



ADVERTISING

# The Reflected Works

S.D. Warren Advertising

1943-1945

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 1943–1945 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1943 – 1945

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



SPACE ADVERTISEMENTS

1943-1944-1945





## What will he make of the peace when he is grown?

**H**E'S 10 now—too young to shoulder any of the responsibilities of war.

His job now is to prepare himself for the time when he and his fellows will share the responsibility for maintaining the nation in peace.

Books must be his tools now—schoolbooks that will allow him to train his mind, that will encourage him in the habit of study, and that will make him understand how learning may be acquired.

Fortunately, because he is an American, he can get schoolbooks—honest books that are not written to regiment minds, but only to present the truths that are the essentials of learning.

Such books are a significant part of his heritage—they were willed to him by the founders of the United States, who conceived free schools and the free use of the printing press to be essentials of freedom.

War or no war, the boy must get on with his job of preparing for the peace. War or no war, the books that must be his tools are available to him. Examine them; see that they are proper tools to

shape his mind; see that they are modern tools that will interest him in learning.

\* \* \*

For more than half a century, a major proportion of the publishers of schoolbooks have printed their texts on papers manufactured by S. D. Warren Company. Today, Warren's papers serve as the background for a great number of the best school texts of our time—modern, colorful texts that exemplify the advancements in educational methods, and that also exemplify the fine ethical standards of the publishers of schoolbooks. S. D. Warren Company, 89 Broad St., Boston, Massachusetts.

**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—January 16, 1943  
One Half Page, 4 5/8 x 12 1/8  
P. O. BOS. 3-5—G 1 6-1943







## Fear in the heart of a dictator

**T**HIS is an American printing press. It mounts no guns; it is an instrument of peace; yet it puts fear in the hearts of dictators.

The free American printing press impresses truths on paper. It assembles the learning of the ages into honest texts for the development of minds. It records the history of enslavement and freedom, and makes it available in all languages. It gives expression to minorities, thus safeguarding free peoples, and supplying hope for all who seek freedom. Good reason, indeed, for dictators to fear the American printing press.

But there is still another reason. The printing press paced American industry to leadership in production for war.

In peace time, American business 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. Thus, in promoting the benefits of peace, the printing press helped to develop the world's greatest industrial power for war, and now the dictators fear the crushing impact of that power.

\* \* \*

Now, while fighting the war, it is the responsibility of American industry to

prepare for the peace. Now, industry must prepare for speedy conversion to peacetime production, so that employment can be provided when war ends. Preparation is, primarily, a task of maintaining and improving relationships with markets, so that they may be reclaimed quickly. This preparation, too, must be paced by the printing press.

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. 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.*

Advertisement prepared by  
BATTEN, BARTON, DUKSTINE & OSBORN, INC.  
to appear in  
Saturday Evening Post—February 13  
One Half Page, 4 $\frac{5}{8}$  x 12 $\frac{1}{8}$   
P. O. BOX, 3-6—G 1-13-1943

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## Can you picture a gunner's mate reading a thriller?

**T**HRILLS and adventures come first-hand to a sailor. The evil eyes of submarine assassins peep across the waters in search of him; relentless bird-men with deadly intent seek him from above. Surely, no mystery story should raise a sailor's hair!

Yet, the U. S. O. (United Service Organizations) urge you to send a book for a sailor — or, better still, many books. The U. S. O. assure you that sailors, soldiers, and marines read books, and that they should have the books, because books are essential morale builders.

Scan your bookshelves for a fighting novel or a mystery story; drop it — or them — in one of the bins provided for the purpose, and the U. S. O. will send it on its morale-building mission.

Afterward, look in a bookseller's window, note the variety of subjects available, and speculate on the morale of the enemy, who is legally restricted to the reading of texts that are approved by his political leader.

Americans — sailors, soldiers, marines, and civilians — are free to read

what they choose. The privilege of choosing is guaranteed by the democratic form of society which permits free use of the printing press. The opportunity to choose is provided by the free competitive system, which assures the publishing of all worthy writings.

\* \* \*

For more than half a century, publishers of books have favored papers manufactured by S. D. Warren Company. Today a major proportion of the principal publishing houses use Warren's papers. S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.

**BETTER PAPER — BETTER PRINTING**

U. S. G. 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—March 13, 1943  
One Page, 9<sup>3</sup>/<sub>8</sub> x 12<sup>1</sup>/<sub>8</sub>  
P. O. BOX, 3-7—G 2-15-1943

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ONE of our future Presidents is now ten years old.

Most likely Buster Higgins isn't his name. But we know *one* thing about him: he is privileged to attend free schools and study trustworthy schoolbooks. No distorted Axis texts for him, to pervert his young mind and warp his judgment.

*His* school board is careful to supply him with schoolbooks written by well-informed men, leaders of modern thought who are free to tell the true facts about history and science and human relations.

*His* schoolteachers assign lessons to their classes from books that bear the imprint of publishers who are fully aware of their responsibility to the youth of America, men who measure each text against sound ethical standards before approving it for publication.

These schoolbooks are part of the heritage of freedom which the elders of this republic bequeathed to us. Let us guard this inheritance well, for boys and girls schooled in the principles of democracy are the best guarantee of America's future. Cooperate with your school board and become familiar with the excellent

texts now available for every school grade. You will find them interesting and enlightening.

