



ADVERTISING

The Reflected Works

S.D. Warren Advertising

1946-1956

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S.D. Warren Advertising

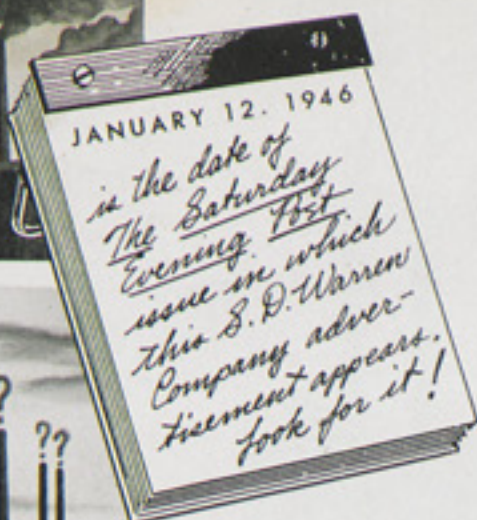
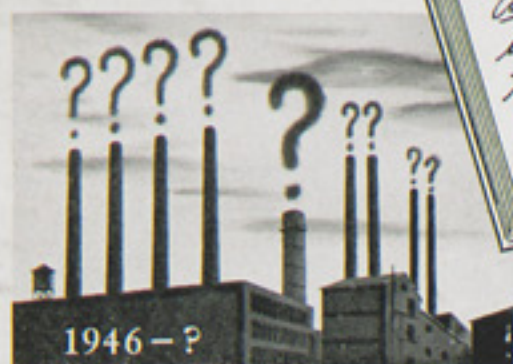
For more than a century,
through various names and
incarnations, our message
and mission have remained
the same—to make the means
through which the world
communicates better and
more beautiful.

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 1946–1956 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1946 – 1956

Visit sappietc.com



One reason why some plants are idle or can work only part time during reconversion is because they lack the necessary tools and materials with which to maintain operation.

One remedy is adequate catalog information that tells manufacturers where they can obtain essential tools and materials. With up-to-date catalogs at hand plant managers are enabled to resume operation more quickly — and thereby sustain employment.

A Duty of Suppliers to Industry

It is advisable, therefore, that suppliers to Industry examine their catalogs now. Outdated or incomplete catalogs need to be revised. Where no supplier's catalog exists, immediate preparation of an adequate catalog should be undertaken.

Consult a Printer Now

Suppliers to Industry who are revising or replacing obsolete catalogs will do well to consult a good printer. The current demand on printing facilities is taxing, and so there is reason for scheduling catalog work now.

Among other things, a good printer will very likely recommend that your catalog be printed on one of Warren's Standard Printing Papers, which are favored by printers because their uniform quality and affinity for ink permit faithful reproduction of type and pictures. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in

Printed Selling—January, 1946

One Page, 4 1/2 x 7

P. O. BOX 5-991—G 12-20-1945



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Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in

Printers' Ink—January 11, 1946

Advertising & Selling—January, 1946

Two-Thirds Page, 4 5/8 x 10

P. O. BOX 5-991—G 12-20-1945



BETTER PAPER — BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

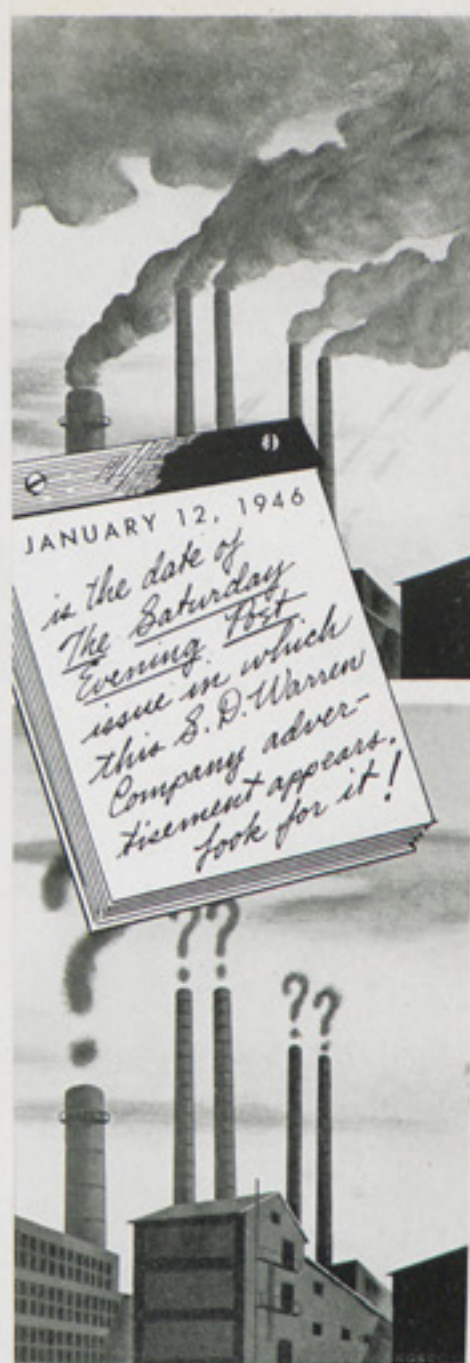
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in

