

...it is best
to be
remembered
favorably...

S.D.WARREN COMPANY 89 BROAD STREET BOSTON

[*Better Paper*  *Better Printing*]

Printing Papers

Codgate DWIGGINS COLL. II

McGILL
UNIVER-
SITY &
LIBRARY

MIRACLES have been made commonplace in American life.

Individual initiative wrought them, contrived devices to enable anybody to perform them, and made the devices available to the public at nominal prices. Comfort, entertainment, and mastery over space — and innumerable conveniences that Midas could not buy with all his gold—are now to be had for the turning of a button, or the spinning of a dial.

The American public should be appreciative.

But all good things are attended with some disadvantages. It now appears that buttons and dials, in obviating the need for performing unpleasant chores, have effected a weakening of the public's will to undertake unpleasant chores; that automatic services have encouraged reliance on automatic services, and made the public dependent; and that, thus, the miracles wrought by individual initiative have enfeebled the initiative of the public.

In consequence, the public's capacity for coping with its problems has shrunk, and family problems that were once regarded—and even cherished—as individual responsibilities to be solved independently, now impress the public as too difficult for solution. Routine family tasks—such as relating the table of weights and measures to package sizes, or selecting suitable transmitted entertainment for the minors of a family—are now found to be vexing, and so the public looks to its government for help in performing these tasks.

* * *

The public's most difficult problem is the apportionment of family incomes. Spokesmen for the public attribute the difficulty to the fact that the appeal of attractive and useful products is stronger than the public's will; and that the offerings of these products induce the public to buy goods that it does not need, and cannot afford.

Thus, it appears that the public can "take" its products, but is unable to "let them alone," and so its spokesmen have petitioned the paternal government for a form of prohibition—to be effected by curbing the offerings of goods, or by requiring that the offerings be made less attractive, or by any other means that will protect the public from itself.

The government is now granting the petition. To be sure, the circumstances surrounding the granting are not exactly as

requested or anticipated, but the prohibition is, nevertheless, effected. The supply of attractive and useful products is to be restricted, and the offerings of these products are to be curbed.

SACRIFICE has a disciplinary effect. Prohibition has the effect of promoting desire. After a while, the public will yearn for the privilege of replacing old possessions, and acquiring new ones when it pleases, with or without discretion. After a while, attractive and useful products will become available again, and the public will buy them with renewed appreciation.

Nobody knows how soon that will be. Furthermore, nobody can foresee what the attractive products will then be like, or who will make and sell them; for, in the meantime, the substance and form of products will change, and some manufacturers will lose favor or be forgotten.

Obviously, these circumstances promise an opportunity, and pose a problem, to manufacturers. The opportunity is promised by the inevitable accumulation of desires for goods, which will permit manufacturers—or some of them at least—to convert their businesses to peacetime production with comparative ease. The problem is to avoid being forgotten, and to maintain the public's favor in the meantime. The opportunity must wait; the problem must be solved in the interim.

Fortunately, the approaches to the solution of the problem have been indicated. The public has defined the factors that cause it to regard a business with disfavor. These defined factors are:

- (a) Exaggerated claims, purchased testimony, ambiguity, bombast, and all other components that disclose insincerity and undue selfishness in offerings of goods.
- (b) Shortcomings or *apparent* shortcomings in the goods, which cause them to serve poorly or too briefly.
- (c) Inadequate, delayed, or ungracious service.

These factors are susceptible to elimination or correction—indeed they are being eliminated automatically, in many cases. Evidence of insincerity and selfishness in the offerings of goods disappear automatically when there are no goods to be offered. Shortcomings in goods, and faults in service, cease existing when there are no goods to be delivered or serviced. Circumstances, therefore, are permitting many businesses to escape the public's disfavor.

But a business that escapes disfavor merely by absenting itself must expect to lose its place in the public's memory, and be forgotten. It may be better to be forgotten than to be regarded with disfavor, yet it is not good to be forgotten. It is better to be remembered, and it is best to be remembered favorably.

A BUSINESS can get itself remembered merely by advertising its name persistently, and thus keeping the public aware of it in much the same manner that a conspicuously placed tomb keeps the public aware of its presence, but an awareness of that sort contains no urge for close relationships. There is a better way, and the public has indicated it.

The public has indicated that it looks with an unfriendly eye on businesses that disclose undue selfishness, insincerity, and ungraciousness in the offering of products, or in the products themselves, or in the servicing of those products. Inversely, then, the public's friendship may be gained by revealing sincerity, unselfishness and graciousness, and this can be accomplished by combining a variety of procedures.

