



Laurence M. Lloyd, President of the Edward A. Cassidy Company, largest specialized selling organization in the United States devoted exclusively to the marketing of automobile accessories.

Mr. Lloyd's intimate connection with big business concerns makes his opinion of the modern Printer of interest to all buyers of printing.

The Cassidy organization buys printing not only for their own needs, but also for the seven concerns whose products they distribute. The appropriation of these concerns for magazine advertising and printed matter runs into hundreds of thousands of dollars a year.

Costs reduced 52% by a printer's recommendation

Laurence M. Lloyd, President of the Edward A. Cassidy Company, tells how an unnecessary expense was eliminated

First of a series of interviews with business executives on the purchase of printing and the development of the Printing Industry

“ONE kind of printing we purchase every year consists of page inserts displaying our products, for the loose-leaf catalogs of jobbers' salesmen. This work runs into many thousands of dollars annually, and as the catalogs are of different sizes, there was at one time great duplication of effort—an obvious waste.

“One day our Printer came to us with this suggestion: ‘Why not have all the inserts you will need for a year printed at one time? The text can be printed comparatively small on large size paper, and the copies can then be trimmed down to the various catalog sizes required.’

“This method of standardization we adopted at once, and have followed since then, saving more than half of what we originally spent.

“This little incident illustrates an important principle. If our Printer had not known what our needs would be, if he had not had a thorough understanding of our business from beginning to end, the suggestion probably would not have occurred to him.

“No man would think of calling in several physicians and having them compete for the job of making him well. No man would explain a legal case to several lawyers and then give it to the man who promised to do the work for the least money. Neither can a man, we believe, profitably ask *Printers* to compete on the basis of price.

“In our organization we consider ourselves a client of our Printer, and have found that this attitude has yielded us big dividends in service and savings.”



Cassidy salesmen call on 30,000 dealers a year. Ten million pieces of printed mailing matter leave the Cassidy mailing department annually.

New attitude toward the Printer among business executives

BUYERS of printing all over the country—advertising managers, purchasing agents, business executives—now realize that the Printer* of today is a man to be consulted in the bigger phases of printing. The Printer is no longer an order chaser. Neither is he merely content to follow instructions blindly. The Printer is being regarded as a creative force in business—giving thought primarily to producing results for the customer.

The United Typothetae of America, the National Association of Stationers and the National Lithographers' Association have taken the lead in this movement toward better service. Recently the U. T. A. came out for standardization as a move in the direction of better values. At its last meeting in St. Louis, it unanimously passed a Resolution: “That national organizations of paper merchants, paper manufacturers and printing machinery manufacturers be requested to severally appoint committees to join with a special committee representing the United Typothetae of America, in an effort to analyze the needs, reduce the number of sizes, weights, colors and grades of paper, standardize machinery sizes, investigate methods of increasing paper production and determine a reduction to the minimum of the number of watermarks in commercial paper.”

A great example of industrial co-operation

The U. T. A. has 105 local branches, each branch with a high-grade paid secretary in charge. The 4,800 Printers who are members do a total annual volume of, roughly, \$500,000,000. More than 6,000 students are studying its courses in cost finding, estimating, selling, advertising, and the broader phases of printing.

The American Writing Paper Company wishes to take the lead in endorsing this work. We believe that the combined work that the U. T. A., the National Lithog-



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

raphers' Association, and the National Association of Stationers are doing is one of the most important forces for good in modern business. All parties benefit—the Buyer, the Printer, the Paper Merchant and the Paper Maker.

Our recommendations to all buyers

This Company has therefore decided upon the policy of giving the support of its entire organization and its institutional backing to the movement for better service. To all buyers of printing we make 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—Lithographer, Engraver, or Stationer—on the basis of service rather than price. Give him the facts about your business policies and methods. Furnish him with the basis for constructive suggestions. Maintain a permanent 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 each job. He is in a position to help you effect real economies—improve quality—bring RESULTS.

Facts about the American Writing organization

26 individual mills, 54 machines, 5500 men, manufacturing a balanced line of papers; each mill organization and each paper machine specializing on certain products.

Centralized purchasing and centralized engineering resulting in large scale economies.

Largest laboratory in the paper industry, devoted to scientific inspection of raw material, standardization of manufacturing processes, testing of every lot of finished product. Co-operation between the Laboratory and the mill men, making the work of each group more effective.

Maximum values made possible by forward-looking administration and specialized operation.

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.



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