ADVERTISING

The Reflected Works

S.D. Warren Advertising

1928–1937

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 1928–1937 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1928–1937

Visit sappietc.com

SPACE AD BOOK

1928-1937 Inc.

20.

GEORGE BATTEN COMPANY, INC., ADVERTISING
383 MADISON AVENUE · NEW YORK

"THAT sale is closed!"

. . . perhaps it has just been opened

THE first impulse of the man who has successfully closed a hard-fought order is to grasp the buyer's hand, snap the order-book shut with the thought "*That* sale is closed," and get out.

He knows that his merchandise is worth the money; that it will be properly crated, properly delivered, properly billed. The salesman, the credit man, the order clerk, and the shipping clerk will each do a part—and all will say "*That* sale is closed."

But IS it?

The buyer knows only what he has bought. The sellers know their merchandise is right—but there is still a gap here. Does the buyer know as much about the thing he has bought as the sellers know?

It is after the merchandise has left your plant that the actual *sale* commences.

Goods that have been moved from your warehouse to the consumer's home have simply exchanged resting-places.

No manufacturer who expects a repeat sale can consider his product finally "sold" until the consumer has not only bought it, but has understood it, used it, and now wants to buy another just like it.

Do you know that there are manufacturers who include, with every acknowledgment of an order, a piece of printing that explains the merchandise? Other manufacturers offer to supply the retailer with printing that describes and explains the use of their goods for his customers. Some manufacturers prefer to mail this printing direct to the homes where the dealer has made a sale. Others see that every shipment leaving the factory contains well-printed folders or booklets as evidence that their interest in their wares is still alive and keen.

The custom varies, as it should. The tooth-paste manufacturer encloses explanatory printed pieces with each tube. The paint maker offers the colored booklet of suggestions. The automobile builder sends around the catalog of instructions.

There are different kinds of printing for different kinds of sales. You will find a good printer most understanding and helpful when it comes to creating for you the kind of printing that will make each of your sales a *closed* sale.

TO MERCHANTS,
MANUFACTURERS, AND
BUYERS OF PRINTING

If you would like to obtain books on the practical use of printed pieces issued free of charge by S. D. Warren Company, write to your printer, asking him to put you on the Warren Mailing List. Or write S. D. Warren Company, 101 Milk Street, Boston, Massachusetts.

Warren's
STANDARD
Printing Papers

When a printer suggests a Warren's Standard Printing Paper he suggests it because he knows it has all the qualities that insure good printing, folding and binding—that it is tested for these qualities before it leaves the mill. Many printers are using the Warren trademark (above) in connection with their own imprint to identify productions on Warren's Standard Printing Papers.

WARREN'S STANDARD PRINTING PAPERS {better paper ~ better printing}

2830 Page (9 3-8 x 12 1-8) Saturday Evening Post—Nov. 24 ★
Collier's—Nov. 17

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GEORGE BATTEN COMPANY, INC., ADVERTISING
383 MADISON AVENUE · NEW YORK

Business *begins* when the mail arrives

TO MERCHANTS, MANUFACTURERS AND BUYERS OF PRINTING

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THE alarm clock of business is the early caller with the bluish-gray uniform and the loaded mail-bag.

He steps off the elevator, walks past the girl at the desk, dumps his sack where a dozen hands are waiting to take the contents.

When the mail-man arrives, business really sets to work. Desks are wiped off. Window shades are adjusted. Call-buzzers sound. Stenographers sharpen their pencils. Replies to your letters are laid on your desk. The results of the printing you have sent out begin to make themselves felt.

You have never seen the postman kept waiting. Never seen him refused admittance. Never heard him told to call another day.

But next time you see a postman covering his route, ask yourself if he is calling on people you want to interest and sell. Better—ask yourself why he shouldn't be put to work carrying your printed sales messages to them.

His time, his services, his ability to walk unchallenged into any home or office, can be purchased for the price of a postage stamp and with the help of a good printer.

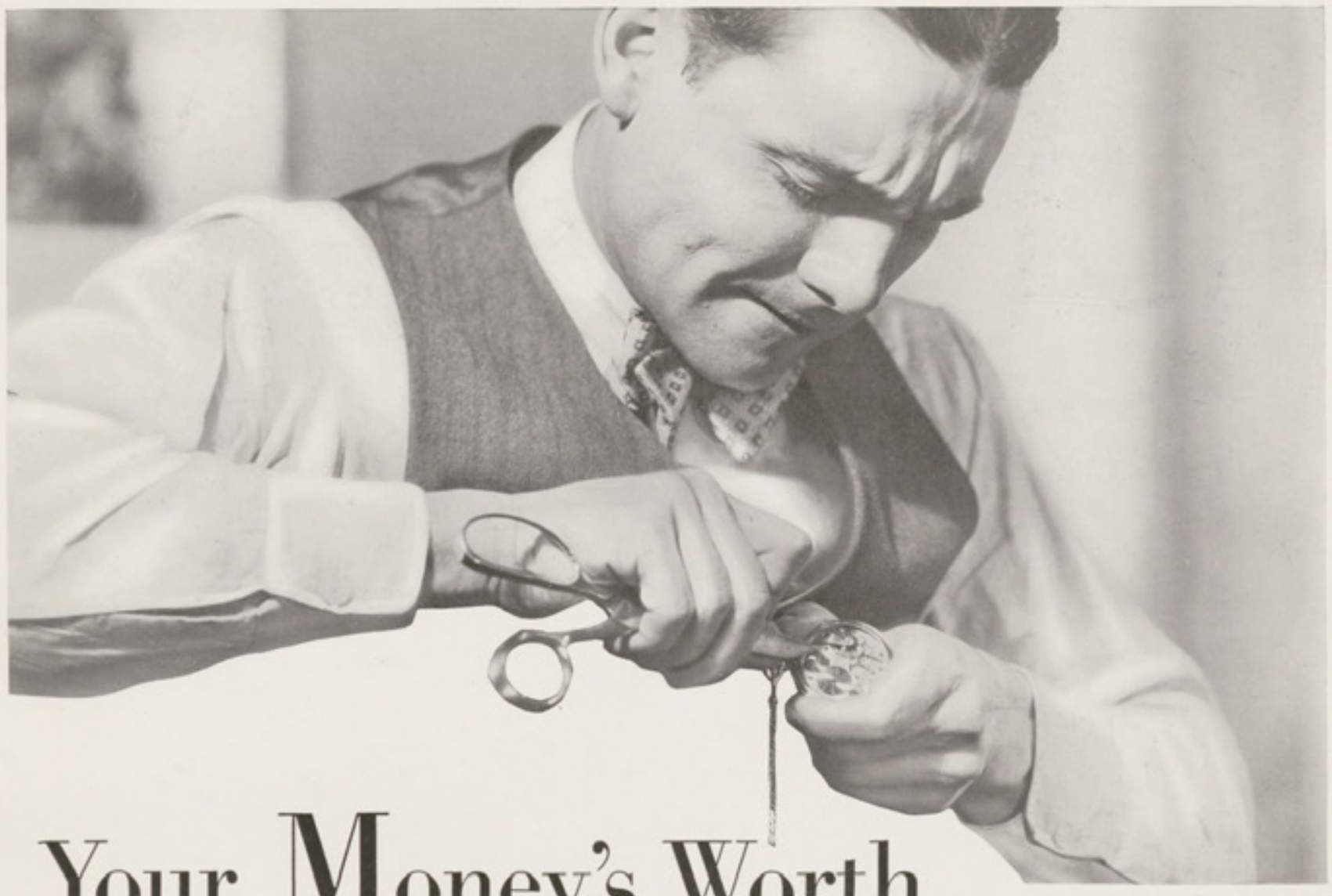
One way of getting more business is to print your story. Print it well. Use pictures if pictures help make your services or your wares more easily understood. Use good paper to make certain that your story will print as it should.

