



ADVERTISING

The Reflected Works

S.D. Warren Yearbook Advertising

1940-1956

sappi etc



S.D. Warren Yearbook 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.

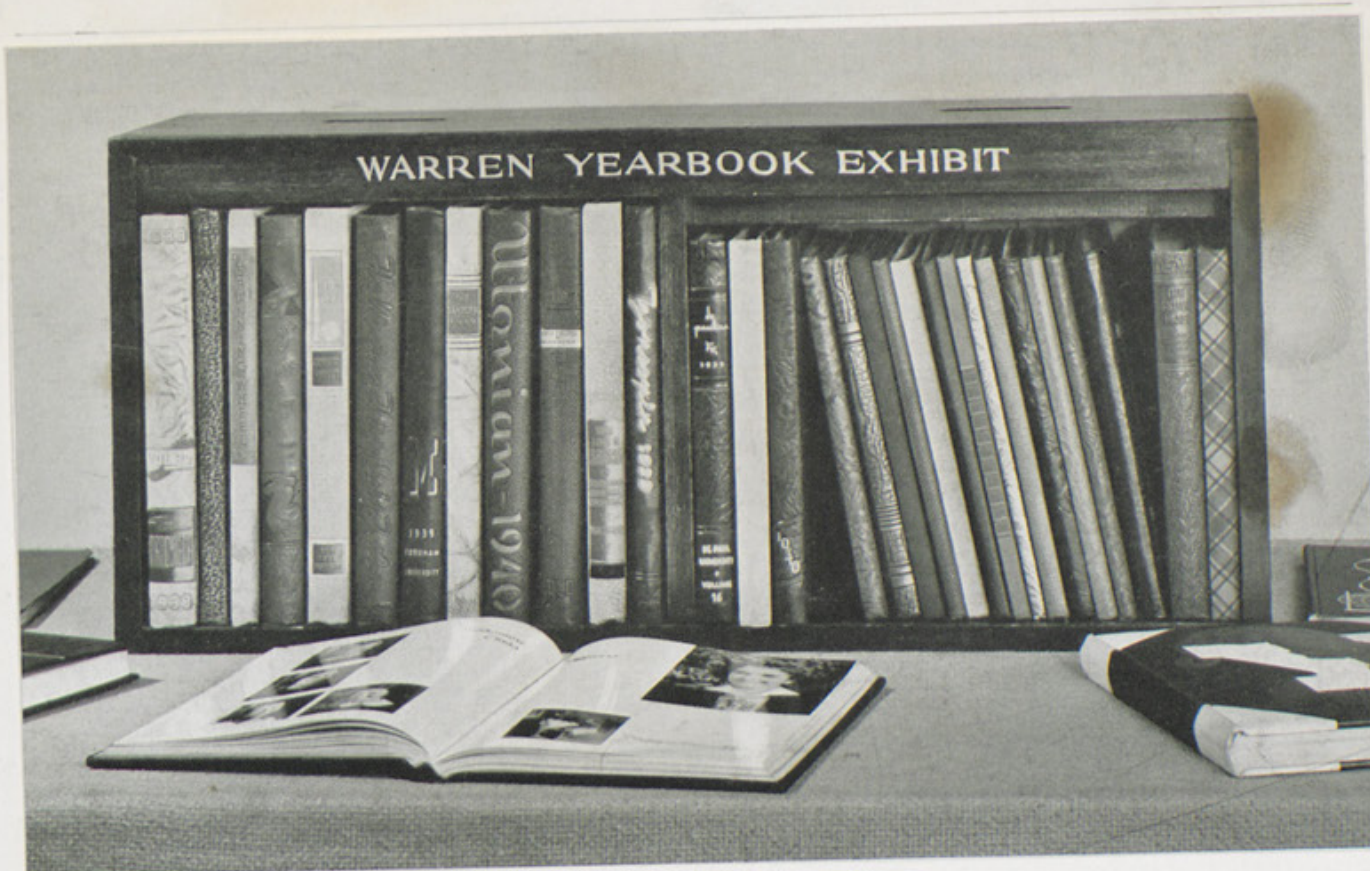
From the beginning, our advertising has been prominently featured in leading national newspapers and well-respected trade publications, which highlights our commitment to the printed page as one of the best ways for brands to communicate clearly and effectively.

Explore a collection of these ads from 1940–1956 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1940 – 1956

Visit sappietc.com

June 1940



TO 1941 YEARBOOK STAFFS

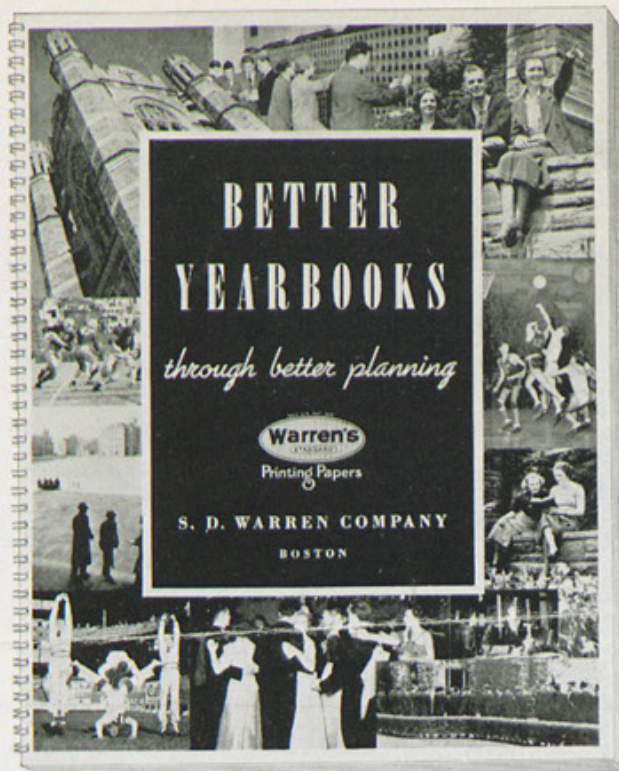
The Warren Exhibit of School and College Annuals

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 1940 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 ready to cooperate in assisting you to a fast start in the preparation of your Annual.

S. D. WARREN COMPANY, 39 BROAD STREET, BOSTON, MASS.

[BETTER PAPER  BETTER PRINTING]
Printing Papers

October-November-1941



ANOTHER *New* WARREN BOOK FOR YEARBOOK STAFFS

THIS 92-PAGE BOOK, "Better Yearbooks through Better Planning," is a complete exposition of the subject of Yearbook publishing. It discusses the evolution of the Yearbook, management, editorial direction, methods of financing, the sale of advertising, and ways of increasing subscriptions. It also covers the editorial plan and objective, and the allocation of staff work.