\* \* \*

For more than half a century, a major proportion of the publishers of schoolbooks have printed their texts on papers manufactured by S. D. Warren Company. Today, Warren's papers serve as the background for a great number of the best school texts of our time — modern, colorful texts that exemplify the advancements in educational methods, and that also exemplify the high standards maintained by the publishers of schoolbooks. S. D. Warren Company, 89 Broad Street, 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—April 17, 1943  
 One Half Page, 4 $\frac{1}{8}$  x 12 $\frac{1}{8}$   
 P. O. BOS. 3-8—G 3-12-1943

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## Victory is a matter of man-hours

Every hour of U. S. war production sends 7 planes, 5.2 tanks, 70 machine guns and 3 artillery and anti-tank guns against the Axis. Every hour sees 2.3 anti-aircraft guns produced and 924 tons of shipping space created. (Since these figures were released, production will have increased greatly.)

Where in the world but in the U. S. A. could you find facilities for *this* kind of mass production?

America's system of free enterprise created these facilities. America's industries employed the printing press to inform the public about worthy products capable of improving the standard of living. The public read and bought; and America's industries grew to great size. Now, we and our allies are the direct benefactors of this peacetime industrial system, for the flood of war material pouring from America's great factories will turn the tide against the enemy. His doom is a matter of *man-hours*.

While producing to the utmost for war, 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.

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, 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 15, 1943  
One Half Page, 4 5/8 x 12 1/8  
P. O. BOX. 3-9—G 4-8-1943

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## One every six minutes

**T**EN planes an hour—one every six minutes. That's America's rate of aircraft production.

One plane every six minutes is an awe-inspiring production pace. Only America could attain it. Only America has the industrial establishment to manufacture with such staggering speed.

Fortunately, America had already developed its great industries when war came. It had them because the democratic system allowed Americans the freedom to compete with each other. It had them because Americans learned to use printing to merchandise the products of industry to 130 million Americans, who bought the products and caused industry to grow.

Thus, the American way of living, which provided freedom, comforts and conveniences, also provided the power for fighting to preserve them. Now that power is speeding the return of peace.

But the peace that is being fought for must also be planned for. Weap-

ons win only wars; peace and freedom are won by understanding; and so while war is being progressed, understanding must be progressed as well. Now, printing must be used to explain and to teach. Now principles, rather than products, must be merchandised to 130 million Americans.

Business men, who are devoting themselves to war, and who are thoughtful of the peace, are invited to read a free book published recently by S. D. Warren Company. The book is titled "Promoting the Security of Business." 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*

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

Saturday Evening Post—October 23, 1943  
One Half Page, 4 5/8 x 12 1/8  
P. O. BOS. 3-305—G 9-28-1943







## Every day is Election Day in America

**Y**OUR freedom to vote for your preferences doesn't stop when Election Day is over. You continue to exercise your right to vote for the things you prefer every time you spend your money.

All your life, until wartime restrictions narrowed your field of selection, you have enjoyed a wide latitude of choice . . . in automobiles and clothing, in home furnishings and books, in all the things that make up the traditional American mode of living.

This is a good time to recollect that this freedom of choice, sponsored by our democratic form of government, is the keystone of all the freedoms.

Because American businessmen, by virtue of the system of free enterprise, were permitted to compete for the public's favor, worthy products were developed and improved from year to year. Because these products created a high standard of living, the public bought eagerly and in great numbers. This patronage promoted the growth and well-being of large industries, and today the unmatched productive capacity of these industries is geared to war.

This is a good time also to recognize the part played by the printing press in the development of American industry. Printed selling literature was industry's messenger. It brought the good news of

fine products to the public. It created sales and stimulated business.

Now the printing press serves in another way. It defines the aims for which we fight. It explains the means by which the public can conserve the goods it now possesses. It acquaints new workers with the tools and techniques of their jobs. It is helping to formulate postwar plans.

If you are an executive now concerned with the double task of producing war goods and planning for the postwar future, you will probably find interesting and practical material in a book entitled "Promoting the Security of Business." This book is free to those who request it on their letterheads. Address S. D. Warren Company, 89 Broad Street, Boston, Massachusetts. There is no charge or obligation.

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 *November*  
Saturday Evening Post—December 20, 1943  
One Half Page, 4 5/8 x 12 1/8  
P. O. BOS. 3-449—G 10-27-1943

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## First Choice

**T**his young lady is about to make one of her first great decisions. Will she buy that fascinating doll house or invest in a new game? Or will she choose the pig-bank and begin to save her pennies?

Free choice shall decide—free choice guaranteed by the traditional American institution of individual enterprise.

In a very direct way, the operation of *free choice* provided America with overwhelming power for victory. Think back to the days before the war. Dozens of makes of cars were offered, hundreds of brands of canned goods, thousands of kinds of clothing and house furnishings. Americans were free to choose whatever article and whatever brand they wished . . . no conditions imposed . . . no questions asked.

It is significant that from many competing brands of goods, a certain worthy number emerged as public favorites. The manufacturers of these items prospered and their plants expanded to record size as demand increased. It was the manufacturing capacity of these huge plants, converted to war production, which put vast quantities of fighting tools into the hands of our service men and provided the means for winning the war.