And then remember that there is a well-trained force of able men who without the need of instruction from you will take that printing to any buyer in any spot you choose . . . on the day and hour you are ready.

{better paper - better printing}

WARREN'S STANDARD PRINTING PAPERS

GEORGE BATTEN COMPANY, INC., ADVERTISING
383 MADISON AVENUE · NEW YORK



Your Money's Worth

TO MERCHANTS, MANUFACTURERS, AND BUYERS OF PRINTING

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Warren's (STANDARD) Printing Papers

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Get it . . by not abusing the things that you buy

IN many ways America is still an uneducated country.

At least to many manufacturers and merchants the land seems peopled with men and women intent on buying their wares, misusing them, and then crying loudly that they did not "get their money's worth."

Too many fine cars run on bootleg oil. Too many fine watches are wound at night instead of in the morning. Too many suburbanites plant rhododendron bushes in places where there is little shade.

Too many women apply spot-removers with a circular motion instead of rubbing along the weave of the fabric. Too many fine stockings are wrung dry. Too many fine linoleum floors are washed with caustic soap.

Whenever you see a factory, you can be sure that there is at least one man who is worrying because an inexpert public misuses and sometimes abuses the thing he has made so carefully.

Manufacturers want their goods to work. There is scarcely a big business in America that has not patiently experimented to discover just how you can get your money's worth out of your purchase.

That is why you can hardly buy a can of paint, a curling iron, or a kitchen stove—not to mention a camera, a car, or a radio—without receiving printed instructions on how to use the thing you have just bought. That is why so much printing is mailed to your home or office clarifying and repeating the instructions the demonstrator has given you. That is why so much printing is sent you even *before* you buy.

One sure way of spending your money wisely is to read all the good printing that is published on the subject of what you are about to own. One sure way of getting your money's worth is to ask for and read the booklets and the folders that describe in detail just what you have bought and just exactly how it should be used.

WARREN'S STANDARD PRINTING PAPERS {better paper ~ better printing}

38.

GEORGE BATTEN COMPANY, INC., ADVERTISING
383 MADISON AVENUE · NEW YORK

The TOUGHEST *twenty-five feet in the* WORLD

FROM the reception desk in the waiting-room to the buyer's office inside the rail is a stretch not much over twenty-five feet. To the salesman who calls "cold," that stretch looms as the toughest twenty-five feet in all the world.

Strong men have been known to suffer a touch of buck fever while the girl at the gate carries their unfamiliar cards to buyers who know nothing of them — and little of the company they represent.

Until a man knows something about you and your goods, what earthly reason *should* he have for wanting to see your salesman?

The man who "never heard of you" will read your printed story. The man who sends out word that he is "too busy" can find time to look through the folders and booklets that tell what you sell. The man who "isn't interested" can have his interest whetted by well-printed words and pictures of the things he needs to run his business.

Even the man whose desk is "stacked a foot high" still has room on that desk for the broadside that answers a question on which he had some doubt — and answers it in a way to sharpen his interest in your wares.

If your printing has introduced you, your salesman does not send in the card of an unknown company. The question in the buyer's mind is not, "How can I get rid of this salesman?" but, "What can this man do to *help* me?"

A good printer knows many ways of making your salesmen's work more effective. He can show you samples of good printing done on good paper that have smoothed the toughest twenty-five feet in the world to something that a salesman takes in a few easy, confident strides.

TO MERCHANTS, MANUFACTURERS AND BUYERS OF PRINTING

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Warren's STANDARD
Printing Papers

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{better paper - better printing}

WARREN'S STANDARD PRINTING PAPERS

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BATTEN, BARTON, DURSTINE & OSBORN, Inc.
COMBINING GEORGE BATTEN COMPANY, INC., AND BARTON, DURSTINE & OSBORN, INC
383 MADISON AVENUE, NEW YORK

Is the way to get business to "*get out and* DIG"?

BY all means have your salesmen dig—but let them dig for *orders* where orders are likely to be found.

Digging for prospects can be done better and quicker by mail than by men.

The first step in any sale is letting the prospect know your product exists, what it looks like, what kind of firm you are, and what you can do for him.

Do your salesmen have to do this? It takes time. It takes many calls. It takes shoe leather and patience. It is tedious. It costs too much money.

This kind of digging can be done better by mail, and for less money.

You can break ground by circulars, by folders and booklets that say something, by broadsides that are worth reading. Direct advertising can establish acquaintance with one group of people, describe your product to another group, build confidence with still another.

A well-directed series of printed mailings will uncover leads on which your salesmen can profitably work instead of being set to dig on ground that may never yield anything worth while.

There are concerns that think the constant use of good printing on good paper as much part and parcel of a selling job as is the salesman's price list or sample case.

Get out and dig for business—by all means. But don't use a man for a job that can be done better with a postage stamp.

