



Foldwell
TRADE MARK
REGISTERED

WEDDINGS, anniversaries and birth days present the eternal problem of what to give. You can solve the question quickly and gracefully by selecting a Seth Thomas Clock. Here is the one gift that will always give the recipient a pleasure that is never-ending.

One touch of animation enlivens the livable room that lives in every home. To impart beauty to the room, nothing can take the place of a well-chosen clock. Through its mechanism and soundless action, it adds to the atmosphere of the room. There are many styles of Seth Thomas clocks designed to meet the needs of every home and for every taste.

ONE TOUCH OF ANIMATION ENLIVENS THE WHOLE ROOM

Hints from a Famous Decorator

A successful SETH THOMAS Folder and its history

A SECOND edition of 250,000 pieces is evidence of the resultfulness of this beautiful four color process folder. Throughout, it is a work of art. Layout, paintings, copy, plates and printing all speak of infinite care in preparation. A perfect printing surface was needed to complete the cycle—and Foldwell was chosen. Incidentally, folding across illustrations in many places did not detract from the loveliness of this piece. Foldwell's rag base and splendid folding quality took care of that. The history of this piece follows:

Manufacturers of the Foldwell line of folding coated papers—Coated Book, Cover, Writing, Dull-Coat Writing and Split-Color.

- Purpose:** General sales piece for dealer use.
- Distributed:** By bulk to dealers and from dealers to their customers as an envelope enclosure.
- Imprinted:** By Seth Thomas Clock Company with names of their dealers.
- Quantity:** First edition 750,000. Subsequent edition 250,000.
- Size:** Flat, 13" x 10 1/4". Folded, 3 1/4" x 6 1/2".
- Folds:** One short fold and two right angle.
- Plates:** Four color process by Beck Engraving Company, New York and Philadelphia.
- Printing:** By Redfield-Kendrick-Odell Co., New York City.
- Art work and Copy:** By the Corman Co., New York City.
- Paper:** 28 x 42-86 lb. Foldwell Coated Book, white.

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