



Words

BY MR. WEBSTER


(with alterations)

S.D. WARREN COMPANY



89 BROAD ST., BOSTON

Printing Papers



Volgate DWIEBINS COLL. II.

McGILL
UNIVER-
SITY &
LIBRARY

MR. WEBSTER (Noah) gathered together a lot of words, and listed them, alphabetically, in a book. Mr. Webster also listed in the book the correct and common meanings of each of the words, and thus made available to speakers and listeners and to writers and readers a means for arriving at complete understanding.

But words are at the mercy of people who use them, and may be robbed of their significance through repeated misuse, until their value as a means for arriving at understanding is seriously depreciated or completely nullified.

Nobody would need to search through Mr. Webster's book for the correct meaning of the words in the simple request—

*"Can you let me take five dollars
until Saturday?"*

Yet the variety of interpretations that different people would make of the meaning of these nine words might well cause Mr. Webster to whirl in his grave.

It is conceivable that this request might be made under circumstances that would justify interpretation literally, and

in accordance with Mr. Webster's definition of the meaning of the words. Other circumstances would suggest other interpretations. The nine words might (and in many cases would) be understood to mean, "Can you let me take five dollars for a few months?" or, "Will you let me take five dollars that you will never get back?"

Similarly, few people would find it necessary to "look up" the definitions of the words that an avid candidate for elective office would use to form the familiar statement—

"I promise you that, if you elect me, I will cut the cost of government, and ease the heavy burden of taxation."

But few if any of the candidate's audience would interpret these words in accordance with Mr. Webster's definitions. Adult (and adolescent) listeners would recognize this arrangement of words as one that had been used time and time again to misrepresent intent. A majority of the audience would interpret the words as meaningless. A skeptical minority (realistic, but improperly respectful of Mr. Webster's memory) might interpret the words as a forecast of increased taxation.

Thus, as the integrity of words is compromised through misuse, people discount the value of the words.

Unfortunately, once the values of words become susceptible to fluctuations, their worth can no longer be judged with certainty. Then the task of selecting words that will be properly descriptive, after they are discounted, is comparable to the task of determining the fair price of a rug that is offered for sale by a haggling dealer in a Persian bazaar.

* * *

Advertisers who seek to establish a fair and proper understanding with the public must depend on the use of words to establish it, and when the values of words are subject to fluctuations, the job of establishing understanding becomes more difficult. Then it becomes necessary for writers of advertisements to supplement their knowledge of *basic* word values with appreciation of *current* values, and to decide which form of expression is most likely to create a fair understanding. Obviously, this is no easy thing to decide.

When, as a result of repeated misuse and consequent discounting, the words *giant*, *mammoth*, and *gargantuan* come to mean merely *small*, *medium*, and *large*, no writer of advertising enjoys the necessity of describing his product as small, and thus implying that it is virtually microscopic. And when repeated misuse causes the word *crisis* to be understood to mean merely a minor local commotion, a writer might hesi-

tantly reject the comparative word *flurry* as worthy only for describing a nervous tremor of a molecule.

Yet, if a writer of advertisements abandons the normal forms of expression in favor of “blown-up” words, he enters an inflationary competition that eventually impairs his sense of scale. Ultimately, if charged with the task of describing a product that is *all right if used in the proper place*, he believes that, with allowance for anticipated reader discount, an adequate description must read—

“This sensational invention is revolutionizing manufacture throughout the United States and the world.”

Possibly, a small number of people may read such “blown-up” words and interpret them literally. Another small number of people may read the words, and clip copies of the advertisement for joyous presentation at the next meetings of their respective consumer groups. But the majority of readers (ordinary everyday folks who read calmly to radio music, unmindful of the hum of transport planes overhead) may be expected to regard this new sensation (if they regard it at all) as just another one of those things.

And except for the few readers who are bent on saving all of the others from the effect of overstatement in advertising,

nobody (or practically nobody) will be disturbed about the incredibility of the "blown-up" words—because some degree of incredibility in advertising is expected and allowed for (which is, of course, too bad), and when incredibility is complete and obvious, nobody gives it much thought.

However, so long as large numbers of readers of advertisements make good-natured allowance for the practice of "blowing up" words, there is some reason to wonder if "blowing up" produces any effect beyond that of confirming the popular habit of discounting.

* * *

A GREAT many of the substantial advertisers in the United States use only plain, ordinary words in the manner that Mr. Webster suggested—and do very well with them. It is probable that those companies advertised persistently and for a period of time before readers became aware that they could (and should) interpret the words in the advertisements exactly as written, and without discounting. It is also probable that those companies won a considerable degree of reader confidence by supplying prospective customers with a great deal of detailed information, printed in booklets and folders, and generously 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 that may be required to establish complete understanding about merchandise; and they provide ample space for the inclusion of generous quantities of pictures and diagrams —both of which are important.