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Warren's STANDARD Printing Papers

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WARREN'S STANDARD PRINTING PAPERS { better paper ~ better printing }

62.

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!

YOU 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.

Warren's Standard Printing Papers

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

Advertisement prepared by
Batten, Barton, Durstine & Osborn, Inc.
to appear in American Printer—Sept.
Pacific Printer & Publisher—Sept.
Inland Printer—Sept.
Printing—Sept. 14th
National Lithographer—Sept.
Typothetae Bulletin—Sept. 2nd
P. O. 9-7484 T

★

Right at your customer's desk . . .

. . . that's the place to start cutting unprofitable overhead

THINK 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 involve a lot of extra overhead . . . cutting down your profit, and making printing costs unnecessarily high.

These men are striving for something "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 . . . special 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.

Warren's Standard Printing Papers

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

Advertisement prepared by
Batten, Barton, Durstine & Osborn, Inc.
to appear in
American Printer—October
Inland Printer—October
Pacific Printer & Publisher—October
Printing—October
National Lithographer—October
Typothetae Bulletin—October
P. O. 9-8638 T

★

98.

Have you tried "Clipping Coupons" *from* Radio Programs ?

MORE 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 pressworkand 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* _____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
P. O. 9-6914 T
★★

Jan. 15

100

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 pressworkand 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.

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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*_____

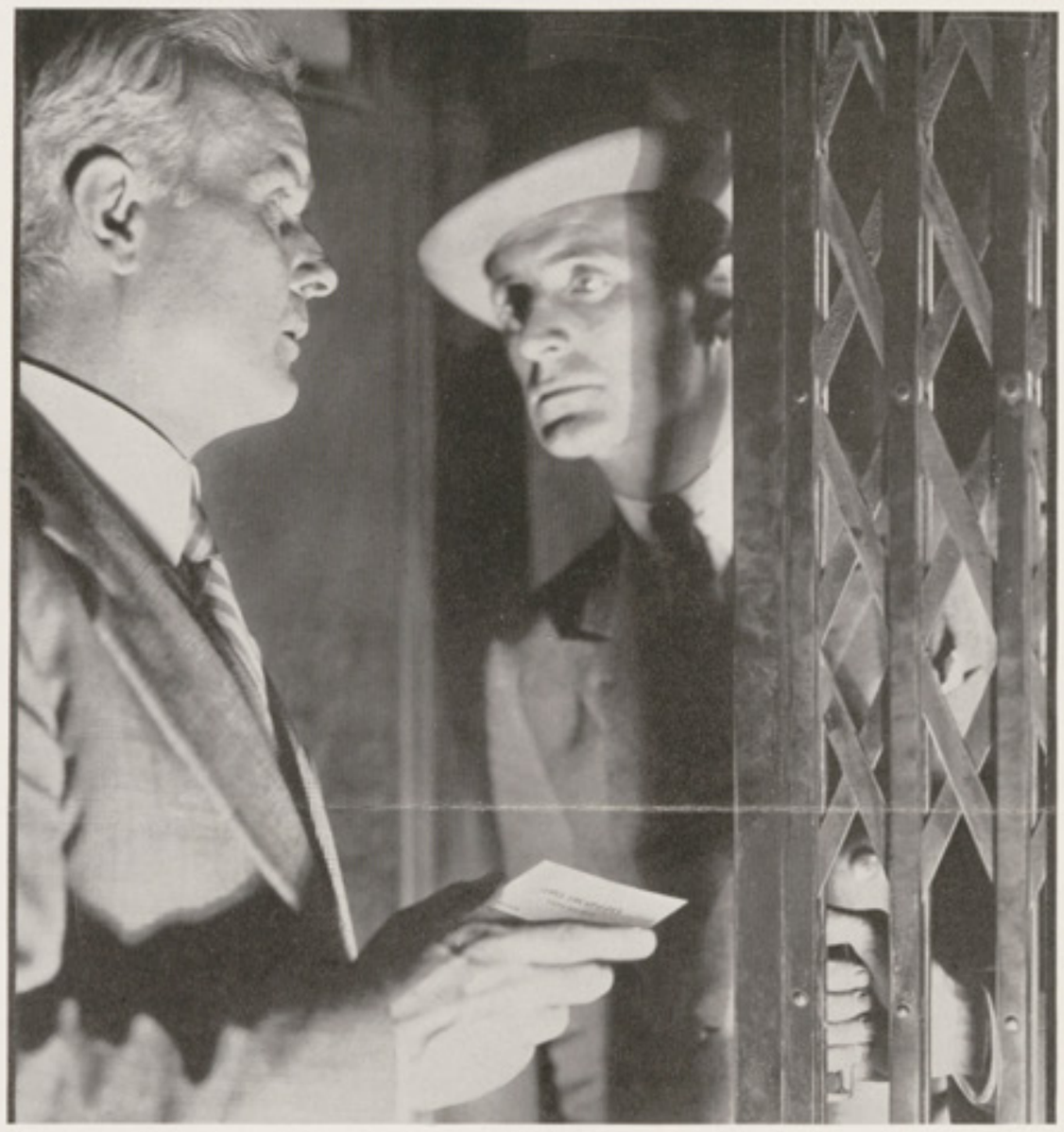
Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post – Feb. 15
P. O. 9-6922 T

★

104.

"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.

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*_____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post — April 12
P. O. 9-6915 T
★

106.

COUPONS

brought the Factories to his Desk!

THIS 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.

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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*_____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post — May 10
P. O. 9-6918 T
★

112.

Enter by the Corner

to the most useful library in the world

DO 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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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*_____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in S. E. P. - August 2
P. O. 9-6924 T

★

118.