Arrangement and style are discussed, and sample pages from current annuals are shown. Preparation and procedure relating to photography, art work, manuscript preparation

and engraving information are also covered thoroughly. Suggestions for achieving better pictures in yearbooks are included, along with a guide for selecting paper for a yearbook.

Your request for a copy of "Better Yearbooks" will bring to you the complete portfolio of Warren Yearbook Suggestions. This portfolio will give you the book described above, a copy of the Warren Yearbook Progress Chart, and a group of signatures of sample pages from current outstanding yearbooks.

Write today or tear out this page and mail it with your name and address.

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

Makers of Warren's Standard Printing Papers for School and College Yearbooks

November 1942

Warren



YEARBOOK SUGGESTIONS
yours for the asking

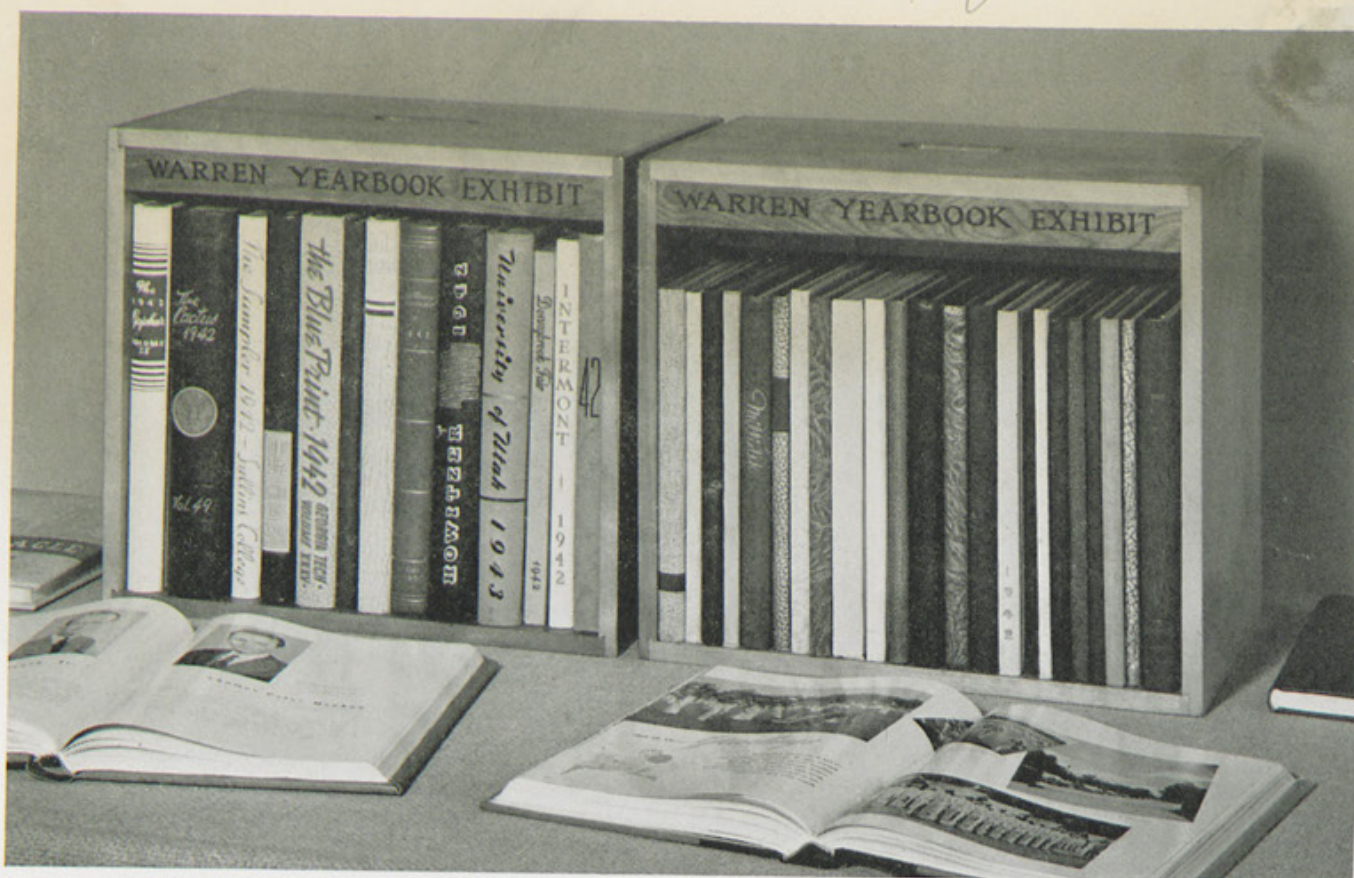
ALL of this printed material has been especially prepared for those concerned with the planning, editing, managing or producing of school and college yearbooks. The major piece is a 92-page booklet entitled "Better Yearbooks through Better Planning." Every phase of yearbook publishing is covered in this book, and every staff should have a copy as a part of its reference library. ★ ★ ★ Your request for Warren Yearbook Suggestions will bring the booklet and all of the other helpful pieces in a single portfolio, now ready for mailing. Write today or tear out this page and mail it with your name and address.

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

[BETTER PAPER  BETTER PRINTING]

Makers of WARREN'S STANDARD PRINTING PAPERS for School and College Yearbooks

June 1943



To 1944 Yearbook Staffs

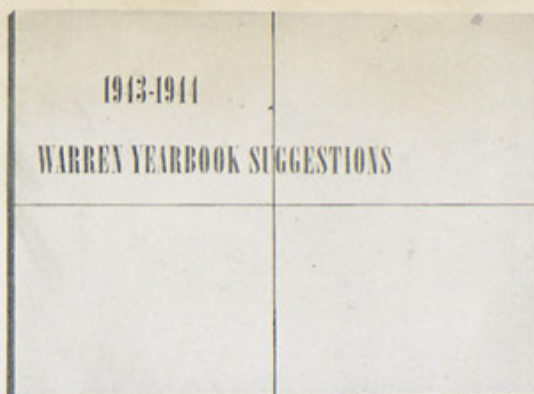
THE WARREN EXHIBIT OF SCHOOL AND COLLEGE ANNUALS

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 1943 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 the Warren booklet, "Better Yearbooks through Better Planning," and other material designed to be of interest and help to Yearbook staffs. We shall be ready to supply this material and ready to cooperate in assisting you to a fast start in the preparation of your Annual.

