



ADVERTISING

# The Reflected Works

S.D. Warren Advertising

1959 - 1961

sappi etc



S.D. Warren Advertising

**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, our advertising has been prominently featured in leading national newspapers and well-respected trade publications, which highlights our commitment to the printed page as one of the best ways for brands to communicate clearly and effectively.

Explore a collection of these ads from 1959–1961 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1959 – 1961

Visit [sappietc.com](http://sappietc.com)

YOU'RE JUDGED BY **your appearance**



YOU'RE JUDGED BY **your printing**

The successful businessman — especially the businessman who deals directly with customers and prospects — takes great care in his personal appearance. It's a way of showing respect for others — and a way of winning respect, and success, in return. Such a businessman also demands "good grooming" in the booklets his company sends out. He wants *quality* booklets that not only catch the eye but win respect for the company as well.

A good printer can give you **quality results**. He knows how to make your printing look better, sell harder. One of the ways he achieves superior results is to use Warren's Papers. He knows each grade of Warren's papers represents the high standards of one of America's most respected paper manufacturers. He gets better results with Warren's — and so do you. *S. D. Warren Company, 89 Broad Street, Boston 1, Mass.*

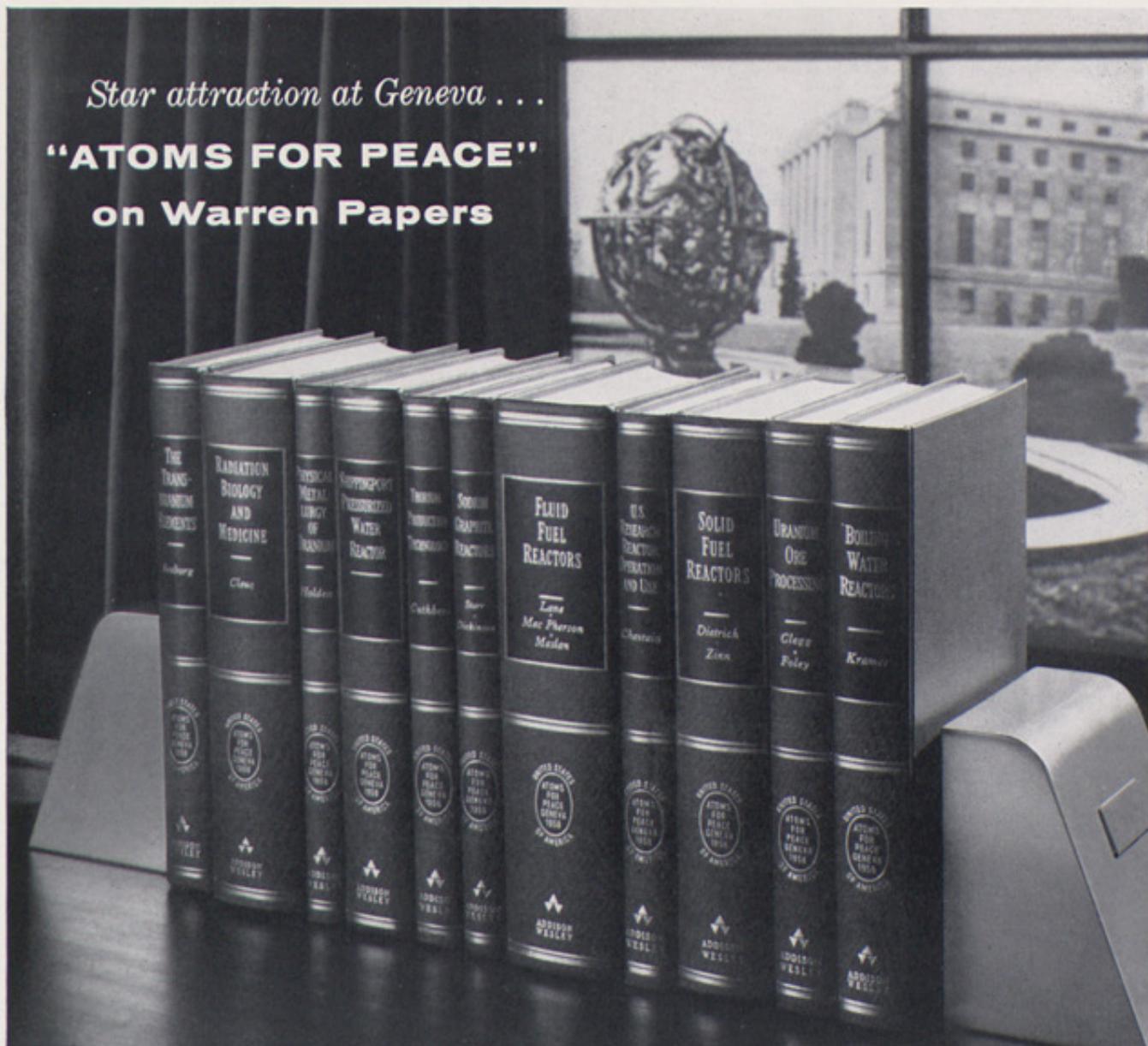


**printing papers  
make a  
good impression**

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
The Saturday Evening Post Junior Page — January 10, 1959  
Business Week — January 10, 1959  
Printers' Ink — January 23, 1959  
Industrial Marketing — January, 1959  
Advertising Requirements — February, 1959  
One Page, 7 x 10  
P. O. BOS. 8-752 — G 1182-12-11-1958



Star attraction at Geneva . . .  
**"ATOMS FOR PEACE"**  
 on Warren Papers



It happened at the recent Atoms-For-Peace Conference in Geneva: The United States graphically portrayed its willingness to share atomic information with the world by presenting a 12-volume series on atomic power to each of the 1,000 official delegates to the conference. The 12 volumes were published by Addison-Wesley for the Atomic Energy Commission. Warren papers were selected for 11 of 12 volumes. *Warrentown Plate* and *Warrentown Litho Plate* were the two principal grades used. They are the popular choices whenever top quality bookwork and precise reproduction are required.

Warrentown Plate and Warrentown Litho Plate have a smooth, non-glare surface . . . have the suppleness to open well and lie flat . . . and most importantly, both are pigmented on the paper machine. This results in more precise reproduction; better color hold-up; improved stability; greater uniformity; and the right balance between brightness and opacity.

Your local Warren merchant can give you additional information on Warrentown Plate for letterpress, and its partner for lithography — Warrentown Litho Plate. *S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.*

**Warren's** printing papers  
 HIGH STANDARD  
 make a  
 good impression

This advertisement appears in  
 Book Production — January, 1959  
 Publishers' Weekly — February 2, 1959

YOU'RE JUDGED BY **your words**



YOU'RE JUDGED BY **your printing**

Words acquire meaning from the manner of the speaking. When you show respect for your audience you are sure to gain respectful attention.

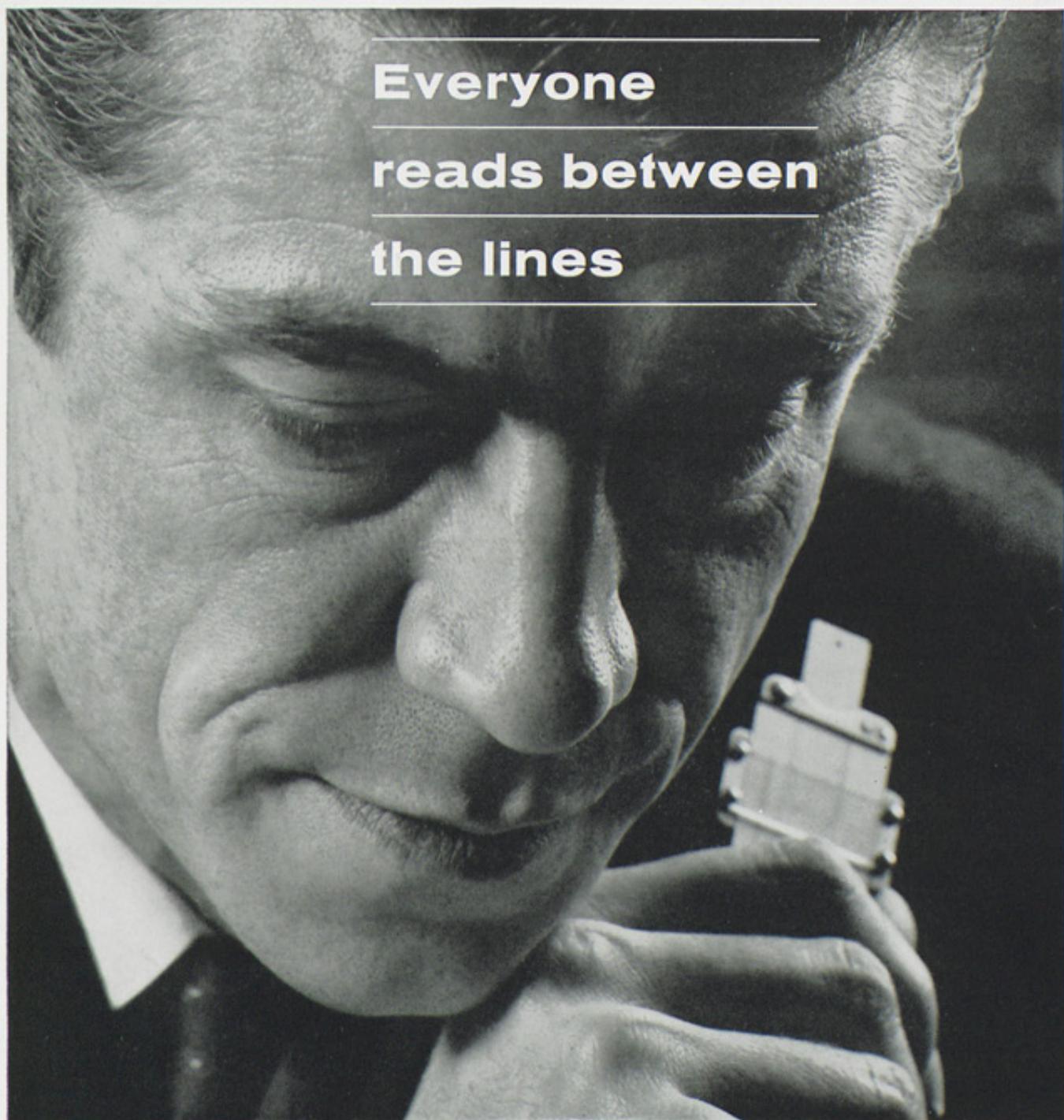
The same is true of the printed word. Words gain or lose meaning from the quality of the print and the paper. Your message wins the respect of its readers when it is well presented through well-printed literature. You'll gain the respectful attention that so often leads to sales.

**For respectful printing, see a good printer.** See him in the early planning stages of any printed piece. A good printer can show you many ways to put extra quality into your booklets at little or no extra cost. The chances are Warren's papers will be included in his recommendations. He gets good results with Warren's and so will you. *The S. D. Warren Company, 89 Broad Street, Boston, Mass.*

**Warren's** printing papers  
HIGH STANDARD  
make a  
good impression

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
The Saturday Evening Post Junior Page — March 14, 1959  
Business Week — March 14 and April 11, 1959  
Time Magazine — April 13, 1959  
Public Relations Journal — April, 1959  
Reporter of Direct Mail Advertising — April, 1959  
Printers' Ink — March 27 and April 24, 1959  
Industrial Editor — April, 1959  
Industrial Marketing — March, 1959  
Advertising Requirements — April, 1959  
One Page, 7 x 10  
P.O. BOS. 9-22 — G 113-2-18-1959

★



**Everyone  
reads between  
the lines**

**When an engineer studies a catalog,** he's reading with an expert's eye. He analyzes every phrase, scrutinizes every photograph. And unconsciously *he reads between the lines* . . . looks for evidence of good taste and respectfulness on the part of the company that issued the catalog. The printed literature that will make a good impression on this man must be thoughtfully prepared in every detail. The claims must be factual. The design must be in good taste. Halftone reproduction must be faithful. The paper must be of the highest quality. These things add up to the kind of respectful printing that wins respect from readers. *Respectful printing must begin with a good printer.* See him early. Most likely he will prefer Warren paper, because he will get better results — and so will you.