Free TEXT-BOOKS

on almost any subject

FASCINATING 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 pressworkand 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*_____

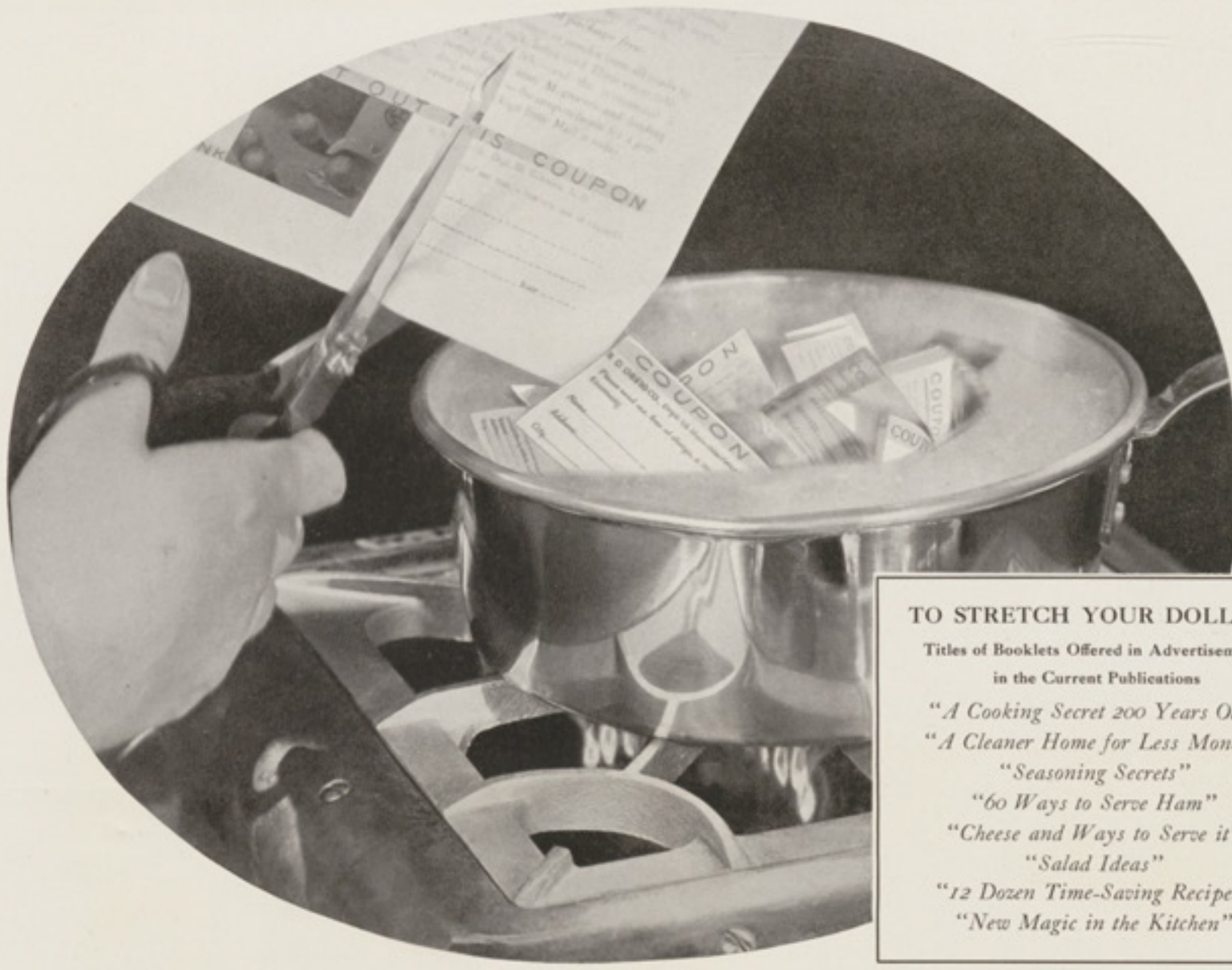
Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
F. O. 9-6919 7

-Oct. 25

★

146

Can **TWO** *live as cheaply as* **ONE**?



TO STRETCH YOUR DOLLARS

Titles of Booklets Offered in Advertisements in the Current Publications

"A Cooking Secret 200 Years Old"
"A Cleaner Home for Less Money"
"Seasoning Secrets"
"60 Ways to Serve Ham"
"Cheese and Ways to Serve it"
"Salad Ideas"
"12 Dozen Time-Saving Recipes"
"New Magic in the Kitchen"

POSSIBLY··*if wives clipped more* **COUPONS** *and read the* **BOOKLETS** *advertising offers*

FROM the titles of the booklets you are offered in the current magazines, you might almost believe that two can live as cheaply as one.

Humble foods and fruits, once neglected, are found rich in vitamins and calories. Booklets tell about them.

Sauces and seasonings turn once-snubbed cuts of meat into delicious portions. Booklets tell you how to buy and how to prepare them.

You can work magic on old furniture with a paint brush. Booklets in colors show how the decorators secure their effects.

Even if you can't visit mountain or seashore, the sun is offered your baby in made-to-order forms. Booklets tell all about it.

So helpful and authoritative are some of the modern well-printed advertising pieces, that magazines collect and file them for editorial reference, and schools use them for special classroom study. As you read, clip some of the coupons. Send for the printed help that manufacturers offer about new and better ways of doing old things. You will often find that your buying dollars cover more ground.

It is the business of the S. D. Warren Company to make printing papers that will result in better printed pieces at reasonable cost to advertisers.

Our program starts with producing better papers in volume at low production costs. It includes a series of scientific tests of each run of Warren Papers. These tests, made at the mill, insure a standardization of printing, folding, and binding qualities that eliminates many of the uncertainties of the pressroom.

There are two other steps in this Warren Program: First—a plan of simplification that reduces the number of paper sizes formerly thought necessary, and concentrates on sizes that make the most economical use of printing machinery.

Second—actual help in the planning of printed pieces through a series of mailings which we send to users of printing.

Our own coupon, if filled in and mailed, will bring complete details of the Warren Program of Simplification and mailings on the preparation of direct advertising.

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.

Check one: PRINTER ☐ USER OF PRINTING ☐

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

NAME_____

FIRM NAME_____

FIRM ADDRESS_____

CITY_____ STATE_____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
~~May 9, 1931, issue~~ nov 22
P. O. 0-6632 T

★

Cut the **WASTE TALK** *of interviews*

by first reading **booklets** *that* **coupons** *bring*

WHEN a salesman has told you all about himself, his company, and what they make and how it works—and when you have asked a number of other questions about his firm and the merchandise—then the interview can really get down to brass tacks.

There are better ways of holding interviews.

You clip coupons from advertisements. Get the booklets. Compare the values, specifications, prices, terms, and service. *Then* you send for the men you want to see.

And when the salesman does call—instead of spending time on introductions and cold facts (which a good piece of printing can often recite more economically)—his time can then be entirely devoted to planning and discussing how he and his firm can best serve *you and your business.*

It is the business of the S. D. Warren Company to make printing papers that result in better printed pieces at reasonable cost to advertisers.