An important factor which sponsored the growth of American industry was the extensive use of the printing press to acquaint buyers with the benefits of owning products offered for sale. Print-

ing was an integral part of successful sales campaigns. Catalogs sold vast quantities of merchandise. Booklets, folders, brochures speeded the flow of orders . . . thus did printed selling literature contribute to America's strong and growing industrial system.

Today a major function of the printing press is to teach conservation, to explain shortages and rationing — to help businessmen and housewives solve office and domestic problems, and to promote a sound postwar economy.

Perhaps your business is now employing printing in these and other ways. Perhaps, too, you plan to use it more extensively when conditions permit. If so, you can gain an insight into the power of the printing press by reading a new book just published by S. D. Warren Company entitled "Managing a War with the Help of Printing." It is free to executives who request it on their letterheads. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

**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—Jan. 15, 1944

One Half Page, 4 5/8 x 12 1/8

P. O. BOS. 4-6—G 12-31-1943







## The boy who wanted to be an engineer

You have met the boy who wanted to be an engineer. Probably he was you. A great many boys once made this wish and later changed their minds. But the competent men who are now driving America's trains were once boys who wanted to be engineers, and they became what they wanted because every American boy is free to choose any occupation for which he can prove ability.

Freedom of choice is an essential part of our birthright. An American is free to choose his occupation, his religion, his opinions, his books, his amusements . . . and the things he wants to buy.

Our right of free choice among the tremendous variety of American goods and services offered for sale in the world's greatest market is a freedom which we may have taken too much for granted until a great war opened our eyes and made us realize how fortunate are our normal lives in this country.

The war is making Americans realize something else that is more important than considerations of products and conveniences. The exercise of the freedom to choose spurred the growth of American industry and made it the most powerful war-making force in the world. Thus, the exercise of freedom built the power to defend it, and that fact is worthy of the attention of every

growing the war, and in speeding the peace, the printing press is a major influence.

Printed booklets, folders, and advertisements made it possible for Americans to study the offerings of industry and to choose among them.

Now, printing is the means for urging the public to buy war bonds, for teaching methods for conserving, for instructing war workers and fighters.

Soon, printing will transmit the information that will be needed to speed the conversion of factories.

If you are an executive who has been charged with the double task of war production and postwar planning, you will find practical, interesting material in a new book entitled "Managing a War with the Help of Printing." A request on your letterhead will bring it without charge or obligation. Write to S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING

REG. U. S. PAT. OFF.



*Printed Papers*





## By virtue of the authority vested in me

"Never underestimate the power of a woman!"\* And we might add, never underestimate the power of any other American old enough to exercise the power of free choice.

\* \* \* \* \*

Free choice is the birthright of every American. By virtue of the authority to choose freely, each citizen is empowered to vote for his personal choice of candidate for public office without hindrance or restraint. Similarly, each individual is at liberty to choose his own particular brand of bath soap, of fountain pen, of gasoline and of any other commodity offered for sale.

Before the war, people bought freely. They chose products of merit which raised the American level of living to the highest on earth. By buying these products in great numbers, they called into being vast manufacturing facilities. In time, American industry, unmatched for size, developed a unique degree of skill and speed.

It was this magnitude, this skill and this speed which made it possible for American industry to send forth a gigantic flow of ships, planes and munitions to bring about a decisive superiority in the weapons of war.

In exercising their freedom to choose, American men and women have been helped by the product of the printing press. It was the printed booklets and folders and advertisements that informed Americans of the available

products and their merits. It was *printing* that stimulated the buying that made American industry great.

Now *printing* urges the purchase of war bonds, explains the needs for conservation, conveys essential knowledge to war workers and fighters, maps hostile lands for the Army, and charts dangerous waters for the Navy. In a little while *printing* will transmit the information that will allow American industry to convert quickly to peacetime production.

A demonstration of how printing can serve business at this time is contained in a new book entitled "Managing a War with the Help of Printing." You may find it of value. Write for it on your business letterhead. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

\*...to quote the slogan of a leading home magazine.

BETTER PAPER — BETTER PRINTING

REG. U. S. PAT. OFF.

**Warren's**  
STANDARD

*Printing Papers*

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

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P. O. 808, 4-17—G 3-9-1944





## Will the helicopter replace the automobile?

We don't know. But we do know what will decide that question. It will be the *free choice* of American buyers.

The American is long accustomed to exercising this choice in the world's most extensive market. He sits in judgment upon the excellence of competing products. His interest decides the fate of new inventions. His free choice determines which of the countless new goods and services offered to him shall become generally accepted.

The enemy presumed to believe that the exercise of freedom to choose had made Americans soft and weak and unfitted for war-making; but the enemy misjudged.

In exercising the freedom to choose, American men and women satisfied their desires for comforts and conveniences — but they did a great deal more than that. In expressing their demands and disclosing their preferences, they spurred the growth of American industry to a scale unequalled in any other nation; in pursuing the advantages of peace, they built the power to war.

In extending the freedom of choice, in preparing industry for war, in progressing the war, and in speeding the peace, the printing press is an indispensable aid.

Printed booklets, folders, and advertisements made it possible for Americans to study the offerings of industry and to choose among them. Printing made it possible for manufacturers to

expand their selling efforts and to gain growth.

