



A D V E R T I S I N G

# The Reflected Works

S.D. Warren Yearbook Advertising

1957-1964

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 1957–1964 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1957 – 1964

Visit [sappietc.com](http://sappietc.com)

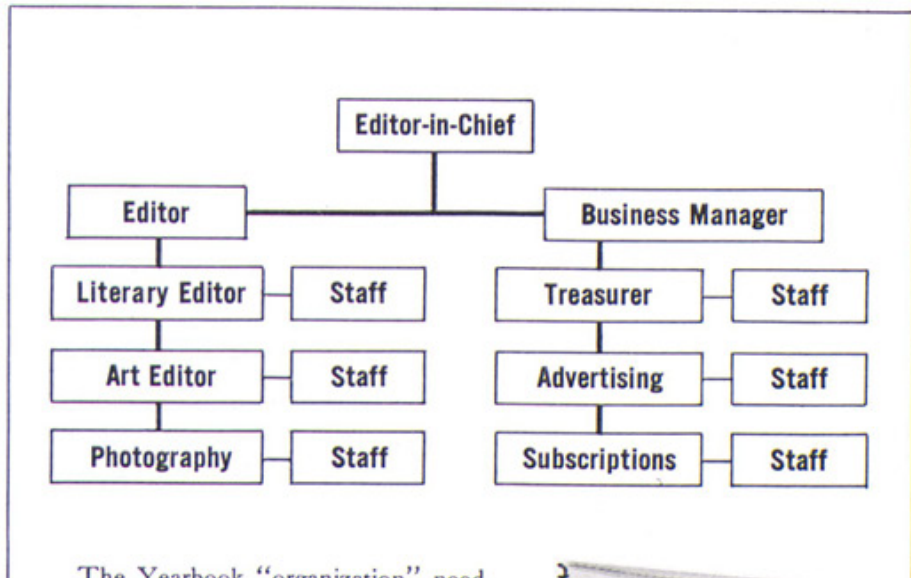


November 1959

# HERE'S REAL HELP

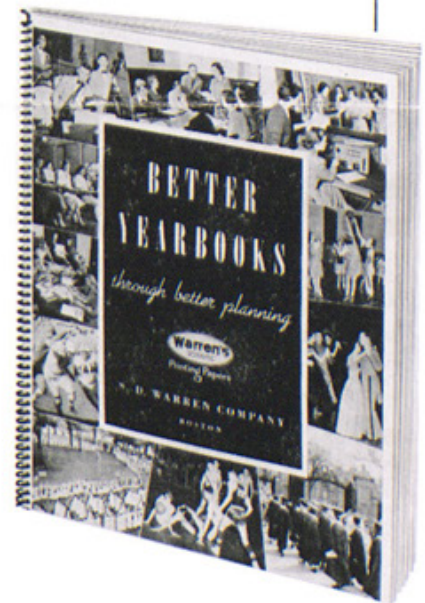
on those many yearbook problems

✓	PLAN
✓	FINANCES
✓	BUDGET
✓	ADVERTISING
✓	SUBSCRIPTIONS
✓	SELLING
✓	SCHEDULES
✓	WRITING
✓	LAYOUT
✓	ART
✓	PHOTOGRAPHY
✓	EDITING
✓	TYPOGRAPHY
✓	DUMMY
✓	PAPER
✓	PRINTING
✓	PROOFREADING
✓	BINDING
✓	DELIVERY



The Yearbook "organization" need not be as elaborate as the chart shown here. The work on a High School annual, for example, may in some instances be divided between the Editor and Business Manager, each having one or two assistants. But, even then, each of them should be charged with the responsibility of the departments they handle.

As a case in point, take the department of "Budgets." It will probably devolve upon the Business Manager to maintain a good yet simple system of budget control. The distinction to be brought out here is that if the Business Manager realizes that Budget Control is



... continued on Page 4 of S. D. Warren Company's "Better Yearbooks."  
Ask your lithographer for a copy. Or write direct. No cost or obligation.



printing papers  
make a  
good impression

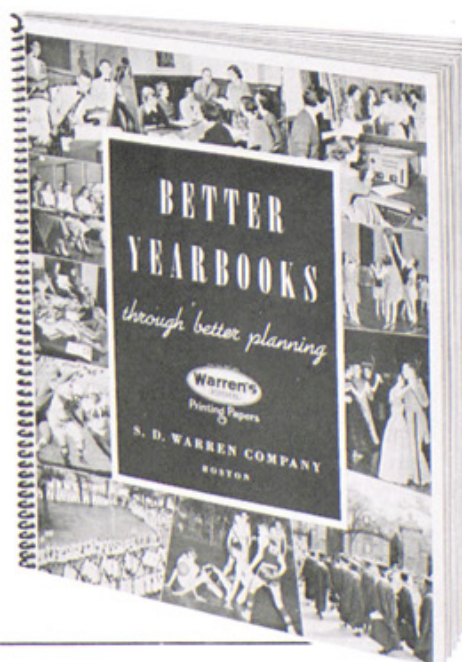
S. D. WARREN COMPANY • 89 BROAD STREET • BOSTON 1, MASSACHUSETTS



# HOW TO SOLVE

your yearbook problems more easily

✓	PLAN
✓	FINANCES
✓	BUDGET
✓	ADVERTISING
✓	SUBSCRIPTIONS
✓	SELLING
✓	SCHEDULES
✓	WRITING
✓	LAYOUT
✓	ART
✓	PHOTOGRAPHY
✓	EDITING
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✓	DELIVERY



## A JOB OF MANY JOBS that calls for modern management

There are at least fifteen separate "departments" in the creation and publication of the modern yearbook.

