed word. Week after week, with fine booklets, broadside circulars, ginger letters, he paves the way for a hundred salesmen. In the minds of twenty thousand merchants he builds faith in the goods. He puts selling phrases into the mouths of retail clerks which clinch thousands of sales each day.

A sales campaign which lacks the support of printed matter is like an army without artillery.

A good printer and a brainy advertising manager would have saved many an ill-fated campaign.

Advertising brains are beyond price, but good printers and good printing are to be had for the asking—at a fair price. Isn't it strange that so many people think the only way to handle a printer is to hold him up on the price?

Be sensible. If you limit a printer to a price



### Printing Papers

which does not permit the use of good paper, fine engravings and adequate press work, can't you see that you will get poor paper, smudgy cuts and foggy printing?

Talk this way to your printer:

"We want a catalog which truly represents the prestige of this concern and the high quality of our product. Use paper and engravings which idealize the goods. Show skill on the make-ready so none of the brilliancy of cuts and type is lost. Don't hurry the press work. We are relying on this catalog to influence the sale of a million dollars' worth of goods and it can't be too good."

The shock might kill your printer, but how he would exert himself—what ceaseless attention he would give to every detail—what artistry he would expend on make-up and typography!

The booklets you admire are achieved in that way. Bullying and tight-fistedness never produced the best printing.

But what we are really driving at is that you must use good paper—and the right paper. When you get into the subject, you'll be surprised at how much difference there is in papers.

For example. Compare Warren's Cameo and Warren's Lusto. Both wonderful papers.

But Cameo has a dull, lusterless surface like old ivory, warm, deep toned, velvety, while Lusto is a polished paper, brilliant and glowing.

An engraving on Cameo attains the soft beauty of a platinum photograph, while the same engraving on Lusto becomes brilliant, sharply defined, perfect in detail. Before you select a paper, have your engravings proved up on Cameo and Lusto—you will soon know which paper you prefer.

Then we come to Warren's Cumberland, a glossy paper of splendid quality and moderate cost; and to Warren's Silkote, made to supply at a low price part of the demand for dull finished paper created by the effectiveness of Cameo.

Printone is a low-priced, semi-coated paper of merit, which takes halftones perfectly and is suited for large edition booklets or folders.

We want you to know these papers intimately. To this end, we have prepared an elaborate Suggestion Book of specimen sheets printed in one and more colors—also a series of supplementary books. These books are winning strong commendations from those who know most about printing. We will gladly send you a copy if you will write for it on your business stationery.

S. D. WARREN & COMPANY

*Manufacturers of STANDARDS in Coated and Uncoated Printing Papers*

000 Devonshire Street, Boston, Mass.





## Does Your Booklet Stop Him When He Reads His Mail?

Is it attractive enough, after a hasty perusal, to be laid aside for a more careful reading?

Now-a-days a booklet must be attractive or it goes into the waste basket at once.

But a man will not throw away unread a Booklet printed on

# CAMEO PAPER

*A Warren Standard*

It is sure to get a second inspection. The soft, velvety surface of Cameo gives dignity, elegance and inviting legibility to type page and illustration. Half-tones have the richness and depth of photogravures. Cameo booklets always please.

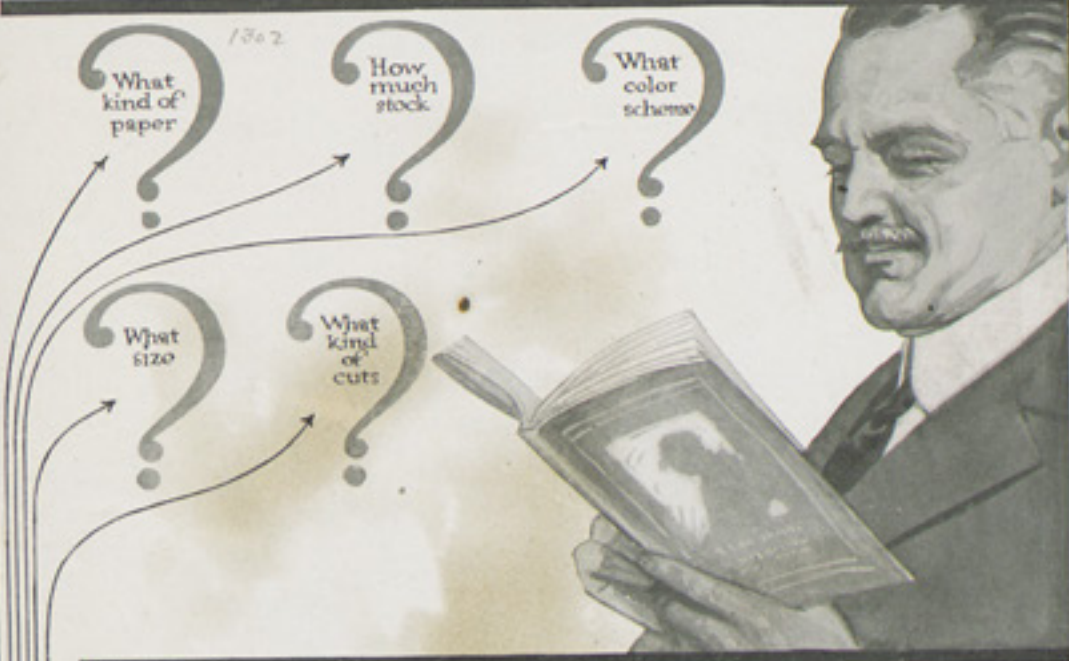
Send for "The Paper Buyer's Guide"

and look at the section on Cameo. You will be convinced of the effectiveness which you can secure only with Cameo Paper.

You will find this Guide of great assistance to you in the planning of color effects and typographical arrangement for your booklets. It includes the Warren Standards, papers which fill every need for high-grade booklet work. This Guide is sent free to those requesting it on their business letterhead.

S. D. WARREN & COMPANY 000 Devonshire Street, Boston, Mass.

*Manufacturers of the best in staple lines of coated and uncoated book papers.*



## That New Booklet

Find the answers in the Paper Buyer's Guide

ALMOST everything that could help you in developing a booklet is found in this specimen book—the most complete we have ever issued.

It will show you wonderful duo-tone and photogravure effects on Warren Cameo. It will show how type gains in legibility and dignity on this lusterless, velvety paper. It will convince you that

# CAMEO PAPER

*A Warren Standard*

has rare printing qualities—that it will make your booklet more attractive, more readable and more productive.

The "Paper Buyer's Guide" contains samples and information about the other Warren Standard Papers, their particular qualities and uses; also many items of general value about printing, choice of stock, etc. The Warren Standards include the best paper for all kinds of high-grade printing.

We will gladly place the "Paper Buyer's Guide" on the desks of managers who can use it. Write for it.

S. D. WARREN & CO., 000 Devonshire St., Boston, Mass.



## Add to the Prestige of Your Print Shop for Quality Work

Fill up your shop with the class of work which is not secured on price alone. Where price controls, profits and quality suffer.

Booklets printed on Cameo Plate command better prices. They are worth more because they are above the great mass of printed matter. They carry an atmosphere of quality ordinary coated stock cannot convey. Cameo gives halftones the effect of photogravures and dignifies the all-type booklet.



# CAMEO PLATE

Coated Book—White or Sepia

Enriches illustrations, deepens halftones, dignifies type.

If you want to get the very best results with Cameo, note these few suggestions:

Use deeply etched halftone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all halftones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo paper according to these instructions and every halftone job you run will bring you prestige.

Send for Sample-Book

S. D. Warren & Co., 161 Devonshire St., Boston, Massachusetts  
Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers

## Booklets on Cameo Bring Reputation for Fine Work

Even the inexperienced feel that a booklet on Cameo Plate must be worth more. The distinctive appearance and quality tone of Cameo places booklets printed on it beyond the competitive prices paid for those on ordinary coated stock.

Adopt Cameo and add a prestige to your shop for better work.



# CAMEO PLATE

Coated Book—White and Sepia



Enriches illustrations, deepens halftones, dignifies type. If you want to get the very best results with Cameo, note these few suggestions:  
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Cameo is the best stock for all halftones except those intended to show polished and mechanical subjects in microscopic detail. Use Cameo paper according to these instructions and every halftone job you run will bring you prestige. Send for Sample-book.

