

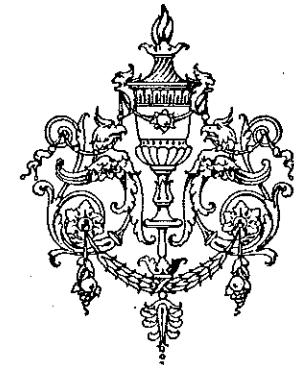


THE STORY OF KVP

BEING A LITTLE
JOURNEY TO THE
MODEL PAPER
MILLS OF THE
KALAMAZOO
VEGETABLE
PARCHMENT
COMPANY
KALAMAZOO · MICH.

THE STORY OF K. U. P.

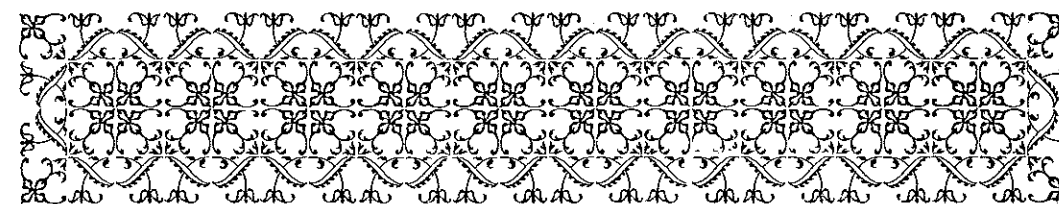
Being a Little Journey to the
Model Paper Mills of the
KALAMAZOO UEGTABLE PARCHMENT CO.
Kalamazoo, Michigan







Done by
THE ROYCROFTERS
at their Shops, Roycroft-Town
East Aurora, N. Y.



1927



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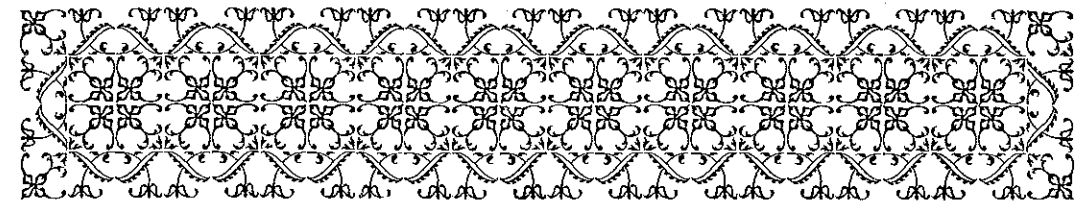
Foreword

E are all on the lookout for "better" things 
And the world is ready to reward the man, woman,
or firm that provides them  And the person or
institution that makes a product, or gives a service
that is "better" gets the clientele and the kale 
*If I was a tinker, no tinker there'd be
Who'd mend an old pot or a kettle like me.*

That quaint, homely couplet conveys a sound business principle that spells success. It embraces the blessed trinity of work, love of that work, and the solution of problems by the application of commonsense. When problems perplexed the ancient Roman it was to Fortuna he applied for their solution. Upon Fortuna's Wheel he cast his request; the priestly attendants whirled the emblem, the while the enquirer awaited the upward or downward final pause which signified success or failure, disappointed hopes or consummated desires  

In these later days, the captains of industry do not place their money on the red or the blue, whirl the wheel and trust to luck. The wheel they operate is scientific research and intelligently directed WORK  

This is the wheel to which was attached the hopes and aspirations of the founders of the Kalamazoo Vegetable Parchment Company and for the past seventeen years it has rolled so constantly, persistently and true to form, that this organization now stands as the model paper mill of the world in its particular line of functioning.



The Story of K. V. P.



WISE MAN once said, "When a man has no design but to speak the plain truth, he may say a great deal in a very narrow compass."

Several years ago I paid a visit to the Kalamazoo Vegetable Parchment Company and while I was greatly impressed at that time with a something which was difficult to define, a something which this organization had which many others lack, I believe that my recent visit has revealed it to me.

It is confined to and encompassed by the one word—Romance.

Nature, 't is said, is constantly striving to maintain a balance and so I ask you if the approachably perfect picture of industrial life is not, or should not be, a blending of romance with work? A happy combination of the higher, the better, the more artistic and beautiful side of life with the hum of the wheels and the roar of the furnace fires ❧ ❧

Incidentally investigation of a wasp's home is interesting—very! Especially if the family is home—as it generally is. It is an architectural curiosity. An umbrella-like roof covers a community of semi-detached villas—cells that are the cribs of the youngsters and the dwelling places of the bald-faced tribe. As the population grows

these cells are increased and the umbrella widened until the home has assumed the shape of an elaborate envelope consisting of layers of paper with airchambers between. This construction gives the inmates an even home temperature, and the thermos bottle is a variant of the idea. From the wasp's nest to the paper of today is, however, a far cry.



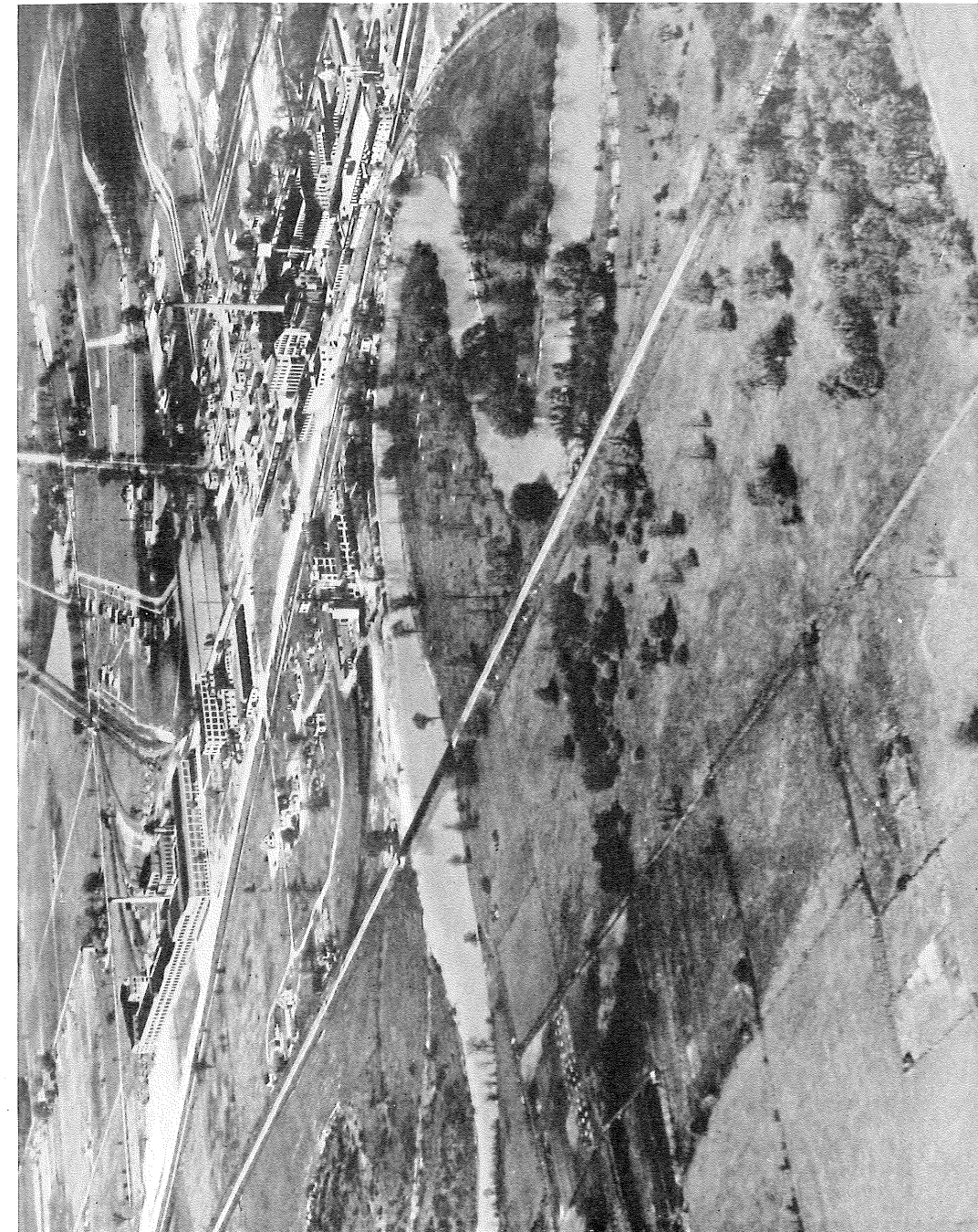
TO hark back to the genesis of the Kalamazoo Vegetable Parchment Company is to go to the time—some seventeen years ago—when a group of keen thinkers and intelligent workers began the making of paper in a mill located on the right bank of the Kalamazoo River some two miles from the city bearing the same name.

It is a picturesque spot. The river here makes a wide curve and wooded slopes come down to meet it as it flows through the valley. Seventeen years ago a farm stood where the Kalamazoo Vegetable Parchment Mills now stand. There were but few houses—lonesome dwellings along the River Road.

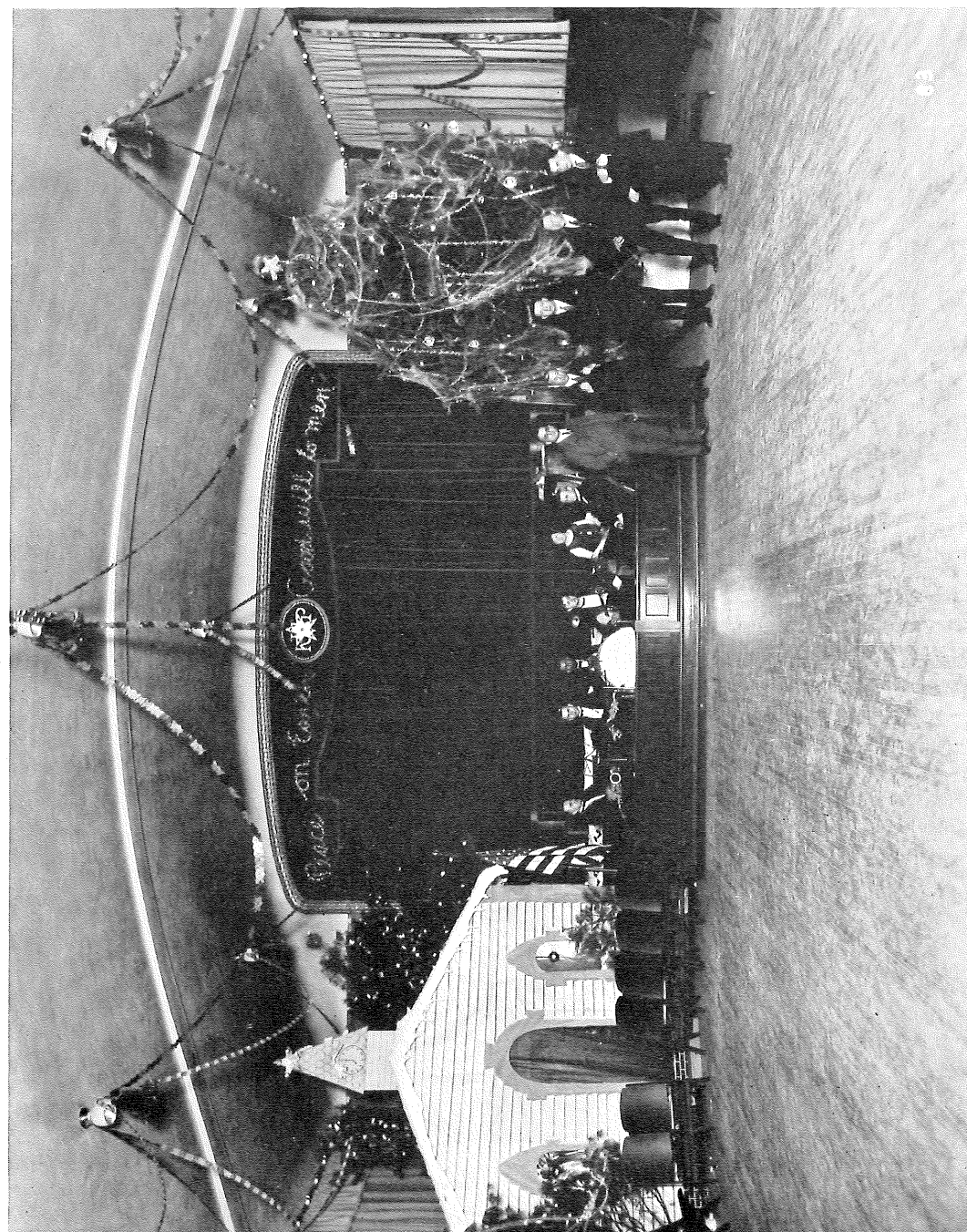
But these men, with Jacob Kindleberger at their head, saw something else. They pictured a model papermill founded on right principles—a great papermaking plant dedicated to the creation of a quality product ❧ ❧

They had visions of this great manufacturing institution and of a community of contented workers in happy homes surrounding it. They were determined not only to make paper “as well as they knew how” but men and women.

Today that dream has been materialized.



AEROPLANE VIEW OF K. V. P. MILLS AND PARCHMENT COMMUNITY



THE AUDITORIUM OF THE COMMUNITY HOUSE IN YULETIDE DRESS

A little village known as Parchment nestles in the crook of the river's arm and picturesque bungalows peep at one through bowers of roses ❧ ❧

Modern and convenient homes surrounded by spacious lawns and delightful gardens fringe the bowered road and a well-equipped school building provides for the children exceptionally fine educational advantages. The community idea is strong and is encouraged in every way by the K. V. P. officials and executives who themselves work and laugh and play with their co-workers.

A spacious Community House serves as a civic center. A gymnasium, auditorium, cafeteria, dining room and kitchen meet the requirements of social gatherings and entertainments. An orchestra, a band, a glee club, boy scout and campfire girls, with other societies and organizations are some of the active agents that go to make up the citizenry of Parchment. And last, but by no means least, the spiritual food necessary to a robust and fully-rounded manhood and womanhood is provided by a Sunday School and undenominational religious services held regularly therein. The K. V. P. Mills themselves stand in a one hundred fifty acre park.

They employ eight hundred men and women—clean, healthy folks, all of them. They have to be. Every K. V. P. helper is given a thorough medical examination. As Mr. Kindleberger said, "Paper is so closely allied with our bread and butter and the things we eat that it can not be made of too clean materials, by too clean methods and processes, or by too clean men and women. Our helpers must be free from disease and on friendly terms with soap and water." And I noticed as I made a little journey through the mills that this super-cleanliness ideal was rigidly upheld.

