



A D V E R T I S I N G

The Reflected Works

S.D. Warren Space Advertisement Book

1931

sappi etc



S.D. Warren Space Advertisement Book

For more than a century,
through various names and
incarnations, our message
and mission have remained
the same—to make the means
through which the world
communicates better and
more beautiful.

From the beginning, our advertising has been prominently featured in leading national newspapers and well-respected trade publications, which highlights our commitment to the printed page as one of the best ways for brands to communicate clearly and effectively.

Explore a space advertisement book from 1931 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1931

Visit sappietc.com

Showing the
WARREN SPACE
ADVERTISEMENTS
for
1931

With a list of publications in which they will appear and the dates of insertion. The complete program of which these advertisements are a part is outlined in the Warren Book, "Fewer Idle Presses." If you have not received a copy of this book one will be sent on request.

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

The Warren Advertisements

reproduced in this portfolio will appear in these
magazines in 1931:

The Literary Digest

The Saturday Evening Post

*Dates of insertion for these magazines are indicated on each
sheet.*

In 1931, Warren Advertisements will also appear
in the following trade publications:

The American Printer

Class & Industrial Marketing

The Inland Printer

Printers' Ink Monthly

Printing

Typothetae Bulletin

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

WARREN'S STANDARD PRINTING PAPERS

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

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.

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 _____

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.

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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"



What do you mean "Not Busy"?

*He sent coupons for these booklets . .
he wants to read them now*

THE OFFICE WIT in shirt-sleeves can't quite fathom how the gentleman at the desk *can* be busy. He *seems* merely to be looking at some booklets.

As a matter of fact, the reader is about to do some tall and serious buying. He has clipped coupons from advertisements. And now, previous to any discussion with salesmen, and with the well-printed literature of the best firms in the field on his desk, he is getting clean-cut answers to questions like these:

"Can this metal be easily machined?"

"Can this apparatus be installed after hours?"

"Should we insulate our new model with cork or rubber or—?"

"How many pieces an hour will it handle?"

If Shirt-sleeves will look through the doorway tomorrow he may see the reader busy talking to the salesman he wishes to question for further information. But because he sent for good printing before he sent for the salesman, the talk will be brief, direct, and time-saving for both.

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FOR A BUSINESS LIBRARY

*Some titles of booklets offered in advertisements
in current publications*

"Directed Heat"

"More Business Through Illustrated Letters"

"Feet Can Be Saved"

"The Skyscraper"

"Why Business Needs a Distribution Director"

"Take Off Your Blindfold When You Build"

"Selling With the Help of Direct Advertising"

WARREN'S STANDARD PRINTING PAPERS

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qualities required in printing, folding, and binding.*

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

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NAME _____

FIRM NAME _____

FIRM ADDRESS _____

CITY _____ STATE _____

Wring added value from this publication

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

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.

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There are two other steps in this Warren Program:

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"

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

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

NAME _____

FIRM NAME _____

FIRM ADDRESS _____

CITY _____ STATE _____

They see
finish
they have
you

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.

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FIRM ADDRESS.....

CITY.....STATE.....

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"
"Lilies for Beautiful Gardens"

They see the finished house



...they have read the booklets
that coupons offer



WARREN'S
STANDARD PRINTING PAPERS

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.

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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 Pointers for Homebuilders"

"Better Hardware for Better Homes"

