



*In the words of  
that peerless leader.....*



Printing Papers

S.D. WARREN COMPANY 89 BROAD STREET BOSTON

Colgate DWIGGINS COLL. II

McGILL  
UNIVER-  
SITY &  
LIBRARY

**R**ECENTLY, a gentleman of political importance, who had a duty to perform in the chamber of the House of Representatives, was denied admission to the chamber by a guard at the door. The guard, too, had a duty to perform—which was to prevent the entrance of curious or suspicious persons who might be attracted to the chamber by the presence of the President of the United States.

Embarrassment was dispelled by an official known to the guard, who assured him that the politician had the right to enter the chamber. And so, as a result of the assurances of a sponsor of unquestionable integrity, the Attorney-General of the United States got in to hear the President make a speech.

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Sponsors are indispensable in society and in business. They speed the developing of trustful relations among people; they facilitate the establishing of sound practices in business; and they increase the enjoyment of life by minimizing difficulties.

But the worth of a sponsor is proportionate to the known quality of the combination of his integrity and judgment, and his sponsorship is full value only when he accords it voluntarily and freely. Sponsorship that is known or assumed to be

bought, appropriated, or secured by duress is suspected and has little value.

Fortunately, sponsorship that is bought, appropriated, or forced reveals its own falseness, and deceives only those who wish to be deceived. But, unfortunately, the revelation that sponsorship may be thoughtless or insincere causes people to be doubtful of the quality of *all* sponsorship—and ultimately prompts them to regard the *necessity for seeking sponsorship* as something that, in itself, may require explanation.

Thus a young man who is qualified to win the confidence of his associates can destroy confidence by repeatedly *appropriating the sponsorship of important people* and implying it in statements such as this:

“I was talking to the President of the First National Bank last night.”

There is, of course, nothing discrediting or incredible in a statement of this kind, but persistent repetition of such implications of intimacy suggests the probability that the young man is not willing to be judged by his own merit, and feels that sponsorship is greatly needed. The obvious admission that sponsorship is needed requires explanation. Furthermore, the fact that the sponsorship is appropriated casts doubt on its value.

Similarly, a gentlemen who is unduly slow and indirect in the process of urging a golf ball from the tee to the green and finally into the cup, may, under some circumstances, claim a par without occasioning doubt about his comprehension of elementary mathematics.

But it is quite another matter if the gentleman's diagonal progress from rough to rough is supplemented by an arithmetical uncertainty that requires him to demand the caddy's sponsorship in the positive terms:

"Give me a five. *I had a five, didn't I, caddy?*"

In such a case the demand for the caddy's sponsorship is, in itself, cause for suspicion. Furthermore, the demand is judged to be a mild form of duress, and so the involuntary sponsorship is valued poorly.

Another form of sponsorship that is cause for suspicion is the posthumous sponsorship that is commonly appropriated by politicians, and which, year after year, is expressed in the familiar phrase:

"In the words of that peerless leader of our great party . . ."

Presumably, the repeated use of this old chestnut is the result of a conviction that any precinct punk who identifies himself with the great leader can successfully imply that he *would have been sponsored* by the leader if time had permitted. But the public knows well that the great leader is, unfortunately, unable to speak in his own behalf, and regards the appropriation of sponsorship as a twin to the practice that is described vulgarly as "wrapping one's self in the flag."

Ordinary people, who work for a living, suspect that the speaker's attempt to wrest sponsorship from the vault is a confession of his own ineptitude.

SKEPTICISM and suspicion, once bred, are not easily localized. They spread. And so it is inevitable that comprehension of the debasement of social and political sponsorships should make the public dubious of the quality of the sponsorships employed by advertisers. It is even conceivable that doubt may eventually fall on the sincerity of the sponsorships of those peerless leaders of society (pictured in shorts) who avow:

"I just couldn't possibly carry on my strenuous duties without this . . ."