The extent to which each one of these departments "functions" — with proper correlation — reflects the managing skill of those primarily in charge of the book.

It is obvious that each department should not only have its work well planned, organized and supervised, but that there should be the necessary frequent check-up — probably at "staff meetings" — to make sure that proper coordinated progress is being made.

The fact that there are fifteen or more yearbook departments does

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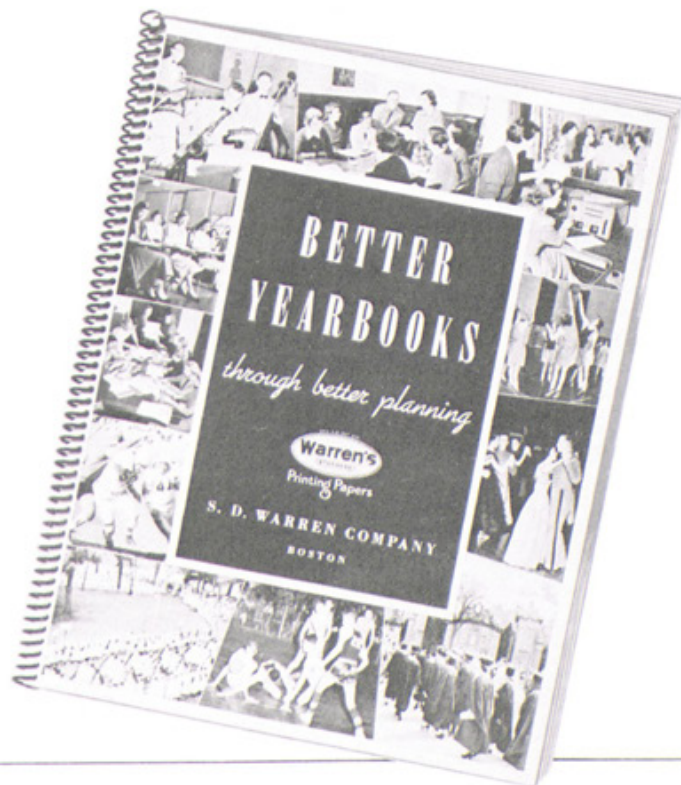
printing papers  
make a  
good impression



# ANSWERING your yearbook questions

May 1958

✓	PLAN
✓	FINANCES
✓	BUDGET
✓	ADVERTISING
✓	SUBSCRIPTIONS
✓	SELLING
✓	SCHEDULES
✓	WRITING
✓	LAYOUT
✓	ART
✓	PHOTOGRAPHY
✓	EDITING
✓	TYPOGRAPHY
✓	DUMMY
✓	PAPER
✓	PRINTING
✓	PROOFREADING
✓	BINDING
✓	DELIVERY



## MONEY MAKING METHODS THAT WORK

The following suggestions are not necessarily directly linked with the activities of yearbook production but they are plans that the yearbook staff could sponsor. They require a certain amount of organization, and the responsibility for their success probably should be delegated to students not otherwise engrossed with yearbook duties.

*Rummage Sale* — Every student has school possessions he would be glad to dispose of before graduation. Or he may have a collection of "white elephants" which have served his purposes but could be used to advantage by other students. Such sales can be conducted either on a cash basis or by swap and barter. The yearbook staff can profit from such sales by having the goods donated for the purpose or by collecting a commission.

*Campus Post Cards* — These are a natural feature for the yearbook staff

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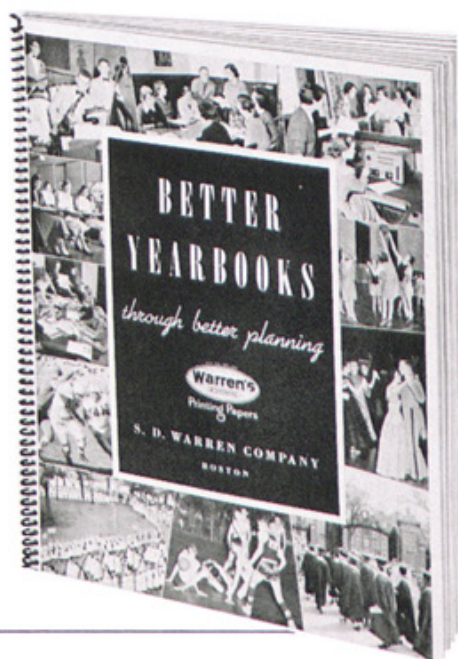
S. D. WARREN COMPANY • 89 BROAD STREET • BOSTON 1, MASSACHUSETTS



February 1958

# RESOLVING those yearbook problems

✓	PLAN
✓	FINANCES
✓	BUDGET
✓	ADVERTISING
✓	SUBSCRIPTIONS
✓	SELLING
✓	SCHEDULES
✓	WRITING
✓	LAYOUT
✓	ART
✓	PHOTOGRAPHY
✓	EDITING
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## SUGGESTIONS FOR THE SALE OF ADVERTISING

That the yearbook can be "sold" as a *legitimate* and productive advertising medium is a relatively new conception of yearbook value — not only for the advertiser but for the yearbook staff itself.