The Saturday Evening Post—January 12, 1946

One Half Page, 4 5/8 x 12 1/8

P. O. BOX 5-719—G 12-20-1945



Among other things, a good printer will very likely recommend that your catalog be printed on one of Warren's Standard Printing Papers, which are favored by printers because their uniform quality and affinity for ink permit faithful reproduction of type and pictures. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

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What's holding up the parade

Work stoppages may result from any one of a variety of causes.

Take, for example, the case of the company that enjoys cordial labor relations, has adequate factory facilities, is assured of a ready market . . . and yet is unable to get into production. What's holding up the parade? Just this: *lack of information about where to get needed tools and manufacturing materials.*

Where Can They Be Found?

When such information is not readily available to a manufacturer, everyone pays a price. Company profits suffer, the level of employment declines and the progress of the nation's industry receives a setback.

The problem can be eased if Industry's suppliers will come to the rescue now with *adequate catalog information.*

If you are a supplier, help yourself and your customers by circulating complete and up-to-date catalogs. Your present catalog material may be inadequate or obsolete. To revise or replace it, you will need the services of a good printer.

How a Good Printer Can Help

The right printer can suggest preparatory procedures that will allow for effective reproduction. He can guide catalog

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Among other things, a very little catalog bearing the Standard P logo is favored by form quality faithful reputations. S. D. Street, Boston.

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for Letterpress
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Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
The Saturday Evening Post — May 11, 1946
One Half Page, 4 1/2 x 12 1/2
P. O. BOX, 6-196 — G 4-2-1946

You'll get the answer to this timely question in
S. D. WARREN COMPANY'S
May 11th
SATURDAY EVENING POST
advertisement

What's holding up the parade?

Work stoppages may result from any one of a variety of causes. Take, for example, the case of the company that enjoys cordial labor relations, has adequate factory facilities, is assured of a ready market . . . and yet is unable to get into production. What's holding up the parade? Just this: *lack of information about where to get needed tools and manufacturing materials.*

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BETTER PAPER — BETTER PRINTING

Warren's
STANDARD
Printing Papers

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Printed Selling — May, 1946
One Page, 4 1/2 x 7
P. O. BOX, 6-317 — G 4-17-1946

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How a Good Printer Can Help

The right printer can suggest preparatory procedures that will allow for effective reproduction. He can guide catalog

Warren's
STANDARD
Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Advertising & Selling — May, 1946
Printer's Ink — May 3, 1946
One Half Page, 4 1/2 x 10
P. O. BOX, 6-317 — G 4-17-1946

PREPARE NOW
for all-out competition.
Read S. D. WARREN COMPANY'S
message in the December 7th issue
of THE SATURDAY EVENING
POST

How far up
will you be

Competitor B

You

Competitor A

when all-out
competition
returns?

A seller need not press for sales today, for most goods sell on sight.

But when the period of shortages is past and buyers can once more exercise their traditional right of free choice, purchases will be based on preference for certain brands.

Now is the time to prepare for all-out competition and advance your position in your field by restoring appreciation in the buyer's mind for the value of the merchandise that bears your brand.

The Method?

The method for educating buyers is to present facts in print — in selling literature that permits you to go into sufficient detail to persuade prospects of the advantages of selecting your brand or trademark.

Why You Should Start Now

Well-prepared printed pieces require time in planning and time in production so creative work should not be delayed. Furthermore, the demand for printing and paper currently taxes manufacturing facilities, precludes quick completion of orders, and requires that planning be done well in advance so that production may be scheduled.

