

# 1,000 Definitions Or Classifications In Paper Industry

Odd Names Found In Catalogue Standardized For the Trade

How many kinds of paper can you name? The layman might name and define 100 or more if he thought hard. But the paper industry has more than 1,000 classifications and definitions. Some years ago a committee representing the major mills, manufacturers and paper supply houses of the country set up a list of definitions which now are standard throughout the industry. It starts out with "abrasive paper—a good grade of manila wrapping paper, in many weights, coated with glue and an abrasive material such as sand, crushed quartz, garnet, emery, carborundum etc.," and concludes with "zinc liner—refers to the use of zinc plates on top and bottom of each sheet of paper in making the plaster book."

In between there are more than 1,000 papers: Acid-proof, air-dried browns, albuminized, barber dried, beer plaques, blasting, bogus, cake board, calf, Cambridge Bible, cart-ridge—etc., hundreds of odd names of material for odd uses in life.

## Paper Is Aid In Civilizing World

Among some peoples in remote parts of far countries every man's actions are under suspicion. On the Arabian desert the merchant and traveler are met on approach to camp or village by armed outposts. In the march of civilization, such practices gradually are disappearing, largely as a result of the influence of communication among people. Were it not for paper, which is serving as a medium for transmitting thought, it is safe to say the entire world would not yet be emerged from its former state of civilization.

## First Salesman



Bernie Merton was one of the two first salesmen for the Carpenter Paper Co., after a business was established in Oklahoma. Merton and William McDowell were employed by the late L. F. Leach when he opened a warehouse at Guthrie. Merton now is in business in Guthrie, and McDowell is in the theatrical business in Cherokee.

## Folded Paper Gets Small Quickly

Anyone experienced in binding or folding paper knows how few times a sheet can be folded before it comes down to a tiny square.

In order to make any large number of folds in a sheet of paper, a tremendous size is required. If one wanted to fold a piece of paper merely 54 times, it would require a sheet 185,000,000 miles long—long enough to reach to the sun and back again.

## Movable Type Helped

Paper making from linen and cotton rags received its first great impetus from the invention of printing from movable type. Gutenberg developed the type in the fifteenth century.

## Old Rag Picker In Paper Business, Too

The lowly rag picker who makes his living by rummaging through the refuse which everyone discards is really a member of the great paper industry. It is through his untiring efforts that much of the world's rags are collected that ultimately find their way into some of the best paper.

In 1831 the city of Paris passed an ordinance requiring that garbage and waste of the city be carted away so promptly that the "chiffonniers" or rag collectors had no opportunity to examine it. As a result, they rose against the police and created disorder.

## 'Paper Crumbled Into Dust, And With It, All Civilization'

An inspired publicist, writing in a pamphlet published by the Neenah Paper Co., Neenah, Wis., has speculated on what would happen to the world if some evil alchemy should destroy all paper in a twinkling. "Before my startled eyes the morning paper, folded neatly beside my mail, fell gradually apart and crumbled into dust. As I watched, amazed, several magazines did likewise. Horrified, I seized my mail and began frantically to open it. Even as I worked, envelopes, letters, checks, a telegram slowly went to pieces in my hands. My desk was littered with gray dust. "Memoranda of the day before, my calendar, blotter, telephone directory withered away. Even the pictures on the walls turned to empty frames, starting at me with vacant glassy eyes. In a sudden panic I dialed "information" only to find that paper everywhere was vanishing. "Government, business, transportation, printing were paralyzed. A frantic people watched currency, securities, legal documents, life insurance policies decay into nothing. Great industries saw blue prints, orders, files, pay rolls, records, everything disappear. Libraries were gutted with this plague. Our law and the treasures of literature were gone. And with all this went—civilization."

## Inferior Papers Lost Too Rapidly

Cotton and linen fibres make the most durable papers. There are books and manuscripts by the thousands in libraries of the old world—many of

them hundreds of years old—which are still strong and durable.

In contrast to this, papers made of cheaper materials during the World War are already going to pieces with decay, so much so that governments have discussed this threat to priceless records around the council table of the league of nations.

## Power From the Tide

More than 200 years ago the Society of Gentlemen in England proposed that paper mills be set up on barges or flat-bottomed boats on the Thames or other navigable rivers in England. The object was to tap the power resulting from the ebb and flow of the tide.