Time and again, those members of the staff who are assigned to advertising solicitation come in with such reports as:

"I hooked him for a page."

"He is going to give us an order."

"He didn't want any space, but I told him who my old man is, so he took a quarter."

"Just put in compliments of a friend — he is only taking the space to help us out."

...continued on Page 8 of S. D. Warren Company's "Better Yearbooks."  
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**printing papers  
make a  
good impression**

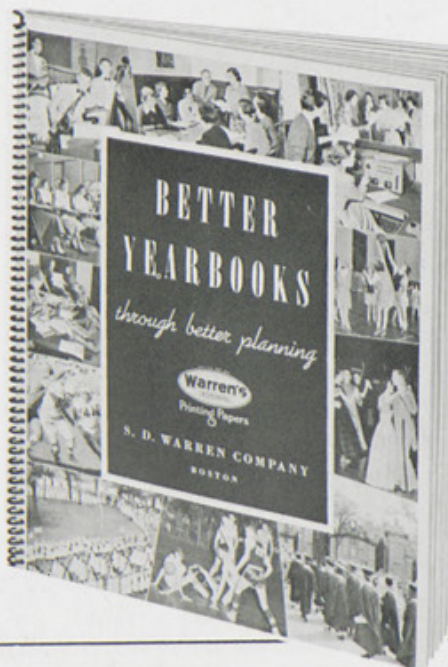
S. D. WARREN COMPANY • 89 BROAD STREET • BOSTON 1, MASSACHUSETTS



PHOTOLITH  
JANUARY - 1959

# EASING your yearbook problems

✓	PLAN
✓	FINANCES
✓	BUDGET
✓	ADVERTISING
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✓	PAPER
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## METHODS FOR FINANCING YEARBOOKS

The earlier a yearbook is assured of a sound financial basis, the better the book that can be produced. Giving the yearbook a positive financial foundation is no longer the problem it used to be.

Yearbook staffs, in collaboration with faculty and school officials, have worked out many practical ways to establish a sound financial structure, well in advance of the publication of the yearbook.

### THE BLANKET TAX

The most beneficial development in yearbook financing has been the growing tendency to adopt the so-called "blanket tax." This permits including a large portion, if not all, of the yearbook costs in the student activities fee. By this simple and reasonable device, the book is well on its way — financially — at the start of the school year.

...continued on Page 6 of S. D. Warren Company's "Better Yearbooks."  
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make a  
good impression

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DECEMBER 1958 &amp; JANUARY 1959

December 1958

1958  
1959Warren's  
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 90-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 1, Massachusetts

BETTER PAPER



BETTER PRINTING

Printing Papers

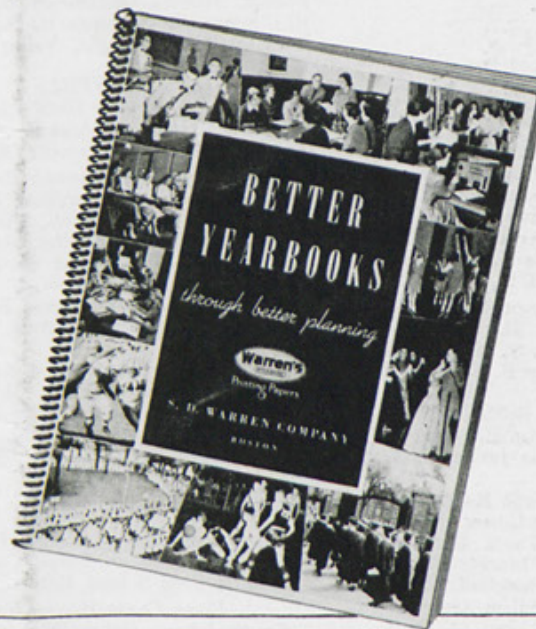
Makers of WARREN'S STANDARD PRINTING PAPERS for SCHOOL AND COLLEGE YEARBOOKS



MAY 1959

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*Campus Greeting Cards* — These are a natural feature for the yearbook staff