A printer that participates in planning is enabled better to anticipate paper requirements and to arrange for their supply through the paper merchants that serve him. Necessarily, his recommendations will be influenced by the volume of his commitments; but if his supply permits, he will be likely to recommend the use of one of Warren's Standard Printing Papers.

S. D. Warren Company, 89 Broad St., Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in
Printed Selling—December, 1946

One Page, 4 1/2 x 7
P. O. BOX, 6-1064—G 11-18-1946



ENTERED BEING REPRODUCED, PERMITTING YOU TO GO into sufficient detail to persuade prospects of the advantages of selecting your brand or trademark.

Why You Should Start Now

Well-prepared printed pieces require time in planning and time in production so creative work should not be delayed. Furthermore, the demand for printing and paper currently taxes manufacturing facilities, precludes

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in
Printers' Ink—Nov. 22, Nov. 29, 1946
Advertising & Selling—December, 1946
Two-Thirds Page, 4 5/8 x 10
P. O. BOX, 6-1064—G 11-18-1946



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of orders, and requires that planning be done well in advance so that production may be scheduled.

This strong demand constitutes an especial reason for choosing a printer at an early date, and for enlisting his cooperation in planning so that he may aid in shaping the work to make effective use of available equipment.

Furthermore, a printer that participates in planning is enabled thereby better to anticipate paper requirements and to arrange for their supply through the paper merchants that serve him. Necessarily, his recommendations will be influenced by the volume of his commitments; but if his supply permits, he will be likely to recommend the use of one of Warren's Standard Printing Papers.

S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING

REG. U. S. PAT. OFF.



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
The Saturday Evening Post—December 7, 1946
One Half Page, 4 5/8 x 12 1/2
P. O. BOX, 6-685—G 11-18-1946



LOOK AHEAD
is the theme of
S. D. WARREN
COMPANY'S first '47
message appearing in
the January 11th issue
of THE SATURDAY
EVENING POST

Your business in 1950... will it be



...in the black?



...or in the red?

Can you be sure of a profitable volume of future sales when the curve of public demand turns downward — and the curve of competition upward?

When that time comes and every sale will be competitive, profits will tend to flow toward those manufacturers who have created preference for the goods that bear their brands and trademarks.

How Do You Create Preference?

Right now, when the availability of goods insures their sale, you have an opportunity to influence the minds of buyers in favor of the merchandise that bears your brand.

The means for creating preferences are provided by printed selling literature — booklets, folders, brochures and other pieces that permit full and complete description and illustration.

Help Yourself to Experience

You can speed the work of planning and preparing your printed selling campaign by consulting a good printer now and enlisting his cooperation. There is good reason for prompt action. The demand for printing and paper currently taxes manufacturing facilities, precludes quick completion of orders, and requires that planning be done well

in advance so that production may be scheduled.

A printer that participates in planning is enabled better to anticipate paper requirements and to arrange for their supply through the paper merchants that serve him. Necessarily, his recommendations will be influenced by the volume of his commitments; but if his supply permits, he will be likely to recommend the use of Warren's Standard Printing Papers.

S. D. Warren Company, 89 Broad St., Boston 1, Massachusetts.

BETTER PAPER—BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in
Printed Selling — January, 1947
One Page, 4 1/2 x 7
P. O. BOX, 6-1065 — G 12-17-1947

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Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in
Advertising & Selling — January, 1947
Printers' Ink — January 10, 1947
Two-Thirds Page, 4 5/8 x 10
P. O. BOX, 6-1065 — G 12-17-1947

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S. D. Warren Company, 89 Broad St., Boston 1, Massachusetts.

BETTER PAPER—BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

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S. D. Warren Company, 89 Broad St., Boston 1, Massachusetts.

BETTER PAPER—BETTER PRINTING

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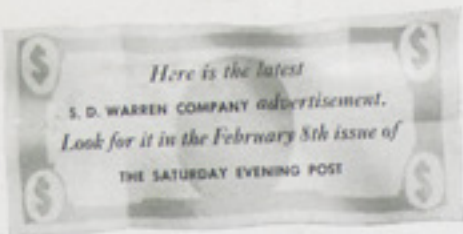


Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in

The Saturday Evening Post — January 11, 1947
One Half Page, 4 5/8 x 12 3/8
P. O. BOX, 7-5 — G 12-17-1946



Buyer 1946 style

Buyer 1947 style

Of course not every line of merchandise will become so plentiful this year that all buyers will turn fastidious.