S. D. Warren & Co., 161 Devonshire St., Boston, Mass.  
Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers



## "Bully! Best Booklet We Ever Issued!"

There's great satisfaction in realizing that here is a booklet that is going to stand out from the mass of booklets—that it is so attractive it is going to be held for a second perusal and not go with the great majority.

The way to insure such a reception for your booklets is to print them on Cameo Paper.

Cameo booklets look too good to be thrown away. They'll not only please you, but they also will please the man you want to reach. Please him enough at least to prevent their immediate destruction after the first hasty glance.



# CAMEO PAPER



A Warren Standard

The warm, velvety surface of Cameo forms a background against which both illustration and type stand out with a dignity and elegance that command attention. Halftones have the depth and effect of photogravures.

When you reprint a booklet, use Cameo and compare results with the first edition. You'll see why Cameo booklets please.

Send for "The Paper Buyer's Guide"

and profit by the many suggestions it offers in pleasing color effects and typographical arrangement. Study the Warren Standards, all shown in this book. They comprise all the papers you will need for high-grade book work. A copy of this Guide will be sent to all who request it on their business stationery.

We have something of interest to publishers and printers of fine books

S. D. WARREN & CO., 000 Devonshire Street, BOSTON, MASS.

Manufacturers of the best in staple lines of coated and uncoated book papers

## A FALSE START IS FATAL TO A GOOD FINISH

It is poor economy to figure a poor stock when you expect to turn out a first-class job. Your cuts, presswork, everything depend on it. You are taking chances of having your work rejected if you use poor judgment in stock selection. If you will stick to

## Warren Standard Book Papers

you will never run such risks, because everyone is the very best for the particular work for which it is intended.

Booklets printed on Warren's Cameo always please. They look too good to be thrown away. Cameo gives to half-tones the depth and attractiveness of photo-gravures. Its velvety, lusterless surface—similar to old ivory—lends a dignity to the type pages that cannot be surpassed.

Get our new specimen book:



"The Paper Buyer's Guide"



and see what effects can be gotten in one or more colors on Cameo. Note the other Warren Standards and the uses to which we suggest they be put. You will find in this book practically everything you will ever need in bookpapers, and you can be sure that you have chosen wisely when you select any of them for your work.

Write for this Guide now. Sent free, if requested on your business letterhead.

S. D. WARREN & CO., 161 Devonshire St., Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated book papers

### LIST OF DISTRIBUTORS

Baltimore, Md.	Smith, Dixon Co.	New York City (for Export only)
Boston, Mass.	The A. Storrs & Bement Co.	National Paper & Type Co.
Buffalo, N. Y.	The Alling & Cory Co.	Standard Paper Co.
Chicago, Ill.	J. W. Butler Paper Co.	Megargee & Green Co.
Cleveland, Ohio	Cleveland Paper Mfg. Co.	The Alling & Cory Co.
Cleveland, Ohio	Kingsley Paper Co.	C. M. Rice Paper Co.
Dallas, Texas	Southwestern Paper Co.	Blake, Moffitt & Towne
Denver, Colo.	The Peters Paper Co.	The Alling & Cory Co.
Grand Rapids, Mich.	Central Michigan Paper Co.	San Francisco, Cal.
Houston, Texas	Southwestern Paper Co.	Seranton, Pa.
Kansas City, Mo.	Interstate Paper Co.	Megargee Bros.
Los Angeles, Cal.	Blake, Moffitt & Towne	American Paper Co.
New York City (88 Bleecker St.)	Sale Agents, Henry Lindenmeyr & Sons	American Type Founders Co.
		American Type Founders Co.

## Insure the Success of Your Booklet Work

Start right. Select not only the stock best suited to the work in hand, but the paper that can be depended upon to handle well at every stage of the job. When you figure up your costs you will find the balance on the right side.



## Warren Standard Book Papers



provide you with the stock you require for booklet work of every description. You need not look outside the pages of our new specimen book, "The Paper Buyer's Guide," for Warren Standards are always uniform in quality and are sold everywhere under the same trade name. Hence you know what you are buying.

Send for "The Paper Buyer's Guide"

and use it as your guide in the selection of the proper stock to produce the best results under all conditions. It contains suggestions on color effects and typography which will prove most valuable to you.

It shows the wonderful results possible to obtain with Cameo Paper whether in one or more colors. The lusterless, velvety surface of Cameo enables you to get from half-tones the effect of photogravures. Cameo jobs are successful jobs.

We will send you a copy of this Guide free if requested on your business stationery.

We have something of interest to publishers and printers of fine books.

S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated book papers

### LIST OF DISTRIBUTORS

Baltimore, Md.	Smith, Dixon Co.	Milwaukee, Wis.	Standard Paper Co.
Boston, Mass.	The A. Storrs & Bement Co.	Philadelphia, Pa.	Megargee & Green Co.
Buffalo, N. Y.	The Alling & Cory Co.	Pittsburgh, Pa.	The Alling & Cory Co.
Chicago, Ill.	J. W. Butler Paper Co.	Portland, Me.	C. M. Rice Paper Co.
Cleveland, Ohio	Cleveland Paper Manufacturing Co.	Portland, Ore.	Blake, Moffitt & Towne
Cleveland, Ohio	Kingsley Paper Co.	Rochester, N. Y.	The Alling & Cory Co.
Dallas, Texas	Southwestern Paper Co.	St. Louis, Mo.	Mississippi Valley Paper Co.
Denver, Colo.	The Peters Paper Co.	San Francisco, Cal.	Blake, Moffitt & Towne
Grand Rapids, Mich.	Central Michigan Paper Co.	Seranton, Pa.	Megargee Bros.
Houston, Texas	Southwestern Paper Co.	Seattle, Wash.	American Paper Co.
Kansas City, Mo.	Interstate Paper Co.	Spokane, Wash.	American Type Founders Co.
Los Angeles, Cal.	Blake, Moffitt & Towne	Vancouver, B. C.	American Type Founders Co.
New York City	Henry Lindenmeyr & Sons		
New York City (for export only)	National Paper & Type Co.		

## Through this guide you can look for the success of every booklet

In our new specimen book, "The Paper Buyer's Guide," you will find a selection of papers best adapted to the production of successful printing jobs of every description. They are the

## Warren Standard Book Papers

and have been selected to fill every requirement in booklet printing. You need not go outside of this Guide for any stock you need to make a successful booklet job. Using this Guide is the easiest, safest and best way to choose the right paper.

In the section devoted to Cameo Paper you will see why we say that no other stock can produce the beautiful results obtainable with Cameo. Its lusterless, velvety surface gives a depth and richness to halftones comparable with photogravures. An all-type page printed on Cameo is exceptionally attractive and restful to the eye. Cameo booklets are successful booklets.

Send for "The Paper Buyer's Guide"

and profit by the many suggestions on color and type effects you will find on its pages. It will give you, too, in the selection of the proper paper for every booklet order.

We will send the Guide free if you write for it on your business stationery

S. D. WARREN & CO., 161 Devonshire St., Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated book papers

### LIST OF DISTRIBUTORS

Baltimore, Md.	Smith, Dixon Co.	New York City (for Export only)	National Paper & Type Co.
Boston, Mass.	The A. Storrs & Bement Co.		Standard Paper Co.
Buffalo, N. Y.	The Alling & Cory Co.		Megargee & Green Co.
Chicago, Ill.	J. W. Butler Paper Co.		The Alling & Cory Co.
Cleveland, Ohio	Cleveland Paper Mfg. Co.		C. M. Rice Paper Co.
Cleveland, Ohio	Kingsley Paper Co.		Blake, Moffitt & Towne
Dallas, Texas	Southwestern Paper Co.		The Alling & Cory Co.
Denver, Colo.	The Peters Paper Co.		Mississippi Valley Paper Co.
Grand Rapids, Mich.	Central Michigan Paper Co.		Blake, Moffitt & Towne
Houston, Texas	Southwestern Paper Co.		Megargee Bros.
Kansas City, Mo.	Interstate Paper Co.		American Paper Co.
Los Angeles, Cal.	Blake, Moffitt & Towne		Mutual Paper Co.
New York City	Henry Lindenmeyr & Sons		American Type Founders Co.
			American Type Founders Co.



