



ADVERTISING

The Reflected Works

S.D. Warren Advertising

1939-1942

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 1939–1942 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

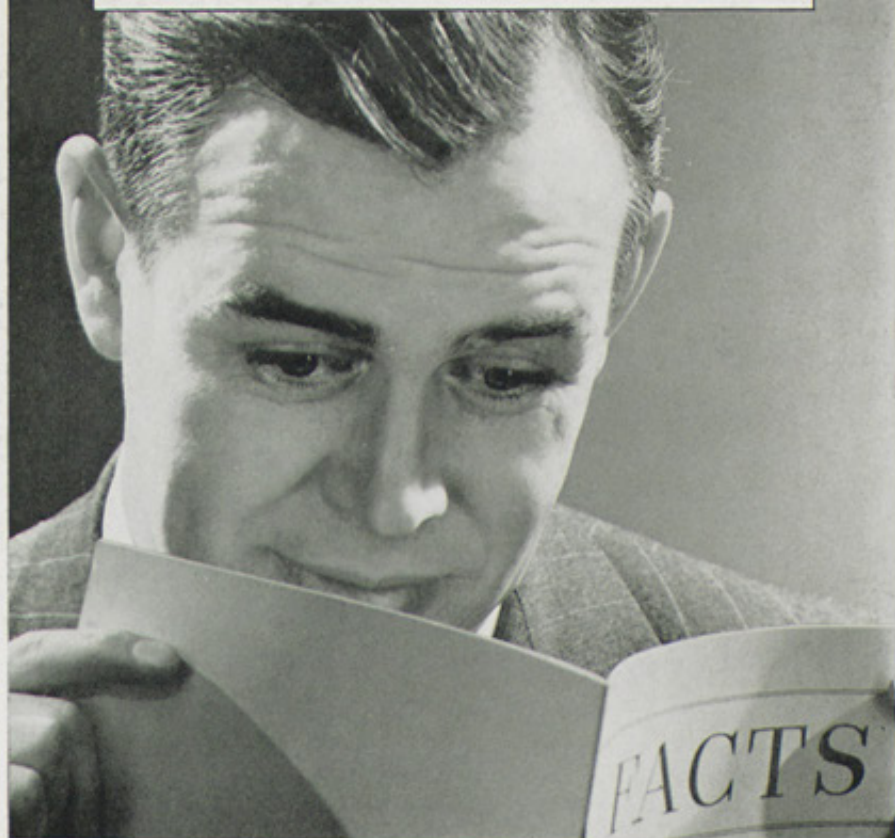
1939 – 1942

Visit sappietc.com



AFTER THIS SALESMAN SAYS
"GOODBYE"

*...his booklet goes right
on selling!*



DID he cover *all* important points? Will the prospect remember? Will any new questions come up? This salesman doesn't have to worry. He left a booklet behind him.

Have your salesmen a printed story to leave with prospects? Does it tell the *whole* story? Is it as good a piece of workmanship as the product it represents? Will it hold the prospect's respect in face of competition?

If you could use new ideas for telling your sales story, you ought to have two books offered by S. D. Warren Company. They're free to you. Consult them. Then explain your needs to a good printer and gain the benefit of his experience. He will serve you best if you consult him *at the start* so that he can help you plan for effective use of the printing processes.

Among other things, a good printer will be likely to recommend that your sales story be emphasized with pic-

tures, and that the pictures be printed on one of Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and in colors.

Get those two books today. Write for them now. S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER—BETTER PRINTING

U.S. PAT. OFF.



Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

WARREN'S
STANDARD PRINTING
PAPERS

GLOSSY COATED PAPERS

Lustro Gloss
Cumberland Gloss
New England Gloss

DULL COATED PAPERS

Lustro Brilliant-Dull
Cumberland Dull
Cameo

PROCESS COATED PAPER

Filmkote

UNCOATED PAPERS

Cumberland Super-Plate
Cumberland English Finish
Olde Style—Wove and Laid
New England Super
New England English Finish
New England Eggshell

COATED POST CARDS AND BRISTOLS

Cumberland Dull Post Card
Cumberland Gloss Bristol
New England Gloss Bristol
Cameo Post Card

COATED COVERS

Lustro Gloss Cover
Cumberland Gloss Cover
Cameo Cover

LITHOGRAPHIC PAPERS

Overprint Label
Multi-Service Label
Duplex Varnishing Label
Offset Enamel
Cumberland Offset
Litho Super
Litho English Finish

GRAVURE PAPERS

Gravure Vellum
Gravure Super
Gravure English Finish

WARREN'S THIN PAPERS

Thintext
Thinweave
Bibliopake
Fineleaf
Carbonizing Tissues

WARREN'S

BOOK PUBLISHER PAPERS

The S. D. Warren Company has made paper for book publishers since 1854. The range is broad—Bulking Antiques, Eggshell, English Finish, Medium Finish, Super, Extra Strong and Halftone Plate Papers. These are made to meet the specific requirements of school textbooks and trade books and have a wide usage among leading book publishers.

WARREN'S

MAGAZINE PAPERS

The S. D. Warren Company makes paper for many magazines. This paper is manufactured to meet the individual need of the publication. The scope of this service runs all the way from glossy and dull coated to English finish and gravure papers. Each paper is constructed to meet bulk, surface, opacity and other requirements. Complete information on request.

RESEARCH FOR

CONVERTERS OF PAPERS

The S. D. Warren Company has been successful in helping a number of paper converters to find the economical way out of unusual situations in details of manufacture. The experience of the Warren Laboratories might enable us to bring valuable suggestions to you.

BETTER PAPER—BETTER PRINTING

Smitty

CAN ALWAYS GET YOU IN...



while other salesmen wait!

IF you have a printed story, he can get it to the boss. Appointments mean nothing to Smitty, the office boy. He can get into the boss's office any time.

The booklet in Smitty's mail basket is likely to live a lot longer than the interview that you may (or may not) get. Smitty's boss, your prospect, has a habit of leafing through booklets in his spare time. And his secretary has a special file for the good ones.

How can you make your printed pieces good? You can get some very practical suggestions out of two useful books offered free by S. D. Warren Company. Send for them. But before you put their ideas into practice, consult a good printer, for a printer can serve you best when you call him in right at the start. That's the way

to put your printing investment to the most productive use.

Your printer will probably suggest that you strengthen your sales story with pictures. He may also suggest that the pictures be printed on one of Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and in colors.

These two Warren books should be the property of every man who is planning, preparing or revising his sales literature. Write for them now. S. D. Warren Company, 89 Broad Street, Boston, Mass.

REG. U.S. PAT. OFF.
Warren's *Printing Papers*
STANDARD

EVERY LIVING ROOM A *Sales* ROOM...

Leading PAPER MERCHANTS

who sell and endorse

Warren's Standard Printing Papers

ALBANY, N. Y.	Hudson Valley Paper Company
ATLANTA, GA.	Sloan Paper Company
BALTIMORE, MD.	The Barton, Duer & Koch Paper Co.
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.
BIRMINGHAM, ALA.	Strickland Paper Company
BOSTON, MASS.	Storrs & Bement Company
BUFFALO, N. Y.	The Alling & Cory Company
CHARLOTTE, N. C.	Caskie Paper Company, Inc.
CHICAGO, ILL.	Chicago Paper Company
CINCINNATI, OHIO	The Diem & Wing Paper Co.
CLEVELAND, OHIO	The Petrequin Paper Company
COLUMBUS, OHIO	The Alling & Cory Company
DALLAS, TEXAS	The Diem & Wing Paper Co.
DENVER, COLO.	Olsted-Kirk Company
DES MOINES, IOWA	Carter, Rice & Carpenter Paper Co.
EUGENE, ORE.	Western Newspaper Union
FORT WORTH, TEXAS	Zellerbach Paper Company
FRESNO, CAL.	Olsted-Kirk Company
GRAND RAPIDS, MICH.	Zellerbach Paper Company
GREAT FALLS, MONT.	Quimby-Kain Paper Company
HARTFORD, CONN.	The John Leslie Paper Co.
HOUSTON, TEXAS	Henry Lindenmeyr & Sons
INDIANAPOLIS, IND.	L. S. Bosworth Company
JACKSONVILLE, FLA.	Crescent Paper Company
KANSAS CITY, MO.	Virginia Paper Company, Inc.
LANSING, MICH.	Midwestern Paper Company
LITTLE ROCK, ARK.	The Weissinger Paper Company
LONG BEACH, CAL.	Western Newspaper Union
LOS ANGELES, CAL.	Arkansas Paper Company
LOUISVILLE, KY.	Zellerbach Paper Company
LYNCHBURG, VA.	Zellerbach Paper Company
MILWAUKEE, WIS.	Miller Paper Company, Inc.
MINNEAPOLIS, MINN.	Caskie Paper Company, Inc.
NEWARK, N. J.	The W. F. Nackie Paper Co.
NEW HAVEN, CONN.	The John Leslie Paper Co.
NEW YORK CITY	Henry Lindenmeyr & Sons
OAKLAND, CAL.	Lathrop Paper Company, Inc.
OKLAHOMA CITY, OKLA.	Storrs & Bement Company
OMAHA, NEB.	Henry Lindenmeyr & Sons
PHILADELPHIA, PA.	Lathrop Paper Company, Inc.
PHOENIX, ARIZ.	The Alling & Cory Company
PITTSBURGH, PA.	J. E. Linde Paper Company
PORTLAND, ME.	The Canfield Paper Company
PORTLAND, ORE.	Zellerbach Paper Company
RENO, NEV.	Zellerbach Paper Company
RICHMOND, VA.	B. W. Wilson Paper Company
ROCHESTER, N. Y.	The Alling & Cory Company
SACRAMENTO, CAL.	Zellerbach Paper Company
ST. LOUIS, MO.	Beacon Paper Company
ST. PAUL, MINN.	The John Leslie Paper Co.
SALT LAKE CITY, UTAH	Zellerbach Paper Company
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CAL.	Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SHREVEPORT, LA.	Louisiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	
STOCKTON, CAL.	The Paper House of New England
TOPEKA, KAN.	Zellerbach Paper Company
TROY, N. Y.	Midwestern Paper Company
TULSA, OKLA.	Troy Paper Corporation
WACO, TEXAS	Tulsa Paper Company
WASHINGTON, D. C.	Olsted-Kirk Company
YAKIMA, WASH.	Stanford Paper Company

