

# The Reflected Works

S.D. Warren Cumberland Offset Advertising





Appleton photo for Crescent Tool Co



S.D. Warren Cumberland Offset 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 1941 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1941
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ALBANY, N. Y.	Hudson Valley Paper Company
ATLANTA, GA.	Sloan Paper Company
BALTIMORE, MD.	
The l	Barton, Duer & Koch Paper Co.
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.
BIRMINGHAM, ALA.	Strickland Paper Company
BOISE, IDAHO	Zellerbach Paper Company
BOSTON, MASS.	Storrs & Bement Company
BUFFALO, N. Y.	The Alling & Cory Company
CHARLOTTE, N. C.	Caskie Paper Company, Inc.
CHICAGO, ILL.	Chicago Paper Company
CINCINNATI, OHIO	
The	e Diem & Wing Paper Company
	(The Petrequin Paper Company
CLEVELAND, OHIO	The Alling & Cory Company
COLUMBUS, OHIO	
The	Diem & Wing Paper Company
DALLAS, TEXAS	Olmsted-Kirk Company
DENVER, COLO. Ca	rter, Rice & Carpenter Paper Co.
DES MOINES, IOWA	Western Newspaper Union
DETROIT, MICH. S	Seaman-Patrick Paper Company
EUGENE, ORE.	Zellerbach Paper Company
FORT WORTH, TEX.	AS Olmsted-Kirk Company
FRESNO, CAL.	Zellerbach Paper Company
GRAND RAPIDS, MI	
THE PARTY NOT	<b>Ouimby-Kain Paper Company</b>
GREAT FALLS, MON	NT.
	The John Leslie Paper Company
HARTFORD, CONN.	
II	I C Downath Company
INDIANAPOLIS, IND.	Crescent Paper Company
<b>IACKSONVILLE, FLA</b>	. Virginia Paper Company, Inc.
KANSAS CITY, MO.	
	The Weissinger Paper Company
	(Western Newspaper Union

KANS LANSI LITTLE ROCK, ARK. LONG BEACH, CAL. LONG BEACH, CAL. LOS ANGELES, CAL. LOUISVILLE, KY. LYNCHBURG, VA. MILWAUKEE, WIS.

Arkansas Paper Company Zellerbach Paper Company Zellerbach Paper Company Miller Paper Company, Inc. Caskie Paper Company, Inc.

Henry Lindenmeyr & Sons

The W. F. Nackie Paper Company MINNEAPOLIS, MINN. The John Leslie Paper Company The John Leslie Paper & Sons

NEWARK, N. J. NEW HAVEN, CONN.

NEW YORK CITY

Lathrop Paper Company, Inc. N. Storrs & Bement Company Henry Lindenmeyr & Sons Lathrop Paper Company, Inc. The Alling & Cory Company J. E. Linde Paper Company The Canfield Paper Company Marquardt & Company, Inc. Schlosser Paper Corporation Zellerbach Paper Company

OAKLAND, CAL. OKLAND, CAL. Denetodari Fajer Company OKLAHOMA CITY, OKLA. Western Newspaper Union OMAHA, NEB. Field-Hamilton-Smith Paper Company

	D. L. Ward Company
PHILADELPHIA, PA.<	The J. L. N. Smythe Company
	Schuylkill Paper Company
PHOENIX, ARIZ.	Zellerbach Paper Company
PITTSBURGH, PA.	The Alling & Cory Company
PORTLAND, ME.	C. M. Rice Paper Company
PORTLAND, ORE.	Zellerbach Paper Company
RENO, NEV.	Zellerbach Paper Company
RICHMOND, VA.	B. W. Wilson Paper Company
ROCHESTER, N. Y.	The Alling & Cory Company
SACRAMENTO, CAL.	Zellerbach Paper Company
ST. LOUIS, MO.	Beacon Paper Company
	he John Leslie Paper Company
	AH Zellerbach Paper Company
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CAN	L. Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
	ouisiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	
	Paper House of New England
STOCKTON, CAL.	Zellerbach Paper Company
TOPEKA, KAN.	Midwestern Paper Company
TROY N V	Troy Paper Corporation

TROY, N. Y. Troy Paper Corporation TULSA, OKLA. Tulsa Paper Company WACO, TEXAS Olimsted-Kirk Company WALLA WALLA, WASH. Zellerbach Paper Company WALLA WALLA, WAS WASHINGTON, D. C. YAKIMA, WASH. Stanford Paper Company Zellerbach Paper Company EXPORT AND FOREIGN

NEW YORK CITY (Export) National Paper & Type Co. Agencies or Branches in 40 cities in Latin America and West Indies. AUSTRALIA B. I. Ball, Ltd.