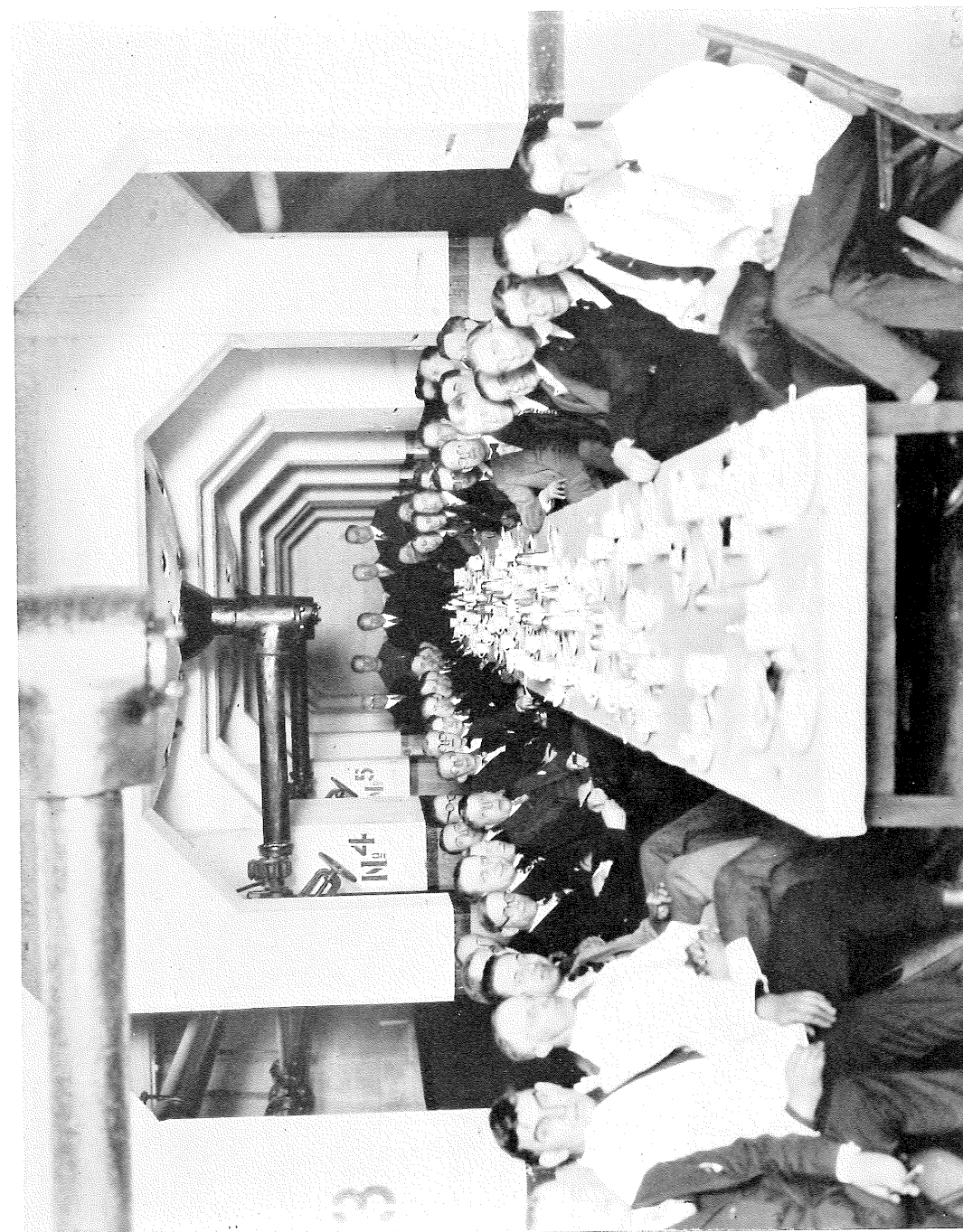
In the mind of most people a paper mill is associated with slop and dirt and dust. Visions of frowsy rag-sorters breathing bushels of

dust as they pursue their task—of dark, damp, dank cellars and grimy inmates come to them when they think of papermaking and papermills. But at the K. V. P. Mills there are no dark corners, the rooms are mammoth and flooded with light and air. The basements, so called, are all above ground level. The floors, the benches, the equipment—everything is spotlessly clean ✂ Even the roads around the K. V. P. Mills are cement, hence no outside dust enters the plant. The windows are all screened and wherever there is a possibility of dust arising, special means are at hand to instantly take care of it. There is no length to which the K. V. P. Company will not go to prevent any possible contamination of their product. Dust and dirt is taboo. Even in the boiler-house and power-house you can not find the usual quantities of dust and dirt common to such. An ingenious system of stoking and disposal of the ashes precludes smut and dust ✂ Demonstrating this a banquet was recently held in the stoke-hole of the power-house. The meal was served by the stokers and was a real Ritzy affair!

Since my last visit a new mill has been added to the plant. It is a huge structure of five stories covering the space of a city block ✂ Foursquare, solid, immaculate, sanitary; it is a model papermill. And guided by "J. K." (Jacob Kindleberger, the President of the K. V. P. Co.) we made our tour of the institution.

One of the first things that struck my eye was "QUALITY FIRST" painted in letters a yard high at each end of the room. This slogan is repeated on every floor and in every department. "Folks do not need to be informed so much as to be reminded" said "J. K." with a smile, as I pointed to the motto.

Taking an elevator we began our little journey to the rag-sorting department. Here in a spacious, light-flooded, well ventilated room a score or more of women were sorting rags which had previously



IMMACULATE CLEANLINESS PREVAILS THROUGHOUT THE K. V. P. MILLS
Here is a demonstration — a banquet served in the stoke-hole!



THE BEATER ROOM OF K. V. P. MILL NO. 2
Where rags are made into the clean, pure "stuff" which is the foundation of all K. V. P. Products

been rid of every particle of dust by a special machine. These were cotton rags—the only kind permissible in the making of genuine vegetable parchment bearing the K. V. P. trademark.

A thread of silk or wool makes rag stock unsuitable for the purpose; so these huge bales of cotton rags are carefully inspected and all silk or wool pieces, and colored rags that will not bleach are discarded. The rags leave the sorters' hands and are placed in giant cookers where for twelve hours they are subjected to live steam and caustic. Leaving the cookers, the rags are transferred to vats where they are thoroughly washed and beaten to a pulp—that is known as the "stuff." ❧ ❧

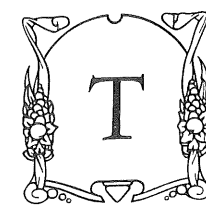
This "stuff" is as white as snow. It is really as pure and clean as the cotton when it grew in its boll. I remarked to "J. K." that it looked like cereal. "Sure. And you can eat it!" And suiting the action to the word he scooped up a handful and ate it! So apparently K. V. P. conforms to the Pure Food Laws! And it is from this "stuff" that K. V. P. make the Genuine Vegetable Parchment, Waxed Paper, Bond Paper, and that wonderful line of household aids known as Handy Home Helpers together with specially treated paper for preventing rust and oxidation, wrappings for bread, meat, vegetables and fruit and the hundred and one paper preventives of waste and decay that are a beneficence to packers and shippers everywhere ❧ ❧

And when one remembers that each class or type of paper requires the special preparation of this "stuff" and peculiar subsequent treatment, the skill and expert experience required is apparent.

¶ Indeed this pulp preparation is one of the most important and delicate in papermaking and from beginning to end it must be one of cleanliness and purity.

The part water plays in papermaking is very important. A clean, clear, pure water supply is an absolute necessity to the papermaker whose product is to be the highest class. K. V. P. insures this by eighteen wells which supply a four million gallon reservoir with a reserve of water which is used satisfactorily in the making of K. V. P. products. When the "stuff" is ready for the paper-machine it is liberated from its concrete prison and sent on its way to "flow-boxes" where it is reduced to a soft, loosely felted web of pulp. This passes over magnets which attract any metallic substances that may by chance remain and is deposited on a wire screen, given sundry shakes and then transferred to a belt of felt which carries it a little further and then giving it a parting squeeze sends it along on its own ❧ ❧

Through streams of running water and over hills of steamheated rollers the paper winds its way emerging eventually a roll of paper, clean and beautiful. The bale of rags has been sorted, cleansed, laundered, bleached, carefully inspected at every turn and now has become a pure, clean, sanitary and altogether satisfactory material fully qualified to meet its requirements and well recommended ❧ In the making of K. V. P. Genuine Vegetable Parchment the roll or belt of paper is subjected to another process. It is passed through a bath of sulphuric acid and still another bath containing a neutralizing agent and then through a shower bath of clean, pure, filtered water which washes off all trace of acid and removes every speck of dirt. The web then continues on its way over heated rollers and the result is the finished K. V. P. absolutely pure and reliable—Genuine Vegetable Parchment.



THE equipment of the K. V. P. Mills is the best that genius can invent or money buy. At every turn one is brought face to face with wonder machines and devices. There is one known as "The Miracle Machine." It surely merits that appellation. Measuring a block long, towering like a battleship on the horizon, this monster machine inspires you with something like awe.

As I stood on a platform overlooking it, the flow of "stuff" reminded me of mighty Niagara. A steady stream of vegetable fiber was deposited on the screen-belt. Invisible hands seemed to shake and shape it. Down out of sight it went—up again—under rollers—over rollers—between rollers—climbing mountains of rollers and skiing down the other side. I fully expected to see it jump through a hoop or give us a sample of the Black Bottom.

The "Miracle Machine" makes a mile of paper, one hundred and fifty inches wide, in seven and a half minutes. It turns out sixty-five tons of paper a day and it costs a dollar and a half a minute to run it! No other machine runs such a wide web of paper or gives such production on purely high-grade papers. This machine is the K. V. P. answer to the cry "It can't be done."

Failure is not in the K. V. P. lexicon; and the perfection of this machine is but another testimonial to up-to-dateness, perseverance and prescience.

Traveling cranes and carriers, miniature overhead railroads and car tracks facilitate the work—carrying materials and finished product from basement to loft, from machine to machine, from department to department, from mill to railroad car. Incidentally the K. V. P. Mills produce seven million dollars' worth of paper every year; and every day a trainload of paper leaves Kalamazoo—which is the world's largest paper center.



THE "MIRACLE MACHINE." A PAPERMAKING GIANT THAT DOES THE BIDDING OF K. V. P.

An army of carpenters are engaged making cases wherein to ship this vast output which is distributed world wide.

Genuine Vegetable Parchment, however, is not the only product of K. V. P. ❧ ❧

They are the makers of the K. V. P. Waxed Paper. A whole department is devoted to this branch of papermaking. Hundreds of tons of wax with which the paper is coated is used. This wax is imported by the K. V. P. people from India and is distinguished for its purity and resistance to heat and humidity. This Waxed Paper has a surface like the finest china—it is an odorless, ivory-finished paper that keeps out all dust, dirt, germs and moisture.

The Vegetable Parchment and Waxed Paper of K. V. P. has multitudinous uses. These I will touch upon later. Just now let me say in passing that I saw these products being sliced up into all shapes and sizes—cut to fit anything, bucket, barrel, bottle or box. Huge stacks were being imprinted with the names of many famous food producers and packers—coverings for hams and bacon, linings for cans, bread wrappers, cigarette packages, coffee, fruit, butter and lard wrappers ❧ ❧

Tested and tried by firms alive to their responsibility—firms recognizing the value and necessity of a superior wrapper for their products and how such a wrapper brings them a bigger business and an added prestige—the K. V. P. goods measure up, and from North, South, East and West orders come pouring in.

I wonder if you and I realize just how important a part paper plays in our social, our economic and our industrial life. If it should so happen that the making of paper in all of its forms and for all of its uses should stop, if all of the mills making it should bank their fires, shut off their electricity and go out of business, that something that we call modern civilization would cease to be.

Uncle Sam would be forced to discontinue his mail trains and his post offices. There would be no social or business correspondence. There would be no magazines or newspapers and all print shops would be closed down. Manufacturers, jobbers and retailers, big and little corporations and organizations would go down in a mighty crash, because no record could be made or preserved of the business transacted ❧ ❧

All of this however would be only a part of the story that would have to be told provided that we should wake up some morning and find that the world had been deprived of its paper.

When you went to your market, provided you could find one in existence, your steak or your roast would be handed to you unwrapped. There would be no packaging of foods, everything would be loose and in bulk and you would have to furnish your own tin receptacle for your flour, your sugar, and, in fact, anything that supplied your table needs.

An overdrawn picture you say, but not so: eliminate paper and all of the conditions enumerated and many more not mentioned, we would have to face.

Fortunately for you and me, Jacob Kindleberger and his associates, functioning as the Kalamazoo Vegetable Parchment Company, are among those who by their foresight, genius and industrial aptitude, have made it possible for all of us to enjoy the advantages of intelligently directed papermaking.

In order that Uncle Sam may continue to run his mail trains and his post offices, this organization manufactures for social correspondence a note paper in various colors which is dainty and distinctive and they also furnish the raw stock for the converters and envelope makers ❧ ❧

The business man and his many paper needs are given particular attention. K. V. P. Bond is nationally recognized as the printer's best friend because there is something in its blend or make-up that enables type and cut lines to stand out as clearly as though traced by the hand of a skilled artist.

For multigraph and mimeograph work, this particular paper also seems to be specially adapted, but do not think for one moment that this all came about by chance. Back of this finished product are years of research work, years of experimenting, testing and trying, because, "not perfect, but we'll let it go," is not a part of the vocabulary of the K. V. P. Company.