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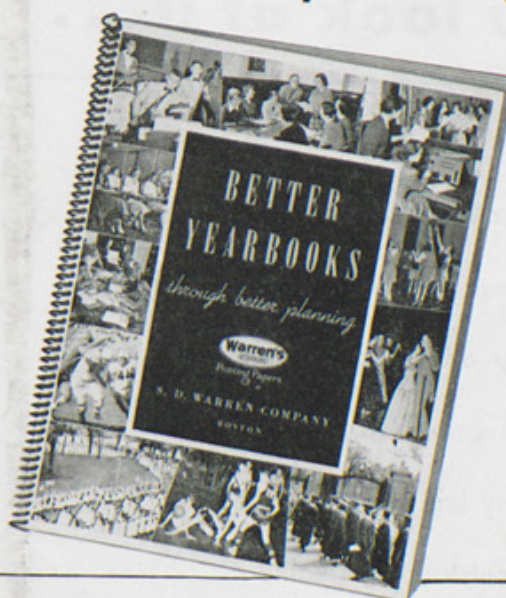


JUNE 1959

# FREE HELP FOR YOU

in solving your yearbook publishing problems

✓	PLAN
✓	FINANCES
✓	BUDGET
✓	ADVERTISING
✓	SUBSCRIPTIONS
✓	SELLING
✓	SCHEDULES
✓	WRITING
✓	LAYOUT
✓	ART
✓	PHOTOGRAPHY
✓	EDITING
✓	TYPOGRAPHY
✓	DUMMY
✓	PAPER
✓	PRINTING
✓	PROOFREADING
✓	BINDING
✓	DELIVERY



## THE EVOLUTION OF THE YEARBOOK

into a major publishing assignment

This book comes to you with just one primary purpose—to be a practical and comprehensive guiding help which you can use in the creation and preparation of your yearbook.

It is not intended to tell you what you should do, in any arbitrary sense. Nor is it a textbook on how to publish a yearbook.

It is intended merely to provide a source of helpful suggestions for the development of your annual and also to give a general survey of the successful methods and practices now being used in school and college yearbook creation.

Present day yearbook publishing has become an important

...continued on Page 1 of S. D. Warren Company's "Better Yearbooks."  
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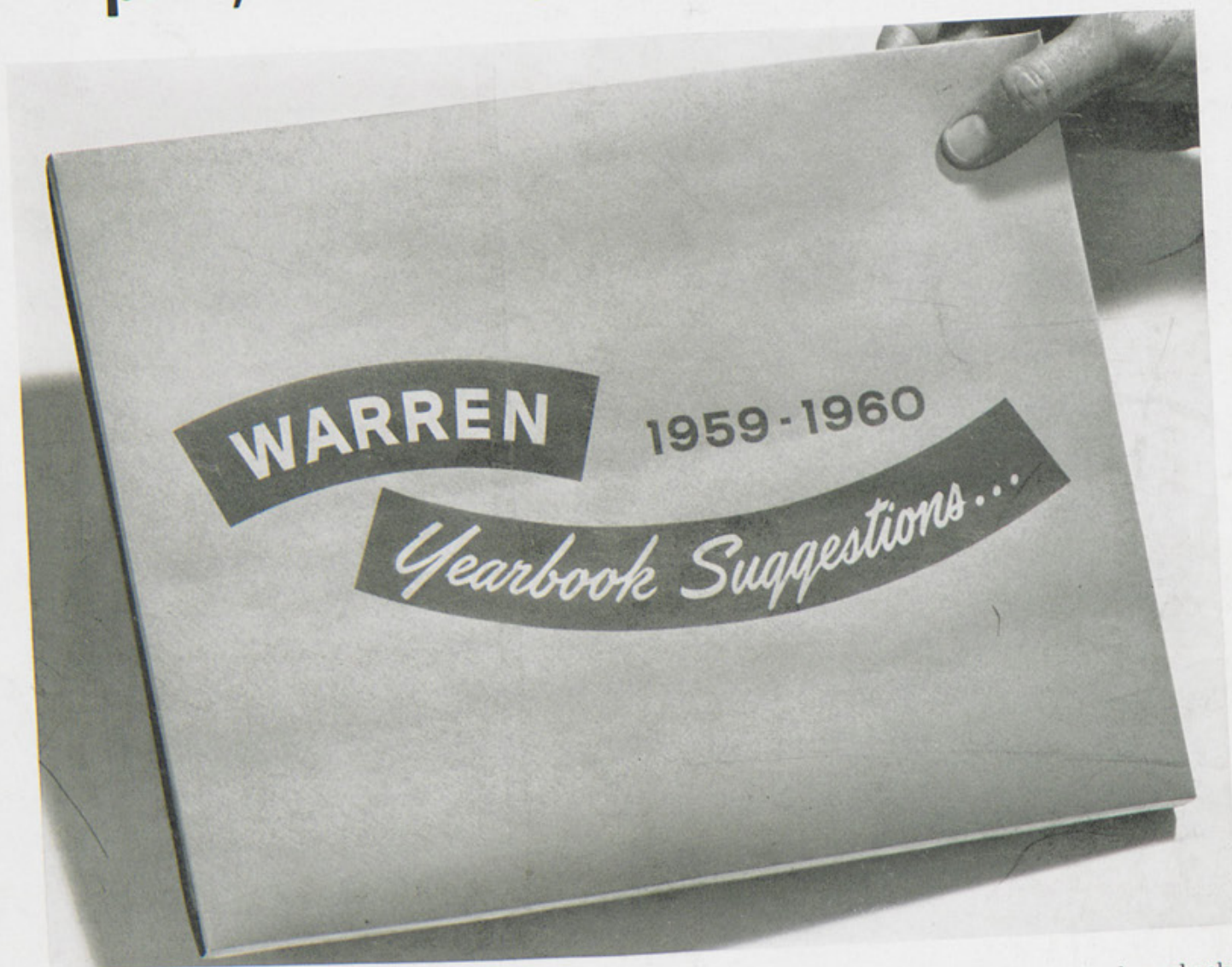
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make a  
good impression