Now, printing is the means for urging the public to buy war bonds, for teaching methods for conserving, for instructing war workers and fighters, and for mapping routes and channels for military and naval forces.

Soon, printing will transmit the information that will be needed to speed the conversion of factories for the production of peacetime products.

Executives who have been carrying the heavy burdens of war production and the planning of the future will be interested in a new book entitled "Managing a War with the Help of Printing." A request on your letterhead will bring it without charge or obligation. Address S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

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—May 13, 1944

One Half Page, 4 5/8" x 12 1/8"

P. O. BOS. 4-21—G 3-9-1944

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## What can a man believe?

In the U. S. A. a man is privileged to draw his own conclusions about the virtues of a political candidate. He does so by the simple expedient of using his own good judgment. Likewise, the American is a free agent in the selection of his breakfast food, the shape of his hat and the length of his cigar. He picks out his church, his house and his reading matter without compulsion.

That the American has good reason to consider his judgment sound and trustworthy is demonstrated by the fact that for many years he has selected *quality* merchandise. He has shunned the shoddy, patronized the producer of honest goods. In America the makers of the *good* automobiles, the *good* household products, the *better grade* of foods and chemicals and building materials have prospered. They have spread the news of their wares by booklet, catalog and printed advertisement. As more and more people came to know and buy and use their products, business leaders were

As American industry again prepares for peacetime production, it will once more employ business literature to tell the facts about new products.

If you are charged with the responsibility of producing effective printed pieces, you should own a copy of S. D. Warren Company's book entitled "Managing a War with the Help of Printing."

This book has been written for use in both wartime and peacetime conditions. It aims to save you time, effort and money in the planning and preparation of your story in print. Your request on your business letterhead will bring a copy to your desk without charge or obligation. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

**BETTER PAPER — BETTER PRINTING**

REG. U. S. PAT. OFF.





## A Dictator put the President in the White House

On November 7th an American dictator handed down a mandate. This decree determined once and for all which of two political philosophies shall prevail for the next four years. There is no appeal from this decision, for all the world knows that in the U.S.A. the commands issued by this dictator are incontestable.

This dictator is the American people. The people, by exercising Freedom of Choice, and expressing it at the polls, decide the political complexion of their government. Similarly, the exercise of Free Choice determines the success or failure of every business enterprise in America. The people, by freely choosing among the wide variety of goods and services offered by American business, decide which company shall become strong and which shall be liquidated.

Because leaders of American industry have been aware for many years of the unimpeachable power of the people's Free Choice, they have striven to produce worthy merchandise and to merit repeat business by the constant improvement of their wares. They have speeded the growth of their businesses through judicious use of the printing press to set forth the advantages of their products. Booklets, catalogs, printed advertisements, read by prospective buyers, are one of the most effective means by which sales have been made in great volume and by which this country's industry reached world-record size.

Today America pays tribute to industry for the essential part it played in turning the tide of war, for producing historic quantities of war goods in peacetime factories with dispatch and efficiency.

Tomorrow American business will make even greater use of the printing press than it has in the past. To assist executives responsible for the creation of printed pieces, S. D. Warren Company has published a book entitled "Managing a War with the Help of Printing." Its purpose is to ease the task of preparation, to bring greater effectiveness to your business literature both in wartime and peacetime, and to save you time and money. Send for a copy now. There is no cost or obligation. Simply write us on your letterhead. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING

REG. U. S. PAT. OFF.

**Warren's**  
STANDARD

*Printing Papers*

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

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to appear in  
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One Half Page, 4 5/8 x 12 1/8  
P. O. BOX 4-650 — G 10-18-1944

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## What did he do in the war?

To his family and friends he is "just a businessman" . . . but to the Enemy he represents great military power.

Not many years ago his sole occupation was the manufacture and sale of worth-while civilian merchandise. People bought his company's products *in volume* because they were well-made, honestly priced, widely distributed and helped the American public maintain a high standard of living. When war came, his factory turned to making war goods. Then, one thought occupied his mind — to see that the men at the front were amply supplied with weapons and munitions.

He has never worn a uniform, but the military might he represents is without equal in the world because the size and power of American industry is without equal in the world.

One reason why American industry was able to develop so great a manufacturing capacity was because it paid strict attention to the needs and the preferences of millions of buyers. These millions were kept well-informed through the medium of the printing press. Industry made effective use of booklets, catalogs and printed advertisements to create the world's largest market.

This use of printed business literature

is continuing and will expand even more as industry returns to total peace. If your business uses printed pieces — or contemplates doing so — you will find practical aid in a recent book by S. D. Warren Company entitled "Managing a War with the Help of Printing." Its purpose — to assist you in the preparation of more effective printed pieces at a minimum expenditure of time, effort and money. Its cost to you — nothing. Nor is there any obligation. You will find this book applicable to both wartime and peacetime conditions. Simply write us on your business letterhead. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

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—December 16, 1944  
One Half Page, 4 5/8 x 12 1/8  
P. O. BOS. 4-651—G 11-22-1944

★



## She too deserves an award

Among other things, Liberty means your right to spend your money as you choose, to patronize *this* store or *this* manufacturer in preference to another store or another manufacturer.