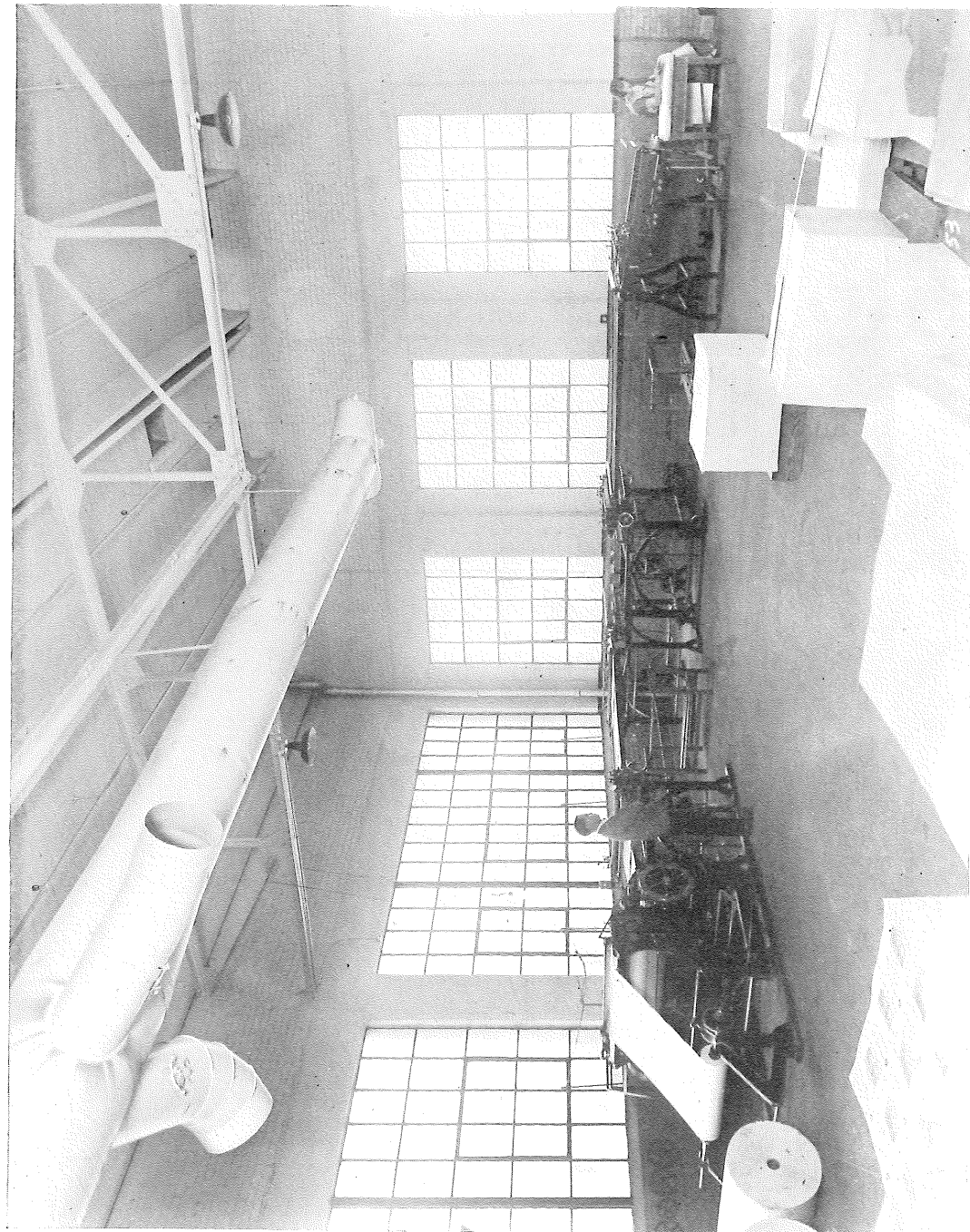
As I passed through this department I noticed some very attractive circulars, miniature booklets and specially designed covers bearing various printers' imprints and I was told that it was a part of their service to offer these suggestions to printers as an aid to them and if used there is no charge except a nominal one for the cost of the electro ❧ ❧

Then there is the Ruled Paper Division.

A battery of ruling machines and complete equipment for cutting, drilling, punching, folding, stitching, round-cornering and padding forms the progressive layout of this division.

It is fascinating to see the mechanical fingers of the ruling machines line journal, ledger and bill heads. School papers—the "Blue Books" you remember so well—Theme Papers, Penmanship Papers, Purchasing Agents' Forms, Note Book Fillers, Diaries and in fact all kinds and descriptions of ruled forms used by educational institutions and business firms are taken care of.

And they are all ruled papers of quality. The K. V. P. people do not hold to the old idea that any old kind of paper is good enough for the American School child to use in his studies. We are spending



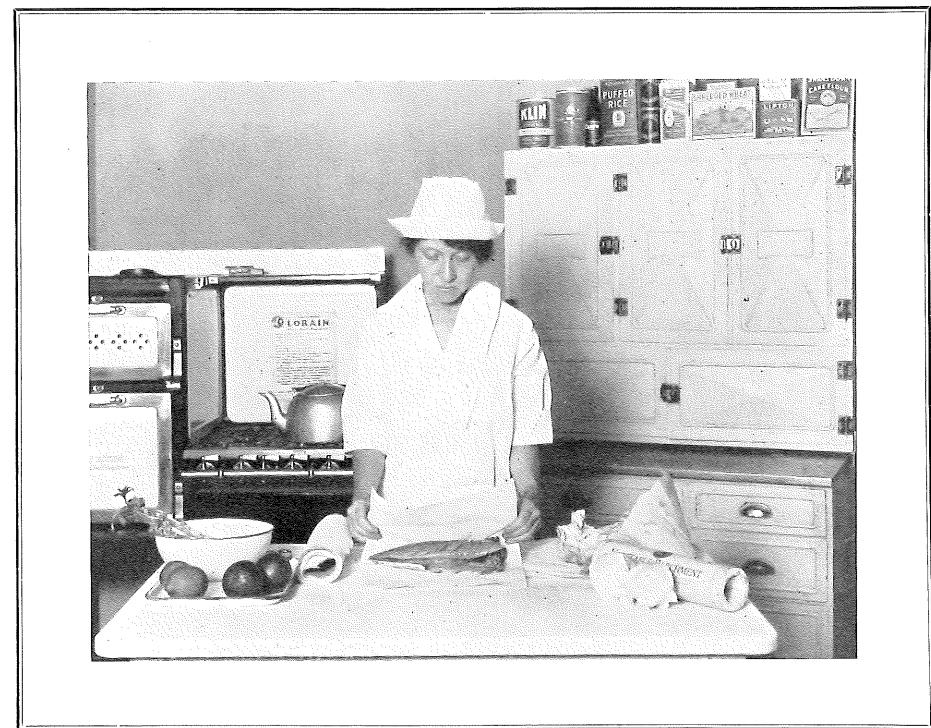
K. V. P. RULED PAPERS OF QUALITY PASS UNDER THE MECHANICAL FINGERS OF

fabulous sums for magnificent school buildings and other things necessary to place children in the right educational environment; therefore it is fitting and essential that we give them good paper to use ❧ ❧

The desire and intent of K. V. P. is to do its part in promoting this idea among the educators of this country. To this end educational talks on paper and its uses, especially relating to scholastic and commercial work, are given periodically by executives who have the psychology of paper as related to good work at heart.

Another interesting department is that of Specialties.

These specialties consist not only of the Bond paper to which I have called your attention, but they also include what they designate as Household Papers. I was particularly interested in this specialty



department, because on several occasions I have heard my own wife express a wish for something that would fill a need that these very papers supply. Suppose, for instance, that the Ladies Aid Society of a church, club, or an organization by any name, is to stage a supper or banquet. There must be table coverings. Linen is not only expensive to use, but it entails much work by way of frequent laundering. K. V. P. table cover rolls are made of paper that is reasonably tough (easily crumbed and may be turned and used over and over again if desired) but withal very neat in appearance and of course absolutely sanitary.

Then there is Papricloth—the specially treated waterproof paper sheet that has superceded the old fashioned smelly rubber sheet. Surgical Waxed Paper used for the sanitary covering of wet dressings; Powder Papers, Kloth-White, the Royalty of wrapping paper, which has particular characteristics which lends itself for wrapping all small fancy and gift merchandise or goods, Dish Rags of K. V. P. Boilproof Paper—odorless and efficient and sanitary, Household Rolls, Shelf Paper, no curl or wrinkle, made just for home use ❧ Heavy Waxed Paper in “Cutter Box” heavy enough to afford protection, Household Parchment, the new refrigerator paper. These are some of their specialties and they are recognized as the invaluable servants and helpers of their users.

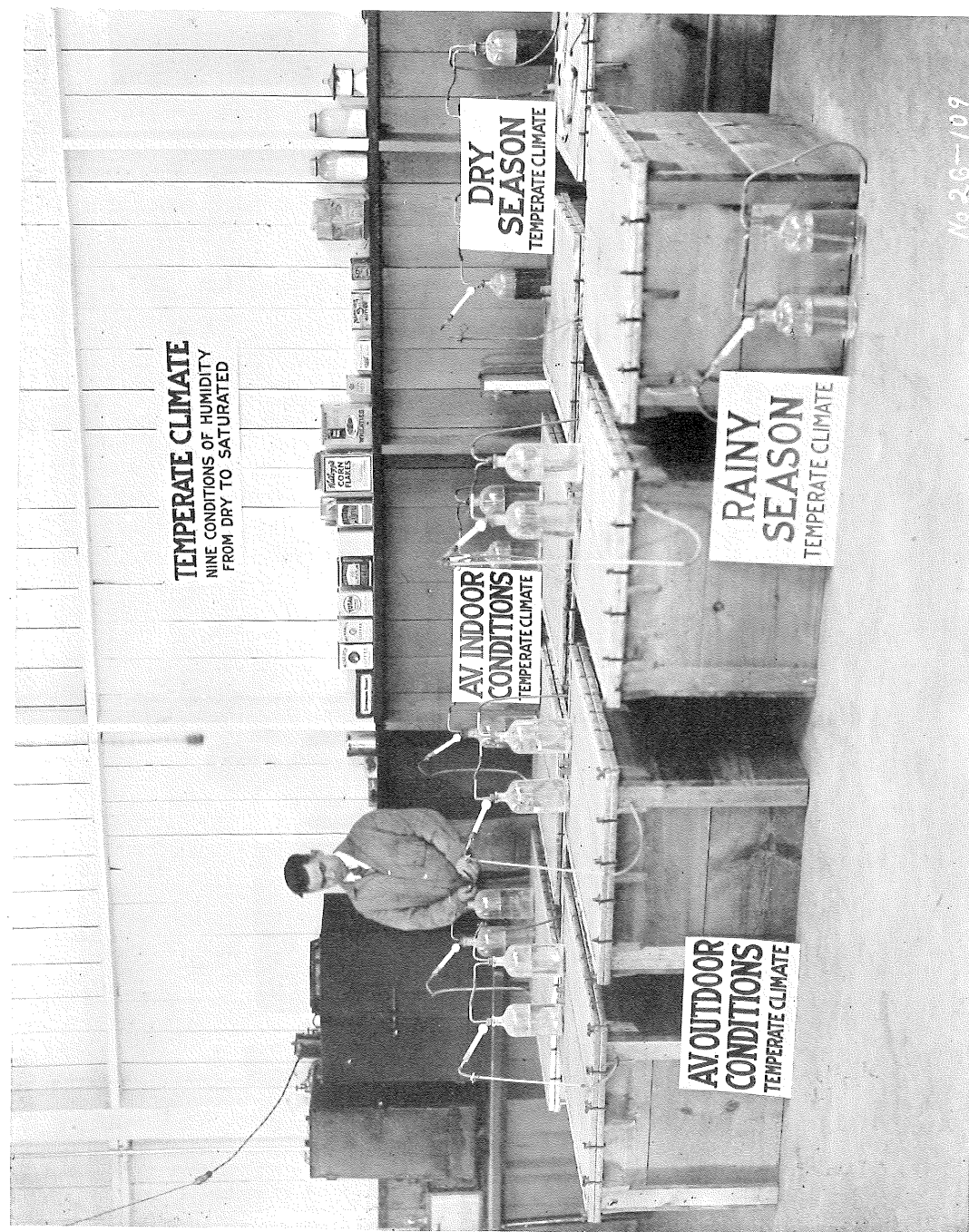


THE K. V. P. folks are continually looking out for new uses for paper. They are always and forever testing out things. A spacious building is occupied by a corps of alert and eager workers engaged in this research work ❧ ❧

By artificial means the climatic conditions of any given zone can be duplicated. Frigid, torrid, temperate, summer, winter, spring,



EVERY ACTIVITY RELATING TO DISTRIBUTION, PACKAGE AND STORAGE OF FOOD STUFFS IS A K. V. P. PROVINCE



A SPACIOUS LABORATORY AND STAFF OF EXPERTS IS DEVOTED TO THEIR RESEARCH WORK

fall, humidity and aridity—all these are simulated in special rooms and compartments ❧ ❧

Fruit from California, fish from Labrador, cheese from Edam and honey from Hymettus may be submitted in various packages to varying changes of temperature and the changes noted.

Every run of K. V. P. Genuine Vegetable Parchment or Waxed Paper is tested in this laboratory. It has to measure up to the requirements of the purposes for which it is intended.

Packers, canners, truck farmers, dairymen, cereal manufacturers, bread and biscuit makers, candy manufacturers, tobacco manufacturers, fish and game distributors—in fact every activity dealing with the distribution of foodstuffs to the people have the privilege of K. V. P. research work and analysis of their specific problems regarding perfection of their shipments. And many take advantage of this service. In this laboratory I saw food of all descriptions undergoing package and transportation and storage tests. I saw a carton of coffee that had been floating around in a tank of water for three weeks and nary a drop had seeped through the K. V. P. container. There was fruit that had been kept fresh for months in a wrapper of K. V. P. Two oranges—one wrapped in K. V. P. and the other in the usual tissue—were shown me. They had been in close companionship in the same compartment and same climatic conditions for the same length of time—six weeks. The latter was a poor, dried-up wizened apology for an orange. The former had lost none of its plumpness nor hue nor aroma. Lettuce packed in crates lined with K. V. P.—Whalehide it is called—was crisp and fresh. An array of cans, boxes, cartons and jars containing all kinds of products—spices, milk, soup, breakfast food, tobacco—had linings of K. V. P. ❧ ❧

Waste is anathema at K. V. P. And they are continually seeking ways and means to eliminate it both in their own mills and for their customers. The assets of a nation are its men and women. And they are valuable only as they are healthy. And to be healthy they must have, among other things, pure food.

The farmer, the dairyman and the meat packer feed us. But their usefulness would be discounted were it not for transportation. But even transportation—wonderful though its effect has been on the world's market—has not influenced the food supply of the nations to such a degree as has refrigeration and above all the careful wrapping of foodstuffs in the proper kind of paper. Eggs, butter, cheese, poultry, fruit, vegetables, meat and fish can be kept for longer periods if the package or wrapping is of K. V. P. These people stand ready to confer and cooperate with distributors and purveyors of food in the solution of their packing problems. They believe in health, sanitation, efficiency. Their interest in humanity and the business of their friends does not stop at papermaking. Only recently a Saginaw firm had mechanical troubles which were threatening a tie-up of their plant and the loss of considerable time, money and business. The service specialists of K. V. P. hurried to their assistance and were able to solve the problem.

"Help the other fellow" is a K. V. P. motto. And still another slogan is to be seen swinging from a beam in the K. V. P. offices—it is this: OUR MOTTO: HOW CAN WE BE OF GREATER SERVICE TO OUR FELLOWMEN DURING THE YEAR? And there you have the Alpha and Omega of the K. V. P. Institution. It is an organization with instincts of fellowship and friendliness, dedicated to service and to the art and craft of papermaking.

