



ADVERTISING

# The Reflected Works

S.D. Warren Space Advertisement Book

1930

sappi etc



S.D. Warren Space Advertisement Book

**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 space advertisement book from 1930 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1930

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

Showing the  
**WARREN SPACE**  
**ADVERTISEMENTS**  
*for 1930*

WITH a list of publications in which they will appear, the dates of insertion and the sizes of electros offered to printers who may wish to reprint these messages



**S. D. WARREN COMPANY**  
89 BROAD STREET  
BOSTON, MASS.

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The WARREN  
Advertisements  
reproduced here  
appear regularly  
in

The  
Saturday Evening Post  
and  
The Literary Digest

Dates  
of insertion are  
listed with each  
Advertisement

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Saturday Evening Post

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listed with each  
Advertisement

## among the advertisements

### Cutting Coupons will make your dollars go further

HAVE you tried cutting corners in shopping?

Do you know that the advertising coupons bring booklets and folders that will short-cut your shopping hours and stretch your buying dollars?

You can see, sample, and compare merchandise from the pages of a clearly illustrated catalog. You can make more deliberate decisions on "What we need most," or "What we can afford," or "Which we will buy" from a well-printed booklet than in crowded store aisles.

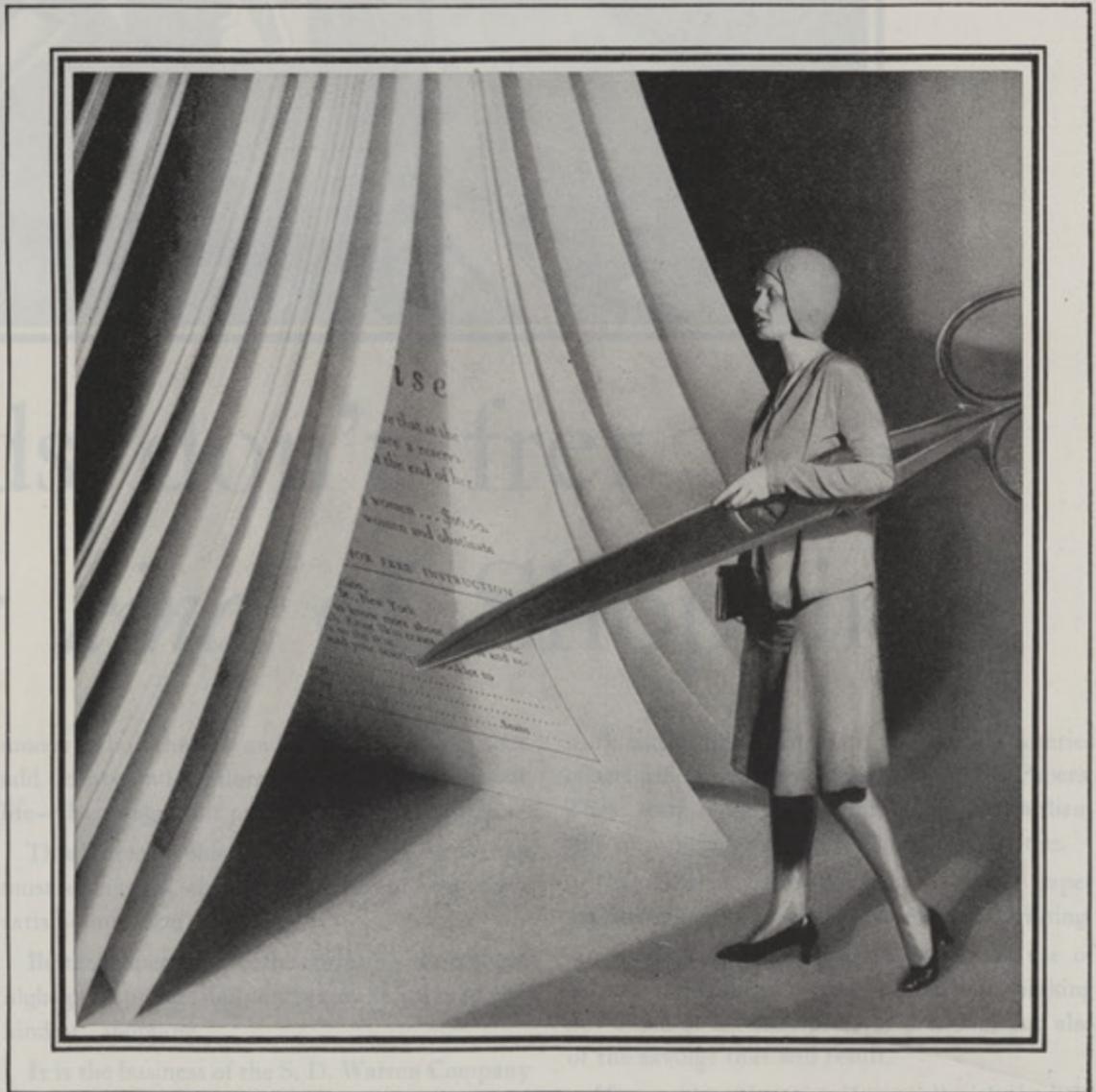
Then, when you do set out to buy, you find you are intelligently informed on the exact merits of the goods the salesman offers you. You have saved his time—and yours.

Never were booklets offered by advertisers as informative and helpful as they are today. They are informative because the manufacturer understands that you want to know all about his merchandise before you buy. They are helpful because he wants to be sure that you get full value out of your purchase. Consequently, the writing is authoritative, the pictures are truthful and beautiful. Only the best printing, the best paper, the best typography are used; and yet, thanks to modern high-speed printing presses, most of these booklets come to you free.

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, pictures will be clear and convincing, and colors faithful to the merchandise.

Our program starts with producing better papers in volume at low production costs. It includes a plan for cutting the cost of printing through a simplification of the number of paper sizes formerly held necessary.

In addition, many of the uncertainties of presswork and printing are overcome through a series



of scientific tests of each run of Warren's Papers. These tests, made at the mill, insure standardization of printing, folding, and binding qualities.

The result is better printing on better paper at lower costs to printers and buyers of printing.

So, when a good printer suggests the use of Warren's Standard Printing Papers, he is thinking not alone of a better piece of printing, but also of the savings that will result.

## WARREN'S STANDARD PRINTING PAPERS

*Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding.*

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTER  USER OF PRINTING

Send details of the Warren Simplification Program which shows how to save time and money in planning printing.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## This is 1930 Advertisement N

When requesting an electro of this Advertisement specify it as 1930 Advertisement N in Size No. 1 or Size No. 2 as you desire. See center spread pages of this folder for electro sizes.

# Try shopping with SCISSORS among the advertisements

Cutting Coupons  
will make your dollars  
go further

**H**AVE you tried cutting corners in shopping? Do you know that the advertising coupons bring booklets and folders that will short-cut your shopping hours and stretch your buying dollars? You can see, sample, and compare merchandise from the pages of a clearly illustrated catalog. You can make more deliberate decisions on "What we need most," or "What we can afford," or "Which we will buy" from a well-printed booklet than in crowded store aisles.

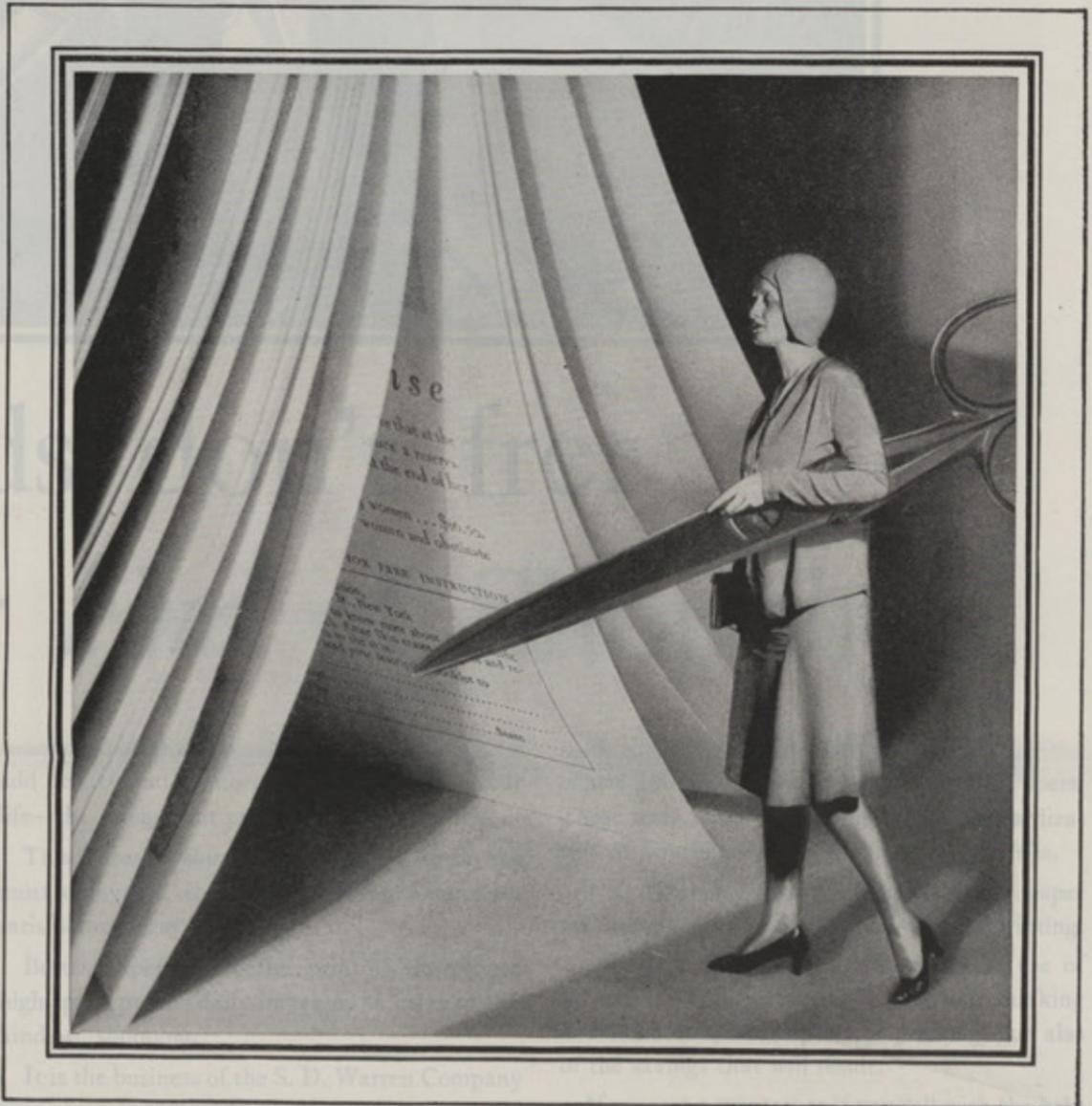
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of scientific tests of each run of Warren's Papers. These tests, made at the mill, insure standardization of printing, folding, and binding qualities.