When millions of buyers exercise this traditional Freedom of Choice over a period of many years, they call into being vast manufacturing facilities. America's big industries became big by studying the personal preferences of great numbers of housewives and businessmen endowed with buying-power and choosing-power . . . and by informing these buyers of the availability of well-made wares to meet their preferences.

In the years before the war, industry employed the printing press as a sales agent to explain the advantages of product ownership. Booklets, catalogs, printed advertisements in great variety kept sales curves climbing and helped bring American industry to the highest degree of development ever seen in the history of mankind.

If you employ the printing press in

your business, you will be interested in a helpful book now being offered by S.D. Warren Company entitled "Managing a War with the Help of Printing." This book has been written to assist executives in the planning and preparation of more effective printed literature both in wartime and peacetime. Its aim is to save you time, effort and expense and it will come to you without charge or obligation in response to your request written on your business letterhead. Simply address S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING



Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Paper Progress—January, 1945  
One Page, 4½ x 7  
P. O. BOS. 4-871—G 12-18-1944

In the years before the war, industry employed the printing press as a sales agent to explain the advantages of product ownership. Booklets, catalogs, printed advertisements in great variety kept sales curves climbing and helped bring American industry to the highest degree of development ever seen in the history of mankind. During the war, the printing press has been performing yeoman service in selling War Bonds,

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Advertising & Selling—January, 1945  
Printers' Ink—January 12, 1945  
Two-Thirds' Page, 4½ x 10  
P. O. BOS. 4-871—G 12-18-1944



## award

and donations for the Red Cross conservation, instructions in new wartime jobs, news and truth in enemy camps in carrying out countless important missions. Employ the printing press in your business, you will be interested in a helpful book now being offered by S.D. Warren Company entitled "Managing a War with the Help of Printing." This book has been written to assist executives in the planning and preparation of more effective printed literature both in wartime and peacetime. Its aim is to save you time, effort and expense and it will come to you without charge or obligation in response to your request written on your business letterhead. Simply address S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING



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



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BETTER PRINTING



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

to appear in  
Saturday Evening Post—January 13, 1945  
One Half Page, 4½ x 12½  
P. O. BOS. 4-652—G 12-18-1944



This is  
S. D. WARREN COMPANY'S  
message-of-the month  
appearing in the  
February 10, 1945 issue of the  
SATURDAY EVENING POST



## Ever hear of a one-station radio?

A receiving set shackled to a single wave length would be an incredible curiosity in the U. S. A. So would life in America without the privilege of Free Choice.

Just as you are freely entitled to tune in any broadcasting station within radio earshot, you and your family have also been endowed with the inalienable right to select the type of school and church and community you prefer. Because you and your neighbors have exercised the franchise of Free Choice in everything from food to philosophy, you have been directly instrumental in bringing Victory to this nation. You and millions of other buyers have long given your business in great volume to those manufacturers who have kept the public interest in mind; and thus you have helped American industry grow strong. And as the world today well knows, American industrial might proved a vital factor in the development of America's invincible military might in time of crisis.

One of the means by which America acquired its might was through the use of the printing press. The most successful business enterprises have used booklets, brochures, catalogs and other forms of printed advertisements to inform the

buying public and stimulate sales.

Perhaps your company is now using printing—or planning to use it. In that case, you may find it profitable to read an interesting book recently published by S. D. Warren Company entitled "Managing a War with the Help of Printing." We believe that men charged with the responsibility of preparing effective printed pieces will find practical assistance therein which will enable them to save time, effort and money. This book has been written to meet both wartime and peacetime conditions. It is offered without charge or obligation. Just write us on your business letterhead. S. D. Warren Company, 89 Broad Street, Boston 1, Mass.

BETTER PAPER — BETTER PRINTING



Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Paper Progress—February, 1945  
One Page, 4 1/2 x 7  
P. O. BOS. 5-20 — G 1-15-1945



business enterprises have used booklets, brochures, catalogs and other forms of printed advertisements to inform the buying public and stimulate sales. During the war the printing press has helped sell War Bonds, solicit Red Cross blood donations, teach conservation, facilitate the collection of scrap and salvage paper, instruct new workers in unfamiliar wartime jobs, carry instructions on

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Printers' Ink—February 9, 1945  
Advertising & Selling—February, 1945  
Two-Thirds' Page, 4 5/8 x 10  
P. O. BOS. 5-20 — G 1-15-1945



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

BETTER PRINTING

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Printing Papers

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
The Saturday Evening Post—February 10, 1945  
One Half Page, 4 5/8 x 12 1/8  
P. O. BOS. 4-653 — G 1-9-1945



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APER — BETTER PRINTING

REG. U. S. PAT. OFF.



Printing Papers

s Printing, Lithography, Book  
magazine Publishing, Converting.



★ Look for this S. D. WARREN advertisement in the March 10th issue of the SATURDAY EVENING POST

## This car is helping win the war



This vintage model never did much better than 25 M. P. H. on a level stretch but it sired a long line of distinguished descendants that endeared themselves to American hearts. The effect of this endearment was mass production, for it was only through the ability of industry to manufacture cars in great volume that the demands of millions of buyers could be satisfied.

### Fortunate Circumstance

It is a fortunate circumstance for the well-being of the U. S. A. that its citizens have always possessed the right of Free Choice, could always say without interference, "This is what I want; for this I shall spend my money." This spirit sponsored mass production industries that were designed to build motor cars and other peaceful products, but that, instead, are building vast quantities of the tools our armies fight with.