NEW ZEALAND		B. J.	Ball, Ltd.
HAWAHAN ISLANDS	Honolulu	Paper	Co., Ltd.,
Agents for	Zellerbach	Paper	Company
PHILIPPINE ISLANDS			
C Day	Di II.	in C	

C. Ransom Philippine Corporation



United Air Lines photograph by Grignon

### WARREN'S Cumberland Offset >PRE-CONDITIONED

WOVE • SAXONY • HOMESPUN • LINEN • HANDMADE

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Because of its flat-lying properties Cumberland Offset is a "production" sheet which may be run at maximum press speeds.

S. D. WARREN COMPANY • 89 BROAD STREET, BOSTON

### Leading PAPER MERCHANTS who sell and endorse

who sett	and endorse
Warren's Stand	lard Printing Papers
	1
Atlanta, Ga.	dson Valley Paper Company Sloan Paper Company
BALTIMORE, MD.	on Duor & Kash Daars Ca
	ton, Duer & Koch Paper Co. uisiana Paper Company, Ltd.
BIRMINGHAM, ALA.	Strickland Paper Company
BOISE, IDAHO	Zellerbach Paper Company
Boston, Mass. Buffalo, N. Y.	Storrs & Bement Company The Alling & Cory Company
	Caskie Paper Company, Inc.
CHICAGO, ILL.	Chicago Paper Company
CINCINNATI, OHIO	am & Wing Paper Componen
(T)	em & Wing Paper Company he Petrequin Paper Company
CLEVELAND, OHIO )	The Alling & Cory Company
COLUMBUS, OHIO	P. Wine Deser Comment
DALLAS, TEXAS	em & Wing Paper Company Olmsted-Kirk Company
	, Rice & Carpenter Paper Co.
DES MOINES, IOWA	Western Newspaper Union
DETROIT, MICH. Sean	nan-Patrick Paper Company Zellerbach Paper Company
Eugene, Ore. Fort Worth, Texas	Olmsted-Kirk Company
FRESNO, CAL.	Zellerbach Paper Company
GRAND RAPIDS, MICH.	umby-Kain Papar Company
GREAT FALLS, MONT.	iimby-Kain Paper Company
The	John Leslie Paper Company
Hartford, Conn. Houston, Texas	Henry Lindenmeyr & Sons
HOUSTON, TEXAS INDIANAPOLIS, IND.	L. S. Bosworth Company Crescent Paper Company
ACKSONVILLE, FLA. V	irginia Paper Company, Inc.
	Midwestern Paper Company
LANSING, MICH. The	Weissinger Paper Company Western Newspaper Union
LITTLE ROCK, ARK.	Arkansas Paper Company
LONG BEACH, CAL.	Zellerbach Paper Company
LOS ANGELES, CAL.	Zellerbach Paper Company
	Miller Paper Company, Inc. Caskie Paper Company, Inc.
MILWAUKEE, WIS.	
	. F. Nackie Paper Company
MINNEAPOLIS, MINN. The	John Leslie Paper Company
1	Henry Lindenmeyr & Sons
	athrop Paper Company, Inc.
NEW HAVEN, CONN.	Storrs & Bement Company
La	Henry Lindenmeyr & Sons athrop Paper Company, Inc.
1	The Alling & Cory Company
	J. E. Linde Paper Company
	he Canfield Paper Company Marquardt & Company, Inc.
(	Schlosser Paper Corporation
OAKLAND, CAL.	Zellerbach Paper Company
Oklahoma City, Okla Omaha, Neb.	. Western Newspaper Union
Field-Ham	ilton-Smith Paper Company
1	D. L. Ward Company
PHILADELPHIA, PA.	he J. L. N. Smythe Company Schuylkill Paper Company
PHOENIX, ARIZ.	Zellerbach Paper Company
PITTSBURGH, PA. 7	The Alling & Cory Company
PORTLAND, ME.	C. M. Rice Paper Company
Portland, Ore. Reno, Nev.	Zellerbach Paper Company Zellerbach Paper Company
RICHMOND, VA. B.	W. Wilson Paper Company
ROCHESTER, N. Y. 7	The Alling & Cory Company
SACRAMENTO, CAL.	Zellerbach Paper Company
ST. LOUIS, MO. ST. PAUL, MINN. The	Beacon Paper Company John Leslie Paper Company
SALT LAKE CITY, UTAH	Zellerbach Paper Company
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CAL.	Zellerbach Paper Company Zellerbach Paper Company
San Jose, Cal. Seattle, Wash.	Zellerbach Paper Company Zellerbach Paper Company
SHREVEPORT, LA. LOU	isiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS. The P	aper House of New England
STOCKTON, CAL.	Zellerbach Paper Company
Горека, Kan. 1	Midwestern Paper Company
TROY, N. Y.	Troy Paper Corporation
Fulsa, Okla. Waco, Texas	Tulsa Paper Company Olmsted-Kirk Company
WALLA WALLA, WASH.	
WASHINGTON, D. C.	Stanford Paper Company
YAKIMA, WASH.	Zellerbach Paper Company

