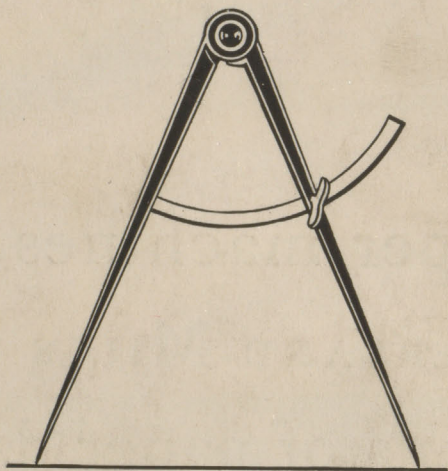


*A* PRIMER *of*  
Paper  
Standardization



S.D. WARREN COMPANY BOSTON

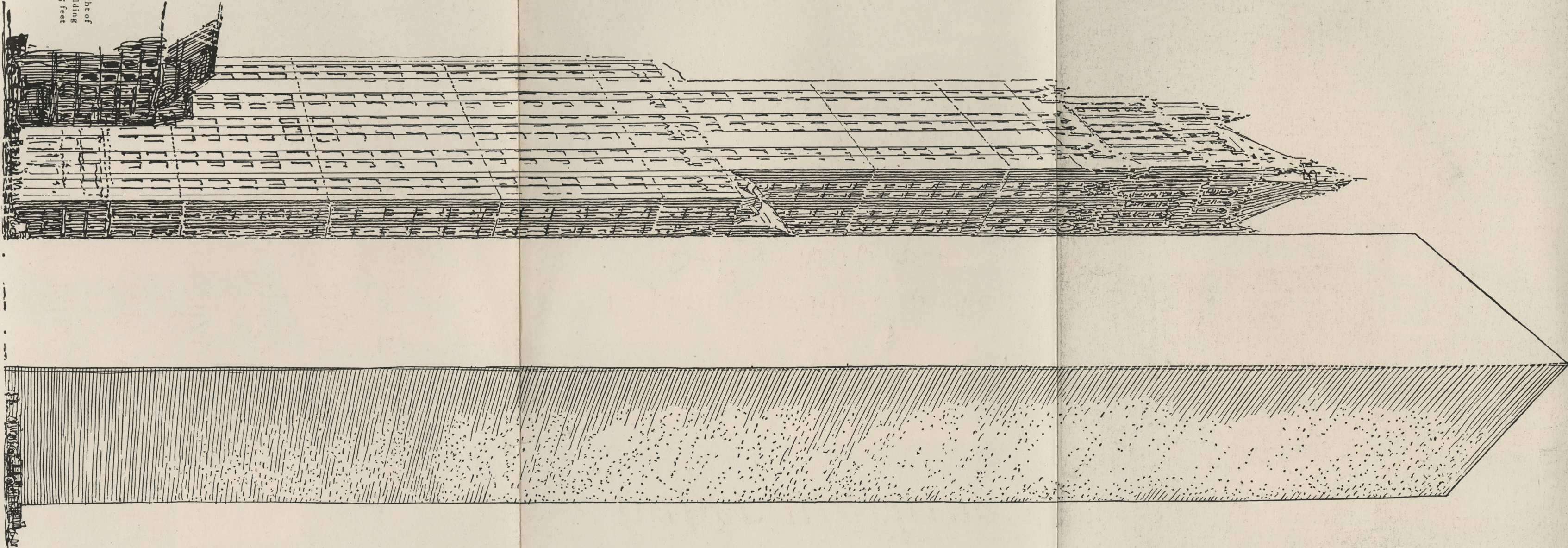
