

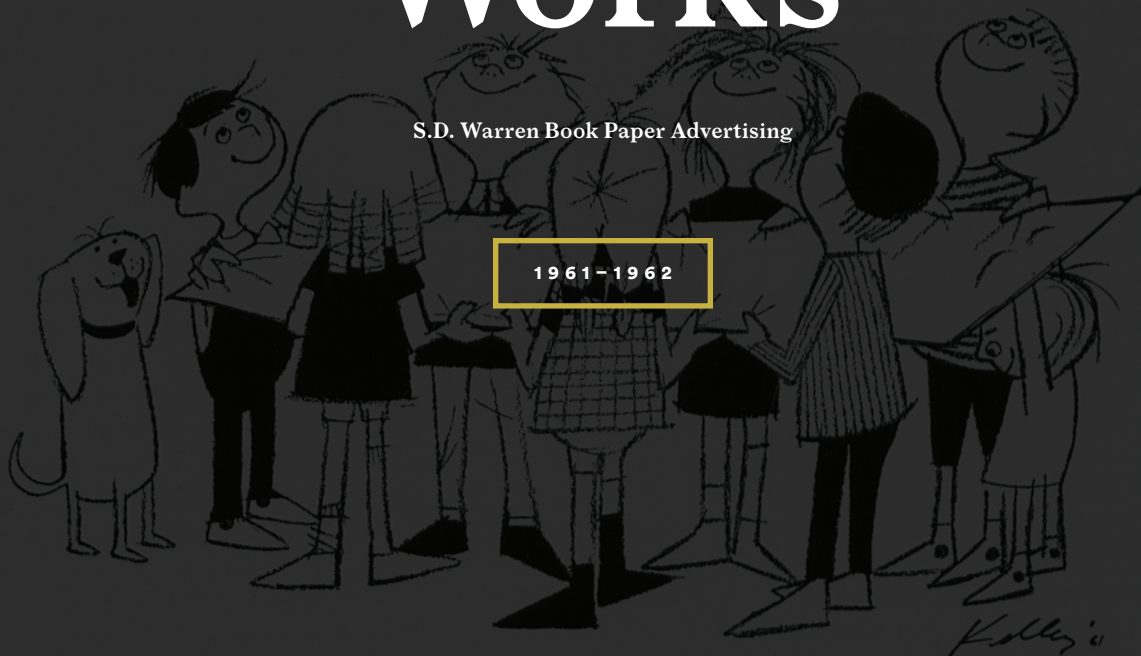


ADVERTISING

The Reflected Works

S.D. Warren Book Paper Advertising

1961-1962



sappi etc



S.D. Warren Book Paper Advertising

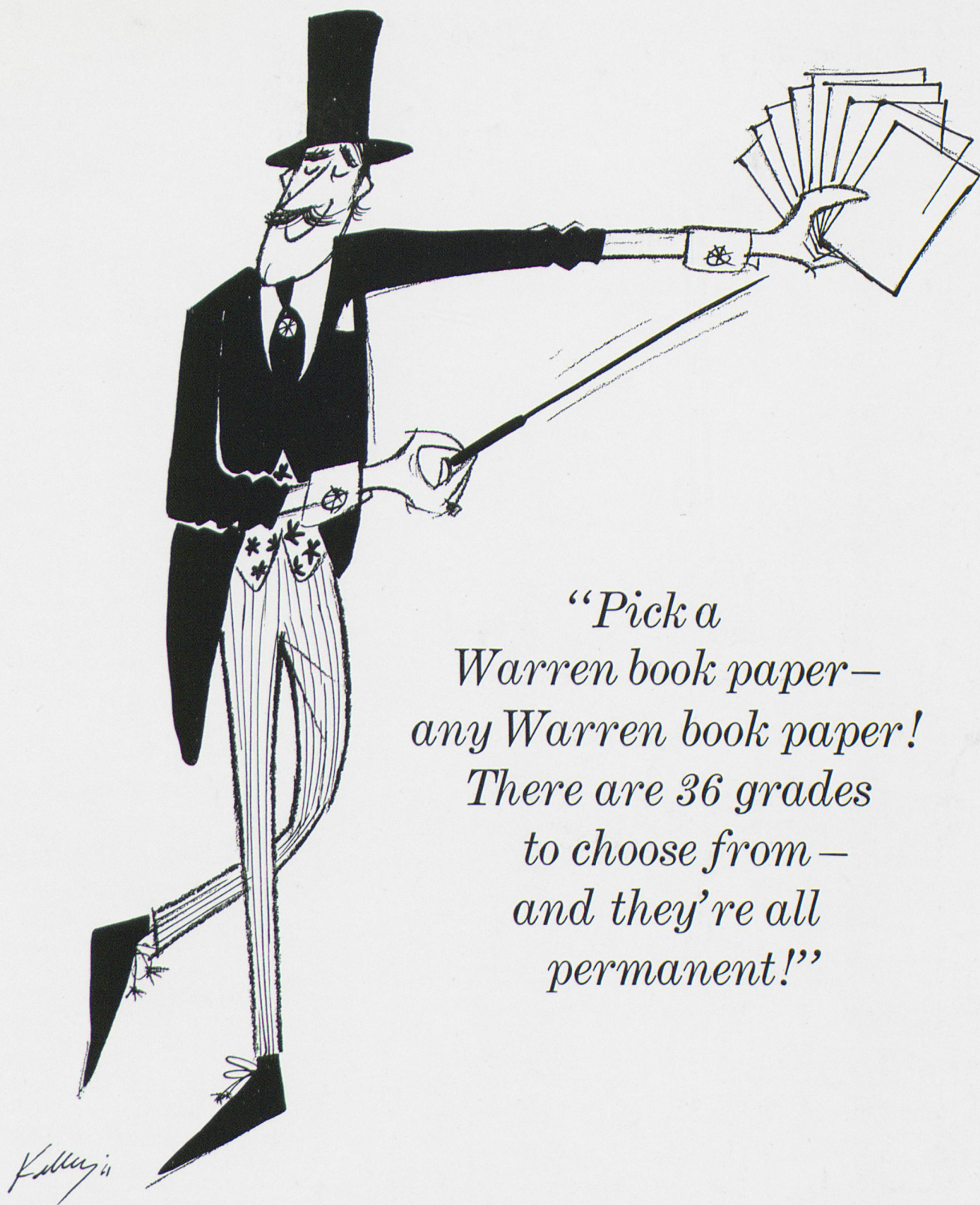
For more than a century,
through various names and
incarnations, our message
and mission have remained
the same—to make the means
through which the world
communicates better and
more beautiful.