DO your booklets get into manufacturers' files or are they filed in the waste basket before being read, simply because of their unattractiveness? Getting attention is a booklet's first problem and the first impression means much towards its success. Make sure that YOUR booklets do not fail in this all-important question of appearance. Booklets printed on

# CAMEO PAPER

A Warren Standard

have the dignity and elegance of appearance which gain instant and favorable attention. Printed on the velvety, lustrous surface of Cameo, halftones have the depth and beauty of photogravures, while the all-type page has a legibility that is very inviting. You are sure to have an attractive booklet if you select Cameo for the stock.

Send for our new Specimen Book

in which you can see for yourself the wonderfully effective results Cameo gives. If you wish, we will also send specimens of other Warren Standard Book Papers, which include the stocks best suited to all high-grade booklet work. You will find the many suggestions on color effects, typography and the choice of paper of the greatest value in the preparation of your booklets.

We have something of interest to publishers and printers of fine books

S. D. WARREN & CO., 000 Devonshire St., Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated book papers

## Are You "from Missouri"?



Here is proof of all we've been claiming for Cameo Paper for advertising purposes.

Here in this 32-page book—you can see for yourself how Cameo takes every kind of cut, how it carries brown ink, black ink, two-tone ink; how realistic halftone illustrations appear—often better than the original photogravures. It shows how readable are the plain type pages; how clean and distinct they are, whether the type face be Caslon or Modern; for you need not forego the beautiful Caslon face because you need a coated paper for your illustrations.

### "A Cameo Paper Demonstration"

will remove any doubt you may have had about the unlimited possibilities of Cameo for advertising purposes.

Add this book to your advertising library. The ideas and suggestions offered can be used to make your own advertising more effective. Send for it now.

S. D. WARREN & CO., 161 DEVONSHIRE STREET, BOSTON, MASS.

Manufacturers of the best in staple lines of coated and uncoated book papers



YOU should aim at making *all* your booklets so attractive that they will be kept, not thrown away. A great deal depends on the stock. You are wise when you select one of the

## Warren Standard Book Papers

They work so well you are sure of results. Among them you will find every book paper you need.

Use Cameo Paper if you want to get wonderful results with halftones. On Cameo they have the depth and beauty of photogravures. The plain type page, too, has a richness that is very attractive.

Send for "The Paper Buyer's Guide"

which contains the full line of Warren Standards. Keep it at hand not only for its valuable color and typographical suggestions, but to save you time and uncertainty hunting for the right paper. A copy sent free if requested on your business letterhead.

S. D. WARREN & CO., 161 Devonshire Street, Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated Book Papers

WARREN STANDARDS ARE CARRIED BY

Baltimore, Md.	Smith, Dixon Co.	Kansas City, Mo.	Interstate Paper Co.	Portland, Ore.	Blake, McFall Co.
Boston, Mass.	The A. Storr & Bement Co.	Los Angeles, Cal.	Blake, Moffitt & Towne	Rochester, N. Y.	The Ailing & Cory Co.
Buffalo, N. Y.	The Ailing & Cory Co.	New York City, 12 Bleecker Street, Sole Agents,	Henry Lindemeyer & Sons	St. Louis, Mo.	Mississippi Valley Paper Co.
Chicago, Ill.	J. W. Butler Paper Co.	New York City (for export only), National Paper	A Type Co.	San Francisco, Cal.	Blake, Moffitt & Towne
Cleveland, Ohio	Cleveland Paper Mfg. Co.	Seattle, Wash.	Standard Paper Co.	Scranton, Pa.	Megargee Bros.
Cleveland, Ohio	Kingsley Paper Co.	Seattle, Wash.	Megargee Bros.	Spokane, Wash.	American Paper Co.
Dallas, Texas	Southwestern Paper Co.	Seattle, Wash.	Mutual Paper Co.	Spokane, Wash.	American Type Founders Co.
Denver, Colo.	The Peters Paper Co.	Seattle, Wash.	American Type Founders Co.	Vancouver, B. C.	American Type Founders Co.
Grand Rapids, Mich.	Central Michigan Paper Co.	Seattle, Wash.	American Type Founders Co.		
Houston, Texas	Southwestern Paper Co.	Seattle, Wash.	American Type Founders Co.		

Constant excellence of product is the highest type of competition



Booklets that stand out bring repeat orders to their printer

The stock is the foundation of every booklet. Therefore start every job right by selecting for the stock one of the

## Warren Standard Book Papers

They are good, safe papers for your booklet work of every description. By standardizing our line we have saved you time and trouble in hunting for the paper that will help you get results. You will find the paper best suited to your work in "The Paper Buyer's Guide," the most valuable specimen book ever issued.

Note the beautiful results to be obtained on Cameo Paper. No other stock can equal it for halftone printing. Its velvety surface gives halftones the appearance of photogravures. For type pages it is wonderfully attractive and restful to the eye.

"Send for the Paper Buyer's Guide"

You'll use it every day. Sent free, if requested on your business letterhead

S. D. Warren & Co., 161 Devonshire St., Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated book papers

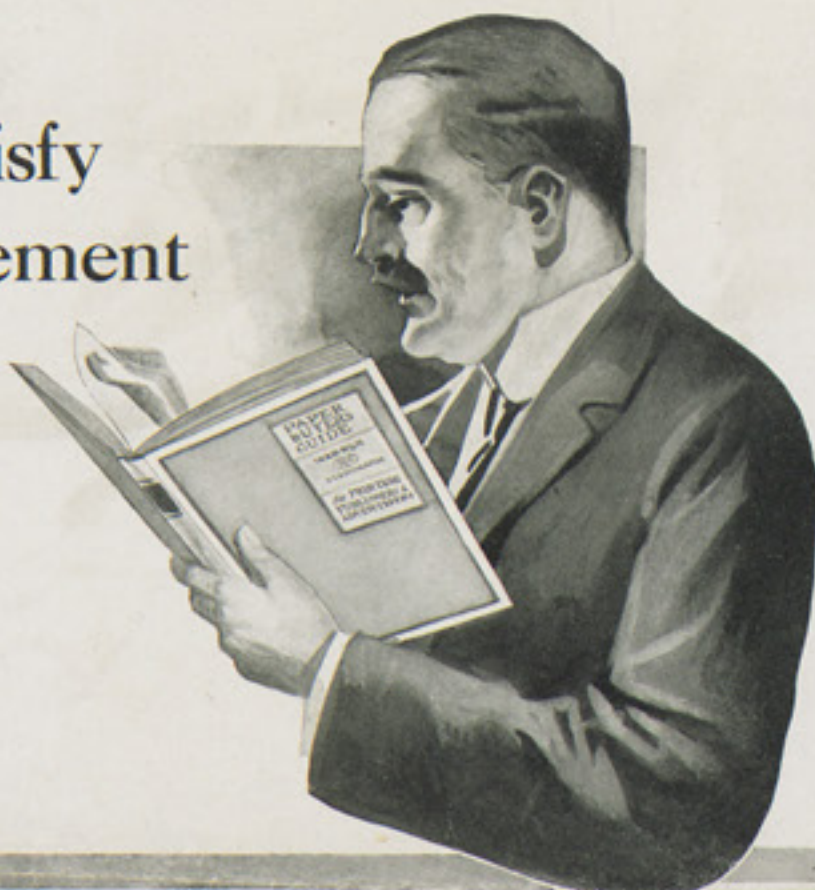
WARREN STANDARDS ARE SOLD BY

Baltimore, Md.	Smith, Dixon Co.	New York City (for export only)	National Paper & Type Co.
Boston, Mass.	The A. Storr & Bement Co.	Milwaukee, Wis.	Standard Paper Co.
Buffalo, N. Y.	The Ailing & Cory Co.	Philadelphia, Pa.	Magargee & Green Co.
Chicago, Ill.	J. W. Butler Paper Co.	Pittsburgh, Pa.	The Ailing & Cory Co.
Cleveland, Ohio	Cleveland Paper Mfg. Co.	Portland, Me.	C. M. Rice Paper Co.
Cleveland, Ohio	Kingsley Paper Co.	Portland, Ore.	Blake, McFall Co.
Dallas, Texas	Southwestern Paper Co.	Rochester, N. Y.	The Ailing & Cory Co.
Denver, Colo.	The Peters Paper Co.	St. Louis, Mo.	Mississippi Valley Paper Co.
Grand Rapids, Mich.	Central Michigan Paper Co.	San Francisco, Cal.	Blake, Moffitt & Towne
Houston, Texas	Southwestern Paper Co.	Scranton, Pa.	Megargee Bros.
		Seattle, Wash.	American Paper Co.
		Seattle, Wash.	Mutual Paper Co.
		Seattle, Wash.	American Type Founders Co.
		Seattle, Wash.	American Type Founders Co.

