



ADVERTISING

The Reflected Works

S.D. Warren Lustro Gloss / Wove & Special Finishes Advertising

1938-1942

sappi etc[®]



S.D. Warren Lustro Gloss / Wove & Special Finishes 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 1938–1942 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1938 – 1942

Visit sappietc.com

May



Four-color reproduction of the new Bendix Home Laundry, from a folder issued by Bendix Home Appliances, Inc., South Bend, Indiana

Buyers are Expert Judges of Printed Reproduction

PROSPECTIVE buyers are expert judges of pictorial reproduction in advertising. Their judgments are professional. And they are final.

Buyers' judgments of the quality of reproduction are not based on consideration of the techniques of photography, engraving, printing or paper making. Buyers are unfamiliar with techniques. Their judgments are based on the influence of reproductions—their response to the influence is the true professional judgment.

Pictures that are looked at but not seen have little effect on the thinking of buyers. Pictures

that leave great numbers of buyers indifferent have little influence on their decisions. Pictures that stir interest but fail to gratify it earn only a small measure of response. But pictures that satisfy the curiosity of buyers about the texture, construction and usage of merchandise win awards for their sponsors.

Advertisers and printers who are interested in securing clear reproduction in their printed pieces are invited to write for "Better Pictures," a booklet that is offered free by S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.



This publication is printed on Warren's LUSTRO GLOSS (Folding Enamel)

July



Courtesy of the ARMSTRONG CORK COMPANY, makers of Armstrong's Linoleum and Armstrong's Quaker Rugs

Selling the Prospect who doesn't know what he wants

THE prospect who *doesn't know what he wants* is described in different terms by different salesmen. Some salesmen describe him as a "headache." Others regard him as the personification of a golden opportunity.

The prospect who *doesn't know what he wants* is, at least, making an effort to buy. He has made the important decision that he needs machinery or office equipment or living room furniture and he has mentally appropriated a sum of money to pay

for it. He is as eager to buy as the salesman is anxious to sell. He is impatient to become somebody's customer.

The prospect who *doesn't know what he wants* is "difficult" only because he is misunderstood. Actually he knows very well what he wants but he can't explain it to salesmen who don't understand a layman's attempts at description. So he is forced to search until he finds the machine or the furniture that matches his conception of his need and permits him to say "That's what I want."

The prospect who *doesn't know what he wants* is not "difficult" for the salesman who is equipped and supported with printed sales literature containing clear and detailed pictures of his product. Printed pieces containing clear and detailed pictures permit a prospect to recognize a product as a complete fulfillment of his need.

A booklet suggesting methods for describing and picturing merchandise in printed sales literature has been prepared by S. D. Warren Company, 89 Broad St., Boston. The booklet is titled "Ten to Twelve." Copies will be sent on request.



THIS PUBLICATION IS PRINTED ON WARREN'S LUSTRO GLOSS (FOLDING ENAMEL)

Printed in U. S.

August



*From an advertisement
prepared for "Fortune" in be-
half of Dow Chemical Company
by MacManus, John & Adams, Inc.,
Detroit.*

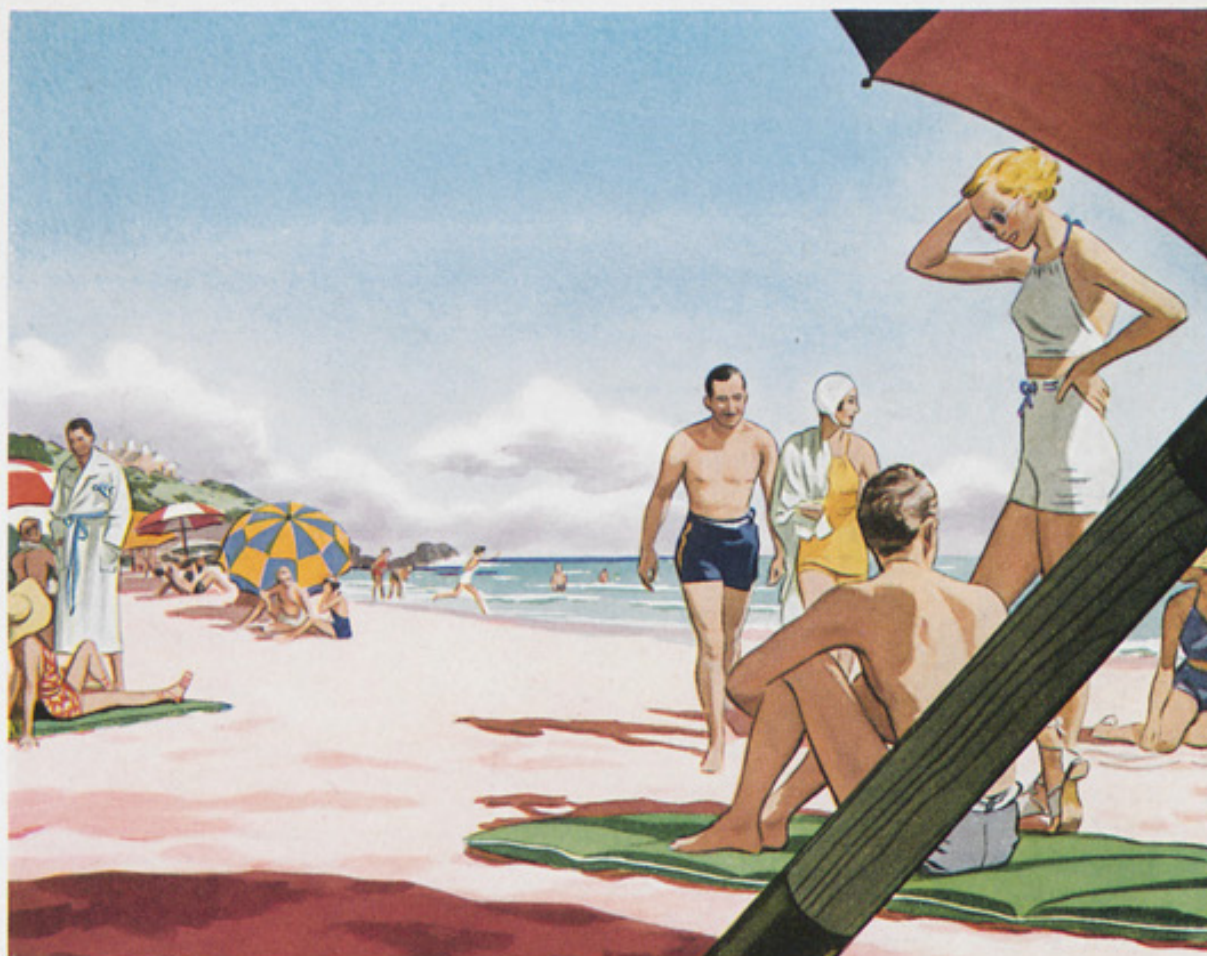
A R E P R O D U C T I O N O F T H E R E A L T H I N G