Congratulations To CARPENTER PAPER!



5c for 25 Bags!

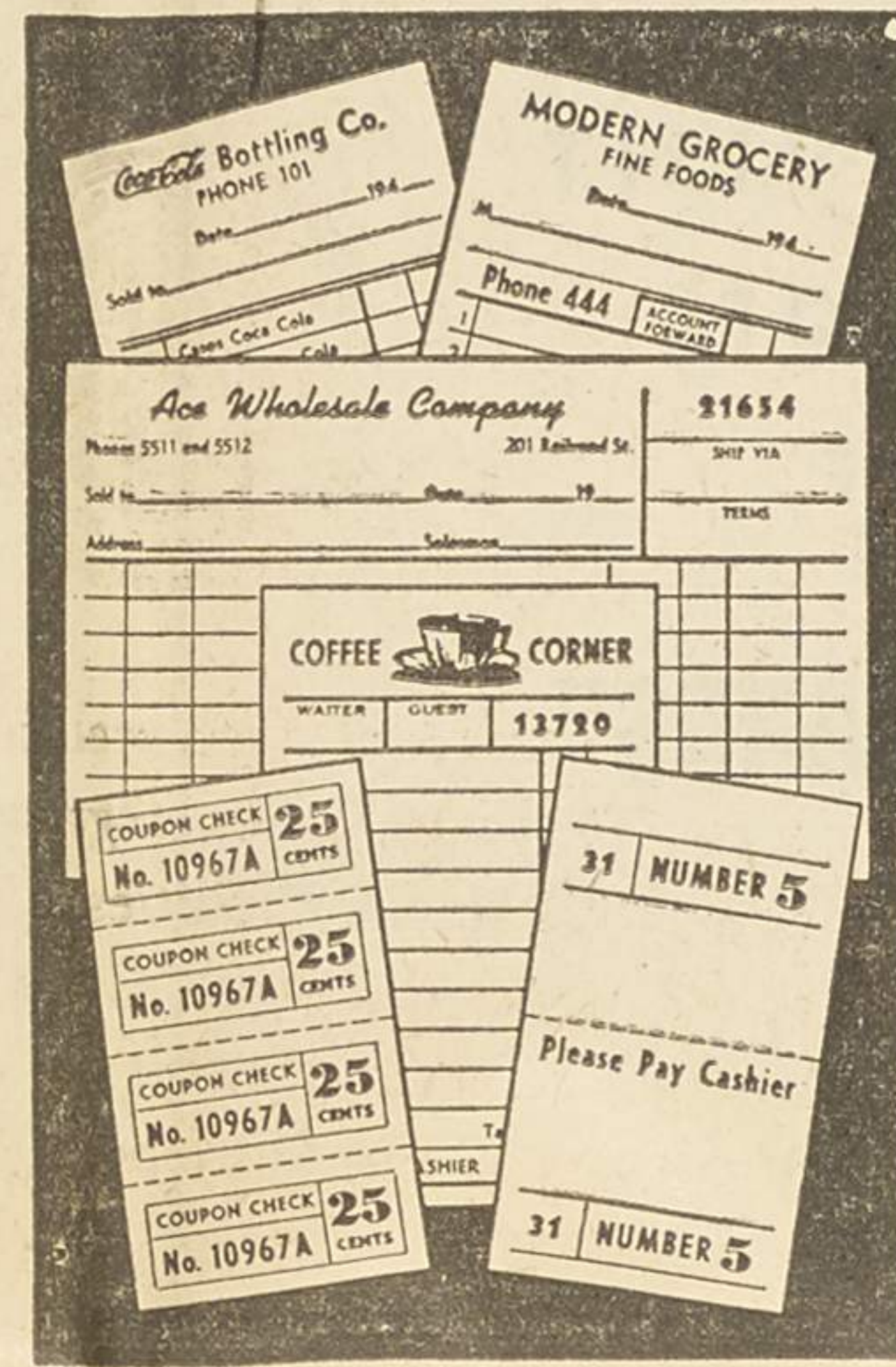
TODAY AND EVERY DAY—LIGHTEN YOUR HOUSEHOLD LABORS WITH FLAV-O-FRESH SANDWICH BAGS!

Speeds packing of school and work lunches. Ideal for storing left-overs and odds-and-ends. Perfect for picnics. Heavily waxed to seal in freshness and prolong flavor. Very sanitary. Ask your grocer today.