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



OCTOBER .....1959

## Free yearbook kit helps you plan, edit and produce your book



This kit contains helpful information for the entire staff of a school or college yearbook. You get an 88-page booklet that tells, among other things: how to finance a yearbook, how to sell advertising, how to plan layout, how to handle artwork, type, how to select a paper.

Also included are four samples from actual yearbooks and a progress chart. To get your free kit, just tear out this page and mail it with your name and address to: S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASSACHUSETTS.



printing papers for school and college yearbooks



NOVEMBER . . . . ., 1959



**YOUR FREE  
GUIDE KIT**

## **YEARBOOK EDITING MADE EASIER**

You can have this valuable portfolio for your school or college yearbook staff. It includes an 88-page booklet brimming with information on planning, editing and producing your book: how to finance publication, how to sell advertising, how to plan layout and handle artwork, how to select paper and many more helpful "how

to" suggestions. A progress chart and four samples from actual yearbooks are also included. The kit is yours — free. To get it, write us or mail this advertisement with your name and address and the name of your school to: S. D. WARREN COMPANY • 89 BROAD STREET, BOSTON 1, MASSACHUSETTS.

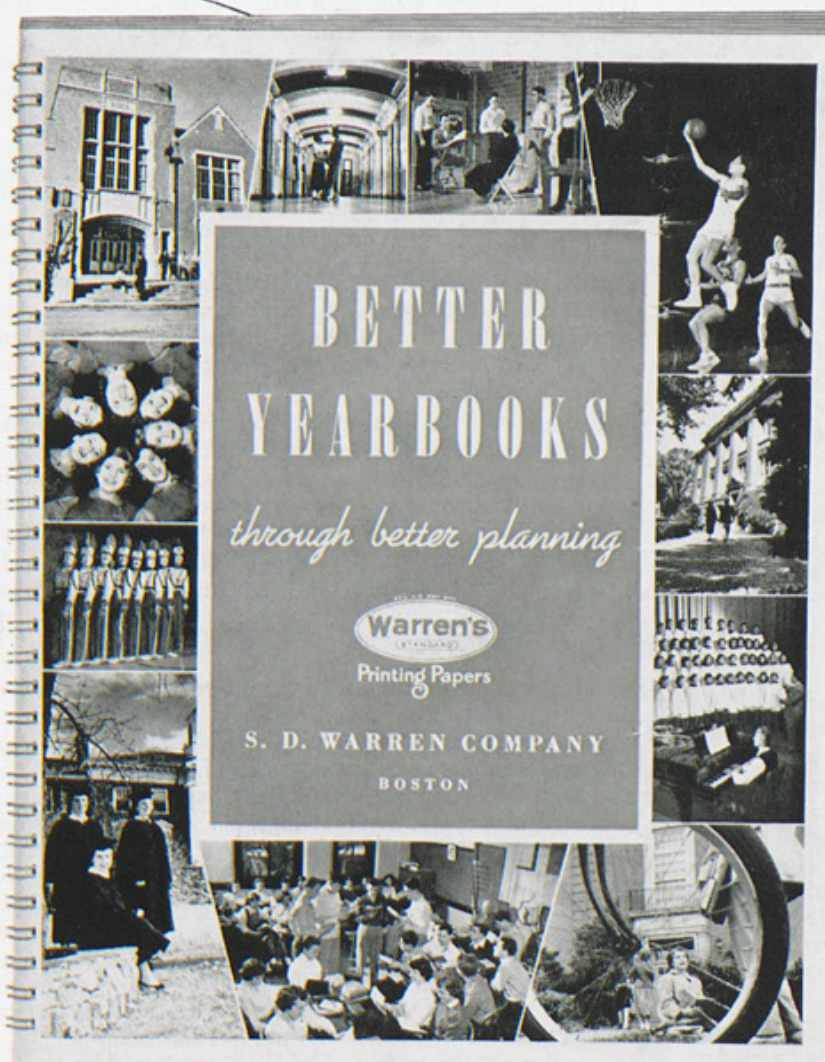
**Warren's**

HIGH STANDARD

printing papers for school and college yearbooks



# *"Better pictures in yearbooks"...*



... discusses the principles of good photography and explains them by using a series of comparative exhibits. You get lots more helpful information in S. D. Warren's free guide, too — a 96-page book designed to assist yearbook staffs in creating, preparing and producing better yearbooks. Here are the subjects covered:

- |               |                 |
|---------------|-----------------|
| • ADVERTISING | • PHOTOGRAPHY   |
| • ART         | • PLAN          |
| • BINDING     | • PRINTING      |
| • BUDGET      | • PROOFREADING  |
| • DELIVERY    | • SCHEDULES     |
| • DUMMY       | • SELLING       |
| • EDITING     | • SUBSCRIPTIONS |
| • FINANCES    | • TYPOGRAPHY    |
| • LAYOUT      | • WRITING       |
| • PAPER       |                 |

Warren papers are especially suitable for yearbooks. Their high quality provides the base for excellent picture reproduction and helps produce a more handsome and lasting yearbook.

