



A great bank's results increased 112% through a printer's suggestion



To every kind of business, Printers are now contributing valuable suggestions



One of the largest New York banks was recently getting out its financial statement for the quarter.

The Printer who was to do the job was called in to "get the copy." He listened to "instructions," but was not satisfied.

"Your financial statement should be one of the best advertisements you have," he said. "It is seen on the check counters at the very moment when your customers and prospective customers are most likely to be influenced. If they read it, it means greater confidence in the bank.

"Why not have the cover and general get-up attractive? Make it more than a mere statistical table. Make people read it."

The idea made a real impression on the bank managers and the Printer was authorized to go ahead.

Over a period of one month, more than twice as many statements were picked up and read by customers as ever before.

The service the present day Printer is giving Printers* no longer look upon their work as simply a problem of getting orders. They consider their job one of producing RESULTS.

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

Sales totalling \$70,000 from a single booklet and follow-up;

—a factory financed by direct mail material based on a Printer's idea;

—a business increased 50%, order department swamped by returns from an illustrated letter suggested by a Printer;

—these are only a few examples that indicate the standards Printers are setting for themselves.]

Yet constructive printing of this sort does not necessarily mean advertising printing. In factory, office and cost forms, Printers everywhere are giving their customers ideas on standardization, method and routine that mean greater business efficiency.

What the U. T. A. means to modern business

The United Typothetae of America, which counts among its members the 4,500 leading employing Printers of the country, has taken the lead in promoting a closer relationship between Printers and buyers of printing. Under its guidance and that of the National Lithographers' Association, Printers today are developing their experience along broader lines. They are supplying not merely paper and ink and typesetting, but useful suggestions that mean both better printing and real economies.

The U. T. A. is today the largest organization of the kind in the world. Its various educational courses are studied by not less than

6,000 students—more than the combined enrollments of Yale and Princeton Universities. Its text books and reports are recognized as standard at Harvard, Carnegie Institute, and the State Universities of Wisconsin, Nebraska and Washington.

A suggestion to all buyers of printing

The American Writing Paper Company wishes to place itself squarely behind this work of the U. T. A. The Company feels strongly that the work of this organization is the one outstanding force in the Printing Industry making for progress.

To all [buyers] of printing 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. 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 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 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.



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

Reducing uncertainty in the paper industry

WHEN you buy an electric lamp, a little label on the glass tells you the voltage the lamp requires. The lamp has been standardized and classified. So it is also with a telephone, a camera, a stick of dynamite, a pure drug.

Yet when a Printer buys a ream of paper, he has few facts given by the manufacturer to guide him. The weight is specified, and that is about all. Does it tear easily? Will ink "run" on its surface? Will it turn yellow in sunlight? Will it stand erasing? The Printer has not been supplied with these facts.

New methods in the paper industry
To make the facts of manufacture available to Paper Merchants and Printers, the American

Writing Paper Company maintains its great Research Laboratory at a cost of more than \$75,000 a year.

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.

The Laboratory not only tests the materials that go into the making of paper and standardizes their quality, uniformity and value—but it also inspects the finished product.

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.

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.

"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 to the American Writing Paper Company, Holyoke, Mass., for a complimentary copy.

AMERICAN WRITING PAPER COMPANY



EAGLE A PAPERS



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

PHILADELPHIA REPRESENTATIVE—W. B. SNYDER, THE BOURSE