Our program starts with making better papers in volume at low production costs. It includes a series of scientific tests of each run of Warren Papers. These tests, made at the mill, insure a standardization of printing, folding, and binding qualities that eliminates many of the uncertainties of the pressroom.

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Second—actual help in the planning of printed pieces through a series of mailings which we send to users of printing.

Our own coupon, if filled in and mailed, will bring complete details of the Warren Program of Simplification and mailings on the preparation of direct advertising.

TITLES OF BOOKLETS OFFERED IN ADVERTISEMENTS IN CURRENT MAGAZINES

"Selling Abroad"
"Reducing the Cost of Power Transmission"
"More Business Through Envelope Enclosures"
"Office Planning Studies"
"$1,000 Worth of Information on Motor Oil"
"How to Renew Old Roofs"

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.

Check one: PRINTER ☐ USER OF PRINTING ☐

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

NAME _____

FIRM NAME _____

FIRM ADDRESS _____

CITY _____ STATE _____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
December 13, 1930, issue
F. O. 0-6640 T

★

Do YOU still HIGH HAT the advertising COUPON?

NO MAN or woman can keep abreast of all the things that are happening, without giving a share of his or her attention to the printed pieces that advertisements offer.

New materials and new processes—ideas that may affect your life and your fortunes—are being marketed every day. Booklets tell about them.

Laboratories are constantly developing worth-while new uses for the old familiar products. You learn about them from booklets.

The coupons in the magazines and papers you read are worth much more than the snip of the scissors and the postage stamps they cost you.

It is the business of the S. D. Warren Company to make printing papers that result in better printed pieces at reasonable cost to advertisers.

Our program starts with producing better papers in volume at low production costs. It includes a series of scientific tests of each run of Warren Papers. These tests, made at the mill, insure a standardization of printing, folding, and binding qualities that eliminates many of the uncertainties of the pressroom.

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Second—actual help in the planning of printed pieces through a series of mailings which we send to users of printing.

Our own coupon, if filled in and mailed, will bring complete details of the Warren Program of Simplification and mailings on the preparation of direct advertising.

THE COUPON-SNUBBER PROBABLY HASN'T HEARD THAT—

Railroad trains are about to make their own weather inside day coaches
Rust-proof water pipe can be threaded through walls like electric cable
Furnace flues and chimneys can be vacuum-cleaned in a few dustless minutes

BUT THERE ARE BOOKLETS PRINTED ABOUT THESE THINGS!

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.

Check one: PRINTER ☐ USER OF PRINTING ☐

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

NAME_____

FIRM NAME_____

FIRM ADDRESS_____

CITY_____ STATE_____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
February 14, 1931, issue
P. O. 0-6629 T

★

Wring *added value from this publication*

by mailing COUPONS *for the* BOOKLETS *that are offered!*

INFORMATION ON MANY SUBJECTS
Titles of helpful booklets offered in advertisements in current magazines
"The Art of Table Setting"
"A Wardrobe for Riding and Polo"
"Taking Pictures of Your Children at Their Best"
"Complexions with an English Accent"
"Selling with the Help of Direct Advertising"
"How to Keep Your Car Looking New"
"What an Executive Should Know"
"Dangerous Housework"
"The Modern Trend in Wall Coverings"

THERE isn't enough space between the covers of this publication to print a whole lot of the worthwhile information that you are entitled to!

Do you notice those little coupons in the corners of most advertisements? Clip a few! They will bring you a fascinating series of picture-and-text books to make your life fuller, richer, happier.

What ingenious new things are the famous chefs doing with simple foods? Clip a coupon! What have the doctors found out about indoor sunshine, before-midnight sleep, and weight-reducing sweets? Clip a coupon! What is Paris doing to faces and figures? Clip a coupon! How can you decorate, build, travel—without utterly ruining the budget? Clip a coupon!

The booklets are usually free. Don't let that deceive you. The better printed advertising booklet is written with the same care that is given to school-books. Few school-books are so colorful or more replete with help on the daily business of living.

It is the business of the S. D. Warren Company to make printing papers that will result in better printed pieces at reasonable cost to advertisers.

Our program starts with producing better papers in volume at low production costs. It includes a series of scientific tests of each run of Warren Papers. These tests, made at the mill, insure a standardization of printing, folding, and binding qualities that eliminates many of the uncertainties of the pressroom.

There are two other steps in this Warren Program:

First—a plan of simplification that reduces the number of paper sizes formerly thought necessary, and concentrates on sizes that make the most economical use of printing machinery.

Second—actual help in the planning of printed pieces through a series of mailings which we send to users of printing.

Our own coupon, if filled in and mailed, will bring complete details of the Warren Program of Simplification, and mailings on the preparation of direct advertising.

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.

Check one: PRINTER ☐ USER OF PRINTING ☐

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

NAME _____

FIRM NAME _____

FIRM ADDRESS _____

CITY _____ STATE _____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
March 14, 1931, issue
P. O. 0-6630 T
★

A GARDEN *will bloom* HERE

COUPONS *have brought her* **BOOKLETS!**

WHERE you see bare, brown earth and rubbish, she sees marigolds and poppies. Where you see ugly posts, she sees a lacy grape arbor. Where straggly weeds meet your eyes, she sees crocuses already in bloom around a garden seat and sun-dial.

She has clipped and mailed the coupons from advertisements. She has the seed catalogs, the booklets of the garden tool makers, the folders of the fertilizer and garden furniture companies.

Now she has her idea complete and in detail.

Never were the advertising pages more replete with offers of useful literature. Most of it is sent free. Most of it is well printed on good paper. It teems with ideas, help, technical advice on gardens, homes, housekeeping—on nearly everything you use and want every day of your life.

Mail these coupons. Profit by these offers.

It is the business of the S. D. Warren Company to make printing papers that result in better printed pieces at reasonable cost to advertisers.

Our program starts with making better papers in volume at low production costs. It includes a series of scientific tests of each run of Warren Papers. These tests, made at the mill, insure a standardization of printing, folding, and binding qualities that eliminates many of the uncertainties of the pressroom.

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Second—actual help in the planning of printed pieces through a series of mailings which we send to users of printing.

Our own coupon, if filled in and mailed, will bring complete details of the Warren Program of Simplification and mailings on the preparation of direct advertising.