One essential procedure is to teach the public how to make the most effective use of the products it possesses. Another procedure is to teach the public how to extend the life of the products it possesses. Both procedures are essentially sincere and unselfish; they disclose a concern for the public's interest.

Yet, these procedures can be justified to practical-minded guardians of the purse strings of business, who do not ordinarily relate unselfishness and profit. The products possessed by the public are remembrances in tangible form; they will be pleas-

ant or unpleasant remembrances in proportion to their effect in use; they will continue to be remembrances only for the length of their life; and so there is a practical business reason for teaching the public how to use its products WELL.

Another essential procedure is to keep the public aware of materials and products, and their potential uses and applications—even though the materials and products may not now be offered for sale. The public conforms its conceptions to conditions; it acquires and confirms its habits through use; and it may be expected to adjust itself to the substitute products and materials that remain available. If the public is again to favor old familiar products at a later date, it must not be allowed to forget them now.

Another essential procedure is to keep the public informed at all times regarding the conditions and circumstances that make necessary the curtailment or restriction of services. It might be assumed that the public understands these conditions, and in a broad sense it does, yet broad understanding does not preclude individual resentment. The marked distinction between *disinclination* to supply individual customers, and *absolute inability* to supply them, must be explained.

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Application of these procedures will help a business to gain favorable terms in the period of readjustment.

Information

A B O U T

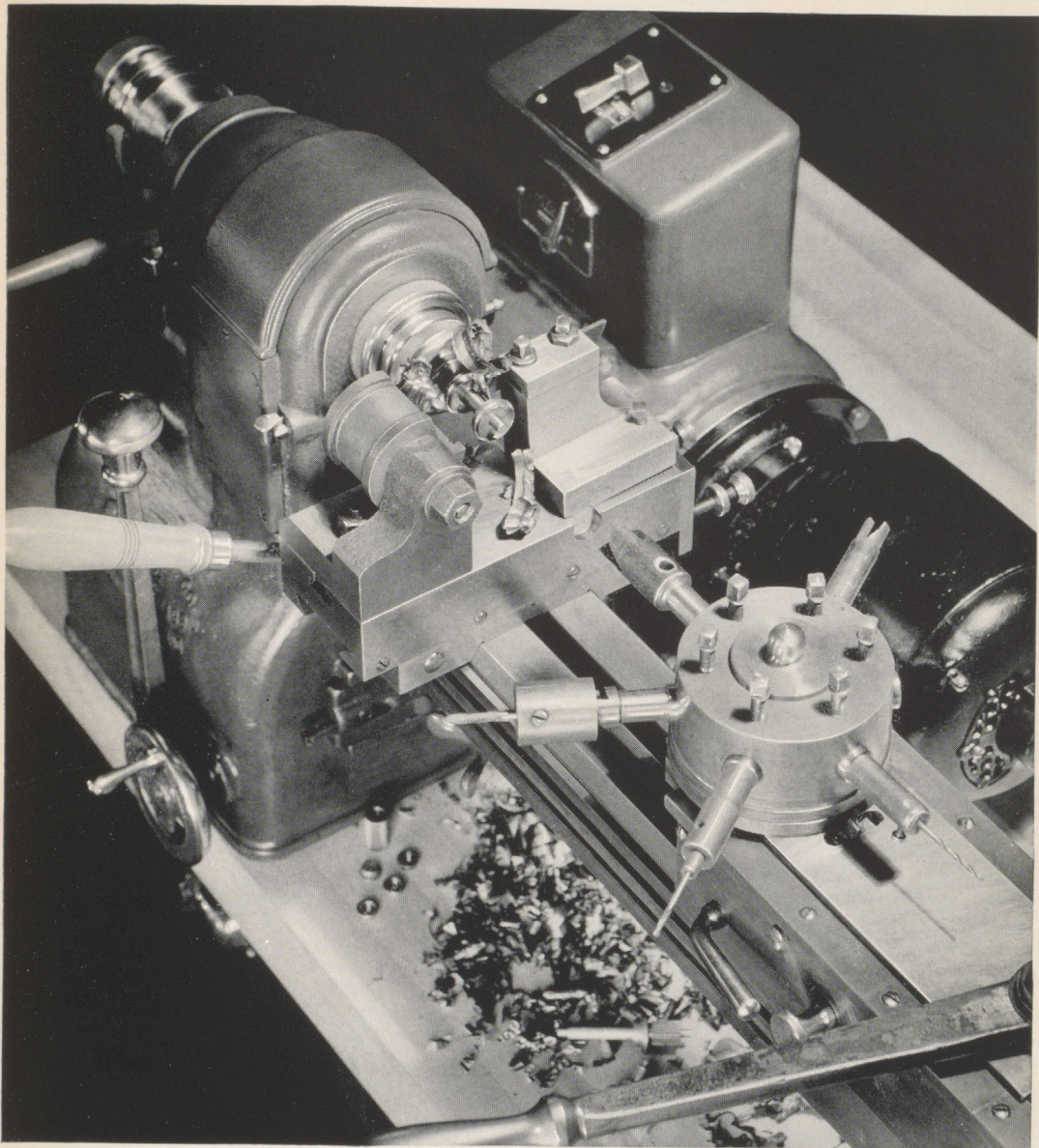
Warren's Standard Glossy Coated Printing Papers