An inquiry into the methods by which industry became great reveals a number of skillful sales techniques. One of these is the use of the printing press to produce booklets, brochures, catalogs and other printed advertisements to emphasize the advantages of ownership. Rising prewar sales curves testify to the effectiveness of these messages.

### Wartime Duties

When the war came, the printing press was assigned additional duties: the sale of War Bonds, appeals for blood donations, the collection of scrap and salvage

paper, the instruction of new workers in unfamiliar wartime jobs, the planning for postwar business.

You may now be directing the preparation of printed pieces that undertake one or more of these services. You may be laying the groundwork for a series of printed messages to promote your business. If so, the S. D. Warren Company would like to offer you a book entitled "Managing a War with the Help of Printing." This book was written to save you time, effort and money. It makes a number of practical suggestions that may apply to your individual problems.

### In War or Peace

You will find this book as applicable to peacetime conditions as to those of war, for it has been written to meet both sets of circumstances. A copy of this book will be sent to you without cost or obligation in return for your request on your letterhead. Simply address S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING



Printing Papers

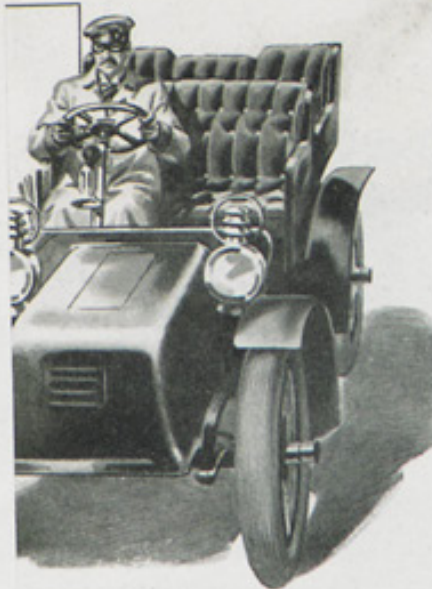
Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Printed Selling—March, 1945  
One Page, 4 1/2 x 7  
P. O. BOS. 5-184—G 2-19-1945



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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  
Printer's Ink—March 9, 1945  
Advertising & Selling—March, 1945  
Two Thirds Page, 4 5/8 x 10  
P. O. BOS. 5-184—G 2-19-1945



Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Saturday Evening Post—March 10, 1945  
One Half Page, 4 5/8 x 11 1/8

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(Received no proofs)*



**"Just a minute!"**

*How are you going to spend that dollar?"*

The way you spend the money you possess is definitely your own affair—if you live in the U. S. A. No outsider has a right to cross-examine you, for *yours* is the high privilege of Free Choice, mother of all the Freedoms.

Reflect for a moment on the notable fact that Free Choice has made America the greatest industrial power in history. It is this industrial power that furnishes the armament for Victory.

#### **You Create Industry**

Because you and millions of other buyers long exercised the privilege of buying whatever you wished, without interference or compulsion, you helped create prosperous American industries. You rewarded the makers of worthy products with your business in great volume—and thereby made possible extensive manufacturing facilities without which we would not be winning the war.

#### **Printed Messages Help**

Do you recall how frequently you have decided in favor of one manufacturer (instead of his competitor) because of a printed message you read—a booklet, a catalog, a printed advertisement? The printing press presents facts that help buyers decide. Not only does it sell; it informs and instructs with completeness and clarity. Business and government now recognize that the printing press performs an essential task both in peace and in war.

In your business, too, you probably employ the printing press to inform customers and prospects, to educate your employees, to communicate with your investors—and to support the war effort. If you do, you will be interested in reading a helpful book recently published by S. D. Warren Company, "Managing a War with the Help of Printing."

#### **In War or Peace**

This book is intended for use in both wartime and peacetime conditions. It can save you time, effort and money in the preparation of your printed material... and increase its effectiveness. A copy will be sent without cost or obligation if you request it on your letterhead. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

**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—April 7, 1945  
One Half Page, 4 5/8 x 12 3/8  
P. O. BOX. 5-35 — G 3-19-1945





Don't miss this S. D. WARREN COMPANY advertisement in the SATURDAY EVENING POST for May 12, 1945

## What tie are *you* wearing today?

When you selected that tie this morning, you knew instinctively that you were free to pick any one you chose. You knew you would not be asked to account to some outside authority to explain your choice.

You have always taken your right of Free Choice for granted, always known it for what it is: the inherited privilege of every American to exercise his own discretion in selecting his wardrobe, his main course at dinner or his investments.

When millions of people freely choose and freely buy from a wide variety of products offered for sale, they come to wield great economic power. They can and do choose to patronize those manufacturers who give the most value for every dollar. As the demand for greater quantities of worthy merchandise grows, industrial facilities expand.

Americans now have cause to rejoice that the exercise of their Free Choice enabled these facilities to become the greatest in the world. For when war struck, America's industrial power was swiftly converted into a military power which outstripped all competition in the production of planes, ships, guns, tanks, munitions and the other essentials of mechanized warfare.