FOR A GARDENER'S LIBRARY

Titles of booklets offered in advertisements in the current publications

"How to Grow and Keep a Lawn"
"Insect Pest, Indoors and Out"
"How to Plant the Home Grounds"
"The Gardening Handbook"
"Fences for Protection and Beauty"
"Porch and Garden Furniture"

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.

Check one: PRINTER ☐ USER OF PRINTING ☐

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

NAME _____

FIRM NAME _____

FIRM ADDRESS _____

CITY _____ STATE _____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
April 11, 1931, issue
P. O. 0-6631 T

158

They **see the** *finished* **house**

..they have read the **booklets** *that* **coupons** *offer*

THE finished house that these people already see on their new lot might be called "The house of few regrets." They know the exact color and texture of the stucco. The southeast corner in the living-room *will* accommodate the piano. Radiators *will not* hinder placing furniture. The woman can move about her kitchen with few wasted steps. The second-floor plan shows an intelligent arrangement of three bedrooms and two baths.

There will be no unpleasant scenes with their builder. They have clipped coupons from advertisements. They have read the well-printed booklets and catalogs that advertisers offer to help plan, build, and finance a home.

The intelligent way to go about building or buying anything you need is first to send for booklets and then read before you spend. That is why advertisers in this publication have put coupons in their advertising.

It is the business of the S. D. Warren Company to make printing papers that result in better printed pieces at reasonable cost to advertisers. Our program starts with producing better papers in volume at low production costs. It includes a series of scientific tests of each run of Warren Papers. These tests, made at the mill, insure a standardization of printing, folding, and binding qualities that eliminates many of the uncertainties of the pressroom.

There are two other steps in this Warren Program: First—a plan of simplification that reduces the number of paper sizes formerly thought necessary, and concentrates on sizes that make the most economical use of printing machinery.

Second—actual help in the planning of printed pieces through a series of mailings which we send to users of printing.

Our own coupon, if filled in and mailed, will bring complete details of the Warren Program of Simplification and mailings on the preparation of direct advertising.

FOR THE HOMEBUILDER'S LIBRARY

Titles of booklets offered in advertisements in the current magazines

"Heat, the Easiest, Cheapest Way"
"The Whitest White House in Town"
"Your Dream Kitchen"
"Durable Roofs of Colorful Beauty"
"Pipe Painters for Homebuilders"
"Better Hardware for Better Homes"

S. D. WARREN COMPANY, 89 Broad St., Boston, Mass.
Check one: PRINTER ☐ USER OF PRINTING ☐
Send details of Warren Simplification Program showing how to save time and money in planning printing.

NAME _____
FIRM NAME _____
FIRM ADDRESS _____
CITY _____ STATE _____

WARREN'S
STANDARD PRINTING PAPERS

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

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
~~November 21, 1931, issue~~ may 9th
F. O. 0-6639 T

★

"Cooling heels" is COSTLY

clipped COUPONS *bring* BOOKLETS *that cut this business* WASTE

A CERTAIN sales-manager* grew concerned over the succession of high-priced men who lost their time sitting patiently in the reception room.

He wondered how much time his own men lost that way.

Sending for their daily reports, he figured out that actual interviews with prospective buyers accounted for less than ten hours a week of each man's time! Much of the balance was used in traveling to see prospects; waiting to see them.

Now—before salesmen call—he clips coupons and reads booklets. Good printing introduces him to companies and products. He compares values from printed pieces that don't mind waiting. Specifications and prices are down in black and white. Selections are made calmly and without personal pressure. And *then* he sends for the men he really wants to see!

Clip some of the coupons in this publication. They will save the time of two men—yourself and a salesman—when you're next ready to buy!

It is the business of the S. D. Warren Company to make printing papers that result in better printed pieces at reasonable cost to advertisers.

Our program starts with producing better papers in volume at low production costs. It includes a series of scientific tests of each run of Warren Papers. These tests, made at the mill, insure a standardization of printing, folding, and binding qualities that eliminates many of the uncertainties of the pressroom.

There are two other steps in this Warren Program: First—a plan of simplification that reduces the number of paper sizes formerly thought necessary, and concentrates on sizes that make the most economical use of printing machinery.

Second—actual help in the planning of printed pieces through a series of mailings which we send to users of printing.

Our own coupon, if filled in and mailed, will bring complete details of the Warren Program of Simplification and mailings on the preparation of direct advertising.

* *Name on request.*

FOR THE BUSINESS MAN'S LIBRARY

Some titles of booklets offered in advertisements in current magazines

"How to Pack It"
"Industrial Daylighting"
"Truck Power Every Hour"
"Money Saving Time"
"Reaching Buying Power in the Boston Market"
"Correct Protection Against Fire"
"Electric Heat in Industry"
"More Business Through Broadsides and Folders"

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.

Check one: PRINTER ☐ USER OF PRINTING ☐

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

NAME_____

FIRM NAME_____

FIRM ADDRESS_____

CITY_____ STATE_____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
July 4, 1931, issue
F. O. 0-6634 T

★

Buzz *for the* booklets

that **coupons** *have brought you next time you have anything to* **buy**

DO YOU KNOW that many business men instruct their secretaries to collect booklets on a multitude of subjects?

It takes little time. You simply ask your secretary to go through your newspapers and magazines and clip a few of the coupons. The booklets that follow are filed and classified. You soon have a helpful business library.

Then, when there is a question about something your business needs—a new floor, ventilation for those inner offices, a system of visible accounting—a finger on your buzzer summons the latest printed information.

Without seeing anybody, you have answers to "About what will this cost?" "How long does it take to install?" "Will it work on direct current?" "Will it release men for other operations?"

Start such a library. It will cost you no more than postage. It is a pretty sensible way to keep in touch with what is new and better in the things a growing business must have.

It is the business of the S. D. Warren Company to make printing papers that result in better printed pieces at reasonable cost to advertisers.

Our program starts with producing better papers in volume at low production costs. It includes a series of scientific tests of each run of Warren Papers. These tests, made at the mill, insure a standardization of printing, folding, and binding qualities that eliminates many of the uncertainties of the pressroom.

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Second—actual help in the planning of printed pieces through a series of mailings which we send to users of printing.

Our own coupon, if filled in and mailed, will bring complete details of the Warren Program of Simplification and mailings on the preparation of direct advertising.