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*Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding.*

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTER  USER OF PRINTING

Send details of the Warren Simplification Program which shows how to save time and money in planning printing.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

This is 1930 Advertisement **N**

When requesting an electro of this Advertisement specify it as 1930 Advertisement N in Size No. 1 or Size No. 2 as you desire. See center spread pages of this folder for electro sizes.



# Husbands don't fret at *this kind* of Shopping!

*—Shopping through  
 booklets and folders  
 that clipped coupons  
 will bring*

**I**F YOURS is a healthy, normal specimen of American husband, he is probably a dismal failure as a shopping companion.

He is restless on journeys from store to store. He is impatient with crowded aisles. He doesn't get any fun from sitting at a counter while colors, patterns, values, prices, are compared!

But clip and mail coupons for the booklets and folders of merchants and manufacturers. Try that same husband on shopping tours in the pages of well-printed advertising pieces!

He'll examine goods shown in an appealing illustration. He'll listen to intelligent arguments set forth in text. You will find it less difficult to discuss the budget with him when he scans it for

money to buy the new and interesting things that add beauty and comfort to your home and your life—the things that printing daily introduces.

This "fireside shopping" is coming to be the most enjoyable, the most intelligent, the most satisfactory form of buying.

Better paper and better printing on modern high-speed presses daily increase the value of this kind of "shopping."

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, the pictures clear and convincing, and the colors faithful to the merchandise.

The Warren program starts with producing better papers in volume at low production costs. Furthermore, it includes a plan for cutting the cost of printing through a simplification of the number of paper sizes formerly held necessary.

In addition, many of the uncertainties of press-

work and printing are overcome through a series of scientific tests of each run of Warren's Papers. These tests, made at the mill, insure standardization of printing, folding, and binding qualities.

The result is better printing on better paper and lower costs to printers and buyers of printing.

So, when a good printer suggests the use of Warren's Standard Printing Papers, he is thinking not alone of a better piece of printing, but also of the savings that will result.

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

## WARREN'S STANDARD PRINTING PAPERS

*Warren's Standard Printing Papers are tested for  
 qualities required in printing, folding, and binding.*

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.  
 PRINTER  USER OF PRINTING   
 Send details of the Warren Simplification Program which shows how to save time and money in planning printing.  
 Name \_\_\_\_\_  
 Firm Name \_\_\_\_\_  
 Firm Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

### This is 1930 Advertisement O

When requesting an electro of this Advertisement specify it as 1930 Advertisement O in Size No. 1 or Size No. 2 as you desire. See center spread pages of this folder for electro sizes.

Have you tried  
"Clipping  
Coupons"  
from  
Radio  
Programs  
?



**M**ORE than entertainment comes out of your radio. Some of the best programs on the air conclude with an invitation to write for the booklets and catalogs of the people who broadcast. Recently, as a result of four half-hour broadcasts, 7,644 people wrote for the booklet offered via radio by one manufacturer.

Are you still a stranger to this idea of "clipping coupons from radio programs"?

Or have you discovered the fascinating picture-and-text books offered by firms you meet through your loudspeaker? They answer questions about their goods that you might logically ask:

*Is this something that will save my time and energy?*

*Is it better than what I now use?*

*What kind of people use it?*

*Will my life be happier, safer, richer, by knowing more about this thing?*

There are new styles, new conveniences, new luxuries, new contributions to better modes of living coming along all the time. You hear of many from your radio. The finest of these things

are always pictured and explained in the booklets and catalogs that are sent for the asking.

This literature grows more helpful and beautiful every day. Much of it can be sent to you free—thanks to high-speed presses and modern papers.

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, the pictures clear and convincing, and the colors faithful to the merchandise.

Our plan starts with producing better papers in volume at low production costs. It includes a plan for cutting the cost of printing through a simplification of the number of paper sizes formerly held necessary.

In addition, many of the uncertainties of presswork and printing are overcome through a series of scientific tests of each run of Warren's Papers.

## WARREN'S STANDARD PRINTING PAPERS

*Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding.*

These tests, made at the mill, insure standardization of printing, folding, and binding qualities. The result is better printing on better paper at lower costs to printers and buyers of printing.

So when a good printer suggests the use of Warren's Standard Printing Papers, he is thinking not alone of a better piece of printing, but also of the savings that will result.

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTER

USER OF PRINTING

Send details of the Warren Simplification Program which shows how to save time and money in planning printing.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## This is 1930 Advertisement P

When requesting an electro of this Advertisement specify it as 1930 Advertisement P in Size No. 1 or Size No. 2 as you desire. See center spread pages of this folder for electro sizes.

# QUESTIONS:



Are spare parts quickly available?



Can I sample it free?



What is the strength of this material?



How much is the upkeep?



Have they other patterns?



How can I preserve the finish?



Is this preparation suited to my skin?



Must this be washed or dry cleaned?

## Answers . . . that's what coupons are for!

IT seems hard to buy anything from a hairpin to a harvesting machine without a troop of questions popping up to unsettle your mind. When they can be answered quite to your own satisfaction, you can buy more intelligently, more sanely.

That is why so many advertisements urge you to "send for our fully illustrated literature."

Manufacturers want their goods to work. They have patiently experimented to discover how you can best get the service their goods can give. Above all, they do not want a trial to end in disappointment. They want to answer all your questions before you buy.

Make it a habit to send for this information. Clip the coupon if there is one. It should be part of the program of every thrifty buyer. The booklets that come to you are painstakingly prepared to answer your questions fully, accurately—and beautifully.

High-speed printing presses and modern paper-

mill methods make this service available to you.

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, the pictures clear and convincing, and the colors faithful to the merchandise.

Our program starts with producing better papers in volume at low production costs. It includes a plan for cutting the cost of printing through a simplification of the number of paper sizes formerly held necessary.

In addition, many of the uncertainties of presswork and printing are overcome through a series of scientific tests of each run of Warren's Papers. These tests, made at the mill, insure standardization of printing, folding, and binding qualities. The

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So when a good printer suggests the use of Warren's Standard Printing Papers, he is thinking not alone of a better piece of printing, but also of the savings that will result.

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

### WARREN'S STANDARD PRINTING PAPERS

*Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding.*

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTER  USER OF PRINTING

Send details of the Warren Simplification Program, which shows how to save time and money in planning printing.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