But it is generally understood among business executives that shortages will eventually give way to active competition among brands of goods.

Prepare NOW

During this period of transition from scarcity to competition, you have an excellent opportunity to gird your product for the battle of the brands that's sure to come. How? By creating a preference in buyers' minds for the goods that bear your brand.

The Ideal Tool

You have at your disposal the efficient tool for shaping opinions favorable to your product—the ideal tool of printed selling literature... in the form of books, booklets, broadsides, brochures and other printed pieces.

In printed selling literature you can explain, describe and illustrate the advantages of your product in satisfying detail. You can demonstrate. You can persuade. You can build profitable sales for the competitive future.

You can do this—IF

You will be more successful if you will call

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in

Printed Selling—February, 1947

One Page, 4 1/2 x 7

P. O. BOX, 7-42—G 1-21-1947



Before you set about preparing your story in print, however, consider this fact: The planning and creation of effective printed pieces calls for special skills. You will be more successful if you will call in a good printer early in the work. He can help you avoid wasted time, motion and money.

Furthermore, the demand for printing and paper currently taxes manufacturing facilities

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A printer that participates in planning is enabled thereby better to anticipate paper requirements. Necessarily, his recommendations will be influenced by the volume of his commitments; but if his supply permits, he will be likely to recommend the use of one of Warren's Standard Printing Papers. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER—BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting



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PAPER—BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in

Advertising & Selling—February, 1947

Printer's Ink—February 7, 1947

Two-Thirds Page, 4 5/8 x 10

P. O. BOX, 7-42—G 1-21-1947



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PAPER—BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting

The Saturday Evening Post—February 8, 1947

One Half Page, 4 5/8 x 12 3/8

P. O. BOX, 7-37—G 1-21-1947



Grab-bag
buying
vs.
BRAND
buying
is the subject of
S. D. WARREN'S
advertisement in
THE SATURDAY
EVENING POST
for March 8, 1947
DON'T MISS IT!



subject of
WARREN'S
advertisement in
SATURDAY
EVENING POST
March 8, 1947
DON'T MISS IT!



Grab-bag buying won't last forever

The day is coming in every line of business when customers will once more buy by brands.

When that day arrives, will people know the reasons why the product that carries your name is a sound investment?

Fortify Your Position

You can fortify the position of your product in the coming competitive market by the use of printed selling literature — well-prepared books, booklets, brochures and other printed pieces that enable you to present your facts in such complete and satisfying detail that the end result is preference for your brand.

Printed pieces permit you to use persuasive explanations, descriptions and illustrations that aid in building the preference you need to meet competition.

The First Step

The first thing to do when setting out to acquire one or more pieces of printed selling literature is to engage a good printer.

A printer that participates in planning is enabled thereby better to anticipate printing requirements and to arrange for a supply of printing paper through the merchants that

serve him. Necessarily, his recommendations will be influenced by the volume of his commitments; but if his supply permits, he will be likely to recommend the use of one of Warren's Standard Printing Papers.

S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER—BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in

Printed Selling — March, 1947

One Page, 4 1/2 x 7

P. O. BOX 7-43 — G 2-18-1947



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Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.

to appear in

Advertising & Selling — March, 1947

Printer's Ink — March 7, 1947

Two-Thirds Page, 4 5/8 x 10

P. O. BOX 7-43 — G 2-18-1947



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Printing Papers

g, Lithography, Book
Publishing, Converting.

to appear in
The Saturday Evening Post—March 8, 1947
One Half Page, 4 5/8 x 12 1/2
P. O. BOX 7-38 — G 2-18-1947



Eager-beaver



becomes Fuss-budget!

Same buyer — in two widely different environments. Faced with scarcity of goods, he grabs what he can get without quibbling about brand names.

But when surrounded by a choice of competing brands, he deliberates, compares and keeps his wallet buttoned until he is completely convinced.

Buyers Will Want ALL the Facts

To unbutton the wallets of America, manufacturers will need to be more convincing as many competing brands enter their bids for the same consumer dollar. The man who makes a superior product will have an advantage if he will give buyers *all* the reasons why his product is superior. Presentation of complete information will hasten complete conviction.