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

[BETTER PAPER  BETTER PRINTING]
Printing Papers

28
October 1943



To help you get started

SEND FOR THIS KIT OF WARREN
YEARBOOK SUGGESTIONS

It contains material designed to be helpful to the Editor, the Business Manager, and the whole Yearbook Staff. The major piece is a book entitled "Better Yearbooks through Better Planning" which offers 92 pages of information on the publishing of a Yearbook. There is also a Progress Chart which the Editor can put to immediate use, and a collection of signatures from outstanding 1943 Annuals, which provide ideas for page layout and printing treatment. Write for your copy of this kit today or tear out this page and mail it with your name and address.

[BETTER PAPER  BETTER PRINTING]

Printing Papers

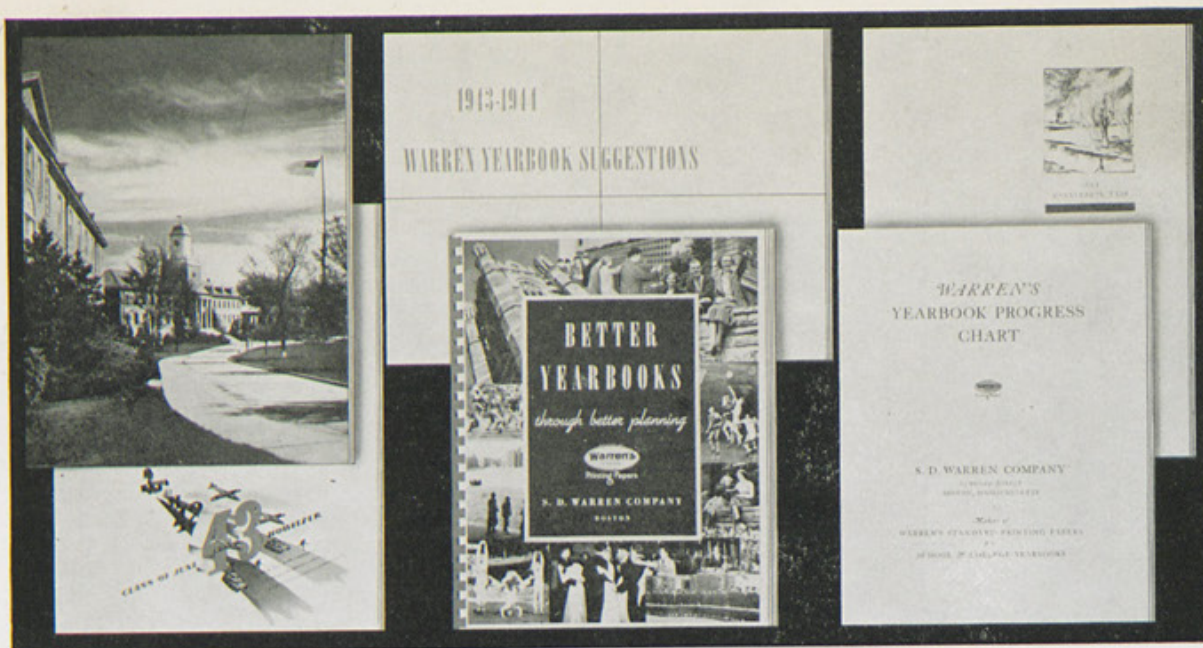
S. D. WARREN COMPANY

89 BROAD STREET

Boston, Mass.

MAKERS OF WARREN'S STANDARD PRINTING PAPERS FOR SCHOOL AND COLLEGE YEARBOOKS

November 1943



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WARREN YEARBOOK SUGGESTIONS

yours for the asking

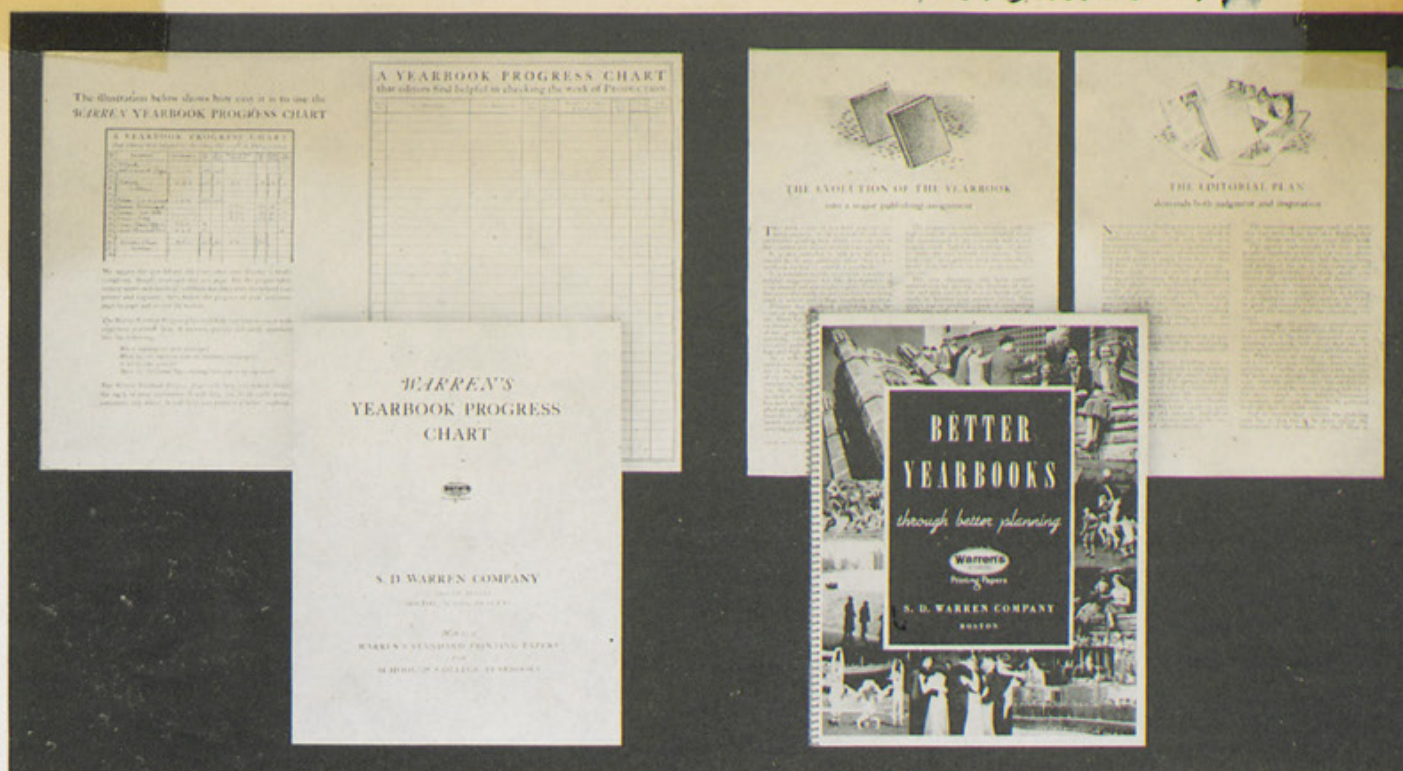
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S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON, MASS.

