



At last - a yardstick for measuring Paper Quality and Values

A master line of 9 bond papers—a definite grade for each need—each paper on a mass production basis

OUT of the confusion of grades and brands that have faced the buyer of paper, has come the first definite measure for paper quality and value. A master line of nine—the Eagle-A Specification Bond Papers.

For years even Printers have had to use guesswork in buying paper. Sample book after sample book to wade through every time a few thousand letterheads were ordered! Grades and brands so similar the human eye could not tell them apart! No standard for judgment! Most of the 5,000 different brands manufactured with all the wastes of small scale production methods.

Here at last is a yardstick, a definite measure by which to judge *all bond papers on the market*. A compact line of evenly graded papers, each representing one of the major grade levels—a standard of quality and value.

A bond paper for each need—at every price level—every one on a mass production basis. Papers for letterheads! Papers for office or factory forms! Typewriter papers! Papers for inter-office

correspondence. Which is the right one for your immediate need?

Determine your requirements and you have before you the few essential papers from which to choose—all arranged by grades and costs.

In a tenth the time—with the assurance you are getting the one right paper—with the knowledge that large scale production is giving you the best value—your selection is made.

Work with your Printer, Lithographer, Stationer or Engraver in putting your paper buying on a sound basis. He already feels the need of an intelligent standard for selection. Get his advice on specifying the right Eagle-A Bond for each requirement. Call him up today and ask him to send you a copy of the book, "The Correct Use of Bond Papers for Business Purposes." It describes in detail the exact way to proceed in selecting the best and most economical paper for any need.

AMERICAN WRITING PAPER COMPANY
The Paper Service Manufacturing Institution
Holyoke, Mass.

Eagle-A Service Houses in Philadelphia

GARRETT-BUCHANAN COMPANY
12 to 20 South Sixth St.

THE WHITAKER PAPER COMPANY
404 Crosier Bldg.

Each Service House carries every item of the Eagle-A line of Quality-Standard Papers so that they are available through your Printer, Lithographer, Stationer and Engraver



EAGLE-A BONDS

EAGLE-A SPECIFICATION CHART

*The first "yardstick" of bond papers
The right paper for every need*

THE paper needs of the average business are so complicated, the papers on the market today are themselves so numerous, that the average buyer is bewildered. In almost every business, wrong papers are being used for many important requirements—in some cases at a cost of thousands of dollars a year.

As a solution of this problem, the American Writing Paper Company has worked out nine fundamental grades of bond papers, representing the nine major quality and price levels—each on a mass production basis. These nine are the Eagle-A Specification Bonds.

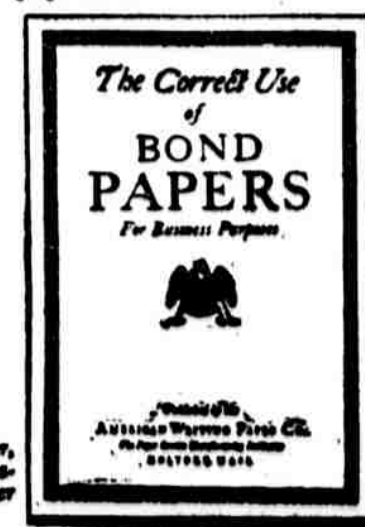
The chart below shows which of these papers should be used for the more important business uses. With this as a guide, your selection of paper can be made in a tenth the time—with the assurance you are getting the one right paper—with the knowledge that large scale production is giving you the best value.

Your Printer, Lithographer, Stationer or Engraver will quote you the prices and show you samples of the nine. Each is made in a standard range of weights, colors and sizes.

CHIEF USES OF PAPER IN A BUSINESS ORGANIZATION	PERMANENT			SEMI-PERMANENT			TEMPORARY		
	I	II	III	IV	V	VI	VII	VIII	IX
ADVERTISING									
Booklets	x	x	x	x					
Bulletins							x	x	x
Envelope Enclosures	x								
Folders				x					x
Price Lists	x			x				x	
DOCUMENTS									
Contracts	x		x				x		
Deeds	x								
Letters of Credit	x								
Mortgages		x							
Notes				x					
Permits		x							
Policies		x					x		
STATIONERY									
Letterheads	x	x	x	x	x	x	x	x	x
Executive Letters**	x								
General Letters**		x		x				x	
OFFICE FORMS									
Acknowledgments				x	x				
Checks				x					
Credit Memor.				x					
Debit Memos				x					
Deposit Slips								x	
Drafts							x		
Estimate Forms				x		x			
File Copies								x	
Invoices				x	x				
Memo Slips									x
Proposals							x		
Purchase Orders				x	x			x	x
Receipts								x	
Reports								x	
Statements						x			
Telegraph Blanks								x	
Tel. Call Slips									x
FACTORY FORMS									
Inventory Slips				x					x
M'tg Orders				x					
Receiving Reports									x
Requisitions									x
Stock Reports								x	
Time Slips					x				x

*Watermarked **Envelopes to match †Rubber stamped

In addition to the nine bond papers, the American Writing Paper Company also makes a complete simplified line of liners, ledgers, writings, book papers, offset papers, cover papers, bristols, mimeograph papers, weddings and papeteries.



Ask your Printer, Lithographer, Stationer, or Engraver for this book.