FLAV-O-FRESH SANDWICH BAGS  
Distr. by: Carpenter Paper Co., Oklahoma City, Okla.

## SALES BOOKS

Whenever you need Sales Books, Cafe Checks, Coupon Books, or Cash Pads, ask our salesman to show you his fine samples and low prices. We can save you time, trouble and money.



Carpenter Paper Co.  
OKLAHOMA CITY

CONGRATULATIONS!

To Our Good Friends

CARPENTER PAPER COMPANY

WAUSAU PAPER MILLS COMPANY

Manufacturers Of

FINE PRINTING PAPERS

BROKAW

WISCONSIN

Congratulations Carpenter Paper Company

C. A. HUBBARD PAPER CO.  
KALAMAZOO - MICHIGAN

Silver Leaf  
THIN PAPERS

20,000 Busy Printers Today Are Profiting Through The Use of SUPER-NUREX—The Perfect Tapping, Padding and Bookbinding Cement and Adhesive of 1001 Uses

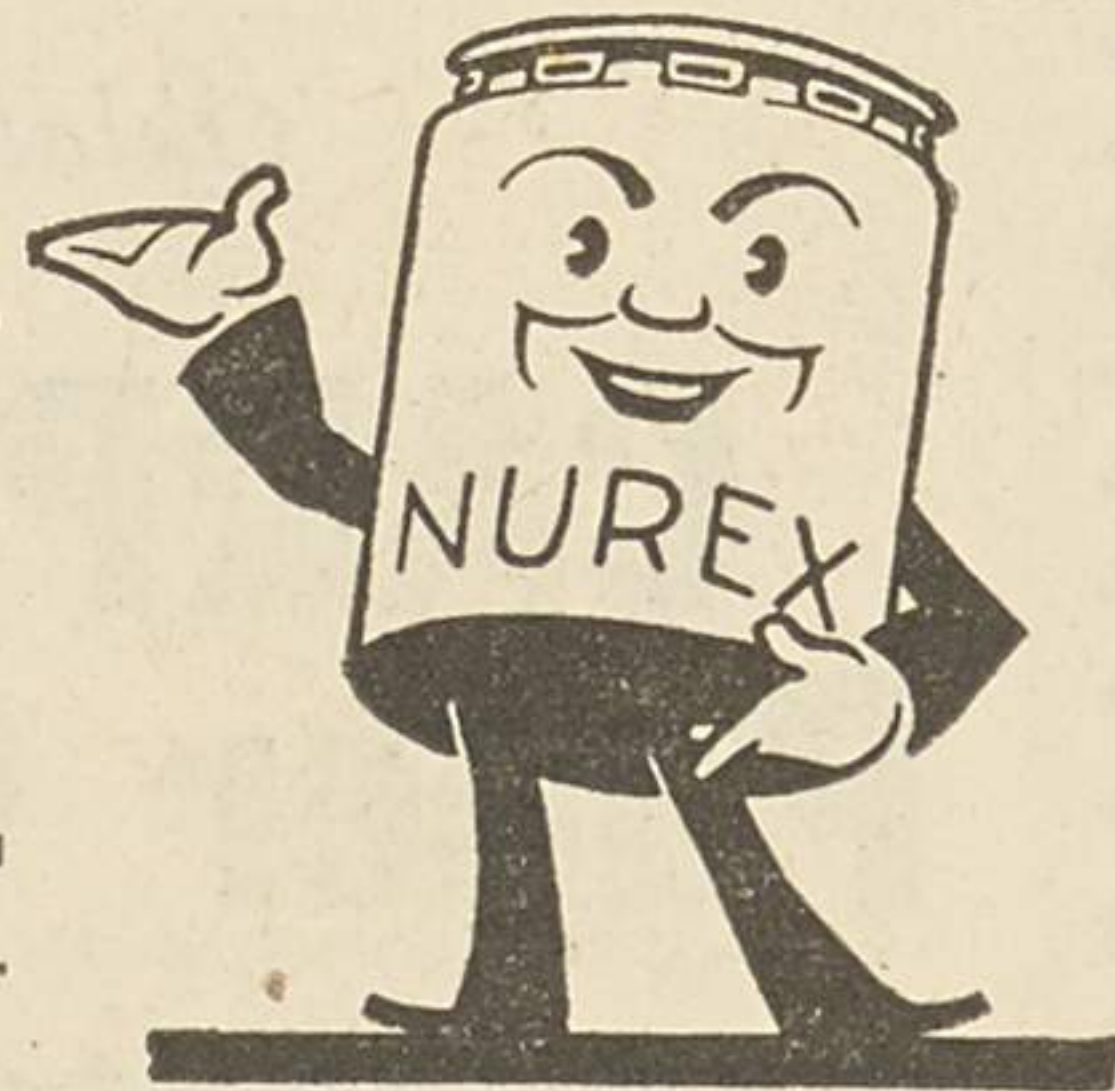
Manufactured by

The Lee Hardware Co.  
SALINA, KANSAS

And Distributed by

The Carpenter Paper Co.

"SUPER NUREX MAY BE IMITATED BUT NEVER DUPLICATED"



Knowlton Brothers

Makers of

MOROCCO COVER

Congratulate

The Carpenter Paper Company

On the opening of their new warehouse and extend their best wishes for continued success in serving the great Southwest.

CONGRATULATIONS!... FROM THE

MANUFACTURERS OF

CARPACO LINOTYPE METAL

LEWIN-MATHES COMPANY

MONSANTO, ILL.



Star Service Hanger

STAR SERVICE is known throughout the industry as the standard of hanger values—well made—full weight—properly shaped—perfectly finished—always uniform.



The Paper Strut Hanger

AVOID SUBSTITUTION—Get exactly what you order. To protect you, all Star Service Hangers are packed in cartons with the name STAR SERVICE printed on all four sides.

USE THE PAPER STRUT HANGER, with its rigid tubular cross bar that eliminates pant guards and preserves workmanship.

CONGRATULATIONS!

To

CARPENTER PAPER COMPANY

UPON THE COMPLETION OF YOUR NEW HOME

FLAMBEAU PAPER COMPANY

PARK FALLS

WISCONSIN

Sales Office