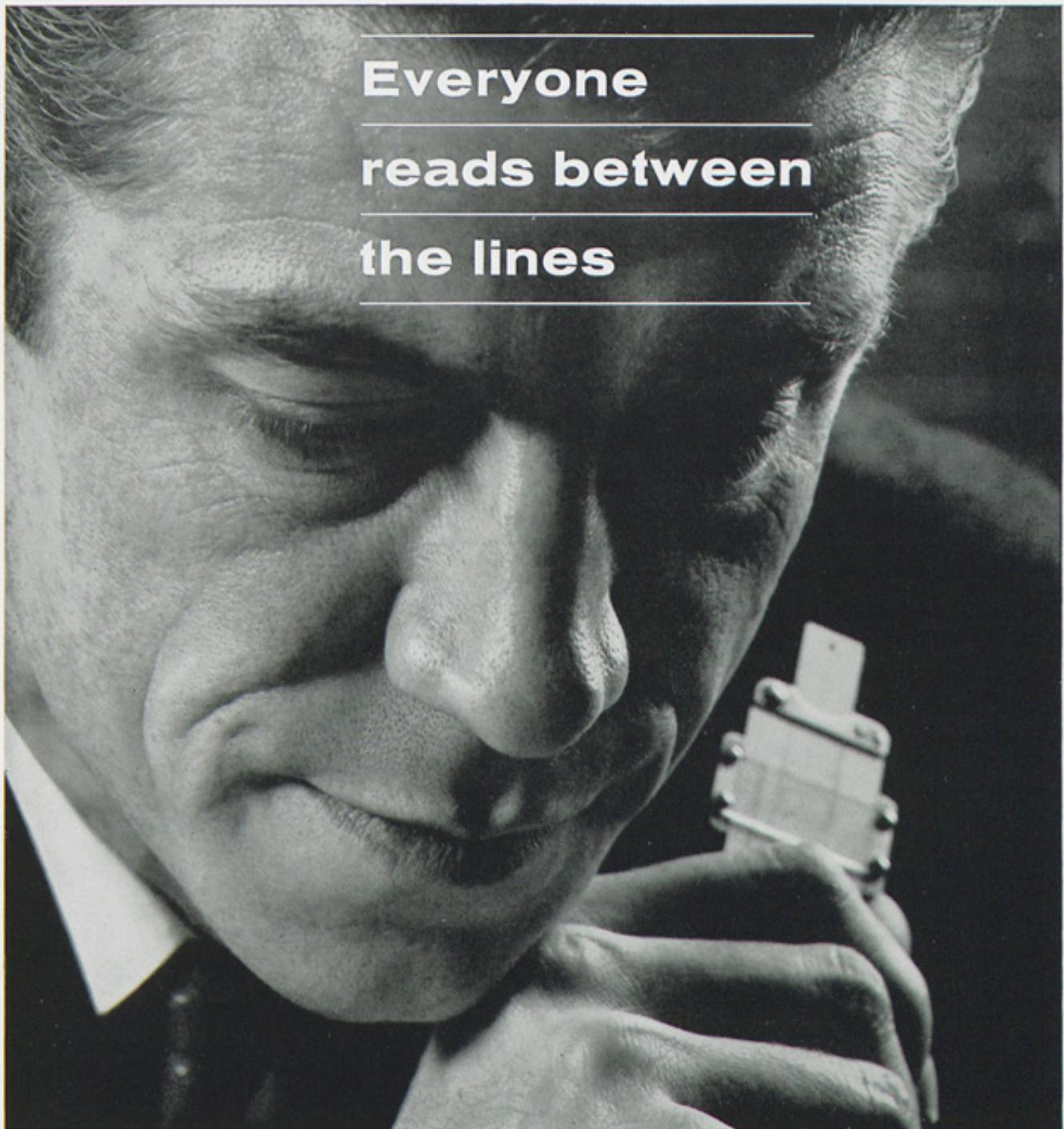


**printing papers make a good impression**

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.

This advertisement appears in

The Saturday Evening Post — July 11, 1959	Business Week — June 13, 1959
Time Magazine — September 14, 1959	Printers' Ink — July 24 and August 21, 1959
Industrial Marketing — September, 1959	Public Relations Journal — September, 1959
Reporter of Direct Mail Advertising — Sept., 1959	Industrial Editor — September, 1959
Advertising Requirements — October, 1959	



Everyone  
reads between  
the lines

*Note to printers:*

Warren believes that stressing the importance of quality printing benefits every business using printing — and helps you, too. That's why we've been featuring your story in our ads for over 40 years. This ad appears in The Saturday Evening Post, Time and Business Week.

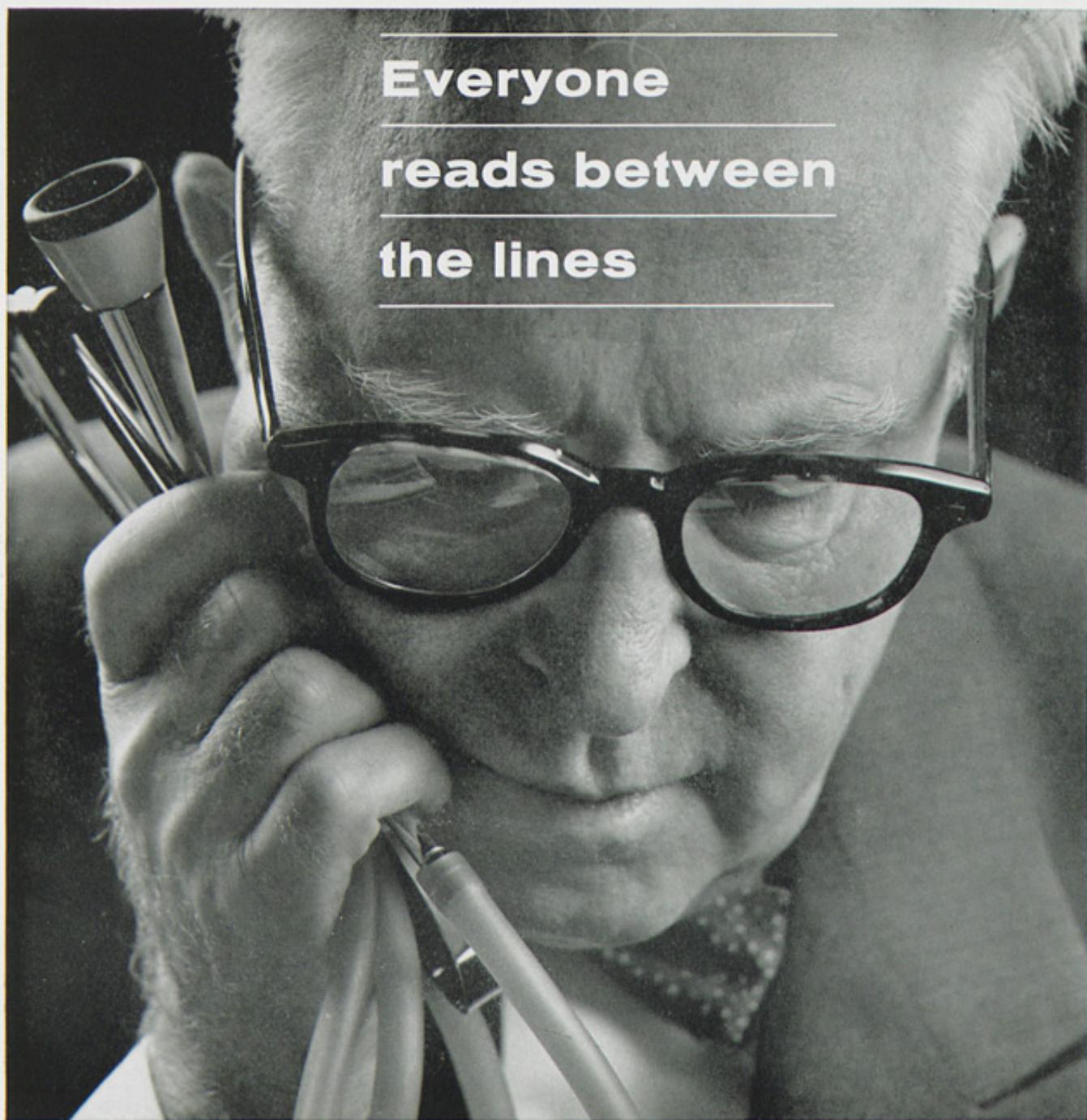
**When an engineer studies a catalog,** he's reading with an expert's eye. He analyzes every phrase, scrutinizes every photograph. And unconsciously *he reads between the lines* . . . looks for evidence of good taste and respectfulness on the part of the company that issued the catalog. The printed literature that will make a good impression on this man must be thoughtfully prepared in every detail. The claims must be factual. The design must be in good taste. Halftone reproduction must be faithful. The paper must be of the highest quality. These things add up to the kind of respectful printing that wins respect from readers. *Respectful printing must begin with a good printer.* See him early. Most likely he will prefer Warren paper, because he will get better results — and so will you.



**printing papers make a good impression**

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.

This advertisement appears in  
Printing Magazine — July, 1959  
Southern Printer & Lithographer — July, 1959  
Graphic Arts Monthly — July, 1959  
Inland and American Printer & Lithographer — August, 1959  
New York Printing Magazine — September 19, 1959  
New England Printer & Lithographer — September, 1959



**Everyone  
reads between  
the lines**

**This Doctor is diagnosing a business firm:** He is reading a brochure sent to him by a medical supplier. He studies the text and pictures carefully. And unconsciously, he *reads between the lines* — looks for evidences of sincerity and good taste. From seemingly little things — the courtesy of the wording, the reproduction of pictures, the feel of the paper — he forms his opinion of the company and its products. If the company shows respect for him through a well-presented message in a well-printed brochure — he will respect the company in return. *Respectful printing begins with a good printer.* See him early. The chances are he will specify Warren printing papers. He will get better results with Warren papers — and so will you.