A PRINTED PICTURE of merchandise is, at best, only a substitute for the merchandise. It *can* be a good substitute—and it can be a poor one. ¶Merchandise that is attractive to buyers because of delicate pattern, subtle texture, bright finish, warm color, translucent quality, or precise detail can be pictured well, but not easily. It needs the help of all of the best facilities for reproduction. ¶Many prospective buyers make their decisions about merchandise before they see it; they form their preferences by studying booklets, folders, and magazine advertisements, examining the pictures that are shown, and comparing the features that are described; when they are ready to buy, they are prejudiced. It is good business to see to it that the pictures which they examine are accurate and revealing substitutes for the merchandise. ¶Suggestions for picturing and describing merchandise are presented in a booklet titled "Ten to Twelve" published by S. D. Warren Company, 89 Broad Street, Boston. Copies will be sent on request.



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Printed in U. S. A.



Courtesy Bermuda T. D. B.—N. W. Ayer & Son, Inc.

The Competition for Attention

ALL ADVERTISING is competitive because it all seeks a share of the reader's attention. Beyond that, advertising must compete with other reading that may claim the time of prospective customers.

The prospective customer who has made the decision to buy merchandise will devote more than his usual amount of reading time to advertising and sales literature concerning that kind of merchandise.

But the important prospect who has not yet made the decision to buy — and who, therefore, needs to be persuaded — can be attracted *only by those advertisements and booklets that are exciting enough to win his attention.*

Sales literature that is outmoded in appearance, or that fails to picture and to describe merchandise effectively, will suffer in the competition. Sales literature that employs a technique of design and description that is fresh and bright, and different from the old, familiar patterns, will win the attention of a greater number of prospective buyers.

Advertisers and printers who are interested in the consideration of design technics for sales literature are invited to write for the Warren booklet entitled "They Are Doing as Well as the Industry." Address S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.



March

The Questions that Buyers Ask



Illustration courtesy of REDBOOK MAGAZINE

A STUDY of the questions that buyers ask about your merchandise may be revealing and suggestive: revealing because it will show that many different buyers are asking the same or similar questions; suggestive because it will indicate the kind of information that will earn more sales if placed in the hands of buyers.

Good salesmen are expected to be able to answer questions satisfactorily, and they do when they are equipped with proper information about the merchandise. Good sales correspondents, who regularly contact buyers by mail, must also be fully equipped with information if they are to answer the questions of buyers satisfactorily. But the time that salesmen and correspondents consume in an-

swering the same questions again and again may be conserved (and made more effective) if they are provided with printed material that contains the complete sales story organized in most effective form for explanation to buyers.

Advertisers and printers who may be interested in ideas for the presentation of a well-organized sales story are invited to write to the Warren Printed Specimen Exchange for samples of booklets, folders, catalogs, broadsides and other literature pertaining to the particular product or problem involved. An explanation of the requirement will bring a prompt response.

Address S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.



This publication is printed on Warren's LUSTRO GLOSS (*Folding Enamel*)

April



Illustration courtesy of THE SPORTSMAN

The prospect who wants to think it over

MANY sales interviews end with the statement, "I'll think it over and let you know."

There are three kinds of prospects who may make this statement. One is the prospect who is seriously interested. He is prepared to buy but he wants to check his conclusions once more.

Another is the prospect who is interested—but only mildly. He is sincere about wanting to give the subject further thought but some additional sales influence may be required to bring him to a favorable decision.

The third is the prospect who has no immediate interest in the merchandise or service. He may become a live prospect later on.

The prospect who is sincerely interested can be helped to arrive at a favorable decision by a printed demonstration that summarizes the points that the salesman made.

The prospect who is only mildly interested may be made actively interested if an attractive yet factual piece of sales literature is left for his perusal.

The prospect who is not interested at the moment may become interested if he has the opportunity to read, at his leisure, an attractive printed presentation of the merchandise.

In the files of the Warren Printed Specimen Exchange are many examples of printed sales literature that have been used by advertisers to present word and picture descriptions of their products or services. Copies of sales pieces for any field or line of business will be supplied to advertising men and printers who may be interested. Address S. D. Warren Co., 89 Broad Street, Boston, Massachusetts.

[BETTER PAPER



BETTER PRINTING]

This publication is printed on Warren's LUSTRO GLOSS (*Folding Enamel*)



We can't afford it now

THE STATEMENT, "We can't afford it now," is not always a complete exposition of the facts. It is by no means final. If the prospect could be induced to make a frank and complete statement, he would say, "We can't afford it now *because we are thinking of buying something else.*"

Most prospective customers have many needs, but cannot satisfy all of the needs at one time. They cannot afford the money for refrigerators *if* they buy rugs. They cannot afford to install new flooring *if* they buy power equipment.

The statement, "We can't afford it now," implies interest, but indicates that another product is more interesting (temporarily). This viewpoint may be the result of good selling. It may be sus-

ceptible to change if subjected to good selling that presents *all* of the interesting and advantageous features of the merchandise—clearly, attractively, and in full detail.

A complete and detailed presentation of *all* of the attractive features of merchandise requires the use of printed sales literature—sales demonstration books, sales manuals, booklets, folders, house organs, and bulletins that explain and illustrate the major *and minor* features of convenience, design, serviceability, and construction.