1523 Conway Building — Chicago, Ill.

JAMES H. COY, Vice-President in Charge of Sales

HEARTIEST CONGRATULATIONS

ON YOUR FINE ACCOMPLISHMENTS AND BEST WISHES FOR THE FUTURE

CENTRAL FIBRE PRODUCTS CO., INC.

HUTCHINSON, KANSAS



WET STRENGTH

Won't disintegrate when wet. Eliminates towel waste. Independent laboratory tests prove these paper towels twice as strong when wet as any other brand.



NO FUZZ OR LINT

Fibres are welded in place. Leave no "towel dandruff." This means no shedding, tearing or linting in use.



ABSORBENCY

Quickly absorbs every bit of water. One towel wipes dry. Also highly absorbent and velvet soft.



SOFTNESS

Soft and cloth-like. Never harsh. A pleasure to use.

Towel efficiency is increased, washroom cost decreased when Nibroc Aqualized towels are installed.

Congratulations to Carpenter Paper Company. With your keynote of service, your new home is a fitting tribute, both to you and your appreciative customers.

First because you deserve it, and second because you handle our lines, may we wish you continued success and prosperity.

Sincerely,

ROCHESTER PAPER COMPANY,

Rochester, Michigan.

Manufacturers of "Indian Blottings"

## PORT HURON SULPHITE & PAPER CO.

Port Huron, Michigan

Wishes to Extend Its Congratulations and Cordial Best Wishes to

## CARPENTER PAPER COMPANY

Distributors of

PORT HURON

LEATHERETTE

PLATE FINISH

Ideal for Cover — Bristol — Tag

12 Colors

2 Weights

4 Sizes

The Manufacturer Of

PAPYRUS

Absorbent

PIE PLATES

PAPYRUS

Water Proofed

DISHES

SAVADAY

Water Proofed and Grease Resisting

PLATES

SAVADAY CAKE CIRCLES

CHI-NET

Water Proofed and Grease Resisting

PLATES

CHI-NET PICNIC PLATES

Congratulates

Carpenter Paper Company

ON THEIR NEW HOME AND EXTENDS BEST WISHES FOR CONTINUED SUCCESS

JOHN M. HART COMPANY, INC.

Manager of Sales for

KEYES FIBRE COMPANY, INC.

NEW YORK, N. Y.