

# A printer's recommendation that produced a 60% increase in "returns"

RECENTLY a firm with very little money but a good proposition decided to purchase 25,000 mailing pieces.

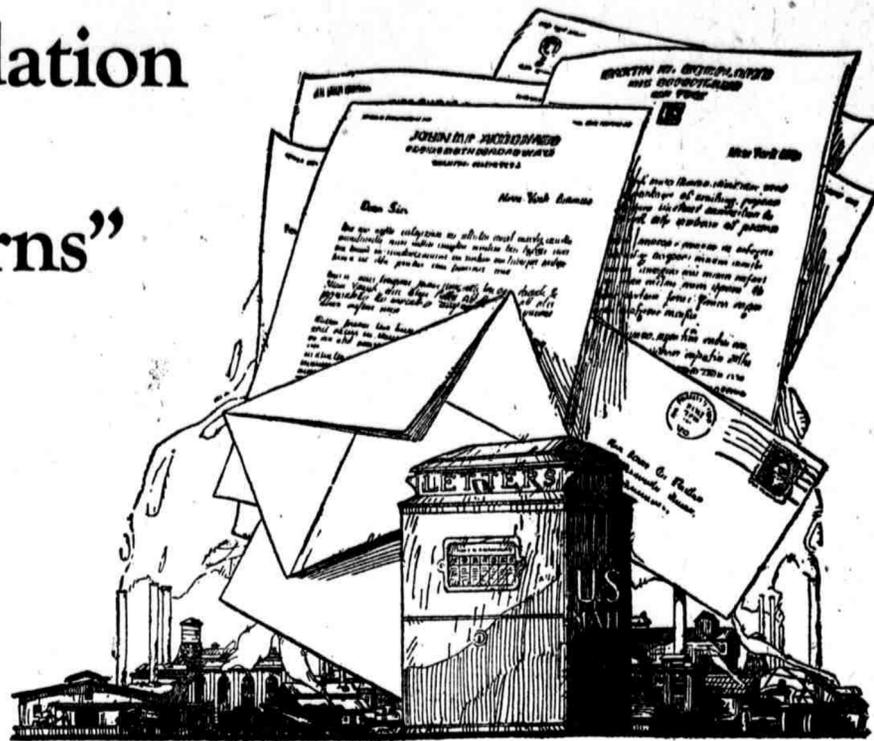
They had already selected a certain quality of paper for the job. It was not a good quality, but the firm felt it could not afford to spend more.

The Printer, however, was dissatisfied, and he said so.

"Pick 2,000 names from your list," he proposed. "Send your circular to 1,000 on the paper you have selected. Then send the identical folder to the other 1,000 on a better quality of paper."

The proposal seemed fair and the trial was made.

Three weeks later, when the results were tabulated, it was found that the better paper had brought 60% more inquiries than the cheap.



## An instance where the right paper was also the cheapest

Although buyers of printing usually err on the side of cheapness rather than on the side of quality, it not infrequently happens that the Printer's experience suggests a paper of lower cost.

A wholesale florist had an over-supply of bulbs which he wished to dispose of. He had an elaborate and expensive catalog prepared and sent to his best prospects.

The results were disappointing. At the end of the season he found nearly the entire supply still on hand.

The following season the Printer suggested that the beautifully illustrated booklet had failed because it had spelled high cost, without good value, to conservative prospective customers.

He suggested sending that year merely a simple folder in black and white.

In almost no time this inexpensive folder sold the entire stock!

## Why it pays to have the Printer specify the paper

It is the little elements of appearance and "feel" and ink combination that frequently make all the difference in a letter or booklet between partial failure and real success.

In his selection of the right paper for the job, the Printer to-day is rendering service that means not only better results but in some cases means important savings:—

(1) *Economy of cutting.* A Printer recently secured an order for 18,500 pamphlets, amounting to \$855. The customer expressed a desire to furnish the stock and was about to order 60 reams of a certain size when the Printer called his attention to the use of another size which would allow for wasteless trimming. The order was immediately changed, at a saving of \$270.

(2) *Economy of systematizing stationery, letterheads and forms.* The head of a large business concern in New York was told a few weeks ago that in his office a 50c rag-content bond was being used for memorandum forms and a "cheap" 16c sulphite or wood-pulp bond for letterheads sent to clients. In probably nine out of ten business houses there is a waste of this sort.

(3) *Purchasing paper in large quantities for a series of jobs.* Buying of this sort, with a proper anticipation of needs for a period of six months or a year, saved the Red Cross thousands of dollars a year during the war, on the cost of paper alone.

mechanical ones of typesetting, proofreading, and press work.

Under the progressive leadership of the United Typothetae of America and the National Lithographers' Association, Printers and Lithographers are to-day taking a real part in the planning of printed matter—drawing up their own specifications, taking the initiative in every phase of the work.

Do not get four or five competitive bids from as many Printers and give the work to the man with the lowest estimate.

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.

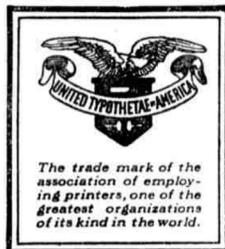
Let your Printer co-operate and work with you rather than merely work for you.

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.



Ten years ago the Printer was an order-chaser—today he has a service organization and is contributing constructive ideas to business.



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

## The new era in the Printing Industry

The services modern Printers are rendering to business are not merely the

## Scientific research and standardization in the paper industry

THE Printer to-day is responsible to his customer for results. Yet when it comes to the one element that constitutes nearly half the cost of printing—PAPER—the average Printer must often buy largely by appearance and "feel."

He does not know the technical facts because the manufacturers have not always informed him.

If he is the kind of man who turns up a box of strawberries in order to make sure that he has not been deceived by a seductively perfect top layer, he may crumple up a sheet of paper, or tear it. But in the end he must decide in accordance with his eye and his pocket-book.

Paper Standards! Unless the Printer can know in every case exactly the quality and properties of the paper he buys, he cannot be

certain either of its value or that he has the right paper for the job.

### \$225,000 for the facts about paper

The American Writing Paper Company has taken the lead in furnishing Printers with these facts by expanding its Scientific Research Laboratory at a cost of \$225,000.

The main purpose of this Laboratory is to set up standards that shall prevail in every process of manufacture, to inspect raw materials as well as finished product, and to give to the Paper Merchant and the Printer the facts about what they buy.

A second, though no less important purpose of the laboratory is to bring about economies and improve quality and value.

Take the case of dirty wood-pulp. Dirty paper means poor quality. By examining wood-pulp for dirt, the Laboratory has saved as much as \$300 on a carload of this raw material.

Alum. The annual cost of this one item alone has been reduced about \$100,000. And of course the less alum needed the better the paper.

The ideas of 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 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.

Through its Research Laboratory, the American Writing Paper Company is throwing light into dark corners—tearing down the time-worn maxim—"the buyer beware"—by informing the buyers on paper quality and characteristics, and 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 Paper Company 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 Company, Holyoke, Mass.



### Measuring opacity and color of paper

How can you tell if one sheet of paper is more or less transparent than another? The answer is supplied by this instrument, used in the Laboratory of the American Writing Paper Company, which measures accurately the amount of light that passes through a sample of the paper being tested. Scientific accuracy is the basis of fair dealing in the paper trade.

# AMERICAN WRITING PAPER COMPANY



## EAGLE A PAPERS



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