Examples of literature that is being used with good effect are available (free) to business men who are interested. Address the Specimen Exchange Department, S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[BETTER PAPER



BETTER PRINTING]

may

THIS PUBLICATION IS PRINTED ON WARREN'S LUSTRO GLOSS (FOLDING ENAMEL)

PRINTED IN U. S. A.

July



From an advertisement for CADILLAC MOTOR CAR (Division of General Motors Corp.) by MACMANUS, JOHN & ADAMS, INC., Detroit

How to be "Rough" with Salesmen

AN ARTICULATE prospect is a big help to a salesman. The questions that he asks, and the doubts that he expresses, are cues to remind a salesman of the sales points that he might otherwise forget — or fail to emphasize. ¶ The silent buyer is difficult. He supplies no cues, no evidence of the effectiveness of sales points, no suggestion that explanations are inadequate, no indication that understanding has or has not been established. That procedure is "rough." Ask any salesman. ¶ However, there is a counteracting procedure. It is merely the equipping of salesmen with printed demonstrations that expose all sales points in order, in detail, and clearly. Such equipment makes it unnecessary for salesmen to depend on prospects for cues. Such equipment makes it possible for salesmen to be certain that *every sales point* is fully and properly explained to silent buyers — and to *all* buyers. ¶ Examples of literature that is being used with good effect are available (free) to business men who are interested. Address the Specimen Exchange Department, S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[BETTER PAPER



BETTER PRINTING]

This publication is printed on Warren's LUSTRO GLOSS (*Folding Enamel*)

August



Courtesy of the ARMSTRONG CORK COMPANY, makers of Armstrong's Linoleum and Armstrong's Quaker Rugs

Prospect Pumps Salesman

"Sit down, Mr. Smith. I would like to find out more about your product. What are the features of its construction? What are the reasons for its serviceability and low operating cost? Tell me about any gadgets that make it unusually convenient to use. And when you get through, I shall ask a great many questions."

Such an interview would be news. It would also be very, very nice—for the salesman—but, of course, it couldn't happen. And yet, these questions, and others, come into the mind of each prospective buyer at one time or another. These are the questions that must be answered before sales can be made, and the most complete and comprehensive answers win orders.

Questions and answers about merchandise are so im-

portant that salesmen should not be required to memorize the questions and the best answers. The easier (and more certain) procedure is to write down every conceivable question that might be asked about each of your products, and to compose the most comprehensive answers, and to print them in sales demonstration portfolios or in booklets or in folders.

Printed pieces are more dependable than memory. Furthermore, printed pieces can show pictures.

Examples of printed pieces that are being used with good effect are available (free) to business men who are interested. Please specify the nature of the business and address the Specimen Exchange Department, S. D. Warren Company, 89 Broad Street, Boston, Mass.

[BETTER PAPER

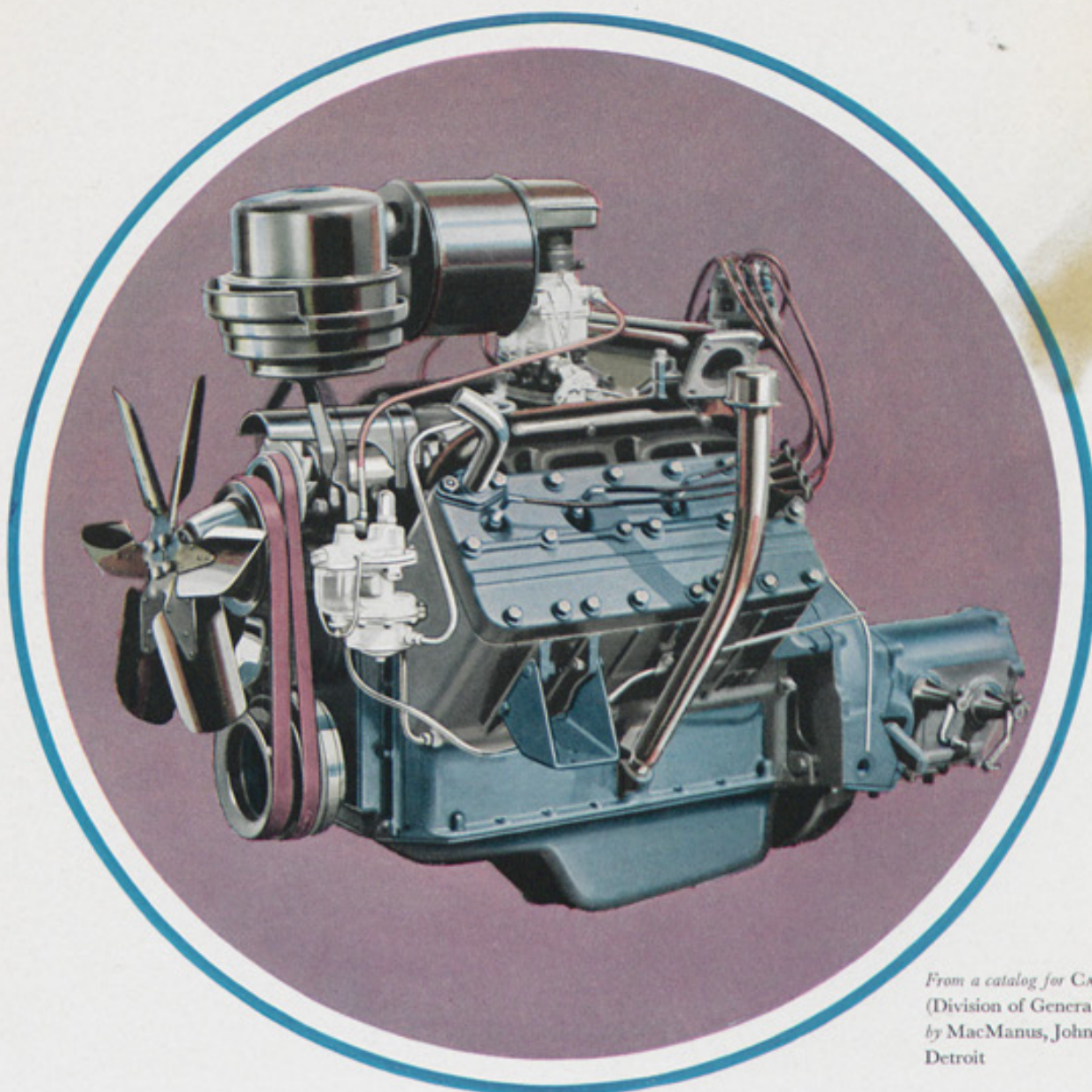


BETTER PRINTING]

This publication is printed on Warren's LUSTRO GLOSS (*Folding Enamel*)

PRINTED IN U.S.A.