That would be too bad. If the public should become skeptical of the voluntary quality of the sponsorships of our fine old families, sponsorships in advertising wouldn't be worth very much, and advertisers would suffer the loss of a decorative technique that has added charm to advertising pages.

However, writers of advertising possess enough ingenuity to do constructive work without the aid of sponsors, and many of them have already demonstrated that fact. Numerous fine business institutions have employed advertising successfully to establish *themselves* as the authentic and trusted source of information about their products.

After all, a primary purpose of advertising is to present the advertiser as a person or institution of integrity that can

be depended upon to accept full responsibility for its statements, and if advertising is directed and supported so that it accomplishes this primary purpose, the advertiser becomes his own best sponsor.

A great many of the substantial businesses in the United States have become their own best sponsors as a result of proper use of advertising. It is probable that those companies advertised persistently and for a period of time before they earned that status. It is also probable that those companies won a considerable degree of respect and trust by supplying prospective customers with detailed explanations and helpful information, printed in booklets and folders, and liberally illustrated with pictures and diagrams.

Booklets and folders are excellent media for conveying complete and detailed descriptions of companies and products to prospective customers; they provide ample space for all of the words, pictures, and diagrams that may be required to present the facts that legitimate non-professional consumers want and need.

And the pictures and diagrams are particularly important. They are so *definite*.



# P.S.

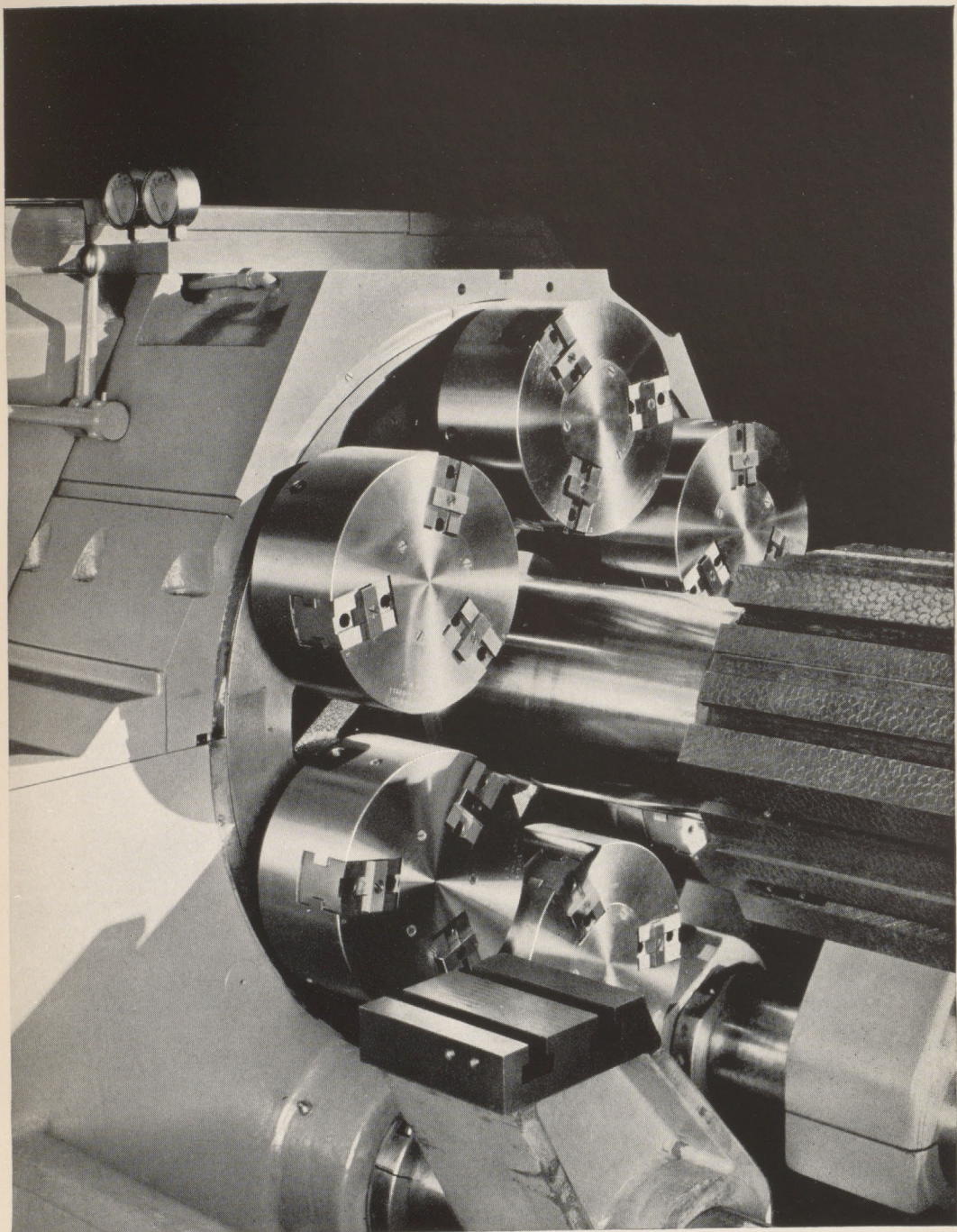
A self-sponsored statement about S. D. Warren Company and Warren's Standard Printing Papers.