Constant excellence of product is the highest type of competition

## The Papers in this Guide Satisfy Every Requirement

for booklet papers. Saves digging around shelves and drawers for some paper to meet your customer's whims. And the more papers you show him the farther from a decision he gets.



"The Paper Buyer's Guide" contains just the paper to please him and give you the best results and least trouble in your press room.

## Warren Standard Book Papers

In the section on Cameo you will see the wonderfully effective results obtainable with this paper. Its velvety surface gives a depth and richness to halftones comparable with photogravures. Cameo Paper gives a tone to every booklet you print on it.

The color and typographical suggestions in "The Paper Buyer's Guide" will earn for it a place on your desk top. Send for it now. It's free, if requested on your business letterhead.

S. D. Warren & Co., 161 Devonshire Street, Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated book papers

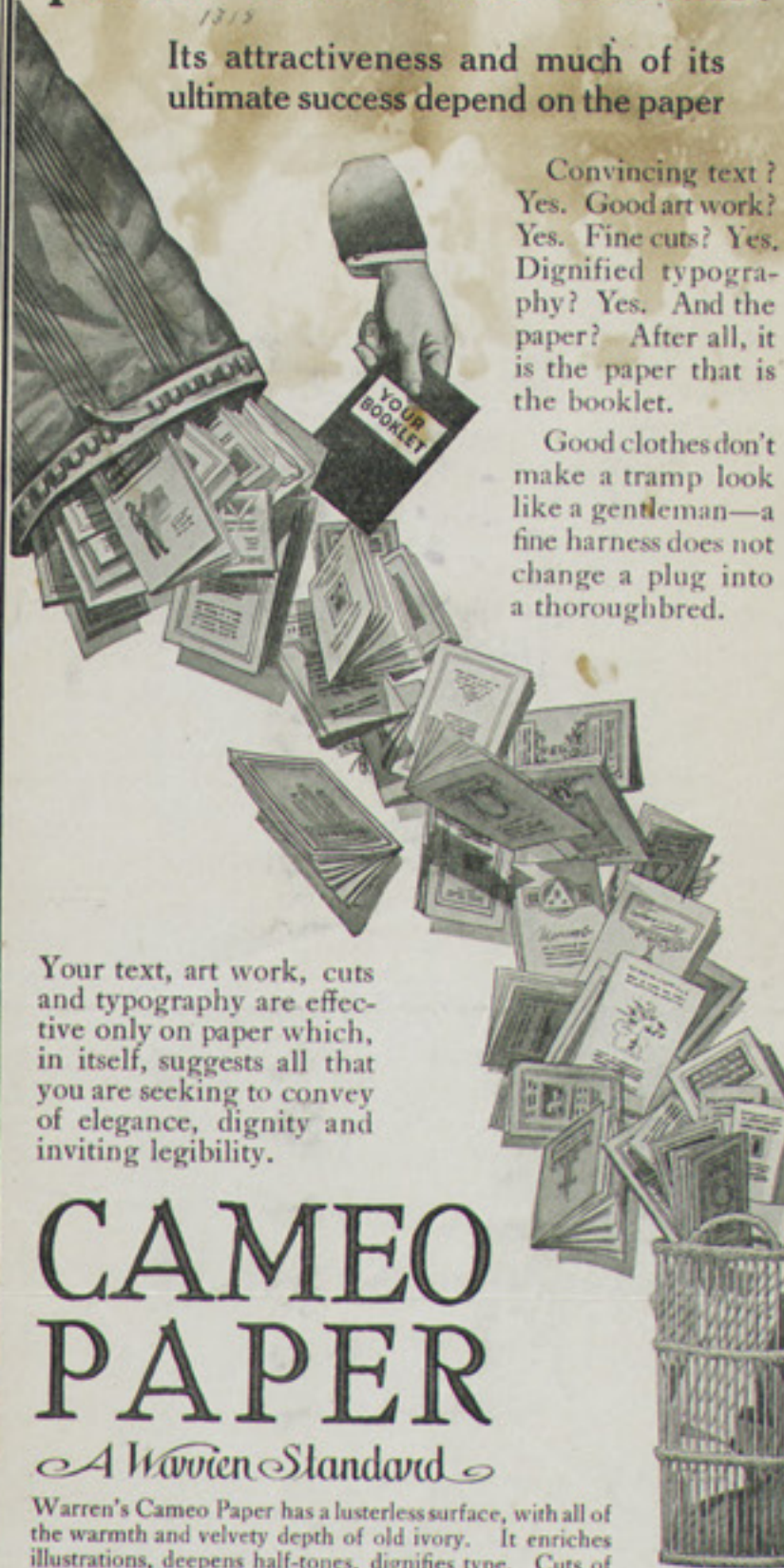
WARREN STANDARDS ARE CARRIED BY

Baltimore, Md.	Smith, Dixon Co.	Kansas City, Mo.	Interstate Paper Co.	Portland, Ore.	Blake, McFall Co.
Boston, Mass.	The A. Storr & Bement Co.	Los Angeles, Cal.	Blake, Moffitt & Towne	Rochester, N. Y.	The Ailing & Cory Co.
Buffalo, N. Y.	The Ailing & Cory Co.	New York City, 12 Bleecker Street, Sole Agents,	Henry Lindemeyer & Sons	St. Louis, Mo.	Mississippi Valley Paper Co.
Chicago, Ill.	J. W. Butler Paper Co.	New York City (for export only), National Paper	A Type Co.	San Francisco, Cal.	Blake, Moffitt & Towne
Cleveland, Ohio	Cleveland Paper Mfg. Co.	Seattle, Wash.	Standard Paper Co.	Scranton, Pa.	Megargee Bros.
Cleveland, Ohio	Kingsley Paper Co.	Seattle, Wash.	Megargee Bros.	Spokane, Wash.	American Paper Co.
Dallas, Texas	Southwestern Paper Co.	Seattle, Wash.	Mutual Paper Co.	Spokane, Wash.	American Type Founders Co.
Denver, Colo.	The Peters Paper Co.	Seattle, Wash.	American Type Founders Co.	Vancouver, B. C.	American Type Founders Co.
Grand Rapids, Mich.	Central Michigan Paper Co.	Seattle, Wash.	American Type Founders Co.		
Houston, Texas	Southwestern Paper Co.	Seattle, Wash.	American Type Founders Co.		

Constant excellence of product is the highest type of competition

## Is your booklet going to be pulled out of the stream?

Its attractiveness and much of its ultimate success depend on the paper



Convincing text? Yes. Good art work? Yes. Fine cuts? Yes. Dignified typography? Yes. And the paper? After all, it is the paper that is the booklet.

Good clothes don't make a tramp look like a gentleman—a fine harness does not change a plug into a thoroughbred.

Your text, art work, cuts and typography are effective only on paper which, in itself, suggests all that you are seeking to convey of elegance, dignity and inviting legibility.

## CAMEO PAPER

A Warren Standard

Warren's Cameo Paper has a lusterless surface, with all of the warmth and velvety depth of old ivory. It enriches illustrations, deepens half-tones, dignifies type. Cuts of the finest screen hold the faintest gradations of color.

The paper is a background which does not distract with reflected light, but which rests the eye with its pleasant, neutral tone.

We have just issued a complete book of specimens which we call "The Paper Buyer's Guide." You will get from it information and suggestions in color and type treatment which will aid you immensely in the development of your new booklet.

The proper use of each of the Warren Standard papers is explained and samples of each shown. The Warren Standards include the various kinds of paper suited for high-grade printing. This invaluable book will be sent to managers who request it on their business letterhead.