Pictures and diagrams can clarify words and authenticate factual statements. Pictures and diagrams can be made to show the attractive features of merchandise, and to reveal major (and minor) advantages in construction and in use value.

Pictures and diagrams discourage the discounting of words.

P.S.

A statement, in ordinary words, about S. D. Warren Company and Warren's Standard Printing Papers.

S. D. WARREN COMPANY manufactures book papers for the various uses of advertisers, book publishers, magazine publishers, printers, and lithographers. 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 qualities, and to produce new qualities for new requirements.

Detailed information (in words, pictures, and diagrams) about the paper used in this booklet is presented on the following pages.

This paper is Warren's LUSTRO GLOSS (Folding Enamel) White, 25 x 38 - 80

The paper used in this book is

Warren's LUSTRO GLOSS—Folding Enamel

The cover paper is

Warren's LUSTRO GLOSS COVER

This is the best quality of glossy coated paper that S. D. Warren Company has ever manufactured. It is designed, and is being used to good advantage, for the purposes listed below.

1. For precise reproduction, by letterpress, of good halftones that contain fine detail.
2. For the printing of gold, silver, aluminum, and other metallic inks.
3. For gloss ink printing.
4. For press varnishing and for lacquering.

The use of Warren's LUSTRO GLOSS for these purposes is *demonstrated* on the succeeding pages of this book.

I. FOR THE PRINTING OF FINE HALFTONES

Reproductions of merchandise containing significant or beautiful detail require the benefit of the maximum skill of photographers, engravers, printers and paper makers. For such reproductions, Warren's Lustro Gloss is recommended. Its use is indicated for the printing of pictures that are worthy of the most accurate reproduction that the printing processes afford.