S. D. Warren Company manufactures book papers for the various uses of advertising, book publishing, magazine publishing, packaging, printing, lithographing and converting. Each Warren paper is manufactured carefully to meet the requirements of the service for which it is designed. Manufacture is supported by a program of research and mechanical development that is pursued earnestly to produce continuous improvement in quality, and to produce new qualities for new requirements.

Detailed information—in words, pictures, and diagrams—about Warren's Cumberland Gloss, *which is the paper used in this booklet*, is presented on the following pages.

**WARREN'S CUMBERLAND GLOSS**

This paper is recommended for the printing, by letterpress, of clear half-tone reproductions of fine merchandise. The relationship of this paper to other glossy coated papers manufactured by S. D. Warren Company is shown on page 14.



133 line screen halftone

Photograph by J. Harold Murphy for The New Britain Machine Co.

**WARREN'S CUMBERLAND GLOSS**

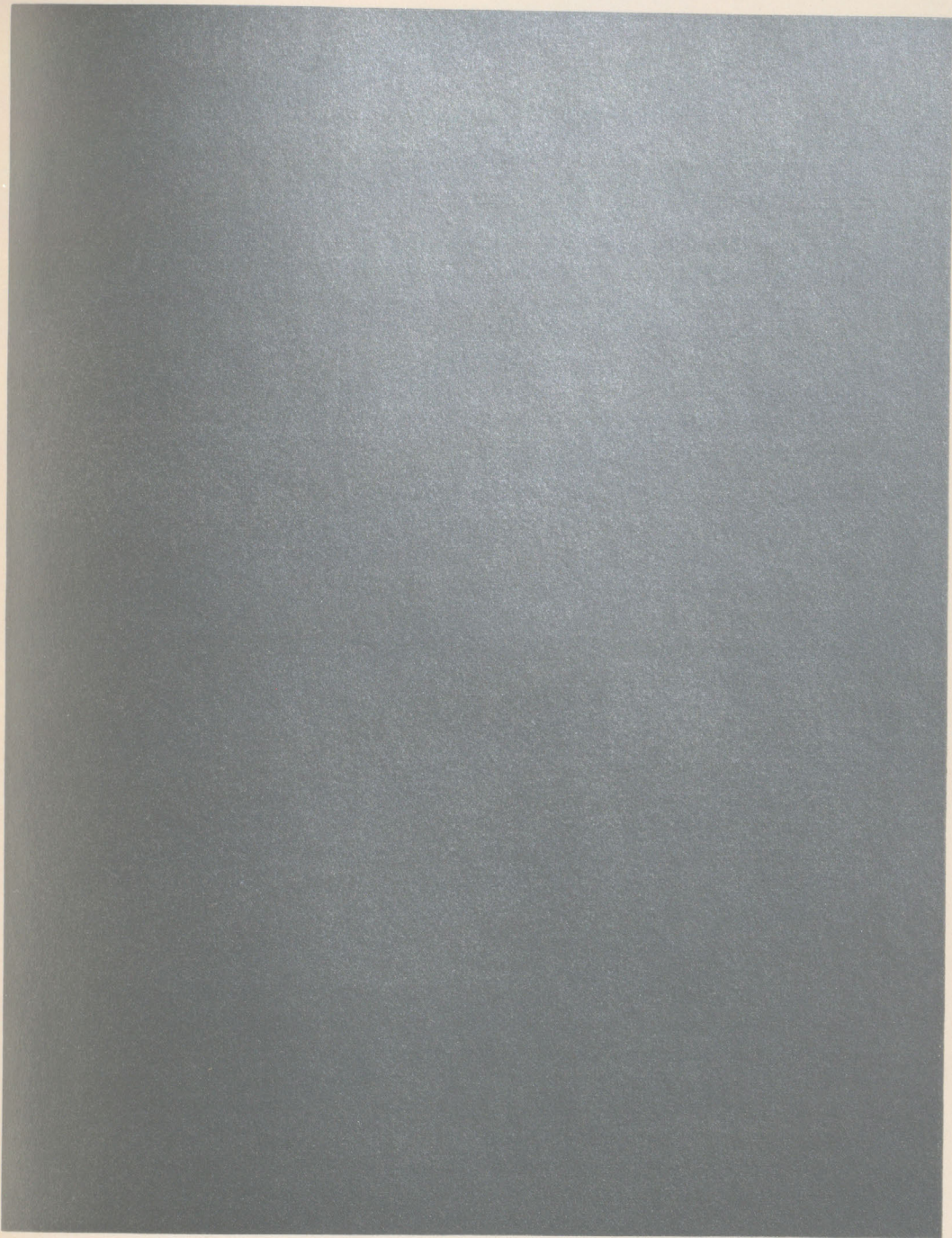
This paper is an excellent quality for color printing by letterpress. The relationship of this paper to other glossy coated papers manufactured by S. D. Warren Company is shown on page 14.



133 screen process color halftones from photograph by H. I. Williams

**WARREN'S CUMBERLAND GLOSS**

This paper is recommended for the printing of gold, aluminum, and other metallic inks. The relationship of this paper to other glossy coated papers manufactured by S. D. Warren Company is shown on page 14.



## The Relative Quality of Warren's Glossy Coated Papers for Various Uses

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No one paper can be made to serve for all of the requirements of the many printing and finishing processes, and so a paper mill must elect to offer compromise papers that will serve indifferently for many uses, or to design papers especially for specific requirements.

S. D. Warren Company designs each of its papers especially for specific requirements, and applies manufacturing processes that fit the papers for those requirements. The lists that follow represent the Warren Company's recommendations for the most effective use of its various glossy coated papers.

*For the Printing of Halftones by Letterpress*—The qualities that are essential for this service are smoothness, flatness, brightness, and affinity for ink. Folding quality is also essential. The three Warren papers listed here possess equally good folding qualities and equal affinity for ink. The distinctions in quality are represented by differences in flatness, smoothness, and brightness which parallel differences in cost, and which, of course, reflect in prints.