We have something of interest to publishers and printers of fine books  
S. D. WARREN & CO., 162 Devonshire St., Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated book papers



YOU should aim at making *all* your booklets so attractive that they will be kept, not thrown away. A great deal depends on the stock. You are wise when you select one of the

## SD *Warren Standard* Book Papers SD

They work so well you are sure of results. Among them you will find every book paper you need.

Use Cameo Paper if you want to get wonderful results with halftones. On Cameo they have the depth and beauty of photogravures. The plain type page, too, has a richness that is very attractive.

### *Send for "The Paper Buyer's Guide"*

which contains the full line of Warren Standards. Keep it at hand not only for its valuable color and typographical suggestions, but to save you time and uncertainty hunting for the right paper. A copy sent free if requested on your business letterhead.

**S. D. WARREN & CO., 161 Devonshire Street, Boston, Mass.**

*Manufacturers of the best in staple lines of coated and uncoated Book Papers*

#### WARREN STANDARDS ARE CARRIED BY

Baltimore, Md.	Smith, Dixon Co.	Kansas City, Mo.	Interstate Paper Co.	Portland, Ore.	Blake, McFall Co.
Boston, Mass.	The A. Smith & Brown Co.	Los Angeles, Cal.	Blake, Moffet & Towne	Rochester, N. Y.	The Ailing & Cory Co.
Buffalo, N. Y.	The Ailing & Cory Co.	New York City, 12 Breckler Street, Sole Agent,		St. Louis, Mo.	Mississippi Valley Paper Co.
Chicago, Ill.	J. W. Butler Paper Co.	Henry Lindemeyer & Sons		San Francisco, Cal.	Blake, Moffet & Towne
Cleveland, Ohio	Cleveland Paper Mfg. Co.	New York City (for export only), National Paper		Scranton, Pa.	Megargee Bros.
Cleveland, Ohio	Kingsley Paper Co.	A Type Co.		Seattle, Wash.	American Paper Co.
Dallas, Texas	Southwestern Paper Co.	Milwaukee, Wis.	Standard Paper Co.	Seattle, Wash.	Mutual Paper Co.
Denver, Colo.	The Peters Paper Co.	Philadelphia, Pa.	Megargee & Green Co.	Spokane, Wash.	American Type Founders Co.
Grand Rapids, Mich.	Central Michigan Paper Co.	Pittsburgh, Pa.	The Ailing & Cory Co.	Vancouver, B. C.	American Type Founders Co.
Houston, Texas	Southwestern Paper Co.	Portland, Me.	C. M. Rice Paper Co.		

*Constant excellence of product is the highest type of competition*

*Nov 1914*

**"It looks worth reading"**



**B**

OOKLETS are no better than their paper. Your print an impression from that paper—reads a line.

Make sure that you use paper good to create that most important "impression," to present illustrations brilliantly as your story by in pictures, to suggest, in quality in your goods.

## LUSTRO PAPER

*A Warren Standard*

—a high grade of lustrous, coated paper—The value of its perfect uniformity of surface by the detail brilliancy of its prints, in its delicate effects, and printers find that its use cut press-room expense and troubles. Lustró add to print—adds clearness. Can a fractional through inferior paper, balance what you lose neglect of your booklet?

### Send for Specimen Sheets

Tell us the nature of your printed matter and we will send a set of other Warren Standard Papers. You'll find valuable suggestions for color effects, typography and choice of paper.

S. D. WARREN & CO., 164 Devonshire St., Boston, Mass.

*Manufacturers of the best in staple lines of Coated and Uncoated book papers*



**"Never Mind the Rest—Just Keep This One"**

**T**

HE richest printing effect that is possible from one impression, is CAMEO PAPER (Sepia) with a well selected double-shade ink.

No paper is a good salesman for you unless it presents your goods with the uttermost attractiveness that pictures can give.

## Cameo Paper

*A Warren Standard*

has a velvet, dull-coated finish that adds to good half-tones the depth and soft beauty of photogravures. Because it gives no reflection to light, it pleases and rests the reader's eye. It develops the last cent of effectiveness out of your expensive cuts. Its peculiarly "easy-to-read" quality, and its unique attention-value outweigh a thousand times what you could save on inferior papers.

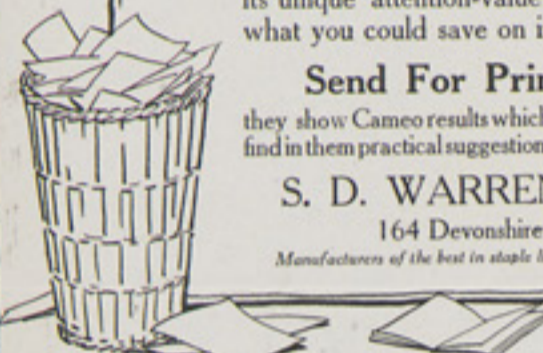
### Send For Printed Specimens

they show Cameo results which any printer can attain. You will find in them practical suggestions for color effects and typography.

S. D. WARREN & COMPANY

164 Devonshire St., Boston, Mass.

*Manufacturers of the best in staple lines of coated and uncoated Book Papers*



*System January issue See Bulletin letter 7/17*

**Don't Blame the Printer**

YOU cannot expect a fine booklet job if you insist on using cheap paper.

The effect of your fine art work and plates will be lost unless you provide stock on which they can prove their worth.

You will not be disappointed with results if you specify

## LUSTRO PAPER

*A Warren Standard*

The brilliant detail of your illustrations, their delicacy of vignetting, will be enhanced by the perfect printing qualities of this lustrous paper.

Are all your efforts to go for naught for the sake of a fractional saving on the very foundation of your booklet?

### Send for Specimen Sheets

that will show you results Lustró can give. Let us know the nature of your printed matter and we will send you samples of other Warren Standards. These samples provide valuable suggestions for color effects and type layouts.

S. D. WARREN & CO.  
000 Devonshire St. Boston, Mass.

*Manufacturers of the best in staple lines of Coated and Uncoated Book Papers*



## How Robbins Gets The Business

IF you want to get more replies and develop more sales from your magazine and trade-paper advertising, you should write for this new Cameo booklet.

This remarkable story of Robbins is brimful of vital information for advertisers. It explains why the usual magazine or trade-paper advertisement does not produce more replies, how sales are developed from advertising, and the strategy of the booklet offer.

How the Burroughs Adding Machine Company in one instance increased the number of replies and sales from their magazine advertising several hundred times is one of the illustrations that Robbins uses.

We published this booklet originally for the benefit of the printer, because we were convinced that it would stimulate the production of more good booklet and catalog printing than anything ever before issued by a paper manufacturer. Now we find that magazine and trade-paper advertisers are just as anxious to secure the information it carries. That is why we are offering it here free to all readers of *System*.

Please bear in mind that this is a Cameo booklet. Robbins says that he gets more truthful and interesting pictures in his booklets by printing them on Cameo paper. He also finds that the soft, velvety surface of Cameo makes the type more readable. That is why all of his follow-up booklets are printed on Cameo, the paper for advertising. You will want a follow-up booklet, too, printed on Cameo, when you see this handsome Robbins booklet.

Make your magazine and trade-paper advertisements pull. This booklet tells you how. Write for it today.

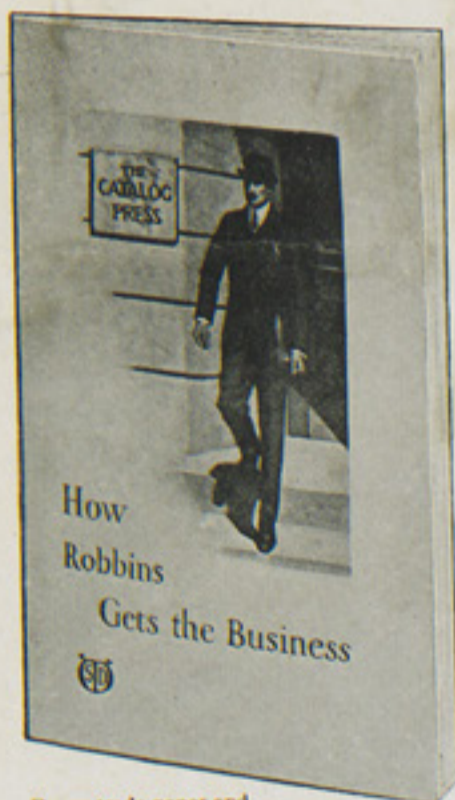


**S. D. WARREN & COMPANY**

Mfrs. of the Best in Staple Lines of Coated and Uncoated Book Papers

164 Devonshire Street, Boston, Mass.

Please mention SYSTEM when writing to advertisers



Every trade paper and magazine advertiser should read this booklet.



