



ADVERTISING

The Reflected Works

S.D. Warren Advertising Guide

1918

sappi etc



S.D. Warren Advertising Guide

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 an advertising guide from 1918 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1918

Visit sappietc.com

Better Printing

S.D. Warren & Company,
Boston

THESE AND OTHER AD-
VERTISEMENTS TO APPEAR
 IN NINE PUBLICATIONS
 DURING THE YEAR 1918

IN THE INTEREST OF
BETTER PRINTING
BETTER PAPER

S. D. WARREN & CO.

BOSTON

*"Constant Excellence
 of Product"*

The Patriotic Course for Stay-at-Homes

IF YOU accept the teaching of certain earnest talkers, your duty is grinding, rigid economy. No books, no theatres, no cabs, no barber-made shaves, no laundering for your collar until it is dark brown, no patronage for jeweler and music dealer; no buying, in short, except to keep body and soul together.

"Save!" is their cry, ignoring the obvious fact that when my customers put an end to buying it also puts an end to my having anything to save.

Undoubtedly, there is need for conservation and for a considerable degree of economy in the personal and business expenses of our nation. Nevertheless, there is serious danger that this very proper policy will be carried to the hectic extent of becoming a menace. If this happens the only sure result will be a serious cutting down of business transactions which, of course, will be followed by a lessening of profits and of revenues, from which the government must secure its sub-

scriptions to the Liberty Loan and its Excess Profits taxes.

We look upon it as our duty, along with all other manufacturers, to keep an even poise between an unpatriotic extravagance, and a shortsighted and dangerous penuriousness. This, in short, is the underlying thought in our advertising campaign. We are arguing all the time that true economy in printing does not lie in cutting the quality of the printing, of the engraving, of the paper, but rather in making each and every booklet effective and profitable. This, to our mind, is the only real, true economy in the matter of issuing commercial printed matter.

There has been, among some of the advertising associations, a great deal of talk about economy in advertising, and almost without exception, the purport of the argument has been to use less printing and cheaper printing. To a certain limited extent this may be economy, but that extent is *very* limited. We believe, and we hope that you will agree with us, that our argument concerning the real nature of true economy is correct, and that it is more important in these trying times than ever before.

In the following pages we show a few of the advertisements that will appear this winter and spring.

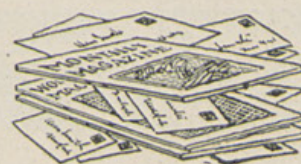
It may interest you to read them. Probably it is worth your while as these messages come before most of the buyers of printed matter.

We try to act on the theory that our function is broader than merely making good paper—namely, that we are partners with other factors in the great printing industry, the chief servant of commerce, civilization and education.

A long series of advertisements like these is part of our contribution toward keeping your industry and ours on a proper, wholesome and sustained plane of activity during war times.

S. D. WARREN & COMPANY.

Must Contend With



distinguished booklet, look in the book at the specimen leaves of Warren's Cameo.

Cameo is a dull-coated, ivory-like paper that deepens halftones and dignifies type.

If it's a catalog of fine machinery or jewelry, look at the section of the Suggestion Book that shows Warren's Lustro. Lustro is the highest refinement of surface in glossy-coated papers and reproduces halftones with the faultless accuracy of an engraver's proof.

If your booklet is to contain fine color-work, look at the color-work in our book. Note its character and note the *name* of the Warren Standard paper it was printed on.

If you have only a little money to spend for paper, then you *must*

pay attention to what you buy. The less the paper is to cost the more reason for careful choosing.

You will see all our medium-priced and low-priced papers in the Suggestion Book.

Warren's Printone, "better than super, cheaper than coated," is a happy medium between the "super" and the coated.

Warren's Cumberland Super and Warren's Cumberland Machine Book are shown. Feel of them. Note the kind of engravings we recommend using with these stocks.

Then you will know exactly what your own printing will be like, because from our highest grade to our lowest priced, the quality of Warren's Standard Printing Papers is standard.

S. D. WARREN & COMPANY
200 Devonshire Street
Boston



Did Your Printing Produce Results Like This?