EXPORT AND FOREIGN

NEW YORK CITY	National Paper & Type Co.
ARGENTINE (BUENOS AIRES)	
ARGENTINE (ROSARIO)	National Paper & Type Co.
BRITISH WEST INDIES	National Paper & Type Co.
CUBA (HAVANA)	National Paper & Type Co.
MEXICO (GUADALAJARA, MAZATLAN, MEXICO CITY, MONTEREY, TAMPICO, VERA CRUZ)	
PERU (LIMA)	National Paper & Type Co.
URUGUAY (MONTEVIDEO)	National Paper & Type Co.
AUSTRALIA (BRISBANE, MELBOURNE, SYDNEY)	
NEW ZEALAND (AUCKLAND)	B. J. Ball, Ltd.
HAWAIIAN ISLANDS	Honolulu Paper Co., Ltd., Agents for Zellerbach Paper Company
PHILIPPINE ISLANDS (MANILA)	
	A. C. Ransom Philippine Corporation



when good booklets tell your story

AFTER your salesrooms are closed, your selling can continue in the *prospect's salesroom—in his home*. The attractive features of an automobile, or a radio, or a bath tub, or a trip to Cuba are enhanced when leisure stimulates imagination and a booklet guides it.

A good booklet can make a living room your salesroom. Good booklets can sell for your salesmen in the overtime hours. Have you such booklets? Are they fair to your good products? Do they explain, in detail, those *very new features* that make your products particularly desirable? If you are interested in suggestions for improving your printed sales literature, get two books offered (free) by S. D. Warren Company. Write for them, and read them. Then call in a good printer to help you plan for efficient use of the printing processes—his experience will be worth most to you if you consult him right at the start.

A good printer will be likely to advise you to present the vital points of your sales story in pictures, and to print the pictures on one of

Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and colors.

Take the first step now. Write for the two Warren books. S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER—BETTER PRINTING



Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in
Saturday Evening Post—Sept. 16

One Page, 9 3/8 x 12 1/8

P. O. BOX 9-233—G 4-15-1939



AMERICA'S *Business Problem No. 1*

YOU may be one of the many executives who realize the need for establishing a better understanding of the position that business occupies in American life. How can you give your employees a clear picture of the constructive value of your business—of *all* business? How can you, at the same time, win their friendship and support? Here is no casual responsibility. Many executives consider it to be America's business problem No. 1.

An explanation of business is no problem. Any one can assemble the facts, but the test comes in presenting these facts in believable fashion. The job has been done in several different ways, but there is one way which may interest you. In fact, it may even fit your case with slight revision. This is a series of twenty-one Business Bulletins prepared by the S. D. Warren Company for its employees—an instance in which a straightforward, logical explanation of the American business system was undertaken so that two thousand men and women could view the operation of business in a clear light. Since these Bulletins have been issued, copies have been requested by

twenty-two thousand executives of other business organizations.

The Bulletins deal with such subjects as *Who sets the price of goods?*, *Who determines the wages of employees?*, *What causes slumps and booms in business?*, *Your share in the cost of government!* Whatever you find in these bulletins is yours to use as you wish. They may fit your need with revision. At least they will suggest ways in which you can approach your problem. A set of the Business Bulletins (one copy only) is available to you without cost or obligation. A letter will bring them to you promptly. S. D. Warren Company, 89 Broad St., Boston, Mass.

BETTER PAPER—BETTER PRINTING

REG. U. S. PAT. OFF.

Warren's
STANDARD

Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in
Saturday Evening Post—Oct. 7, 1939

One-half page, 4½ x 12½

P. O. BOS. 9-234—C 4-15-1939

MR. RYAN CAN GIVE YOU
JUST 5 MINUTES...



...but this salesman stayed 6 weeks!

HE LEFT a booklet that closed the deal *after the interview!*

Even a five-minute call can lead to a sale—if your salesman is armed with facts in *printed form*.

A good printed sales help frequently stays for weeks on a prospect's desk—ready to pinch-hit for your salesman. It can answer questions that might never come up in a brief interview. It can clear up misunderstandings that never arise until after your salesman has left—or until after your competitor has called.

If you want to equip your men with effective selling literature, get the two helpful free books offered by S. D. Warren Company. They will aid in organizing your ideas and your material. Write for these books, and read them. But before you put their ideas into practice, consult a good printer, for a printer can serve you best when you call him in *right at the start*. That's the way to put your printing investment to the most productive use.

Your printer will probably suggest that you strengthen your sales story with pictures. He may also suggest that

the pictures be printed on one of Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and in colors.

These two Warren books should be the property of every man who is planning, preparing or revising his sales literature. Write for them now.

S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER—BETTER PRINTING



Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

THIS SALESMAN WORKS $5\frac{1}{2}$ DAYS A WEEK



... but he sells 16 hours a day!

HE'S up against the conditions that harass every salesman—interrupted interviews, prospect too busy, prospect out of town. But he keeps right on selling sixteen hours a day, every day, in spite of these handicaps.

How does he do it? He combines personal salesmanship with printed selling. He calls on prospects during the business day, and employs booklets to carry on the selling in the overtime hours. He makes the most of his brief interviews, and leaves his sales story in print to reiterate and confirm *all* of the sales points that are important to prospects.

Your sales story printed in booklets and folders can be made to work the second shift for your salesmen. It should, of course, be a complete and detailed account of *all* of the features of your goods. It should be as presentable (at least) as your competitor's story. If you need suggestions for planning, you can find them in two books offered (free) by S. D. Warren Company. Write for these books, and read them.

Then discuss your needs with a good printer. If you consult him at the *start*, you will gain the benefit of expert knowledge that will permit you to plan for

most effective use of the printing processes.

Among other things, a good printer will be likely to recommend that your sales story be emphasized with pictures, and that the pictures be printed on one of Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and in colors.

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BETTER PAPER—BETTER PRINTING



Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in
Saturday Evening Post—Dec. 9, 1939

One-half page, 4 1/4 x 12 3/4

P. O. BOS. 9-237—G 4-13-1939



The Biggest Sale you have to make

SELLING your merchandise at a reasonable profit is a major problem in itself. But there is another problem which is more vital to the welfare of your organization—the selling of a clear conception of American business to your employees and their families. For these days more and more executives are becoming interested in the conclusions their people are forming about the value of American business.

For a helpful suggestion on how to clarify the complex workings of our present business system for the benefit of your personnel, turn to page 80 of the June 17th *Saturday Evening Post*. There you will find

an S. D. Warren advertisement which offers a suggestion for explaining business, in simple terms, to employees.

Watch for the Warren advertisements. They contain practical ideas that may fit your company's needs. S. D. Warren Company, 89 Broad Street, Boston, Mass.



Printing Papers

BETTER PAPER—BETTER PRINTING

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Printer's Ink Monthly—June
Two Thirds Page, 5½ x 12
P. O. BOS. 9-508—G 5-27-1939



How to increase your Sales Calls...



without increasing your sales force!

EVERY time your salesman leaves behind a good booklet describing his product or service, he has, in effect, made two sales calls—one in person and one in print.