**"What a fine picture! I'll look through this."**

THE impression of the open page is the first impression a book makes—and it is 99% paper. After that your reader glances at the pictures. If they look pleasing and interesting (which they cannot on poor paper), he says, "I'll look through this."

## Warren Standard Book Papers

carry that distinction that "stands out" in all thoroughbred products. You can see this quality in the samples of Warren Standard Paper which we will send you on request. Notice Cameo Paper, whose velvety, dull coated finish softens the screen effects of halftones, gives them the depth and realism of actual photographs. Observe Lustró Paper, whose even, lustrous surface renders perfectly either brilliant halftones or the softest vignette effects.

The Warren Standards are the result of years of specializing on printing paper—of constant endeavor to do one thing supremely well. They demonstrate that no saving of a few cents can balance what cheaper paper can lose you in results.

### Send for Specimen Sheets—Sent Free

—of all Warren Standards. They contain examples of printing results in halftone and color; color, "make-up" and typographical hints; instructions for getting best "Warren Standard" results; hints to make stock choice easy. They are mines of ideas for practical printers. Sent Free.

S. D. WARREN & CO., 000 Devonshire St., Boston, Mass.

*Manufacturers of the best in staple lines of coated and uncoated Book Papers*



**"That's a Good Booklet—We'll Have One Like It!"**



**W**

HEN you use a Warren Standard Paper for your printed matter, you insure against disappointment.

We are specialists in printing paper. We made the first coated paper produced in the United States over thirty years ago, and today the Standard lustrous coated paper is

## Lustro Paper

*A Warren Standard*

It brings out the full value of your engravings, whether microscopic details or shadowy vignettes. It makes a book that looks as though it ought to be read and filed. Its beautifully perfect surface and uniform texture and inner substance make LUSTRO a favorite in the pressroom. But, most important to you, it presents your wares to the best advantage.

### Send for Printed Specimens

Tell us about your other printing requirements and we will send samples of suitable Warren Standards—a complete line of coated and uncoated book paper on which we stake our reputation.

S. D. WARREN & COMPANY  
164 Devonshire Street Boston, Mass.

*Manufacturers of the best in staple lines of coated and uncoated Book Papers*



*System May 1914  
Printer Ink May 1914*

Please mention SYSTEM when writing to advertisers




*Posed for COMMUNITY by MRS. VERNON CASTLE, of Castle House*

© 1914, O.C.L.

#### PHOTOGRAPHY APPLIED TO ADVERTISING

The series of photographic illustrations now being used in the advertisements of Community Silver by the Oneida Community, Ltd., Oneida, N. Y., represents a distinct type of craftsmanship. These illustrations combine idealism, refinement and attention value to a high degree and establish a correspondingly favorable impression regarding the products advertised

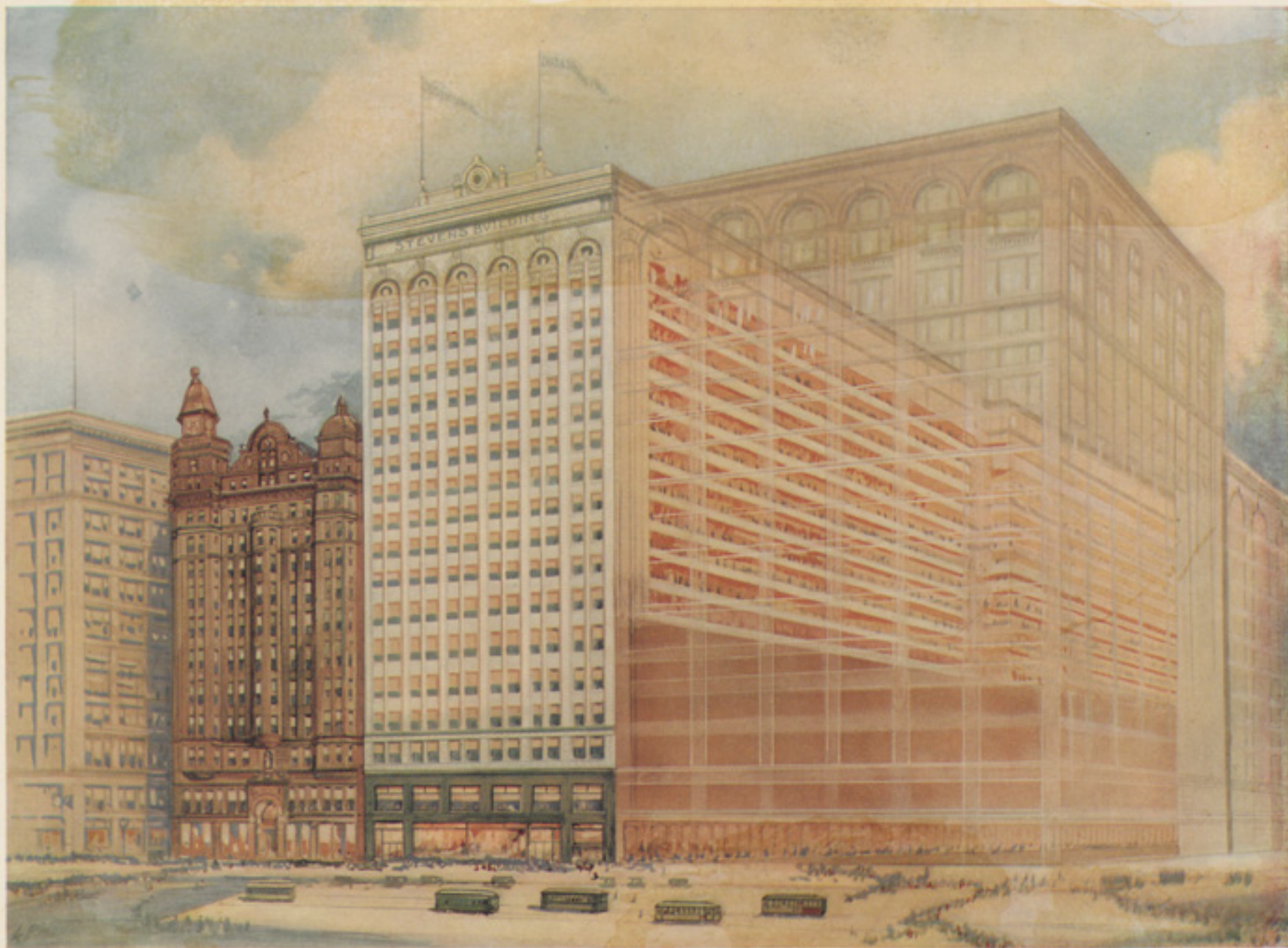
THE  
: STEVENS BUILDING :

ON STATE STREET AND WABASH  
AVENUE BETWEEN WASHINGTON  
AND MADISON STREETS 



CHICAGO

*Graphic Arts Luent - March 1915 - \$8.00*



Showing the building in phantom, giving an idea of the Arcade on main floor and the twelve floors with shops and show windows fronting on wide halls which extend through from State Street to Wabash Avenue

These pages contain excellent examples of the advantages of Warren's Cameo Plate for process color work in which full color, yet without reflected light, is required. Printed on Warren's Cameo Plate, 25 x 38—110 lb. White, made by S. D. Warren & Company, Boston, Massachusetts.