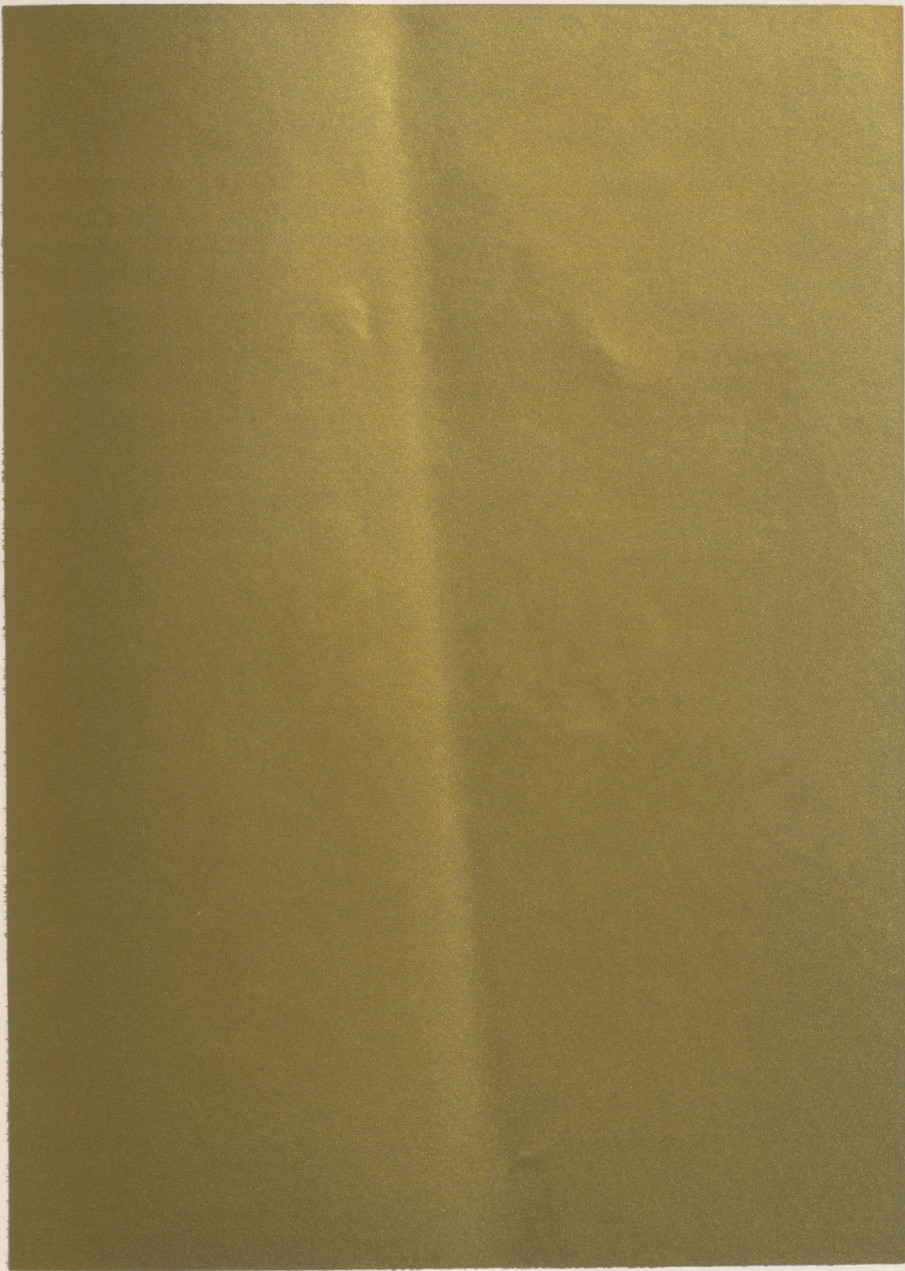


133 line screen halftone

Photograph by Grignon for Cavalier Corporation

2. FOR THE PRINTING OF METALLIC INKS

The serviceability of a paper for the printing of metallic inks is directly proportionate to its quality for halftone printing. Consequently, Lustro Gloss is the best Warren paper for the printing of gold, silver and other metallic inks.