is presented on the pages that follow
(with illustrations)



WARREN'S CUMBERLAND GLOSS

A distinctive characteristic of Warren's Cumberland Gloss is its unusually quick affinity for ink, which aids in the printing of fine half-tones by letterpress.



133 line screen halftone

EDWIN B. LUCE Co., photographers

WARREN'S CUMBERLAND GLOSS

The quick affinity for ink, which is a distinguishing characteristic of this paper, is beneficial in the trapping of colors that are overprinted to produce full color reproductions.



133 line screen process color halftone

H. I. WILLIAMS photograph

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

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 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	Warren's Finest
			Excellent
			Good

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. Warren's coated papers are listed here in the order of their relative capacity to hold the shine and smoothness of press varnish and lacquer.

Warren's Overprint Label C1S	Warren's Finest
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 a principal requirement of paper for spirit varnishing and gloss ink printing is a *slow receptivity*. 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, and so the good label papers are especially treated to hold a maximum of the gloss of spirit varnishes and gloss inks. Warren's coated 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 on unprinted areas of white paper.

Warren's Overprint Label C1S	Warren's Finest
Warren's Multi-Service Label C1S	Excellent
Warren's Offset Enamel C2S	Excellent
Warren's Lustro Gloss	*See note
Warren's Cumberland Gloss	*See note
Warren's New England Gloss	*See note
Warren's Litho Coated Label C1S	*See note

*These will serve well for varnishing on *printed* areas, but not on *unprinted* areas.

For the Printing of Gold, Aluminum, and Other Metallic Inks—Metallic inks can be printed with good effect on all of Warren's glossy coated papers. The letterpress papers (Lustro Gloss, Cumberland Gloss, and New England Gloss) have a quick affinity for ink and should be printed with normal gold ink varnishes; Offset Enamel and Litho Coated Label C1S should be printed with easy-penetrating gold ink varnishes; and fast-penetrating gold ink varnishes should be used for the printing of Overprint Label C1S and Multi-Service Label C1S.

Comparative Exhibits and Full Information—Full information regarding the selection of glossy coated papers for Spirit Varnishing, Metallic Ink Printing, and Gloss Ink Printing is presented in a series of portfolios issued by S. D. Warren Company; and the factual information is accompanied by comparative exhibits. Copies of these portfolios can be secured from Warren merchants or from S. D. Warren Company, 89 Broad Street, Boston, Mass.

This Characteristic Increases the Value of Warren's Standard Papers

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.

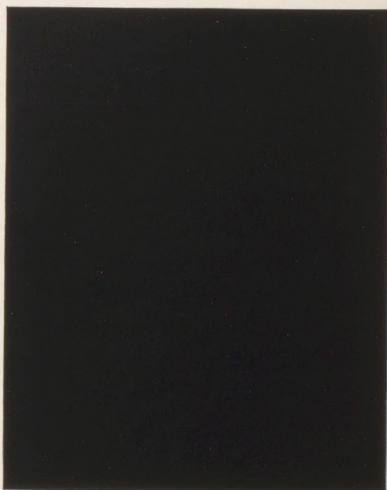


PLATE 2—No pools appear on Warren's coated papers, because absorption of ink is uniform and rapid.

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

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



EXPORT AND FOREIGN

NEW YORK CITY (Export) National Paper & Type Company

*Agencies or Branches in 40 cities in Latin America
and West Indies.*

AUSTRALIA B. J. Ball, Ltd.
NEW ZEALAND B. J. Ball, Ltd.
HAWAIIAN ISLANDS Honolulu Paper Company, Ltd.,
Agents for Zellerbach Paper Company
PHILIPPINE ISLANDS A. C. Ransom Philippine Corporation



better
paper
better
printing

S. D. WARREN COMPANY



89 BROAD STREET, BOSTON

PRINTED IN U. S. A., NOVEMBER, 1941