Marshall-Jackson Company, Printers



## STIMULATING A DEMAND AND SUPPLYING IT

**W**HILE still being the oldest of pursuits, agriculture is undergoing an evolution as radical as that which now prevails in industrial and manufacturing affairs. This evolution reaches in so many directions that the credit is divided. Nevertheless, substantial need is due the implement and equipment manufacturers who are producing agricultural business literature of great interest and influence. Among the leaders in this field is the James Manufacturing Co., Fort Atkinson, Wis. This firm practically supplies an agricultural service to those interested in all forms of silo, barn and dairy equipment. There is probably no other direction in which the fine construction work in farm buildings is better presented than in this firm's house organ, catalogues and general advertising. The views on these adjoining pages are indicative of farm-building development, all having James Mfg. Co.'s equipment





GAGE SPRING STYLES FOR 1915

The advertising of Gage hats would not be consistent from the standpoint of styles unless every advantage was taken of technique in rendering and engraving. The illustration of this season's Gage products is in an entirely new treatment as represented by these pages



#### GAGE SPRING STYLES FOR 1915

With the opening of the New York establishment of Gage Bros & Co., this firm now has a "Fashion Service from Coast to Coast." The affairs of this company and the 1915 outlook are well presented in the firm's house organ *Among Ourselves*, "published for all Gage people and edited by the advertising department."



The combination of lettering with a photographic subject has been successfully worked out in this heading from the house organ published by the Northern Furniture Co., Sheboygan, Wis.



This wash-room view from *Screenings*, published by the Milwaukee-Western Fuel Co., Milwaukee, Wis., is one of a series of plates by which this firm shows the model appointments of its great coal-handling plant



#### MAIN OFFICE AND PRESSROOM VIEW IN THE HILL BUILDING, NEW YORK CITY

The realization of the ideals of John A. Hill, president of the Hill Publishing Co., New York, is represented by the recently completed Hill Building, and by the appointments and equipment of the portions of the building occupied by the Hill publications. The editorial and business offices are located on the top floor, having an abundance of light. The pressroom view does not do justice to the specialized equipment and excellent mechanical features which have been incorporated in the manufacturing departments. It indicates, however, the general features of construction and ample room of the manufacturing floors



### THE GRAPHIC ARTS EXHIBITION OF PRINTED SALESMANSHIP

*Held under the auspices of the Poor Richard Club, Philadelphia, and  
by authority of the Typothetae of Philadelphia,  
January 25 to 30, 1915*

IN this country the first comprehensive showing made jointly by an important advertising organization and a printing organization of the city concerned is represented by the above illustration. Following an editorial suggestion in THE GRAPHIC ARTS that Advertising Clinics offered the most profitable opportunity for investigation and discussion of Printed Salesmanship, the Poor Richard Club and the Typothetae of Philadelphia appointed a joint committee which undertook and carried this exhibition through in co-operation with Henry Lewis Johnson, editor of THE GRAPHIC ARTS, Boston.

This exhibition consisted of representative examples from the field of merchandise, machinery, electrical, automobile, clothing, and other advertising fields, supplemented by displays representing different lines of papers and exhibits by Philadelphia engraving, printing and lithographic houses.

One of the important features in connection with the exhibition was the series of noonday meetings in which addresses were made by speakers who discussed important constructive details of business literature.

The attendance was distinctly of a professional character, including the publishing, printing, advertising, and a considerable showing of the educational interests of Philadelphia. The exhibition also attracted a delegation from Baltimore, and visitors from other cities.

It is anticipated that this exhibition will be followed at suitable intervals in Philadelphia by similar events in which committees and juries will bring the displays still more closely to the highest professional standards.



Specimen illustrations from *James' Ways*, the house organ of the James Manufacturing Company, Fort Atkinson, Wis.

Graphic Arts March 1915 - Papers supplied free 48<sup>th</sup>



#### GAGE HATS FOR SPORTING EVENTS

Recent issues of *Among Ourselves*, published by Gage Brothers & Co., Chicago, contain illustrations in pen and ink which add greatly to the interest and variety of the spring showings



LIERRE, NOURSE & RASMUSSEN, Architects

DES MOINES NATIONAL BANK, DES MOINES, IOWA

## PERFECTION IN HALF-TONE PRINTING

The illustrations appearing on this page and the three which follow show the results that can be obtained by the use of the right kind of plate making, the judicious selection of paper and ink, and careful presswork.

This exhibit is made up of illustrations appearing in a portfolio produced by The James Bayne Company of Grand Rapids, Mich., for the Nachtgall Manufacturing Company, of that city.

The latter firm designs and manufactures interior bank equipments. In order to interest a prospective purchaser in what they have to sell it is necessary to give him a clear idea of what they have accomplished in this field. Obviously, it is impossible to ask a customer to travel from town to town to inspect the various interiors they have installed. And since each equipment is built to order, it is equally impossible to ask the customer to visit a wareroom.

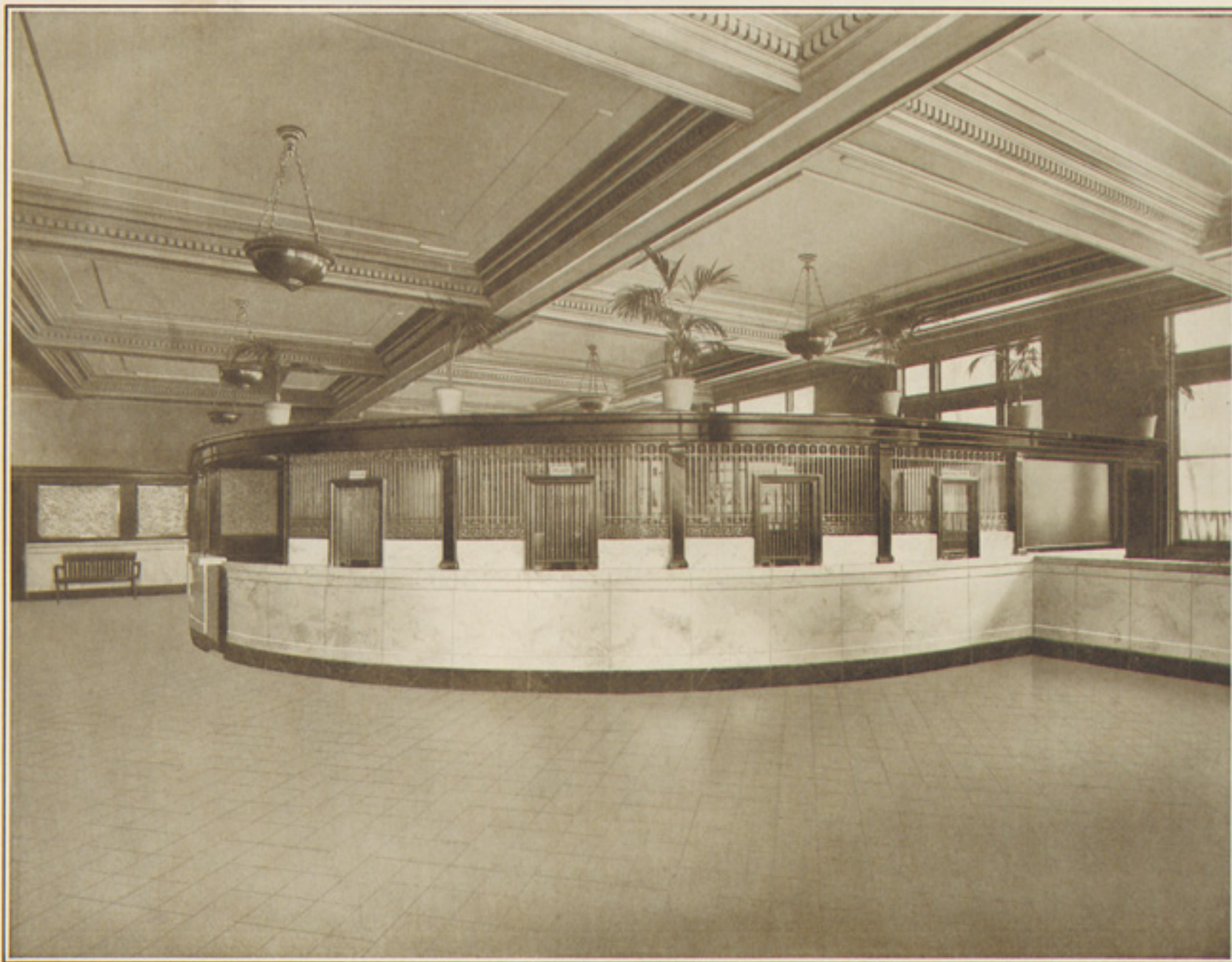
The only solution of the problem confronting this firm was to use illustrations. Photographs did not prove satisfactory. Aside from the expense, another important objection was that it is almost impossible to secure good photographs of interiors. Therefore, it was decided to use halftone engravings of photographs, which could be retouched to overcome the shortcomings of the camera, and to print them in such a manner as to closely approximate a photographic effect. The result, as here shown, speaks for itself, the engravings having a soft and pleasing appearance, yet with no absence of detail, and much resemble the best photogravure work.