**printing papers make a good impression**

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in

The Saturday Evening Post Junior Page — September 19, 1959  
Business Week — September 19, 1959  
Time Magazine — October 12, 1959  
Public Relations Journal — October, 1959

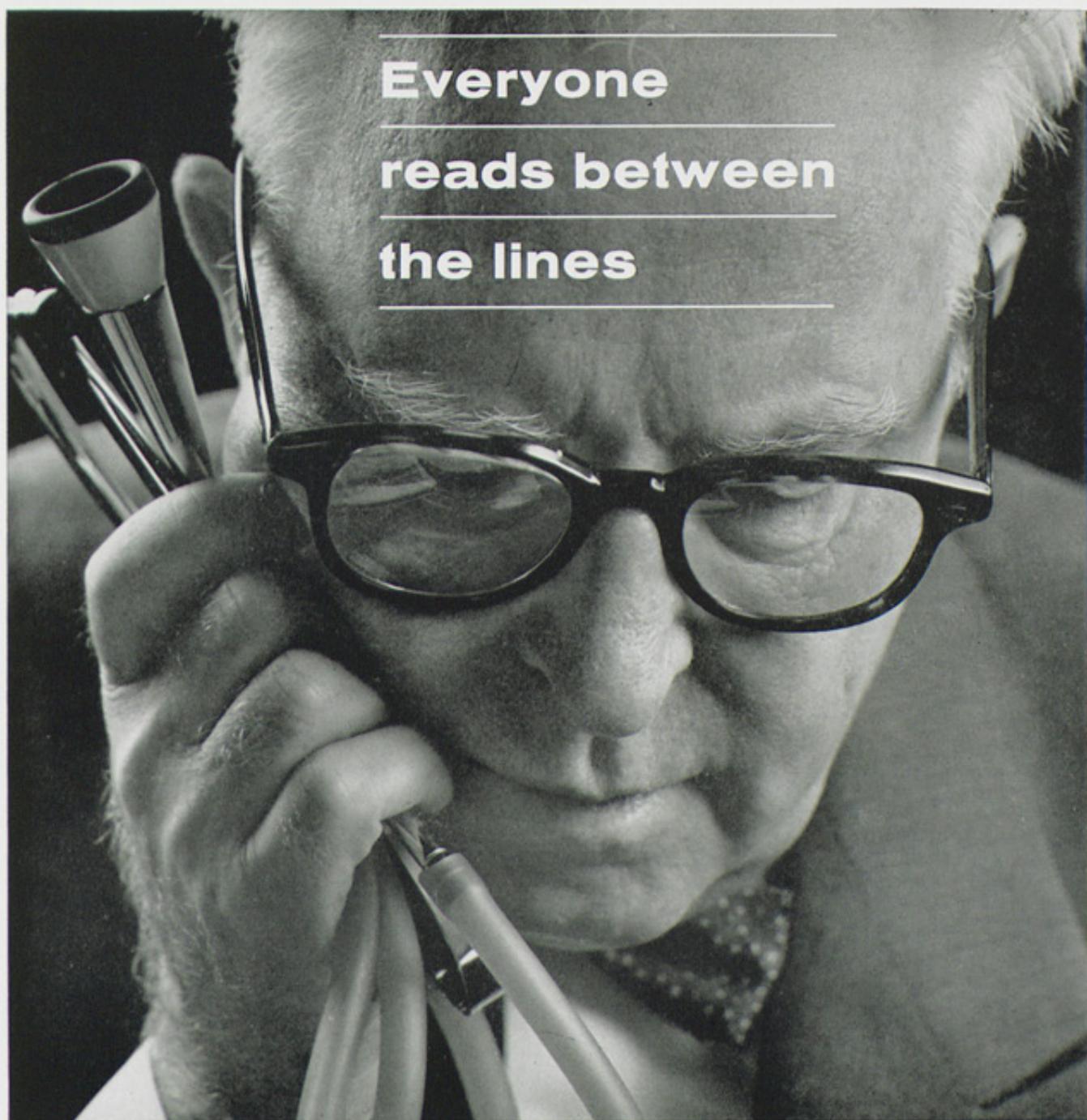
Reporter of Direct Mail Advertising — October, 1959  
Printers' Ink — September 25 and October 23, 1959  
Industrial Editor — October, 1959  
Industrial Marketing — October, 1959

Advertising Requirements — November, 1959

One Page, 7 x 10

P. O. NOS. 9-396 — G 717-8-17-1959





Everyone  
reads between  
the lines

**Case History:**

For over 40 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you too. This advertisement appears in The Saturday Evening Post, Time and Business Week.

**This Doctor is diagnosing a business firm:** He is reading a brochure sent to him by a medical supplier. He studies the text and pictures carefully. And unconsciously, he *reads between the lines* — looks for evidences of sincerity and good taste. From seemingly little things — the courtesy of the wording, the reproduction of pictures, the feel of the paper — he forms his opinion of the company and its products. If the company shows respect for him through a well-presented message in a well-printed brochure — he will respect the company in return. *Respectful printing begins with a good printer. See him early. The chances are he will specify Warren printing papers. He will get better results with Warren papers — and so will you.*

**Warren's**

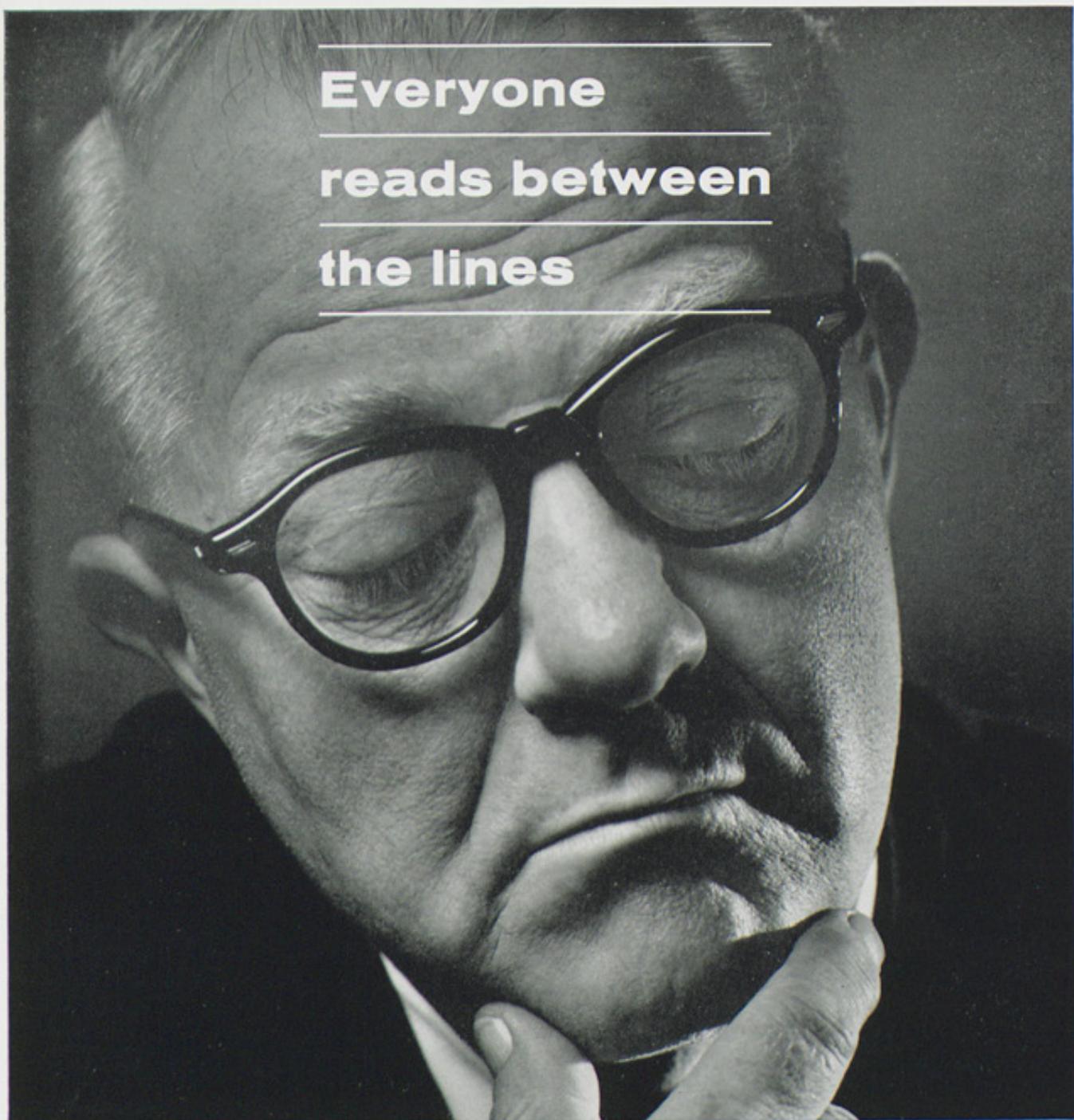
HIGH STANDARD

printing papers make a good impression

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Printing Magazine — September, 1959  
Graphic Arts Monthly — September, 1959  
Southern Printer & Lithographer — September, 1959  
Inland and American Printer & Lithographer — October, 1959  
New York Printing News — October 17, 1959  
New England Printer & Lithographer — October, 1959  
One Page, 7 x 10  
P. O. BOX, 9-375 — G 803-8-17-1959





Everyone  
reads between  
the lines

**This is a stockholder reading a financial report:**

This man sees more than words, figures, and pictures. Unconsciously he is *reading between the lines* . . . looking for the subtle implications that support the claims of the company, or cast doubt upon them. He is also influenced by the character of the printing. Does it show respect for his intelligence and good taste? Whenever a company shows respect for the reader . . . that company will win respect in return. *Respectful printing must begin with a good printer.* See him early. Most likely he will prefer a Warren paper, because he will get better results — and so will you.



**printing papers make a good impression**

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.

This advertisement appears in

The Saturday Evening Post — November 14, 1959

Time Magazine — December 12, 1959

Industrial Marketing — November, 1959

Reporter of Direct Mail Advertising — Nov., 1959

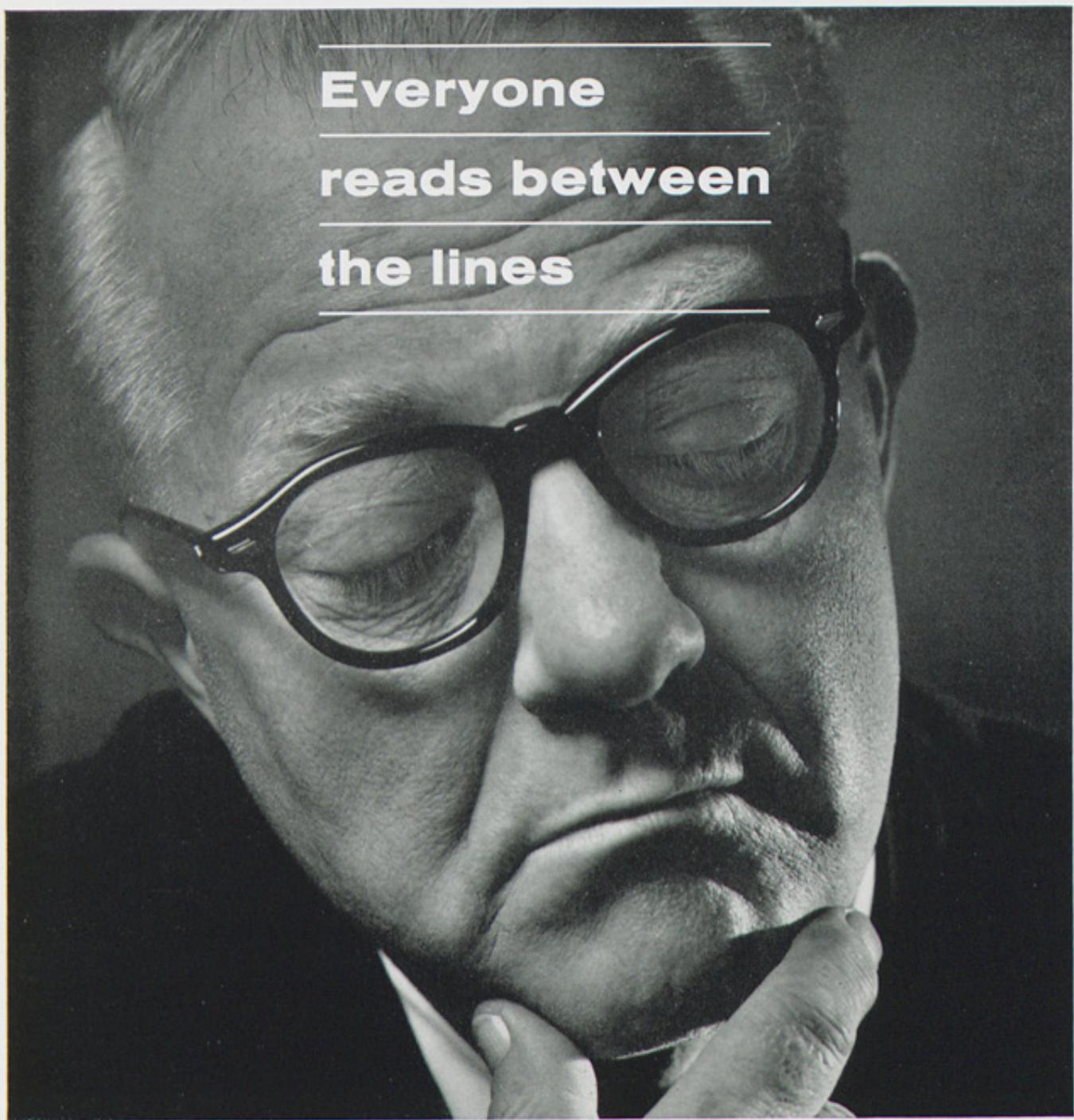
Advertising Requirements — December, 1959

Business Week — November 14, 1959

Printers' Ink — Nov. 27 and Dec. 18, 1959

Public Relations Journal — November, 1959

Industrial Editor — November, 1959



Everyone  
reads between  
the lines

*Profit for printers:*  
For over 40 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you too. This advertisement appears in The Saturday Evening Post, Time and Business Week.