NOW is the season when most commercial printing is expected to bring its biggest returns.

When orders are coming in bunches with every mail and the goods are moving as fast as they can be shipped, you get this new slant on the cost of your printing.

Printing that does not sell is always costly; printing that does sell is cheap at any reasonable price.

That is the doctrine that we preach to the American advertiser.

Better Paper is the basis for Better Printing. We do not assume that good paper has not been available for many years, but its goodness has not always been standardized.

S. D. Warren & Company have standardized

printing papers. We make standard grades of paper—unvarying grades—with names that stand for definite uses.

We have told and we shall continue to tell of the value and economy of Warren's Standard Printing Papers—how they make it easier to plan a piece of printing, easier to decide upon the type of illustration, simpler to order engravings, more

convenient to secure proper estimates, and finally and perhaps more important—how standard printing papers assure both printer and buyer of printing a smoother working job, quicker delivery, a certainty that all will go well and be satisfactory.

In the S. D. Warren Suggestion Book you will see many examples of good printing done on Warren's Standard Printing Papers. The book is intended to be helpful to the maker of books and catalogs and was prepared by men who know how to make it helpful.

Now is the time your printing should be paying. Is it? To make it pay better is an ambition which our Suggestion Book may help you to realize.

Write for the Warren Suggestion Book

There is not a great number of these books. Their distribution, while free, is necessarily limited to buyers of printing, printers, engravers and their salesmen. Please use your business letterhead in writing for a copy.

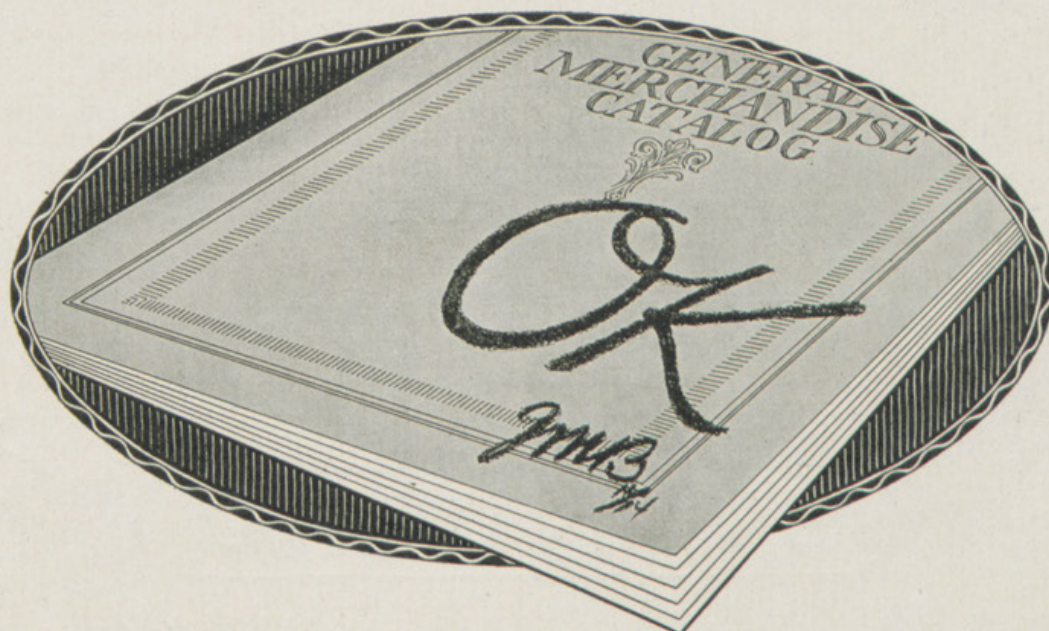


S. D. WARREN & COMPANY, 200 Devonshire Street, Boston, Mass.

Constant Excellence of Product



An advertisement designed to appear in December 1918



Why Should Your O. K. Saddle You With an Unfair Responsibility ?

YOUR O. K. of a dummy usually amounts to an acceptance of somebody's promise to give you a good booklet.

The finished booklet may exceed that promise; or it may fall short of your expectations.

