



P R O M O T I O N

The Reflected Works

New Ideas In Illustration

1910

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New Ideas In Illustration

For more than a century,
through various names and
incarnations, our message
and mission have remained
the same—to make the means
through which the world
communicates better and
more beautiful.

From the beginning, we've given our customers options that meet the needs of any project, campaign or business. By combining our grades with exquisite artwork and state-of-the-art printing, we've been able to demonstrate the real power of print.

Experience firsthand the benefits of our paper grades as they were in 1910, how they made all the difference then and how we lead the industry even today. By looking back through the pages, we can look forward to a future of exciting possibilities.

1910

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New Ideas in Illustration

Printed on

SILKOTE

Dullo-Enamel, India

A Demonstration that proves the superiority of this new halftone paper at its price
over all machine finished or ordinary coated papers



S. D. WARREN & COMPANY

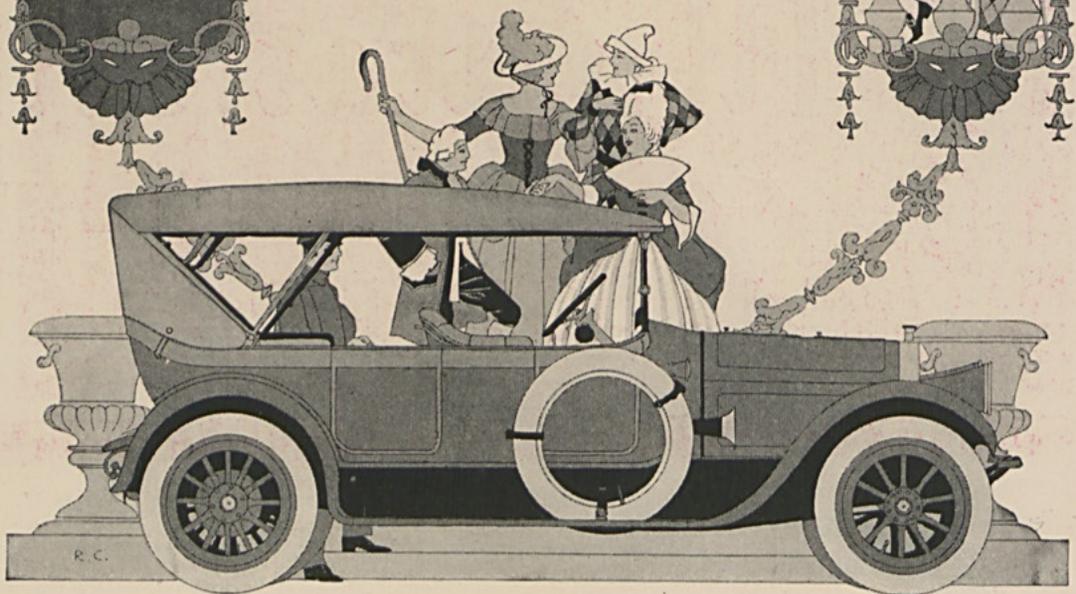
Manufacturers of Standards in Coated and Uncoated Printing Papers

185 Devonshire Street, Boston



"ORIGINALITY and the achieving of 'something different' do not require the abandonment of any rules of good taste," says Ernest Elmo Calkins of Calkins and Holden, New York City. This illustration is one of a series of pictures his company created for the Pierce-Arrow Automobile Company. The setting around the automobile tells the story of the masked ball—how the Pierce-Arrow car took them to the party. It also creates an atmosphere of quality around the product advertised.

This insert is printed on SILKOTE DULLO-ENAMEL, India, 25 x 38-100 lb. Wash drawings and flat-tint effects print beautifully on SILKOTE. There is no other halftone paper in the world that will produce more attractive effects at the price. This signature is a demonstration. The 120-line screen halftone reprinted on this page is shown here through the courtesy of Calkins and Holden and the Pierce-Arrow Automobile Company.





THIS Oneida Community illustration demonstrates the selling value of human-interest photographs. "Aren't they pretty?" is the question about the Oneida spoons this picture asks of every woman who sees it. Women like to be shown pretty things and to pass judgment upon them. The suggestion of the home setting and the woman showing her guest the new Community silver, therefore, is particularly effective.

SILKOTE DULLO-ENAMEL, India, 25 x 38-100 lb. was used for this insert. The attractiveness of the 133-line screen halftone on this page is a demonstration of the superior printing possibilities of SILKOTE, a new and economically priced booklet and catalog paper.