*This is a  
paper machine*

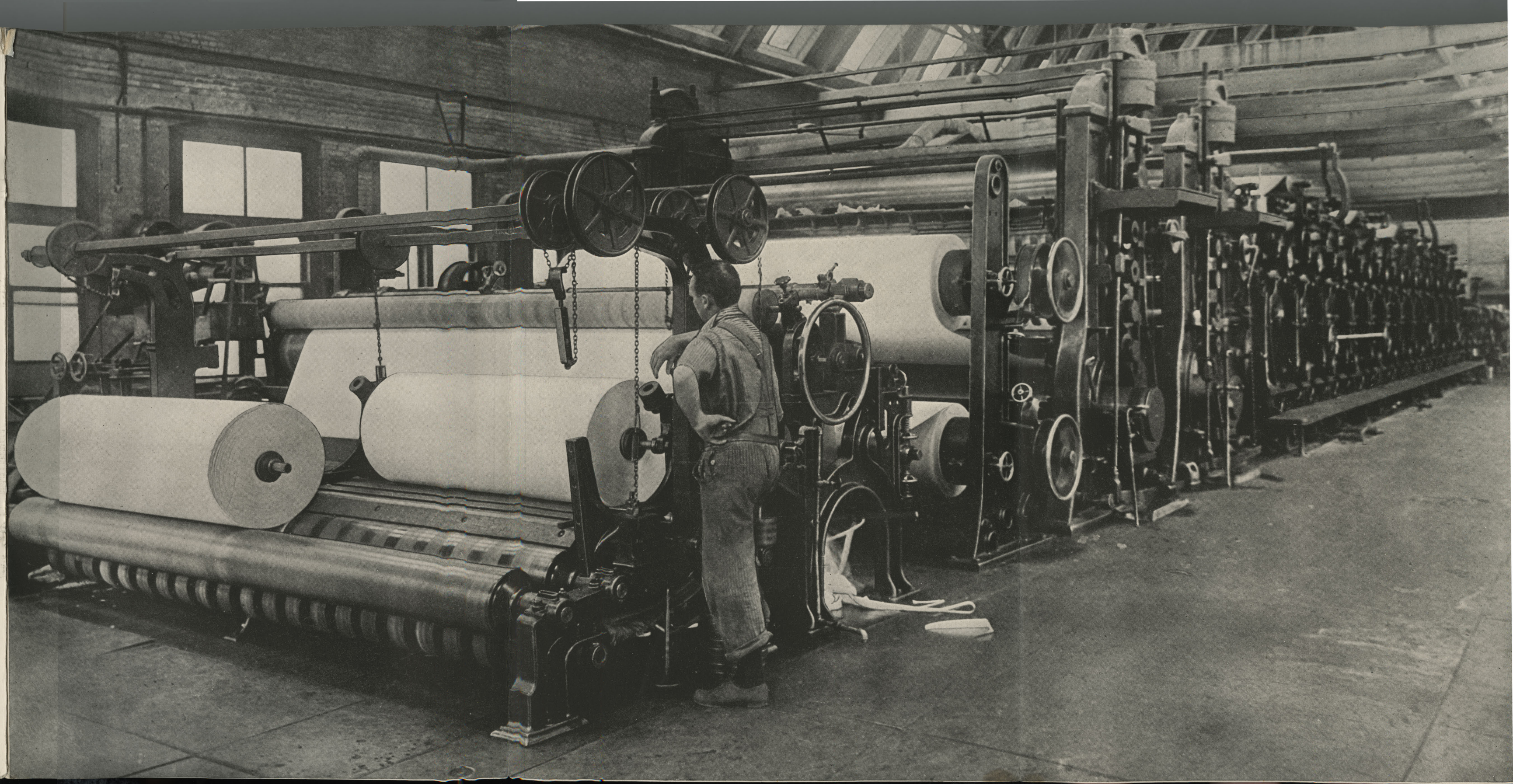
14 paper machines at the  
CUMBERLAND MILLS make  
250 tons of paper daily