FOR THE EXECUTIVE'S LIBRARY

Titles of booklets offered in advertisements in current magazines

"Market Analysis of Half the Nation"
"The Insulation of Roofs to Prevent Condensation"
"Cutting Costs with Copies"
"The Livable Office"
"Aviation and Business"
"Selling with the Help of Direct Advertising"

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.

Check one: PRINTER ☐ USER OF PRINTING ☐

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

NAME _____

FIRM NAME _____

FIRM ADDRESS _____

CITY _____ STATE _____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
August 1, 1931, issue
P. O. 0-6635 T

★

Please give me
A healthy happy future
by sending coupons
For booklets

SHOULD oil or powder be used on prickly heat? Can milk be taken directly after orange juice? Should the daily tub be the same temperature, summer and winter?

Nowadays it isn't necessary to raise five children in order to learn the answers to these questions. They are to be found in fascinating picture-and-text books offered you in the corners of advertisements.

Clipped coupons bring you this up-to-date literature. It is decidedly authoritative. Famous dietitians, specialists in child nutrition, gladly give the results of their study and experience to make it so.

Beautifully printed on good paper, colorfully illustrated, simply written—the printed pieces offered in advertisements come to help you make your child the happy laughing cherub of your dreams.

It is the business of the S. D. Warren Company to make printing papers that will result in better printed pieces at reasonable cost to advertisers.

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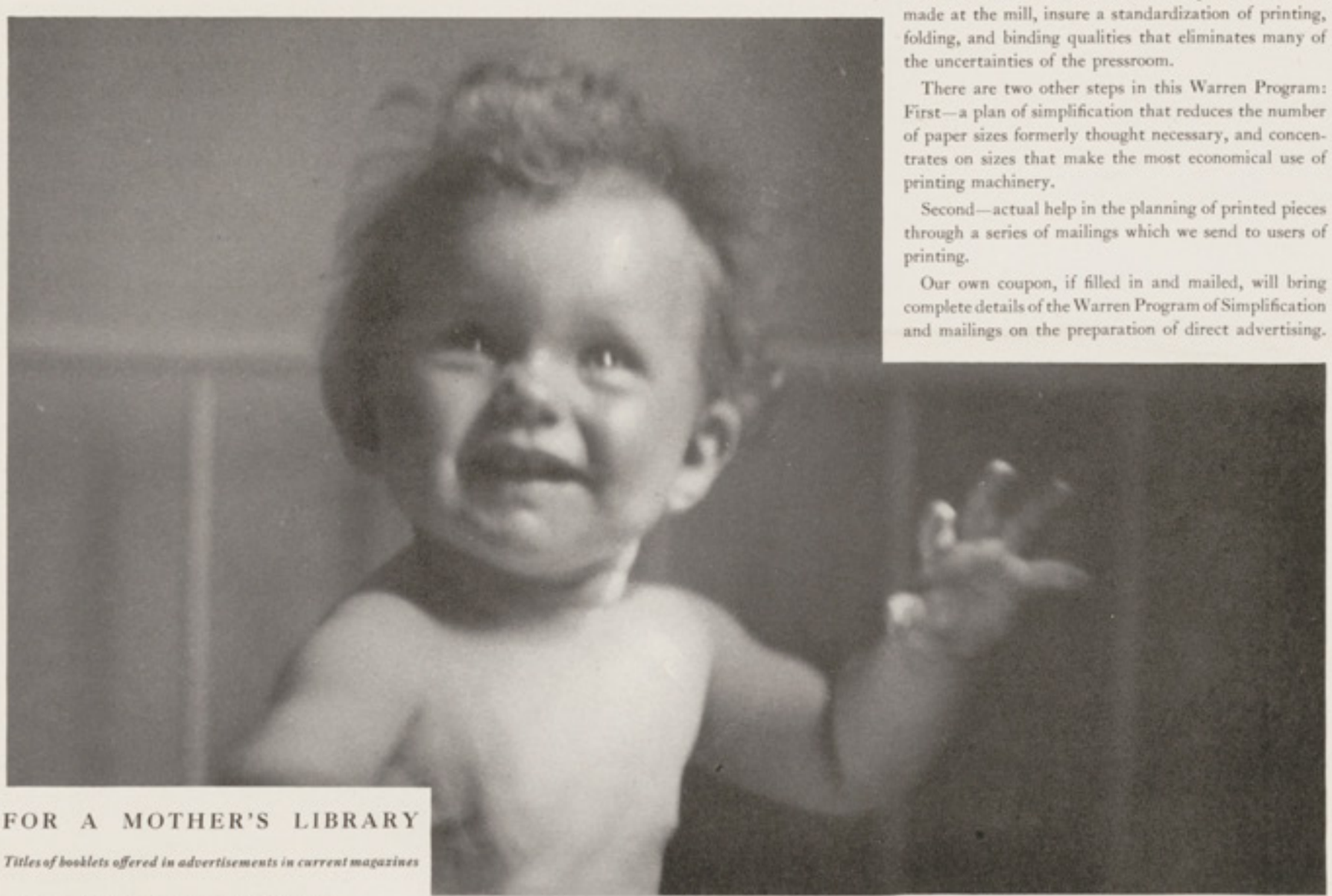

FOR A MOTHER'S LIBRARY

Titles of booklets offered in advertisements in current magazines

"When Baby Needs Milk from a Bottle"
"Children of the Sun"
"Why Every Baby Needs Bottled Sunshine"
"Baby's Outfit"
"Baby Book"
"Protecting the Home against Disease"
"Baby's Welfare"
"The Important Business of Feeding Children"

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.
Check one: PRINTER ☐ USER OF PRINTING ☐
Send details of Warren Simplification Program showing how to save time and money in planning printing.

NAME _____
FIRM NAME _____
FIRM ADDRESS _____
CITY _____ STATE _____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
September 26, 1930, issue
P. O. 0-6637 T
★

Business Experts FREE *(Filing Size)*

COUPONS *bring them in convenient* BOOKLET *form*

HOW MUCH will it cost to maintain a company airplane?

Will it pay to make a "talkie" of our business?

Which mailing system is most economical—stamps, permits, or metered mail?

How much will automatic firing cut our coal bills?

An authority who can help on any business problem deserves to be called an expert. Yet these subjects are only a few of many on which expert help in booklet form is offered you in current advertising.

