



# To all Users of Paper Printers, Lithographers and Paper Merchants

*Announcement by the President of the American Writing Paper Company*

**T**HE Printing Industry has entered upon a new era. Printers\* are today setting themselves new standards of work. They are giving less thought to getting the order, more thought to producing results for the customer.

Records like the following are becoming more and more common:

\$260,000 sales in four days through a letter suggested by a Printer.

60% mail order increase traceable to a Printer's idea.

A retail business doubled in one year—by the success of a Printer's plan.

32% of the cost of a job saved by a Printer's advice on standardizing the paper.

### *The organization back of the present-day Printer*

To the United Typothetae of America, the national association of employing printers, great credit must be given for its part in bringing about the change.

Under the leadership of this organization and the National Lithographers' Association, progressive Printers and Lithographers everywhere are raising their standards of service, introducing better methods, effecting economies.

Ruinous price competition between Printers has given way to closer relations between Printer and buyer. This has been made possible largely by the accurate cost system that the United Typothetae of America has worked out and adopted as standard for its members. Costs are no longer mysterious juggling, in which every Printer makes his own guess. The Printer now can know exactly how much the job costs and can quote accordingly.

The 4,500 members of the U. T. A. do between 70% and 80% of the commercial printing of the country. The organization has branches in 60 cities. Its instruction courses are studied by at least 6,000 students—more than the combined enrollments of Yale and Princeton Universities.

### *The success of the U. T. A. now nationally recognized*

The American Writing Paper Company wishes to take the lead in endorsing this movement toward better service. It has conducted a careful investigation in all parts of the United States, and has concluded that the

\*NOTE. In general where the term "Printer" is used in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, and the engraver.

The Printer is the creative force in the Printing Industry and should be the one to consult in specifying the grade and finish of paper to be used in any particular work.

It is the policy of the American Writing Paper Company to send its samples to customers through the Printers and Paper Merchants.



work of the U. T. A. is one of the most important forces for good in modern business. All parties benefit—the Printer's Customer, the Printer, the Paper Merchant, and the Paper Maker.

The Company has therefore decided upon the policy of giving the support of its entire organization and its institutional backing to the movement.

### *The new responsibility of the paper manufacturer*

The American Writing Paper Company realizes that the modern ideals and methods of the Printer, which have made him a more analytical buyer of paper, mean added responsibilities for both the management and mill organization of the manufacturer of paper.

Paper is the prime raw material of printing, and the Printer is the man who should specify it.

But the Printer cannot trust entirely to his eye and hand. The buyer of steel must know its formula. When you buy an electric light bulb you know what voltage it requires. Just so Printers today feel that the technical facts behind the manufacture of paper should be given them as a basis of judgment—that so-called secrets should be eliminated.

These facts the manufacturer must supply. It is his responsibility to see that the Paper Merchant and Printer who handle his paper have the necessary facts for an intelligent decision.

### *\$225,000 to discover the facts about paper*

Anticipating this demand on the part of the trade, the American Writing Paper Company the beginning of last year set aside a fund of \$225,000 to expand its Scientific Research Laboratory.

This Laboratory now occupies a four-story building, with a personnel of 55 chemists, physicists, experienced paper men, and staff. All the qualities of paper—transparency, color,

thickness, tensile strength, folding strength, stretch, wear, printing quality—are analyzed. Every material and process is studied.

The ideas of the superintendents, foremen and mill men in the 26 mills give the scientists the starting points of many important discoveries. Then after these ideas have been perfected by the Research Laboratory, the mill men put them to practical test and bring them into successful operation.

One thousand of these mill men have been with the Company for more than 10 years; 500 for more than 20; many even longer. These men represent the craft skill in the making of paper that it has taken centuries to perfect.

Neither the scientific nor the practical men are alone sufficient. Their co-operation is ideal.

It is an old maxim that the buyer of goods must be on his guard. The Research Laboratory, working with the practical mill men, means that the manufacturer, *the seller—not the buyer*—is responsible. Because the facts are known, performance can be promised, and the buyer has definite standards by which to judge.

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The American Writing Paper Company is now publishing in the leading newspapers of the country a series of announcements calling public attention to the great improvements that have come about in the Printing Industry, and urging the buyer to adopt a new attitude toward the Printer—to consult the Printer more about the bigger phases of the work—to have greater confidence in the Printer's advice and ideas.

To every buyer of printing our suggestion is this:

*Do not get twenty competitive bids from twenty Printers and give the work to the man with the lowest estimate.*

*Select your Printer on the basis of service rather than price. Employ him on the same basis as you would a doctor or a lawyer. Give him the facts about your business policies and methods. Furnish him with a basis for constructive criticisms and suggestions, and maintain a permanent business relationship with him.*

*Let your Printer co-operate and work with you rather than merely work for you.*

*Be open-minded to your Printer's advice.*

*Your Printer is the one best qualified to select the right paper for the particular job. He is in a position to help you effect real economies—improve quality—bring RESULTS.*



*W. B. Snyder*

Holyoke, Mass., is the home of the American Writing Paper Company and is the center of the world's fine paper industry. The leading Paper Merchants in every city stock Eagle A papers.

## AMERICAN WRITING PAPER COMPANY

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