Very often this *second* call is the one which decides whether your company gets the order. For puzzling questions have a bad habit of arising to threaten a sale at times when no salesman is around to answer them . . . and by giving answer to such questions, good booklets can keep the selling process alive while other prospects are being developed elsewhere.

The work of equipping your men with good selling literature has been simplified by two interesting books published by S. D. Warren Company and available to you free. Write for them now. But before you put their ideas into practice, consult a good printer, for a printer can serve you best when you call him in *right at the start*. That's the way to put your printing investment to the most productive use.

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REG. U.S. PAT. OFF.



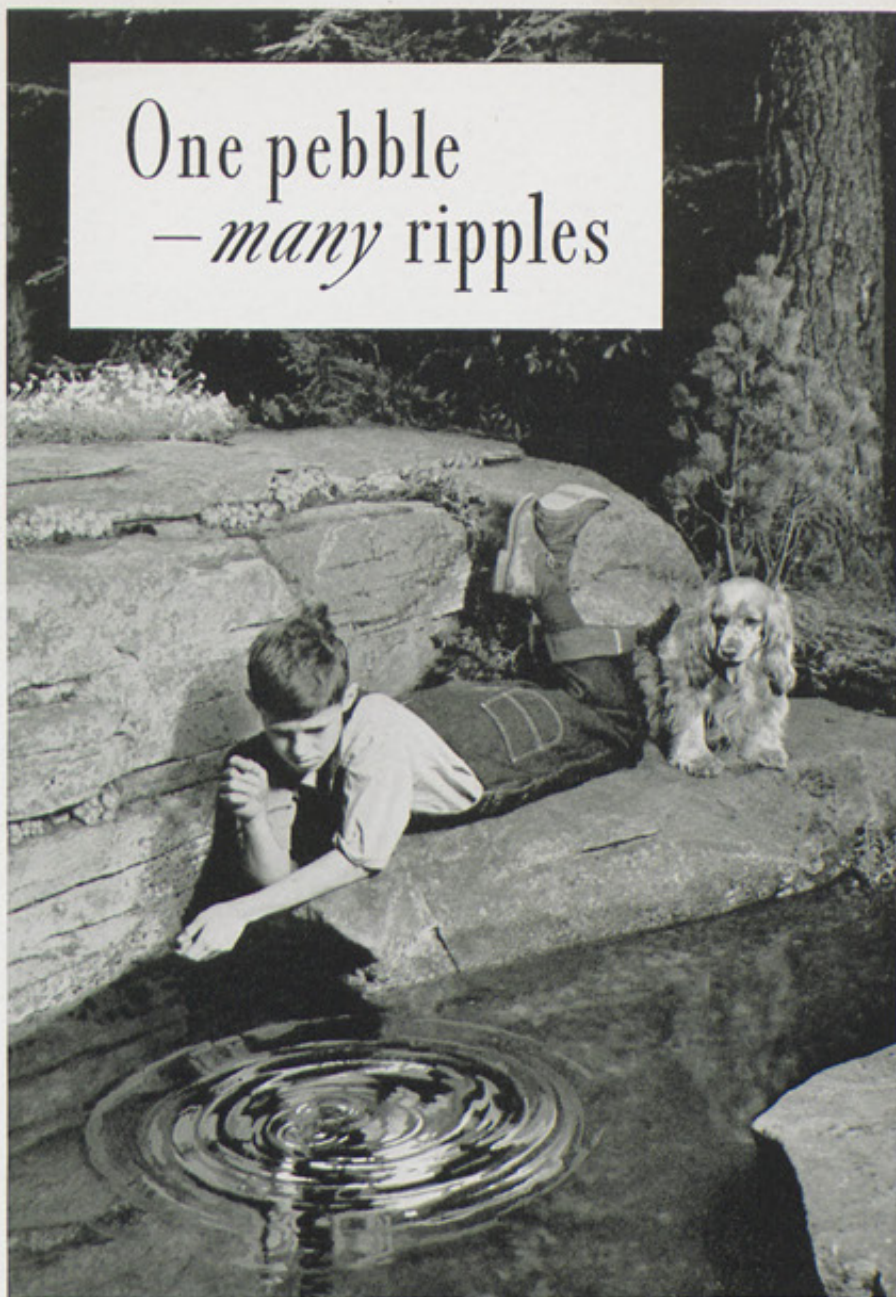
Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Saturday Evening Post—Jan. 20
One Half Page
P. O. BOS. 9-1073—G 12-8-1939



One pebble
— *many* ripples



One sales call
— *many* sales!

ONE successful sales call can often create a succession of repeat orders—if you keep your customer's interest stimulated with selling literature. Questions about your product that frequently arise in the absence of a salesman can be answered to your customer's satisfaction by good booklets, pamphlets, catalogs. Such printed pieces can act as your representatives and bring in business on many occasions when your salesman is elsewhere in the field developing new prospects.

Write for two books published by S. D. Warren Company to help you build effective sales literature. They are free. When you have read them, explain your needs to a good printer and gain the benefit of his experience. He can serve you best if you consult him *at the start* so that he can help you make the most effective use of modern printing processes.

Your printer may suggest new ways of dramatizing your sales story

with pictures. He may also suggest that the pictures be printed on one of Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and in colors.

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REG. U.S. PAT. OFF.



Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Saturday Evening Post—June 15, 1940
One Half Page, 4½x12¾
P. O. BOS. 0-121—G 4-3-1940





Sales Help for your man in the field

No matter how fertile the field, your man can do a better job of cultivating orders if he has good selling material to use—booklets, folders, broadsides, well prepared to win the attention of buyers.

Such sales helps continue working after your salesman has made his call, answer questions that arise too late for your man to answer, sustain interest in what you have to sell.

To simplify the process of equipping your business with such sales help is the mission of two free books by S. D. Warren Company. These books are interesting to read, practical to use. Send for them today.

When you have read them, explain your needs to a good printer and gain the benefit of his experience. He can serve you best if

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REG. U.S. PAT. OFF.
Warren's
STANDARD

Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

Leading Paper Merchants who sell and endorse WARREN'S STANDARD Printing Papers

ALBANY, N. Y. Hudson Valley Paper Company
ATLANTA, GA. Sloan Paper Company
BALTIMORE, MD. The Barton, Duer & Koch Paper Co.
BATON ROUGE, LA. Louisiana Paper Company, Ltd.
BERMINGHAM, ALA. Strickland Paper Company
BOISE, IDAHO Zellerbach Paper Company
BOSTON, MASS. Storrs & Bement Company
BUFFALO, N. Y. The Alling & Cory Company
CHARLOTTE, N. C. Caskey Paper Company, Inc.
CHICAGO, ILL. Chicago Paper Company
CINCINNATI, OHIO The Diem & Wing Paper Co.
CLEVELAND, OHIO The Petrequin Paper Company
COLUMBUS, OHIO The Alling & Cory Company
DALLAS, TEXAS The Diem & Wing Paper Co.
DENVER, COLO. Carter, Rice & Carpenter Paper Co.
DES MOINES, IOWA Western Newspaper Union
DETROIT, MICH. Seaman-Patrick Paper Company
EUGENE, ORE. Zellerbach Paper Company
FORT WORTH, TEXAS Olmsted-Kirk Company
FRESNO, CAL. Zellerbach Paper Company
GRAND RAPIDS, MICH. Quimby-Kain Paper Co.
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HARTFORD, CONN. Henry Lindenmeyr & Sons

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KANSAS CITY, MO. Midwestern Paper Company
LANSING, MICH. The Weissinger Paper Company
LITTLE ROCK, ARK. Western Newspaper Union
LONG BEACH, CAL. Arkansas Paper Company
LOS ANGELES, CAL. Zellerbach Paper Company
LOUISVILLE, KY. Miller Paper Company, Inc.
LYNCHBURG, VA. Caskey Paper Company, Inc.
MILWAUKEE, WIS. The W. F. Nackie Paper Co.
MINNEAPOLIS, MINN. The John Leslie Paper Co.
NEWARK, N. J. Henry Lindenmeyr & Sons
NEW HAVEN, CONN. Lathrop Paper Company, Inc.
NEW YORK CITY Storrs & Bement Company
OAKLAND, CAL. Henry Lindenmeyr & Sons
OKLAHOMA CITY, OKLA. Lathrop Paper Company, Inc.
The Alling & Cory Company
J. E. Linde Paper Company
The Canfield Paper Company
Marquardt & Company, Inc.
Schlosser Paper Corporation
Zellerbach Paper Company
Western Newspaper Union