September



From a catalog for CADILLAC MOTOR CAR
(Division of General Motors Corp.)
by MacManus, John & Adams, Inc.,
Detroit

WE WANT TO BUY THE BEST

A PROSPECT'S sincere desire to buy the *best*, cheers all of the salesmen who try to sell him. But, in the end, only one salesman can win the order, and those who fail to win it are convinced that the prospect *didn't buy the best product*. ¶ That's a natural conviction for earnest salesmen to acquire, and sometimes it is justified by the facts. Sometimes, buyers *do* choose the wrong products—because the *best* products have not been adequately presented. ¶ Insurance against inadequate presentation of fine products can be bought—in the form of printing. Write a description of every advantage that your product offers. Employ an artist or a photographer to picture the advantages clearly. Print the descriptions in booklets and folders, give them to your salesmen, and mail them to prospective customers. ¶ Specimens of printing that is being used with good effect are available (free) to business men who are interested. Please specify the nature of the business and address the Specimen Exchange Department, S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[BETTER PAPER  BETTER PRINTING]
Printing Papers

This publication is printed on Warren's LUSTRO GLOSS (*Folding Enamel*)

PRINTED IN U.S.A.

March



Courtesy of
MINERVA YARNS

I should have had that order

WHEN a good salesman *knows* that he has done an excellent selling job, he believes that he has *earned* the order, and that he should have it. And if selling were merely a personal competition, probably he *would* have the order. ¶ But good selling is a competition of organized effort, and the better salesman can lose to one who is more ably assisted by his organization. An inspired sales presentation is a fine thing, but it becomes much more effective when supported by complete, detailed information in print. ¶ Making sure that salesmen, customers, and prospects are supplied with complete information in print is an important part of the task of organizing a selling effort—and many businesses are aware of that fact. Examples of literature that businesses are using for this purpose are available (free) from the Warren Printed Specimen Exchange. Address S.D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[BETTER PAPER  BETTER PRINTING]
Printing Papers

THIS PUBLICATION IS PRINTED ON WARREN'S LUSTRO GLOSS (*FOLDING ENAMEL*)



Courtesy Bausch & Lomb Optical Co.

I had *him* sold, but...

THE STATEMENT, "I had *him* sold, but . . ." could be an alibi or it could be an honest and significant explanation. Very often a salesman sells his man but loses the order because *other* men vote unfavorably. ¶Today, selling the visible buyer is often the easier part of the sales job. The difficult part is to sell the invisible and inaccessible associates who make the buying decisions in conference. It is not enough to sell the visible buyer. It is also necessary to *equip him* to continue the selling in the seclusion of the board room. ¶Printing in the form of illustrated booklets, demonstration books, and folders is first-class equipment for buyers who wish to extend their own convictions to their conferees. Printing has made it possible for many salesmen to say "I sold *them*." ¶Examples of printing that is being used with good effect are available (*free*) to advertisers who may be interested. Write to the Specimen Exchange Department, S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[BETTER PAPER  BETTER PRINTING]
 Printing Papers

THIS PUBLICATION IS PRINTED ON WARREN'S LUSTRO GLOSS (*FOLDING ENAMEL*)

August



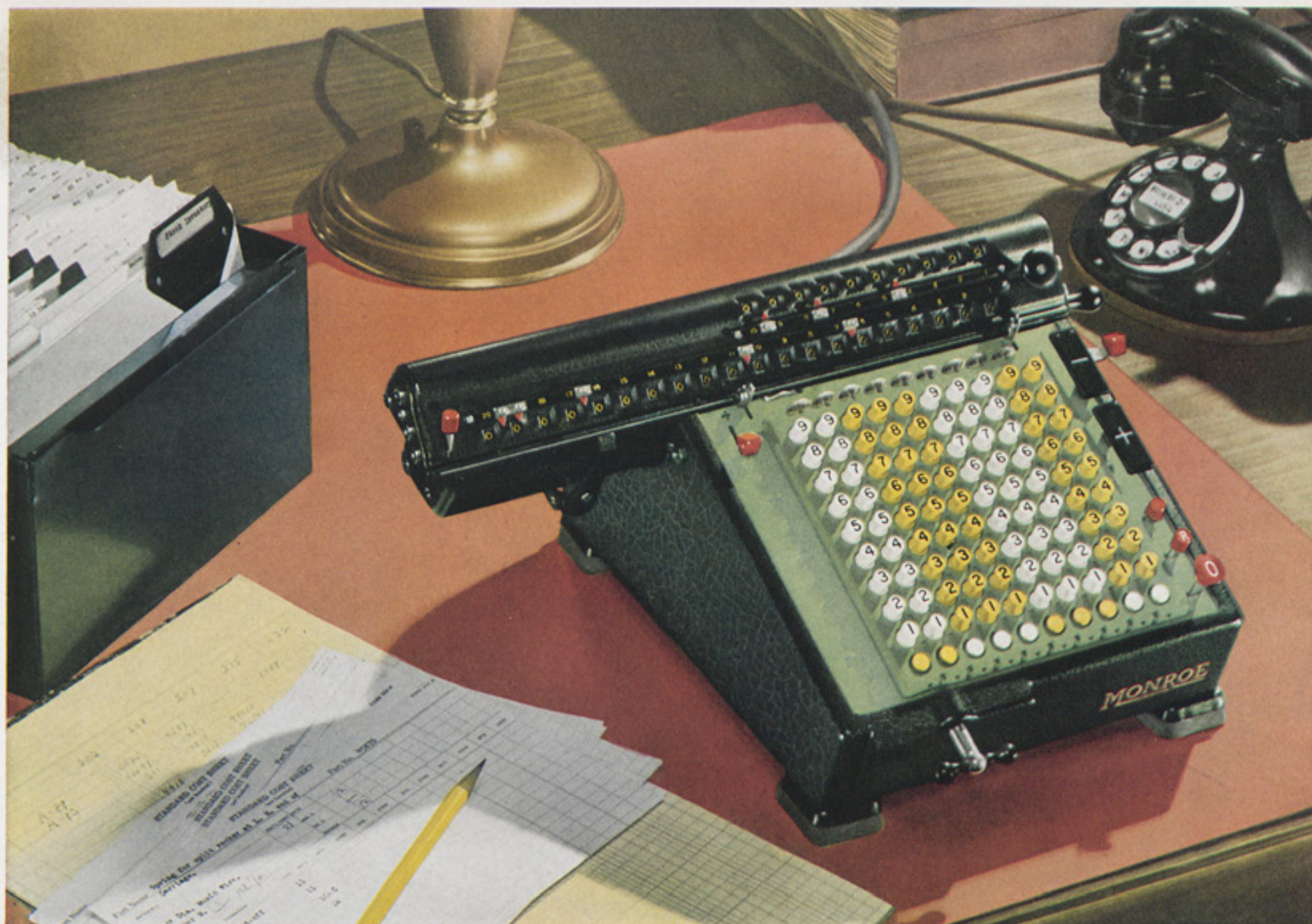
Courtesy School Arts Magazine, Worcester, Mass.