75,000 tons a year

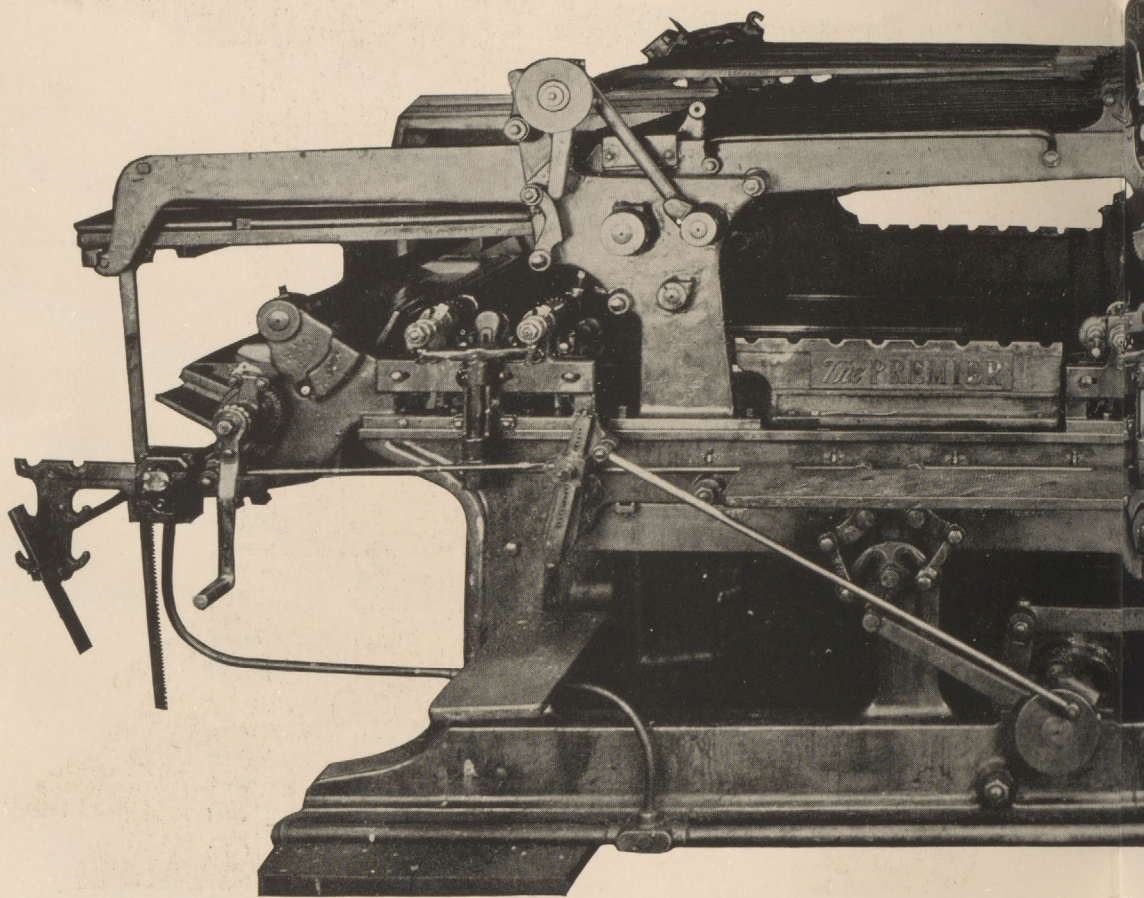
20 *Standard Grades*

Height of  
Woolworth Building  
785 feet

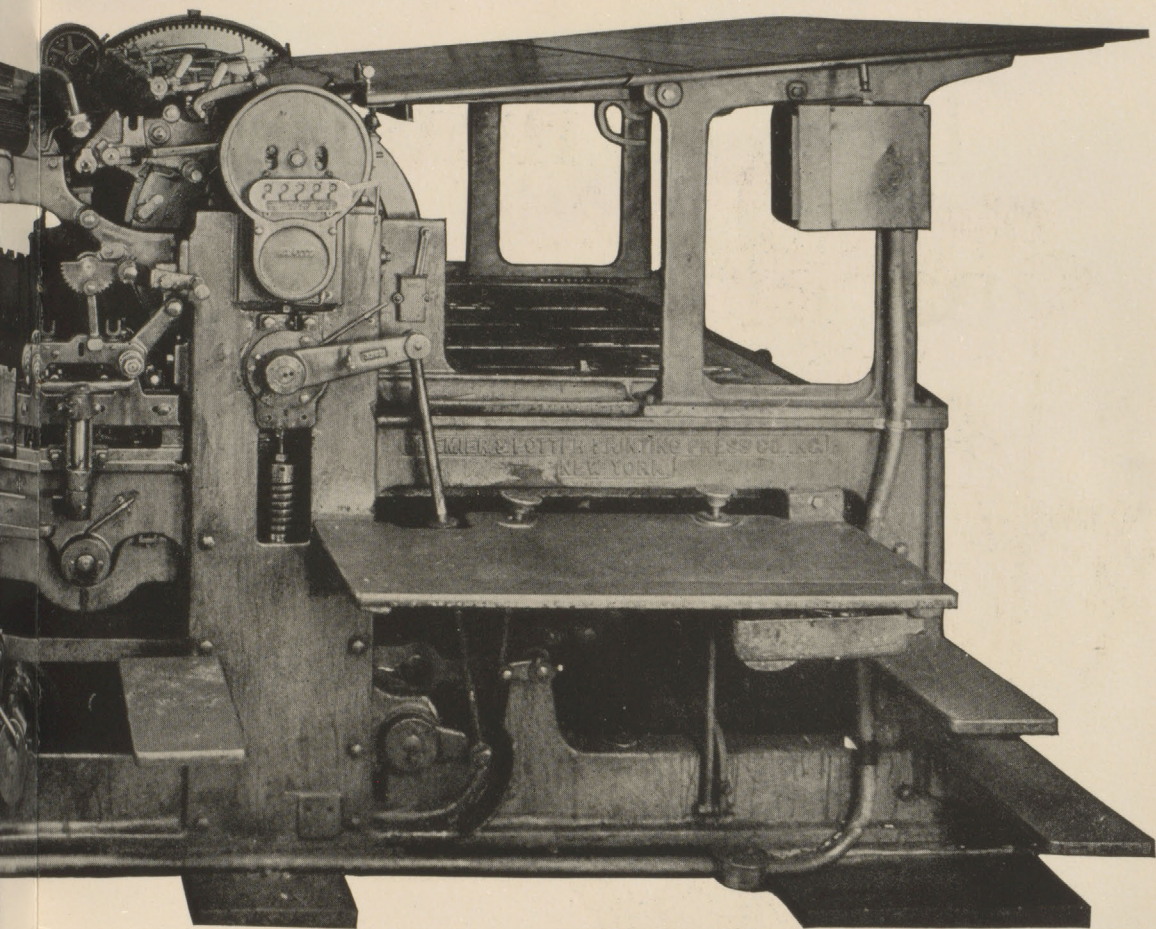




If the standardized paper  
made at CUMBERLAND MILLS in a year  
were all in a sheet size 25x38 inches  
it would make about 500 piles  
each as high as  
the Woolworth Building



This is a  
Printing Press



*It costs money to operate it*

Each stop adds to its operating cost.

