
"Let's get out
a poor catalog'9'
NOBODY in the world ever urged poor printing
in so many words.
Yet, every day, some buyer of printing tries to pound some printer down another notch on his price. Every day somebody tries to buy paper for his catalog with the same speculative zeal with which he would try to beat the market on oil stock or wheat futures.

All that amounts, to saying, "Let's get out a 'poor catalog."

When business is dull, you expect more of your printed advertising-your booklets, circulars, catalogs. Warren's Standard Printing Papers, being better paper, will give you better printing.
Your printer will tell you that this is so.
There are twelve Warren's Standard Printing Papers. These grades cover practically the entire.field of book paper printing. Printers and buyers of printing who consistently seek better printing will have no difficulty in securing prompt service through us.
S. D. WARREN COMPANY, Boston

Warren's Scandard Printing Papers are sold by
D. L. WARD COMPANY
$\underset{\text { Beltmore }}{\text { Lombard }} \underset{\text { Washlngton }}{\text { Philadelphia }}$ Rehmend $\underset{\text { Wilkee-Barre }}{\text { Main }}$
$\left[\begin{array}{l}\text { better } \\ \text { paper } \\ \text { betrer } \\ \text { printing }\end{array}\right.$
better business

WARREN'S STANDARD PRINTING PAPERS


To help you in planning direct advertising, we shall be glad to send you copies titled, "Making It Easy to Plan