OMAHA, NEB. Field-Hamilton-Smith Paper Co.
PHILADELPHIA, PA. D. L. Ward Company
The J. L. N. Smythe Company
Schuykill Paper Company
Zellerbach Paper Company
The Alling & Cory Company
C. M. Rice Paper Company
Zellerbach Paper Company
Zellerbach Paper Company
B. W. Wilson Paper Company
The Alling & Cory Company
Zellerbach Paper Company
Beacon Paper Company
The John Leslie Paper Co.
SALT LAKE CITY, UTAH Zellerbach Paper Company
SAN DIEGO, CAL. Zellerbach Paper Company
SAN FRANCISCO, CAL. Zellerbach Paper Company
SAN JOSE, CAL. Zellerbach Paper Company
SEATTLE, WASH. Zellerbach Paper Company
SHREVEPORT, LA. Louisiana Paper Company, Ltd.
SPokane, WASH. Zellerbach Paper Company
SPRINGFIELD, MASS. The Paper House of New England
STOCKTON, CAL. Zellerbach Paper Company

TOPEKA, KAN. Midwestern Paper Company
TROY, N. Y. Troy Paper Corporation
TULSA, OKLA. Tulsa Paper Company
WACO, TEXAS Olmsted-Kirk Company
WASHINGTON, D. C. Stanford Paper Company
YAKIMA, WASH. Zellerbach Paper Company

EXPORT AND FOREIGN

NEW YORK CITY National Paper & Type Co.
Serving all of LATIN AMERICA and WEST INDIES,
with the following branches:
BUENOS AIRES, ROSARIO, HAVANA, GUADALAJARA,
MAZATLAN, MEXICO CITY, MONTEREY, TAMPICO,
VERA CRUZ, LIMA, MONTEVIDEO and BRITISH
WEST INDIES.
AUSTRALIA (BRISBANE, MELBOURNE,
SYDNEY) B. J. Ball, Ltd.
NEW ZEALAND (AUCKLAND) B. J. Ball, Ltd.
HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.,
Agents for Zellerbach Paper Company
PHILIPPINE ISLANDS (MANILA)
A. C. Ransom Philippine Corporation

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Saturday Evening Post—Sept. 21, 1940
One Page, 9 3/4 x 12 3/4
P. O. BOX, 0-122—G 3-27-1940

★

More power for *your* salesmen



...through Printed Selling

WHEN you couple your man power with the power of the printed word, your sales force can go farther and faster toward new sales records. Good booklets given to prospects by your salesmen can impress your sales points on the minds of buyers, can *keep* selling in many places while your representative is telling his story to the next buyer on the list.

Suggestions for coupling your man power with printed literature are presented in two practical books offered to you at no cost by S. D. Warren Company. Send for these books today.

When you have read them, explain your needs to a good printer and gain the benefit of his experience. He can serve you best if you consult him *at the start* so that he can help you make the most effective use of modern printing processes.

Your printer may suggest new ways of dramatizing your sales story

with pictures. He may also suggest that the pictures be printed on one of Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and in colors.

Write for these two books today. S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER—BETTER PRINTING
REG. U.S. PAT. OFF.



Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in
Saturday Evening Post—Oct. 19

One Half Page, 4 $\frac{5}{8}$ x 12 $\frac{1}{8}$

P. O. BOS. 0-119—G 3-28-1940



The Same Sales Payroll... but More Sales



THE dollars you pay a salesman can be made to yield a higher return if you support him with selling literature. When you add good booklets to your sales program, you add little to your cost per sales call but much to the persuasive power of your men. For when a salesman tells his sales story to a prospect and *then leaves it in print*, that story is not so easily forgotten.

A first step toward insuring a more profitable return from your sales payroll is to send for two free and very practical books published by S. D. Warren Company. They can help you equip your men with the kind of business literature that persuades prospects to say "Yes." Drop us a note on your letterhead today.

When you have read these books, explain your needs to a good printer and gain the benefit of his experience. He can serve you best if you consult him *at the start* so that he can help you make the most effective use of modern printing processes.

Your printer may suggest new ways of dramatizing your sales story with pictures. He may also suggest that the pictures be printed on one of Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and in colors.

Write for these two books today. S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER—BETTER PRINTING



Printing Papers

FOR LETTERPRESS PRINTING, LITHOGRAPHY,
BOOK PUBLISHING, MAGAZINE PUBLISHING, CONVERTING

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.,
to appear in
Saturday Evening Post—Nov. 16
One Half Page, 4½ x 12½
P. O. BOS. 0-117—G 3-22-1940





Ask your secretary

to bring you *The Saturday Evening Post* for December 7 and see whether the suggestion offered in the S. D. Warren Company's advertisement can mean **MORE BUSINESS economically** for you and your clients. S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.



Printing Papers

BETTER PAPER...BETTER PRINTING

**Men will
SELL FOR YOU
without pay**

Test salesmen on your product in your prospect's office when the question of buying your product comes up. But he can't leave a selling salesman behind for you, can you? Their associates who cannot follow their profession, can help in many ways of demonstrating your sales story with pictures. He may also suggest that the pictures be printed on one of Warren's Standard Printing Papers. Warren's Standard Printing Papers, prepared in Warren's paper mills, are the most reliable and most economical in the printing industry. They are made of the finest quality paper, and are available in a wide range of weights and finishes. They are the most reliable and most economical in the printing industry. They are made of the finest quality paper, and are available in a wide range of weights and finishes.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Paper Progress—December
One Page, 4½ x 6¾
P. O. BOX. 0-477—G 6-24-1940



SALES ARE BORN IN STRANGE PLACES!



Modern selling is not confined to the four walls of an office. Unhindered by geographical restrictions, printed salesmanship carries on where human salesmanship leaves off. This idea may be worthy of incorporation in your present sales plans. The S. D. Warren Company advertisement in the May 18th issue of the Saturday Evening Post gives helpful information on this subject and offers practical assistance without charge. Turn to this advertisement now.

is a real man leaves every distance. Are booklets your book that make able than not, you can for improvement. Printed sales story in two books offered (free) by S. D. Warren Company. Write for them and read them. Then before you put their ideas into practice, consult a good printer, for a printer can serve you best when you call him in right at the start. That's the way to put your printing investment to the most productive use.

Your printer will probably suggest that you strengthen your sales

can be demonstrated in the print-ures in black and in colors. Get these two books today. Write for them now. S. D. Warren Company, 89 Broad Street, Boston, Mass.



Printing Papers

BETTER PAPER—BETTER PRINTING

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Advertising & Selling—May
2³/₈ page, 4⁵/₈ x 10
Printer's Ink Monthly—May
2³/₈ page, 5⁵/₈ x 12
P. O. BOS. 0-254—G 4-2-1940





SMITTY is only an office boy, but he's really on the sales force too, for he's just mailed out a batch of booklets that give prospects the buying facts they need.



Today even the office boy knows that your sales story in print will cut down sales resistance and pave the way toward more orders.

Good booklets and other printed pieces keep on selling after your salesmen have made their calls, reduce the need for call-backs, free your men for more new contacts over a wider territory.

Plan now to speed your sales force on its way to more business with the help of two free books issued by S. D. Warren Company. These books are available to executives interested in greater sales volume at lower cost per sale. Send for them now. When you have read them,

explain your needs to a good printer and gain the benefit of his experience. He can serve you best if you consult him *at the start* so that he can help you make the most effective use of modern printing processes.

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Write for these two books today. S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER . . . BETTER PRINTING

REG. U.S. PAT. OFF.



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Saturday Evening Post—Feb. 15, 1941
One-half Page, 4½ x 12¾
P. O. BOS. 1-3—G 12-30-1940





“I couldn’t get a word in edgewise.”

{ P. S. BUT HE GOT THE ORDER }

“FOUR hundred miles just to see Old Man Hopkins about that order—and there he was, up to his chin in telephones and stenographers. I didn’t have a chance, not with him rushing out later to catch the three o’clock plane. ‘What’s the use?’ I thought. Then I had an idea! I’d leave a copy of our new booklet for him. Four days later I got the order—and a note that read:

“‘Your booklet gave me just the facts we needed. You can tell the man in your place that he saved my time and yours too!’”

Are you using the power of the printed word to help sell your product? Good booklets, well-prepared selling literature, can carry *your* sales story to the man who is too busy or too far away for your salesman to reach.