Warren's Lustro Gloss . . . . .	Warren's Cumberland Gloss . . . . .	Warren's New England Gloss . . . . .	Warren's finest
			Excellent
			Good

*For Offset Printing of Illustrated Booklets, Folders, Broadsides and Catalogs*—The essential requirement of this service is a coated-two-side paper that will deliver reproductions that are sharper than those secured on commonly used uncoated offset papers. The development of coated-two-side papers for this service is recent, and S. D. Warren Company pioneered the development. The paper is:

Warren's Offset Enamel C2S . . . . .	Excellent
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*For the Printing of Labels by Offset or Letterpress*—The requirements for this service are: (a) a coated surface that will preserve the intensity of black and colored lithographic inks; (b) an uncoated back that will accept paste quickly and adhere firmly to the container; (c) a positive pre-conditioning treatment that will cause the paper to remain flat. All three of the Warren papers listed here are pre-conditioned, and all three are equally good for pasting. The distinctions in quality are represented by differences in smoothness and brightness, which parallel costs, and which reflect in the appearance of prints.

Warren's Overprint Label C1S . . . . .	Warren's Multi-Service Label C1S . . . . .	Warren's Litho Coated Label C1S . . . . .	Superfine
			Excellent
			Label standard

*For Press Varnishing and Lacquering*—The requirement for this service is a coated surface that will permit the press varnish or the lacquer to shine



without mottling. The listing groups Warren's letterpress and lithographic papers in the order of their relative capacity to hold the shine and smoothness of press varnish and lacquer.

Warren's Overprint Label C1S . . . . .	Superior
Warren's Multi-Service Label C1S . . . . .	Excellent
Warren's Lustro Gloss . . . . .	Excellent
Warren's Offset Enamel C2S . . . . .	Excellent
Warren's Cumberland Gloss . . . . .	Good
Warren's Litho Coated Label C1S . . . . .	Good
Warren's New England Gloss . . . . .	Fair

*For Spirit Varnishing and Gloss Ink Printing*—A major requirement of paper for fine halftone printing is quick receptivity or affinity for ink, but the principal requirement of paper for spirit varnishing and gloss ink printing is a *resistant* coated surface. Therefore the best results with spirit varnishing and gloss ink printing can be secured only with a sacrifice in the quality of halftone prints, and, inversely, the best halftone printing is secured only with a sacrifice in the quality of spirit varnishing and gloss ink printing. The most common use of spirit varnish and gloss ink is on labels that contain no halftones, and so the good label papers are especially treated to hold a maximum of the gloss of spirit varnishes and gloss inks. Warren's letterpress and lithographic papers are listed here in the order of the relative gloss that they may be expected to hold when printed with gloss ink or when spirit varnished.

Warren's Overprint Label C1S . . . . .	Superior
Warren's Multi-Service Label C1S . . . . .	Excellent
Warren's Offset Enamel C2S . . . . .	Good
Warren's Lustro Gloss . . . . .	Good
Warren's Cumberland Gloss . . . . .	Not recommended
Warren's New England Gloss . . . . .	Not recommended
Warren's Litho Coated Label C1S . . . . .	Not recommended

*For the Printing of Gold, Aluminum and Other Metallic Inks*—Metallic inks can be printed with good effect on all of Warren's coated papers with only slight distinctions in the quality of the finished prints. The letterpress papers (Lustro Gloss, Cumberland Gloss, and New England Gloss) have a quick affinity for ink and require the use of normal varnishes; Offset Enamel and Litho Coated Label C1S require a varnish that is a little thinner; and varnishes should be still thinner for Overprint Label and Multi-Service Label (which have resistant, slow setting surfaces). The relative brilliance and smoothness of metallic ink printing on Warren's coated papers is shown herewith.

Warren's Lustro Gloss . . . . .	Excellent
Warren's Cumberland Gloss . . . . .	Excellent
Warren's New England Gloss . . . . .	Excellent
Warren's Offset Enamel C2S . . . . .	Excellent
Warren's Overprint Label C1S . . . . .	Excellent
Warren's Multi-Service Label C1S . . . . .	Excellent
Warren's Litho Coated Label C1S . . . . .	Good

## This Characteristic Increases the Value of Warren's Papers

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All of Warren's standard coated letterpress papers possess an uncommon characteristic that can best be described as "*affinity for ink.*" This characteristic is beneficial to printers and advertisers. It minimizes mottling that is common in dark areas of halftones, it minimizes mottling in colors that are overprinted, and it minimizes offsetting. This characteristic can be demonstrated.