**This is a stockholder reading a financial report:**

This man sees more than words, figures, and pictures. Unconsciously he is reading between the lines . . . looking for the subtle implications that support the claims of the company, or cast doubt upon them. He is also influenced by the character of the printing. Does it show respect for his intelligence and good taste? Whenever a company shows respect for the reader . . . that company will win respect in return. *Respectful printing must begin with a good printer.* See him early. Most likely he will prefer a Warren paper, because he will get better results — and so will you.



**printing papers make a good impression**

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.

This advertisement appears in  
Printing Magazine — November, 1959  
Southern Printer & Lithographer — November, 1959  
Graphic Arts Monthly — November, 1959  
Inland and American Printer & Lithographer — December, 1959  
New York Printing News — November 21, 1959  
New England Printer & Lithographer — November, 1959

Warren papers bulk

216 pages  
to the inch

...1420 pages  
to the inch



*...and  
everywhere  
in between*

Substance 80  
Novel Antique

Substance 20  
Thintext

You can choose from 36 different grades of Warren book papers, varying in bulk from antique finishes to the very thinnest Bible papers. For details on any grade, see your local Warren merchant or write: *S. D. Warren Company, 89 Broad St., Boston, Mass.*



**printing papers make a good impression**

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in

Book Production — March, 1960

Publishers' Weekly — April 4, 1960

One Page, 7 x 10

P. O. BOS. 0-133 — 0 380 — 3-30-1960



---

**Everyone reads**

---

**between the lines**

---



**Meet a bride making a major buying decision.** She's leafing through a company's catalog, page by page. Unconsciously *she reads between the lines*. Does the catalog exemplify the good taste that she wants to evidence in her home? Does the message suggest sincerity; is it easily readable; are the pictures well printed; does the paper have an appearance of quality? Companies that show respect for readers through attention to detail will win respect in return. *Respectful printing begins with a good printer.* See him early. Most likely he'll suggest a Warren paper. He'll get better results with Warren papers — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*



**printing papers make a good impression**

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in

The Saturday Evening Post Junior Page — May 21, 1960  
Business Week — May 21, 1960  
Time Magazine — June 13, 1960  
Public Relations Journal — May, 1960

Reporter of Direct Mail Advertising — June, 1960  
Printers' Ink — May 27, 1960  
Industrial Editor — June, 1960  
Industrial Marketing — May, 1960

Advertising Requirements — May, 1960  
One Page, 7 x 10

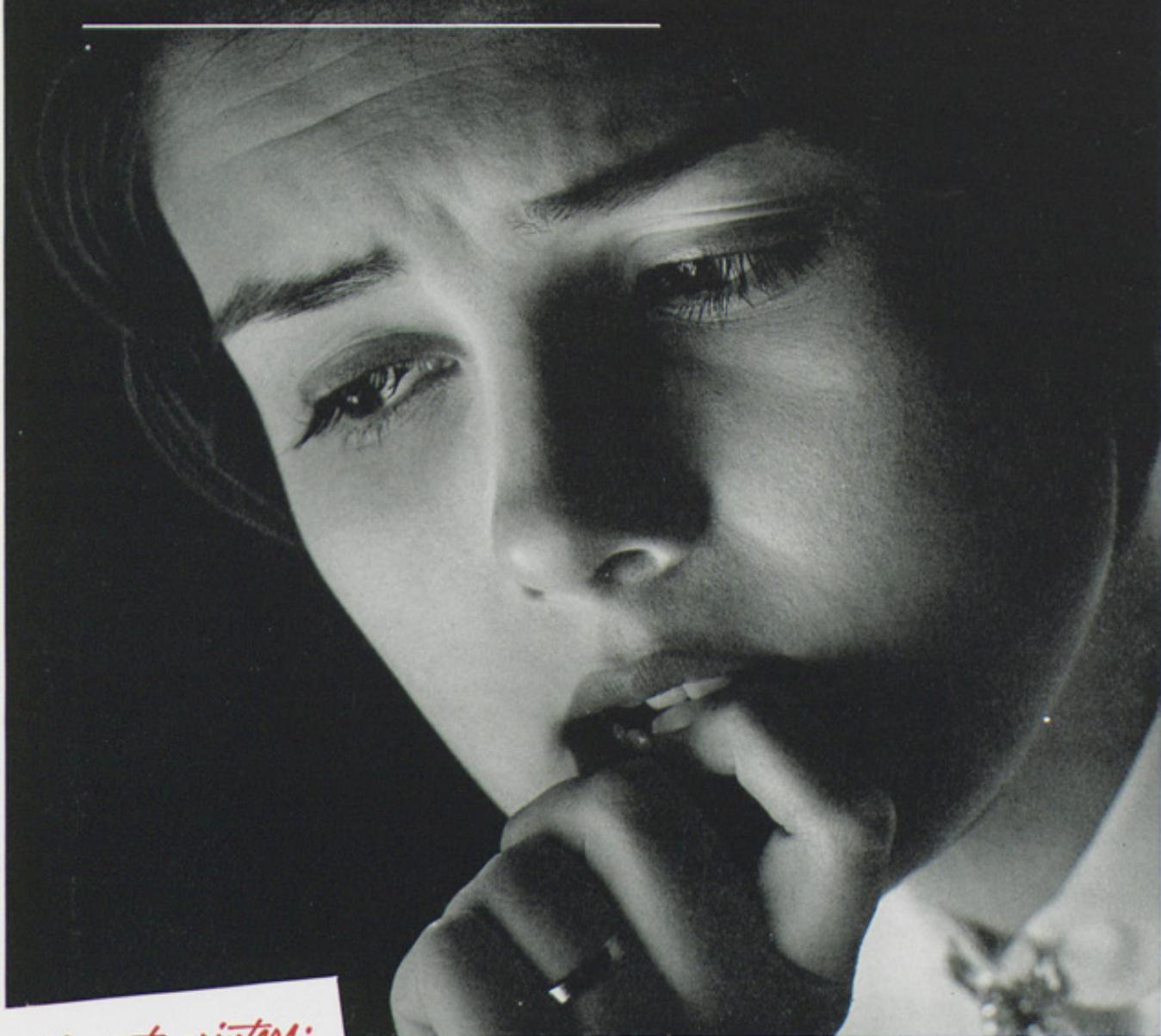
P. O. BOS. 0-208 — © 157-4-14-1960



---

# Everyone reads between the lines

---



### *Memo to printers:*

For over 40 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you too. This advertisement appears in *The Saturday Evening Post*, *Time* and *Business Week*.

**Meet a bride making a major buying decision.** She's leafing through a company's catalog, page by page. Unconsciously *she reads between the lines*. Does the catalog exemplify the good taste that she wants to evidence in her home? Does the message suggest sincerity; is it easily readable; are the pictures well printed; does the paper have an appearance of quality? Companies that show respect for readers through attention to detail will win respect in return. *Respectful printing begins with a good printer. See him early. Most likely he'll suggest a Warren paper. He'll get better results with Warren papers — and so will you. S. D. Warren Company, 89 Broad St., Boston, Mass.*

**Warren's**

HIGH STANDARD

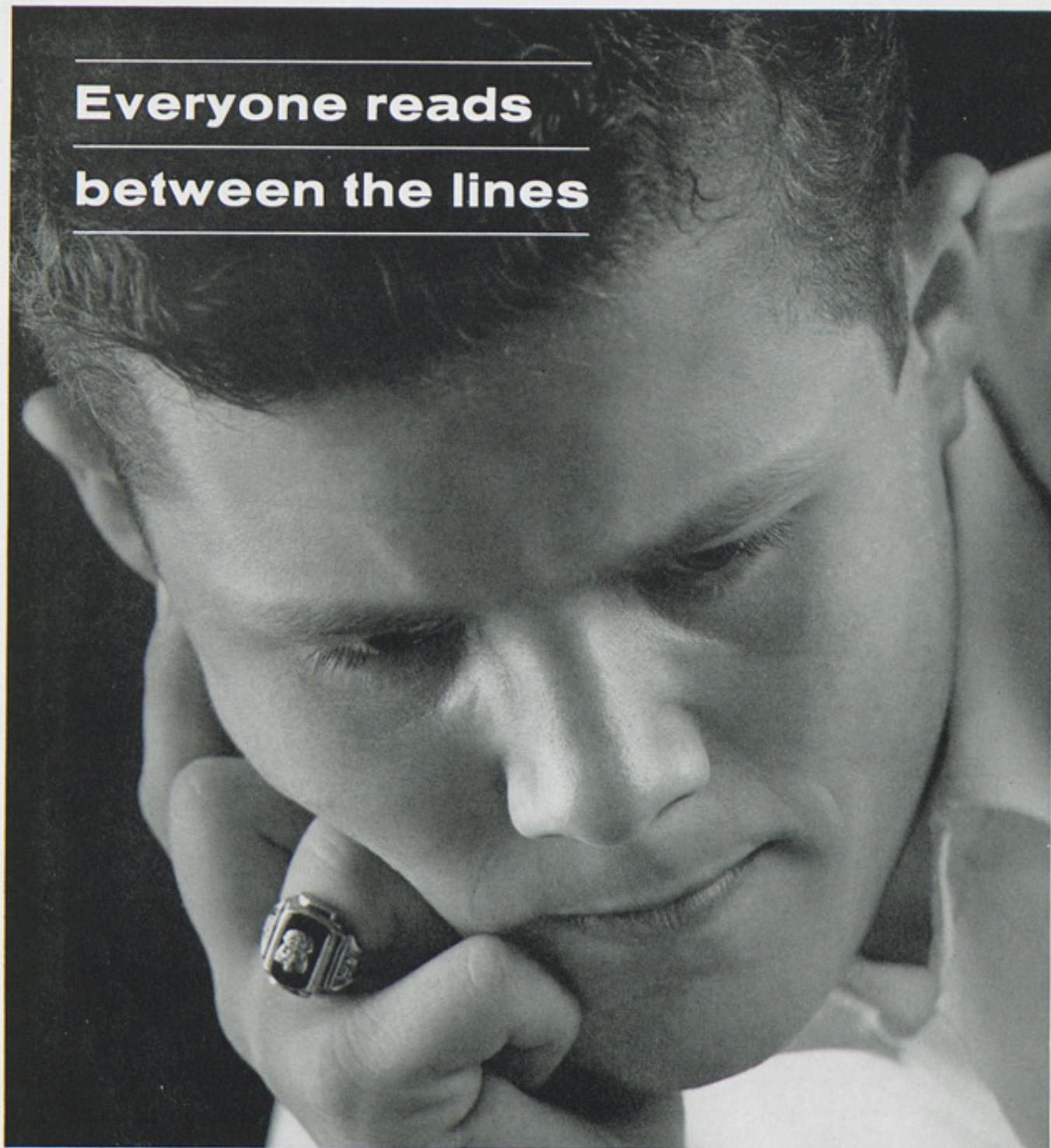
**printing papers make a good impression**

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
New York Printing News — May 21, 1960  
Printing Magazine — May, 1960  
Graphic Arts Monthly — May, 1960  
Southern Printer & Lithographer — May, 1960  
New England Printer & Lithographer — June, 1960  
Inland and American Printer & Lithographer — June, 1960  
One Page, 7 x 10  
P. O. BOS. 0-518 — © 464-4-20-1960