One reason why American industry grew to such gigantic size was the high degree of skill developed by business men in the selling of merchandise. The sales technique of most prosperous companies called for extensive use of attractive booklets and brochures, informative catalogs and interesting printed ad-



vertisements in many forms. The skillful use of the printing press has continued throughout the war to help sell War Bonds, to teach conservation, to instruct new workers in unfamiliar production jobs and to carry out hundreds of other important assignments.

If one of *your* business problems is the preparation of effective printed messages, we believe you will find practical assistance in a recent S. D. Warren Company book entitled "Managing a War with the Help of Printing."

This book was written for use in both wartime and peacetime conditions. Its purpose is to save you time, money and effort in planning, writing and printing. If you would like a copy, write us on your letterhead. There is no cost or obligation. Just address S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING

REG. U. S. PAT. OFF.

**Warren's**  
STANDARD

*Printing Papers*

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Printed Selling—May, 1945  
One Page, 4 1/2 x 7  
P. O. BOS. 5-265—G 4-26-1945

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

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Advertising & Selling—May, 1945  
Printers' Ink—May 11, 1945  
Two-Thirds' Page, 4 5/8 x 10  
P. O. BOS. 5-265—G 4-16-1945

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BETTER PAPER — BETTER PRINTING

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



## What tie are *you* wearing today?

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### *In War, or Peace*

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BETTER PAPER — BETTER PRINTING

REG. U. S. PAT. OFF.

**Warren's**  
STANDARD

*Printing Papers*

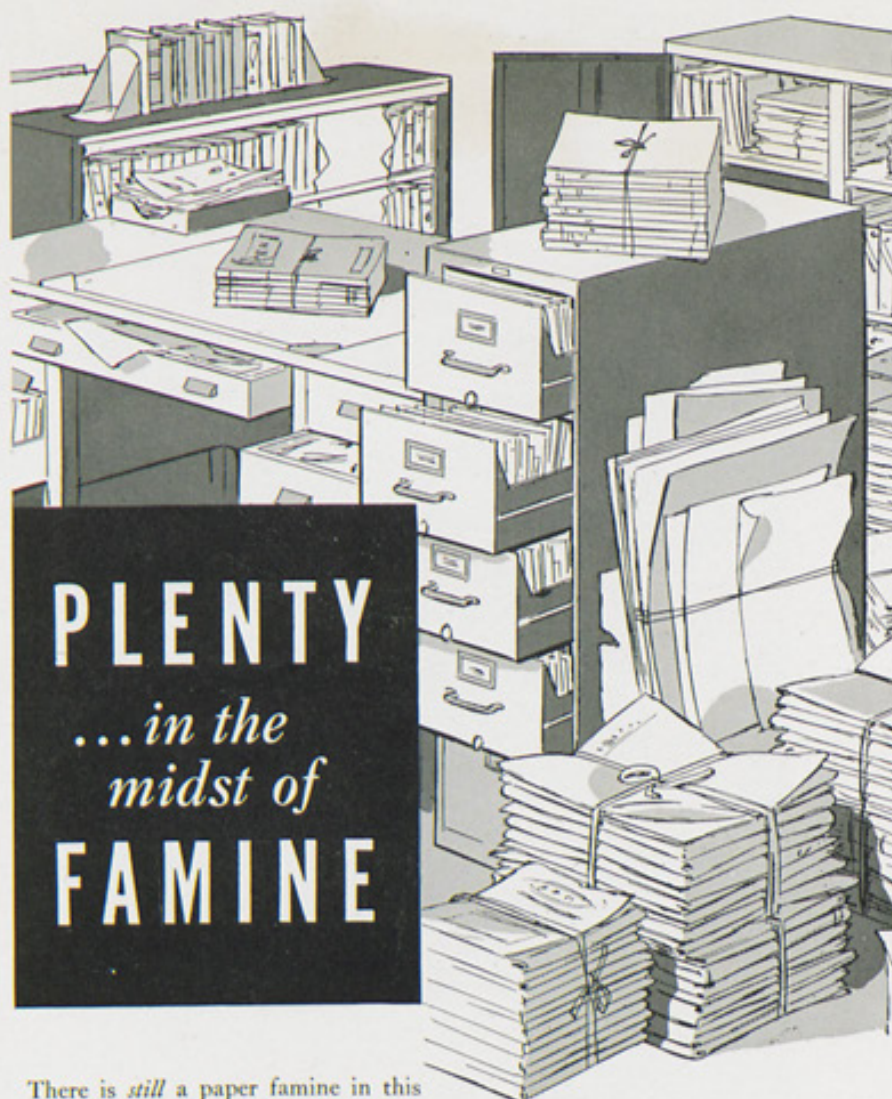
for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

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

Saturday Evening Post—May 12, 1945  
One Half Page, 4 5/8 x 12 1/8  
P. O. BOS. 5-36—G 4-26-1945

★





## PLENTY ...in the midst of FAMINE

There is *still* a paper famine in this country. War is consuming a disproportionate share of the paper pulp supply. Current salvage efforts and curtailed cutting operations in the forests are not producing sufficient pulp to meet all essential needs.

If American business wants to continue using stationery, routine forms, packing cartons, wrapping paper, paper cups, washroom tissues and the hundreds of other items made from paper pulp, then business should seriously continue its paper salvaging efforts.