It must be stopped when torn sheets

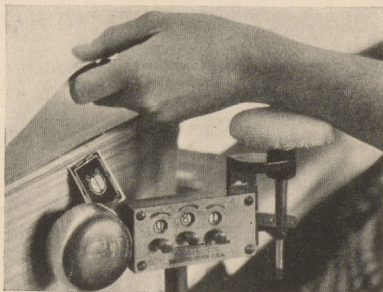
or wrinkled sheets are found in a

pile of paper. *Every variation in paper*

*hampers the economical operation of a press*

This is how  
paper is inspected  
and sorted at  
CUMBERLAND MILLS

*Better paper—Better printing*



Each perfect sheet  
is counted automat-  
ically as it is laid on  
the pile





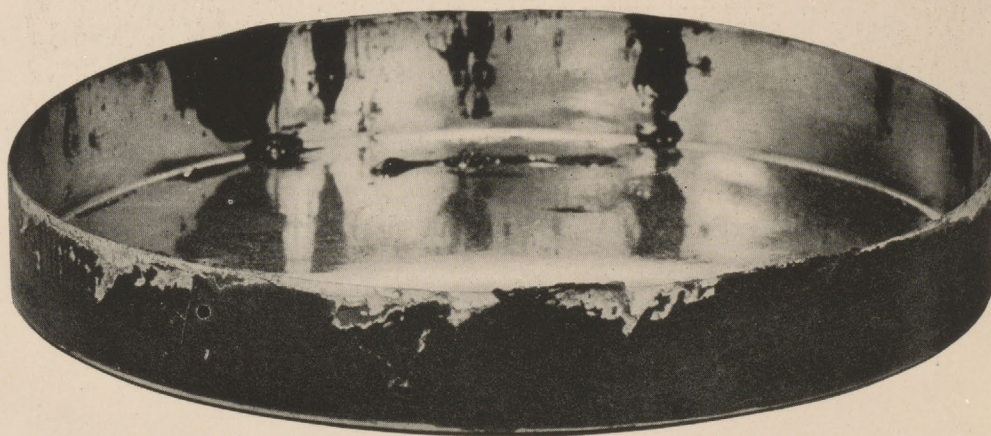