Everyone reads  
between the lines



**Here's a student flipping through a catalog.** As he does, he unconsciously *reads between the lines* for evidences of the sincerity of the message and the quality of its presentation. He is influenced by the readability of the text, the printing of the pictures and the appearance of quality in the paper. A company that shows respect for readers in its printed messages gains respect in return. *Respectful printing begins with a good printer.* See him early. Most likely he'll specify a Warren paper, because he'll get better results — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*



**printing papers make a good impression**

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

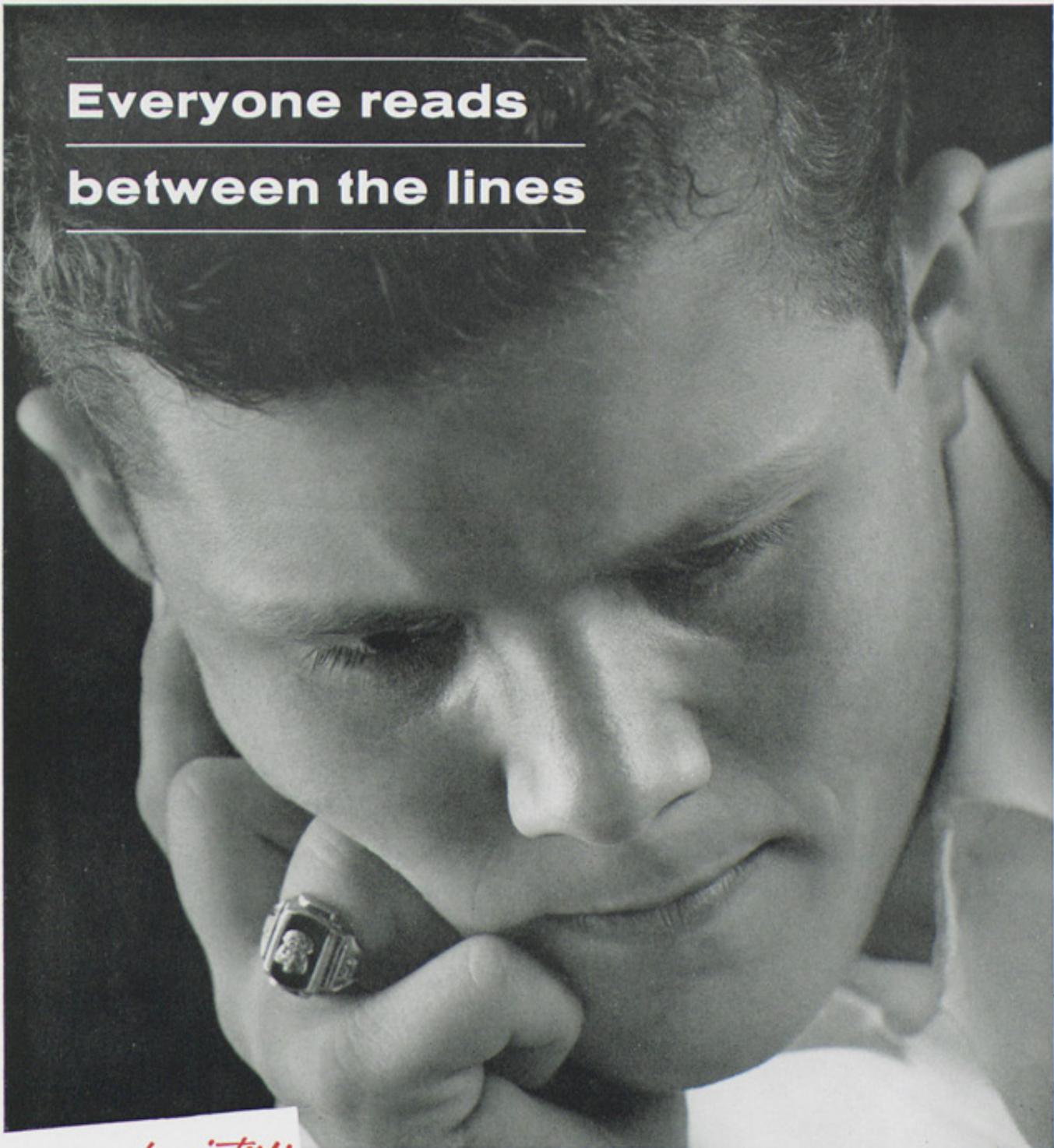
Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in

The Saturday Evening Post Junior Page — September 17, 1960  
Business Week — September 17, 1960  
Time Magazine — October 10, 1960  
Public Relations Journal — October, 1960

Reporter of Direct Mail Advertising — October, 1960  
Printers' Ink — September 23 and October 21, 1960  
Industrial Marketing — October, 1960  
Advertising Requirements — October, 1960

One Page, 7 x 10  
P. O. BOS. 0-210 — G 327-6-30-1960





Everyone reads  
between the lines

*Memo to printers:*

For over 50 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you too. This advertisement appears in *The Saturday Evening Post*, *Time* and *Business Week*.

**Here's a student flipping through a catalog.** As he does, he unconsciously reads *between the lines* for evidences of the sincerity of the message and the quality of its presentation. He is influenced by the readability of the text, the printing of the pictures and the appearance of quality in the paper. A company that shows respect for readers in its printed messages gains respect in return. *Respectful printing begins with a good printer.* See him early. Most likely he'll specify a Warren paper, because he'll get better results — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*

**Warren's**

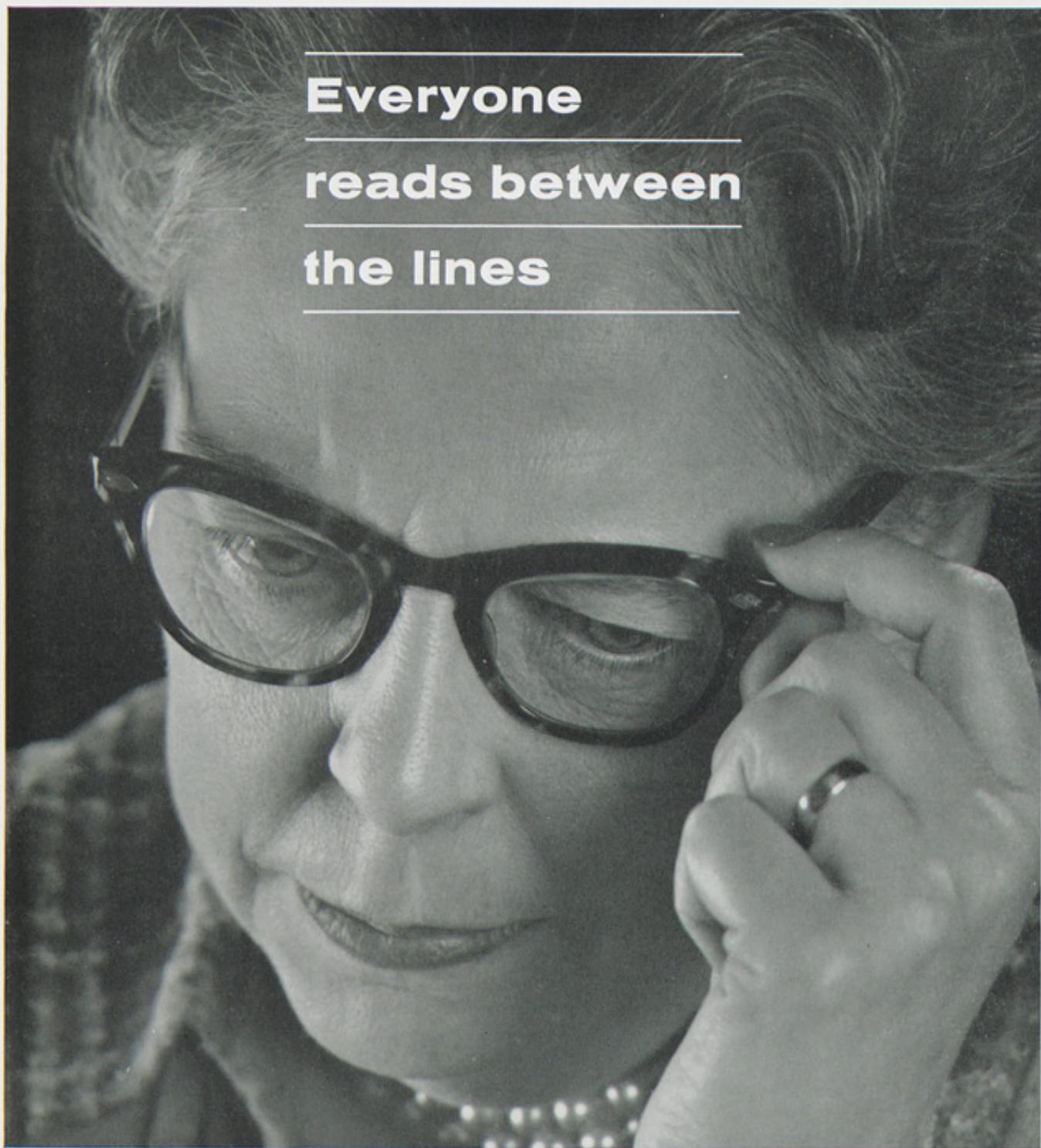
HIGH STANDARD

printing papers make a good impression

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Printing Magazine — September, 1960  
Graphic Arts Monthly — September, 1960  
Southern Printer & Lithographer — September, 1960  
New York Printing News — October 15, 1960  
New England Printer & Lithographer — October, 1960  
Inland and American Printer & Lithographer — October, 1960  
One Page, 7 x 10  
P. O. BOS. 0-788 — G 768-6-30-1960

★



Everyone  
reads between  
the lines

**This stockholder is sizing up a company** through its financial report. As she reads, she looks at more than facts and figures — *she reads between the lines*. The report will impress her more favorably if the message is presented clearly and in good taste; if the pictures are well printed; if the paper has the appearance of quality. Whenever a company shows respect for a reader through this kind of attention to detail, that company will win respect in return. *Respectful printing begins with a good printer*. See him early. Most likely he'll recommend Warren printing papers, because he'll get better results — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*