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 1961–1962 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1961–1962

Visit sappietc.com



*“Pick a
Warren book paper—
any Warren book paper!
There are 36 grades
to choose from—
and they’re all
permanent!”*

Warren offers a greater variety of acid-free book papers than any other manufacturer: more grades, more bulks, more finishes, more substances. Able merchants supplement Warren's extensive research and production know-how — another reason why so many publishers have used Warren book papers for so long. S. D. Warren Company, 89 Broad St., Boston 1, Mass.



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

Book Production — May, 1961
Publishers' Weekly — May 1, 1961
One Page, 7 x 10

P. O. BOS. 1-330—G 470-4-26-1961





"Ahhhh...now all Warren book papers are acid-free!"

Back in 1901 Warren research discovered the value of acid-free materials in attaining paper permanence. Now, thanks to new manufacturing techniques developed through Warren research, all 36 grades of Warren book paper have been switched to an acid-free basis. That is why they are all stronger, brighter, more opaque and printable. That is why all Warren book papers are permanent. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.



PRINTING PAPERS

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Book Production — July, 1961
Publishers' Weekly — July 10, 1961
One Page, 7 x 10
P. O. EOS. 1-762 — G 693-6-14-1961





"Warren's book papers are certainly opaque!"

S. D. Warren's book papers are now more opaque without loss of strength. A complete shift to acid-free production has made this possible. Brightness, opacity, strength, and printability — as well as permanence — have all been improved by this new alkaline process. With Warren's breadth of line (36 grades) and reputation for research, no wonder so many publishers look to Warren's able merchants first for their book paper requirements. *S. D. Warren Company, 89 Broad St., Boston 1, Mass.*



PRINTING PAPERS

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

Book Production — September, 1961

Publishers' Weekly — August 7, 1961

One Page, 7 x 10

P. O. BOS. 1-883 — G 859-8-2-1961





"Warren's acid-free book papers are stronger than ever before!"

Warren's 36 grades of book papers are stronger than ever before. Acid-free production makes them so. And it also makes Warren book papers brighter, more printable, more opaque. And — every one of the 36 grades is permanent. Continuous Warren research and production know-how have made these improvements possible. Able merchants supply the know-how that helps you select exactly the right Warren book paper for your needs. *S. D. Warren Company, 89 Broad St., Boston 1, Mass.*

Warren's
HIGH STANDARD
PRINTING PAPERS

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

Book Production — November, 1961
Publishers' Weekly — October 2, 1961

One page, 7 x 10

P. O. BOS. 1-882 — G 860-8-2-1961



*"Wow,
that Warren paper sparkles!"*



Now each of the 36 grades of Warren book paper is brighter and more permanent, thanks to a new, acid-free production process. For example, Warren's Silkote Offset lends a sparkle to print that appeals to young readers and publishers alike. What are your book paper needs? Most likely, S. D. Warren Company can fulfill them, thanks to its breadth of line, continuous research, and excellent service. For complete information write: S. D. Warren Company, 89 Broad Street, Boston 1, Mass.



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July 2016

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