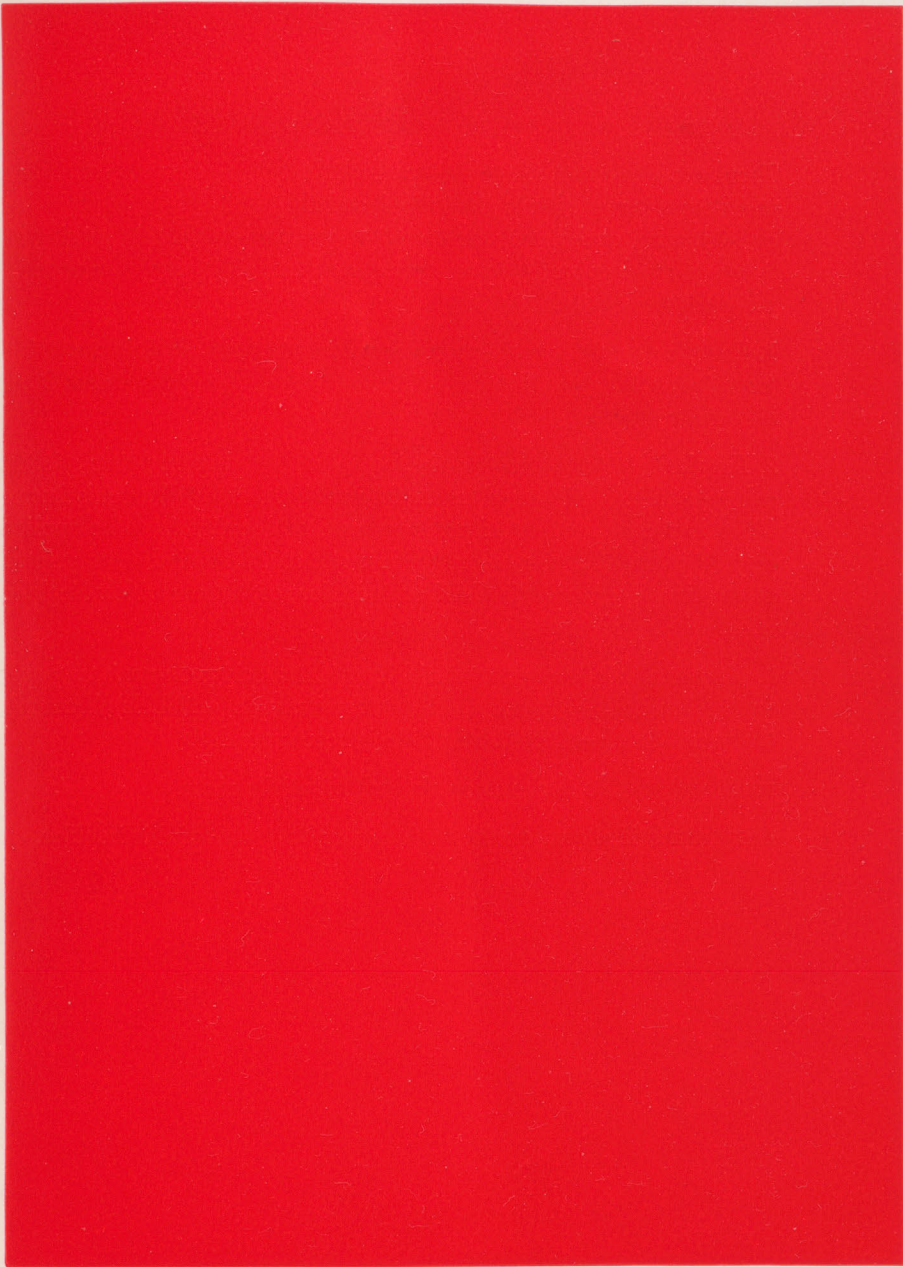


3. FOR THE PRINTING OF HIGH GLOSS INKS

There are two distinct uses for high gloss inks, and the usage should influence the selection of paper. If high gloss inks are to be used as decorating colors on pages that contain fine halftone prints, Warren's Lustro Gloss is recommended, because it is the very best surface for halftone printing, and it accepts high gloss ink prints with good effect.

But Lustro Gloss is not the *best* Warren paper for high gloss ink printing. A coated surface that is best for halftone printing cannot be the best surface for high gloss inks, and a surface that is adjusted especially for high gloss inks cannot be the best surface for halftones.

The very best Warren paper for high gloss ink printing is Overprint Label—a coated-one-side paper that is adjusted especially for the high gloss inks, varnishes, and lacquers that are required on labels.



4. FOR PRESS VARNISHING AND LACQUERING

There are three conditions under which the quality of press varnishing and lacquering results may be judged, and they are: (1) press varnishing or lacquering *on halftone prints*; (2) press varnishing or lacquering *on prints of solid colors*; (3) press varnishing or lacquering *on unprinted white paper*.

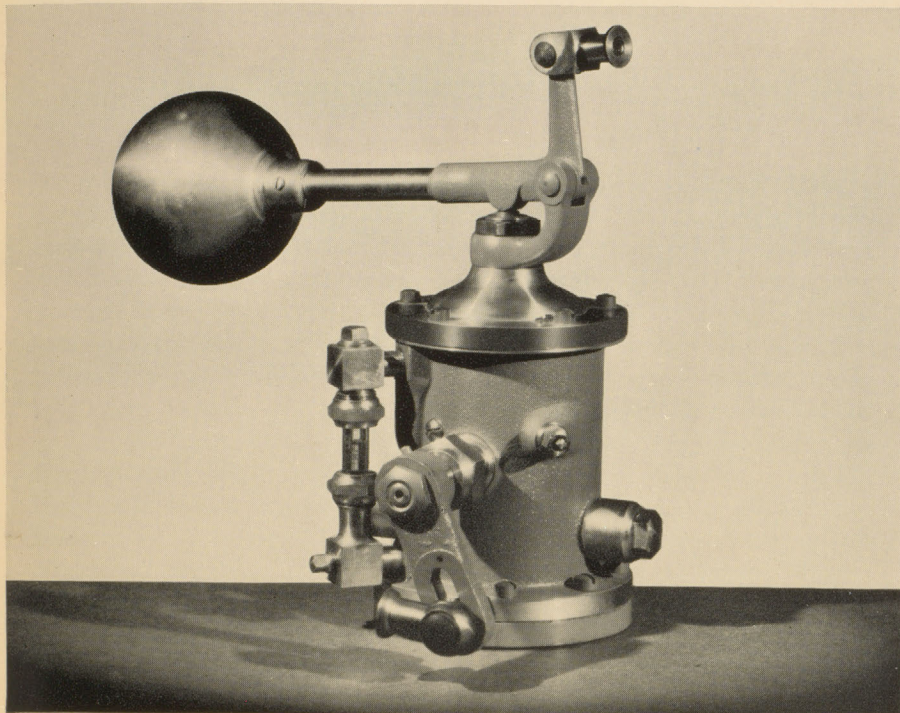
1. For the very best press varnishing or lacquering *on halftone prints (combined with good results on unprinted areas)* Warren's Lustro Gloss is recommended.

2. For the very best press varnishing and lacquering *on prints of solid colors (combined with good results on unprinted areas)* Warren's Lustro Gloss is recommended. If press varnish or lacquer is to be applied *only* to prints of solid colors (and is not to be applied to unprinted areas of paper) Warren's Cumberland Gloss or Warren's New England Gloss will serve well.