But you have no recourse after you have written down your O. K.

Unless you have some way of knowing beforehand what every page of the dummy will be like when finished, you are helpless to determine its proportion of success and failure.

If, on the other hand, you have before you examples of color-work, line-work, fine and medium screen halftones, solid blacks, vignettes, etc., treated on different papers, you will be better able to understand what your printer tells you, and little or nothing will be left to chance.

The Warren Suggestion Book was prepared for the express purpose of eliminating the element of uncertainty in ordering printing and of making it possible for you when you approve a dummy to visualize the booklet in its final form.

By looking through this book, keeping in mind the nature of the illustrations of your booklet, you can determine what paper will best bring out the

hidden values of your halftones, line-engravings, or wood-cuts.

On Warren's Cameo, for instance, you can see the effect of a delicate pencil drawing reproduced by highlight halftone, or the charming softness which this paper lends to halftone reproduction of an etching. Warren's Cameo is dull-coated, lustreless, light-absorbing, and so peculiarly suitable where tonal values are paramount.

Warren's Lustro shows you that it is possible to manufacture a brilliantly coated paper that will not "pick" when solid backgrounds are used. It is a highly finished paper which reproduces fine engravings with the extreme faithfulness to detail which they deserve but do not always get. Warren's Lustro is widely used in books or catalogs of mechanical subjects where the pictures are to receive close scrutiny.

Or, on Warren's Cumberland Coated, you may see how the detail which the retoucher has brought out in a photograph is preserved with the utmost fidelity; or how reproductions of fabrics in color on this paper have an unusual depth and richness.

Warren's Silkote, in White and India, is a semi-dull finish paper which, if you are an admirer of dull-finish printing effects, will enable you to se-

cure them at a cost no greater than a good glossy coated stock would entail.

If you are planning an edition so large that a low-priced paper is essential, you can look at the sheets of Warren's Cumberland Super and Warren's Cumberland Machine Book and see the difference between coated papers and super and machine finish papers—you can see the kind of work to be expected from each and save yourself from the error of paying too much or too little.

Each of Warren's Papers is a paper for a definite class of work. Each is a definite assurance of uniformity throughout the run of your booklet. The word "standard" as used in connection with Warren's Papers means that it possesses practical uniformity in color, weight, thickness, surface, strength, etc.

Write for the Warren Suggestion Book

This book is a hand-book of good printing for which you will always find room on your desk. Its wealth of ideas and the consummate beauty of its illustrations justify in every way its title of a suggestion book.

It is not a book to be looked at and thrown away—it cost a great deal of money to produce. Sent only to buyers of printing, printers, engravers, and their salesmen.

S. D. WARREN & COMPANY, 200 Devonshire Street, Boston, Massachusetts

Constant Excellence of Product



Printing Papers



Printing Papers

"**W**ILL it print? Shall I use a coated or uncoated paper? How about these color plates? How fine a screen? Shall I use an eighty or hundred pound paper? What tint? Will this stock do full justice to those wonderful half-tones that I depend upon to do eighty per cent of the selling? Will this paper 'pick'? Will it crack in the fold? Will that paper 'buckle'? Will —"

What wouldn't you give to have the Warren Suggestion Book convenient to hand when face to face with such vital questions as these?

This book is composed of specimen leaves of Warren's Standard Printing Papers. Engravings, screens, and subjects of wide variety are reproduced. Each page is evidence not of a Warren promise but of a specific Warren performance. You *know* what Warren's

Cameo, Warren's Lustro, Warren's Cumberland Coated, Warren's Silkote, Warren's Printone, and the other Warren Standards will do. Here is the evidence before you!

