



The layout of a modern Printer
There is a new era in the Printing Industry. Printers are organizing for SERVICE. Ruinous price competition between Printers is giving way to co-operation between Printer and buyer.

Ten years ago the Printer was an order chaser—today he contributes constructive business ideas

A MANUFACTURER of a very high-priced automobile had the problem of selling a number of the cars in a few weeks. Newspaper or magazine advertising for a product with so limited a market was thought out of the question.

This problem was put before a progressive, though not large, Printer who had a reputation for sound suggestions.

After careful study the Printer worked out and recommended a mailing plan of four pieces.

Within four and a half days, \$260,000 worth of automobiles were sold.

"We attribute this wonderful selling drive to the remarkable literature which you prepared and produced for us," wrote the manufacturer to the Printer a few days later.

Less emphasis on price—more on quality and results

Under the leadership of the United Typothetae of America and the National Lithographers' Association, present-day Printers are taking a real part in the creative work of business. Price competition between Printers is everywhere giving way to closer relations between Printer and buyer.

It is service that buyers of printing want. It is service that Printers are giving.

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



Ten years ago
—the Printer used to be satisfied to "carry out instructions." He did not emphasize Service

The U. T. A. is today the largest co-operative and educational organization in business. Branches in 60 cities! A definite method of cost finding worked out for members and endorsed by the Federal Trade Commission! Four Service Bureaus on Advertising, Education, Research, and Industrial Relations! Instruction courses studied by more than 6,000 students! The U. T. A. is in every way taking advantage of the opportunity that Printers have for service, and is aiming to bring about public recognition of that service.

A new man was recently put in charge of a concern's printed matter. Instead of reducing the cost, he proposed doubling it. Thirty days later all the old booklets, letters and folders were scrapped and new ones prepared to take their place. The printing bill became twice as large. Yet three months later the concern's bank account had more than doubled.

It had been good printing, planned by a man with printing experience and merchandising knowledge.

Low price is not a thing to be desired in itself. Price must have a definite relation to value received.

Endorsement of the U. T. A.

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

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

Do not get four or five competitive bids from as many 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 the 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.

How the mill organization and research laboratory of the American Writing Paper Company co-operate in raising standards

To maintain manufacturing standards, not only in order to know what to guarantee the buyer, but also to improve the quality, uniformity and value of the product, the American Writing Paper Company spends more than \$75,000 a year for 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



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

than 20 years; 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 is at the service of the entire Printing Industry, manufacturers as well as Paper Merchants.

Only recently it was called upon to furnish the scientific facts as the basis for settling a dispute between a neighboring mill and a dealer in raw material. The mill claimed that the material was not up to standard. The dealer stoutly maintained the contrary.

The question was put up to the American

Writing's Laboratory and an analysis made.

The dealer was proven wrong and he admitted his error. But he went further. He asked the scientists to draw up standard specifications for him to follow in the future. These specifications are now being adopted by the entire paper industry.

Through its Research Laboratory, co-operating with the Mill Organization, the American Writing Paper Company is throwing light into dark corners—is tearing down the time-worn maxim—"the buyer beware." It is informing the buyer regarding paper quality and characteristics. It is assuming full responsibility for its own product.

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"

Some of 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. A complimentary copy will be sent to any business concern, Printer or Paper Merchant. Write to the American Writing Paper Co., Holyoke, Mass.

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