Sheets that are torn and wrinkled, or sheets having imperfections that can be detected by trained sorters, are thrown out here. While this obviously costs money, it is less expensive for the printer and the advertiser to have them eliminated here than at the press

# *This is a can of*

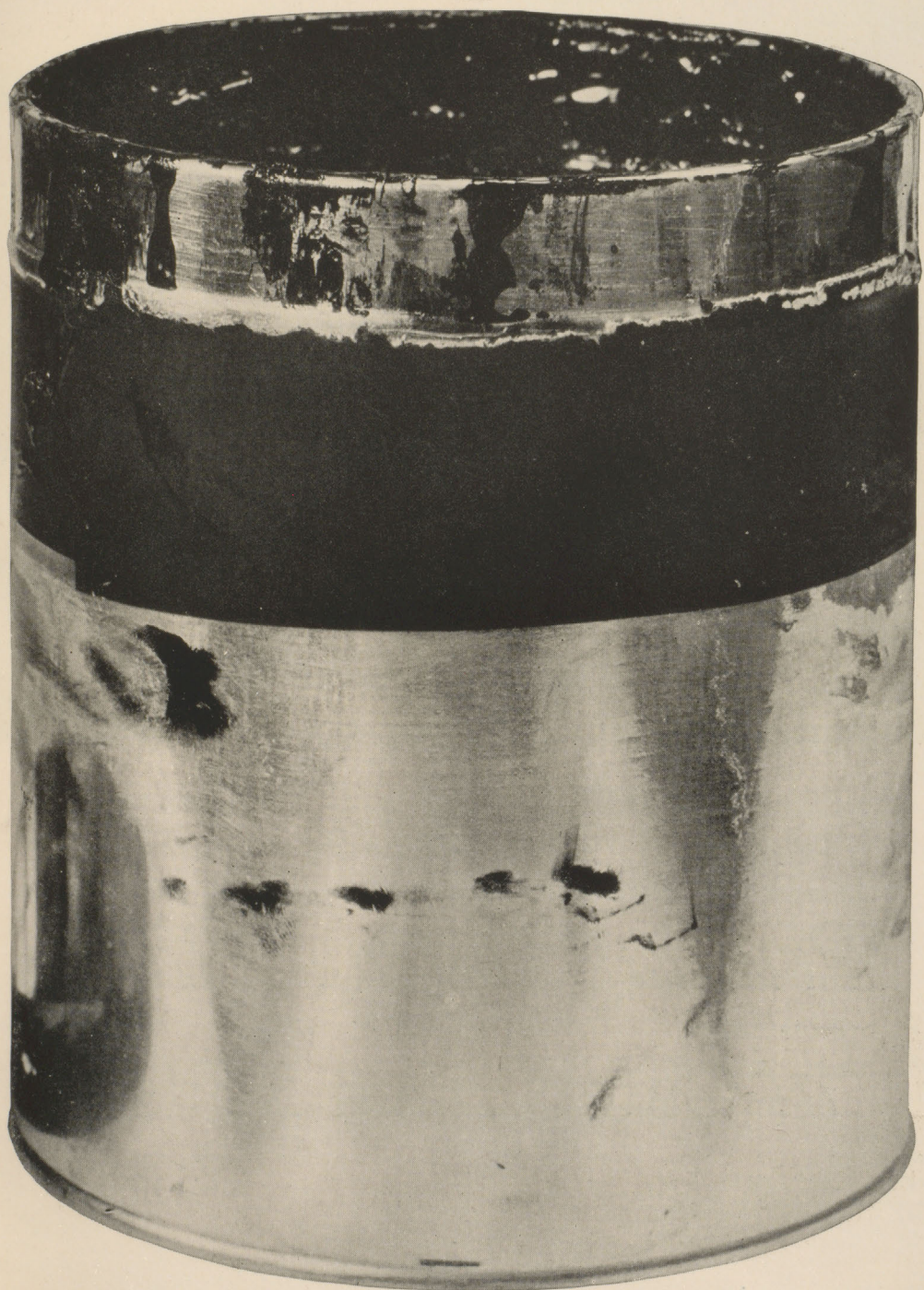
Its ingredients should be exactly suited to the specific grade of paper on which it is to be used