A most effective method of presenting complete information about your product is the use of *printed selling literature* — books and booklets, broadsides and brochures that enable you to explain in detail, to describe with illustrations; in short, to provide the means of persuading the buyer that *your* product will deliver specific advantages to him.

A Good Printer is a Good Ally

The work of planning and preparing effective printed pieces is speeded and

simplified when you enlist the aid of a good printer.

Call him in early and get the benefit of his experience from the very beginning of the job. He will probably suggest printing techniques that can save you time and money. Working with you from the start, he will be able to anticipate paper requirements and to arrange for their supply through the paper merchants that serve him. Necessarily, his recommendations will be influenced by the volume of his commitments; but if his supply permits, he will be likely to recommend the use of one of Warren's Standard Printing Papers.

S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING

REG. U. S. PAT. OFF.



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

WARREN COMPANY offers
at charge to qualified enrollees
of

9 TEXTS

explain the economics of busi-
ness and the function of printed litera-
ture as an aid to management.

IS YOUR COMPANY now training young employees in Advertising and Graphic Arts?

*This cost-free course of study prepared by
S. D. WARREN COMPANY can be
of practical help to you*



1. Business — Its Nature and Its Functions
2. Management — Its Functions and Responsibilities
3. Management and Its Corporate Society
4. Printing — The Essential Aid to Management
5. Printing — Its Forms and Designations

business experience. The books explain in simple terms and direct manner the economics of competitive enterprise and the function of printed literature as an aid to management. The books are not intended to teach young people how to write or design advertising, or to choose media, or to deal with the mechanical end of the business. The purpose of the course is to define the relationship of the various advertising tasks, to describe the means by which they may be performed, and to explain the reasons for performing them.

How Can You Enroll Your Personnel to Receive This Course?

Simply write to S. D. Warren Company,
89 Broad Street, Boston 1, Massachusetts.



This advertisement appears in
The Saturday Evening Post — October 11, 1947

This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38-70



Once a Friend



...now a Stranger

How the housewife cultivates the butcher when meat is scarce!

And how quickly customers drift away when a competitive period returns.

Tell Your Sales Story—IN FULL

Businesses that make quality goods can retain customers by describing the merits of their products in detail. A buyer half-informed is only half-persuaded. Therefore executives who are building for the future are taking this opportunity to make sure their prospects are familiar with all the advantages of the items they offer.

To achieve this end, they employ the medium ideally suited to the purpose: the medium of printed selling literature.

A Practical Suggestion

When you set out on the project of preparing booklets, brochures or other printed pieces that explain reasons-why, keep in mind that it pays to enlist the cooperation of a capable printer.

A printer consulted early in the planning process can save you money and

time by suggesting economical printing techniques and by scheduling your printing job. He is also enabled better to anticipate paper requirements and to arrange for their supply through the paper merchants that serve him. Necessarily, his recommendations will be influenced by the volume of his commitments; but if his supply permits, he will be likely to recommend the use of one of Warren's Standard Printing Papers.

S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER—BETTER PRINTING
REG. U.S. PAT. OFF.



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

This advertisement appears in
The Saturday Evening Post—December 6, 1947

This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38-70

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9 TEXTS

which explain the economics of business and
the function of printed literature as an aid
to management.



1. Business—Its Nature
and Its Functions



2. Management—Its Func-
tions and Responsibilities

3. Management and Its
Corporate Society

4. Printing—The Essen-
tial Aid to Management

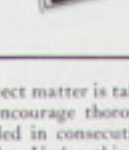
5. Printing—Its Forms
and Designations

6. Printing—Types and
Typography

7. Printing—The Pro-
cesses of Reproduction

8. Printing—Papers and
Their Uses

9. Mailing—Lists and
Regulations



subject matter is taken up in proper sequence and
to encourage thorough study, the books will be
mailed in consecutive order at intervals of two
weeks. Under this arrangement, the course re-
quires a study period of eighteen weeks.

BETTER PAPER—BETTER PRINTING
REG. U.S. PAT. OFF.



Printing Papers

for Letterpress Printing, Lithography, Book
Publishing, Magazine Publishing, Converting.

This advertisement
ears in Printed Selling
December, 1947

CUMBERLAND GLOSS, White, basis 25 x 38-70



Keep that Customer!

Anybody that can supply scarce merchandise can attract customers easily. But keeping customers when rival brands appear is something else again.

As scarcities pass and buyers may again choose freely, they show preference for familiar brands. Then respect, not necessity, impels selection.