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NAME _____

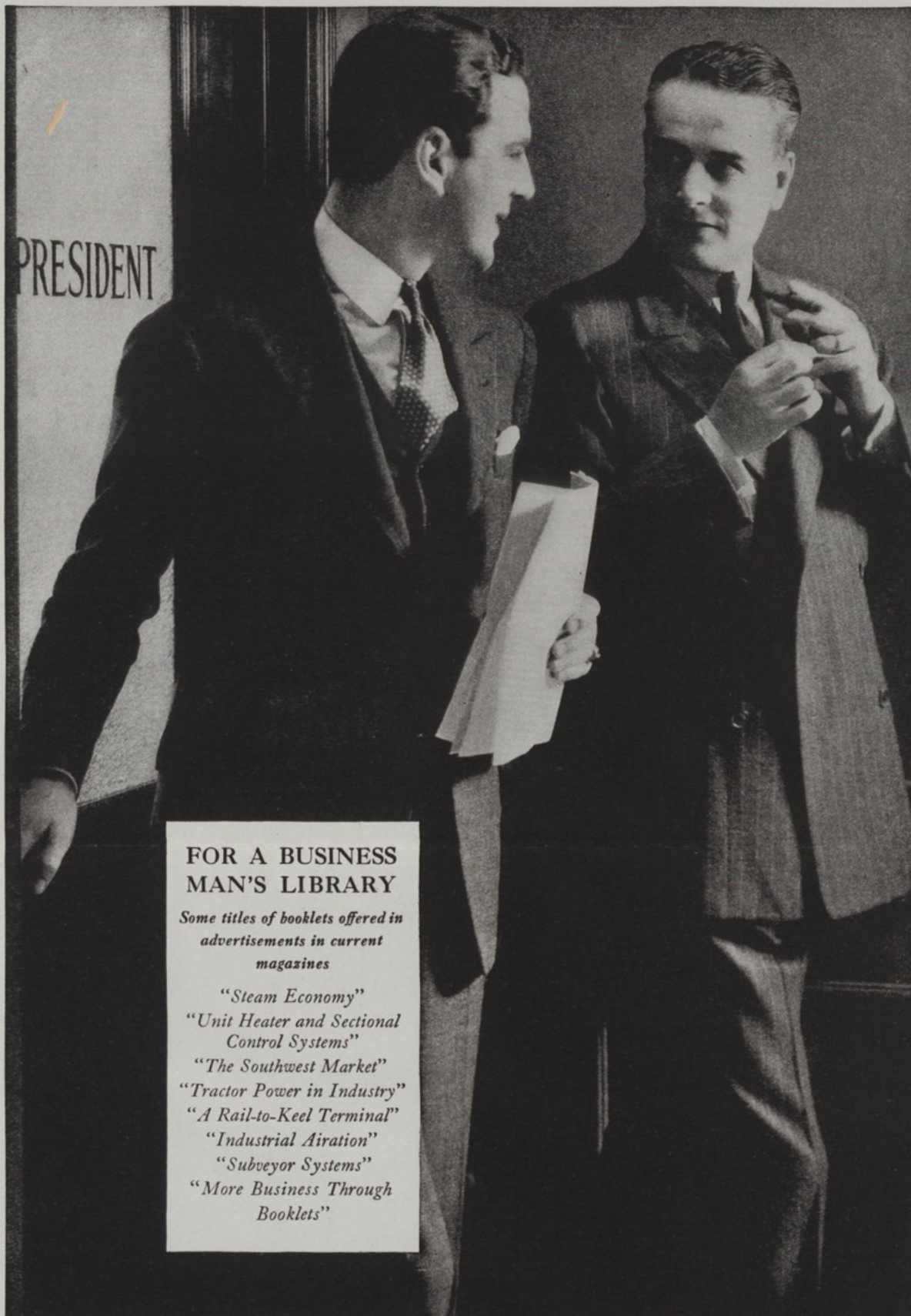
FIRM NAME _____

FIRM ADDRESS _____

CITY _____ STATE _____

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

"How **DOES** he know so
much about **EVERYTHING**?"



**FOR A BUSINESS
MAN'S LIBRARY**

*Some titles of booklets offered in
advertisements in current
magazines*

*"Steam Economy"
"Unit Heater and Sectional
Control Systems"
"The Southwest Market"
"Tractor Power in Industry"
"A Rail-to-Keel Terminal"
"Industrial Airation"
"Subveyor Systems"
"More Business Through
Booklets"*

..he reads
the **BOOKLETS**
that **COUPONS** bring

THEY GROUSE about the "old man's foibles" when they go to lunch. But they seldom leave a conference without a wholesome respect for the way he keeps in touch with everything that concerns the business and its possibilities.

One method that this executive uses is to let printing help keep him posted about the new tendencies in industry. When he sees an advertisement about a new and better way of lighting the factory, or cleaning the floors, or testing materials, he clips a coupon and gets the booklet that is offered.

Literally, by clipping coupons and sending for booklets, he often secures an intimate knowledge of what is new and better in the things that his business needs.