3. If the quality of the press varnishing or lacquering *on unprinted paper areas* is a principal requirement (as, for example, on labels), Warren's Overprint Label—Coated One Side is recommended.

PRESS VARNISHING is shown in the exhibit at the right.

LACQUERING is shown on the front and back covers of this booklet.



133 line screen halftone Photograph by Creative Photographers for Mason-Neilan Regulator Co.

This Characteristic Increases the Value of Warren's 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 over-printed, 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.

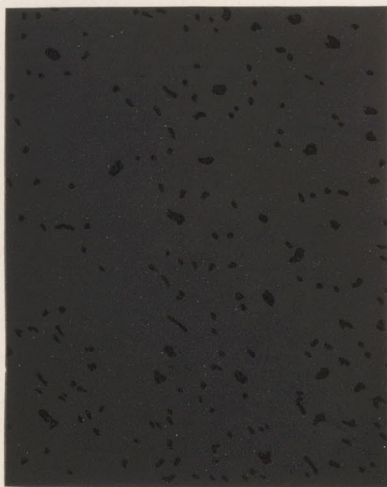


PLATE 1—This diagram simulates the pattern of pools of wet ink as they appear immediately after printing.

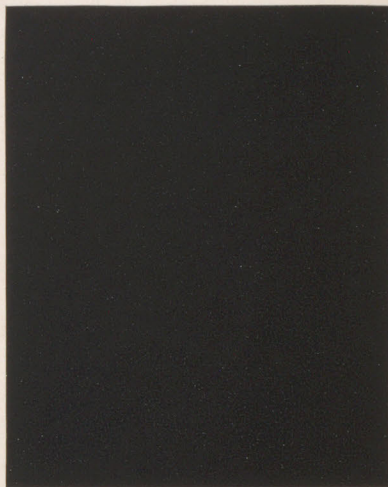


PLATE 2—No pools appear on Warren's coated papers, because absorption of ink is uniform and rapid.

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 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.

* * *

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 LUSTRO GLOSS (Folding Enamel) White, 25 x 38-80

The cover is Warren's LUSTRO GLOSS COVER, 20 x 26-100

R005430

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	OMAHA, NEB.	Field-Hamilton-Smith Paper Company
ATLANTA, GA.	Sloan Paper Company	PHILADELPHIA, PA.	{ D. L. Ward Company
BALTIMORE, MD.	The Barton, Duer & Koch Paper Company		{ The J. L. N. Smythe Company
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.	PHOENIX, ARIZ.	Zellerbach Paper Company
BIRMINGHAM, ALA.	Strickland 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
	{ The Petrequin Paper Company	SACRAMENTO, CAL.	Zellerbach Paper Company
	{ The Alling & Cory Company	ST. LOUIS, MO.	Beacon Paper Company
CLEVELAND, 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
EUGENE, ORE.	Zellerbach Paper Company	SAN JOSE, CAL.	Zellerbach Paper Company
FORT WORTH, TEXAS	Olmsted-Kirk Company	SEATTLE, WASH.	Zellerbach Paper Company
FRESNO, CAL.	Zellerbach Paper Company	SHREVEPORT, LA.	Louisiana Paper Company, Ltd.
GRAND RAPIDS, MICH.	Quimby-Kain Paper Company	SPokane, WASH.	Zellerbach Paper Company
GREAT FALLS, MONT.	The John Leslie Paper Company	SPRINGFIELD, MASS.	The Paper House of New England
HARTFORD, CONN.	Henry Lindenmeyr & Sons	STOCKTON, CAL.	Zellerbach Paper Company
HOUSTON, TEXAS	L. S. Bosworth Company	TOPEKA, KAN.	Midwestern Paper Company
INDIANAPOLIS, IND.	Crescent Paper Company	TROY, N. Y.	Troy Paper Corporation
JACKSONVILLE, FLA.	Virginia Paper Company, Inc.	TULSA, OKLA.	Tulsa Paper Company
KANSAS CITY, MO.	Midwestern Paper Company	WACO, TEXAS	Olmsted-Kirk Company
LANSING, MICH.	The Weissinger Paper Company	WASHINGTON, D. C.	Stanford Paper Company
LITTLE ROCK, ARK.	{ Western Newspaper Union	YAKIMA, WASH.	Zellerbach Paper Company
	{ 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.		
NEW YORK CITY	{ The Alling & Cory Company		
	{ J. E. Linde Paper Company		
	{ The Canfield Paper Company		
OAKLAND, CAL.	Zellerbach Paper Company		
OKLAHOMA CITY, OKLA.	Western Newspaper Union		

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	