You Can Create Preference

Manufacturers of worthy brands who are currently unable to fill the needs of their customers can create preferences notwithstanding rival brands. Now, waiting buyers can be schooled in the merits of your brand. Now, each major and minor product advantage can be explained again and again to future customers.

The effective medium for creating the preference is *Printing*. In printed booklets, folders, and broadsides, brand merits can be explained and illustrated—point by point, in detail.

A Printer Can Help

A good printer is an indispensable aid in planning printing to create brand preferences. He can serve best if he participates in planning from the start. He will know how to

capitalize the potentials and to respect the limitations of the printing processes, and thereby to attain pleasing effects economically.

Among other things, a good printer will be able to determine your paper requirements and to arrange for the filling of them. Necessarily, his recommendations will be tempered by consideration of availability, but if his supply permits, he will be likely to recommend the use of one of Warren's Standard Printing Papers.

S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER—BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

This advertisement
appears in *Printed Selling*
May, 1948

This paper is Warren's CUMBERLAND GLOW, White, basis 25 x 38-70

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Printing

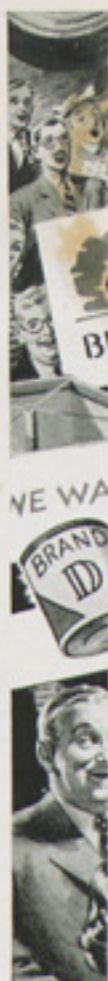
for Letterpress Print, Publishing, Magazine

This advertisement appears in
Advertising & Selling—May, 1948
Printers' Ink—May 7, 1948

This paper is Warren's CUMBERLAND GLOW, White, basis 25 x 38-70

This advertisement appears in
The Saturday Evening Post—May 15, 1948

This paper is Warren's CUMBERLAND GLOW, White, basis 25 x 38-70



How to Win the Battle of the Brands



The man who sells a scarce item of desirable merchandise has no selling problem. Consumers buy without persuasion because they have little choice. But when competing brands appear in volume, buyers base their selections on preference.

Then the seller who succeeds in earning preference gains leadership.

How to Earn Preference

To earn preference for your brand, your prospects must know in detail why your product is superior. Each major and each minor advantage must be explained repeatedly and with persistence.

The ideal medium for accomplishing this task is *Printing*. Printed booklets, brochures, broadsides, folders, catalogs allow you to describe your brand in detail, to fully illustrate each selling point, to document your story with complete and convincing facts.

How to Start

To equip your business with effective sales literature that can earn preference for your brand you need the services of a competent printer. He will prove a valuable collaborator if you will call him in right at the start. Then you stand to

benefit at every step from his knowledge of modern printing skills and techniques.

A good printer will be able to schedule jobs to make effective use of available equipment. He will be able to anticipate paper requirements and to arrange for their supply through the paper merchants that serve him. Necessarily, his recommendations will be influenced by consideration of availability; but if his supply permits, he will be likely to recommend the use of Warren's Standard Printing Papers.

S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER—BETTER PRINTING



Printing Papers

for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

This advertisement appears in
Advertising & Selling — September, 1948
Printers' Ink — September 3, 1948

This paper is Warren's CUMBERLAND GLOSS, White, 25 x 38-70

appears in
The Saturday Evening Post—September 11, 1948

This paper is Warren's CUMBERLAND GLOSS, White, 25 x 38-70

American Business Leaders use WARREN'S STANDARD PRINTING PAPERS to improve profits and human relations



IDLE TALK can keep your facts

Chance remarks about the product that you sell carry decisive weight with those who hear them. If a spontaneous opinion is founded on the facts of your product's advantages, the hearer may be influenced to buy. If the comment springs from misinformation, he may be dissuaded from giving the product a trial.

Hence, if you circulate the complete facts about your brand, more people will comment favorably. Then more listeners will be encouraged to patronize you, and orders will flow your way.

How to Draw Business Your Way

The ideal way to circulate facts you want people to talk about is through booklets, folders, broadsides, brochures, catalogs and other types of selling literature. Printed pieces enable you to tell your story in full and in detail, to document and illustrate major and minor features that draw buyers to your brand.

Attractive printed pieces enjoy long life because they can be referred to many times, thereby re-emphasizing sales points you wish people to remember—and repeat to others.