Countless tons of valuable waste paper still remain buried in filing cabinets, desk drawers, closets, storage rooms and basements. Unless you have very recently conducted a paper clean-up campaign in *your* establishment, you will probably be surprised at the quantity of obsolete records, correspondence, newspapers, business publications, books and wastebasket scrap that has accumulated. When a man keeps an undue amount of paper pulp out of circulation, he cuts off his own business from the future use of just that much of the available pulp supply.

Business should be reminded that paper salvaging is a *continuing* effort and that regular contributions to the local paper salvage drive are direct contributions to its own welfare. The best results are obtained when a business organization appoints one individual as a paper salvage director, responsible for *periodic* clean-ups and collections.

Let's all remember — business should save paper *for its own sake*.

S. D. Warren Company, 89 Broad St., Boston 1, Massachusetts.

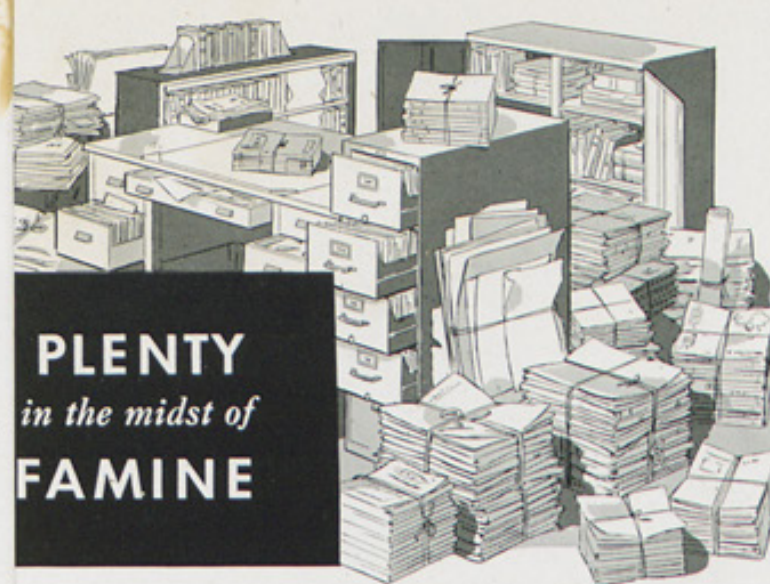
BETTER PAPER — BETTER PRINTING



*Printing Papers*

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

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Printers' Ink—August 10, 1945  
3/8 Page, 4 5/8 x 10  
P. O. BOS. 5-575—G 7-23-1945



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Let's all remember — business should save paper *for its own sake*.

S. D. Warren Company, 89 Broad St., Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING



*Printing Papers*

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Printed Selling—August, 1945  
One Page, 4 1/2 x 7  
P. O. BOS. 5-575—G 7-23-1945







Look for this  
by S. D. WARREN  
in *The Saturday*  
for December



## Who will for new ci

Full restoration of civilian produc requires that every manufacturer the necessary tools and materials v out delay — or come in second to competitor.

An essential aid in finding and ey ating tools and materials is the *ca information* circulated by supplier the information about tools and terials is lacking, the task of recon ing is unavoidably slowed; if the i mation is readily available, conve can be progressed with speed.

### Industry Looks to Its Supplie

Of necessity, Industry must loc its suppliers for the information th essential for quick reconversion. pliers that respond can achieve be and also bestow them.

A supplier that circulates catale formation at this time thereby his customers to start quickly in the race for markets and to sustain opera tions and employment. In thus helping his customers, the supplier helps him self; in aiding to sustain employment, he contributes to the welfare of the nation.

### Consult a Printer Now

Suppliers to Industry who are revis ing or replacing obsolete catalogs will do

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Suppliers to Ind or replacing obso

Look for this message  
by S. D. WARREN COMPANY  
in *The Saturday Evening Post*  
for December 1, 1945



## Who'll win the race for new civilian markets?

Full restoration of civilian production requires that every manufacturer find the necessary tools and materials without delay — or come in second to his competitor.

An essential aid in finding and evaluating tools and materials is the *catalog information* circulated by suppliers. If the information about tools and materials is lacking, the task of reconverting is unavoidably slowed; if the information is readily available, conversion can be progressed with speed.

### Industry Looks to Its Suppliers

Of necessity, Industry must look to its suppliers for the information that is essential for quick reconversion.

### Consult a Printer Now

Suppliers who are revising or replacing obsolete catalogs will do well to consult a good printer. The current demand on printing facilities is taxing, and so there is reason for scheduling

catalog work now. Furthermore, a good printer can aid in preparing for effective and economical production if his services are retained early in the planning period.

Among other things, a good printer will very likely recommend that your catalog be printed on one of Warren's Standard Printing Papers, which are favored by printers because their uniform quality and affinity for ink permit faithful reproduction of type and pictures. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING



Printing Papers

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

to appear in  
Printed Selling — December, 1945

4 1/2 x 7  
P. O. BOS. 5-764 — G 11-23-1945



Printing Papers

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

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

Advertising & Selling — December, 1945

Printers' Ink — December 7, 1945

Two-Thirds Page, 4 5/8 x 10

P. O. BOS. 5-764 — G 11-23-1945



BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in

Saturday Evening Post — December 1, 1945

One Half Page, 4 5/8 x 12 1/8

P. O. BOS. 5-718 — G 11-5-1945





July 2016

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