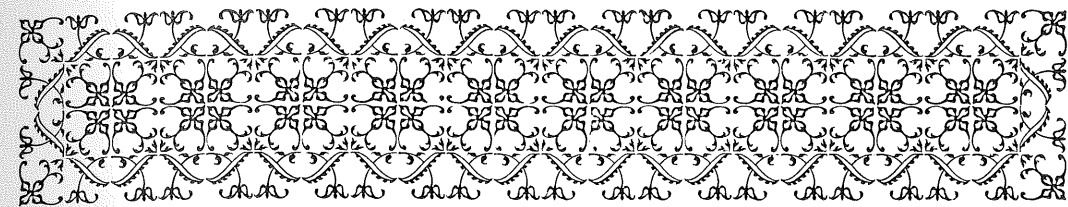
¶ It is founded upon the twin caissons of truth and honesty. It has enjoyed phenomenal growth. It has achieved great things. It

rejoices in the goodwill of its customers. It has vision. Its executives are men who understand.

From small beginning the K. V. P. Mill has grown to be one of the largest paper mills in the world making products that have attained worldwide recognition as quality goods. No greater truism was ever uttered than the epigram of Elbert Hubbard: "Responsibilities gravitate to the person who can shoulder them; power flows to the man who knows how." K. V. P. Company has shouldered heavy responsibilities; they have demonstrated that they know how. By courage, investigation, self-reliance, concentration and cooperation they have attained a position in the van of the great papermaking industry. The road that leads to Parchment is no longer a pathway through the woods—it is a broad highway—an artery supplying the great heart of humanity with a beautiful, useful and beneficent product.

K. V. P. is an institution which has a soul.

A
Detailed and Descriptive Catalogue
.. of ..
*KALAMAZOO V*EGETABLE *P*ARCHMENT
*C*OMPANY *P*RODUCTS



K. U. P. *Genuine Vegetable Parchment*



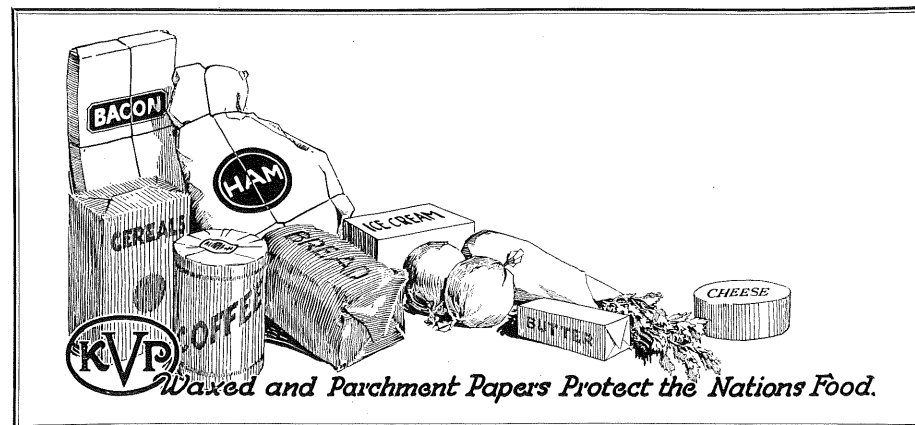
VERY remarkable sheet of paper. It is absolutely pure, odorless, tasteless, grease and oil resistant. And it will not weaken nor lose its strength when wet, but gets many fold stronger ❧ ❧

It is the ideal protection for any pure food product containing an excess of moisture or of animal or vegetable oils ❧ ❧

It provides protection to quality butter, lard, lard compounds, oleomargarine, fresh and cured meats, fresh and smoked fish, celery, celery cabbage, tomatoes and other fresh vegetables.

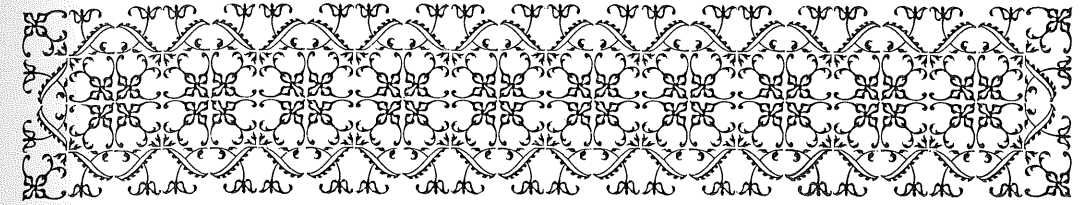
A steady stream of orders come to the Mill by regular and air mail, cable, telegraph, telephone and it keeps a bunch of men and women busy cutting and counting and packing for shipment to the four corners of the globe. There are many practical uses for GENUINE Vegetable Parchment. Perhaps the Dairy Food Products come first in importance, as no other wrapping paper now on the market can be used as a substitute. All creamery butter is wrapped in Genuine Vegetable Parchment. Then follows the Meat Packing Industry. Fresh and cured meats are covered to prevent mold infection, exclude flies and dirt, and keep in the good tasty qualities that are provided

by proper curing; cartons and export wooden shipping boxes lined with Vegetable Parchment are filled direct with a stream of hot flowing lard; the liner keeps the grease from coming through. Sea Food Canners depend upon Parchment to line cans in which their healthful, tasty foods are packed. The liner prevents the food from coming in direct contact with the metal, keeps the contents from blackening, and when the can is opened, the housewife is sure that that food product is suitable for her family. Tea, Coffee, Spices, Chemicals are put up in Parchment lined packages and cartons. Fish Fillets, separately wrapped, packed in tin boxes, surrounded



with ice, or in containers similar to thermos bottles are shipped miles and miles inland from the Coast. The Fresh Fish arrives in first-class condition and people who live seventy-two hours by rail from the Coast can enjoy Fish Foods just as tasty as when they were taken from the water.

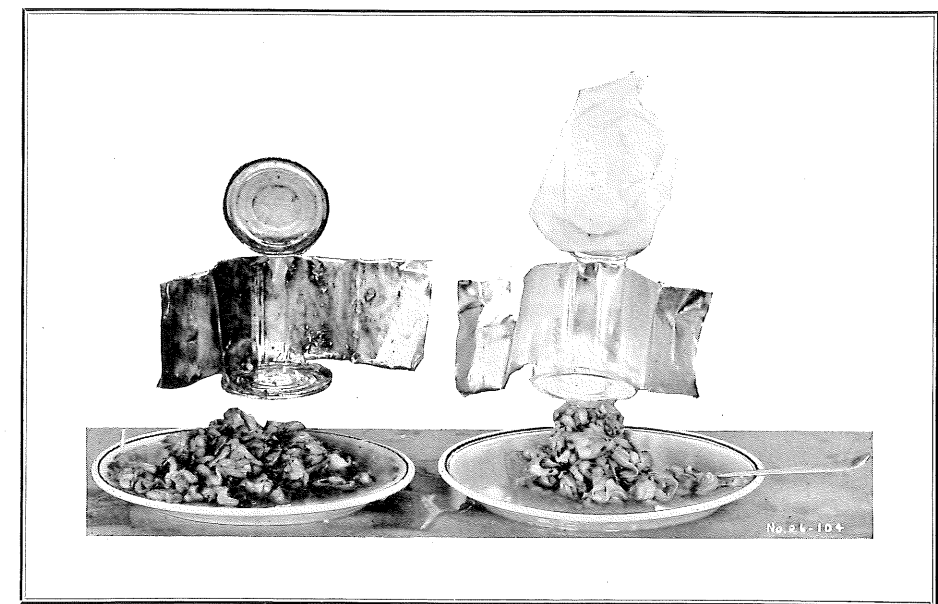
THE FISH BUSINESS is being revolutionized through new methods of packing, shipping and selling fish. We are vitally interested in the problems of the fish packer and canner, and the extensive chemical and research laboratories of the K. V. P. Company are helping to work out new and better ways of packing fish and fish products.



K. V. P. Genuine Vegetable Parchment

Put up to the K. V. P. Company any of your unsolved problems and they will try and help you. There is no charge for this service and they will be glad of the opportunity to serve.

Sheets and Circles all cut to size for the fish industry are carried in stock and prompt shipment to any point can be made.



Note the clams from a K. V. P. lined can — clean, white and palatable. And mark the contrast with the can and product on the left — both can and clams discolored and suggestive of ptomaine

FLAT SHEETS OF K. V. P. Genuine Vegetable Parchment can be furnished in practically any size desired, either plain or printed in one, two or three colors. Sheets containing less than two hundred square inches are ordinarily packed in sealed packages of one thousand sheets each and are priced by the thousand sheets. Sheets containing more than two hundred square inches are usually packed in the bulk, uncounted and are priced by the pound.

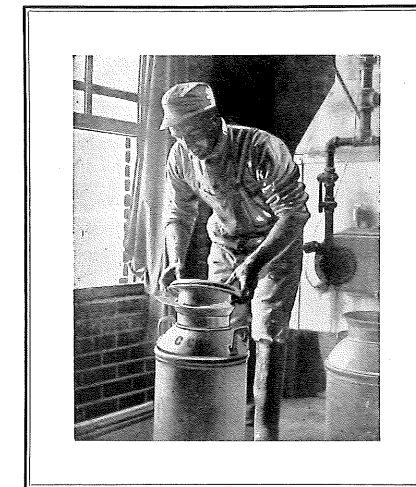


ROLLS, plain or printed, can be furnished in almost any size desired. Pony Rolls, five inch diameter, unprinted stock, six, seven and one-half, nine or twelve inch widths are particularly adapted for the retail grocery or meat market. Standard rolls, nine inch diameter, can be furnished in any width desired. They can also supply rolls of larger diameter if desired.

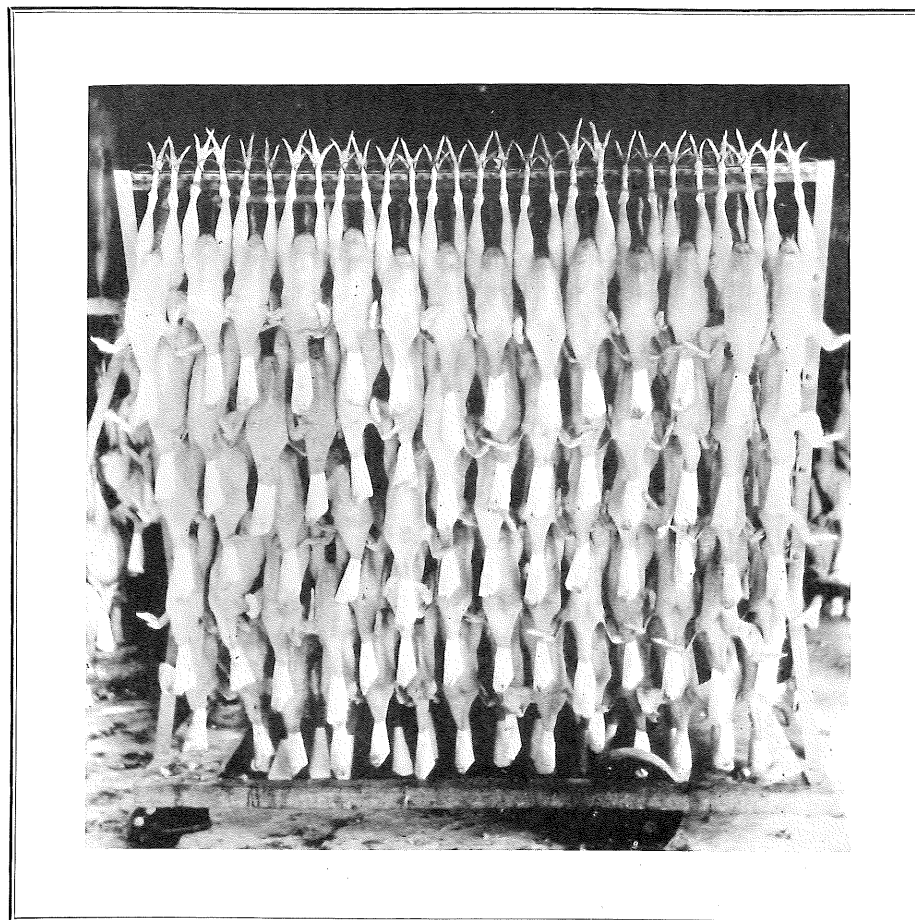
CIRCLES AND LINERS FOR PAILS OR TUBS are furnished in standard sizes. Circles can be supplied in almost any diameter from one inch to twenty-six inches.

BOXES, WALL CARTONS AND TABLETS can also be furnished, containing plain sheets 8 x 11 and 9 x 12. Boxes are carried in stock, containing five hundred or one thousand sheets each. Wall Cartons and Tablets are carried in stock containing two hundred and fifty or five hundred sheets each. These items are particularly suited for use by retail groceries, meat markets and delicatessen stores.

PRINTING CHARGES are listed under "Printing Prices Only," and they are based on the quantity ordered, the size of the sheet and the number of colors. A small additional charge is made, of course, when the order calls for an unusual amount of printing.

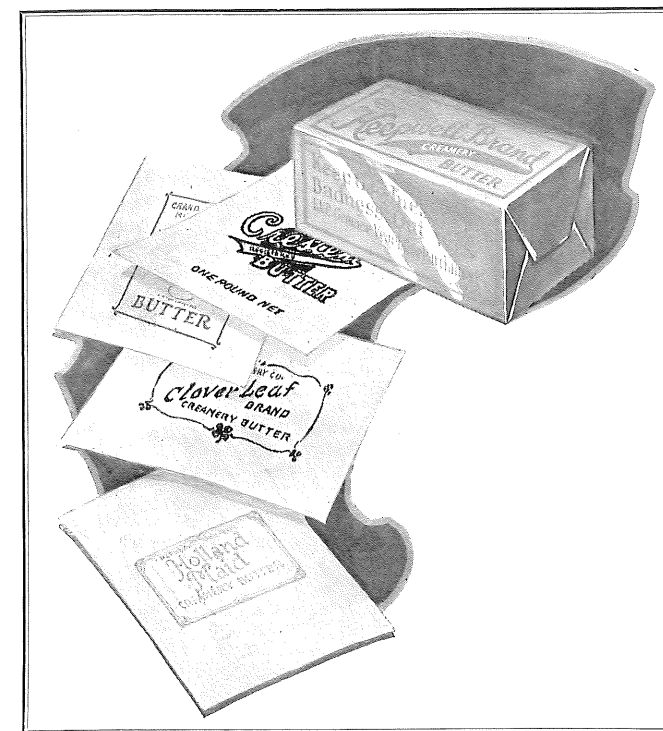


MILK CAN TOPS, cut from either 40-lb. or 50-lb. K. V. P. Genuine Vegetable Parchment, are carried in sizes 11 x 11, packed in sealed packages of 250, 500, or 1,000 sheets each. One of these protective sheets placed in the neck of a can of milk or cream, and the cover pressed down, will effectively shield the contents from contamination, from dust and dirt, contact with the worn spots on the collar or cover of the can, will prolong the life of the can, will prevent any loss from the milk or cream splashing out.



THE POULTRY TRADE can be supplied with head wrappers, box or barrel liners, individual wrappers, printed poultry bands, all cut from pure K. V. P. Genuine Vegetable Parchment.