Today it is a simpler matter to put your sales story in print, thanks to two free books now made available by S. D. Warren Company. Send for them now. When you have read them, explain your needs to a good printer and gain the benefit of his experience. He can serve you best if you consult him *at the start* so that

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Write for these two books today. S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER . . . BETTER PRINTING



Printing Papers

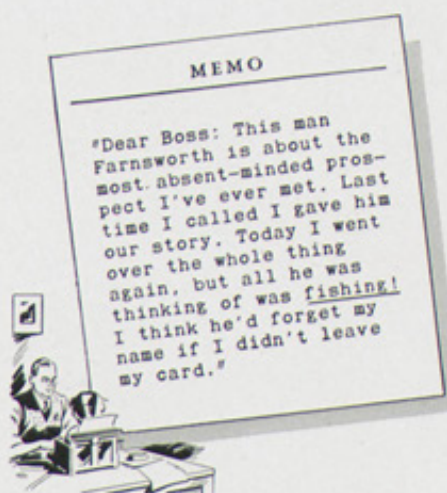
for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Saturday Evening Post—March 15, 1941
One-half Page, 4½ x 12¾
P. O. BOS. 1-6—G 12-30-1940





Ever hear the one about the Absent-Minded Prospect?



EVERY salesman has to deal with absent-minded prospects. There's *one* way to overcome this obstacle. Give them your sales story *in print*. Then the facts that buyers need are instantly at their command, ready to furnish vital information whenever the time for buying arrives.

The work of equipping your sales force with your sales story in print has been simplified by two free books published by S. D. Warren Company. Send for them now. When you have read them, explain your needs to a good printer and gain the benefit of his ex-

perience. He can serve you best if you consult him *at the start* so that he can help you make the most effective use of modern printing processes.

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Write for these two books today. S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER . . . BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Saturday Evening Post—April 19, 1941
One-half Page, 4½ x 12½
P. O. BOS. 1-5—G 12-30-1940





Will Miss Baxter go to bat for *your* salesman?

THIS morning Miss Baxter did her boss a big favor, and landed an order for your salesman at the same time.

She found her boss puzzling over a big order he was about to place. Straight to the file she went and took out the booklet your salesman left the other day.

That booklet gave facts, answered questions, helped to make up her boss's mind. Now an order is on its way because she went to bat with an effective piece of selling literature.

The Miss Baxters in a thousand offices will go to bat for *you* if you will give them your sales story *in print*. Good booklets and other printed pieces make selling easier and more effective. Prospects learn more about your product between calls, while your men are making other contacts. That helps your sales force, saves time and reduces selling costs.

It isn't difficult to produce the right kind of selling literature if you will consult two free books issued by S. D. Warren Company. Send for them. After you have read them, explain your needs to a good printer and gain the benefit of his experience. He can serve you best if

you consult him *at the start* so that he can help you make the most effective use of modern printing processes.

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Write for these two books today. S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER . . . BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Saturday Evening Post—May 17, 1941
One Half Page, 4½ x 12½
P. O. BOS. 1-4—G 12-30-1940



Leading
PAPER MERCHANTS

who sell and endorse

Warren's Standard Printing Papers

ALBANY, N. Y. Hudson Valley Paper Company
ATLANTA, GA. Sloan Paper Company
BALTIMORE, MD.

The Barton, Duer & Koch Paper Co.
BATON ROUGE, LA. Louisiana Paper Company, Ltd.
BIRMINGHAM, ALA. Strickland Paper Company
BOISE, IDAHO Zellerbach Paper Company
BOSTON, MASS. Storrs & Bement Company
BUFFALO, N. Y. The Alling & Cory Company
CHARLOTTE, N. C. Caskey Paper Company, Inc.
CHICAGO, ILL. Chicago Paper Company
CINCINNATI, OHIO

The Diem & Wing Paper Company
CLEVELAND, OHIO { The Petrequin Paper Company
The Alling & Cory Company
COLUMBUS, OHIO

The Diem & Wing Paper Company
DALLAS, TEXAS Olmsted-Kirk Company
DENVER, COLO.

Carter, Rice & Carpenter Paper Co.
DES MOINES, IOWA Western Newspaper Union
DETROIT, MICH. Seaman-Patrick Paper Company
EUGENE, ORE. Zellerbach Paper Company
FORT WORTH, TEXAS Olmsted-Kirk Company
FRESNO, CAL. Zellerbach Paper Company
GRAND RAPIDS, MICH.

Quimby-Kain Paper Company
GREAT FALLS, MONT.

The John Leslie Paper Company
HARTFORD, CONN. Henry Lindenmeyr & Sons
HOUSTON, TEXAS L. S. Bosworth Company
INDIANAPOLIS, IND. Crescent Paper Company
JACKSONVILLE, FLA. Virginia Paper Company, Inc.
KANSAS CITY, MO. Midwestern Paper Company
LANSING, MICH. The Weissinger Paper Company
LITTLE ROCK, ARK. { Western Newspaper Union
Arkansas Paper Company
LONG BEACH, CAL. Zellerbach Paper Company
LOS ANGELES, CAL. Zellerbach Paper Company
LOUISVILLE, KY. Miller Paper Company, Inc.
LYNCHBURG, VA. Caskey Paper Company, Inc.
MILWAUKEE, WIS.

The W. F. Nackie Paper Company
MINNEAPOLIS, MINN.

The John Leslie Paper Company
NEWARK, N. J. { Henry Lindenmeyr & Sons
Lathrop Paper Company, Inc.
NEW HAVEN, CONN. Storrs & Bement Company
Henry Lindenmeyr & Sons
Lathrop Paper Company, Inc.
NEW YORK CITY { The Alling & Cory Company
J. E. Linde Paper Company
The Canfield Paper Company
Marquardt & Company, Inc.
Schlosser Paper Corporation
Zellerbach Paper Company

OAKLAND, CAL. Western Newspaper Union
OKLAHOMA CITY, OKLA.
OMAHA, NEB.

Field-Hamilton-Smith Paper Company
D. L. Ward Company
PHILADELPHIA, PA. { The J. L. N. Smythe Company
Schuykill Paper Company

PHOENIX, ARIZ. Zellerbach Paper Company
PITTSBURGH, PA. The Alling & Cory Company
PORTLAND, ME. C. M. Rice Paper Company
PORTLAND, ORE. Zellerbach Paper Company
RENO, NEV. Zellerbach Paper Company
RICHMOND, VA. B. W. Wilson Paper Company
ROCHESTER, N. Y. The Alling & Cory Company
SACRAMENTO, CAL. Zellerbach Paper Company
ST. LOUIS, MO. Beacon Paper Company
ST. PAUL, MINN. The John Leslie Paper Company
SALT LAKE CITY, UTAH Zellerbach Paper Company
SAN DIEGO, CAL. Zellerbach Paper Company
SAN FRANCISCO, CAL. Zellerbach Paper Company
SAN JOSE, CAL. Zellerbach Paper Company
SEATTLE, WASH. Zellerbach Paper Company
SHEPHERD, LA. Louisiana Paper Company, Ltd.
SPOKANE, WASH. Zellerbach Paper Company
SPRINGFIELD, MASS.

The Paper House of New England
STOCKTON, CAL. Zellerbach Paper Company
TOPEKA, KAN. Midwestern Paper Company
TROY, N. Y. Troy Paper Corporation
TULSA, OKLA. Tulsa Paper Company
WACO, TEXAS Olmsted-Kirk Company
WALLA WALLA, WASH. Zellerbach Paper Company
WASHINGTON, D. C. Stanford Paper Company
YAKIMA, WASH. Zellerbach Paper Company

EXPORT AND FOREIGN

NEW YORK CITY (Export) National Paper & Type Co.
Agencies or Branches in 40 cities in Latin America
and West Indies.

AUSTRALIA B. J. Ball, Ltd.
NEW ZEALAND B. J. Ball, Ltd.
HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.,
Agents for Zellerbach Paper Company
PHILIPPINE ISLANDS
A. C. Ransom Philippine Corporation



The *one* salesman nobody ever sends away!

CALL off the dog! It's the postman! "Good morning, Jim. Nice day!" smiles Mrs. Jeffrey as she takes the mail.

Sales resistance melts when *this* salesman calls. People welcome the attractive booklets he brings, buy from the ones that give them necessary facts about products they want to own.

Use this salesman if you want to stimulate your sales. Consider the benefits of putting your sales story *in print*. Effective selling literature, sent by mail, can bring in business. Good booklets can help pave the way to a better welcome for your salesmen. Well-prepared printed pieces left by salesmen on each call can keep on selling while your men develop new prospects.

The task of preparing your sales story in print need not be a difficult job if you will put two free books by S. D. Warren Company to work for you. These books are available to executives interested in greater sales volume at lower cost per sale. Send for them now. When you have read them, explain your needs to a good printer and gain the benefit of his experience. He can serve you best if you consult him *at the start* so that he can help you make the most effective use of modern printing processes.

Your printer may suggest new ways of dramatizing your sales story with pictures. He may also suggest that the pictures be printed on one of Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and in colors.

Write for these two books today. S. D. Warren Company, 89 Broad Street, Boston, Mass.