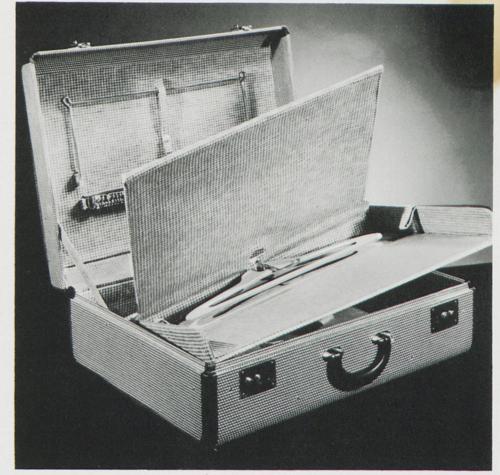
GREAT FALLS, MONT.
The John Leslie Paper Company
HARTFORD, CONN. Henry Lindenmeyr & Sons
HOUSTON, TEXAS L. S. Bosworth Company
INDIANAPOLIS, IND. Crescent Paper Company
JACKSONVILLE, FLA. Virginia Paper Company, Inc.
KANSAS CITY, Mo. Midwestern Paper Company
LANSING, MICH. The Weissinger Paper Company
(Western Newspaper Union
LITTLE ROCK, ARK. Arkansas Paper Company
LONG BEACH, CAL. Zellerbach Paper Company
LOS ANGELES, CAL. Zellerbach Paper Company
LOUISVILLE, KY. Miller Paper Company, Inc.
LYNCHBURG, VA. Caskie Paper Company, Inc.
MILWAUKEE, WIS.
The W. F. Nackie Paper Company
MINNEAPOLIS, MINN.
The John Leslie Paper Company
( Henry Lindenmeyr & Sons
NEWARK, N. J. Lathrop Paper Company, Inc.
NEW HAVEN, CONN. Storrs & Bement Company
/ Henry Lindenmeyr & Sons
Lathrop Paper Company, Inc.
The Alling & Cory Company
NEW YORK CITY & J. E. Linde Paper Company
The Canfield Paper Company
Marquardt & Company, Inc.
Schlosser Paper Corporation
OAKLAND, CAL. Zellerbach Paper Company
OKLAHOMA CITY, OKLA. Western Newspaper Union

EXPORT AND FOREIGN

NEW YORK CITY (Export) National Paper & Type Co. Agencies or Branches in 40 cities in Latin America and West Indies.

AUSTRALIA		B. J.	Ball, Ltd.
NEW ZEALAND	and the second	B. J.	Ball, Ltd.
HAWAIIAN ISLANDS	Honolulu	Paper	Co., Ltd.,
Agents fo	or Zellerbach	Paper	Company
PHILIPPINE ISLANDS			
A C D	Dhillin	nina C	arrantian

A. C. Ransom Philippine Corporation



Photograph by Cushing-Gellatly for R. H. Stearns Co.

## WARREN'S Cumberland Offset ▶ PRE-CONDITIONED

WOVE • SAXONY • HOMESPUN • LINEN • HANDMADE

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S. D. WARREN COMPANY • 89 BROAD STREET, BOSTON

Albany, N. Y. Atlanta, Ga. Hudson Valley Paper Company Sloan Paper Company BALTIMORE, MD.