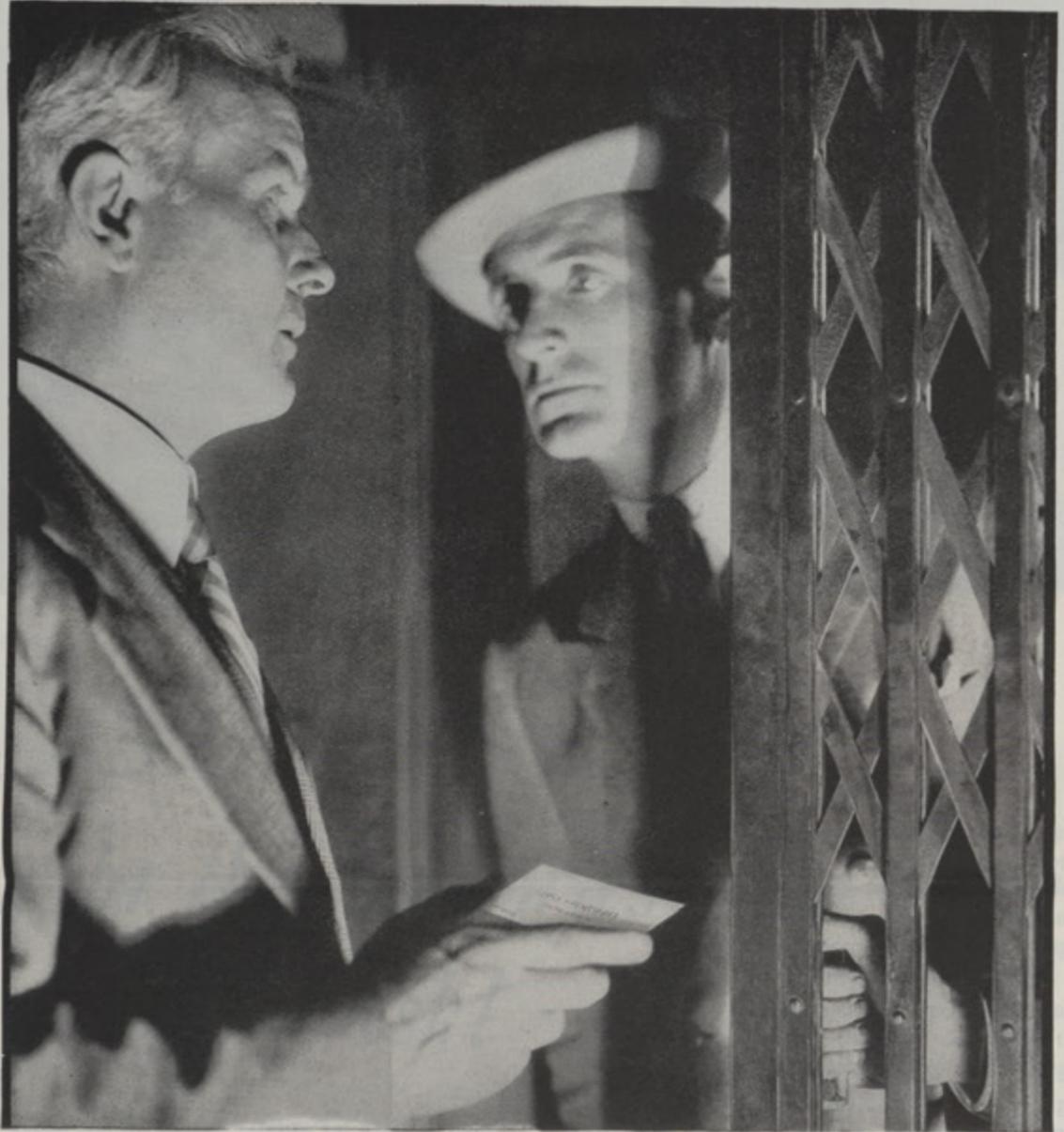
City \_\_\_\_\_ State \_\_\_\_\_

## This is 1930 Advertisement Q

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# "I'll think it over and let you know" . . . .

*Clipped coupons  
will bring booklets  
that enable you to  
think it over before  
the salesman calls*



THE next time you catch yourself closing a sales-interview with "I'll have to think it over and let you know," remember that two grown-up, high-priced men may possibly have been wasting a fair amount of each other's time.

For such a statement shows that you are not yet ready to buy—which is quite proper. But it also probably shows that you have been asking a salesman questions that a well-written piece of printing can answer quickly and completely.

"What is the breaking strength of this material?" . . . "What kind of furniture will go best in our office?" . . . "What will a cooling system do for our theatre?" . . . These questions can be answered without seeing anybody.

The pages of this magazine and of nearly any good business paper are filled with coupon offers to send you booklets and folders that call, tell a brief but complete story, and sit quietly at hand while you "think it over" without hurry or obligation.

If more of these coupons were clipped, better salesmen would be calling on you.

For the men who did come in answer to your final request would waste less time on introducing themselves and their company and in telling you what their product is and how it works. They could devote their good energies to serving your needs.

High-speed printing presses and modern paper-mill methods make this service available to you.

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, the pictures clear and convincing, and the colors faithful to the merchandise.

Our program starts with producing better papers

in volume at low production costs. It includes a plan for cutting the cost of printing through a simplification of the number of paper sizes formerly held necessary.

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So when a good printer suggests the use of

## WARREN'S STANDARD PRINTING PAPERS

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Warren's Standard Printing Papers, he is thinking not alone of a better piece of printing, but also of the savings that will result.

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTER

USER OF PRINTING

Send details of the Warren Simplification Program which shows how to save time and money in planning printing.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## This is 1930 Advertisement S

When requesting an electro of this Advertisement specify it as 1930 Advertisement S in Size No. 1 or Size No. 2 as you desire. See center spread pages of this folder for electro sizes.



# COUPONS

*brought the Factories  
 to his Desk!*

**T**HIS Purchasing Agent grew tired of the countless time-wasting interviews which always ended with "I am sorry we can't settle it today" . . . "We are not quite ready yet" . . . to salesmen waiting to see him.

He found a way to save his own time and that of the salesmen as well. When he needed new shelving for the stock-room, new lights for Mill No. 7, or a new calculating machine, he clipped and mailed advertising coupons that brought the well-printed catalogs and booklets of each manufacturer.

The arguments for each make were intelligently set forth in type. The merchandise was pictured clearly and in detail. Specifications and service were down in black and white. Deliberate comparisons from the printed pages made it easy to narrow his choice to those companies whose products most nearly suited his purpose.

Then (and only *then*) he asked these companies to send their men.

Do you clip and mail advertising coupons? The printed pieces they bring are planned to save your time, your steps, and your money. You can "interview" a catalog at any moment for as long as you wish, without any sense of obligation. Printing and paper make this service possible to you. High-speed printing on good paper

keeps you up to the minute on what is new, or different, or better in the things you are planning to own.

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, the pictures clear and convincing, and the colors faithful to the merchandise.

Our program starts with producing better papers in volume at low production costs. Furthermore, it includes a plan for cutting the cost of printing through a simplification of the number of paper sizes formerly held necessary.

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So, when a good printer suggests the use of Warren's Standard Printing Papers, he is thinking not alone of a better piece of printing, but also of the savings that will result.

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

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S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.  
 PRINTER  USER OF PRINTING   
 Send details of the Warren Simplification Program which shows how to save time and money in planning printing.  
 Name \_\_\_\_\_  
 Firm Name \_\_\_\_\_  
 Firm Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

*This is 1930 Advertisement T*

When requesting an electro of this Advertisement specify it as 1930 Advertisement T in Size No. 1 or Size No. 2 as you desire. See center spread pages of this folder for electro sizes.



## One of the Most Valuable Corners in the World!

YOU are probably no stranger to the coupon that appears in the corner of so many advertisements.

Do you realize that it is literally one of the most valuable corners in the world?

It is valuable to the advertiser because it is the cheapest way to bring his wares to your busy eye. Each coupon means that some merchant or manufacturer has spent money to make it easy for you to secure booklets and catalogs that tell more about his merchandise than can be told within the limits of an advertisement.

It is valuable to you because—the booklet of the paint manufacturer generally goes beyond the mere subject of paint and helps you plan happier color schemes . . . the catalog of the lighting fixture people explains the scientific way to light your office or your mill . . . you can raise children on the authoritative advice given by the better food companies, chemists, and producers of nursery equipment in their literature!

These printed pieces grow more helpful and more beautiful every day. Many of them can be

sent to you free—thanks to high-speed printing presses and modern papers.

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, the pictures clear and convincing, and the colors faithful to the merchandise.

Our program starts with producing better papers in volume at low production costs. It includes a plan for cutting the cost of printing through a simplification of the number of paper sizes formerly held necessary.

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### WARREN'S STANDARD PRINTING PAPERS

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The result is better printing on better paper at lower costs to printers and buyers of printing.

So, when a good printer suggests the use of Warren's Standard Printing Papers he is thinking not alone of a better piece of printing, but also of the savings that result from our plan of simplification.

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTER  USER OF PRINTING

Send details of the Warren Simplification Program which shows how to save time and money in planning printing.

Name \_\_\_\_\_

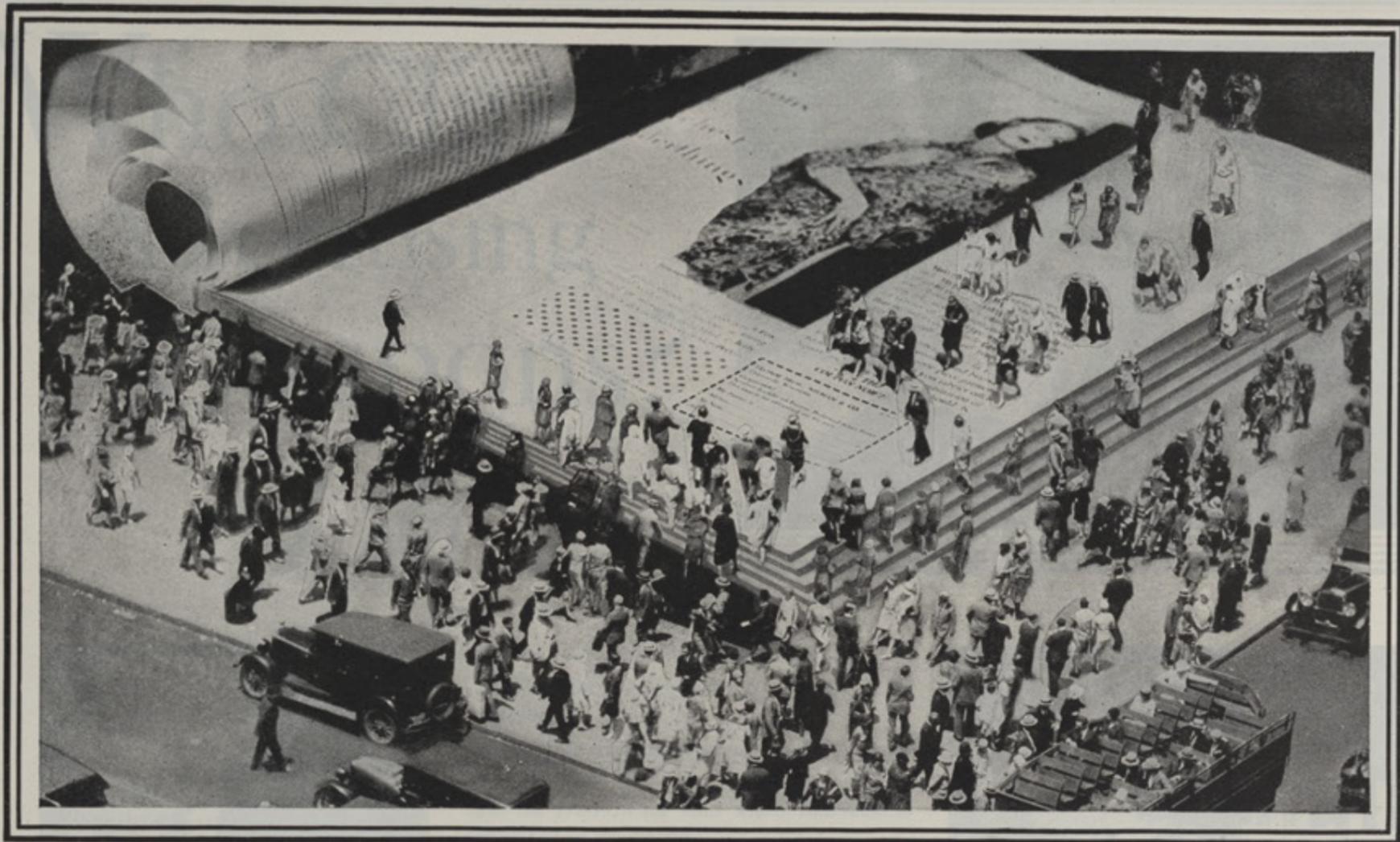
Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

This is 1930 Advertisement V

When requesting an electro of this Advertisement specify it as 1930 Advertisement V in Size No. 1 or Size No. 2 as you desire. See center spread pages of this folder for electro sizes.