**printing papers make a good impression**

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in

The Saturday Evening Post Junior Page — November 12, 1960

Business Week — November 12, 1960

Time Magazine — December 12, 1960

Public Relations Journal — November, 1960

Reporter of Direct Mail Advertising — November, 1960

Printers' Ink — November 25 and December 16, 1960

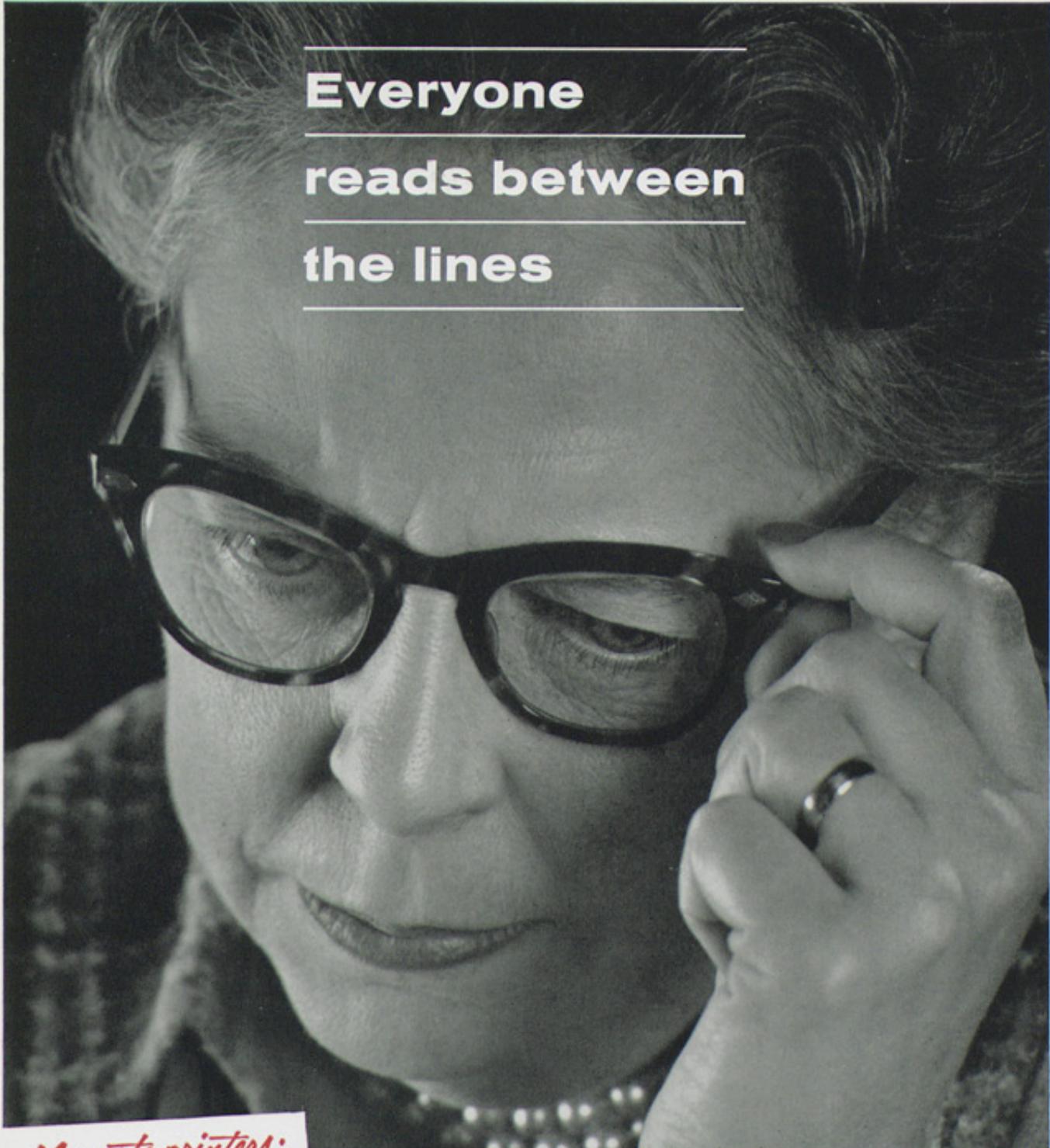
Industrial Marketing — November, 1960

Advertising Requirements — November and December, 1960

One Page, 7 x 10

P.O. BOS. 0-212 — G 424-7-21-1960





**Everyone  
reads between  
the lines**

*Memo to printers:*

For over 50 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you too. This advertisement appears in *The Saturday Evening Post*, *Time* and *Business Week*.

**This stockholder is sizing up a company** through its financial report. As she reads, she looks at more than facts and figures — *she reads between the lines*. The report will impress her more favorably if the message is presented clearly and in good taste; if the pictures are well printed; if the paper has the appearance of quality. Whenever a company shows respect for a reader through this kind of attention to detail, that company will win respect in return. *Respectful printing begins with a good printer. See him early.* Most likely he'll recommend Warren printing papers, because he'll get better results — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*

**Warren's**

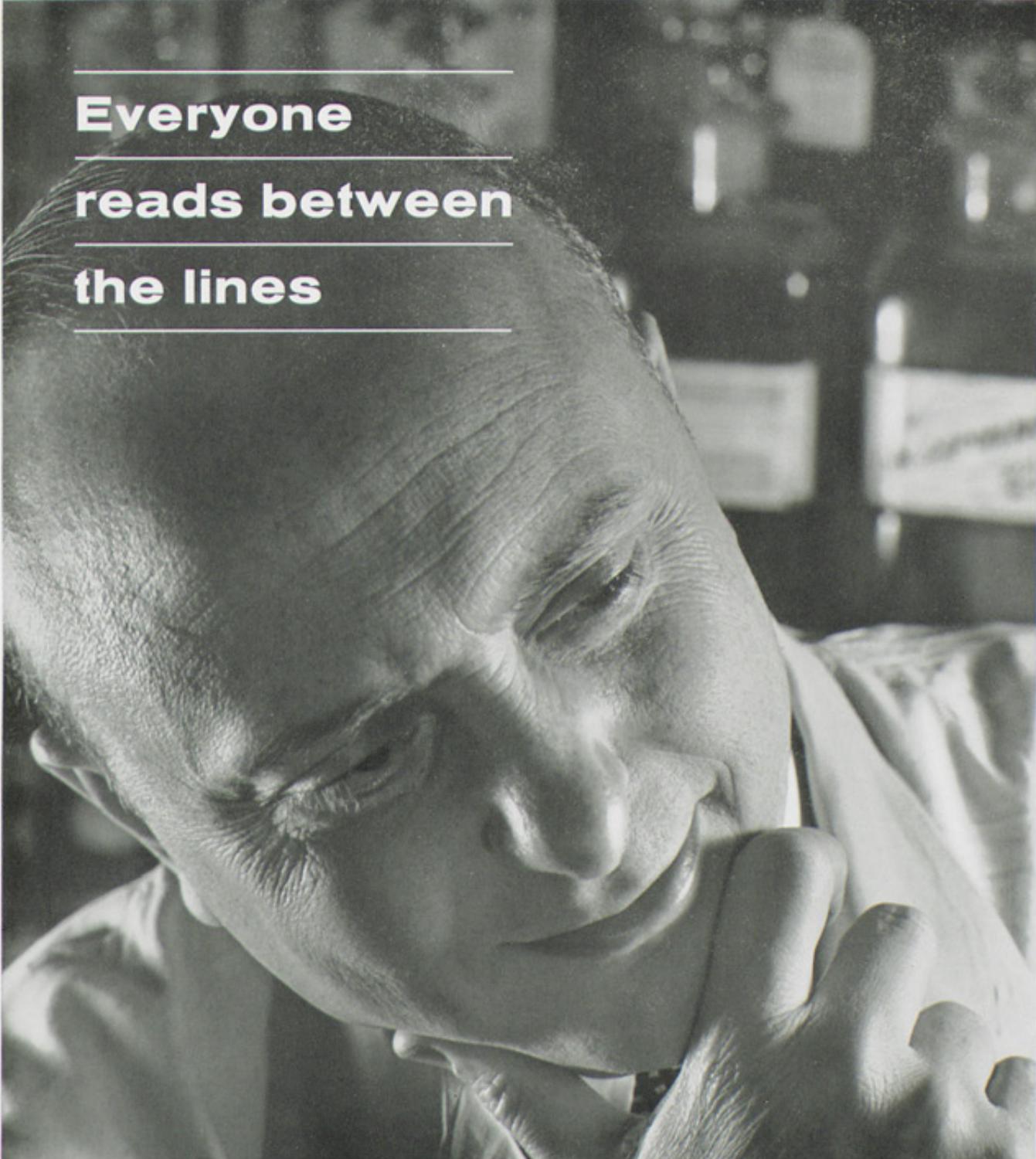
HIGH STANDARD

**printing papers make a good impression**

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Printing Magazine — November, 1960  
Graphic Arts Monthly — November, 1960  
Southern Printer & Lithographer — November, 1960  
New York Printing News — November 19, 1960  
New England Printer & Lithographer — November, 1960  
Inland and American Printer & Lithographer — December, 1960  
One Page, 7 x 10  
P. O. BOS. 0-966 — G 824-7-21-1960

★



Everyone  
reads between  
the lines

**When a druggist studies your catalog,** he sees more than just text and pictures. Unconsciously *he reads between the lines* for evidence of your company's character. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early enough to get his help in the planning stages. Very likely he will specify a Warren paper, because he'll get better results — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*

**Warren's**

HIGH STANDARD

**printing papers make a good impression**

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in

The Saturday Evening Post Junior Page — January 21, 1961

Business Week — January 14, 1961

Time Magazine — February 10, 1961

Public Relations Journal — February, 1961

Reporter of Direct Mail Advertising — February, 1961

Printers' Ink — January 27, 1961

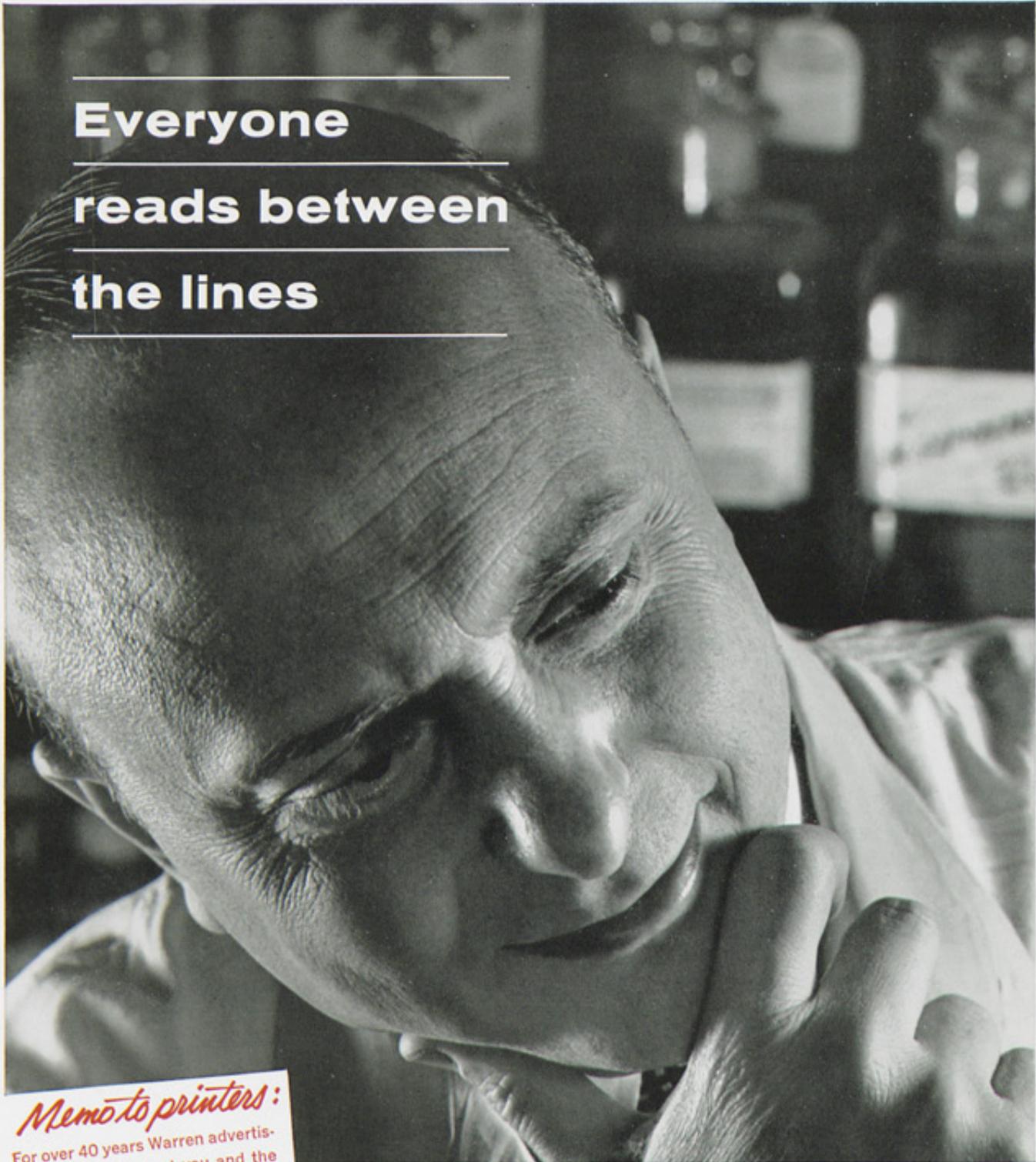
Industrial Marketing — January, 1961

Advertising Requirements — February, 1961

One Page, 7 x 10

P.O. BOX. 0-211 — G 1458-12-30-1960





Everyone  
reads between  
the lines

*Memo to printers:*

For over 40 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you too. This advertisement appears in *The Saturday Evening Post*, *Time* and *Business Week*.