The Barton, Duer & Koch Paper BATON ROUGE, LA. LOUISiana Paper Company, Ltd. BIRMINGHAM, ALA. Strickland Paper Company BOISE, IDAHO Zellerbach Paper Company Storrs & Bement Company The Alling & Cory Company Caskie Paper Company, Inc. BOSTON, MASS BUFFALO, N. Y. CHARLOTTE, N. C. CHICAGO, ILL. CINCINNATI, OHIO

Chicago Paper Company The Diem & Wing Paper Company

CLEVELAND, OHIO { The Petrequin Paper Company The Alling & Cory Company COLUMBUS, OHIO

The Diem & Wing Paper Company DALLAS, TEXAS Olmsted-Kirk Company DENVER, COLO. Carter, Rice & Carpenter Paper Co. DES MOINES, IOWA Western Newspaper Union DETROIT, MICH. Seaman-Patrick Paper Company EUGENE, ORE. Zellerbach Paper Company FORT WORTH, TEXAS Olmsted-Kirk Company Zallachach Paper Company DALLAS, TEXAS Zellerbach Paper Company FRESNO, CAL GRAND RAPIDS, MICH.

Quimby-Kain Paper Company GREAT FALLS, MONT

The John Leslie Paper Company HARTFORD, CONN. HOUSTON, TEXAS INDIANAPOLIS, IND. LITTLE ROCK, ARK. LONG BEACH, CAL. LONG BEACH, CAL. LOS ANGELES, CAL. LOUISVILLE, KY. LYNCHBURG, VA. MILWAUKEE, WIS. MINNEAPOLIS, MINN

NEWARK, N. J.

OAKLAND, CAL.

Henry Lindenmeyr & Sons L. S. Bosworth Company Crescent Paper Company JACKSONVILLE, FLA. Virginia Paper Company, Inc. KANSAS CITY, MO. Midwestern Paper Company LANSING, MICH. The Weissinger Paper Company Western Newspaper Union Arkansas Paper Company Zellerbach Paper Company Zeilerbach Paper Company Zeilerbach Paper Company Miller Paper Company, Inc. Caskie Paper Company, Inc. Nackie Paper Company The John Leslie Paper Company J Henry Lindenmeyr & Sons

Lathrop Paper Company, Inc. NN. Storrs & Bement Company NEW HAVEN, CONN. Henry Lindenmeyr & Sons Lathrop Paper Company, Inc. The Alling & Cory Company J. E. Linde Paper Company The Canfield Paper Company NEW YORK CITY Marquardt & Company, Inc. Schlosser Paper Corporation Zellerbach Paper Company Schle

OKLAHOMA CITY, OKLA. Western Newspaper Union OKLAHUMA C. Омана, Neb. Field-Hamilton-Smith Paper Company D. L. Ward Company

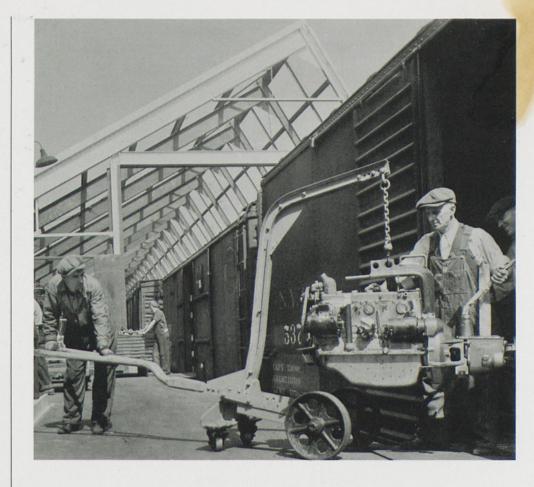
D. L. Ward Company
The J. L. N. Smythe Company
Schuylkill Paper Company
Zellerbach Paper Company
The Alling & Cory Company
C. M. Rice Paper Company
Zellerbach Paper Company
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Beacon Paper Company
John Leslie Paper Company
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Zellerbach Paper Company
iisiana Paper Company, Ltd.
Zellerbach Paper Company
Paper House of New England

STOCKTON, CAL. Zellerbach Paper Company Topeka, Kan. Troy, N. Y. Tulsa, Okla. Midwestern Paper Company Troy Paper Corporation Tulsa Paper Company WACO, TEXAS WALLA WALLA, WASH. Zellerbach Paper Company WASHINGTON, D. C. Stanford Paper Company YAKIMA, WASH. Zellerbach Paper Company