BETTER PAPER . . . BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in
Saturday Evening Post—Sept. 13, 1941

One Page, 9 3/8 x 12 3/4
P. O. BOX, 1-8—G 12-30-1940





*but Jim Barton's selling job
was already half done!*

ANOTHER day's work ahead, but *this* time it was going to be easy. Prospect Number 1 had already read about the product in that new booklet the factory sent out. He was ready to talk when Jim called. The second prospect said, "Your booklet gave me just the facts I wanted. Smart thing you people are doing, sending that out."

When you sell *in print* as well as *in person*, you pave the way to better business both for the present and for the future. Never were good printed pieces more vital to the future welfare of business. Today with many companies oversold, the danger is that unsupplied customers will forget their old sources of supply. Every business needs friends and this need will be even greater when the inevitable period of readjustment arrives. In the meantime, good business literature is good business insurance.

But how to prepare such literature? Let S. D. Warren Company help you without cost or obligation. Free Warren books are available now to executives interested in putting their sales story in print. Send for them today. When you have read them, explain your needs to a good printer and gain the benefit of his experience. He can serve you best if you

consult him *at the start* so that he can help you make the most effective use of modern printing processes.

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BETTER PAPER... BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DUKSTINE & OSBORN, INC.

to appear in

Saturday Evening Post—October 18, 1941

One Half Page, 4½ x 12¼

P. O. BOS. 1-661—G 9-17-1941





Remember when you made *your* first call?

REMEMBER when you sat on that hard wooden chair—waiting for the girl to say, “Mr. White will see you now”? Chances are you were expected to have all the answers in your head.

How fortunate is the salesman who goes out today equipped with the same ability and enthusiasm—plus *his complete story in print*.

A Timely Suggestion

Today printed pieces can render an especially important service to your company if, like many others, you now find it difficult or impossible to fill the needs of all your customers. Your story in print can be instrumental in holding the friendship of old customers whom you may not be able to supply. It can help maintain the good will of those new customers whose business you will want to keep. In effect, printed pieces, properly prepared, are a form of business insurance for far-sighted executives who recognize that the day of readjustment is coming when the future of a business will be determined by the friends it has.

To help you in the preparation of effective business literature, S. D. Warren Company offers you free books that contain practical ideas and useful information. Send for them now.

When you have read them, explain

your needs to a good printer and gain the benefit of his experience. He can serve you best if you consult him *at the start* so that he can help you make the most effective use of modern printing processes.

Ways to Dramatize Your Story

Your printer may suggest new ways of dramatizing your sales story with pictures. He may also suggest that the pictures be printed on one of Warren's Standard Printing Papers. Pictures print to particular advantage on Warren's papers because the papers possess a unique characteristic that makes them peculiarly receptive to printing inks. This unusual receptivity can be demonstrated. It is beneficial in the printing of pictures in black and in colors.

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BETTER PAPER . . . BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORNE, INC.
to appear in
Saturday Evening Post—Nov. 15, 1941
One-half Page, 4 5/8 x 12 1/2
P. O. BOS. 1-660—G 10-15-1941



THIS S. D. WARREN CO. ADVERTISEMENT
IN THE SATURDAY EVENING POST
APPEARS JANUARY 18, 1941



The Spirit of '41

ED SMITH, worker . . . JOHN BARCLAY, investor . . . MRS. HALE, consumer . . . these three set the pace of public opinion. Today all three are fired with a new spirit of inquiry. They want to know three things:

How secure is my job?
How safe are my investments?
Am I getting my money's worth when I buy?

Only facts will satisfy this spirit of inquiry. Only facts will enable the public to arrive at a fair judgment of our business system.

If you would like to see what other firms have done to explain significant facts about business to the American people, read S. D. Warren Company's new book, "Business Presents Facts to Inform the Public." A copy will be sent to you without charge.

"Business Presents Facts to Inform the Public" can be of service to you if your organization should decide to encourage understanding of the American business system among its employee, investor and consumer audiences. Write for your copy today. S. D. Warren Company, 89 Broad Street, Boston, Mass.



Printing Papers

BETTER PAPER...BETTER PRINTING

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

Paper Progress—January, 1941

One Page, 4½ x 6½

P. O. BOS. 1-22—G 12-27-1940

★

Leading
PAPER MERCHANTS

who sell and endorse
Warren's Standard Printing Papers

ALBANY, N. Y. Hudson Valley Paper Company
ATLANTA, GA. Sloan Paper Company
BALTIMORE, MD. The Barton, Duer & Koch Paper Co.
BATON ROUGE, LA. Louisiana Paper Company, Ltd.
BIRMINGHAM, ALA. Strickland Paper Company
BOISE, IDAHO Zellerbach Paper Company
BOSTON, MASS. Storrs & Bement Company
BUFFALO, N. Y. The Alling & Cory Company
CHARLOTTE, N. C. Caskie Paper Company, Inc.
CHICAGO, ILL. Chicago Paper Company
CINCINNATI, OHIO The Diem & Wing Paper Company
CLEVELAND, OHIO { The Petrequin Paper Company
The Alling & Cory Company
COLUMBUS, OHIO The Diem & Wing Paper Company
DALLAS, TEXAS Olmsted-Kirk Company
DENVER, COLO. Carter, Rice & Carpenter Paper Co.
DES MOINES, IOWA Western Newspaper Union
DETROIT, MICH. Seaman-Patrick Paper Company
EUGENE, ORE. Zellerbach Paper Company
FORT WORTH, TEXAS Olmsted-Kirk Company
FRESNO, CAL. Zellerbach Paper Company
GRAND RAPIDS, MICH. Quimby-Kain Paper Company
GREAT FALLS, MONT. The John Leslie Paper Company
HARTFORD, CONN. Henry Lindenmeyr & Sons
HOUSTON, TEXAS L. S. Bosworth Company
INDIANAPOLIS, IND. Crescent Paper Company
JACKSONVILLE, FLA. Virginia Paper Company, Inc.
KANSAS CITY, MO. Midwestern Paper Company
LANSING, MICH. The Weissinger Paper Company
LITTLE ROCK, ARK. { Western Newspaper Union
Arkansas Paper Company
LONG BEACH, CAL. Zellerbach Paper Company
LOS ANGELES, CAL. Zellerbach Paper Company
LOUISVILLE, KY. Miller Paper Company, Inc.
LYNCHBURG, VA. Caskie Paper Company, Inc.
MILWAUKEE, WIS. The W. F. Nackie Paper Company
MINNEAPOLIS, MINN. The John Leslie Paper Company
NEWARK, N. J. { Henry Lindenmeyr & Sons
Lathrop Paper Company, Inc.
NEW HAVEN, CONN. Storrs & Bement Company
Henry Lindenmeyr & Sons
NEW YORK CITY { Lathrop Paper Company, Inc.
The Alling & Cory Company
J. E. Linde Paper Company
The Canfield Paper Company
Marquardt & Company, Inc.
Schlosser Paper Corporation
OAKLAND, CAL. Zellerbach Paper Company
OKLAHOMA CITY, OKLA. Western Newspaper Union
OMAHA, NEB. Field-Hamilton-Smith Paper Company
D. L. Ward Company
PHILADELPHIA, PA. { The J. L. N. Smythe Company
Schuylkill Paper Company
PHOENIX, ARIZ. Zellerbach Paper Company
PITTSBURGH, PA. The Alling & Cory Company
PORTLAND, ME. C. M. Rice Paper Company
PORTLAND, ORE. Zellerbach Paper Company
RENO, NEV. Zellerbach Paper Company
RICHMOND, VA. B. W. Wilson Paper Company
ROCHESTER, N. Y. The Alling & Cory Company
SACRAMENTO, CAL. Zellerbach Paper Company
ST. LOUIS, MO. Beacon Paper Company
ST. PAUL, MINN. The John Leslie Paper Company
SALT LAKE CITY, UTAH Zellerbach Paper Company
SAN DIEGO, CAL. Zellerbach Paper Company
SAN FRANCISCO, CAL. Zellerbach Paper Company
SAN JOSE, CAL. Zellerbach Paper Company
SEATTLE, WASH. Zellerbach Paper Company
SHEVEPORT, LA. Louisiana Paper Company, Ltd.
SPOKANE, WASH. Zellerbach Paper Company
SPRINGFIELD, MASS. The Paper House of New England
STOCKTON, CAL. Zellerbach Paper Company
TOPEKA, KAN. Midwestern Paper Company
TROY, N. Y. Troy Paper Corporation
TULSA, OKLA. Tulsa Paper Company
WACO, TEXAS Olmsted-Kirk Company
WALLA WALLA, WASH. Zellerbach Paper Company
WASHINGTON, D. C. Stanford Paper Company
YAKIMA, WASH. Zellerbach Paper Company

EXPORT AND FOREIGN

NEW YORK CITY (Export) National Paper & Type Co.
Agencies or Branches in 40 cities in Latin America
and West Indies.
AUSTRALIA B. J. Ball, Ltd.
NEW ZEALAND B. J. Ball, Ltd.
HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.,
Agents for Zellerbach Paper Company
PHILIPPINE ISLANDS A. C. Ransom Philippine Corporation



WHAT'S AHEAD for American Business?