People like to sell themselves

MANY people are instinctively resistant in the presence of salesmen, because they don't like to be *sold*. They prefer to sell themselves. ★ ★ ★ Good salesmen understand this preference and make the most of it by supplying prospective customers with printed literature that presents merchandise attractively and explains it fully. Good salesmen know that the self-selling process can be directed and speeded by booklets, catalogs, and folders that emphasize every feature and advantage of merchandise. ★ ★ ★ Specimens of literature used to provide people with complete information about merchandise may be obtained from the Warren Printed Specimen Exchange. Please address S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[B E T T E R P A P E R  B E T T E R P R I N T I N G]
Printing Papers

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Monroe Calculating Machine Company, Inc. Photo by Adams Studios, New York City

Supplementary features are important sales points

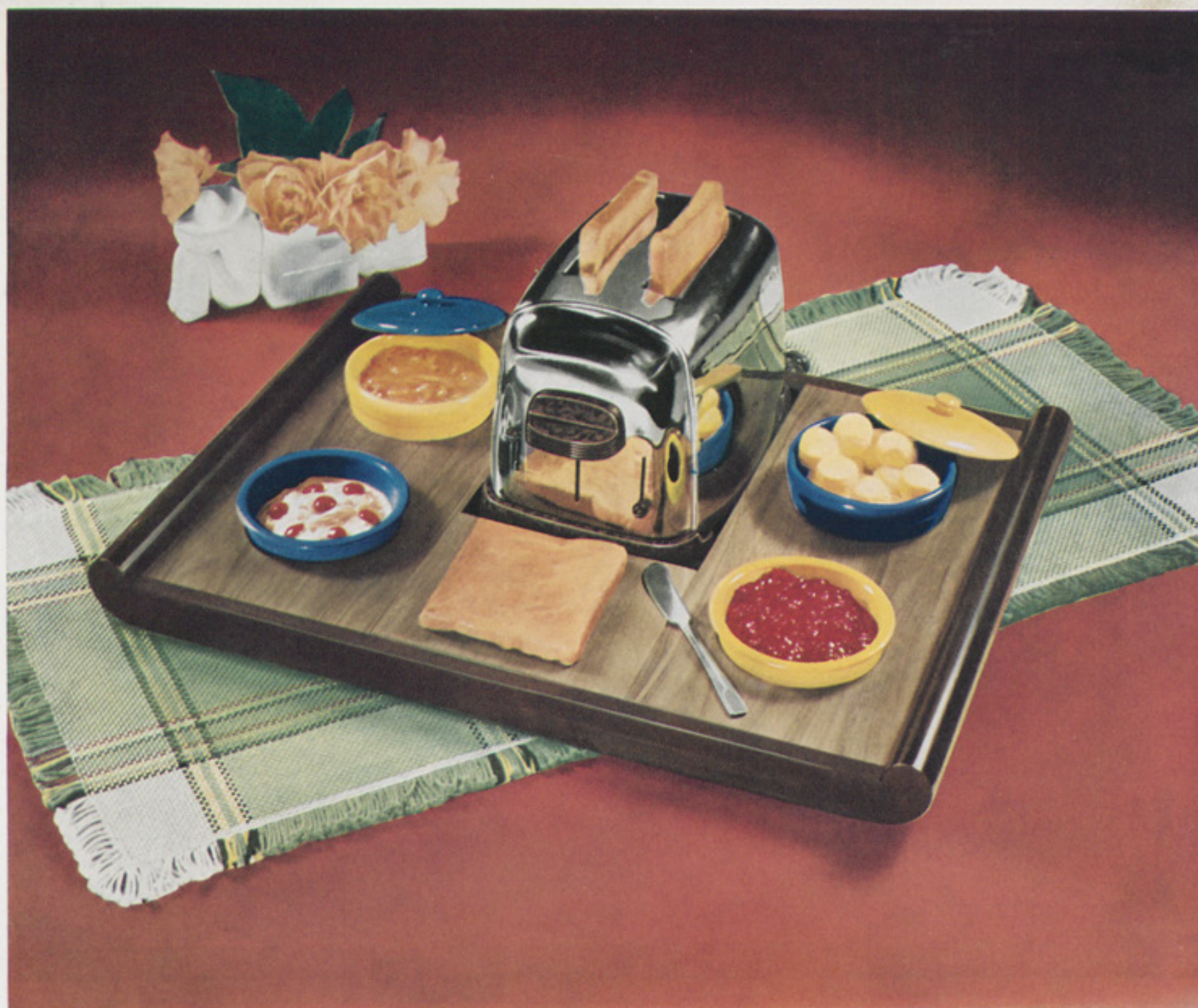
BUYERS for industry define specifications for the products that they wish to buy. And the specifications must be met. ¶ But specifications are merely a definition of *minimum* requirements. They do not make it necessary that a manufacturer strip his product of supplementary features. ¶ In many cases, when all of a buyer's specifications are met by several competitive products, a supplementary feature, or a minor convenience, becomes the factor that determines the buyer's choice. And so, supplementary features are important sales points. ¶ Many business organizations appreciate the importance of supplementary features and strive to make certain that all major *and* minor features of their products are explained to prospective customers. Those business organizations compile a complete and detailed sales story for each one of their products, and print the stories in illustrated sales presentations for the use of salesmen. ¶ Examples of printed sales literature that is being used effectively for this purpose are available from the Warren Printed Specimen Exchange. Address S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[B E T T E R P A P E R