Print a solid plate in black ink on any one of Warren's coated letterpress papers, examine the print immediately in a clear light, and you will see that the ink has been absorbed uniformly and quickly. No pools of unabsorbed ink will be visible.

Print a solid plate in black ink on another coated paper, and examine it immediately in a clear light. If you observe an uneven absorption of ink, if tiny pools of unabsorbed ink appear in the print (repelled by unabsorbent coagulations in the coating), the paper has a poor affinity for ink. Eventually, these pools will be absorbed and disappear—perhaps in fifty seconds, or in one hundred seconds, or in two hundred seconds—but in the meantime they will have established the basis for mottling and offsetting.



PLATE 1—This diagram simulates the pattern of pools of wet ink as they appear immediately after printing.

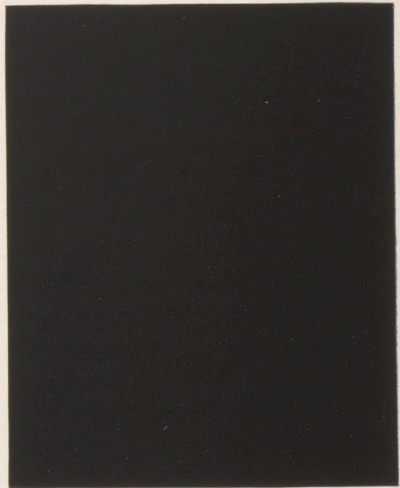


PLATE 2—No pools appear on Warren's coated papers, because absorption of ink is uniform and rapid.

The "*affinity for ink*" that is possessed by Warren's coated papers is the natural result of the combination of pigments used in coating—and three of these pigments are exclusively Warren products.

## An Important Quality that Cannot be Demonstrated in a Sample of Paper

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Uniformity in the printing surface of the many sheets of paper contained in an order is necessary for the production of uniformly printed copies of advertising literature. Yet, uniformity is a quality that cannot be demonstrated in a sample of paper, nor in one order of paper.

*Absolute* uniformity has not yet been achieved by any paper maker, and a relatively high degree of uniformity is achieved only by means of precise mechanics and continuous testing. S. D. Warren Company has always regarded a high degree of uniformity in paper as a prime essential of fine quality, and has initiated many practices that have improved this quality. Some of these practices are listed below. These are manufacturing practices exclusively, and are supplementary to a great variety of material tests that are not listed here.

1. *Paper Machine Control.* The alert and continuous observation of the craftsmen who form Warren papers is supplemented by a series of instrument tests that measure the paper against a standard. The product of each paper machine is tested every half hour for nine important characteristics of quality; another characteristic is tested at intervals of two hours; and three other characteristics are tested at intervals of three hours. By this means, deviations from standards can be minimized.

2. *Coating and Calendering Control.* In the process of coating and calendering, all orders of Warren's coated papers are subjected to sixteen different tests at proper intervals. Five of the tests are visual measurements made by skilled craftsmen, and eleven tests are instrument measurements.

3. *Cutting.* All of Warren's coated papers are *single* roll cut—one sheet at a time. Where the *multiple* roll cutting practice is followed, sheets from three, four or five rolls are interleaved and cut as one. This practice produces economies at the expense of uniformity, whereas the Warren practice increases cost, but produces greater uniformity and greater value.

4. *Practical Use Tests.* S. D. Warren Company maintains a printing plant for testing purposes *only*. Sheets from every roll of coated paper manufactured at Cumberland Mills are printed on a cylinder press under practical conditions, and the prints are measured against an established standard. Sheets from every order of coated paper are enclosed in a dehumidifying chamber until they are adjusted to the dry condition that exists at a relative humidity of 20%; they are folded and stitched in this dry state, and measured against an established standard.