**When a druggist studies your catalog,** he sees more than just text and pictures. Unconsciously *he reads between the lines* for evidence of your company's character. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early enough to get his help in the planning stages. Very likely he will specify a Warren paper, because he'll get better results — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*

**Warren's**

HIGH STANDARD

**printing papers make a good impression**

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Graphic Arts Monthly — March, 1961  
New York Printing News — January 24, 1961  
One Page, 7 x 10  
P. O. BOS. 1-145 — G 65-1-23-1961



# DO YOU READ BETWEEN THE LINES?

Your customers certainly do. When a hi-fi enthusiast studies your catalog, he sees more than just text and pictures. Unconsciously he is reading between the lines for evidence of your company's character. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early in the planning stage. Very likely he will specify a Warren paper, because he'll get better results — and so will you. S. D. Warren Company, 89 Broad Street, Boston, Mass.

*Fine printing papers for advertising literature and the publishing of books.*



**printing papers make a good impression**

This advertisement appears in

U. S. News and World Report — March 27, 1961

Time Magazine — April 7, 1961

Industrial Marketing — April, 1961

Reporter of Direct Mail Advertising — April, 1961

News Week Magazine — April 17, 1961

Business Week — March 18, 1961

Printers' Ink — March 24, 1961

Public Relations Journal — April, 1961

Advertising Requirements — April, 1961

*This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38-70*

# DO YOU READ BETWEEN THE LINES?

Your customers certainly do. When a hi-fi enthusiast studies your catalog, he sees more than just text and pictures. Unconsciously he is reading between the lines for evidence of your company's character. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early in the planning stage. Very likely he will specify a Warren paper, because he'll get better results — and so will you. S. D. Warren Company, 89 Broad Street, Boston, Mass.

*Fine printing papers for advertising literature and the publishing of books.*

## *Memo to printers:*

For over 40 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you, too. This advertisement appears in TIME, NEWSWEEK, U. S. NEWS & WORLD REPORT and BUSINESS WEEK.



**Warren's**

HIGH STANDARD

printing papers make a good impression

This advertisement appears in  
Graphic Arts Monthly — May, 1961  
New York Printing News — March 25, 1961

## WHEN DO PEOPLE READ BETWEEN THE LINES?

Just about all the time. Whenever a hobbyist studies your catalog, he is unconsciously reading between the lines for evidence of your company's character. He sees more than just text and pictures. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early enough to get his help in the planning stages. Very likely he will specify a Warren paper, because he'll get better results — and so will you. S. D. Warren Company, 89 Broad St., Boston, Mass.

*Fine printing papers for advertising literature and the publishing of books.*



**printing papers make a good impression**

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in

U. S. News and World Report — May 22, 1961  
Business Week — May 6, 1961  
Time Magazine — June 2, 1961  
Public Relations Journal — June, 1961  
News Week Magazine — June 19, 1961

Reporter of Direct Mail Advertising — June, 1961  
Printers' Ink — May 19, 1961  
Industrial Marketing — May, 1961  
Advertising Requirements — June, 1961  
Advertising Age — June 19, 1961

One Page, 7 x 10  
P.O. BOX. 1-369 — G 437-4-18-1961



## WHEN DO PEOPLE READ BETWEEN THE LINES?

Just about all the time. Whenever a hobbyist studies your catalog, he is unconsciously reading between the lines for evidence of your company's character. He sees more than just text and pictures. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early enough to get his help in the planning stages. Very likely he will specify a Warren paper, because he'll get better results — and so will you. S. D. Warren Company, 89 Broad St., Boston, Mass.

*Fine printing papers for advertising literature and the publishing of books.*

### *Memo to printers:*

For over 40 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you, too. This advertisement appears in TIME, NEWSWEEK, U. S. NEWS & WORLD REPORT and BUSINESS WEEK.



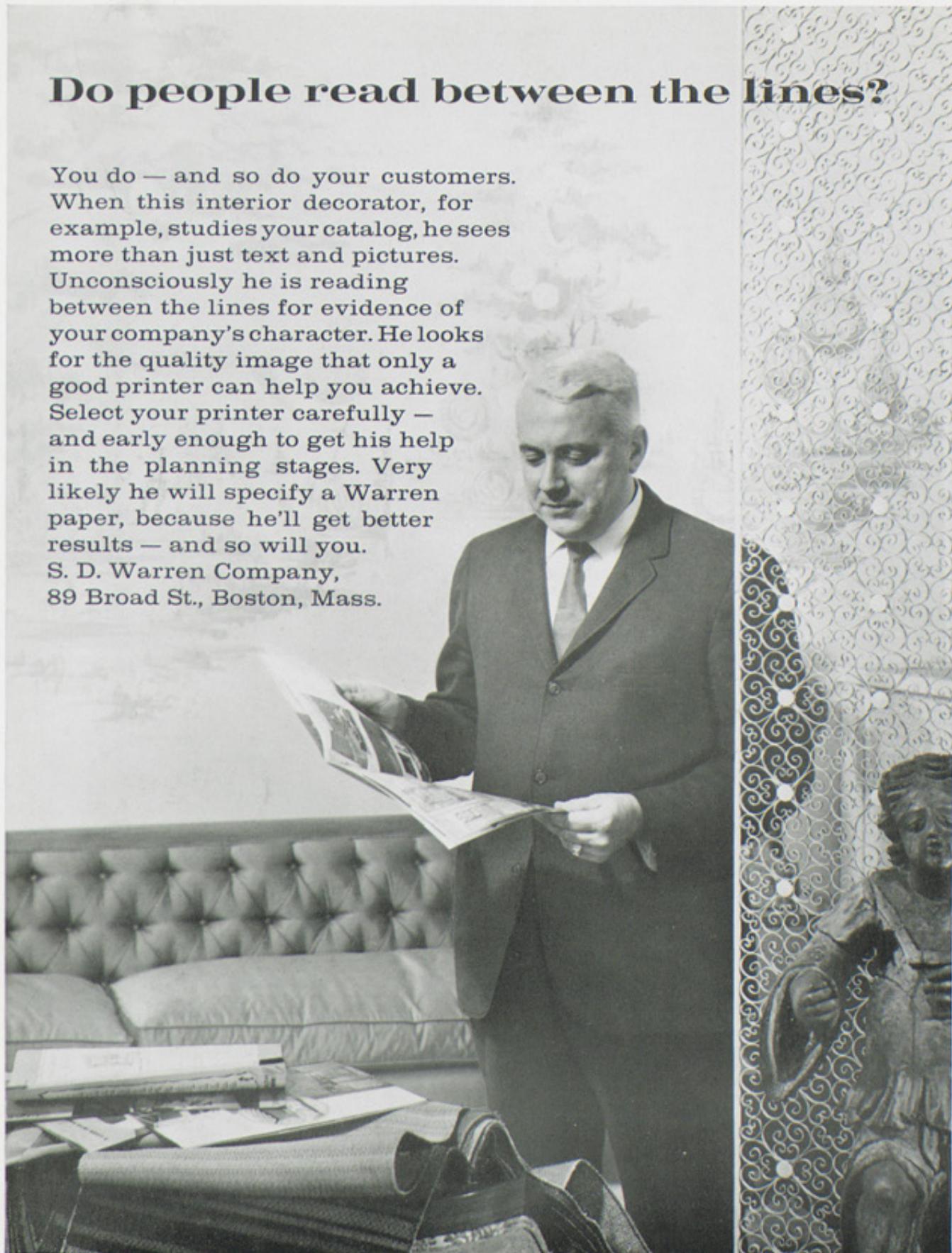
**printing papers make a good impression**

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Graphic Arts Monthly — July, 1961  
New York Printing News — May 20, 1961  
One Page, 7 x 10  
P. O. BOS. 1-702 — © 556-5-16-1961



## Do people read between the lines?

You do — and so do your customers. When this interior decorator, for example, studies your catalog, he sees more than just text and pictures. Unconsciously he is reading between the lines for evidence of your company's character. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early enough to get his help in the planning stages. Very likely he will specify a Warren paper, because he'll get better results — and so will you. S. D. Warren Company, 89 Broad St., Boston, Mass.



**printing papers make a good impression**

This advertisement appears in

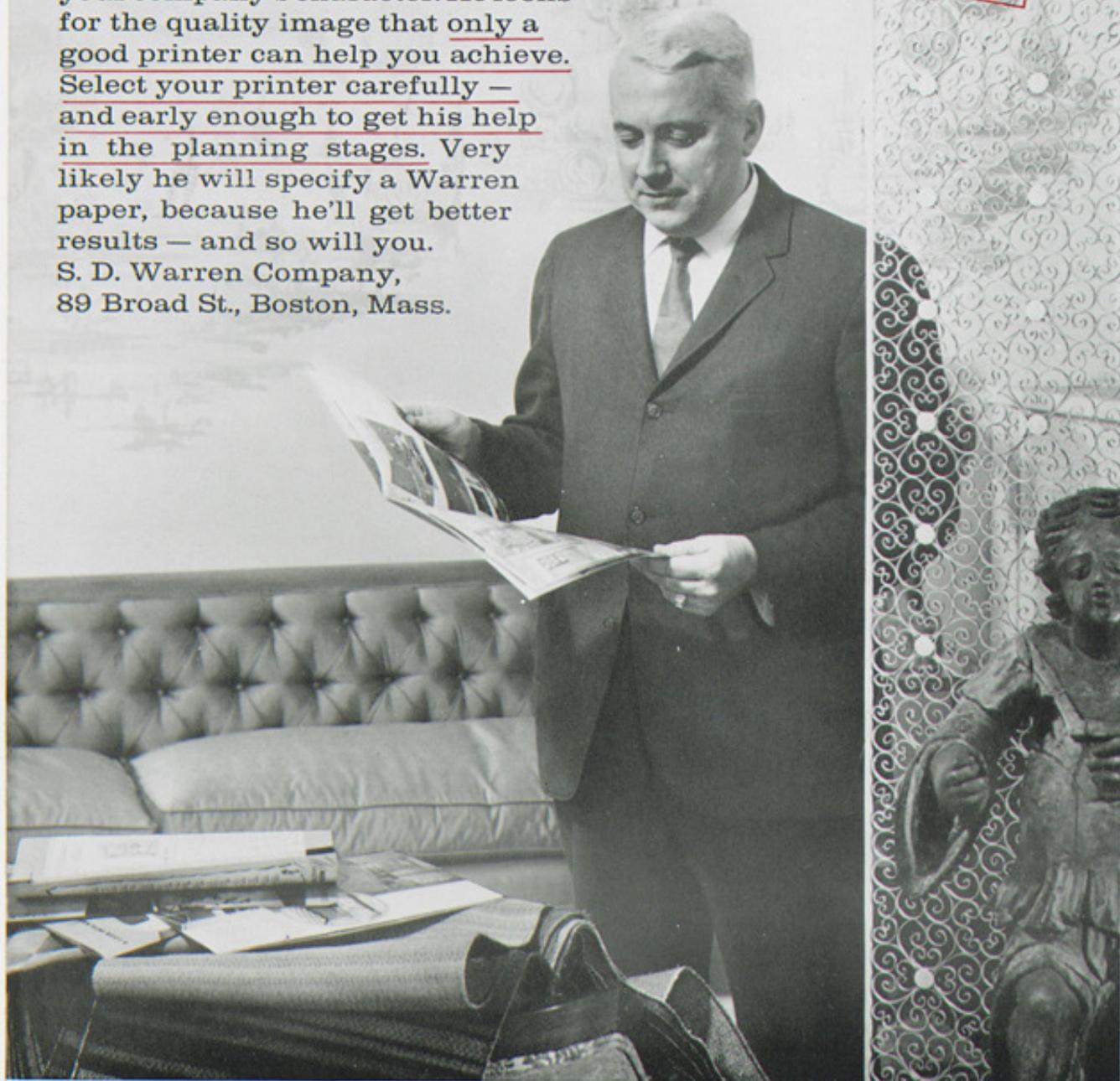
U. S. News and World Report — July 24, 1961	Business Week — July 15, 1961
Time Magazine — August 18, 1961	Printers' Ink — July 21, 1961
Industrial Marketing — July, 1961	Public Relations Journal — August, 1961
Reporter of Direct Mail Advertising — August, 1961	Advertising Age — July 24, 1961
Advertising and Sales Promotion — August, 1961	