## *Free 96-page yearbook guide*

Ask your printer soon for a free copy of "Better Yearbooks through Better Planning," or write to S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

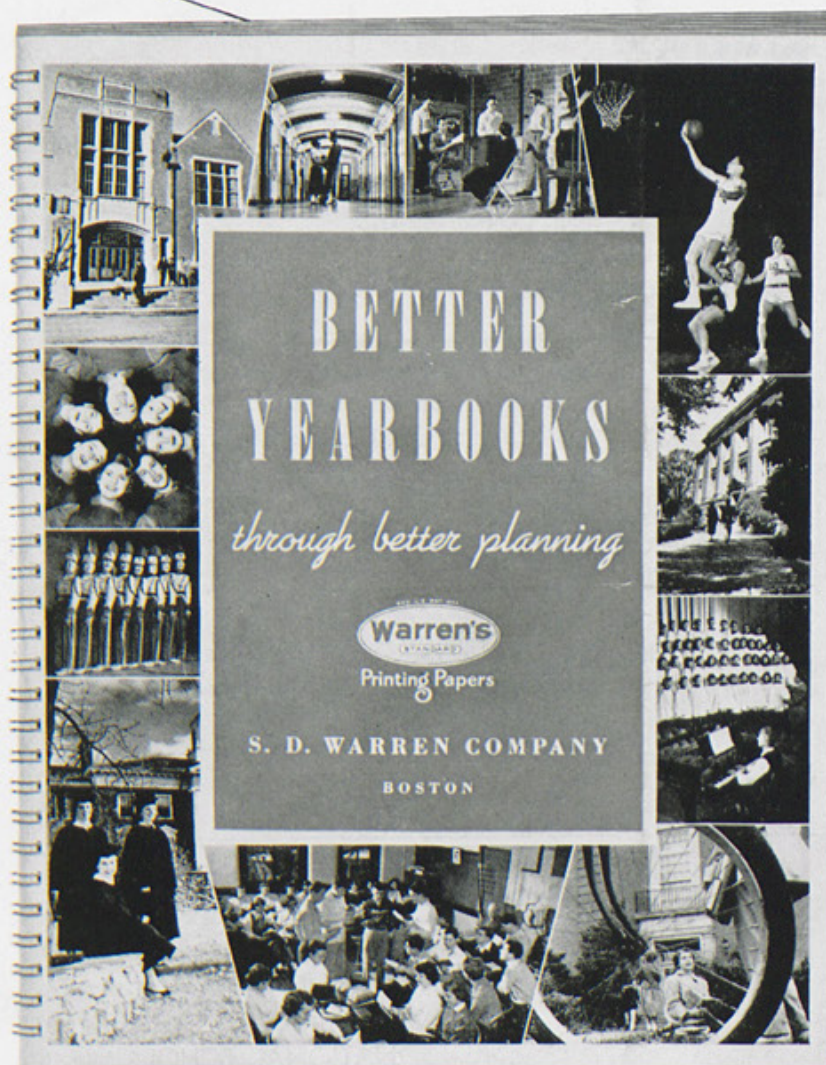


PRINTING PAPERS FOR SCHOOL  
AND COLLEGE YEARBOOKS

May 1961 SCHOLASTIC EDITOR



# "Manuscript preparation"...



... discusses the wisdom of early consultation with your printer and engraver concerning the physical composition of your yearbook. Opening pages, special sections and inserts, layout, copy, dummy, and proofs are all considered in this section. You get lots more helpful information in S. D. Warren's free guide, too — a 96-page book designed to assist yearbook staffs in creating, preparing and producing better yearbooks. Here are the subjects covered:

- ADVERTISING
- ART
- BINDING
- BUDGET
- DELIVERY
- DUMMY
- EDITING
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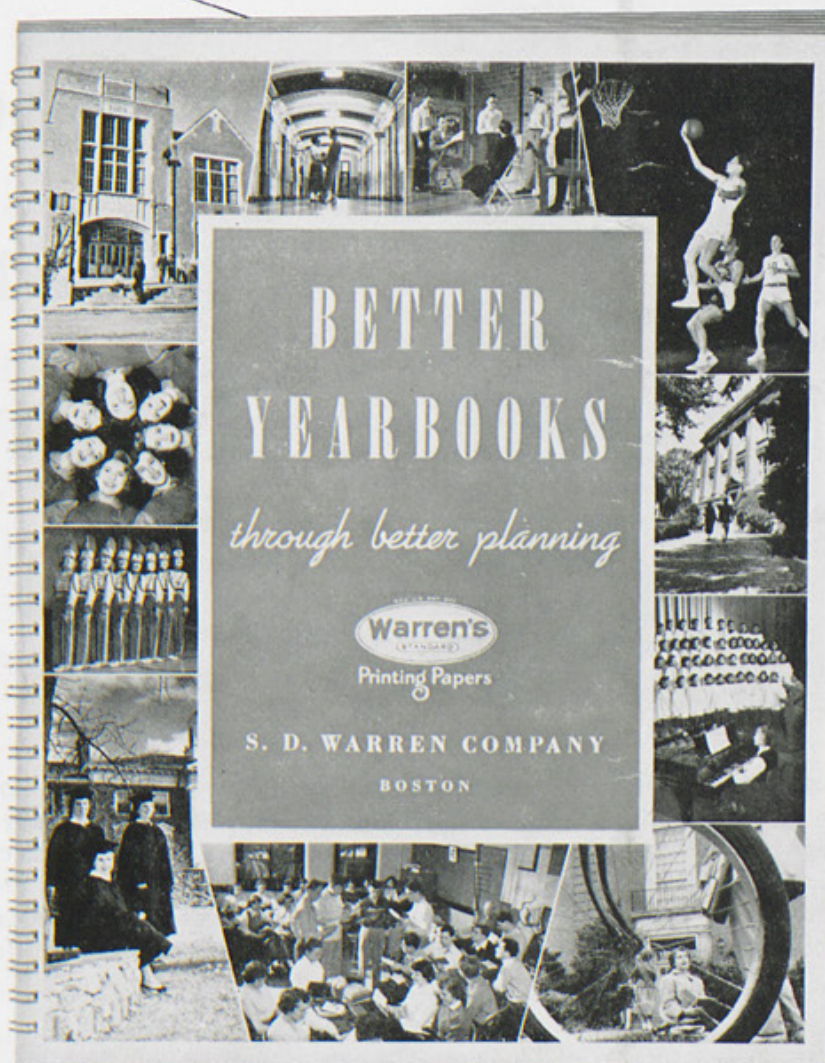
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PRINTING PAPERS FOR SCHOOL  
AND COLLEGE YEARBOOKS



# "Publishing Pitfalls..."



... discusses the most common errors yearbook staffs commit — and how to avoid making them. You get lots more helpful information in S. D. Warren's free guide, too — a 96-page book designed to assist yearbook staffs in creating, preparing and producing better yearbooks. Here are the subjects covered:

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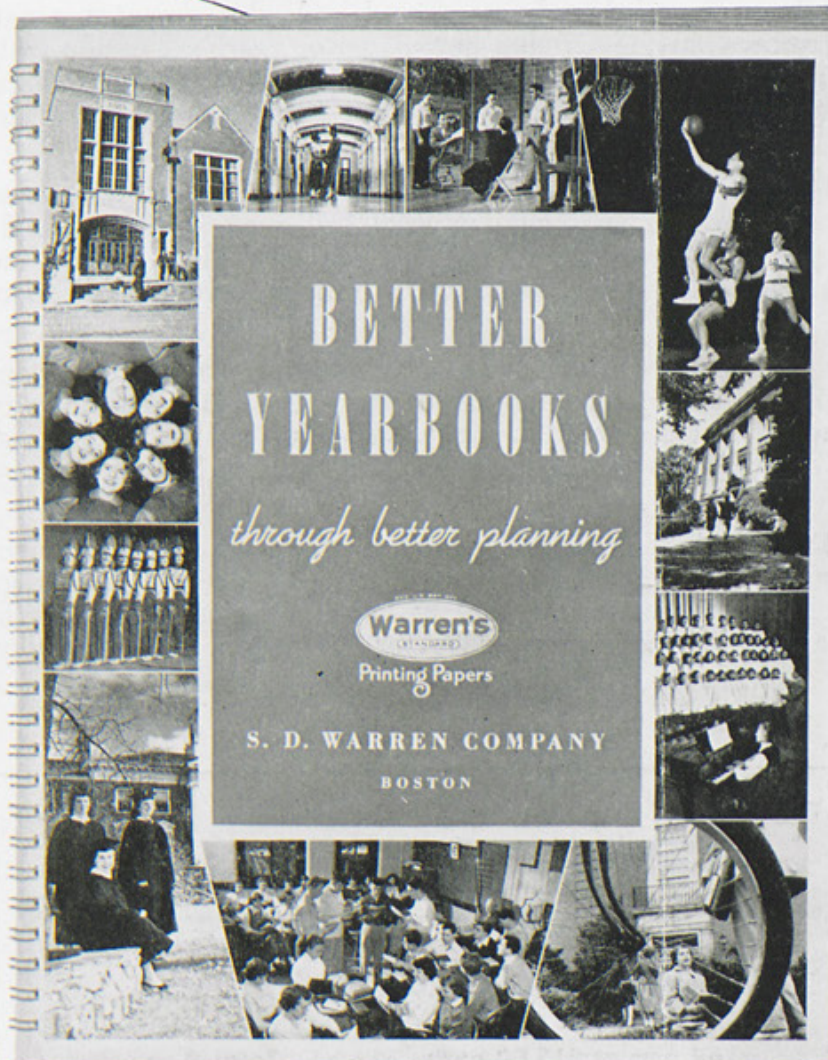