BUTTER WRAPPERS, plain, stock printed, or printed with the customer's special design in one, two or three colors, can be furnished in any size desired. Sheets $5\frac{1}{2} \times 6\frac{1}{2}$, 7×9 , 8×11 , 9×10 , or 9×12 are ordinarily specified.



ICE CREAM BRICK WRAPPERS OR ICE CREAM CAN SQUARES can be furnished plain, stock printed, or printed in one, two or three colors with the customer's special design. Sheets $3\frac{1}{2} \times 9$, 7×13 , and 10×13 are usually specified for ice cream brick wrapping, and squares 9×9 , 10×10 , 11×11 , and 12×12 for use on the tops of the ice cream cans, but any other size can be furnished upon request. Ice Cream Can Squares may be printed on each corner with the flavor of the ice cream, in this way saving considerable time and annoyance in the hardening room of the manufacturer. Circles may also be furnished for this purpose if desired.

MOJONNIER LINERS for use on Mojonnier Ice Cream Packaging Machines can be furnished in any size desired, plain or printed.

Sizes $7\frac{11}{16}$ x $13\frac{3}{4}$ and $10\frac{13}{16}$ x $13\frac{3}{4}$ are carried in stock ready for prompt delivery ❧ ❧

FROZEN SUCKER WRAPPERS can be supplied in any size desired, plain or printed in one, two or three colors with the customer's special design. Size $5\frac{1}{2}$ x 8 is usually specified.



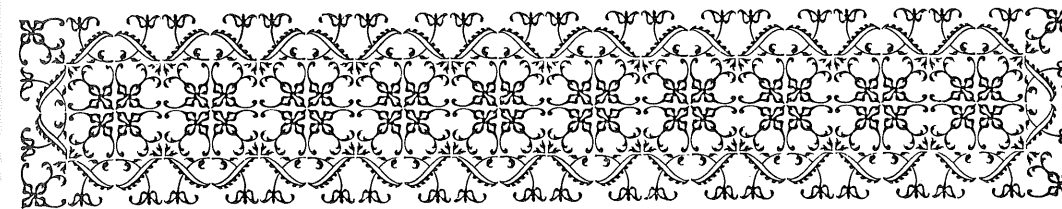
OTHER USES FOR

K. V. P. GENUINE VEGETABLE PARCHMENT

Some idea of standard sizes for certain uses have been given you, but, on other requirements, further information and samples can be furnished quickly.

It would be impossible to list here all of the many purposes for which K. V. P. Genuine Vegetable Parchment is daily being used.

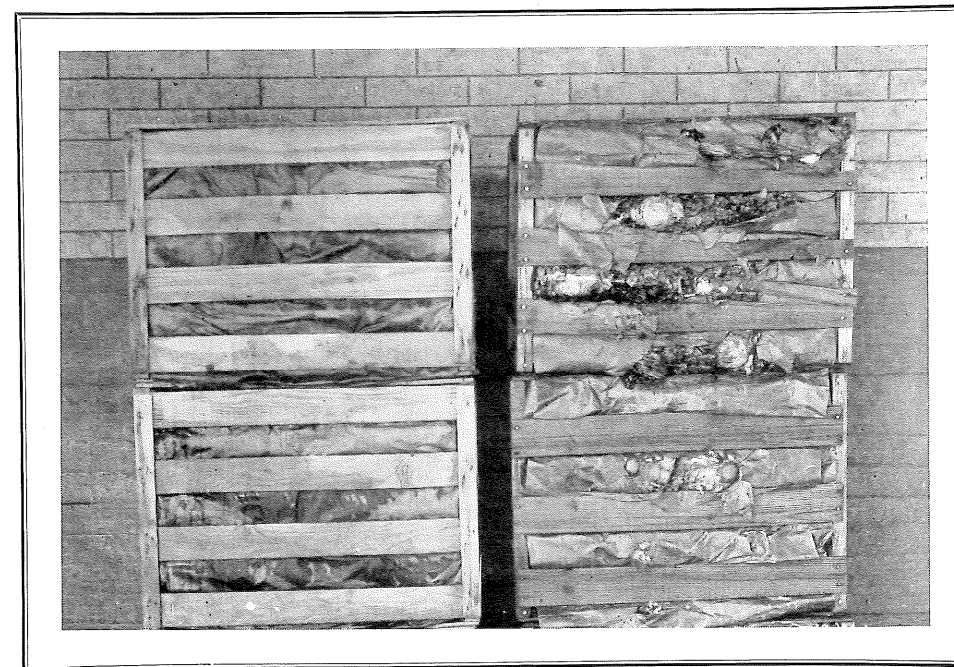
¶ For any food product which contains an excess of oils or moisture, or which requires a wrapper of absolute purity, K. V. P. Genuine Vegetable Parchment is the ideal sheet.



K. V. P. Whalehide

WHALEHIDE as manufactured by the Kalamazoo Vegetable Parchment Company is the trade name of a wrapping that is indissoluble in water. Production began in 1926.

The first application was for lining crates in which head lettuce packed with chopped ice was shipped from the Pacific to the Atlantic Coast. Many other practical uses followed the introduction and there are many more profitable uses yet to be discovered ❧



This picture demonstrates the value of Whalehide as a crate liner. The crates on the left lined with Whalehide preserved contents perfectly, the crates on the right show lining all torn and dissolved



Two crates Iceberg Lettuce shipped by express from Salinas, California. Considerable unmelted ice among the heads. Crisp, fresh, no slime, no discoloration

The paper resembles ordinary wrapping in appearance, but inevitably is somewhat brittle when dry since the chemical processes of manufacture affects the fibers to render them insoluble. WHALE-HIDE readily absorbs water and a small amount of moisture makes the fibers soft and flexible and increases the toughness and durability of the paper. The paper is not water nor air proof but is indestructible in that the fibers are not separated by water and the pores allow an interchange of internal and external conditions similar to breathing which is an outstanding item of its peculiar qualifications ❧ ❧

Pulp used in the manufacture is not full bleached; consequently light colors are not available but attractive dark colors can be produced. Blue, Green, Brown, Grey are the standard colors. 500 sheets 24" by 36" constitute the standard ream and the basis weights are 20-lb., 35-lb., 45-lb., and 55-lb. Rolls or sheets plain or printed with waterproof inks are supplied.

Listed below are the practical uses based on experience during the first year of production.

Practical Uses for K. U. P. Whalehide

- | | |
|--|--|
| Lettuce Crate Liners | ✦ Wrapping Ferns |
| Nursery Stock Wrappers | Wrapping Plants in Transit for Transplanting |
| Wrapping Cut Flowers, Designs, Ornamentals | Lining Grape Lugs |
| Lining Corrugated Fibre Boxes | Wrapping Moving Picture Films |
| Separating Colors in Wet Wash | Temporary Plant Covers |
| Laundry Shirt Bands | Poultry Box Liners |
| Bags—Laundry, Garbage, etc. | Poultry Head Wrappers |
| Wrapping Cartons of Ice Cream | Dyeing Cotton Yarns |
| Cover for Ice Cream Packers | Battening Car Doors |
| Wrapping Tomatoes and similiar Fruits | Covering Bill Boards |
| Meat Packers—Variety of Purposes | Backing Transfer Labels |
| Lining and Covering Lettuce Baskets | Fish Packing |
| Lining Cars | |
| Wrapping Vegetables | ✦ Wrapping fruit, citrus and vine, lining hampers, boxes, baskets, containing fresh leafy vegetables |

MANY OTHER PECULIAR AND EXACTING REQUIREMENTS
TEMPORARY SUBSTITUTE FOR TARPAULIN

WHALEHIDE is not recommended for direct contact with susceptible food products which readily absorb foreign odors which affect flavor and quality. The water-soaked fibers emit a noticeable odor, not at all objectionable for direct contact with products that do not readily absorb odors. Consequently, WHALEHIDE should not be used as a substitute for better quality protective papers such as Genuine Vegetable Parchment or Paraffined Papers.

WHALEHIDE possesses considerable insulating value, and when used as a protector for a number of assembled sheets of water absorbent paper necessary to safeguard tender vegetables or plants from freezing, affords an effective combination.

According to reports by the Department of Agriculture, the American Railways during 1923 paid \$10,000,000.00 in settlement of claims for damage to fruits and vegetables in transit. This enormous loss could have been reduced by the use of appropriate types of protective papers. Paid claims do not cover the entire losses which include wasted nutrition and food values that can never be replaced, nor estimated in terms of dollars. Purchase prices of papers are generally compared with too little analysis of results and economies afforded ❧ ❧

The K. V. P. Company is sincere in their purpose to encourage growers and shippers as well as distributors to scientifically determine the most efficient papers for special protective purposes and is interested in the conservation and level distribution of Food Products. Other proficient agencies and institutions have given years of concentrated study to methods of propagation and production. The benefits of their efforts and results can not be over-estimated ❧ ❧

NED B. STRONG
J. T. MANN

JAMES R. CUTLER

R. L. MADDING
CURTIS HOLLAND

PAJARO VALLEY LETTUCE COMPANY

GROWERS, PACKERS AND SHIPPERS

PAJARO VALLEY FRUITS AND VEGETABLES

Watsonville, California, Nov. 18, 1926

C. H. Wylie,
320 Market St.,
San Francisco, Calif.

Dear Sir:

The following information may be of interest to you.

We have been running for some time now on your Whalehide paper as a lettuce crate liner and we have indeed good reason to believe that we made a decided change for the better.

We experienced at first a slight difficulty in the handling of your paper which, in it's dry condition has not the flexibility of the waxed paper, and the crew was unused to handling it. We have overcome this easily, however, by sprinkling the bundles daily, before they are opened, and the paper absorbs this moisture and becomes soft and pliable.

It is the reports from the other end that assure us of the superiority of this paper, in fact our buyers in New York insist that we use your paper.

To all packers of a high class grade of lettuce we recommend the use of this paper in that it's waterproof qualities insure the arrival of the crate at the other end with more ice contained in the crate, the lettuce in fresh crisp condition, and the liner intact.

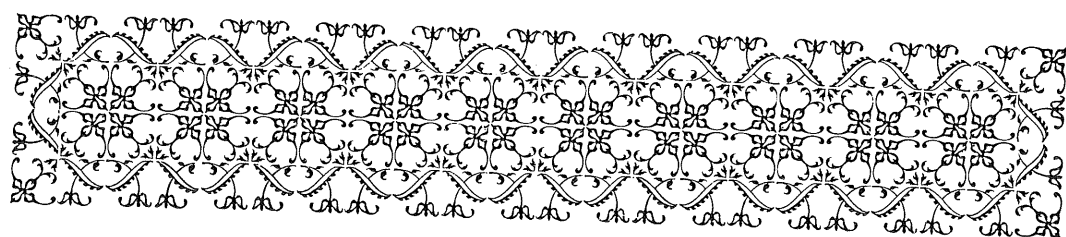
We are sure that it is just a matter of time until this paper will be a general usage in the lettuce industry, for the reason that this sheet is built for the purpose of resisting moisture, and is the logical sheet for the purpose.

Yours very truly,

PAJARO VALLEY LETTUCE CO.

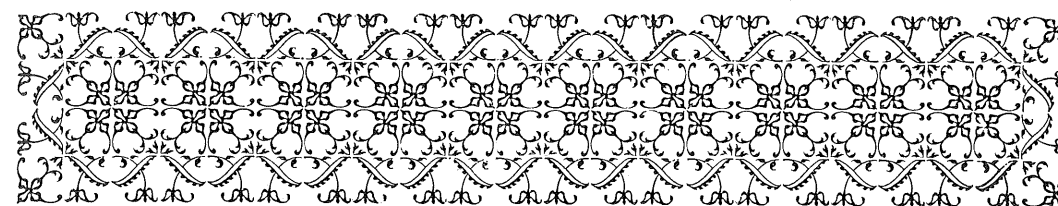
By

James R. Cutler



K. V. P. No-Ox-Id Paper

K. V. P. No-Ox-Id Paper is made exclusively to inhibit rust on precision ground, highly polished metal parts. Papers, just as chemicals, either accelerate or inhibit rust—science knows no neutral ❧. The automotive industry especially demanded a preventive against rust, which was causing hundreds of thousands of dollars in losses annually. Mechanical and chemical engineers collaborating with metallists and skilled mechanics are solving the problem of rust and consequent losses. Varying conditions require different treatments ❧. K. V. P. No-Ox-Id Paper is a supplement to the slushing material, whether asphaltum or petrolatum base, used on bright metals. The wrapper being saturated with a compound known to be an inhibitor can neither absorb nor affect the slushing oils or greases, and provides a check wherever the paper comes in contact with the metal. ¶ The raw stock for No-Ox-Id Paper is either No. 1 Manila or No. 1 Kraft, in a variety of basis weights for different requirements. A ream, 500 sheets 24" x 36", absorbs 10 lbs. to 15 lbs. of No-Ox-Id, and provides 3,000 square feet of efficient service. Sheets or rolls, plain or printed with manufacturer's trade mark, instructions, and dimensions, are supplied in the sizes and basis weights most economical for special requirements. Wherever K. V. P. No-Ox-Id Paper has had the opportunity to function, the customer has profited by the transaction and placed his stamp of approval upon the product.



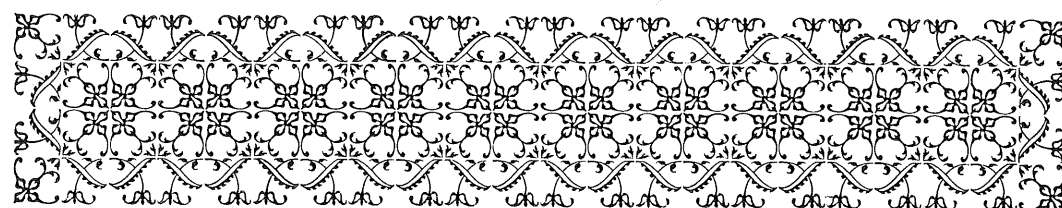
Just What is K. V. P. Waxed Paper and What is it For?

K. V. P. Waxed Paper is an all sulphite sheet impregnated with pure refined odorless paraffin. Part of the paraffin is produced in the United States and a large part of it is also imported from India. The chief use of Waxed Paper is for Food Protection. It is an admitted fact that Waxed Paper, sometimes called Paraffin Paper, is more universally used for protective purposes than any other kind of paper known.

The reason for this is Waxed Paper is airproof and when wrapped around any product, especially food products, either it prevents moisture, odors, etc., being absorbed by that product or it prevents the moisture, aroma, flavor, etc., already in that product from escaping ❧ ❧.

Waxed Paper also keeps food products clean.

Waxed Paper also acts as an insulator preventing rapid temperature changes in products wrapped in it.