*This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38-70*

## Do people read between the lines?

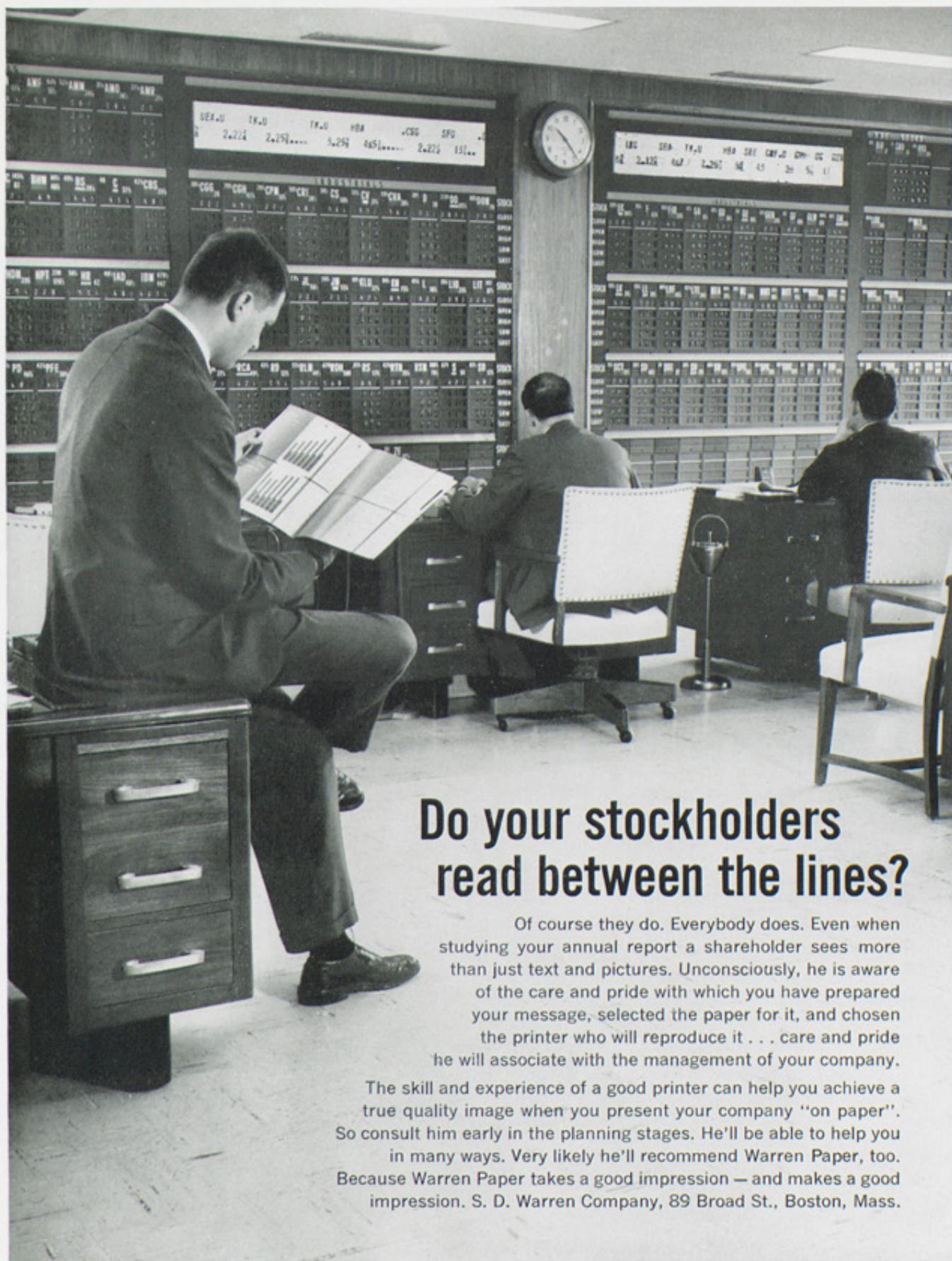
You do — and so do your customers. When this interior decorator, for example, studies your catalog, he sees more than just text and pictures. Unconsciously he is reading between the lines for evidence of your company's character. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early enough to get his help in the planning stages. Very likely he will specify a Warren paper, because he'll get better results — and so will you. S. D. Warren Company, 89 Broad St., Boston, Mass.

*Memo to printers:*  
For over 40 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you, too. This advertisement appears in TIME, NEWSWEEK, U. S. NEWS & WORLD REPORT and BUSINESS WEEK.



printing papers make a good impression

This advertisement appears in  
Graphic Arts Monthly — September, 1961  
New York Printing News — July 22, 1961



## Do your stockholders read between the lines?

Of course they do. Everybody does. Even when studying your annual report a shareholder sees more than just text and pictures. Unconsciously, he is aware of the care and pride with which you have prepared your message, selected the paper for it, and chosen the printer who will reproduce it . . . care and pride he will associate with the management of your company.

The skill and experience of a good printer can help you achieve a true quality image when you present your company "on paper". So consult him early in the planning stages. He'll be able to help you in many ways. Very likely he'll recommend Warren Paper, too. Because Warren Paper takes a good impression — and makes a good impression. S. D. Warren Company, 89 Broad St., Boston, Mass.



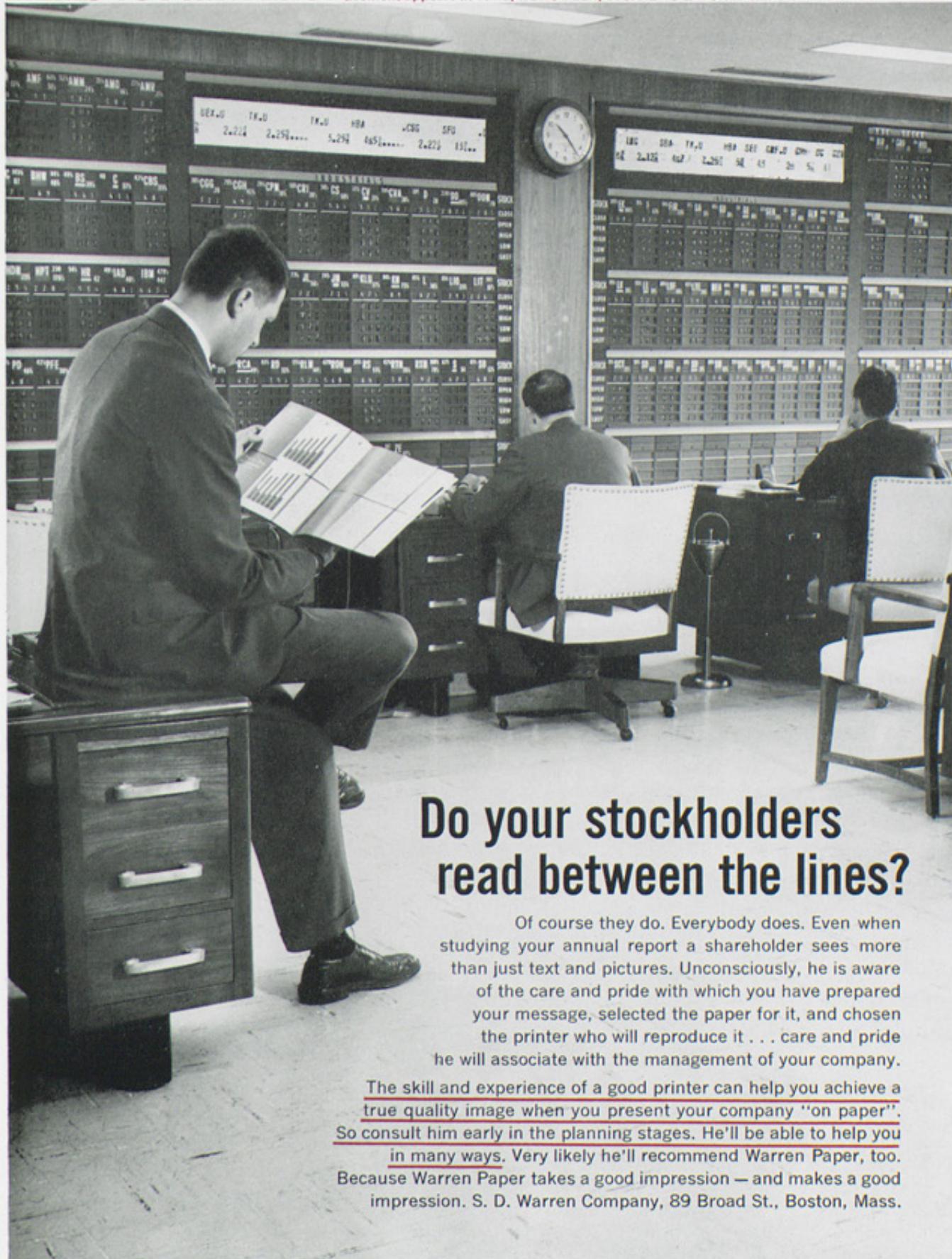
**printing papers make a good impression**

This advertisement appears in

Time Magazine — October 13, 1961	Industrial Marketing — September, 1961
Business Week — September 16, 1961	Printers' Ink — September 22, 1961
U.S. News and World Report — September 25, 1961	Advertising Age — August 28, 1961
Newsweek — October 23, 1961	Reporter of Direct Mail Advertising — October, 1961
Advertisement and Sales Promotion — October, 1961	Public Relations Journal — October, 1961
Financial World — October, 1961	

*This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38-70*

**MEMO TO PRINTERS:** For over 40 years Warren advertising has talked about you and the importance of quality printing. We believe this helps every business that uses printing — and helps you, too. This advertisement appears in TIME, NEWSWEEK, U. S. NEWS & WORLD REPORT and BUSINESS WEEK.



## Do your stockholders read between the lines?

Of course they do. Everybody does. Even when studying your annual report a shareholder sees more than just text and pictures. Unconsciously, he is aware of the care and pride with which you have prepared your message, selected the paper for it, and chosen the printer who will reproduce it . . . care and pride he will associate with the management of your company.

The skill and experience of a good printer can help you achieve a true quality image when you present your company "on paper". So consult him early in the planning stages. He'll be able to help you in many ways. Very likely he'll recommend Warren Paper, too. Because Warren Paper takes a good impression — and makes a good impression. S. D. Warren Company, 89 Broad St., Boston, Mass.



**printing papers make a good impression**

This advertisement appears in  
Graphic Arts Monthly — November, 1961  
New York Printing News — September 23, 1961

*This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38-70*

July 2016

**T H E R E F L E C T E D W O R K S**

The names, symbols, logos, and all other intellectual property of the companies, brands, and people appearing herein are the exclusive property of their respective owners and should not be interpreted as an endorsement of or by Sappi; any legal and equitable rights in their intellectual property are exclusively reserved to those owners.

SAPPI is a trademark of Sappi Limited. The SAPPI ETC. logo and WARREN are trademarks of Sappi North America.

© 2016 Sappi North America. All Rights Reserved.