#### EXPORT AND FOREIGN

	ort) National Paper & Type Co. s in 40 cities in Latin America
AUSTRALIA	B. J. Ball, Ltd.
NEW ZEALAND	B. J. Ball, Ltd.
HAWAIIAN ISLANDS	Honolulu Paper Co., Ltd.,
Agents fo	or Zellerbach Paper Company
PHILIPPINE ISLANDS	
100	THE ILL

A. C. Ransom Philippine Corporation



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Write for free booklet -- "How Will It Print by Offset"

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Hudson Valley Paper Company Sloan Paper Company Albany, N. Y. Atlanta, Ga. Baltimore, Md.

The Barton, Duer & Koch Paper Co. BATON ROUGE, LA. LOUISIANA PAPER Company, Ltd. BIRMINGHAM, ALA. Strickland Paper Company BOISE, IDAHO BOSTON, MASS. BUFFALO, N. Y. CHARLOTTE, N. C. CHICAGO, ILL. CINCINNATI, OHIO

Zellerbach Paper Company Storrs & Bement Company The Alling & Cory Company Caskie Paper Company, Inc. Chicago Paper Company

The Diem & Wing Paper Company CLEVELAND, OHIO (The Petrequin Paper Company The Alling & Cory Company

COLUMBUS, OHIO The Diem & Wing Paper Company Olmsted-Kirk Company DALLAS, TEXAS Olmsted-Kirk Company DENVER, COLO. Carter, Rice & Carpenter Paper Co. VA Western Newspaper Union Seaman-Patrick Paper Company Zellerbach Paper Company DES MOINES, IOWA DETROIT, MICH. EUGENE, ORE. FORT WORTH, TEXAS **Olmsted-Kirk** Company FRESNO, CAL. GRAND RAPIDS, MICH. Zellerbach Paper Company

Quimby-Kain Paper Company GREAT FALLS, MONT. The John Leslie Paper Company

LANSING, MICH.

LITTLE ROCK, ARK. LONG BEACH, CAL. LOS ANGELES, CAL. LOUISVILLE, KY. LYNCHBURG, VA. MILWAUKEE, WIS. MINNEAPOLIS, MINN.

NEWARK, N. J.

NEW YORK CITY

OAKLAND, CAL.

HARTFORD, CONN. HOUSTON, TEXAS L. S. Bosworth Company Crescent Paper Company ACKSONVILLE, FLA. Virginia Paper Company, Inc. Midwestern Paper Company The Weissinger Paper Company (Western Newspaper Union K. Arkansas Paper Company L. Zellerbach Paper Company L. Zellerbach Paper Company L. Deper Com Miller Paper Company, Inc. Caskie Paper Company, Inc. Nackie Paper Company

The John Leslie Paper Company Henry Lindenmeyr & Sons Lathrop Paper Company, Inc. NN. Storrs & Bement Company NEW HAVEN, CONN. Henry Lindenmeyr & Sons Lathrop Paper Company, Inc. The Alling & Cory Company

J. E. Linde Paper Company The Canfield Paper Company Marquardt & Company, Inc Schlosser Paper Corporation Zellerbach Paper Company

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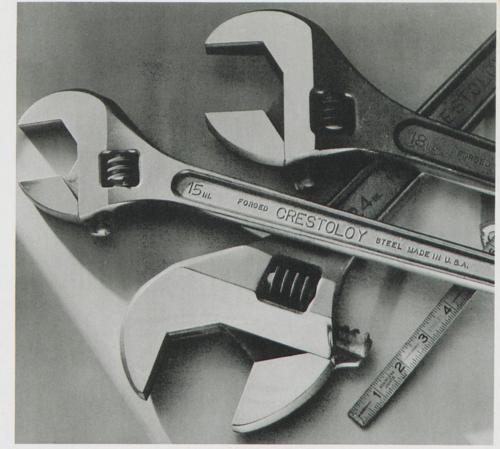
PHOENIX, ARIZ.	Zellerbach Paper Company
PITTSBURGH, PA.	The Alling & Cory Company
PORTLAND, ME.	C. M. Rice Paper Company
PORTLAND, ORE.	Zellerbach Paper Company
RENO, NEV.	Zellerbach Paper Company
RICHMOND, VA.	B. W. Wilson Paper Company
ROCHESTER, N. Y.	The Alling & Cory Company
SACRAMENTO, CAL.	Zellerbach Paper Company
ST. LOUIS, MO.	Beacon Paper Company
ST. PAUL, MINN. T	he John Leslie Paper Company
SALT LAKE CITY, U	TAH Zellerbach Paper Company
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CA	L. Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SHREVEPORT, LA. I	ouisiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS	
Th	e Paper House of New England
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TOPEKA, KAN. TROY, N. Y. TULSA, OKLA. Midwestern Paper Company Troy Paper Corporation Tulsa Paper Company WACO, TEXAS Olmsted-Kirk Company WALLA WALLA, WASH. Zellerbach Paper Company WASHINGTON, D. C. Stanford Paper Company YAKIMA, WASH. Zellerbach Paper Company