## Enter by the Corner to the most useful library in the world

**D**O YOU snub the little coupon in the corner of advertisements? Or do you "send for booklets"?

Many people do not know yet that through the coupon in the corner of advertisements they may enter the most useful library on earth.

For in the fine, readable picture-and-text books that companies send, you will find the answers to all your perfectly proper questions about the things you see in advertisements.

These Questions:

*Will my life be happier, safer, or richer by knowing more about this thing?*

*Is this something my business really needs?*

*Where can I get it?*

*What does it cost?*

The companies that offer you their booklets—either through the mails or over the store counter—take enormous pains to answer your questions fully, accurately—and beautifully.

Each booklet is a formal visit with you. It enters your door well-dressed and intelligent, and tells a full, clear, and interesting story.

Printing and paper make this service to you

possible. High-speed printing on paper that is faithful to picture, to color, and to type keeps you up to the minute on what is new, or different, or better in the things you use every day of your life.

If it were not for Better Paper you could not get this Better Printing.

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### WARREN'S STANDARD PRINTING PAPERS

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If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTER

USER OF PRINTING

Send details of the Warren Simplification Program, which shows how to save time and money in planning printing.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

This is 1930 Advertisement **W**

When requesting an electro of this Advertisement specify it as 1930 Advertisement W in Size No. 1 or Size No. 2 as you desire. See center spread pages of this folder for electro sizes.

# COUPONS *have helped* *a million wives* become expert cooks



ONCE upon a time . . . so the story runs . . . a puzzled housewife implored Heaven to make a new animal to break the eternal round of beef, pork, mutton, and fowl.

Today you need search no farther than the coupon in the corner of the best food advertisements for clever new meat dishes, crisp and different salads, tempting desserts, smart ways of transforming left-overs into delicious and nourishing dishes.

Clipped and mailed, these coupons bring—usually free—brochures and catalogs that are really cook books, beautifully printed and illustrated in colors. No ordinary cook book presents its dishes so realistically.

The recipes are devised by practical domestic science experts. Calories and vitamins receive their due. The text is clear, convincing, reasonable. Colored pictures and photographs sparkle from the pages. Paper and printing are usually excellent.

It is because of high-speed printing presses and modern printing papers that manufacturers can afford to give this helpful service to you.

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, the pictures clear and convincing, and the colors faithful to the merchandise.

Our program starts with producing better papers in volume at low production costs. It includes a plan for cutting the cost of print-

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The result is better printing on better paper at lower costs to printers and buyers of printing.

So, when a good printer suggests the use of Warren's Standard Printing Papers, he is thinking not alone of a better piece of printing, but also of the savings that will result.

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTER  USER OF PRINTING

Send details of the Warren Simplification Program which shows how to save time and money in planning printing.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

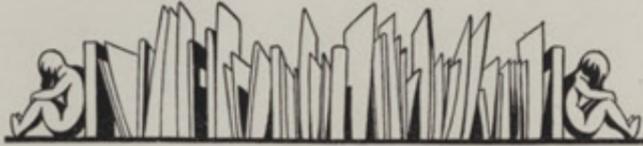
City \_\_\_\_\_ State \_\_\_\_\_

**This is 1930 Advertisement Y**

When requesting an electro of this Advertisement specify it as 1930 Advertisement Y in Size No. 1 or Size No. 2 as you desire. See center spread pages of this folder for electro sizes.

# Free TEXT-BOOKS

on almost any subject



... clipping coupons  
from advertisements  
is the way to get them!

**F**ASCINATING booklets about some problem that touches you and your life are published every day. These text-books are not found in schools or public libraries.

But you can secure them—generally free or for little more than the mailing cost—by clipping coupons from advertisements.

Some of these books tell how to plan, build, and pay for your home. Others picture new ideas in store methods or factory equipment. Still others give the newest advice on the care of your skin, your car, your budget, or your business.

The better-printed books are written with the care lavished on school texts. Dietitians, scientists, business authorities, sponsor the statements. Capable artists illustrate the pages. Much of this commercial literature is printed on the very same Warren's Paper that modern publishers use for the best school text-books.

High-speed printing presses and modern printing papers make this service available to you.

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, the pictures clear and convincing, and the colors faithful to the merchandise.

Our program starts with producing better papers in volume at low production costs. It includes a plan for cutting the cost of printing through a simplification of the number of paper sizes formerly held necessary.

In addition, many of the uncertainties of presswork and printing are overcome through a series of scientific tests of each run of Warren's Papers. These tests, made at the mill, insure standardization of printing, folding, and binding qualities.

The result is better printing on better paper at

## WARREN'S STANDARD PRINTING PAPERS

*Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding.*

lower costs to printers and buyers of printing.

So, when a good printer suggests the use of Warren's Standard Printing Papers, he is thinking not alone of a better piece of printing, but also of the savings that will result.

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTER

USER OF PRINTING

Send details of the Warren Simplification Program which shows how to save time and money in planning printing.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

### This is 1930 Advertisement Z

When requesting an electro of this Advertisement specify it as 1930 Advertisement Z in Size No. 1 or Size No. 2 as you desire. See center spread pages of this folder for electro sizes.

## To Make Your Business Grow

tell your customers why they should use More Printing—and how to use it Profitably

HERE are three questions that your customers often ask themselves:

*Does it pay to buy printing?*

*Could we spend our money in better advantage in some other direction?*

*Should we buy and use more printing? Or should we use less printing?*

The amount of printing business you do depends in a large measure on how these questions are answered.

If your customers decide that it does not pay to use printing, your business suffers. If they decide they can get along as well with less printing, your business declines.

It is important to you, therefore, that your customers be told again and again that the use of printing increases their profits.

It is important to you that they be repeatedly reminded of new ways in which they can use good printing profitably.

It is important to you further that they be shown how to use printing to the best advantage. Otherwise its use may not pay. And they might stop using it.

These things are important, too, to the merchants who sell Warren's Standard Printing Papers and to the S. D. Warren Company. Our business cannot prosper unless yours prospers. We can't sell good paper unless you sell good printing.

This is the primary reason why the S. D. Warren Company is, year after year, building into the minds of your customers the conviction that good printing—the kind you do—brings profit to the buyer of that printing.

The secondary reason is that the association of the name Warren with the thought of good printing—profit-building printing—makes it easier for you to sell Warren's Standard Printing Papers to your customers.

And we all profit accordingly.

Your customer profits through the use of good printing of good paper. And is pleased.

You profit through the sale of printing, through the satisfaction of your customer, and through the saving of time and worry in the pressroom.

We profit through the sale of paper to you.

## How Boards of Directors

that you never saw may ruin your business

IN your books are the names of many customers. They rate with you according to the way in which they buy printing.

Some you call good buyers—they want good printing, they are willing to pay a fair price for it.

Some you call uncertain buyers—they make many plans, but OK's come slowly. You are never certain about their business.

Some you call tough buyers—they seem to want good printing, but they squabble about price. They want too much for their money.

There are definite reasons for these differences.

Back of those individuals to whom you sell printing are general managers, treasurers, presidents, boards of directors. The reason why one company is a good buyer, another an uncertain buyer, and a third a tough buyer, may lie all the way back with the board of directors.

If the board of directors believes that good printing helps business, the company will be quite apt to rate as a good buyer of printing.

If the board of directors is doubtful or uncertain about the value of good printing, the company is quite apt to rate as an uncertain buyer of printing.

If the board of directors does not believe that the use of good printing reduces the cost of selling, then the company is apt to rate as a tough buyer of printing.

These things are true because the spending of money for certain purposes starts with the approval of budgets by the board of directors.

The success of your business, therefore, rests partly with boards of directors.

If the men who serve as directors believe in the value of good printing, your business prospers.

If they do not believe in good printing, your business suffers.

Here, then, is another reason for the advertising program backed by the merchants who sell Warren paper and by the S. D. Warren Company.

Unless you sell good printing, we can't sell good paper.

The Warren advertisements in national publications are helping to convince the men who direct businesses that the use of good printing pays.

Many become better buyers of printing.

You sell more good printing.

We sell more good paper.

Note that the name Warren is associated in each advertisement with the thought of good printing. Because of this association, if you mention Warren paper to your customer, you will find that he will readily accept it as the right background for good printing.

This makes it a little easier to sell good printing on Warren paper.

## Are Dull Years Necessary?

THE reasons why for dull years in the printing business are always too easily explained. The gossip goes like this:

"The Robinson Company is not getting out a catalog this year."