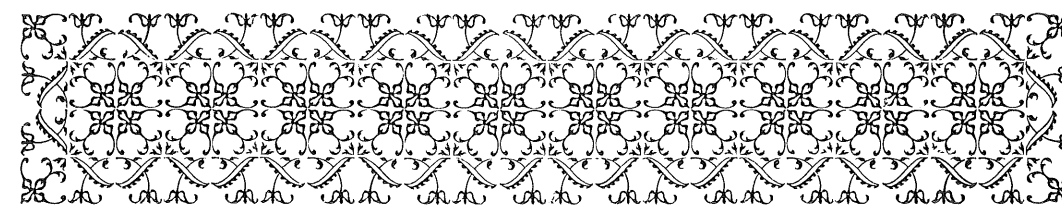


Equipment

The K. V. P. Mill is equipped to handle Waxed Paper orders for practically any grade of White or Manila Waxed Paper from 25-lb. basis up to 60-lb. basis. The Waxing Machines are modern, Printing Equipment is up to the minute. One of the Waxing Machines is specially built to render Waxed Paper transparent and this Company was the pioneer in introducing Extra Transparent Waxed paper ❧ ❧

KINDS OF WAXED PAPERS K. V. P. ARE IN A POSITION TO FURNISH:

Bread Wrappers—printed and plain
Carton Sealing Papers—Extra Transparent and
Regular Carton Sealing
Delicatessen Paper
Many special Waxed Papers such as Dry Waxed
and Manila Waxed Papers.



Bread Wrappers

K. V. P. has specialized for years in the making of K. V. P. Bread Wrappers. It is their firm conviction that the first requisite of a good Bread Wrapper is protection. To properly protect a good loaf of bread it is imperative that the Wrapper seal properly—therefore they always lay stress on the fact that K. V. P. Bread Wrappers must seal properly on the various Automatic Wrapping Machines ❧ ❧

The raw stock used in the making of K. V. P. Bread Wrappers is an all sulphite pure white sheet made by themselves on the very latest Bagley & Sewall Machine. The papermaking machines are described elsewhere in this catalog.

The Bread Wrappers after leaving the Paper Machine in large jumbo rolls are put through modern Printing Presses. The rolls are then transferred very carefully on an elevated pulley track to the Waxing Room where the rolls are waxed with up-to-date Waxing Machinery, especially equipped to give the wrappers a very high gloss. Comparison of appearance and working qualities with any other make of Bread Wrapper is challenged.

Art Work

In addition to skilled Bread Wrapper Artists of their own they have access to the Art Department of two engraving companies in Kalamazoo. The Art Department is for the use of K. V. P. customers.

Stock Bread Wrappers

Bakers frequently have need of Stock Bread Wrappers for Rye Bread, Whole Wheat Bread, etc. A stock is carried on the floor for immediate shipment in standard sizes, and in a number of attractive designs. Such wrappers do not carry the baker's name nor address ❧ ❧

Stock Designs

When a baker is in doubt as to just what sort of a design he wants they have a complete set of suggested designs to submit.

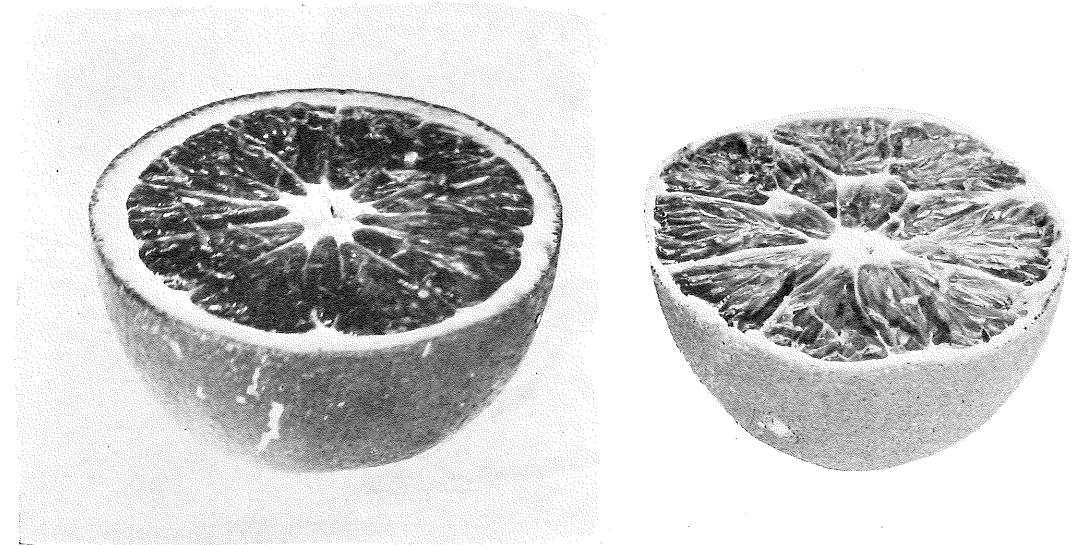
Bread Wrappers in Rolls for Automatic Machine Use

They can furnish Bread Wrappers in rolls or sheets according to the customer's requirements. As stated above, they challenge comparison on the working qualities of K. V. P. Bread Wrappers on an automatic machine. In addition to the above items they carry complete stock of Plain Bread Wrappers, Stock Printed Cake Wrappers, Cookie Wrappers, Bun Wrappers, Cinnamon Roll Wrappers and Doughnut Wrappers.

Carton Sealing Paper

The buying public is more and more demanding food products put up in carton form and these cartons must be protected with a paper that will keep the product in the same condition as when packed at the Factory. They maintain a Laboratory for the express purpose of testing various ways of packaging different food products and this service is open to any who wants to use it. It does not obligate the customer in the least and they give their positive assurance that the Laboratory seeks only for the truth, and is just as quick

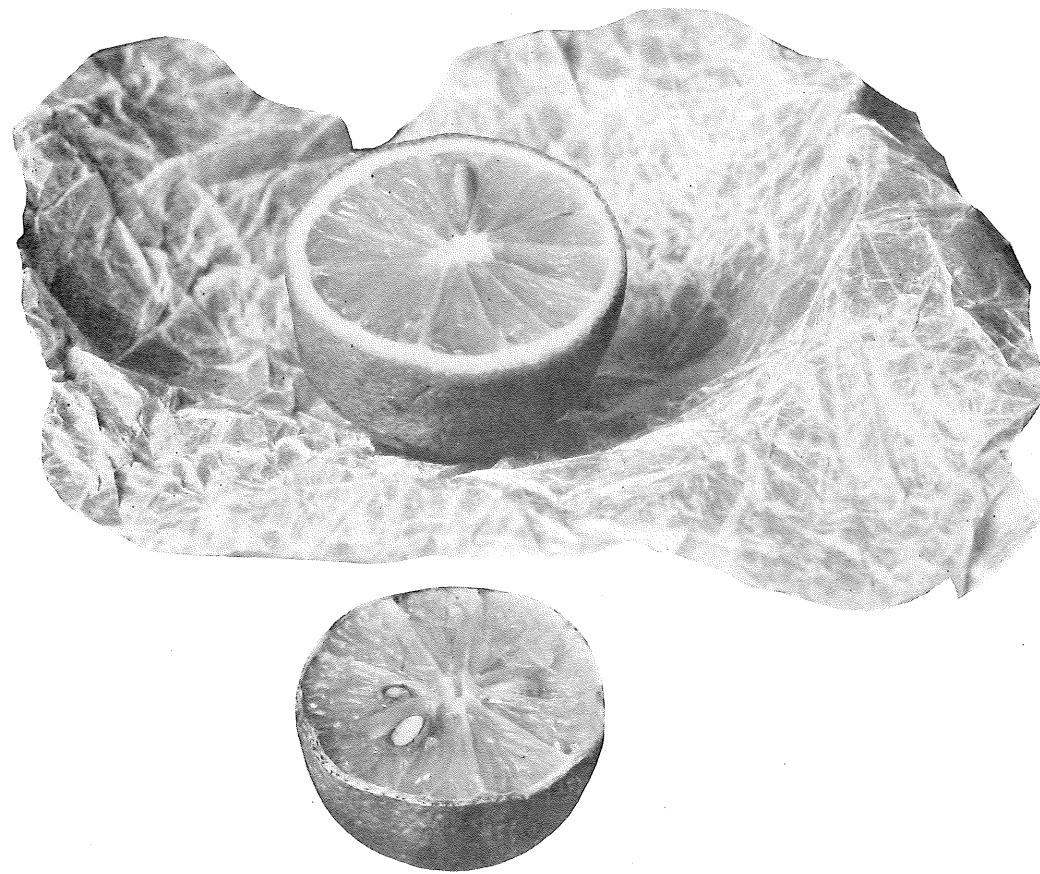
to recommend that Paper be not used as it is to recommend that Paper be used. To give you an idea of some of the findings in favor of the use of Carton Sealing Papers for the protection of food, we print below photographs of two oranges cut in half.



K. V. P. WAXED PAPERS "KEEP GOOD FOOD GOOD"

Two oranges as nearly alike as oranges could be were placed on a shelf for 42 days. One was wrapped in K. V. P. 30 lb. S. S. Waxed Paper, the other was unprotected. On cutting the two oranges in half at the end of the 42 days — the wrapped orange was juicy and saleable — the other dried up — rotten — unsaleable. What is true of oranges is true of almost any Food Product you can think of

We also picture the same experiment with lemons.



K. V. P. WAXED PAPERS "KEEP GOOD FOOD GOOD"

Two lemons as nearly alike as lemons could be were placed on a shelf for 42 days. One was wrapped in K. V. P. 30 lb. S. S. Waxed Paper, the other was unprotected. On cutting the two lemons in half at the end of the 42 days, the wrapped lemon was juicy and saleable, the other dried up—rotten—unsaleable. What is true of lemons is true of almost any Food Product you can think of

(WE PICTURE BELOW SOME OF THE CARTONS THAT ARE BEING COVERED WITH)
 ——— K. V. P. EXTRA TRANSPARENT CARTON SEALING PAPER ———



They are in a position to furnish pamphlets on the proper packing of Butter, Dates, Figs, Corn Flakes, in fact almost any food product you can think of. Do not hesitate to write for information along this line ❧ ❧

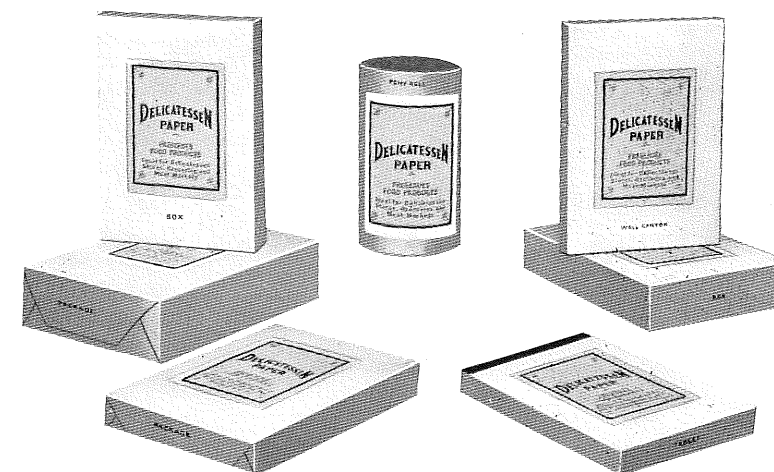
The manufacturer who recognizes the growing tendency of the buying public to demand food products properly packed will surely profit ❧ ❧

K. V. P. Delicatessen Paper

K. V. P. Delicatessen Paper is a general utility sheet around any grocery store, meat market, delicatessen store, etc. It is used for slapping over ground meats, moist vegetables, lard, butter, pickles, etc. There is only one sheet better than Delicatessen for this purpose and that is K. V. P. Genuine Vegetable Parchment. K. V. P. Delicatessen Paper is air-proof, moisture-proof, odorless, grease resisting, it strips well. The food products are usually consumed within twenty-four hours after purchasing and Delicatessen will stand up for that length of time, even on moist products. If a paper is required to stand up for a longer period than this, as stated above, K. V. P. Genuine Vegetable Parchment is the sheet to use.

Special Waxed Papers

They make many other Waxed Papers such as K. V. P. Blood-proof Meat Wrapping Papers, Dry Waxed Papers, Manila Waxed Papers, Waxed Kraft, etc. Write them frankly about any problem you have that involves the use of Waxed Paper. Together you will find a solution ❧ ❧



*Keeps
Good
Food
Good*

SANITARY,
ECONOMICAL,
PURE AND
ODORLESS

K.V.P. DELICATESSEN PAPER

*Offered to the trade in above practical styles. Boxes,
Packages, Pony Rolls, Wall Cartons, Tablets*

MANY USES FOR IT

¶ We have many customers using this paper to advantage for various purposes.

¶ Fruit, Grocery, Delicatessen Stores, Fish and Meat Markets find it a great trade builder and use it for wrapping moist vegetables, such as lettuce, celery, cabbage, ground meats, cottage cheese, lard, pickles, etc.

¶ Invitation is extended to users of Delicatessen Paper to inspect its manufacture in the big plant of the Kalamazoo Vegetable Parchment Company, Kalamazoo, Michigan ❧ ❧ ❧ ❧

KEEPS FOOD IN PALATABLE CONDITION

¶ A look around the "World's Model Paper Mill" makes one realize as never before the big share papermakers have in delivering pure foods to the consumer.

¶ This Delicatessen Paper was produced because of an insistent demand from the trade for a sheet that is grease-resisting and also moisture-proof.

¶ K. V. P. Delicatessen Paper is not to be considered a substitute for Genuine Vegetable Parchment.

SIZES AND PACKING

Basis Weight 25 and 30 Lb.
PONY ROLLS

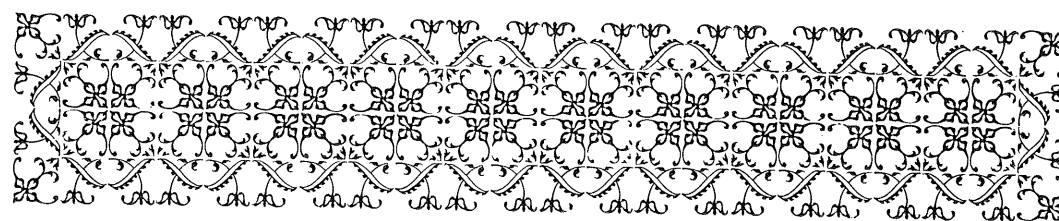
¶ Stocked only in 6, 7½, 9 and 12-inch rolls. Packed, regardless of size, 40 rolls to the case.

SHEETS

No. Boxes to Case	1000 Shts.	500 Shts.	250 Shts.
8 x 11	72	144	
9 x 12	56	112	

No. Wall Cartons or Tablets to Case			
8 x 11		144	288
9 x 12		112	224

No. Packages to Case			
8 x 11	72	144	288
9 x 12	56	112	224



Fine Paper Division

IT has been the pleasure of this mill to serve the Public in a number of different capacities, and not the least of them has been in the manufacture of Bond, Writing, and other so called Printing Papers. ¶ The tremendous growth of business institutions during the past decade has demanded that Paper Mills and Merchants keep pace with this development by contributing the right paper for the thousands of office forms that were necessary in this rapid expansion.