AMONG the many uncertainties of the future, *one* thing can be foreseen. After the boom is over, business will need friends who will buy goods.

Businesses that arrive at the inevitable period of readjustment with a stout reserve of friendships will enjoy the more speedy rehabilitation.

But business friendships cannot be won overnight. They cannot be won by spasmodic effort. They cannot be neglected and resumed at will. They can only be won by merit and continuous effort. Businesses must nurture old friendships *now*—and cultivate new ones from *now on*—if they are to possess friendships in the period of readjustment.

A program for nurturing old friendships and developing new ones must provide for frequent communications from a business to its trade. It will require the use of booklets, house organs, and other forms of printed literature to keep old customers informed so they will not forget.

Business executives who are considering the planning of a program to maintain friendships may find helpful suggestions in the Warren book entitled "Business Presents Facts to Inform the Public."

Copies of this book are offered without charge to businessmen who write on their company letterhead.

Helpful suggestions may also be secured by

consulting a good printer. He will be able to present examples of literature issued to make friends for other businesses. He will be qualified to suggest the best way to use printing facilities to make printed literature effective.

Among other things, a good printer will know that business literature can be printed to advantage on Warren's Standard Printing Papers. Warren's papers possess a receptivity for ink that is unique and that makes for better reproduction of pictures in black and in colors.

Send for the Warren book today. We believe it can be of real assistance in planning a program to foster business friendships. S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

BETTER PAPER . . . BETTER PRINTING

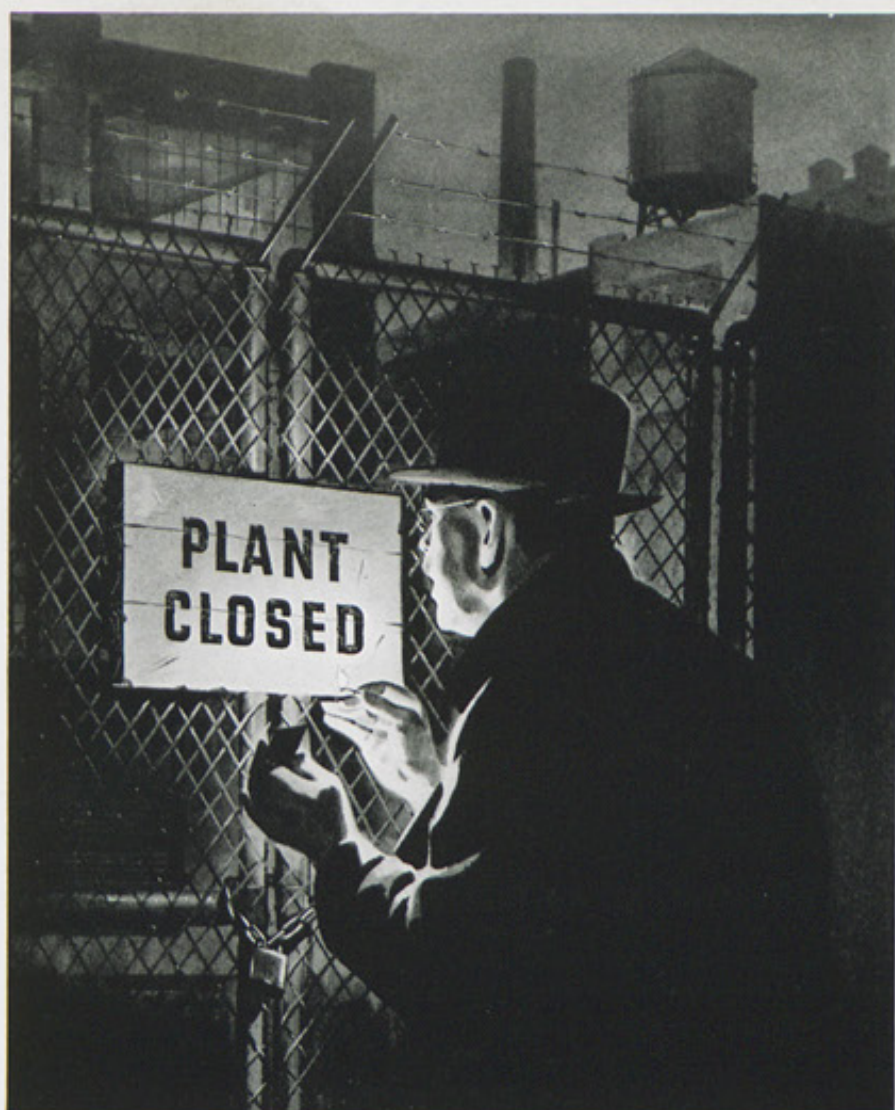


Printing Papers

for Letterpress Printing, Lithography, Book
Publishing, Magazine Publishing, Converting

Advertisement prepared by
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to appear in
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One Page, 9 3/8 x 12 1/8
P. O. BOS. 2-5—G 12-3-1942





How a Padlock Maker got Locked Out

TODAY'S rush production schedules may obscure a fact vital to the welfare of American business.

The future holds more than war. An inevitable readjustment to post-war conditions lies ahead. And farsighted business men know that they must prepare for these conditions *now*.

* * * *

One padlock maker had 60% of all the padlock business in the United States before the last World War. As war-time orders came pouring in, he forgot the need for selling. He forgot to promote his well-known name, to tell his *sales story in print*.

In time his customers forgot him.

They forgot him in favor of a competitor who began promoting *his* business with booklets, folders, circulars, while the war was on.

Let's look ahead today. When *this* war is over, as eventually it must be, every going business will need friends. The business that keeps its friends now insures its future. The business that neglects its friends now runs the risk of being forgotten.

Salesmanship and printed promotion are essential now to protect your business against the blackout of forgetfulness. This is made clear in a Warren book entitled "Business Presents Facts

to Inform the Public," offered without charge to executives. This book has been prepared to help business men start printed literature working for them as business insurance.

Write for this book and read it. Then consult a good printer. He will be qualified to suggest the best way to use printing facilities to make printed literature effective.

Among other things, a good printer will know that business literature can be printed to advantage on Warren's Standard Printing Papers. Warren's papers possess a receptivity for ink that is unique, and that makes for better reproduction of pictures in black and in colors.

For the book, address S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

BETTER PAPER . . . BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting

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He started at the top ...and worked down

(A true story)

ONCE upon a time, a manufacturer of roofing employed the forces of salesmanship and printed promotion to gain leadership in his field.

During the First World War, he lost his leadership.

War orders filled his plant to capacity. His production was readily bought, and it appeared to him that selling was no longer necessary.

So he stopped selling. And he curtailed his printed promotional effort.

His competitors didn't.

Today, this manufacturer's business is about one-thirteenth of its former prosperous size. He allowed his customers the opportunity to forget him.

And they forgot him.

* * *

Selling and sales promotional efforts are doubly necessary when war production impels a business to curtail its service to regular customers. For when goods cease to flow from a manufacturer to his regular trade, then salesmanship and printed promotion are the only means for maintaining communications to keep memories fresh and favorable. Salesmanship and printed promotion are a form of insurance for the future of a business.

Business executives, who comprehend the need for maintaining communica-

tions with customers and potential customers during this war-time period, can find promotional suggestions in a book titled "Business Presents Facts to Inform the Public." Copies are offered free by S. D. Warren Company.

Write for this book and read it. Relate the suggestions to your own business. Then call in a good printer.

A good printer will know how to aid in the planning of promotional literature for efficient use of printing facilities and materials. He will know, among other things, that your literature can be printed to advantage on Warren's Standard Printing Papers. Warren's Standard Papers possess a unique affinity for ink that makes for effective reproduction of pictures.

For the book, address S. D. Warren Company, 89 Broad St., Boston, Mass.

BETTER PAPER... BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

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P. O. BOS. 2-13—G 3-16-1942





HOW TO Keep'em Buying from you after the war

When we have won this war, when at long last military buying ceases, where will you get the orders to sustain production?

Will you start from scratch once again — soliciting a strange trade and reestablishing recognition and confidence the hard way?

Or are you maintaining communications with regular customers *now* so that you may enter the post-war period with an established trade?

Now the normal procedures for maintaining communications with regular customers are disrupted by war. The flow of goods from manufacturer to consumer is restrained or shut off, and friendships cannot be kept fresh by the frequent exchange of merchandise.