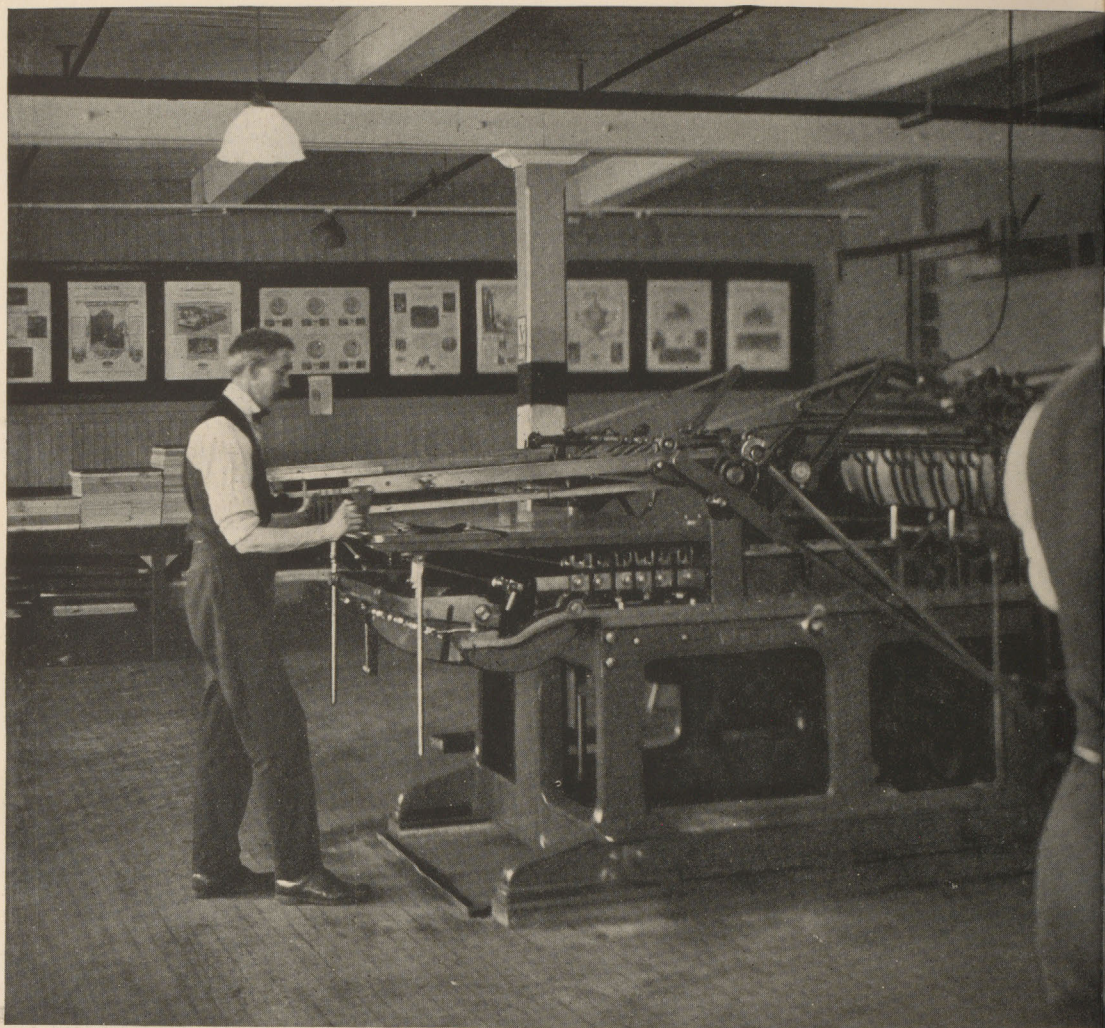
Ink manufacturers have standardized inks suited to the Warren Standard Grades