5. *Sorting.* All of Warren's coated papers are inspected one sheet at a time (coated-two-side papers are turned over and inspected on both sides). Trained inspectors watch for specified defects, and if any one of these defects is present in a sheet of coated paper, rejection is mandatory.

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Obviously, the relatively high degree of uniformity that results from this variety of practices cannot be reflected in a paper sample. Nor can a lower degree of uniformity be discerned in a sample of paper. The quality of uniformity cannot be compared in samples—it can be appreciated only through use and observation over a period of time.

*This paper is Warren's CUMBERLAND GLOSS (Folding Enamel) White, 25x38-80*  
*The cover of this booklet is Warren's CUMBERLAND GLOSS COVER, White, 20x26-80*

WHERE PRINTERS CAN BUY

Warren's Standard Printing Papers  
and Warren's Standard Booklet Envelopes

*These Leading Paper Merchants carry stocks*

ALBANY, N. Y. . . . .	Hudson Valley Paper Company	OKLAHOMA CITY, OKLA. . . . .	Western Newspaper Union
ATLANTA, GA. . . . .	Sloan Paper Company	OMAHA, NEB. . . . .	Field-Hamilton-Smith Paper Company
BALTIMORE, MD. . . . .	The Barton, Duer & Koch Paper Company	PHILADELPHIA, PA. . . . .	{ D. L. Ward Company
BATON ROUGE, LA. . . . .	Louisiana Paper Company, Ltd.		{ The J. L. N. Smythe Company
BIRMINGHAM, ALA. . . . .	Strickland Paper Company	PHOENIX, ARIZ. . . . .	Zellerbach Paper Company
BOISE, IDAHO . . . . .	Zellerbach Paper Company	PITTSBURGH, PA. . . . .	The Alling & Cory Company
BOSTON, MASS. . . . .	Storrs & Bement Company	PORTLAND, ME. . . . .	C. M. Rice Paper Company
BUFFALO, N. Y. . . . .	The Alling & Cory Company	PORTLAND, ORE. . . . .	Zellerbach Paper Company
CHARLOTTE, N. C. . . . .	Caskie Paper Company, Inc.	RENO, NEV. . . . .	Zellerbach Paper Company
CHICAGO, ILL. . . . .	Chicago Paper Company	RICHMOND, VA. . . . .	B. W. Wilson Paper Company
CINCINNATI, OHIO . . . . .	The Diem & Wing Paper Company	ROCHESTER, N. Y. . . . .	The Alling & Cory Company
CLEVELAND, OHIO . . . . .	{ The Petrequin Paper Company	SACRAMENTO, CAL. . . . .	Zellerbach Paper Company
	{ The Alling & Cory Company	ST. LOUIS, MO. . . . .	Beacon Paper Company
COLUMBUS, OHIO . . . . .	The Diem & Wing Paper Company	ST. PAUL, MINN. . . . .	The John Leslie Paper Company