ACTION photographs such as this 150-line screen halftone are difficult to obtain. Getting the desired position of the hand holding the axe probably wasted many exposures, for the eye and hand controlling the shutter of the camera are slower than the action of the man chopping wood. Because of similar difficulties many advertising men have given up the use of the camera for securing pictures which illustrate their product in use and have decided that photography was only useful for pretty girl pictures and pictures of factory buildings and merchandise. The Simmons Hardware Company, St. Louis, Missouri, who loaned us this halftone, think otherwise. Their magazine ads always show pictures of their goods in use and these pictures are nearly always photographs.

The Simmons Hardware Company's illustration shown on this page is 150-line screen. It is printed on SILKOTE DULLO-ENAMEL, India, 25 x 38-100 lb., as are the other illustrations shown in this insert. No need to use a cheap or ordinary coated paper, when you can buy SILKOTE for the same money or less. For circulars, booklets, catalogs and house organs, this new paper meets every requirement, at a price far below what you have heretofore been obliged to pay to get results equal to those shown in this signature.



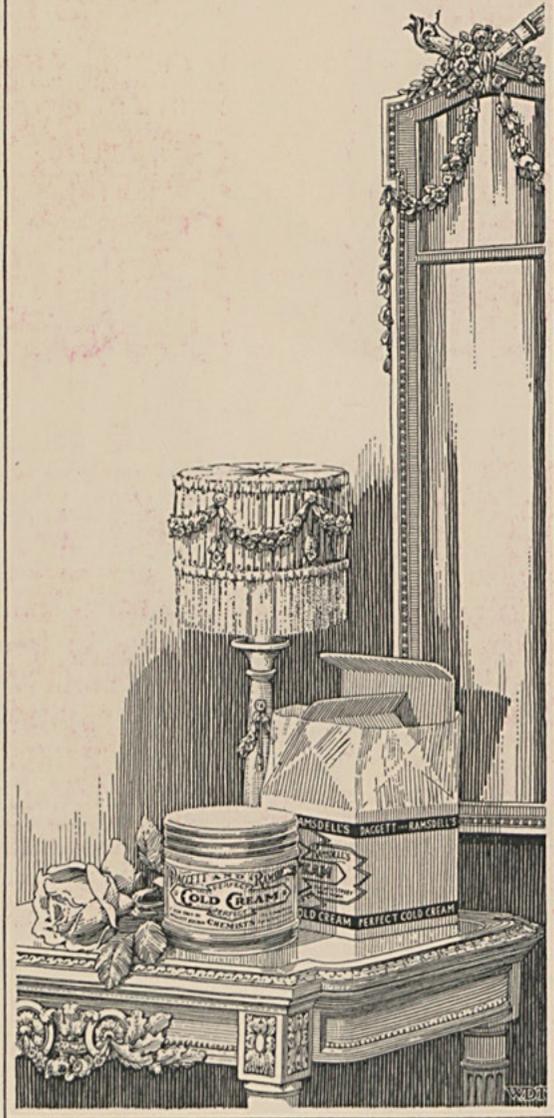


"THE play is more interesting than the book because you see real people. The photograph is more interesting than the drawing because it brings you nearer the real people," says Mr. L. B. Jones, Advertising Manager of the Eastman Kodak Company. The photograph which we print here is from the advertising of Michaels, Stern and Company, Rochester, New York. It shows the fit of Michaels-Stern suits on real men and not on artists' conceptions of what men should be. The man who sees this picture won't say, "Oh, it's a drawing and what can you tell from that?" The photograph calls his attention to the materials used and naturally he'll look down to the copy to see what these are. Photographs are particularly applicable to the advertising of clothing concerns because they give it an atmosphere of sincerity and truthfulness.

Printed on SILKOTE DULLO-ENAMEL, India, 25 x 38 - 100 lb. Compare the results here shown for both type and halftone with any ordinary coated paper, and bear in mind that SILKOTE has the further advantage of moderate price. This cut was loaned by Michaels, Stern and Company, Rochester, New York. It is a 150-line screen halftone.



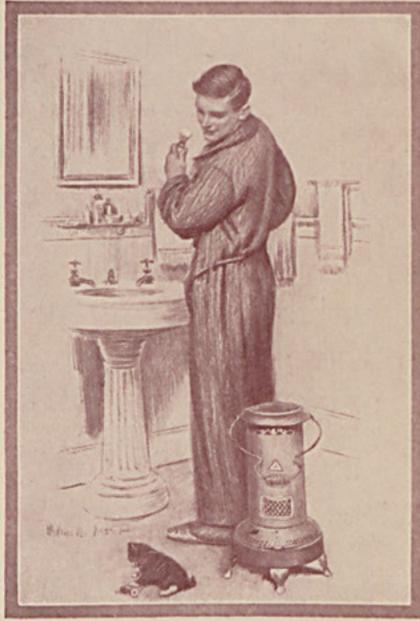
*Everything
in the
Boudoir*



WOMEN of means and refinement are the class this illustration is designed to reach. It was created by the George L. Dyer Company, New York City, for Daggett and Ramsdell, manufacturers of perfumes and toilet articles. The art work fits the goods advertised. The picture suggests refinement, daintiness and love of adornment, and should readily attract the women Daggett and Ramsdell wish to reach.