"The Jones Company have held up the work on the new campaign."

"Business is bad with the Brown Company so they're not doing any printing."

The question is: Aren't the real reasons hidden behind these statements?

Isn't it true that if those responsible for the sales of the Robinson Company believe that the catalog helped sales, they would not let anything interfere with getting out the catalog?

If the Jones Company believed that the new campaign would speed their selling, would they hold it up?

If the Brown Company were convinced that printing would make their business better, would they stop buying it?

Therefore, isn't the real reason for dull times in the printing business that too few business men know how and where printing will help their sales?

The merchants who sell Warren's Standard Printing Papers and the S. D. Warren Company believe this to be true.

They believe that if all business men are told often just how and why *Printing* will help sales, that more and more printing will be used. And the printing business will be a better business.

This is the primary reason for the Warren advertising program.

You can't sell good printing unless business men believe it will help them.

We can't sell good paper unless you first sell good printing.

If we can help improve your business, we sell more paper—and sell it with less effort. Incidentally, you will have fewer dull years.

**THESE reproductions from some of the Warren mailing pieces, sent regularly to Printers throughout the country, explain the purpose of Warren Space Advertising—which is to help increase the profitable use of printed material. A reading of these messages will show you how you can help increase your business by re-printing Warren Space Advertisements and mailing them to your customers.**

**WARREN SPACE ADVERTISEMENTS** in *The Saturday Evening Post* and *The Literary Digest* (reproductions at the left) urge buyers of goods to get into the habit of clipping more coupons to send for printed booklets and folders offered by business concerns, because these printed pieces help them reach buying decisions more quickly and intelligently. At the same time, these messages remind buyers of printing of the importance of printing in their selling plans. All this is cultivating printing business. It will pay

you, too, to use these messages in your work. Electros for reprinting are furnished without charge. See inside pages for electro sizes.

Warren Advertisements appearing in printing and advertising publications (reproductions attached to back cover) have as their theme the advantages of starting these printed pieces in sizes that cut without waste from standard sizes of paper. A careful reading of these Warren Advertisements may suggest ways of saving time and money in your selling and production.



# COUPONS

*brought the Factories  
to his Desk!*

**T**HIS Purchasing Agent grew tired of the countless time-wasting interviews which always ended with "I am sorry we can't settle it today" . . . "We are not quite ready yet" . . . to salesmen waiting to see him.

He found a way to save his own time and that of the salesmen as well. When he needed new shelving for the stock-room, new lights for Mill No. 7, or a new calculating machine, he clipped and mailed advertising coupons that brought the well-printed catalogs and booklets of each manufacturer.

The arguments for each make were intelligently set forth in type. The merchandise was pictured clearly and in detail. Specifications and service were down in black and white. Deliberate comparisons from the printed pages made it easy to narrow his choice to those companies whose products most nearly suited his purpose.

Then (and only then) he asked these companies to send their men.

Do you clip and mail advertising coupons? The printed pieces they bring are planned to save your time, your steps, and your money. You can "interview" a catalog at any moment for as long as you wish, without any sense of obligation. Printing and paper make this service possible to you. High-speed printing on good paper

keeps you up to the minute on what is new, or different, or better in the things you are planning to own.

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, the pictures clear and convincing, and the colors faithful to the merchandise.

Our program starts with producing better papers in volume at low production costs. Furthermore, it includes a plan for cutting the cost of printing through a simplification of the number of paper sizes formerly held necessary.

In addition, many of the uncertainties of press-

work and printing are overcome through a series of scientific tests of each run of Warren's Papers. These tests, made at the mill, insure standardization of printing, folding, and binding qualities.

The result is better printing on better paper at lower costs to printers and buyers of printing.

So, when a good printer suggests the use of Warren's Standard Printing Papers, he is thinking not alone of a better piece of printing, but also of the savings that will result.

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

## WARREN'S STANDARD PRINTING PAPERS

*Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding.*

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTER  USER OF PRINTING

Send details of the Warren Simplification Program which shows how to save time and money in planning printing.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**|| This is Electro Size No. 1 ||**  
(Approx. 7 x 9 inches)

# Have you a growing shelf of *Advertising Booklets?*



*Clipped coupons will build a library of things that are new and interesting!*

IS there a shelf in your library for the well-printed picture-and-text books that describe the important new things you see advertised?

One bride began such a collection when she started her hope chest.

Under "Decorative" she put catalogs and booklets that show the way to arrange living-room furniture for comfort, tell what color of rug to use with a red tile sun-porch floor, illustrate the kind of fixtures that should be used with scenic wall papers.

Coupons clipped from the advertisements of the Boscillon and rug people, the furniture and fabric makers, the paint and wall paper houses brought them.

Under "Household Equipment" she places books and booklets on machines that will wash and iron the new family's linen, wax the floors, keep hot water always on tap.

Her section on "Food" is already a treasure

chest of unusual menus—thanks to the glorious cook books sent her by the beverage and the breakfast food companies, the fruit growers, the flour and the flavoring firms.

This magazine and others in your living-room team with offers of advertisers to send these same booklets to your home. The text is a world of information boiled down, made clear and interesting. Colors and photographs are faithful to the goods. Good printers, good printing papers, and modern high-speed printing presses are responsible for their neat, orderly appearance.

It is the business of the S. D. Warren Company to make printing papers on which the text will be easily read, the pictures clear and convincing, and the colors faithful to the merchandise.

Our program starts with producing better papers in volume at low production costs. It includes a plan for cutting the cost of printing through a simplification of the number of paper sizes formerly held necessary.

## WARREN'S STANDARD PRINTING PAPERS

*Warren's Standard Printing Papers are used for quality required in printing, folding, and binding.*

In addition, many of the uncertainties of press-work and printing are overcome through a series of scientific tests of each run of Warren's Papers. These tests, made at the mill, insure standardization of printing, folding, and binding qualities.

The result is better printing on better paper at lower costs to printers and buyers of printing.

So, when a good printer suggests the use of Warren's Standard Printing Papers, he is thinking not alone of a better piece of printing, but also of the savings that will result.

If you are a printer, or if you sell with the help of printing, our coupon clipped and returned will bring details of this Warren program, and a series of mailings that will help in the planning and preparation of printed pieces.

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.

PRINTED  USER OF PRINTING

Send details of the Warren Simplification Program, which shows how to save time and money in planning printing.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

*This is Electro*  
**Size No. 2**  
(Approx. 4½ x 5¼ inches)

## How to Order Electros

This folder has been prepared to make it easy for you to select electros of the Warren Space Advertisements for reprint purposes. All electros will be sent to you free of charge.

Electros of each advertisement have been prepared in two sizes: Electro size No. 1, shown opposite; Electro size No. 2, shown above.

Each Warren Space Advertisement has been given a key letter. The key letter for each advertisement is on the lower margin of the proofs attached to the front cover of this booklet.

To obtain electros of any advertisement, in either electro size, give instructions like the following to the nearest Paper Merchant handling Warren's Standard Printing Papers or write them to the S. D. Warren Company, 89 Broad Street, Boston;

Suppose you want certain advertisements in size No. 1. Then write:

*"Please send us in size No. 1, for reprint, electros of 1930 Warren Advertisements N. O. P. Q. (or any others you may want)."*

Or, suppose you want certain advertisements in size No. 2. Then write:

*"Please send us in size No. 2, for reprint, electros of 1930 Warren Advertisements N. R. T. (or any others you may want)."*

# Complete List of Printing and Advertising Publications in which Warren Advertising Appears:

Warren Advertisements addressed to printers, numbers 1A, 2A, 3A and 4A shown in proof form at the right, appear in:

The Inland Printer  
Pacific Printer and Publisher  
The American Printer  
Printing  
The National Lithographer  
Typothetae Bulletin

(For definite schedules, see proofs  
of individual advertisements.)

Warren Advertisements addressed to buyers of printing, numbers 1B, 2B, 3B and 4B shown in proof form at the right, appear in:

Advertising & Selling  
Class & Industrial Marketing  
Printed Salesmanship  
Sales Management  
Printers' Ink Monthly

(For definite schedules, see proofs  
of individual advertisements.)

Messages on Warren's Thintext, addressed to buyers of printing, continue to appear in:

Printers' Ink Weekly  
Postage and Mailbag

The paper in this booklet is

Cover—Warren's SILKFOLD—Folding Dullo-Enamel (Ivory); basis 25 x 38—222

Inside Pages—Warren's SILKFOLD—Folding Dullo-Enamel (Ivory); basis 25 x 38—100

Inserts—Warren's THINTEXT—India Paper (White) 33 x 44—46; basis 25 x 38—30

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The WARREN Advertisements reproduced here appear regularly in publications read by printers and buyers of printing. See complete list of magazines on page 4 opposite.

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Dates of insertion are listed with each Advertisement

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CLASS & INDUSTRIAL MARKETING

This is Advertisement No. 4 B. It appears in

S. D. WARREN COMPANY, 89 Broad Street, Boston, Massachusetts

to us.

Printing papers you wish a Chart, write direct

If your printer can't supply  
use it to save yourself money.

under the glass on your desk and  
of sizes and shapes if offered. Then keep it  
over and see for yourself what a wide range  
Ask him for one of these Charts. Look it  
best work.

special production. He can give you his  
There's no special manufacturing . . . no  
warehouse when your printer wants them.  
Paper and envelopes are on hand at the  
mailing machine.

. . . which are specially designed for use on  
and all Warren's standard product envelopes



The WARREN Advertisements reproduced here appear regularly in publications read by printers and buyers of printing. See complete list of magazines on page 4 opposite.

Dates of insertion are listed with each Advertisement



This way,  
your customer  
helps YOU  
make money . . .