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PHILIPPINE ISLANDS	Dulling Commission

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Appleton photo for Crescent Tool Co.

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SACRAMENTO, CAL.	Zellerbach Paper Company
Cr. Louis Mo	J Beacon Paper Company
ST. LOUIS, MO.	Tobey Fine Papers, Inc.
ST. PAUL, MINN. TI	ne John Leslie Paper Company
SALT LAKE CITY, UT	AH Zellerbach Paper Company
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CAI	Zellerbach Paper Company
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SHREVEPORT, LA. L	ouisiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
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	SH. Zellerbach Paper Company
WASHINGTON D. C.	Stanford Paper Company

YAKIMA, WASH. Zellerbach Paper Company EXPORT AND FOREIGN

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NEW ZEALAND	B. J. Ball, Ltd.		
HAWAIIAN ISLANDS	Honolulu Paper Co., Ltd.,		
Agents for	Zellerbach Paper Company		

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Taft Pierce Co. photograph by Creative Photographers, Inc.

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CINCINNATI, OHIO CLEVELAND, OHIO The Diem & Wing Paper Company CLEVELAND, OHIO The Petrequin Paper Company The Alling & Cory Company The Alling & Cory Company COLUMBUS, OHIO

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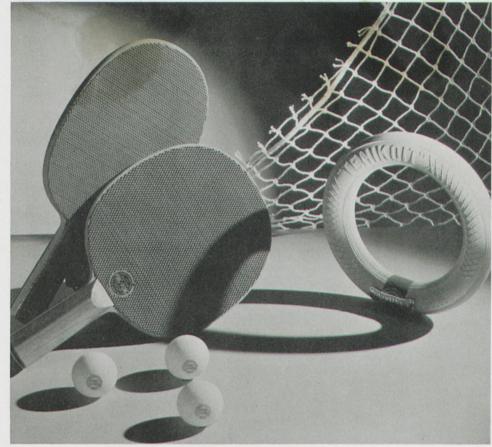
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The	e Paper House of New England
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TULSA, OKLA.	Tulsa Paper Company
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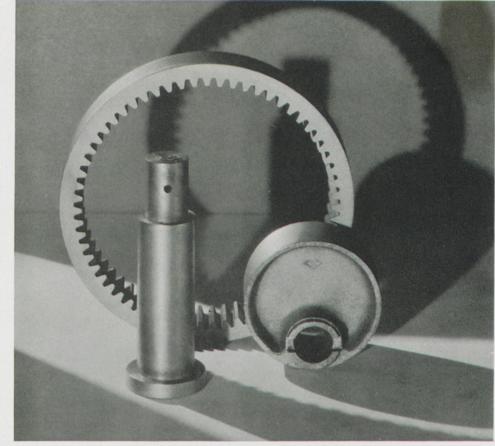
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TROY, N. Y.	Troy Paper Corporation
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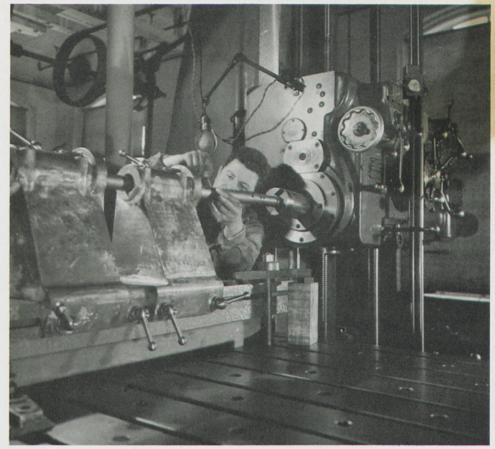
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