[BETTER PAPER  BETTER PRINTING]

Makers of WARREN'S STANDARD PRINTING PAPERS for School and College Yearbooks

November 1945



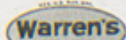
1 9 4 5

WARREN YEARBOOK SUGGESTIONS

yours for the asking

THIS material has been especially prepared for those concerned with the planning, editing, managing or producing of school and college yearbooks. The major piece is an 86-page booklet entitled "Better Yearbooks through Better Planning." Every phase of yearbook publishing is covered in this book, and every staff should have a copy as a part of its reference library. ★ ★ ★ Your request for Warren Yearbook Suggestions will bring the booklet "Better Yearbooks" and Warren's Yearbook Progress Chart, now ready for mailing. Write today or tear out this page and mail it with your name and address.

S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASS.

[BETTER PAPER  BETTER PRINTING]

Printing Papers

Makers of WARREN'S STANDARD PRINTING PAPERS for School and College Yearbooks

June 1947



**To 1948
Yearbook
Staffs**

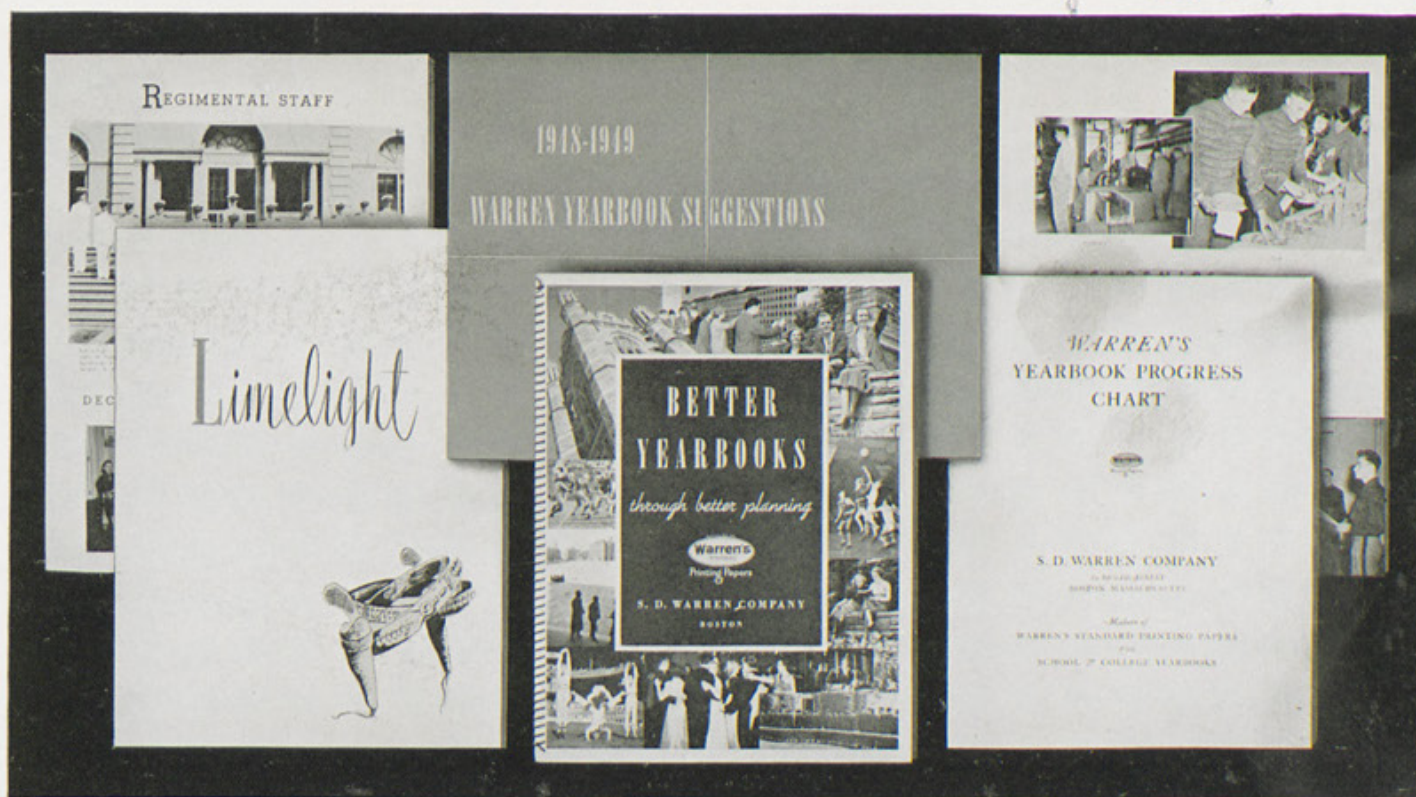
**THE WARREN EXHIBIT OF SCHOOL AND
COLLEGE ANNUALS**

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 1947 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 the booklets, "Better Yearbooks through Better Planning" and "Warren's Yearbook Progress Chart." We shall be ready to supply this material and ready to cooperate in assisting you to a fast start in the preparation of your Annual.

[BETTER PAPER  BETTER PRINTING]
Printing Papers

S. D. WARREN COMPANY, 39 BROAD STREET, BOSTON 1, MASS.

November-1948



1948-1949

Warren Yearbook Suggestions

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S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASSACHUSETTS


Printing Papers
better paper . . . better printing

*Makers of WARREN'S STANDARD PRINTING PAPERS
for School and College Yearbooks*

February 1949-



133 line screen halftone

Photograph by Harold M. Lambert

Better Pictures in Yearbooks


A significant thing about most school and college yearbooks is the fact that they are composed chiefly of pictures. And, in the great majority of cases, the pictures are reproductions of photographs. Because pictures can make or break a yearbook it is vitally important that the photographs selected for reproduction be clear and bright.

Better pictures in yearbooks are achieved by

the use of fine photographs, fine halftones and fine printing on fine paper. All of these factors contribute to the final printed result.

Your book will be a better yearbook if you make sure that photographs, engravings, printing and paper are all of high quality. When you talk with your printer, ask him about Warren's Lusto Gloss — the paper that will print your pictures better.

S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASS.