Your Staunchest Ally

Your strong right arm in the highly

specialized selling literature right at the can bring him at every stage to completion most in effect

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S. D. Warren, Boston

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Print



Some of the forms of literature, printed on WARREN'S STANDARD PRINTING PAPERS, that

This advertisement appears in
The Saturday Evening Post — January 20, 1951

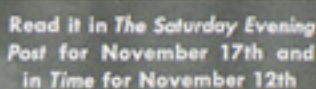
This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38 — 70

To increase
your business,
harness the selling
power of TALK!

The S. D. WARREN COMPANY message
in the January 20 Saturday Evening Post
tells you how. Be sure to read it.

This advertisement appears in
Printers' Ink — January 12, 1951
Industrial Marketing — January, 1951
Advertising Agency and Advertising & Selling — January, 1951

This paper is Warren's CUMBERLAND GLOSS, Doublekote, White, basis 25 x 38 — 70



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WARREN'S



Are people
in the habit
of recommending
your brand?

Read S. D. WARREN COMPANY'S
illuminating message in THE SATURDAY
EVENING POST for January 19th
and in BUSINESS WEEK for January 12th.
It explains how to get people to recom-
mend your product and your company.

THE SATURDAY EVENING POST
American Business Leaders use WARREN'S STANDARD PRINTING PAPERS
to improve profits and human relations



Plain talk can be worth a fancy price

This cab driver knows that people are
open to suggestion because many of his
passengers choose those hench that he
recommends.
Men and women about to undertake
new ventures or to purchase unfamiliar
products pay heed to the opinions of
others. Opinions heard casually or un-
derstandably often are accepted as well-
founded recommendations—or random
speculations. Therefore, plain talk can be
worth a great deal to a business—in
your business.

Facts Can Make Plain Talk Favorable

Opinions founded on ignorance or
half-knowledge commonly misrepresent
worthy companies. You can make plain
talk favorable to your business by print-
ing and circulating the facts about your
fair policies and good products. Descrip-
tive illustrated booklets, brochures,
folders and catalogs can supply factual
substance for the kind of opinions that
are accepted as recommendations.

Your Ally—A Good Printer

The detail of creating the kind of
printed pieces your business requires
can be greatly simplified if you call in a
good printer right at the very start. Let
him plan with you at every step. Then
you will spend less time and money.
You will be particularly pleased with
the results if your printer specifies War-
ren's Standard Printing Papers for your
job—in he probably will. Printers every-
where acknowledge the superiority of
Warren's printing surfaces and know they
can depend on Warren papers for uni-
formity as well. S. D. Warren Company,
89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER—BETTER PRINTING

REG. U.S. PAT. OFF.

Warren's
STANDARD

Printing Papers



Some of the forms of literature, printed on
WARREN'S STANDARD PRINTING PAPERS, which are aiding industry

This advertisement appears in
Advertising Agency and Advertising & Selling—January, 1952
Industrial Marketing—January 4, 1952
Printers' Ink—January, 1952

This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38-70

appears in
The Saturday Evening Post—January 19, 1952
Business Week—January 12, 1952

This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38-70

American Business Leaders use WARREN'S STANDARD PRINTING PAPERS
to improve profits and human relations



How to say HAPPY NEW YEAR to your Business

The best way to wish your business a prosperous New Year is this: *resolve to make sure that people speak of it with approval.*

Give them the facts about your brand's many advantages. Let them have booklets, folders, broadsides, catalogs and other printed pieces that explain both the major and minor reasons why it pays to use the products you make.

Avoid Misunderstandings

When you give people your complete facts *in print*, they can speak with authority and persuasion.

Without your sales story *in print*, people must, of necessity, speak from gossip and hearsay—and often misunderstandings develop which do real harm to your business.

Your Ally—A Good Printer

Why don't you plan now to let printed selling improve profits and human relations for your business this year? A good printer can help you create the kind of printed pieces that will bring credit to

your good name. The important thing is to call him in *at the very start of the job*. Consult him before you set pencil to paper. Then he becomes a valuable business ally, able to apply his unique skills at every step of the creative process.

In order to insure the finest possible printing results, your printer will probably use Warren's Standard Printing Papers. Warren papers have long been identified with the most successful printed promotion pieces, the kind that attract favorable attention, the kind you want for *your* business this year and every year. *S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.*

BETTER PAPER—BETTER PRINTING

REG. U.S. PAT. OFF.