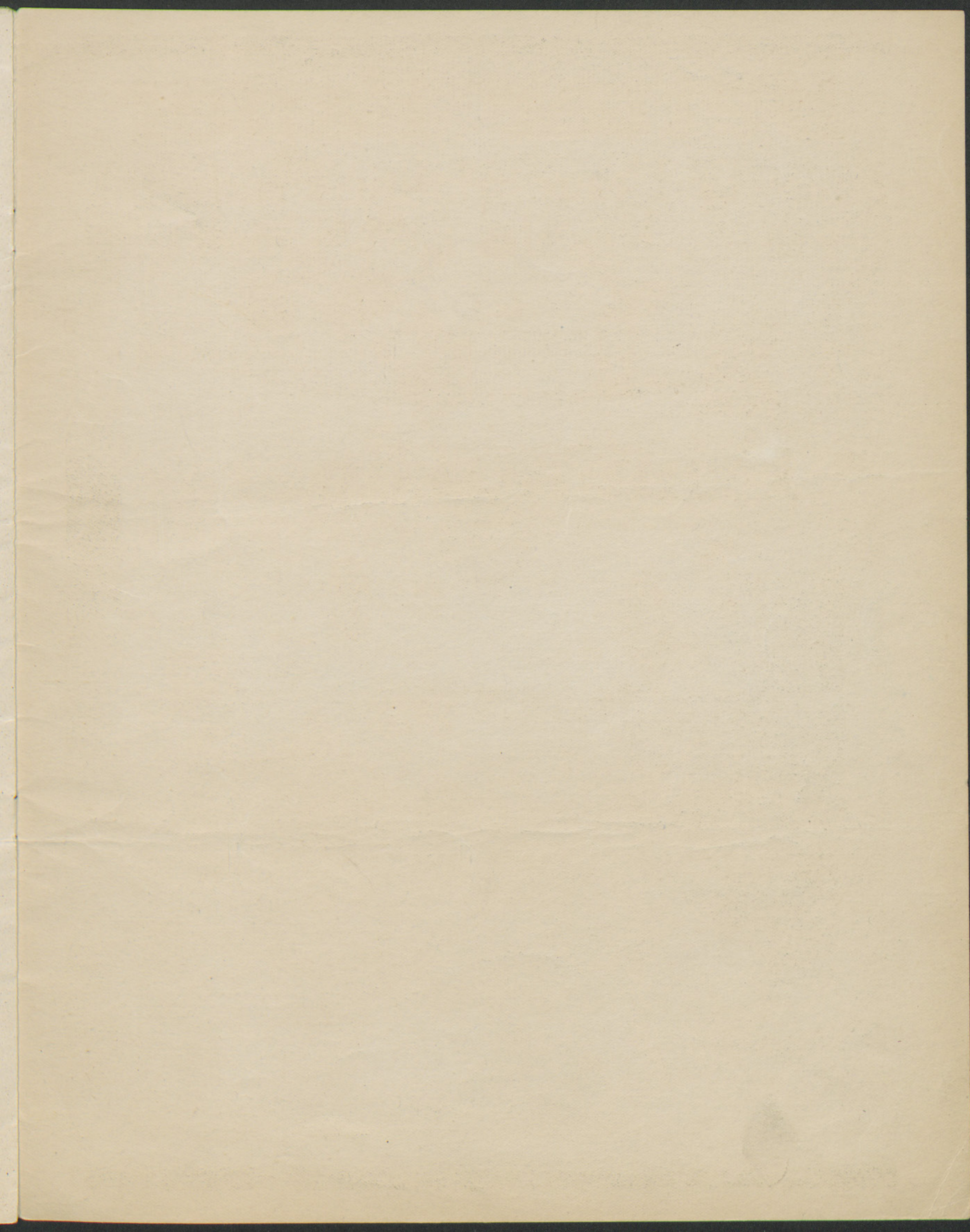
This book says, "Here are the Warren Standard Printing Papers. Here is the way they will print."

With a knowledge of the printing effects you wish to obtain it your catalog, folder, or mailing piece and the Suggestion Book before you the selection of the right paper is almost an automatic process.

This treasure-book holds an honor place on the desks of those who plan, create, buy, or sell printing of the better kind. A limited edition permits us to offer it only to buyers of printing, printers, engravers, and their salesmen.

S. D. WARREN & COMPANY, 200 DEVONSHIRE STREET, BOSTON, MASS.

Constant Excellence of Product



Better Paper



July 2016

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