BETTER PAPER  BETTER PRINTING

MAKERS OF WARREN'S STANDARD PRINTING PAPERS FOR SCHOOL AND COLLEGE YEARBOOKS

April 1949



133 line screen halftone

Photograph by Harold M. Lambert

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[BETTER PAPER

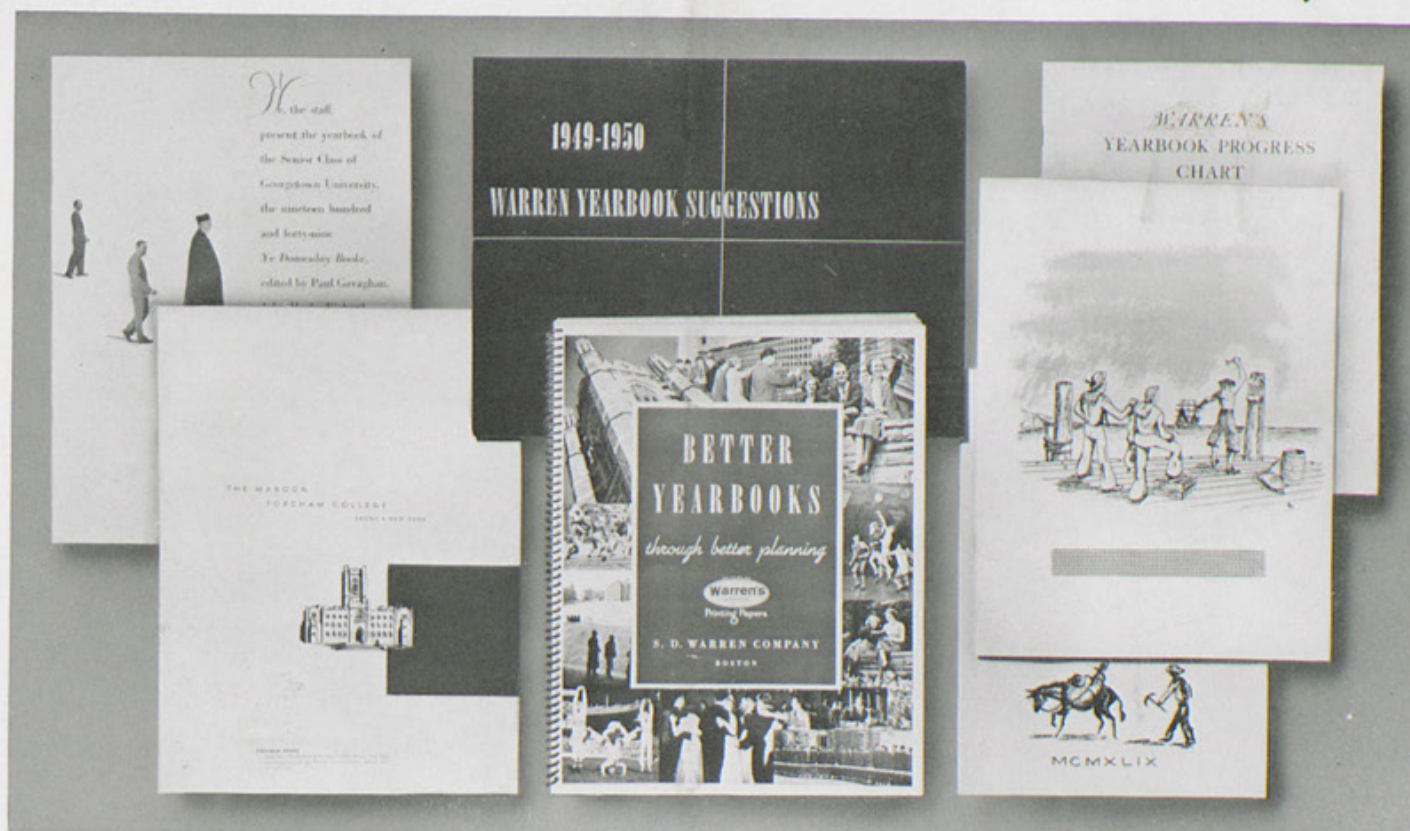


BETTER PRINTING]

Printing Papers

MAKERS OF WARREN'S STANDARD PRINTING PAPERS FOR SCHOOL AND COLLEGE YEARBOOKS

December - 1949



1949-1950

Warren Yearbook Suggestions

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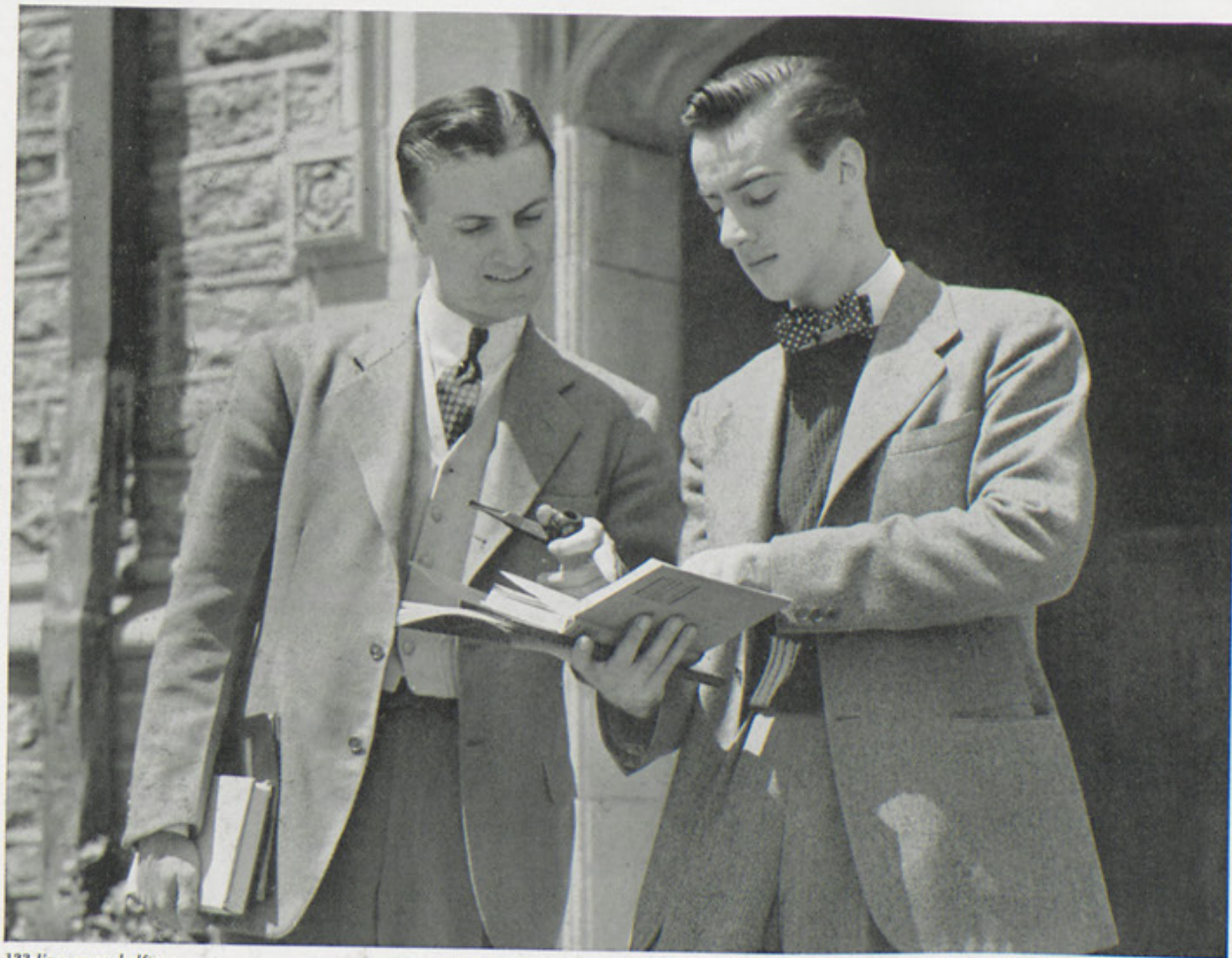
S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASSACHUSETTS



