

DELLA ROBBIA PAPERS AND THEIR USES



DELLA ROBBIA Papers, recently introduced, have already gained a place of prominence among lovers of the artistic and the unusual. Like the renowned family whose name they bear, Della Robbia Papers savor of Italian genius. They are hailed as an achievement in American-made papers, being the nearest approach to Italian hand-made, not only in finish and feel, but also in their depth of color and richness of tone.

Here is presented, for the first time, a machine-made deckle paper that embodies such hand-made features as crackle and cockleness, a roughness of finish combined with strength and softness of surface. Della Robbia Papers have made their debut. They have been used effectively for greeting cards and announcements, for menus and programs, for folders and brochures, for books and their covers, for photogravures, etchings and their mounts.

In fact, Della Robbia is made for, and serves the purpose of, any de luxe printing. It can be relied upon to lend distinction to the simplest type page, or to complete the effect of a most artistic piece.

Della Robbia is made in white and in six colors: Woodash, Gobelin, Gloaming, Bayberry, Ta Ming and Tabasco. We are especially proud of the color tones. We have accomplished the feat of getting color into the paper in a new way, with results never before attained. The printed samples which form a part of this presentation show each of the colors in actual use, and as you look them over, you will picture many ways in which these glorious colors can be used to advantage.

In sizes and weights, too, Della Robbia has considered your needs. Made in 25 x 38-80, this light weight can be used for many purposes heretofore denied to the printer by the small-size sheets obtainable in papers of like character. The 11 x 34-70, 12 1/2 x 38-89 and 22 x 34-140 sheets will serve any purpose for which this heavier weight might be desired. It should be borne in mind that in all sizes the deckle runs the long way of the sheet. The heavier weight is not a pasted stock and therefore permits of printing in any process.