DALLAS, TEXAS . . . . .	Olmsted-Kirk Company	SALT LAKE CITY, UTAH . . . . .	Zellerbach Paper Company
DENVER, COLO. . . . .	Carter, Rice & Carpenter Paper Company	SAN DIEGO, CAL. . . . .	Zellerbach Paper Company
DES MOINES, IOWA . . . . .	Western Newspaper Union	SAN FRANCISCO, CAL. . . . .	Zellerbach Paper Company
DETROIT, MICH. . . . .	Seaman-Patrick Paper Company	SAN JOSE, CAL. . . . .	Zellerbach Paper Company
EUGENE, ORE. . . . .	Zellerbach Paper Company	SEATTLE, WASH. . . . .	Zellerbach Paper Company
FORT WORTH, TEXAS . . . . .	Olmsted-Kirk Company	SHREVEPORT, LA. . . . .	Louisiana Paper Company, Ltd.
FRESNO, CAL. . . . .	Zellerbach Paper Company	SPOKANE, WASH. . . . .	Zellerbach Paper Company
GRAND RAPIDS, MICH. . . . .	Quimby-Kain Paper Company	SPRINGFIELD, MASS. . . . .	The Paper House of New England
GREAT FALLS, MONT. . . . .	The John Leslie Paper Company	STOCKTON, CAL. . . . .	Zellerbach Paper Company
HARTFORD, CONN. . . . .	Henry Lindenmeyr & Sons	TOPEKA, KAN. . . . .	Midwestern Paper Company
HOUSTON, TEXAS . . . . .	L. S. Bosworth Company	TROY, N. Y. . . . .	Troy Paper Corporation
INDIANAPOLIS, IND. . . . .	Crescent Paper Company	TULSA, OKLA. . . . .	Tulsa Paper Company
JACKSONVILLE, FLA. . . . .	Virginia Paper Company, Inc.	WACO, TEXAS . . . . .	Olmsted-Kirk Company
KANSAS CITY, MO. . . . .	Midwestern Paper Company	WASHINGTON, D. C. . . . .	Stanford Paper Company
LANSING, MICH. . . . .	The Weissinger Paper Company	YAKIMA, WASH. . . . .	Zellerbach Paper Company
LITTLE ROCK, ARK. . . . .	{ Western Newspaper Union		
	{ Arkansas Paper Company		
LONG BEACH, CAL. . . . .	Zellerbach Paper Company		
LOS ANGELES, CAL. . . . .	Zellerbach Paper Company		
LOUISVILLE, KY. . . . .	Miller Paper Company, Inc.		
LYNCHBURG, VA. . . . .	Caskie Paper Company, Inc.		
MILWAUKEE, WIS. . . . .	The W. F. Nackie Paper Company		
MINNEAPOLIS, MINN. . . . .	The John Leslie Paper Company		
NEWARK, N. J. . . . .	{ Henry Lindenmeyr & Sons		
	{ Lathrop Paper Company, Inc.		
NEW HAVEN, CONN. . . . .	Storrs & Bement Company		
	Henry Lindenmeyr & Sons		
	Lathrop Paper Company, Inc.		
	The Alling & Cory Company		
NEW YORK CITY . . . . .	{ J. E. Linde Paper Company		
	{ The Canfield Paper Company		
	{ Marquardt & Company, Inc.		
	{ Schlosser Paper Corporation		
OAKLAND, CAL. . . . .	Zellerbach Paper Company		