better paper . . . better printing

*Makers of WARREN'S STANDARD PRINTING PAPERS
for School and College Yearbooks*

March - 1950



133 line screen halftone

Photograph by Harold M. Lambert

BETTER PICTURES IN YEARBOOKS

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S. D. WARREN COMPANY, 39 BROAD STREET, BOSTON 1, MASS.

[BETTER PAPER

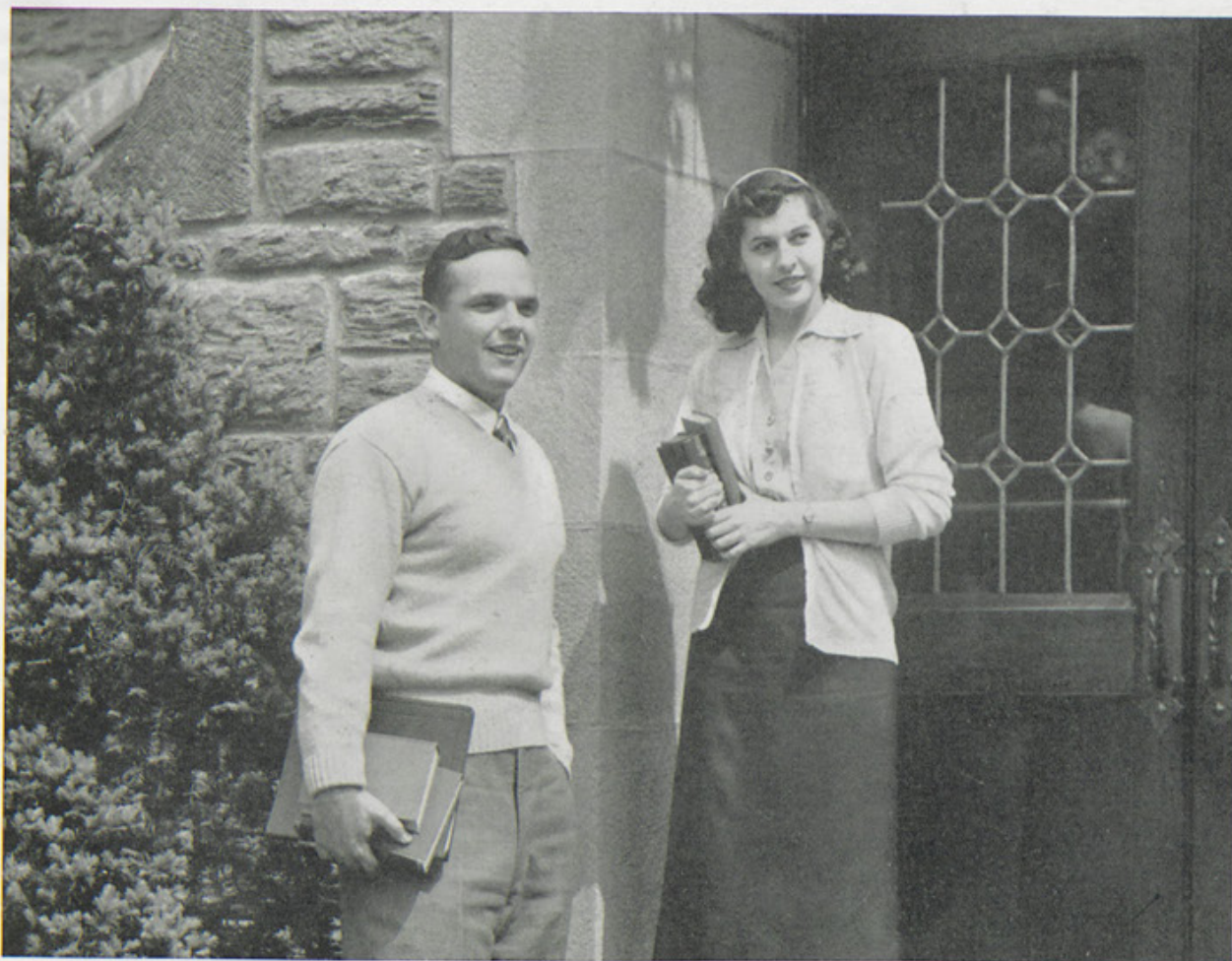


BETTER PRINTING]

Makers of Warren's Standard Printing Papers for School and College Yearbooks

april

May - 1950



133 line screen halftone

Photograph by H. Armstrong Roberts

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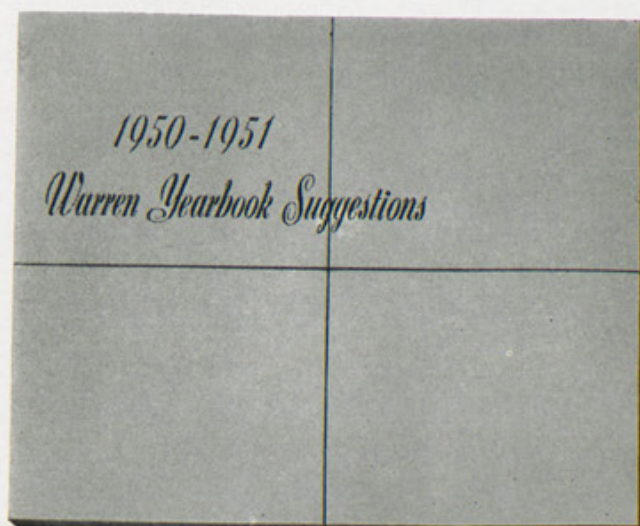
[BETTER PAPER