Warren's
STANDARD

Printing Papers



Some of the forms of literature, printed on
WARREN'S STANDARD PRINTING PAPERS, which are aiding Industry

Advertisement prepared by
BAYTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Saturday Evening Post—January 17, 1953
Business Week—January 10, 1953
One Half Page, 4 7/8 x 12 3/8
P. O. BOX, 3-5 — O 1449-12-17-1952



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BETTER PAPER—BETTER PRINTING

REG. U.S. PAT. OFF.

Warren's
STANDARD

Printing Papers

Illustrations, printed on
which are aiding Industry

American Business Leaders use WARREN'S STANDARD PRINTING PAPERS
to improve profits and human relations



Fiction may be fun but not for YOUR business

It isn't easy for anyone to describe with accuracy the precise size and weight of the fish he caught.

Likewise it isn't easy for most people to stick to the facts when talking to others about your product or your company. Some are inclined to exaggerate to the point of disbelief. Some tend to minimize or belittle.

Why do people act this way? Because so many of them don't have the facts.

Give Your Prospects All the Facts

People must have facts if they are to tell the truth about your product and your company. They must have your full story, complete with major and minor details, in order to speak intelligently to others about the benefits you offer.

When facts are recorded in PRINT, those who speak to others about your product need never misrepresent its merits for lack of information.

Printed pieces such as booklets, brochures, bulletins, broadsides, folders, reports, catalogs can help you achieve the kind of reputation you are striving for, on an extensive scale — and this advantage can be reflected in a more favorable competitive position for your product and your company.

Your Ally—A Good Printer

Once the need for persuasive printed pieces becomes apparent, put RULE No. 1 in effect immediately.

RULE No. 1 is this: *Call in a good printer and make him a member of your planning and creative team right away!* Only then can he contribute from his experience and skill most effectively — and save you wear and tear and money.

He will probably print your selling literature on Warren's Standard Printing Papers. He wants to deliver a tiptop job and he knows that Warren papers will help him accomplish this objective with economy.

S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER—BETTER PRINTING

REG. U.S. PAT. OFF.



Printing Papers



Some of the forms of literature, printed on
WARREN'S STANDARD PRINTING PAPERS, that are aiding Industry

This advertisement appears in
U. S. News and World Report—February 11, 1955
The Saturday Evening Post—February 11, 1955
Business Week—February 12, 1955

This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38—70



be fun
& business

Your Ally—
Good Printer

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Printing Papers



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American Business Leaders use WARREN'S STANDARD PRINTING PAPERS
to improve profits and human relations

Double-Barreled Sales Plan

for Your Business

We call this sales plan double-barreled because it aims to deliver double benefits to you: (a) a profitable volume of immediate sales, and (b) a profitable future growth.

Barring a war, the American economy promises to continue its unprecedented expansion: greater numbers of family units with progressively greater demands to be made on consumer and industrial production. Your business has a right to expect to share in this larger sales opportunity.

In order to obtain your rightful share, however, it is wise to give serious consideration to this fact: People do not automatically become your customers. People must be educated to appreciate the superiority of your product and service — they must be given all the reasons, major and minor, why it pays to prefer your brand.

PRINT—The Great Educator

Putting your full sales story in PRINT — in the form of booklets, brochures, bulletins, folders, manuals, reports, catalogs, annuals — is the effective way to educate more and more people to become your customers. Printed pieces not only sell your product and service direct to readers. Printed pieces do more: They provide conversational material about your brand, stimulate people to talk up

the features of your superiority, help to pass along your selling points to more and more individuals now and in the future.

Your Ally—A Good Printer

In planning and creating effective printed pieces, make full use of your printer. Call him in at the very outset of a printing job, not part way through. Make him a partner in every phase of the work. A good printer can take much of the load off your shoulders and save you time and money.

He will probably specify Warren's Standard Printing Papers for he knows he can depend on their bright, uniform printing surfaces. He wants top quality printing results — and Warren papers deliver just that, time after time after time. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

BETTER PAPER — BETTER PRINTING



Some of the forms of literature, printed on
WARREN'S STANDARD PRINTING PAPERS, that are aiding Industry

This advertisement appears in
U. S. News and World Report — May 11, 1956
The Saturday Evening Post — May 12, 1956
Business Week — May 12, 1956

This paper is Warren's CUMBERLAND GLOSS, White, basis 25 x 38 - 70

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July 2016

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