HEZLER BROS., Architects

FIRST NATIONAL BANK, MEDFORD, OREGON  
PERFECTION IN HALF-TONE PRINTING

One of a series of illustrations appearing in a portfolio produced by The James Bayne Company, Grand Rapids, Mich., for Nachtgall Mfg. Company, of that city



EMMETT E. BAILEY CO., Architects

NORTHERN CENTRAL TRUST COMPANY, WILLIAMSPORT, PENNSYLVANIA

PERFECTION IN HALF-TONE PRINTING

One of a series of illustrations appearing in a portfolio produced by The James Bayne Company, Grand Rapids, Mich., for Nachtgall Mfg. Company, of that city



LIERRE, NOURSE & RASMUSSEN, Architects

DES MOINES NATIONAL BANK, DES MOINES, IOWA  
PERFECTION IN HALF-TONE PRINTING

One of a series of illustrations appearing in a portfolio produced by The James Bayne Company, Grand Rapids, Mich., for Nachtgall Mfg. Company, of that city

# The New Ideas



## in Illustration

Printed on CAMEO, the Paper for Advertising

A demonstration that shows how the soft, velvety surface of CAMEO makes advertising pictures count



Printed in Geo. H. Morrill Company's Bank Note Halftone, No. 5002, and Orange Yellow, No. 2577, on Warren's Cameo, Sepia, 75 lb. basis.



### This Is S. D. Warren Company's Big, New Portfolio

Contains beautifully printed specimens of seven different kinds of booklet and catalog papers. Read the detailed announcement of this portfolio on the next page and use the return postcard enclosed in this issue of PRINT to secure a copy.

# Watch Warren's

THESE few advertisements will give you some idea of the extent and purpose of our advertising. They are pages and half pages which appear in the Saturday Evening Post.

The dominant note is: "Better printing."

We prove the fallacy of trying to save money on printing. We prove that the important thing is what printing accomplishes, not what it costs.

These are simple, almost trite ideas, but on their general acceptance rests the prosperity of the printing industry.

When you specify a Warren Paper in your bid you align yourself on the side of Better Printing. For it means to your client that work produced by you must be *Standard* in material and workmanship. It means that you rely on quality and not price cutting.

Finally, if you get the order it is because you have won the *confidence* of your client.

For the handsome portfolio of Warren's Coated Printing Papers, address:

Sierra Paper Co., Los Angeles, Cal.  
Pacific Coast Paper Co., San Francisco, Cal.  
Mutual Paper Co., Seattle, Wash.  
American Type Founders Co., Spokane, Wash.

S. D. Warren & Company  
201 Devonshire St., Boston, Mass.

Manufacturers of Standards in Coated and Uncoated  
Printing Papers

## Standard Coated CAMEO LUSTRO



Does Your Catalog Make Your Factory Look Big?

Warren's Coated Printing Papers

When You Find in the Mail

an unimpeachable booklet, with sturdy cover and sturdy type, don't you take it for granted that a pretty careless concern sent it?

Good paper in your catalog means as much as clean lines on your salesman, and good paper is not the reason thing to buy.

Your best safeguard is a well-known name. We make the oldest and the best.

Cameo



Warren's Cameo Lustro Cumberland

Which Catalog is consulted first?

Rather obvious!

When you are hiring a salesman you don't pick out a modest, deprecating little chap, none too neat as to his dress, who wears a fifteen dollar suit of clothes and economizes on shoe polish. You choose a man with presence, dignity, who commands attention.

Remember, your catalog is the salesman who represents you.

## Constant Excellence of Product



June 12, 1915

500210-3

1511



Old-fashioned woodcut, showing type of illustration used in books and periodicals before the coming of coated paper.



Note life-like effect of half-tone engraving from photograph—which was impossible before introduction of coated paper by S. D. Warren & Co.

## SD Warren Gave Good Printing to America SD

S. D. Warren & Co. made the first coated book paper in America. Now "the first coated book paper" doesn't sound as impressive to the layman as "the first steam engine"—or electric light—or telegraph, but it was an event of our history, none the less.

Coated paper made the Half-tone possible. The Half-tone made possible the Modern Magazine, Modern illustrating, Color printing, the reproduction of photographs, Modern advertising. The Half-tone is a tremendous force—educational and industrial.

Before coated paper was produced by Warren, the crude, hopelessly limited, commercial woodcut was the reproducing medium which magazines and advertisers had to use. Now see what marvels of reproduction are possible. Warren did that.

The Paper Mill that made this first coated paper in America, today makes coated paper which is known for its excellence wherever printing is done. It makes the paper for dozens of the big monthly and weekly magazines and for book publishers. This mill was the only one in the United States able to produce India paper for the Encyclopædia Britannica. It makes the paper for the big De Luxe catalogs issued by manufacturers.

And now this company has done something more. It has achieved an advance in paper making of big importance to the buyer of paper. It has *standardized* coated paper.

Let us go back a step. Isn't this the way you have bought paper? You told your printer you wanted a good paper—and trusted to luck that you might get it. The printer ordered the paper and—well, his trust in printing paper was long since shattered but he *hoped* for the best. The mill honestly tried to turn out a good paper, but paper making used to be an uncertain and variable process. The mill was as relieved as were you or the printer if your catalog turned out well.

The name "Warren" stands for the reversal of all that. You can now buy paper with as much confidence as you buy steel or any other standardized product.

Before you buy, you can now know the printing qualities of any Warren Coated Printing Paper.

Suppose you are getting out an artistic catalog and seek the soft, velvety effect of a photogravure. You study Warren's Sample Portfolio and find just such effects on Warren's Cameo, a coated paper with a lusterless surface of great depth and beauty—like old ivory. You can specify Cameo and rest in absolute assurance that your illus-

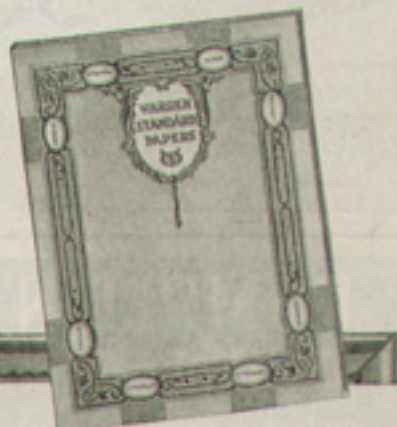
trations, if properly printed, will look as beautiful as those in Warren's Sample Portfolio.

You may want a paper for color work or to illustrate machinery of intricate detail—or silverware or lingerie. The Sample Book points to "Lustro" as the right paper.

For less exacting work, "Cumberland" should have the choice.

We should like to tell you how this standardization was achieved, but that is a topic for our new Portfolio, not for an advertisement. It's a story that would interest your chemists and engineers and superintendents, for it is the story of our life work. But to you it is the result—the final achievement—that counts. And that is, simply, that you can now buy paper and *know exactly what you will get.*

WARREN'S SAMPLE PORTFOLIO is so full of suggestions and helpful information for the man who is studying how to put selling power into print that we ought to charge a price for it. But it is free. Please fill out the coupon.



S. D. WARREN & CO., 162 Devonshire Street, Boston, Mass.

Manufacturers of STANDARDS in Coated and Uncoated Printing Papers

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

**WARREN'S**  
Cameo COATED PRINTING PAPER Lustro  
Silkote Cumberland

S. D. WARREN & CO.

162 Devonshire Street, Boston, Mass.

Send me a Free Portfolio of Warren's Coated Printing Papers.

Firm Name \_\_\_\_\_

Individual \_\_\_\_\_

Interested \_\_\_\_\_

St. Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

July 2016

**T H E R E F L E C T E D W O R K S**

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