B E T T E R P R I N T I N G]

This publication is printed on WARREN'S LUSTRO GLOSS (*Folding Enamel*)



General Electric Automatic Toaster Set

A PUZZLING PROBLEM IN SALESMANSHIP

THE most puzzling problem in selling is to determine when a prospect will arrive at a decision. Every salesman would like to solve that problem so that he could arrange to be at hand in advance of that critical moment—to reiterate the sales points of his product, and to correct misunderstanding.

But nobody can foretell when a buyer's considerations will crystallize into conclusions, and so salesmen cannot plan their calls to coincide with the critical moments.

However, the problem is often solved by an indirect method

—by supplying prospective customers with the complete sales story in print. Printed booklets, bulletins, and catalogs can be present (and usually are present) when buyers summarize facts and make up their minds.

As aids to the preparation of printed sales stories there are two Warren books available—"Workbook for Planning Printing" and "With the Limited Sum." If you do not have copies and want them, please write to S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[BETTER PAPER  BETTER PRINTING]

Warren's
STANDARD
Printing Papers

THIS PUBLICATION IS PRINTED ON WARREN'S LUSTRO GLOSS (*Folding Enamel*)

December



General Electric Moderne Iron

Use printing today to make sales tomorrow

FORWARD looking businesses that are unable to accept orders today are planting the seeds for the orders they will need tomorrow. They are directing their advertising and promotion toward the maintenance of friendly relations with *old* customers and the development of friendly relations with *future* customers.

Old customers are being provided with informative literature that tells them how to get better results and longer life from equipment and merchandise now in use. Future customers are being won with literature that will help them to buy intelligently tomorrow.

The dual job of instructing old customers and informing future customers is vital to the well-being of businesses now filled with defense orders. It represents an opportunity to use printed literature advantageously without actively promoting sales. It is a part of the answer to tomorrow's sales problem.

The Warren Specimen Exchange offers samples of instructive and informative literature that is being used for this purpose. Your request will bring a collection. S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.



[B E T T E R P A P E R **Printing Papers** B E T T E R P R I N T I N G]

THIS PUBLICATION IS PRINTED ON WARREN'S LUSTRO GLOSS (*Folding Enamel*)