And saves himself money, too, on the cost of preparing his printed pieces

to cut it to fit one of the sizes shown.

THERE are buyers of printing who persist in specifying sizes for printing jobs before they call you in.

The result is too often "trick"

do it . . . or rather to get the buyer to do it for you.

size production troubles — and every printer knows what a lot there are . . . what they cost in time and money! Complicated estimates . . . shopping all over town for special-sized paper . . . not finding it . . . ordering it from the mill . . . ordering special envelopes . . . then special instructions and handling all through the shop . . . with a fixed delivery date staring you in the face all the time!

The S. D. Warren Company has prepared a chart of actual sizes for mailing pieces.

These sizes are right. They cut economically from standard sheets.

They fit Warren Standard Booklet Envelopes. And there are plenty of sizes to choose from for all practical requirements.

The chart is a handy size—only 11" x 17". The buyer can keep it spread out right under the glass on his desk. His "trick" size order is stopped before it starts. When he wants a dummy he simply asks you

to you . . . to know that a dummy will be standard size . . . that paper and envelopes are waiting for you at the warehouse . . . that you can spend your time as you like to spend it—in turning out a really fine job of printing.

Any of the paper merchants handling Warren's Standard Printing Papers can supply you with as many of the charts as you wish to distribute. Give one to each of your customers. Explain its use . . . how it saves him work . . . eliminates the extra costs that "trick" sizes entail. Impress on him that he ought to keep it on hand and use it.

There is just one point where this can be stopped. Right where it starts — at the desk of this kind of customer. Here is a simple way to



Printing Papers

S. D. WARREN COMPANY, 101 Milk Street, Boston, Massachusetts

This is Advertisement No. 1 A. It appears in

THE INLAND PRINTER  
PACIFIC PRINTER AND PUBLISHER  
THE AMERICAN PRINTER  
THE NATIONAL LITHOGRAPHER

August and December, 1929, and April and August, 1930

and in

PRINTING

August 17 and December 7, 1929, and March 29 and July 19, 1930

TYPOTHETAÆ BULLETIN

August 5 and December 2, 1929, and April 7 and August 4, 1930.



This way,  
your customer  
helps YOU  
make money . . .

THERE are buyers of printing who persist in specifying sizes for printing jobs before they call you in.

The result is too often "trick" size production troubles — and every printer knows what a lot there are . . . what they cost in time and money! Complicated estimates . . . shopping all over town for special-sized paper . . . not finding it . . . ordering it from the mill . . . ordering special envelopes . . . then special instructions and handling all through the shop . . . with a fixed delivery date staring you in the face all the time!

There is just one point where this can be stopped. Right where it starts — at the desk of this kind of customer. Here is a simple way to

*And saves himself money, too, on the cost of preparing his printed pieces*

do it . . . or rather to get the buyer to do it for you.

The S. D. Warren Company has prepared a chart of actual sizes for mailing pieces.

These sizes are *right*. They cut economically from standard sheets. They fit Warren Standard Booklet Envelopes. And there are plenty of sizes to choose from for all practical requirements.

The chart is a handy size—only 11" x 17". The buyer can keep it spread out right under the glass on his desk. His "trick" size order is stopped before it starts. When he wants a dummy he simply asks you

to cut it to fit one of the sizes shown.

Think what this means to you . . . to know that a dummy will be standard size . . . that paper and envelopes are waiting for you at the warehouse . . . that you can spend your time as you like to spend it—in turning out a really fine job of printing.

Any of the paper merchants handling Warren's Standard Printing Papers can supply you with as many of the charts as you wish to distribute. Give one to each of your customers. Explain its use . . . how it saves him work . . . eliminates the extra costs that "trick" sizes entail. Impress on him that he ought to keep it on hand and *use* it.



S. D. WARREN COMPANY, 101 Milk Street, Boston, Massachusetts

This is Advertisement No. 1 A. It appears in

THE INLAND PRINTER  
PACIFIC PRINTER AND PUBLISHER  
THE AMERICAN PRINTER  
THE NATIONAL LITHOGRAPHER

August and December, 1929, and April and August, 1930

and in

PRINTING

August 17 and December 7, 1929, and March 29 and July 19, 1930

TYPOTHETAE BULLETIN

August 5 and December 2, 1929, and April 7 and August 4, 1930.



## Get your customer to use this CHART

*It helps make money for you  
... saves money for him...  
and how it smooths out your  
production troubles!*

**Y**OU know what little real difference a slight variation in size makes in a booklet's appearance.

If only all buyers of printing realized this! But too many of them do not—and those are just the ones who specify arbitrary sizes without consulting you beforehand.

Yet most of these men could save themselves real money by using care in planning their mailing piece sizes. They'd make your job more profitable, too—and save you most of the production troubles that odd-size jobs always entail.

But you must give these customers an easy means of doing it—something they can keep at their elbow and remember to use.

The new Warren Chart of Mailing Piece Sizes is just what you want. It carries actual-size diagrams of mailing pieces to meet all practical needs. There are envelope samples, too . . . in sizes to fit each mailing piece . . . and specially designed to fit mailing machines.

This Chart is a handy size—only 11" x 17". Your customer can keep it right under the glass on his desk. When he is planning a booklet or folder, he can study the Chart—then he'll have an accurate idea of size before he calls you in to discuss the job.

Best of all, any size he selects is bound to be

standard. It will cut without waste from standard sheet sizes. It will fit Warren's Booklet Envelopes.

Those sheets and envelopes are on hand at the paper merchant's. You'll waste no time and money on getting special stock . . . or on special production. You can give your whole time to doing a fine printing job—and you'll make your full profit on it!

Any paper merchant handling Warren's Standard Printing Papers can supply you with as many of these Charts as you want. Give one to each customer. Show him how easy it is to use. Explain how standard mailing sizes save him money . . . how the difference in booklets is not in size, but in the quality of the printing that goes on them.



S. D. WARREN COMPANY, 101 Milk Street, Boston, Massachusetts

This is Advertisement No. 2 A. It appears in  
THE INLAND PRINTER  
PACIFIC PRINTER AND PUBLISHER  
THE AMERICAN PRINTER  
THE NATIONAL LITHOGRAPHER

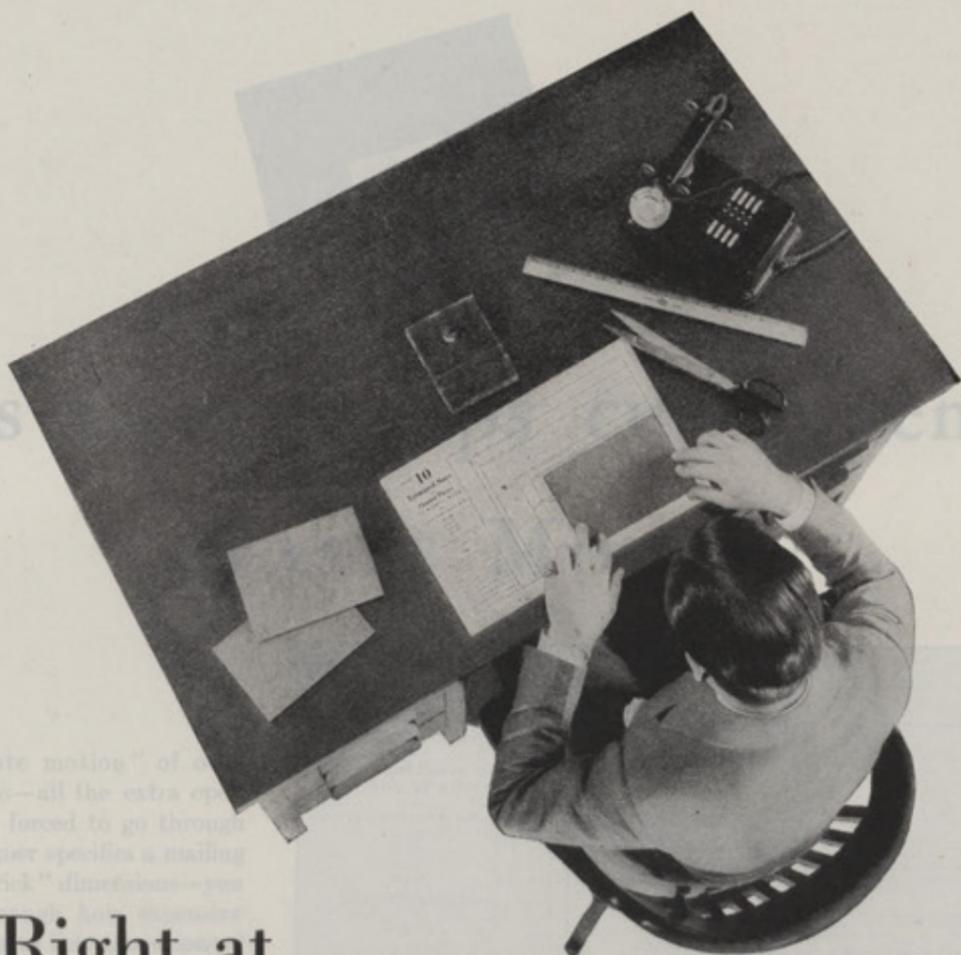
September, 1929, and January, May and September, 1930  
and in

PRINTING

September 14, 1929, and January 4, April 26 and August 16, 1930

TYPOTHETAE BULLETIN

September 2, 1929, and January 6, May 5 and September 1, 1930.



This . . . comprehensive

THAT "waste motion" of . . .  
size jobs—all the extra op-  
erations you're forced to go through  
when a customer specifies a mailing  
piece with "trick" dimensions—you  
know well . . .  
they are . . .  
And when . . .  
and spend money . . .  
special paper and special . . .  
skipped the time you . . .  
put on creating something really  
fine . . . upset the whole routine of . . .