We Have Kept Ahead

The K. V. P. Mills have not only kept pace, but have kept ahead of this development by making the proper Bond Paper for all of these forms.

K. V. P. Bond is made right, packed in the proper manner, and distributed in an efficient way by well located Paper Merchants.

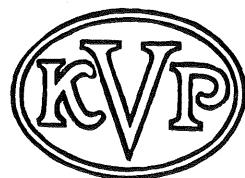
If you operate a business institution you can write to your customer on K. V. P. Bond. His order can be entered on the same paper. The duplicate forms necessary today for factory use can be copied on attractive colored sheets—the finished product can be invoiced on K. V. P. Bond—and thus we serve the modern business house from start to finish.

The picture opposite shows how carefully K. V. P. Bond is made and handled in this mill.



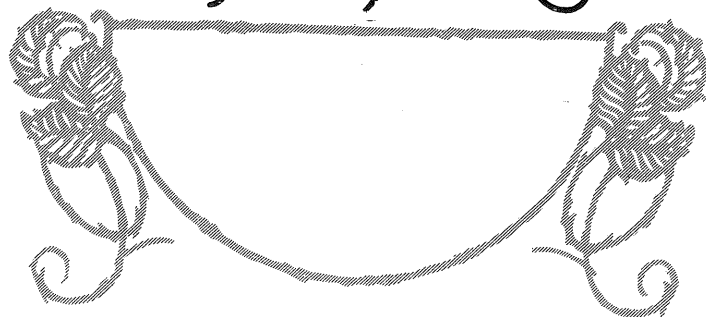
FINISHING DEPARTMENT IN MILL NO. 2

Made in the World's Model Paper Mill



Watermarked Bond

is Gratifying



to the busy bookkeeper, as it makes possible most reliable, accurate and permanent records, on white or colored sheets, with a maximum of economy, efficiency and ease.

KVP watermarked bond also lends itself to the happy presentation of dainty and desirable direct advertising, as the folder opposite so positively sets forth.

Manufactured by
Kalamazoo Vegetable Parchment Company
KALAMAZOO MICHIGAN

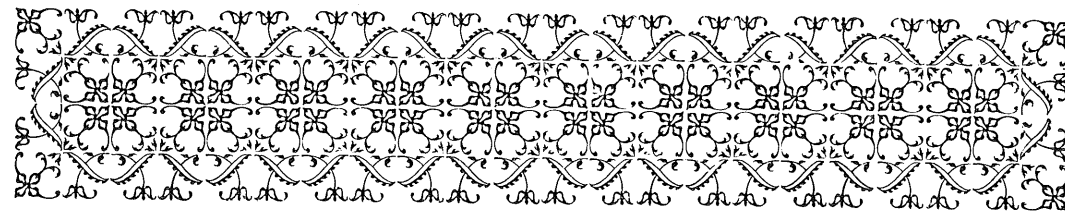
No. 3-P

Distributors of Watermarked Bond

Baltimore, Md.	Reese & Reese
Binghamton, N. Y.	Walter R. Miller Co., Inc.
Chicago, Illinois	Import Paper Company
Cincinnati, Ohio	Seybold Paper Company
Cleveland, Ohio	McCauley Paper Company
Clinton, Iowa	Clinton Paper Company
Davenport, Iowa	The Peterson Paper Company
Detroit, Michigan	The Union Paper and Twine Co.
Denver, Colorado	Dixon & Company
Grand Rapids, Mich.	Quimby-Kain Paper Company
Harrisburg, Penn.	Donaldson Paper Company
Hutchinson, Kansas	Hutchinson Paper Company
Indianapolis, Ind.	C. P. Lesh Paper Company
Ithaca, N. Y.	T. G. Miller's Sons Paper Co.
Jackson, Tenn.	Martins-Curie Paper Company
Kalamazoo, Mich.	Birmingham & Prosser Co.
Lima, Ohio	Frederick Paper & Twine Co.
Lincoln, Nebraska	Schwarz Paper Company
Milwaukee, Wis.	Dwight Bros. Paper Company
Minneapolis, Minn.	Swartwood-Nelson Paper Co.
Philadelphia, Pa.	A. S. Datz & Son
Pittsburgh, Pa.	Satterthwaite-Cobaugh Co.
Rochester, N. Y.	Atlantic Paper Company
San Francisco, Calif.	Hubbs & Hastings Paper Co.
Salt Lake City, Utah	Commercial Paper Corp.
Sioux Falls, S. Dak.	Dixon & Company
St. Louis, Missouri	Sioux Falls Paper Company
St. Paul, Minn.	Libby & Williams Paper Co.
Shreveport, La.	Inter-City Paper Company
Spokane, Wash.	Tri-State Wholesale Paper Co.
Toledo, Ohio	Spokane Paper & Stationery Co.
Walla Walla, Wash.	Blade Printing & Paper Co.
Washington, D. C.	Snyder-Crecelius Paper Co.
	E. Morrison Paper Company

*The nearest KVP bond distributor
will be gratified to serve you
from a complete stock of all
the regular sizes, weights and colors*

No. 3-P



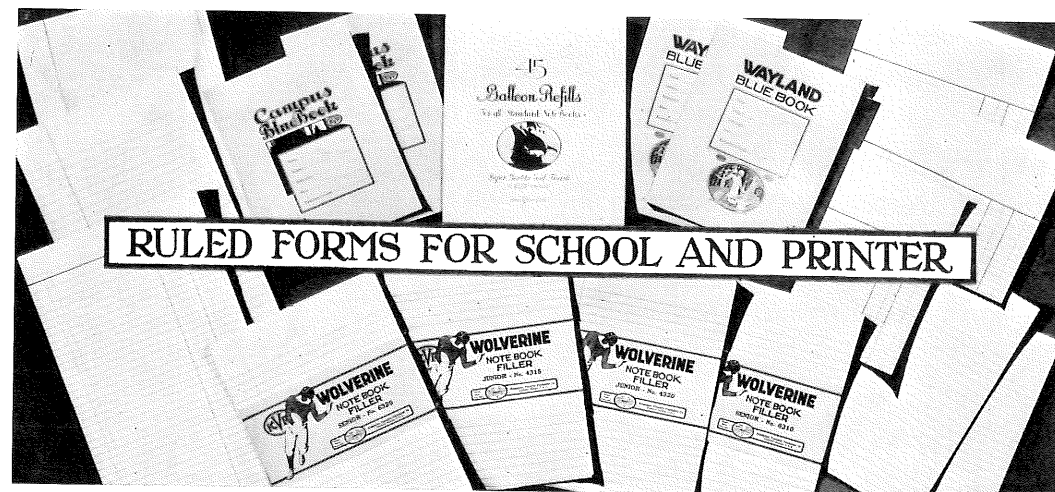
Ruled Paper Division

ONE hundred feet from the "finishing" end of the mammoth, electrically driven Paper Machine, is a battery of ruling machines; 3 disc type for ruling standard school papers, and 2 dual L pen machines for journal, ledger, billhead and other "struck line" work. These machines have a capacity of a carload of ruled paper every nine-hour day ❧ ❧

Next in the progressive layout is complete equipment for cutting, drilling, punching, folding, stitching, round-cornering, and padding. In order of quality, they manufacture three grades of writing stock, viz.: School Writing, Flivver Writing and Glendale Writing. K. V. P. Bond and Ledger may also be considered grades used in large quantities for ruled forms ❧ ❧

The potential buyer of school and other ruled papers should at once realize that here is a source of supply offering every advantage in quality, uniformity, service and price.

The largest orders for Ruled Papers come during the early spring and summer months, at which time the school systems of the cities and towns of our country, place their specifications for supplies to carry them through the ensuing year. Many of the larger cities consume carload lots and upwards of Theme Paper, Penmanship Paper, Practice Paper, Typewriter Paper and Examination Books.



¶ In addition to this business which the paper merchant usually solicits direct from the School Boards there is the business of the school and college supply stores, book, drug and stationery stores. These retailers carry a stock of Note Book Fillers, Blue Books, Price Book Fillers, as well as ream goods in standard ruled forms, such as Theme Paper, Penmanship Paper and Journal and Ledger Forms ❧ ❧

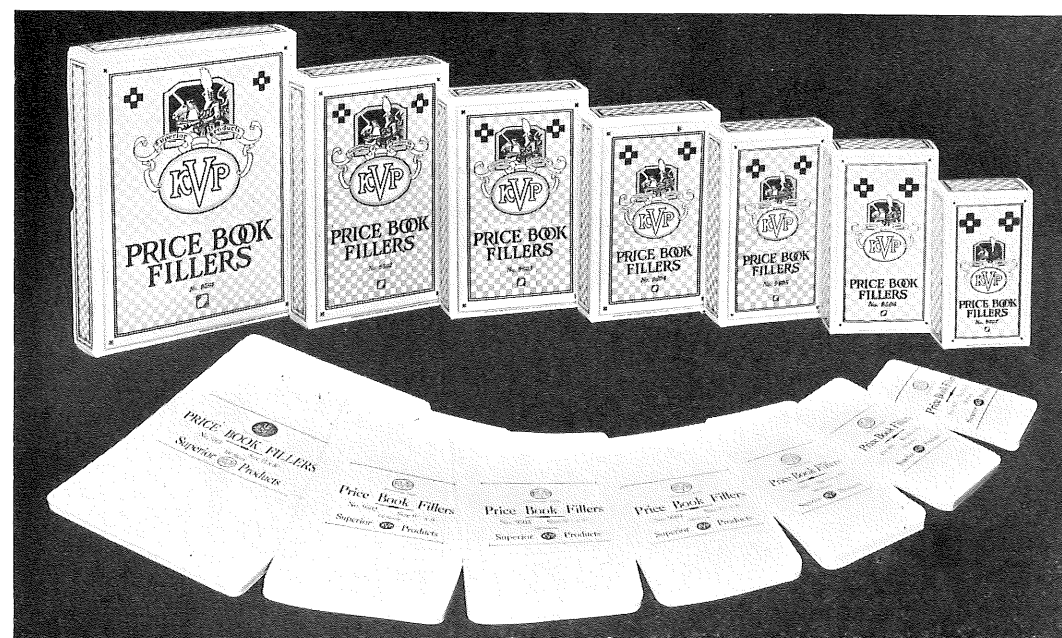
In addition to School Papers there is an excellent opportunity for the distributor who calls on the printing trade to sell Ruled Headings. We refer to Statement Forms, Letterheads, Billheads, Note Heads and Packet Heads. The printer buys large quantities of these and K. V. P. makes them in four grades: namely, Flivver Writing, Glendale Writing, Glendale Bond Supered and K. V. P. Bond Watermarked ❧ ❧

They also produce large quantities of pads, plain and ruled, and there is always an opportunity to sell pads to retailers, large corporations and accounting firms.

The Ruled Paper Division puts out a price list giving the jobbers' cost on most of the standard ruled forms mentioned, and in

addition this list gives converting charges, so that the cost covering specifications for any kind of bands, loose leaf fillers, pads or special examination books can be arrived at. A study of the loose leaf sheet headed—"Standard Stock Ruled Forms, School Papers" will acquaint you in a detailed way with these forms. Let them send you one ❧ ❧

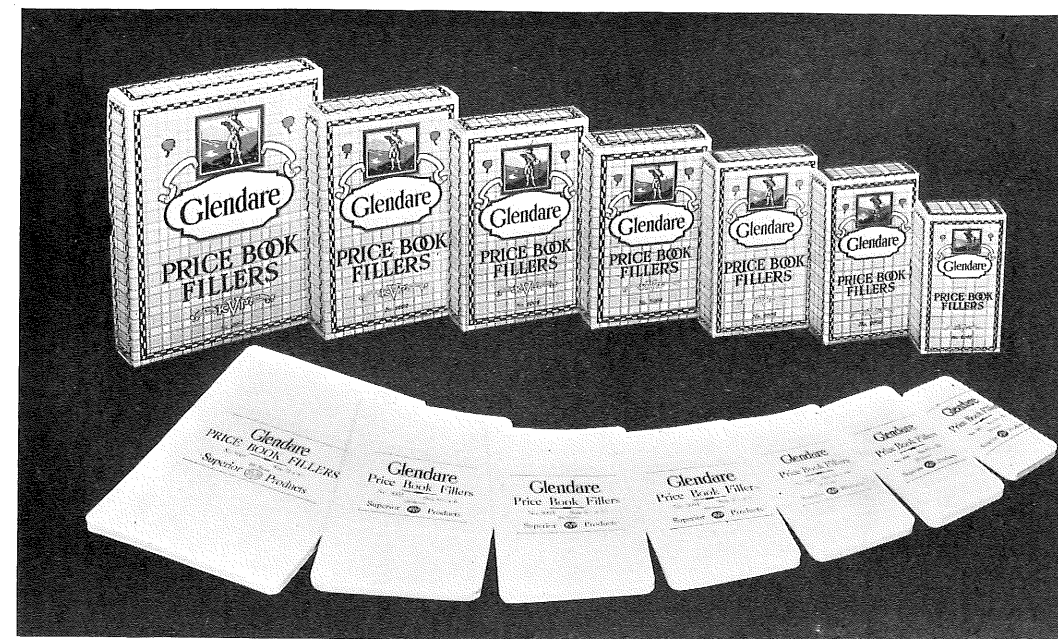
The demand for ruled papers, pads and fillers is constant throughout the year and it is a mistake just to try and obtain one or two large school orders during the summer months and then forget Ruled Goods for the balance of the year. There is always a need for certain classes of these products and once your house becomes known as a dependable source of supply, you may be sure of a constant and satisfactory volume of orders.