April

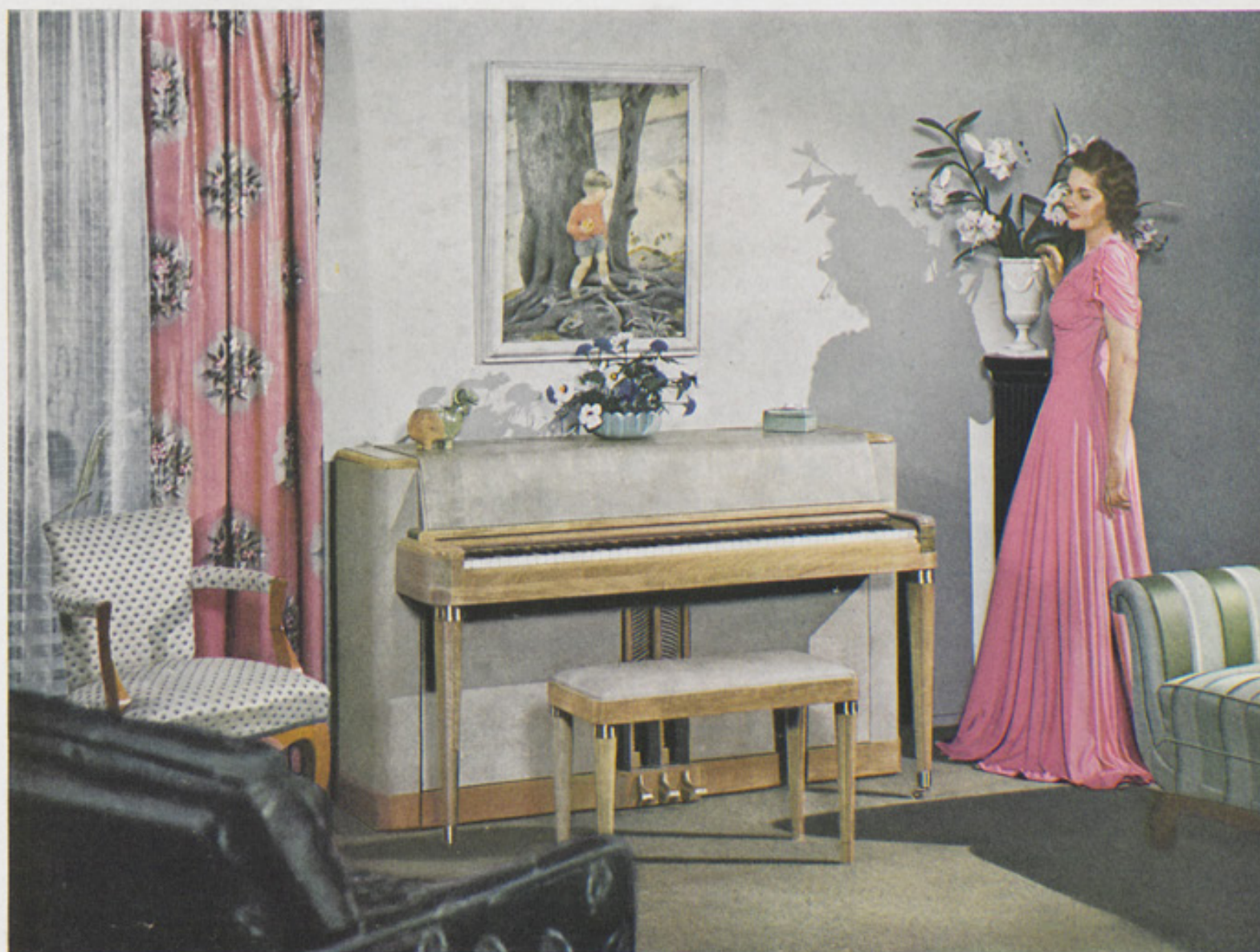


Illustration from The Rudolph Warltire Company

Dispel confusion and win friends

IN these uncertain times, customers are finding it extremely difficult to get facts. And today, customers need facts more than ever before—facts about the availability of merchandise, and the quality of merchandise; facts that will enable them to conduct *their* businesses intelligently. ¶ Customers will remember favorably, and for a long time, those businesses that make a special effort to keep them well informed during the bewildering war period; they will reward those businesses with a respect and regard that will be reflected in orders when the war boom ends. ¶ The task of explaining and interpreting the effects of the war program on a business and on an industry can be accomplished most effectively with printed literature; and numerous businesses are now using printed literature for the purpose. Examples are available from the Warren Specimen Exchange, S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[BETTER PAPER  BETTER PRINTING]
Printing Papers

THIS PUBLICATION IS PRINTED ON WARREN'S LUSTRO GLOSS (*Folding Enamel*)

July

Buyers Have Asked for The Facts About Goods



Illustration from catalog of Cooley's Gardens

BUYERS for American homes have stated clearly that they want a great deal of information about merchandise; they have requested that the information be factual and detailed so that it may be used with confidence in arriving at buying decisions; and they have organized to give weight to their requests.

The most useful vehicle for presenting complete and detailed information about merchandise

is printed literature—booklets, folders, catalogs, sales manuals, package enclosures. Many business organizations are aware of that fact and are using the various printed forms to advantage.

Examples of literature which is being used for this purpose may be secured (without cost) from the Warren Printed Specimen Exchange. Address S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[BETTER PAPER



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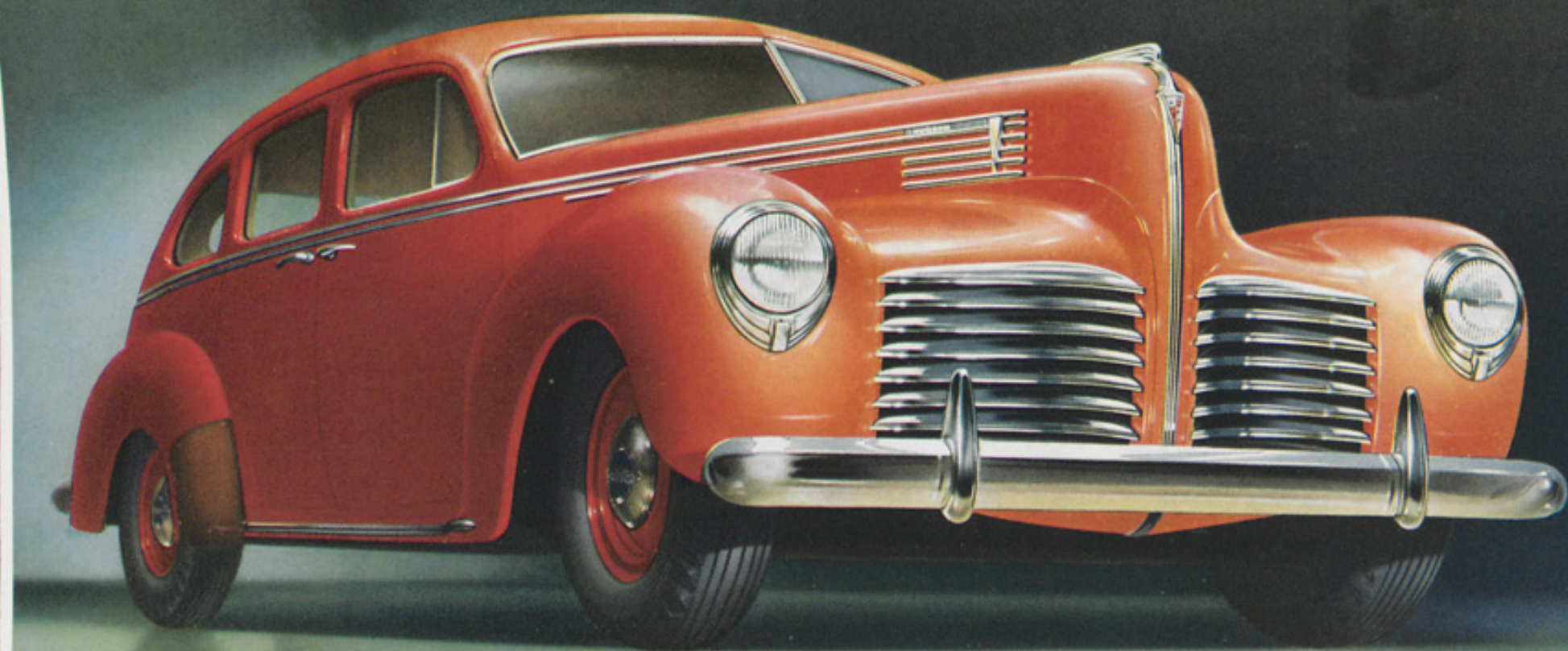


Illustration from the 1940 catalog of Hudson Motor Car Company

Friday's orders may be born on Thursday night *April*

Shopping is not always done in stores. Much of it is done in the home—from booklets.

Shopping from booklets is convenient. It can be done in the evening when the family can confer; it permits the husband to speak freely without embarrassing a gentlemanly salesman; it permits the wife to contradict without embarrassing the husband.

And, more important, shopping at home, from booklets, permits both husband and wife to learn about the conveniences and advantages of a product, and to arrive jointly at the decision to buy.

Many of the orders that are written in the daytime were sold by a booklet the night before. Good salesmen comprehend that fact and leave booklets with interested prospects. Many good business organizations also comprehend that fact and supply booklets for salesmen to leave with potential buyers.