## Right at your customer's desk . . .

. . . that's the place to  
start cutting unprofit-  
able overhead

**T**HINK what a lot of trouble  
you'd save—and what a lot  
more profit you'd make—if *all* your  
customers consulted you before they  
decided on mailing piece sizes!

Many do, of course. But those  
who do not are often the very ones  
who insist on "trick" sizes that in-  
volve a lot of extra overhead . . . cut-  
ting down your profit, and making  
printing costs unnecessarily high.

These men are striving for some-  
thing "different." They want their  
booklets and folders to stand out—

and they forget that your skill can  
give more distinction to a mailing  
piece than all the odd sizes in the  
world. Yet they would undoubtedly  
be glad to specify standard sizes if  
they knew what a wide range of  
shapes they had to choose from.

That's just why the Warren Chart  
of Mailing Piece Sizes was prepared.  
It gives printing buyers actual-size  
diagrams for mailing pieces . . . all  
of them standard . . . to cut without  
waste from standard sheet sizes . . .  
to fit Warren's Standard Booklet  
Envelopes.

The Chart is handy size  
—easily fits under the glass  
on a desk. The buyer has  
it right in front of him—

ready for reference. It gives him a  
practical idea of size to fix in his  
mind before he calls you in.

And how much more profitable  
standard sizes are for *you!* You  
waste no time and money on special  
stock . . . special envelopes . . . spe-  
cial production. Paper and envelopes  
are at the paper merchant's. You've  
got your whole time to spend as  
you'd like—in creating unusually  
fine typographical effects.

Any paper merchant who carries  
Warren's Standard Printing Papers  
has these Charts. See that  
each of your customers  
gets one. Sell him on how  
easy it makes the planning  
of his printed matter.



S. D. WARREN COMPANY, 89 Broad Street, Boston, Massachusetts

This is Advertisement No. 3 A. It appears in  
THE INLAND PRINTER  
PACIFIC PRINTER AND PUBLISHER  
THE AMERICAN PRINTER  
THE NATIONAL LITHOGRAPHER

October, 1929, and February, June and October, 1930  
and in

PRINTING

October 12, 1929, and February 1, May 24 and September 13, 1930

TYPOTHETAE BULLETIN

October 7, 1929, and February 3, June 2 and October 6, 1930.



# This Chart helps cut expensive "WASTE MOTION"

**T**HE "waste motion" of odd-size jobs—all the extra operations you're forced to go through when a customer specifies a mailing piece with "trick" dimensions—you know well enough how expensive they are . . . and how unnecessary!

And when you've wasted time—and spent money—on getting special paper and special envelopes . . . skimped the time you wanted to put on creating something really fine . . . upset the whole routine of your shop with special handling on every operation . . . what have you got to show for it? Just a booklet—that has nothing but its slightly different dimensions to make it distinctive! And *your* profit 'way below what it should have been!

These are the facts—as you know. Yet many buyers of printing—in striving for "different" mailing pieces—do not realize that *printing*, not size and shape, makes a booklet stand out.

But you can help them learn—even give them a sure method of keeping away from odd sizes for good and all.



This new Warren Chart will do it. It carries diagrams (in actual size) of ten different mailing pieces.

Every size on the Chart is standard . . . cuts without waste from standard sheet sizes . . . fits Warren Standard Booklet Envelopes.

The Chart (it's only 11" x 17") fits right under the glass on your customer's desk . . . where he can refer to it when he's planning a printing job. It shows him the wide choice he has in standard sizes. Keeps him from insisting on something "trick"

when he calls you in. See what this means for you? Paper and envelopes right at the paper merchant's . . . no special production expense . . . no waste time and money on getting special stock on envelopes . . . your whole time to turn out a fine job . . . and the full profit your skill entitles you to!

You can get a supply of these Charts from any merchant handling Warren's Standard Printing Papers. See that each of your customers gets a Chart. And impress upon him how he'll save money by using it.

S. D. WARREN COMPANY, 89 Broad Street, Boston, Massachusetts

This is Advertisement No. 4 A. It appears in

THE INLAND PRINTER  
PACIFIC PRINTER AND PUBLISHER  
THE AMERICAN PRINTER  
THE NATIONAL LITHOGRAPHER

November, 1929, and March and July, 1930

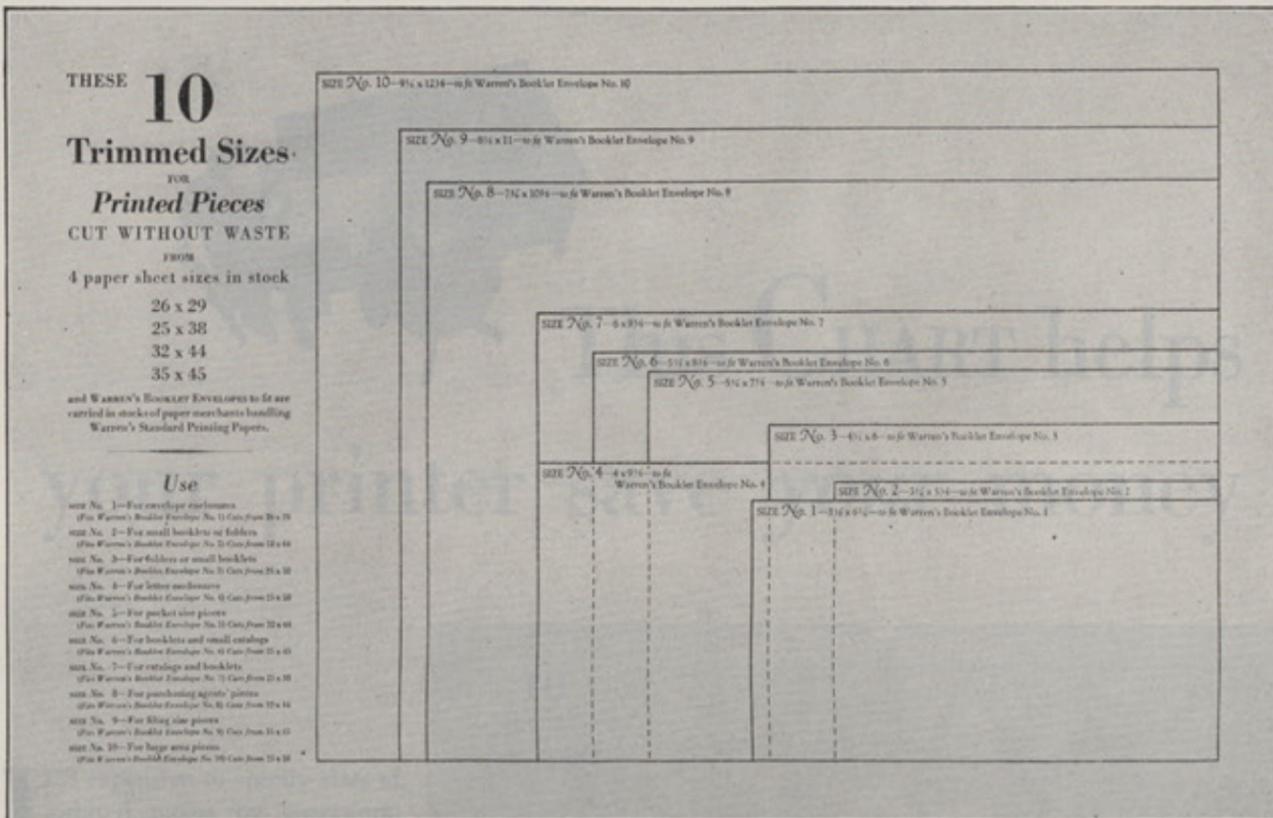
and in

PRINTING

November 9, 1929, March 1, June 21 and October 11, 1930

TYPOTHETAE BULLETIN

November 4, 1929, and March 3 and July 7, 1930.



The actual size of this chart is 11" x 17"

## Fit your booklet sizes to the Warren chart and save money

**Y**OUR booklet and someone else's may not differ much in size. Perhaps only a fraction of an inch each way. Yet one of them cost a lot more to print than the other.

Why? Just because that fraction of an inch made one booklet a non-standard size. Special-sized paper and special envelopes had to be made. The job required special handling throughout.

Your printer doesn't make money on these special operations. But he has to charge you for them. They're part of the overhead that odd-size jobs always entail. And they do come high!

Why not avoid this extra cost? It's easy enough

to do. And the quality of your mailing pieces won't suffer.

Just ask your printer for the new Warren Chart of Sizes for Mailing Pieces. It carries actual-size diagrams of mailing piece sizes—plenty for all practical needs. There's a swatch of envelopes, too, showing sizes that fit each mailing piece.

Keep the Chart right under the glass on your desk. It's a handy size—only 11" x 17". When you want to get out a booklet or folder, just select the size you need—and have your dummy cut to fit.



That dummy will be standard. It will fit Warren standard envelopes. It will cut without waste from

standard sized paper sheets. And those sheets fit standard presses—no waste press area.

No waste time, either. Standard sheets and envelopes are always on hand at the paper merchant's. Your printer can get them at a moment's notice. He's not held up by slow delivery. And he can give his whole time to turning out a really fine job for you.

Ask your printer for one of these Charts. Keep it handy where you can use it. It will save lots of trouble in planning mailing pieces—and you'll be helping your printer to save *your* money.

If he can't supply you, write direct to us.

S. D. WARREN COMPANY, 101 Milk Street, Boston, Massachusetts

This is Advertisement No. 1 B. It appears in  
 CLASS & INDUSTRIAL MARKETING  
 PRINTED SALESMANSHIP  
 PRINTERS' INK MONTHLY  
 August and December, 1929, and April and August, 1930  
 and in  
 SALES MANAGEMENT  
 August 17 and December 7, 1929, and March 29 and July 19, 1930  
 ADVERTISING & SELLING  
 January, April 2 and August 6, 1930.