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WARREN'S

STANDARD PRINTING PAPERS

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{ This paper is Warren's THINTEXT — India Paper (White) 33 x 44 — 46; basis 25 x 38 — 30 }

WARREN'S STANDARD PRINTING PAPERS

are distributed by the
LEADING PAPER MERCHANTS
throughout the United States

ALBANY, N. Y. . . . Hudson Valley Paper Company
ATLANTA, GA. . . . Sloan Paper Company
BALTIMORE, MD., The Barton, Duer & Koch Paper Company
BIRMINGHAM, ALA. . . . { Sloan Paper Company
Strickland 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
The Paper Mills' Company
Swigart Paper Company
CINCINNATI, OHIO . . The Diem & Wing Paper Company
CLEVELAND, OHIO . . { The Petrequin Paper Company
The Alling & Cory Company
COLUMBUS, OHIO . . The Central Ohio Paper Company
DALLAS, TEXAS Olmsted-Kirk Company
DENVER, COLO. Carter, Rice & Carpenter Paper Company
DES MOINES, IOWA . . . Western Newspaper Union
DETROIT, MICH. . . . Beecher, Peck & Lewis
EUGENE, OREGON . . . Zellerbach Paper Company
FORT WORTH, TEXAS . . . Olmsted-Kirk Company
FRESNO, CAL. . . . Zellerbach Paper Company
GRAND RAPIDS, MICH. . Quimby-Kain Paper Company
HARTFORD, CONN. . . . Henry Lindenmeyr & Sons
INDIANAPOLIS, IND. . . Crescent Paper Company
JACKSONVILLE, FLA. . Virginia Paper Company, Inc.
KANSAS CITY, MO. . . . Midwestern Paper Company
LANSING, MICH. . . . Weissinger Paper Company
LITTLE ROCK, ARK. . . Western Newspaper Union
LONG BEACH, CAL. . . . Zellerbach Paper Company
LOS ANGELES, CAL. . . Zellerbach Paper Company
LOUISVILLE, KY. . . . Miller Paper Company, Inc.
LYNCHBURG, VA. . . . Caskie Paper Company, Inc.
MEMPHIS, TENN. . . . Tayloe Paper Company
MILWAUKEE, WIS. . . The W. F. Nackie Paper Company
MINNEAPOLIS, MINN. . The John Leslie Paper Company
NASHVILLE, TENN. . . Bond-Sanders Paper Company
NEWARK, N. J. . . . { Henry Lindenmeyr & Sons
Lathrop Paper Company, Inc.
NEW HAVEN, CONN. . . Storrs & Bement Company
NEW ORLEANS, LA. . . The D & W Paper Company, Inc.
{ Henry Lindenmeyr & Sons
Lathrop Paper Company, Inc.
NEW YORK CITY . . { The Alling & Cory Company
J. E. Linde Paper Company
The Canfield Paper Company

OAKLAND, CAL. . . . Zellerbach Paper Company
OKLAHOMA CITY, OKLA. . Western Newspaper Union
OMAHA, NEB. . . Field-Hamilton-Smith Paper Company
PHILADELPHIA, PA. . . . { D. L. Ward Company
Charles Beck Company
PITTSBURGH, PA. . . . The Alling & Cory Company
PORTLAND, ME. . . . C. M. Rice Paper Company
PORTLAND, ORE. . . . 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
Mack-Elliott Paper Company
ST. PAUL, MINN. . . . Nassau Paper Company
SALT LAKE CITY, UTAH . . Zellerbach Paper Company
SAN DIEGO, CAL. . . . Zellerbach Paper Company
SAN FRANCISCO, CAL. . . Zellerbach Paper Company
SAN JOSE, CAL. . . . Zellerbach Paper Company
SEATTLE, WASH. . . . Zellerbach Paper Company
SPOKANE, WASH. . . . Zellerbach Paper Company
SPRINGFIELD, MASS. . . The Paper House of New England
STOCKTON, CAL. . . . Zellerbach Paper Company
TOLEDO, OHIO . . . The Central Ohio Paper Company
TULSA, OKLA. . . . Tayloe Paper Company
WASHINGTON, D. C. . . Stanford Paper Company
WICHITA, KAN. . . . Western Newspaper Union

FOREIGN AND EXPORT

NEW YORK CITY (Export)
National Paper & Type Company
All of Latin America and West Indies, with the following
branches:
ARGENTINE (Buenos Aires)
National Paper & Type Company
ARGENTINE (Rosario) National Paper & Type Company
CUBA (Havana) . . . National Paper & Type Company
MEXICO (Guadalajara, Mazatlan, Mexico City, Monterey,
Tampico) . . . National Paper & Type Company
PERU (Lima) . . . National Paper & Type Company
URUGUAY (Montevideo)
National Paper & Type Company
AUSTRALIA (Brisbane, Melbourne, Sydney) B. J. Ball, Ltd.
NEW ZEALAND (Auckland) . . . B. J. Ball, Ltd.
HAWAIIAN ISLANDS . . . Zellerbach Paper Company

July 2016

T H E R E F L E C T E D W O R K S

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