Clip a coupon and these printed experts will call—usually free.

They tell what others in your line are doing about things that vex you. Often they contain valuable business statistics not found in any library. And most of them are well written, clearly illustrated, printed on good paper, in the belief that their function is to give you authoritative information in the clearest possible form.

So authoritative have modern advertising booklets become, that publications file some of them for editorial reference, and schools often pursue special studies from their pages!

It is the business of the S. D. Warren Company to make printing papers that result in better printed pieces at reasonable cost to advertisers.

Our program starts with producing better papers in volume at low production costs. It includes a series of scientific tests of each run of Warren Papers. These tests, made at the mill, insure a standardization of printing, folding, and binding qualities that eliminates many of the uncertainties of the pressroom.

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Second—actual help in the planning of printed pieces through a series of mailings which we send to users of printing.

Our own coupon, if filled in and mailed, will bring complete details of the Warren Program of Simplification and mailings on the planning and preparation of direct advertising.

TITLES OF BOOKLETS OFFERED IN ADVERTISEMENTS IN THE CURRENT MAGAZINES

"Harvests and Highlines"
"Flying America"
"Sound Corporate Financing"
"Municipal Water Supply"
"The Story of Modern Lacquer"
"More Business Through Package Inserts"
"Selling at Home"
"Anti-Corrosive Metal"

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.

Check one: PRINTER ☐ USER OF PRINTING ☐

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

NAME _____

FIRM NAME _____

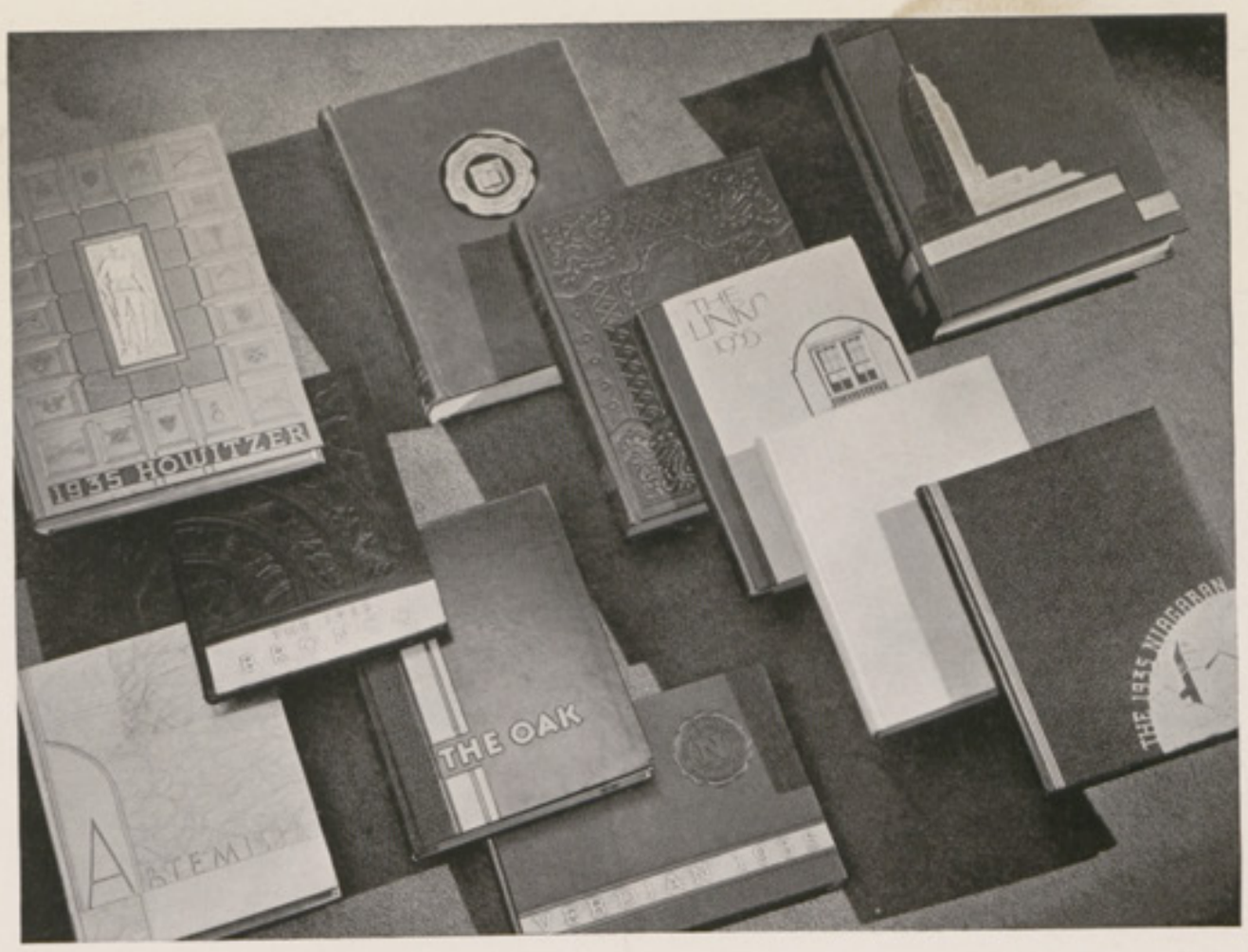
FIRM ADDRESS _____

CITY _____ STATE _____

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in Saturday Evening Post
October 24, 1931, issue
P. O. 0-6638 7

★

May - 1936



In 1935

these fine ANNUALS and many others were printed on WARREN'S STANDARD PRINTING PAPERS

In 1936

these ANNUALS and many others will again be printed on WARREN'S STANDARD PRINTING PAPERS

S. D. WARREN COMPANY

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June 1937

TO 1938 YEARBOOK STAFFS

The Warren Exhibit of School and College Annuals

will be on display in your city or a neighboring city some time during the coming Fall and Winter. We believe you will find it worth while to examine this collection of outstanding 1937 Annuals. Make note now to write us when you return to class in the Fall. At that time the exact dates and the places of exhibition will have been set. ¶ When you write for this information, ask at the same time for sample signatures demonstrating unusual page layouts and printing treatments and other material designed to be of interest and help to Yearbook staffs. We shall be ready to supply this material and to cooperate in assisting you to a fast start in the preparation of your Annual.

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

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July 2016

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