Now communications can be maintained and friendships nurtured *only by means of an exchange of information* — by the use of printing to report conditions, to explain probabilities, to teach conservation, and to keep memories fresh.

That is a promotional task. It is discussed in a book issued by S. D. Warren Company and titled "Business Presents Facts to Inform the Public." The book will be sent without charge to execu-

tives who request it on their letterheads.

Write for this book and read it. Relate the suggestions to your own business. Then call in a good printer.

A good printer will know how to aid in the planning of promotional literature for efficient use of printing facilities and materials. He will know, among other things, that your literature can be printed to advantage on Warren's Standard Printing Papers, because Warren's Standard Papers possess a unique affinity for ink that makes for effective reproduction of pictures.

For the book, address S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

BETTER PAPER... BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

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P. O. BOS. 2-282—G 5-13-1942





Soldier, here's your gun

No broomsticks, now! Death-dealing guns (and tanks and planes to carry them) have been supplied to millions of American soldiers, and to an unknown number of Englishmen, Russians, and Chinese. With amazing speed, American industry is arming the nation and its allies to fight and to win.

It is apparent, now, that our enemies erred in assuming that America was unprepared for war; yet the error was a natural one, for the form of our preparation is beyond the comprehension of an alien mind.

America began preparing for war — for *this* war — when its colonial forefathers founded a democratic society to allow, among other things, free competition and free use of the printing press.

Preparation for war was progressed by inventive men that devised products for peaceful Americans, and constructed plants to manufacture the products, thus, unwittingly, creating industries for war.

Preparation for war was progressed by the printing press, which supplied American industries with the means for speeding growth. Businesses competing for trade, employed the printing press to inform the public about desirable goods. Printed booklets, broadsides, magazines, and newspapers carried messages of new and better products; the public read and bought; industries expanded to serve the need.

Thus, innocently, in the normal development of the peaceful American way of life, America prepared for a war of steel and wheels and wings by accumulating the greatest industrial power

in the world. *Now*, that power dismays our enemies. * * *

Preparation for peace, too, is a task for industry. American industry needs to prepare *now* for a quick conversion to peacetime production so that employment may be provided in the post-war period. And preparation for peace, like preparation for war, requires the employment of the printing press *now* — for the major conversion problem will be the reclamation of markets, and the reclaiming can be speeded by maintaining communications with the markets in the meantime. * * *

A major portion of the American industries that have employed the printing press to inform the public of their products have used Warren's Standard Printing Papers to carry their messages. Warren's papers are available, now, in adequate quantities for the needs of businesses that wish to maintain communications with their markets until the war ends.

BETTER PAPER . . . BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting

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Leading
PAPER MERCHANTS

who sell and endorse
Warren's Standard Printing Papers

ALBANY, N. Y. Hudson Valley Paper Company
ATLANTA, GA. Sloan Paper Company
BALTIMORE, MD. The Barton, Duer & Koch Paper Co.
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BIRMINGHAM, ALA. Strickland Paper Company
BOISE, IDAHO Zellerbach Paper Company
BOSTON, MASS. Storrs & Bement Company
BUFFALO, N. Y. The Alling & Cory Company
CHARLOTTE, N. C. Caskie Paper Company, Inc.
CHICAGO, ILL. Chicago Paper Company
CINCINNATI, OHIO The Diem & Wing Paper Company
CLEVELAND, OHIO { The Petrequin Paper Company
 { The Alling & Cory Company
COLUMBUS, OHIO The Diem & Wing Paper Company
DALLAS, TEXAS Olmsted-Kirk Company
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DETROIT, MICH. Seaman-Patrick Paper Company
EUGENE, ORE. Zellerbach Paper Company
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FRESNO, CAL. Zellerbach Paper Company
GRAND RAPIDS, MICH. Quimby-Kain Paper Company
GREAT FALLS, MONT. The John Leslie Paper Company
HARTFORD, CONN. Henry Lindenmeyr & Sons
HOUSTON, TEXAS L. S. Bosworth Company
INDIANAPOLIS, IND. Crescent Paper Company
JACKSONVILLE, FLA. Virginia Paper Company, Inc.
KANSAS CITY, MO. Midwestern Paper Company
LANSING, MICH. The Weissinger Paper Company
LITTLE ROCK, ARK. { Western Newspaper Union
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LONG BEACH, CAL. Zellerbach Paper Company
LOS ANGELES, CAL. Zellerbach Paper Company
LOUISVILLE, KY. Miller Paper Company, Inc.
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 { Lathrop Paper Company, Inc.
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 { Henry Lindenmeyr & Sons
 { Lathrop Paper Company, Inc.
NEW YORK CITY { The Alling & Cory Company
 { J. E. Linde Paper Company
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 { Schlosser Paper Corporation
OAKLAND, CAL. Zellerbach Paper Company
OKLAHOMA CITY, OKLA. Western Newspaper Union
OMAHA, NEB. Field-Hamilton-Smith Paper Company
 { D. L. Ward Company
PHILADELPHIA, PA. { The J. L. N. Smythe Company
 { Schuykill Paper Company
PHOENIX, ARIZ. Zellerbach Paper Company
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PORTLAND, ME. C. M. Rice Paper Company
PORTLAND, ORE. Zellerbach Paper Company
RENO, NEV. Zellerbach Paper Company
RICHMOND, VA. B. W. Wilson Paper Company
ROCHESTER, N. Y. The Alling & Cory Company
SACRAMENTO, CAL. Zellerbach Paper Company
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ST. PAUL, MINN. The John Leslie Paper Company
SALT LAKE CITY, UTAH Zellerbach Paper Company
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Agents for Zellerbach Paper Company



Look for the trade-mark, Adolf

THOSE big bombs dropped last night were made in America, Adolf. They are advance showings of American Industry's 1943 models. Factories are now in full production, and deliveries will be made regularly to your principal cities.

The bombs are guaranteed, Adolf, by manufacturers who are highly regarded in America. Those manufacturers gained regard by building their products well, by identifying them, and by employing the printing press to explain them to the public. The public bought; the manufacturers became well known; and their factories grew.

Strange to you, Adolf, is the use of the printing press for a peaceful purpose! Odd, perhaps, that use of the printing press to promote production for peace should prepare a nation for war. Fact is, it seems odd to us, too, for we didn't plan it that way. Our intent was to promote a comfortable peace, and we did; but in the process we built the world's greatest capacity for production.

Now we are devoting that production to war, Adolf, and so the bombs will be coming regularly. Look among the splinters for the American trade-mark.

Preparation for peace, too, is a task for industry. American industry needs to prepare now for a quick

conversion to peacetime production so that employment may be provided in the post-war period. And preparation for peace, like preparation for war, requires the employment of the printing press; for the major conversion problem will be the reclamation of markets, and the reclaiming can be speeded by maintaining communications with the markets in the meantime.

Means for making this preparation are described in a new free book issued by S. D. Warren Company for executives of businesses. The book is titled "Promoting the Security of Business." Write, on a business letter-head, for a copy of the book. Address S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

BETTER PAPER — BETTER PRINTING



Printing Papers

*for Letterpress Printing, Lithography, Book Publishing,
Magazine Publishing, Converting.*

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P. O. BOX, 2-487—O 10 29-1942

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The 1943 Models

ARMORED, gun-mounting speedsters now roar from transmission lines that once conveyed sleek streamlined sedans. Tools that stamped out cooking pots now shape parts for America's air armada. Lathes that once turned for the nation's convenience now fashion death-dealing shells.

With amazing speed, the unparalleled productive might of America has been enlisted for war.

Now, we have reason to be thankful for our great industries. Now that the sons of America rely on industry for arms to destroy the enemy, all Americans may be grateful for the free competitive system that allowed their industries to become great.

* * *

In the development of America's great industries, the printing press may be properly credited with an "assist." American business, seeking growth, employed the printing press to inform the public of products for improving the standard of living; the public read and bought, and the businesses grew; and thus, in promoting a comfortable peace, the printing press paced American industry to leadership in production for war.

The printing press can pace industry in preparing for peace, too.

It is industry's responsibility to prepare for peace — to prepare for a speedy conversion to the production of peaceful goods, so that employment may be provided in the post-war period. The major conversion task will be the reclamation of neglected markets, and preparation for that task is principally a matter of maintaining and improving relationships with the markets during the war. This preparation can be made without subtracting from the war effort.

Means for making this preparation are described in a new free book issued by S. D. Warren Company for executives of businesses. The book is titled "Promoting the Security of Business." Write, on a business letterhead, for a copy of the book. Address S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

BETTER PAPER — BETTER PRINTING



Printing Papers

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July 2016

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