This insert is printed on SILKOTE DULLO-ENAMEL, India, 25 x 38-100 lb. SILKOTE prints fine line drawings such as this with a clearness and richness not possible on other moderate priced coated papers. This cut was loaned by Daggett and Ramsdell, New York City.





THESE illustrations are three of four used in a full-page advertisement in the *Saturday Evening Post* by the Cleveland Foundry Company, manufacturers of Perfection Oil Heaters. Each picture shows a different use of the oil heater. The fact that they use four illustrations in the same ad is evidence that the Cleveland Company believe pictures convey suggestions better than words. These four human-interest pictures hit four angles and should produce a large number of inquiries and stimulate the interest of many buyers in Perfection Heaters.

This insert is printed on SILKOTE DULLO-ENAMEL, India, 25 x 38-100 lb. Note how beautifully these pictures print on SILKOTE. The illustrative possibilities of this new paper are far beyond any other paper you can buy at the SILKOTE price. The cuts are 120-line screen and are loaned us by the Cleveland Foundry Company, Cleveland, Ohio.



Following is a Complete List of the
Warren Standards

Coated and Uncoated Printing Papers

YEAR after year these papers have been developed and perfected until they are necessary factors in the production of high-grade advertising literature. The specification and use of these lines, offered at standard prices, insure the best results, uniform competition and intelligent selection of estimates.

CAMEO PLATE COATED BOOK, Pure White, Ivory White and Sepia (*Dull Finish*)

CAMEO PLATE POST CARD, Ivory White and Sepia (*Dull Finish*)

EXTRA STRONG CAMEO COVER, Ivory White, Sepia and Mouse Gray (*Dull Finish*)

SUPERFINE COATED BOOK (*Glossy Surface*)

LUSTRO COATED BOOK (*Glossy Surface*)

CUMBERLAND COATED BOOK (*Regular Coated Surface*)

SILKOTE Dullo-Enamel, White and India

PRINTONE, White (*Imitation Coated, Glossy Surface*)

BRITANNICA INDIA (*For Thin Editions*)

ARTOGRAVURE, White and Tint (*Eggshell Surface for Offset Process*)

LIBRARY TEXT, White (*English Finish*)

WARRENTOWN, White (*Watermarked Rag Paper, Eggshell and Medium Finish*)

OLDE STYLE, White and Tint (*Watermarked, Eggshell Finish*)

CUMBERLAND SUPER, White (*Regular Super-calendered*)

CUMBERLAND M. F., White (*Regular Machine Finish*)

LIST OF DISTRIBUTORS

BALTIMORE, MD., Smith, Dixon Co., Division of The Whitaker Paper Co.

BOSTON, MASS., The A. Storrs & Bement Co.

BUFFALO, N. Y., The Alling & Cory Co.

CHICAGO, ILL., J. W. Butler Paper Co.

CINCINNATI, OHIO, The Diem & Wing Paper Co.

CLEVELAND, OHIO, The Petrequin Paper Co.

DALLAS, TEXAS, Southwestern Paper Co.

DENVER, COLO., The Peters Paper Co.

GRAND RAPIDS, MICH., Central Michigan Paper Co.

HOUSTON, TEXAS, Southwestern Paper Co.

JACKSONVILLE, FLA., Antietam Paper Co.

KANSAS CITY, MO., Missouri-Interstate Paper Co.

LOS ANGELES, CAL., Sierra Paper Co.

MILWAUKEE, WIS., Standard Paper Co.

NEW YORK CITY, Henry Lindenmeyr & Sons

NEW YORK CITY (*For Export Only*),

National Paper & Type Co.

PHILADELPHIA, PA., Magarge & Green Co.

PITTSBURGH, PA., The Alling & Cory Co.

PORTLAND, ME., C. M. Rice Paper Co.

ROCHESTER, N. Y., The Alling & Cory Co.

SAN FRANCISCO, CAL., Pacific Coast Paper Co.

SCRANTON, PA., Megargee Bros.

SEATTLE, WASH., Mutual Paper Co.

SPOKANE, WASH., American Type Founders Co.

ST. LOUIS, MO., Mississippi Valley Paper Co.

VANCOUVER, B. C., American Type Founders Co.



S. D. WARREN & CO., 185 Devonshire St., Boston

Manufacturers of Standards in Coated and Uncoated Printing Papers

July 2016

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