

How one printer showed a big manufacturer the way to double his business

A FEW years ago two brothers were engaged in a small furniture manufacturing business. It was profitable, but neither was satisfied with the volume of sales. One day their Printer came in and asked for an opportunity to present a sales idea he had worked out.

He advised circularizing the retail stores in the state and the near-by states as an entering wedge on an intensive selling campaign.

After some discussion the plan was finally approved and the order given to go ahead.

A few days after the necessary circulars, order blanks and self-addressed envelopes had been mailed, the elder brother, who at first had been somewhat on the fence, broke excitedly into the Printer's office.

The circular letter had swamped the firm with orders.

This incident occurred a few years ago. Today it is more nearly representative of the ideals of good Printers than ever before.



"Printing salesmanship is becoming more and more a matter of constructive service—less and less estimating and price quoting."

10 years ago the Printer was an order chaser. Today he is contributing constructive ideas to business

A NEW day has come in the Printing Industry. Competition between Printers* has given way to closer relations between Printer and buyer. Here is a development that buyers of printing are finding it profitable to recognize.

The United Typothetae of America, the largest association of employing printers in the world, has for some years encouraged its members to devote themselves more to the real business problems of their customers, less to estimating on work already in existence.

To further this development, the U. T. A. has established branches in 105 cities. Its "Three Year Plan" calls for the expenditure of \$500,000 a year for educational work.

6,000 students are studying its courses in selling, advertising, cost finding, estimating, accounting and the broader phases of printing.

*NOTE:—In general where the term "Printer" is used in this announcement, it refers not only to the printer who does set and rotary work, but also to the offset printer, the lithographer, the engraver and the stationer.

Among other things the U. T. A. has established, at its general offices in Chicago, an Advertising Bureau. This Bureau does not compete with advertising agencies. Yet it does supply to members, on request, and on a definite fee basis, a real service in the preparation of direct-by-mail advertising and layouts.

Less price competition between Printers—more service to the customer

Printers are no longer competing among themselves on a purely price basis, as in the days when it was thought there was no other consideration in printing than cost. They are now giving constructive suggestions and advice. They are obtaining **RESULTS FOR THE BUYER.**

The whole theory of getting estimates

from 15 or 20 Printers is today recognized as fundamentally wrong. "You might just as well get competitive estimates from a doctor or a lawyer," is the way one prominent business man puts it.

To buyers of printing everywhere the American Writing Paper Company makes these recommendations:

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

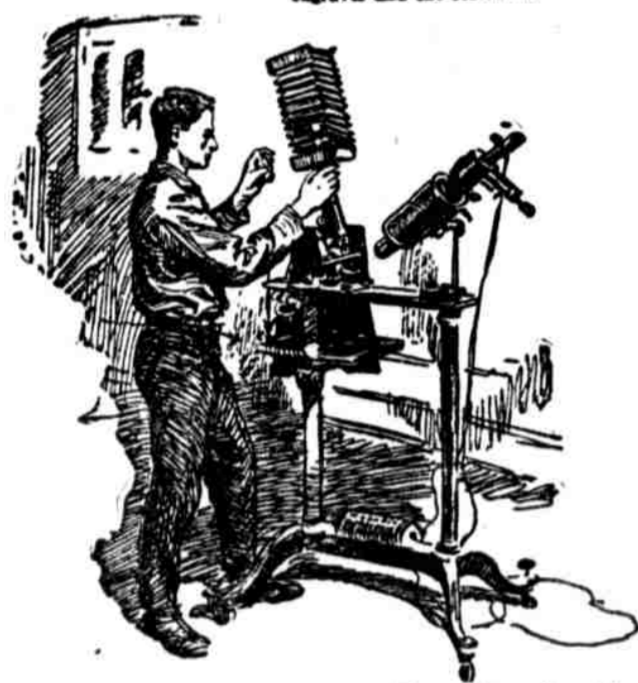
Select your Printer on the basis of service rather than price. Give him the facts about your business policies and methods. Furnish him with a basis for constructive criticisms and suggestions, and then maintain a permanent business relationship with him.

Let your Printer co-operate and work with you rather than merely work for you. Be open-minded to your Printer's suggestions.

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.



The trade mark of the association of employing printers, one of the greatest organizations of its kind in the world.



"Discovering New Facts About Paper"

All the remarkable accomplishments of the American Writing's Research Laboratory are described in detail in a new book by one of the foremost practical scientists in the United States. This book, "Discovering New Facts About Paper," contains information of the greatest value to everyone who uses or deals in paper. Write for a complimentary copy to the American Writing Paper Company, Holyoke, Mass.

Who should be the judge of paper value?

ALTHOUGH between 30% and 40% of the cost of printing is the single item of paper, how many Printers have been informed regarding the scientific facts behind the paper they buy?

Ink absorption, color, dirt, opacity, surface and strength—how can the average Printer know he is getting exactly what he wants for a particular job—that what he gets represents good value?

Appearance is of course a rough measure; but appearance isn't enough.

Only the manufacturer can know his product in detail—the materials that go to make it, the processes involved, the tests it will stand.

The manufacturer today must therefore supply the facts on the basis of which the Printer can judge for himself. And the Printer's customer must depend on the Printer for the specification of the paper.

Putting the responsibility up to science

It was to meet the growing need for such facts on the part of Printers, that the American Writing Paper Company early last year appropriated \$225,000 to expand its Scientific Research Laboratory.

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. This Laboratory is now the greatest in the paper industry. Quality, uniformity, standardized value—those are its aims.

The day is near when all paper will be sold not on the basis of a quick inspection by the buyer, but on the strength of a label or guarantee that will give all the facts that the paper user has a right to know, that will sum up all the standards that have prevailed in the making.

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.

AMERICAN WRITING PAPER COMPANY



EAGLE A PAPERS



BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

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