BETTER PRINTING]

Makers of Warren's Standard Printing Papers for School and College Yearbooks

- November -
- October - 1950



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[BETTER PAPER  BETTER PRINTING]
Printing Papers

S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASSACHUSETTS

MAKERS OF WARREN'S STANDARD PRINTING PAPERS
for School and College Yearbooks

December - 1950



1950-1951

WARREN YEARBOOK SUGGESTIONS

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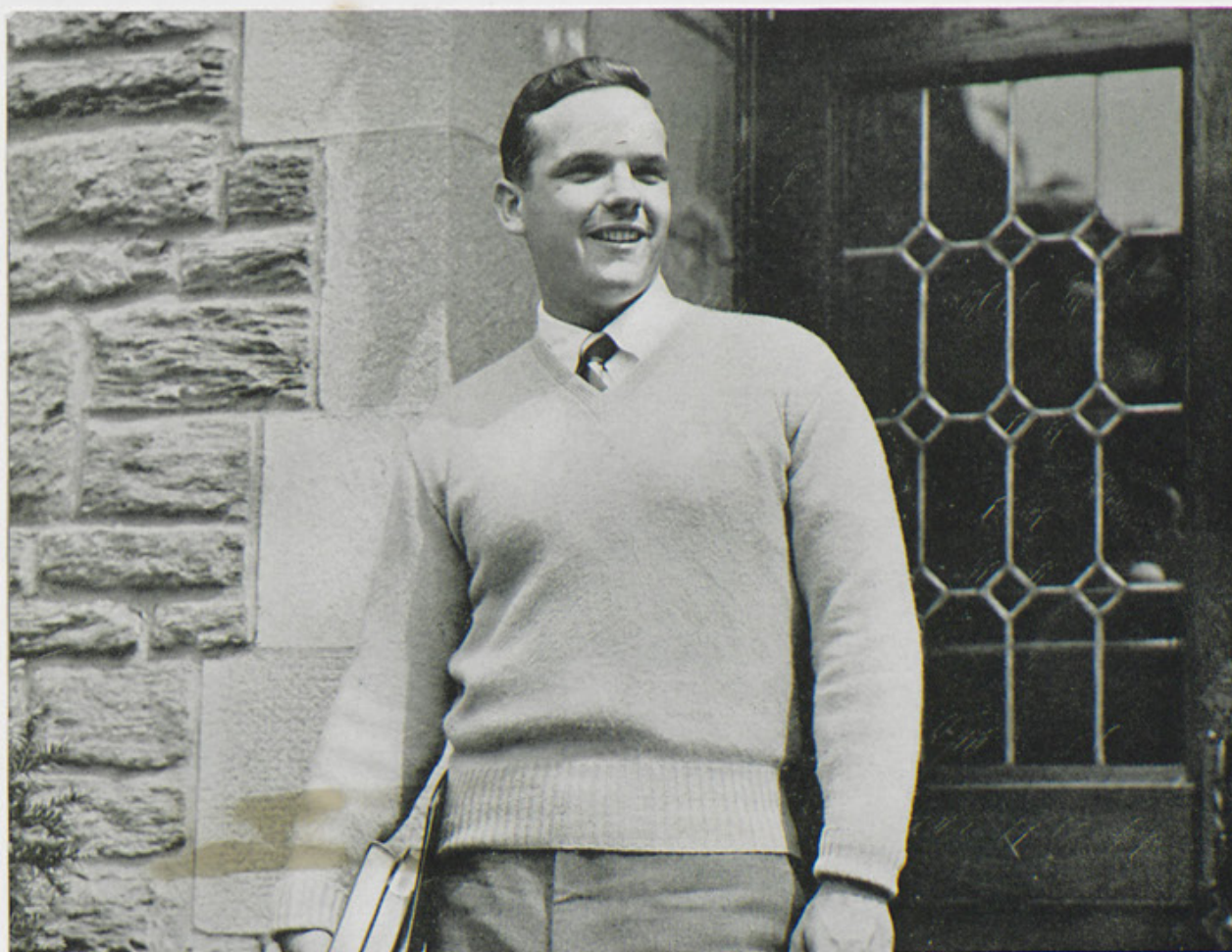
S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASSACHUSETTS

[BETTER PAPER  BETTER PRINTING]
Printing Papers

Makers of WARREN'S STANDARD PRINTING PAPERS for School and College Yearbooks

Scholastic Editor

March - 1951



133 line screen halftone

Photograph by H. Armstrong Roberts

BETTER PICTURES IN YEARBOOKS

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S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASS.

[BETTER PAPER



BETTER PRINTING]