K. V. P. WATERMARKED BOND PRICE BOOK FILLERS

K. V. P. Watermarked Bond Price Book Fillers

Offered in seven sizes, standard ruled forms, to fit the popular ring books used by Salesmen, Offices, Schools, Colleges, Universities, Professional Men and hosts of others. Every stationery, drug, book, college and school supply store is a prospective customer. Orders will be filled promptly from stock ❧ ❧



Glendare Price Book Fillers

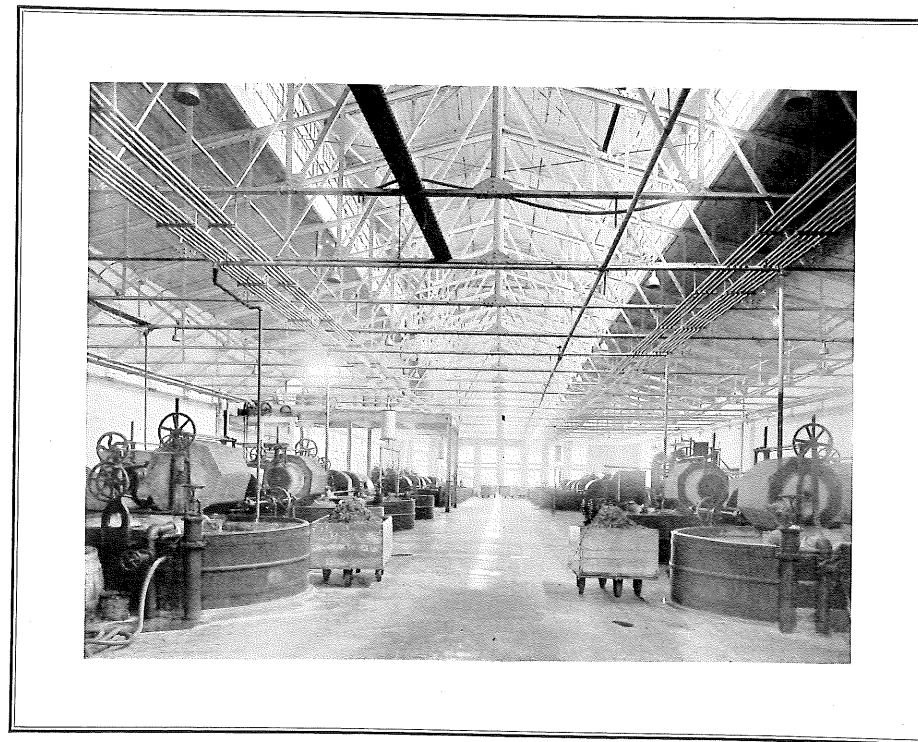
Offered in seven sizes, standard ruled forms, to fit the popular ring books used by Salesmen, Professional Men, Offices, Schools and Colleges ❧ ❧

These fillers are packed in handsome Scotch design boxes of 500 fillers (5 banded packages of 100 sheets each). These new type boxes can be arranged into attractive, salespulling, window or counter

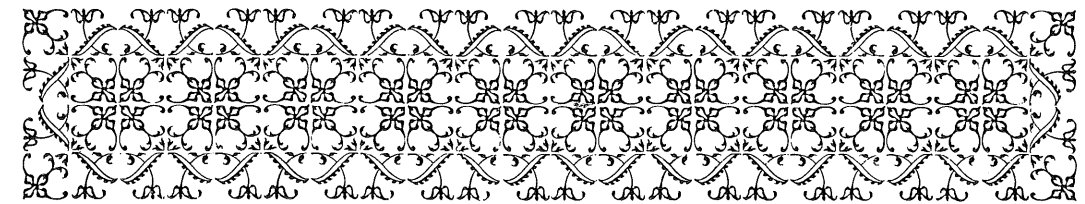
displays. Every stationery, book, drug, college and school supply store is a prospective customer for Glendare Fillers.

There is plenty of room for a nice margin of profit.

Glendare Fillers are all quality; as strong and faithful to duty as the rugged Old Highlander, who, with staff in hand, watches over his herds ❧ ❧



BEATER ROOM, MILL NO. I



K. U. P. Specialties

K. U. P. Beauty Bond

Paper Individuality in White and Six Colors



BEAUTIFUL paper carrying an elaborate printed web all over the sheet. Designed to meet the requirements of the individual who wishes to do something distinctly different in a quality way ❧

Design is actually patterned after magnified snow flakes ❧ ❧

Beauty Bond is used primarily for merchandise and greeting card envelopes, broadside envelopes, bags, fly sheets, for stiff boxes, covers, wrappers, end sheets for books, etc., and counter wrapping wherever a merchant is desirous of procuring the most distinctive wrapping paper possible. In white and six charming colors.

K. U. P. Holly Bond

A wrapping paper that is the messenger of good cheer. It is used by the great majority of merchants during the Holiday time. Made

especially for wrapping small, fancy, and gift merchandise. Surrounds ordinary merchandise with a holiday atmosphere.

Puts your gift in the specially distinguished class.

For the merchant it means more sales and very favorably suggests: Christmas is coming; Christmas is just around the corner; Do your Christmas shopping early; We are Santa Claus's headquarters.

K. U. P. Parchment Bond

A big bargain box! Five pounds of good writing paper at a popular price ❧ ❧

A fine paper at scratch pad price.

Just the right kind of paper for pen, pencil, or typewriter, duplicating machine, etc., with a self-dispensing box, handy and convenient paper always at your finger tips. Matches standard white envelopes. Has a real place in every home, school or office.

K. U. P. Paper Dish Rags

Never Gets Sour

Did you ever wash dishes with paper? This statement will startle the average person, especially so when they know that there is a paper which is boil-proof—a paper which they can wash dishes with three times a day for thirty days.

In the beginning it was not our idea to sell these at all. They were simply to be used as a premium along with the sale of each Household Roll to help the merchant attract favorable attention toward paper and the service which paper can render in the home. Now being offered in quantities with your special advertising. A premium or novelty of low cost for general and promiscuous distribution ❧ ❧

K. U. P. Klothwhite

The Royalty of Wrapping Papers — It Stays Put

This paper is used for counter wrapping by merchants who demand the best in quality and refinement. Its peculiar characteristics lend itself for all fancy, gift and small merchandise.

In counter rolls and sheets for both retail merchant's wrapping paper, and converter's making up of bags, envelopes, etc., etc. ❧

K. U. P. Papricloth

Papricloth is an especially treated waterproof paper, a sanitary sheet designed for one time use, single service wherever a moisture-proof sheet is desired. It meets a definite need in the nursery or sick room. This product is branded and individually wrapped in a sealed package in the various sizes best suited for the use of surgeons, physicians, obstetricians and gynecologists, laboratories, and morticians, etc., etc. Time-saving, inexpensive, sanitary. Made in five sizes: 36 x 36, 36 x 42, 36 x 84, 50 x 84, 72 x 84.

K. U. P. Surgical Waxed Paper

This Waxed Paper is made especially for surgical use. It is clean, pure and packed in a sanitary way in a suitable "Cutter Box."

¶ Primary use is for the covering of wet dressings in the case of infections. We are told by the physicians and surgeons that the wet dressing applied to any part of the body is effective just as long as the dressing remains moist. By using this Waxed Paper evaporation is prevented, thereby increasing the efficiency of the dressing over a twenty-four hour period. Clean, dust-proof, efficient, always at hand in continuous rolls of 100 feet long by 12 inches wide.

K. V. P. Banquet Rolls

Table cover made for churches—Y. W. C. A.'s—societies, schools, picnics, fairs, exhibits, bazaars, etc. At less than a cent apiece per dinner—cheaper than laundry bills, more convenient than linen. Rolls extra wide (40 inches) 300 feet long.

K. V. P. Household Rolls

Commonly Known as Roll Papers for Good Housekeeping

The word "paper" covers a great multitude of grades and kinds, however, there are three outstanding papers that are best for use in the home. There is no one paper that will serve and answer for all household uses. The origin of the large-sized handy roll of household paper really dates back to the time many years ago when Mr. Kindleberger was taking a ride on a street car and he overheard two ladies "shopping bent" who were talking about shelf paper and their difficulties in getting it. At that time it was customary to go to the local printer or stationer and buy a certain number of large sheets of regular printing paper, which afterwards was cut up and pieced to fit various sized shelves. There was much waste and inconvenience so it was decided that the right size, continuous roll of shelf paper should be made out of the right kind of paper, made just for shelf paper so that there would be all convenience—just unroll the desired length, cut off and it would fit ❧ ❧

Today there are three sizes: fourteen, twenty, and twenty-eight inches wide—a size for every purpose. Shortly after these rolls of shelf paper were introduced a roll of heavy waxed paper in a "cutter box" and a roll of household parchment was added to the line, and all three have been enthusiastically accepted wherever introduced ❧ ❧

Each of these three papers serves a separate and distinct purpose about the home—a service as different from one another as a knife, fork and spoon ❧ ❧

Shelf and Lining Paper

Each roll contains 100 feet, 14, 20 and 28 inches wide, full measure. Good paper made for the purpose intended—shelf paper in continuous rolls.

K. V. P. Shelf Paper is clean and pure. Made under the most sanitary conditions in the "World's Model Paper Mill." Ideal for many culinary uses, such as skimming grease from the top of soup or broth, use like a blotter; also for draining French fried potatoes, fritters, etc. ❧ ❧

K. V. P. Shelf Paper is snow-white, clean and sanitary. Wound in big rolls smooth as glass—good to the last inch—can be wiped off with a damp cloth—lies flat without curl or wrinkle.

There are many uses for long strips of paper: the home, the kindergarten, manual training departments, artists, architects, all use paper for drawing, cut-outs, dressmakers' patterns, perforating paper, etc. The sign painter, artist, carpenter and professional man will use this practical and economical paper for making rough layouts, sketches, etc. No waste—just tear off the size needed when you need it.

K. V. P. Household Parchment

THE REFRIGERATOR PAPER

In Handy 100-foot Rolls, 12 inches wide

For wrapping all moist and greasy foods, green vegetables, etc. Anything with a strong or pungent odor like cheese, onions, etc., can safely be placed in the ice box or refrigerator when wrapped in Parchment. Also used for cake pan liners. It's the paper that comes around your print butter. Absolutely pure—no taste or odor—water

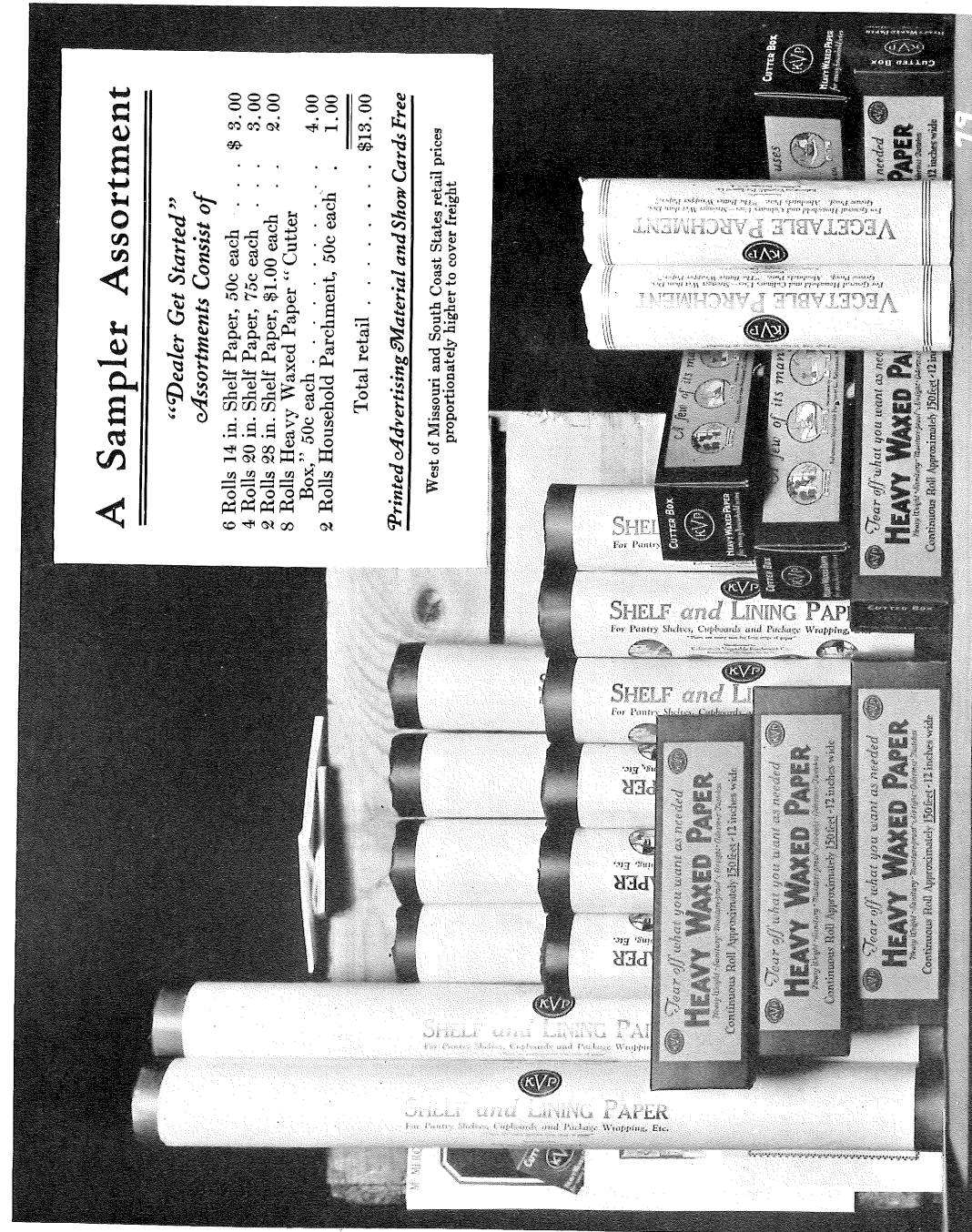
A Sampler Assortment

"Dealer Get Started" Assortments Consist of

6 Rolls 14 in. Shelf Paper, 50c each	\$ 3.00
4 Rolls 20 in. Shelf Paper, 75c each	3.00
2 Rolls 28 in. Shelf Paper, \$1.00 each	2.00
8 Rolls Heavy Waxed Paper "Cutter Box", 50c each	4.00
2 Rolls Household Parchment, 50c each	1.00
Total retail	\$13.00

Printed Advertising Material and Show Cards Free

West of Missouri and South Coast States retail prices proportionately higher to cover freight



proof and grease proof—stronger when wet than dry. This is the most wonderful paper made, still its uses are least known in the home.

Heavy Waxed Paper

It protects best. Heavy like the bread baker uses and will keep your sandwiches that you make tonight fresh and sweet for that auto ride, fishing trip or picnic tomorrow.

Not thin sleazy tissue.

Convenient, sanitary in "cutter box."

A big bargain roll of heavy waxed paper at a popular price—150 feet long and 12 inches wide. No waste—cut off what you want as needed.

When once used no housewife feels she can keep house without the help and great convenience of K. V. P. Household Rolls. As it is with friends, it is just a matter of getting acquainted.

With this in mind, K. V. P. invites all its customers to write for samples to pass on to their friends and remember that until such a time as your local merchant will serve you with K. V. P. Papers, we will pay the parcel post too.

As for the merchants—it is best that they serve you, and for those merchants who are not familiar with the quality and great sales value of K. V. P. a sample case has been arranged giving a small yet fool-proof assortment establishing a paper section to be proud of that will please every interested housewife.



"DEALER GET STARTED"

Where can you find a better service to your customer and business building investment for less than \$10.00?

For every reliable merchant there is a Special Advertising Campaign to fit his needs with premiums, imprinted dealer helps, and letters to the housewife ❧ ❧