Right at your own desk...



the place to start

your printing costs

This Chart makes it easy! goes on your desk and envelopes at the printer's

A VARIATION of only a fraction that's where it can best be stopped. That's why he has no costly extra over-

expensive. more than enough for all your needs. Graphical charts that will do your

Your printer can't help this. It's simply that non-standard sizes automatically require a lot of extra operations. The job becomes a "special" involving special machinery... the manufacturer of special

This new Warren Chart gives them to you in a convenient, usable form. Your printer probably has some

# This CHART helps your printer save your money

**I**T'S expensive to specify sizes of printed pieces by guesswork. You're almost certain to hit on uneconomical dimensions. And that means extra work for your printer . . . and extra cost to you.

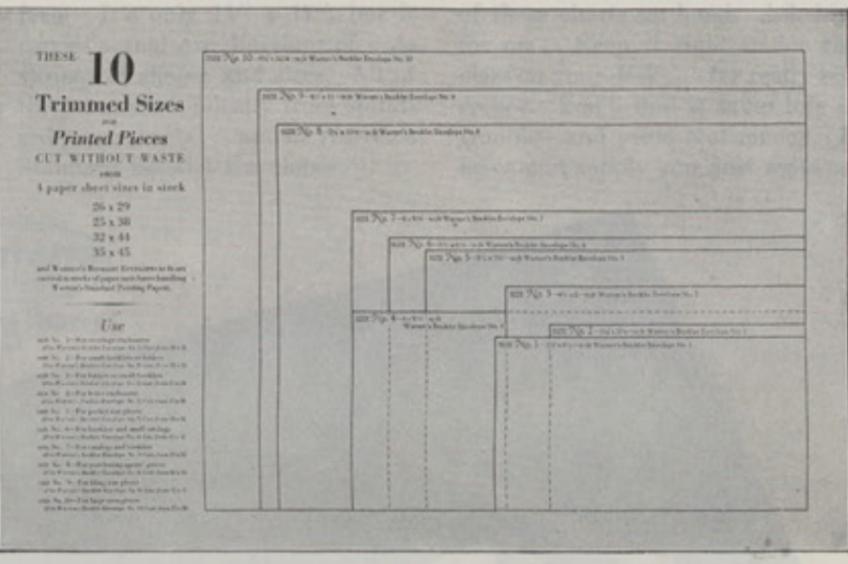
For instance, here are just a few of the operations that an odd-sized mailing piece entails: First, your printer has a complicated estimate to figure out. Then he must shop all over town to find some special-sized paper sheets that won't waste too much in the cut.

Usually they're not to be had. He orders them to be made at the mill. He orders special-sized envelopes (which may not fit your mailing machines). When everything is finally delivered, there must be special instructions and handling all through his plant.

All this is unavoidable overhead. But it all costs money. Your printer has to add it on his bill. And it all began right at your desk when you specified that odd size.

Yet it's easy enough to cut out this extra expense. Here's a simple way to do it.

The S. D. Warren Com-



pany has just prepared a chart of actual sizes for mailing pieces.

These sizes are *right*. They cut economically from standard sheets. They fit standard envelopes . . . that are specially designed for use on mailing machines. And the chart gives plenty of sizes to meet all your requirements.

The Warren Chart is a handy size—only 11" x 17". You can keep it spread out right under the glass on your desk . . . ready to refer to when you plan a mailing piece.



How does it save money? This way. Standard paper sheets and envelopes are always waiting for your printer at the warehouse.

The sheets will fit his presses exactly. He spends no time and money on special paper . . . special envelopes . . . special operations.

And he does a better job for you. He can devote his thought, his time and all his skill to giving your mailing piece that touch of individuality you vainly strive to get with irregular size. It's the *printing*, not the *shape*, that makes a booklet distinctive.

Your printer can supply you with one of the Warren Charts. Keep it handy and use it. You'll be helping him to save YOUR money if you do.

If he has none on hand, write direct to us.

S. D. WARREN COMPANY, 101 Milk Street, Boston, Massachusetts

This is Advertisement No. 2 B. It appears in  
 CLASS & INDUSTRIAL MARKETING  
 PRINTED SALESMANSHIP  
 PRINTERS' INK MONTHLY  
 September, 1929, and January, May and September, 1930  
 and in  
 SALES MANAGEMENT  
 September 14, 1929, and January 4, April 26 and August 16, 1930  
 ADVERTISING & SELLING  
 January 8, May 14 and September 3, 1930.

# Right at your own desk...

That's the place to start  
cutting your printing costs

**This Chart makes it easy!**

A VARIATION of only a fraction of an inch in size can often make a mailing piece considerably more expensive.

Your printer can't help this. It's simply that non-standard sizes automatically require a lot of extra operations. The job becomes a "special" . . . entailing special estimates . . . the manufacture of special sized paper sheets . . . special envelopes . . . then special press-setting and handling all through the printer's plant.

All that is necessary overhead . . . and, as such, it

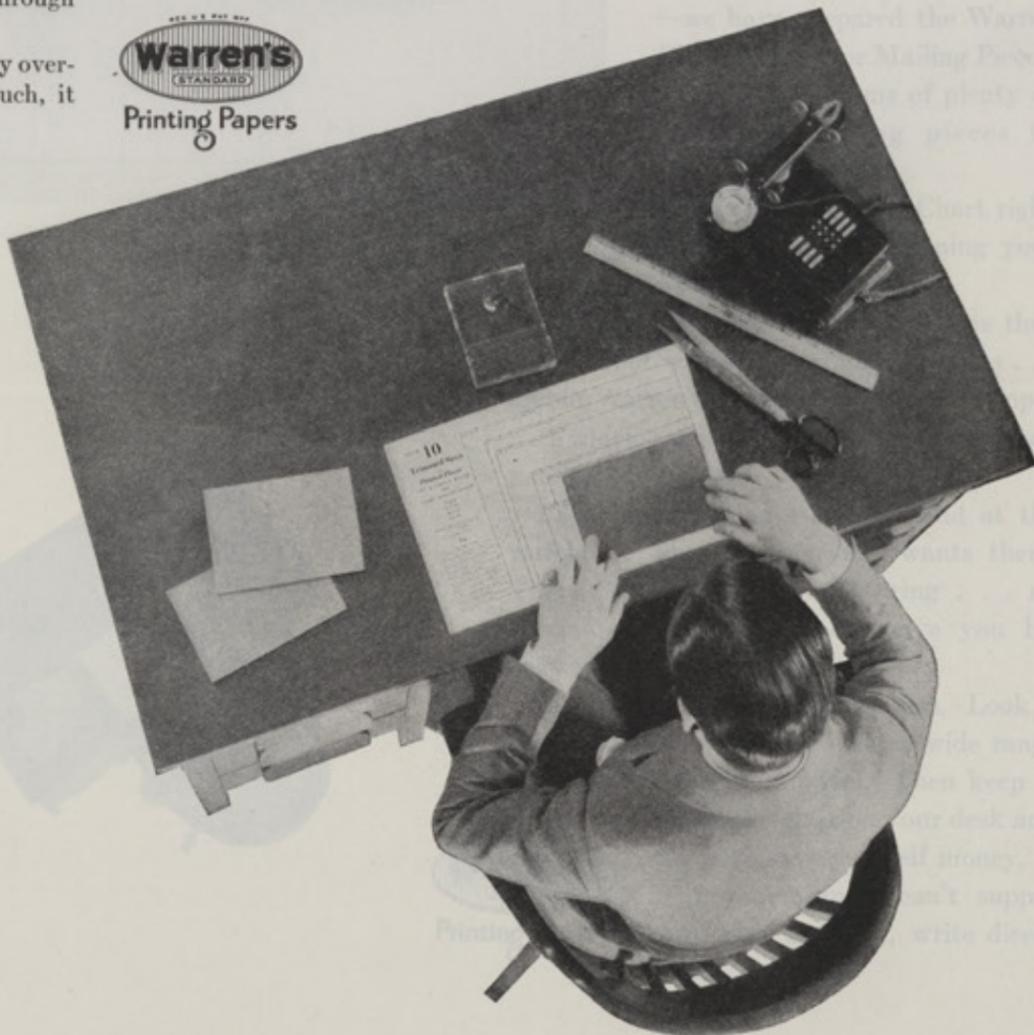
goes on your bill. But it really began right at your own desk. And that's where it can best be stopped.

How? By sticking to mailing piece sizes that are standard. There are more than enough for all your needs.

This new Warren Chart gives them to you in a convenient, usable form. It's only 11" x 17", but it carries actual-size diagrams of wide variety of shapes and sizes. All of them cut economically from standard paper sheets . . . and fit Warren's Standard Booklet Envelopes.

Your printer can get these sheets and envelopes at the paper merchant's. He has no costly extra overhead. He can devote his whole time and ability to creating the fine typographical effects that will make your mailing piece really distinctive.

Your printer probably has some of these charts on hand. Ask him for one. Keep it right under the glass on your desk . . . for ready reference. You'll find it saves lots of trouble—and some real money. If he cannot supply you, just write us.



S. D. WARREN COMPANY, 89 Broad Street, Boston, Massachusetts

This is Advertisement No. 3 B. It appears in  
CLASS & INDUSTRIAL MARKETING  
PRINTED SALESMANSHIP  
PRINTERS' INK MONTHLY

October, 1929, and February, June and October, 1930  
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SALES MANAGEMENT  
October 12, 1929, and February 1, May 24 and September 13, 1930

ADVERTISING & SELLING  
February 5, June 11 and October 15, 1930.

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July 2016

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