Examples of booklets that are being used with good effect are available (*free*) to advertisers who may be interested. Address the Specimen Exchange Department, S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

[BETTER PAPER



BETTER PRINTING]

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From a catalog for CADILLAC MOTOR CAR (Division of General Motors Corp.) by MACMANUS, JOHN & ADAMS, INC., Detroit

The Sale *was* just around the corner

YESTERDAY the prospect *almost* placed the order. He had been thinking of buying; he had made calculations, and had satisfied himself that he could spare the money; he had listened attentively to the salesman's presentation. But he *didn't buy* — and, probably, he can't explain why. ¶ Later, *perhaps*, the prospect may comprehend the reason why the intended purchase didn't "come off"; he may remember that several features that he had expected to find in the product were not mentioned by the salesman; he may recollect that his own imaginative conception of the advantages of the product was not supported by the facts listed in the sales presentation. ¶ If the prospect is unusually determined and peculiarly wise, he *may* invite the salesman to come back *with a booklet that explains all features and advantages of the product*. But, if he is merely a normal prospect, it is likely that he will be occupied spending his money for something else. ¶ Salesmen who are armed with printed literature that explains all major *and minor* features of merchandise can get more orders. Examples of literature that is being used with good effect are available (free) to business men who are interested. Address the Specimen Exchange Department, S. D. Warren Company, 89 Broad Street, Boston, Mass.

[BETTER PAPER



BETTER PRINTING]

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PRINTED IN U. S. A.

Aug. 26, 1941



WARREN'S Cumberland Offset

► **PRE-CONDITIONED** ◄

WOVE & SPECIAL FINISHES

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Sample Book of all finishes of Warren's Cumberland Offset may be secured from your Warren merchant.

This paper is OFFSET ENAMEL C2S
basis 25 x 38-100

Sept. 15, 1941



WARREN'S Cumberland Offset

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WOVE & SPECIAL FINISHES

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April 1942



Lithographed in 4 colors

WARREN'S Cumberland Offset

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May 1942



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WARREN'S Cumberland Offset

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WOVE & SPECIAL FINISHES

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August 1942



Lithographed in 4 colors

WARREN'S Cumberland Offset

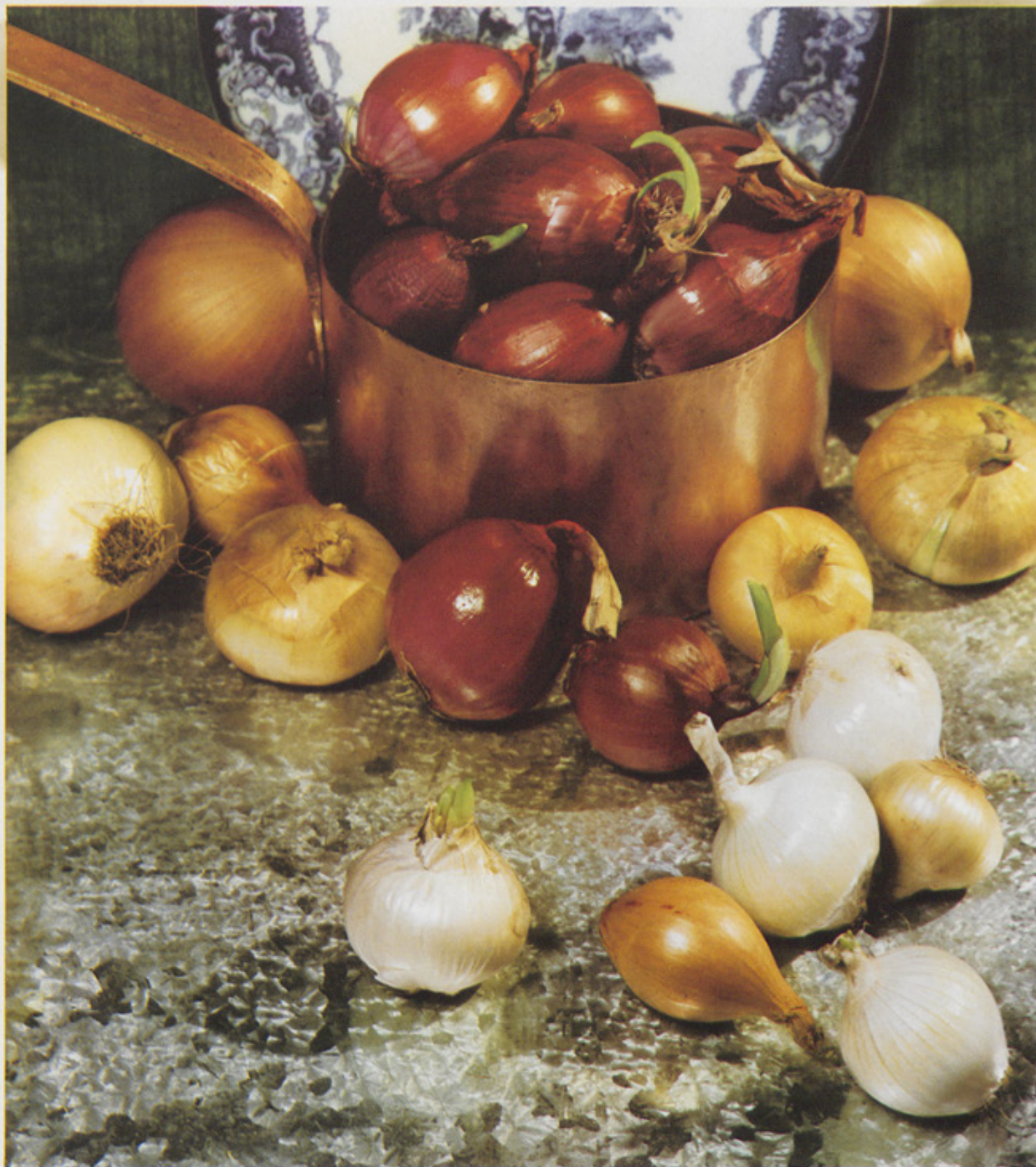
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October 1942



Lithographed in 4 colors

WARREN'S Cumberland Offset

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November 1942



Lithographed in 4 colors

WARREN'S Cumberland Offset

► PRE-CONDITIONED ◀

WOVE & SPECIAL FINISHES

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December 1942



Lithographed in 4 colors

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July 2016

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