Makers of Warren's Standard Printing Papers for School and College Yearbooks

January '55



1954-1955

Warren's YEARBOOK SUGGESTIONS

Yours for the asking

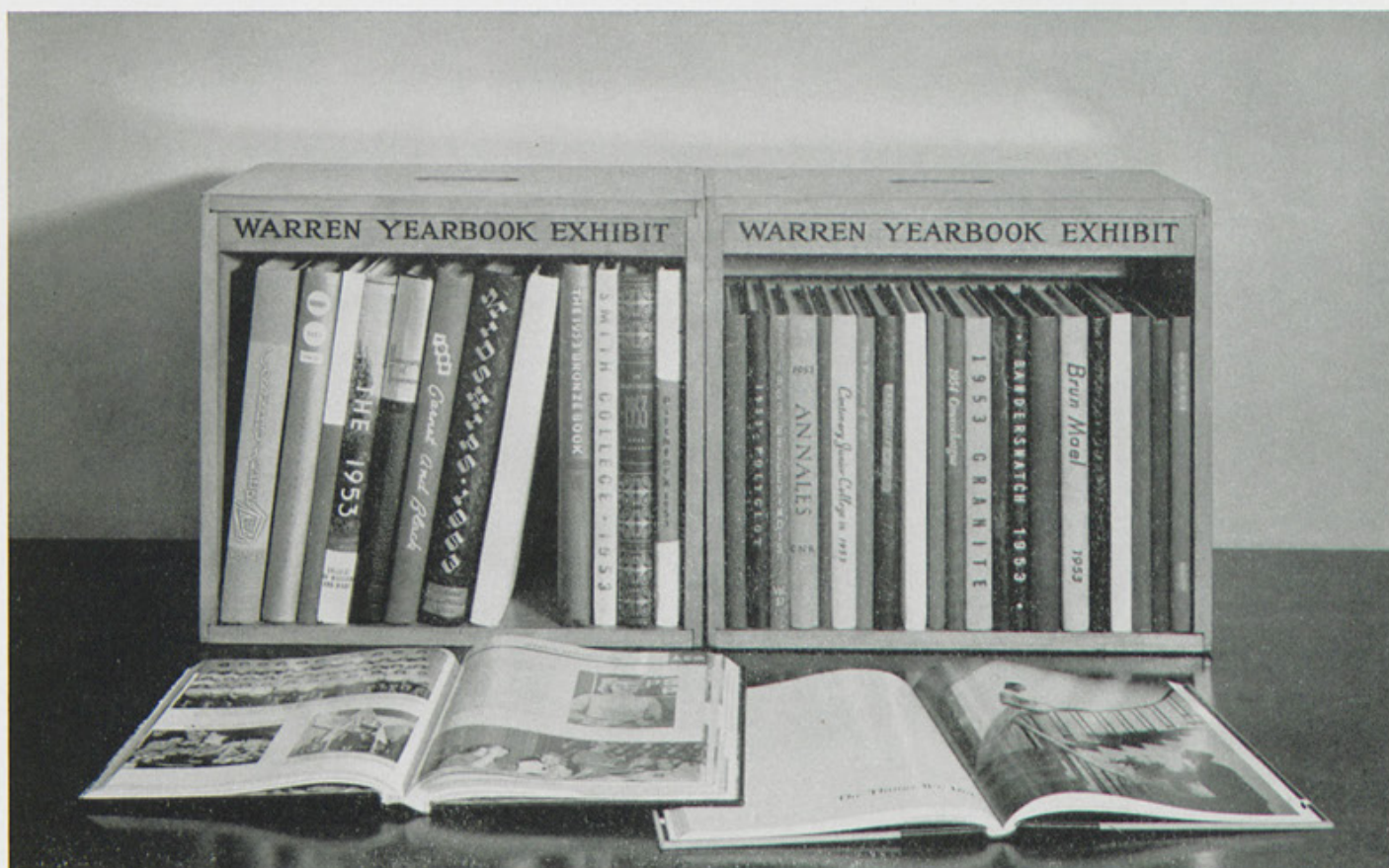
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S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASSACHUSETTS

[BETTER PAPER  BETTER PRINTING]
 Printing Papers

Makers of WARREN'S STANDARD PRINTING PAPERS for School and College Yearbooks

June - 1955



To 1956 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 1955 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 the booklets, "Better Yearbooks through Better Planning" and "Warren's Yearbook Progress Chart." We shall be ready to supply this material and ready to cooperate in assisting you to a fast start in the preparation of your Annual.

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON 1, MASS.

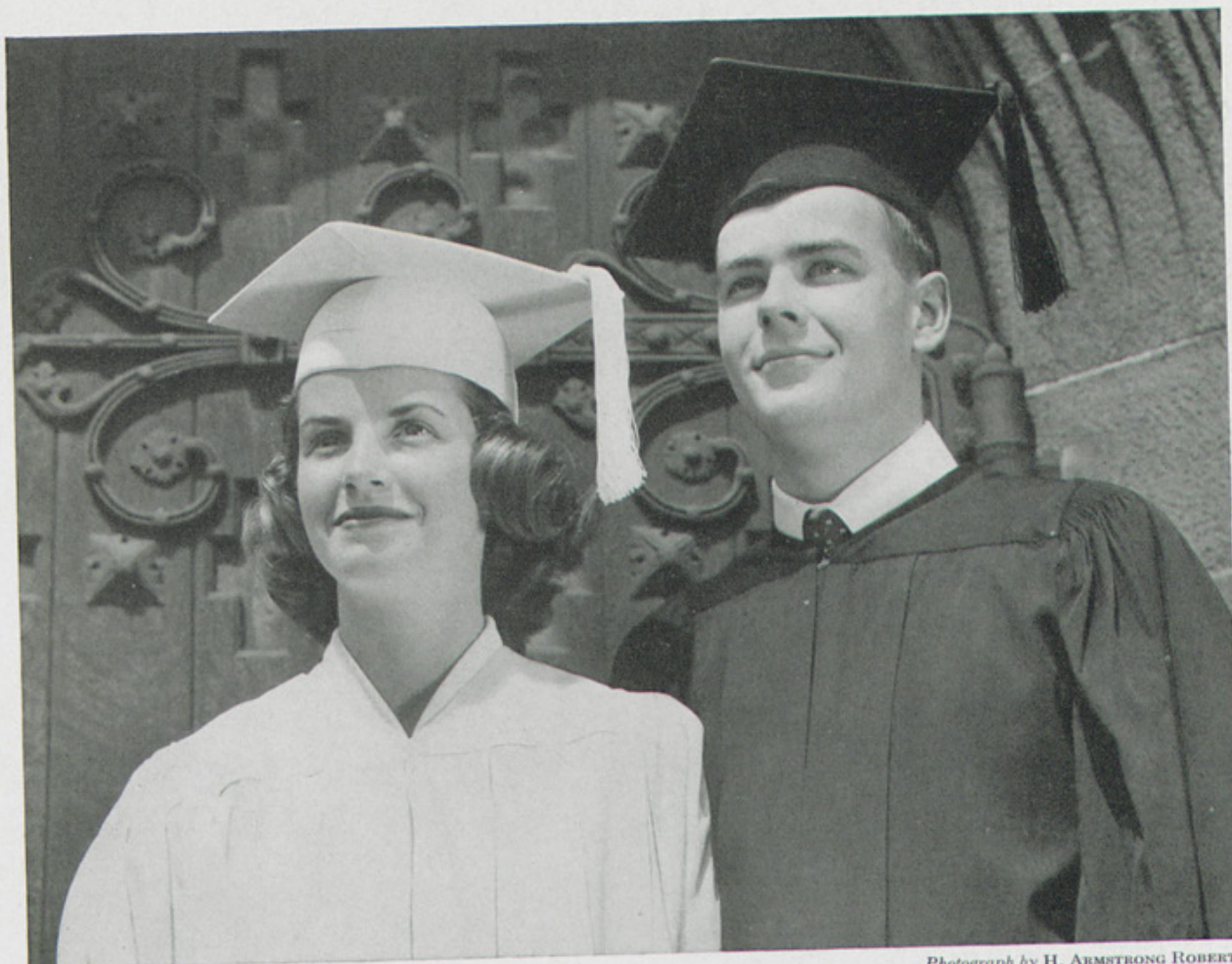
[BETTER PAPER



BETTER PRINTING]

Printing Papers

april 1956



133 line screen halftone

Photograph by H. ARMSTRONG ROBERTS

BETTER PICTURES *in Yearbooks*

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S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASS.



Makers of Warren's Standard Printing Papers for School and College Yearbooks

July 2016

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