PRINTING PAPERS FOR SCHOOL  
AND COLLEGE YEARBOOKS

SCHOLASTIC EDITOR JANUARY 1962



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PRINTING PAPERS FOR SCHOOL  
AND COLLEGE YEARBOOKS

SCHOLASTIC EDITOR - MARCH 1962



**HARVARD  
COLLEGE**

**VALLEY GREEN**

**COLUMBIA**

**1962**

**Make your yearbook  
the "book of the year"**

A great yearbook could be your claim to fame. Make the most of it! With careful planning and quality materials, you can produce a yearbook that your classmates will cherish now — ten years from now — still more in another ten. You can be sure of a handsome and lasting yearbook if you tell your printer to use Warren yearbook papers. They are chemically balanced for permanence, designed to help your printer obtain the precise reproduction, the extra sparkle that will set your yearbook in a class by itself.

**BLOOMSBURY**

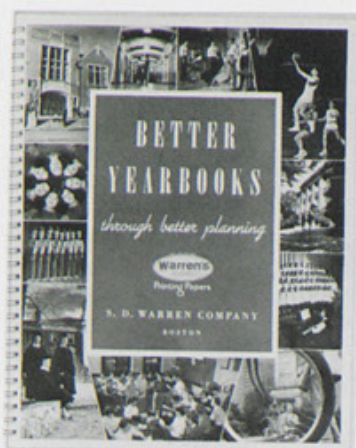
**1962**

**CRUSADER**

**1962**

**Warren's**  
Yearbook Papers





## FREE 96-PAGE GUIDE TO BETTER YEARBOOKS

This free 96-page booklet will show you how to:

- Organize your staff
- Sell more advertising
- Increase subscriptions
- Plan your editorials
- Use art and copy for maximum showmanship
- Set up photographs and portraits
- Prepare the manuscript and dummy
- Choose the right method of mechanical reproduction
- Avoid many pitfalls in publishing
- Establish deadlines and delivery dates
- ... then keep them
- Maintain sound finances
- Find new ways to make more money
- Select the proper kind of paper, type and binding
- Proofread
- Improve your writing style

For your free copy of "Better Yearbooks Through Better Planning," see your printer, or write S. D. Warren Co., 89 Broad St., Boston 1, Mass. And, next time you talk to your printer, ask him about Warren's many fine yearbook papers.

**Warren's**

Yearbook Papers



**How to make the most of color in your yearbook** If you're planning to use color, consider carefully the shade of the paper. Be sure it is a balanced white and as neutral as possible — not blue, not pink, not yellow. The more balanced the shade the more easily your printer can supply accurate color reproduction. Warren's coated yearbook papers are as balanced as modern paper technology permits — and are designed to enhance the accuracy of color printing. They also make an excellent background for black type and halftones. To get your money's worth from color, be sure to specify a Warren paper. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

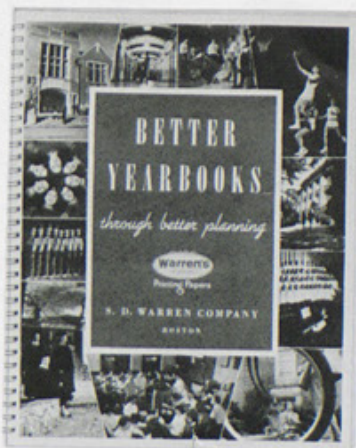
**Warren's**

Yearbook Papers



PHOTOLITH - MAY 1963





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- ... then keep them
- Maintain sound finances
- Find new ways to make more money
- Select the proper kind of paper, type and binding
- Proofread
- Improve your writing style

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**Warren's**  
Yearbook Papers

PHOTOLITH - OCTOBER 1963



**Choose a paper to match the personality of your yearbook** You can give your yearbook any personality you want it to have . . . light and bright, dramatic or dignified. It depends on how you write it, the pictures you use, how you lay it out. The paper it's printed on matters, too. It's the background for the book. When you're ready to select a paper that best suits your yearbook, give yourself the benefit of Warren's broad choice of quality yearbook papers. For instance, Warren puts out a glossy-coated paper that lends shine to precise reproduction. A dull finish coated paper to enhance rich, soft effects; to provide dignity and excellent background for type. Textured coated papers that contribute sparkle or depth—and a textured, bulky feel. Next time you talk with your printer, ask him to use a Warren paper that matches the personality of your yearbook. S. D. Warren Co., 89 Broad Street, Boston 1, Mass.

**Warren's**

Yearbook Papers





July 2016

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

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