EXPORT AND FOREIGN

NEW YORK CITY (Export) . . . . .	National Paper & Type Company
<i>All of Latin America and West Indies, with the following branches:</i>	
ARGENTINE (BUENOS AIRES). . . . .	National Paper & Type Company
ARGENTINE (ROSARIO) . . . . .	National Paper & Type Company
BRITISH WEST INDIES . . . . .	National Paper & Type Company
CUBA (HAVANA) . . . . .	National Paper & Type Company
MEXICO (GUADALAJARA, MAZATLAN, MEXICO CITY, MONTEREY, TAMPICO, VERA CRUZ) . . . . .	National Paper & Type Company
PERU (LIMA) . . . . .	National Paper & Type Company
URUGUAY (MONTEVIDEO) . . . . .	National Paper & Type Company
AUSTRALIA (BRISBANE, MELBOURNE, SYDNEY) . . . . .	B. J. Ball, Ltd.
NEW ZEALAND (AUCKLAND) . . . . .	B. J. Ball, Ltd.
HAWAIIAN ISLANDS . . . . .	Honolulu Paper Company, Ltd., Agents for Zellerbach Paper Company
PHILIPPINE ISLANDS (MANILA) A. C. Ransom Philippine Corporation	

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*The cover of this booklet is Warren's CUMBERLAND GLOSS COVER, White, 20x26-80*

R005430

better  
paper  
better  
printing

S. D. WARREN COMPANY



89 BROAD STREET, BOSTON

Printing Papers