*No time wasted in ink experiments  
Better printing—at lowered cost*

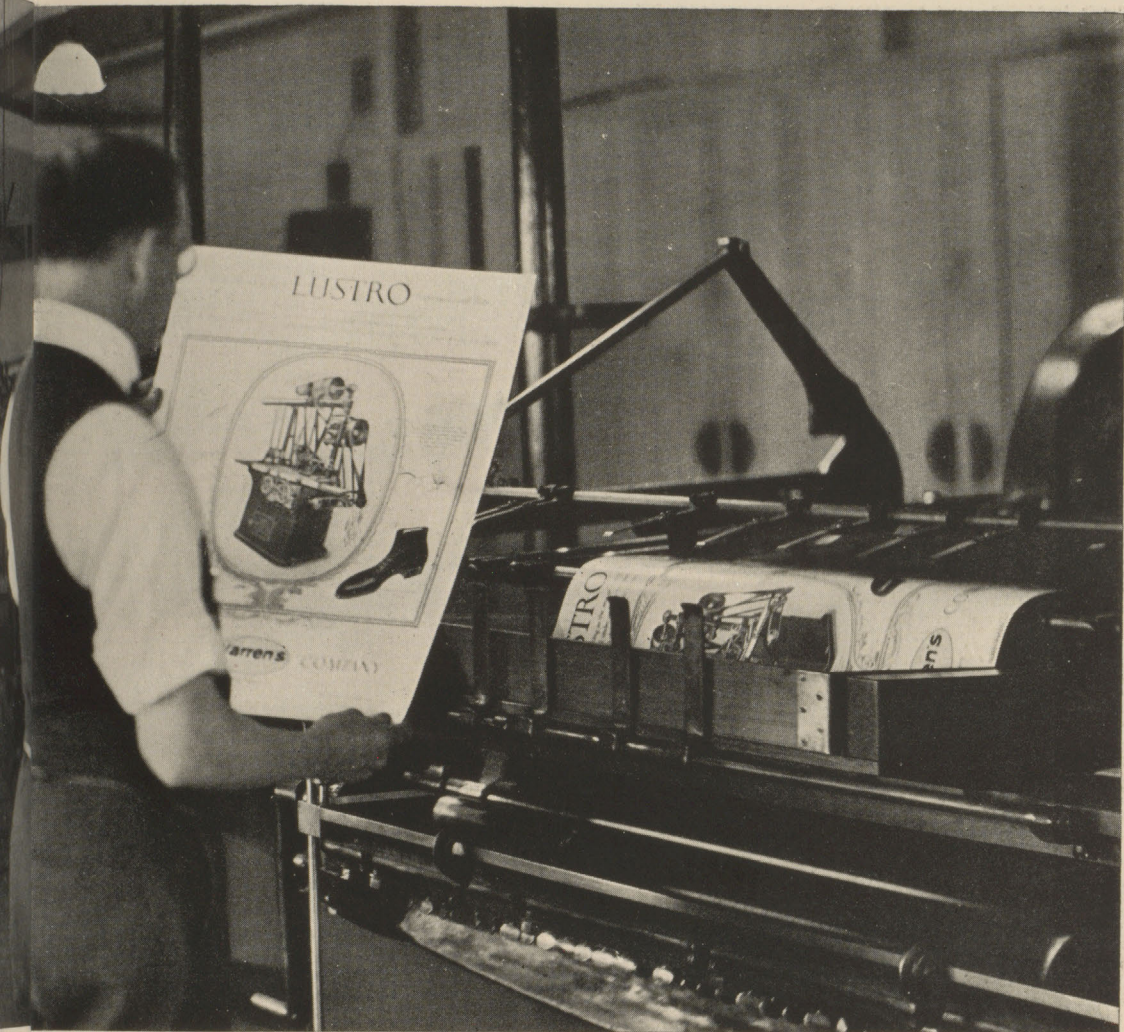


# *Printing Ink*





*This is the  
Printing Testing Plant  
at Cumberland Mills*



Every run of Warren Standard Printing Paper is tested here for qualities required in printing, folding and binding. Standardized Inks of various manufacturers are also tested here periodically to determine their affinity for the Warren Standard Grades of Paper. If their performance is not satisfactory, ink formulas are changed by the manufacturers to suit the requirements of each grade

*These are the*  
**B E N E F I T S**  
that result from  
**S T A N D A R D I Z E D**  
manufacture of paper

- 1 *Paper with minimum imperfections*
- 2 *Less pressroom trouble*
- 3 *Continuous press operation with a lowered cost of production for both advertiser and printer*
- 4 *Greater returns from Advertising through more uniform and better printing*

*These are the*  
**W A R R E N**  
*Standard Printing Papers*



Cameo Plate Coated Book	<i>Dull Surface</i>
Cameo Plate Post Card	<i>Dull Surface</i>
Cameo Cover	<i>Dull Surface</i>
Silkote, Dullo-Enamel	<i>Semi-dull Surface</i>
Silkote Post Card	<i>Semi-dull Surface</i>
Warrenfold	<i>Strong Coated Book</i>
Lustro Superfine Coated Book	<i>Glossy Surface</i>
Warrentown Coated Book	<i>Glossy Surface</i>
Cumberland Coated Book	<i>Glossy Surface</i>
Warren's Litho Coated ( <i>one or two sides</i> )	<i>Glossy Surface</i>
Warren's Litho Super	<i>Super-calendered</i>
Warren's Litho Machine	<i>Machine Finish</i>
Warren's Offset	<i>Offset</i>
Printone	<i>Semi-coated</i>
Library Text	<i>Fine English Finish</i>
Olde Style ( <i>watermarked</i> )	<i>Eggshell Finish</i>
Cumberland Super Book	<i>Super-calendered</i>
Cumberland Machine Book	<i>Machine Finish</i>
Warren's India	<i>for Extra Thin Editions</i>
Warren's Thintext	<i>for Thin Editions</i>

better  
paper  
∞  
better  
printing

PAPER: Warren's SILKOTE, White,  
25x38—90

INK: Sigmund Ullman's DULL  
BLACK No. 8071