



ADVERTISING

The Reflected Works

S.D. Warren Advertising

1962-1964

sappi etc



S.D. Warren Advertising

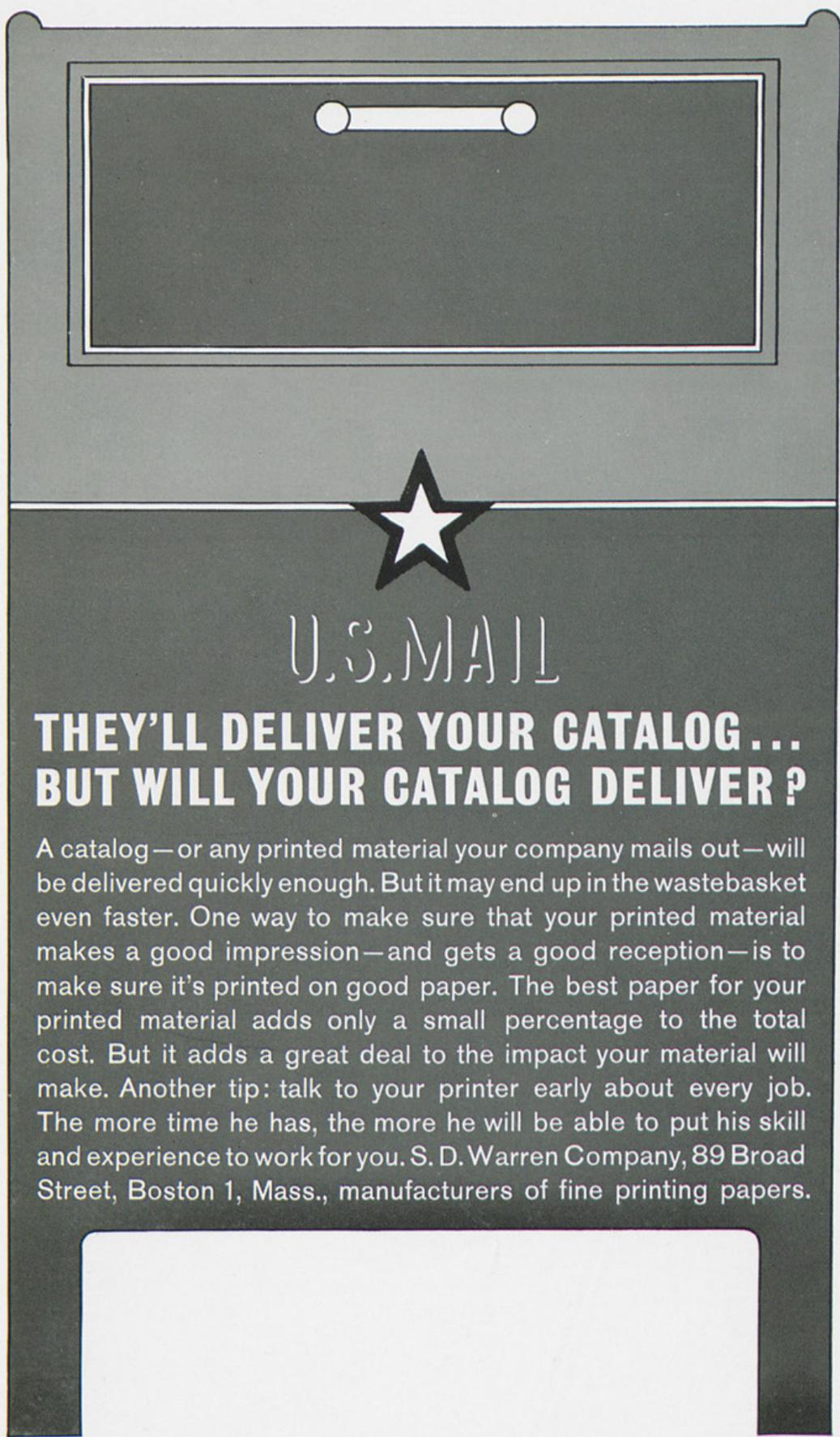
**For more than a century,
through various names and
incarnations, our message
and mission have remained
the same—to make the means
through which the world
communicates better and
more beautiful.**

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 1962–1964 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1962 – 1964

Visit sappietc.com



U.S. MAIL

**THEY'LL DELIVER YOUR CATALOG ...
BUT WILL YOUR CATALOG DELIVER ?**

A catalog—or any printed material your company mails out—will be delivered quickly enough. But it may end up in the wastebasket even faster. One way to make sure that your printed material makes a good impression—and gets a good reception—is to make sure it's printed on good paper. The best paper for your printed material adds only a small percentage to the total cost. But it adds a great deal to the impact your material will make. Another tip: talk to your printer early about every job. The more time he has, the more he will be able to put his skill and experience to work for you. S. D. Warren Company, 89 Broad Street, Boston 1, Mass., manufacturers of fine printing papers.



research leadership means better paper for better printing

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Newsweek — March 12, 1962
Time — April 6, 1962
Business Week — June 23, 1962
U. S. News & World Report — November 12, 1962
Advertising & Sales Promotion — March, 1962
Industrial Marketing — March and September, 1962
Reporter of Direct Mail Advertising — March and June, 1962
Public Relations Journal — May, 1962
Advertising Age — June 4, 1962
Printer's Ink — December 14, 1962
One Page, 7 x 10
P. O. BOS. 2-43 — RW-302-3-28-1962



When you pinch pennies on paper



your profits may say "ouch!"

Have your next brochure, sales catalog or annual report printed on cheap paper and you may save a few dollars. But you may also end up losing sales and destroying the very impression you're trying to create. On the other hand, the right paper can help a lot to get the results you're after. You'll find the difference in price between the cheapest paper and the best is only a small percentage of the total cost. Another tip: talk to your printer early about every job. The more time he has, the more he can put his skill and experience to work for you. S. D. Warren Company, Boston 1, Mass., manufacturers of fine printing papers.

Warren's research leadership means better paper for better printing
HIGH STANDARD

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Business Week — March 3, 1962
U. S. News & World Report — April 16, 1962
Newsweek — September 17, 1962
Time — November 9, 1962
Advertising Age — February 26 and December 10, 1962
Printer's Ink — April 27, 1962
Industrial Marketing — July, 1962
Advertising & Sales Promotion — August, 1962
Public Relations Journal — October, 1962
Reporter of Direct Mail Advertising — December, 1962
One Page, 7 x 10
P. O. BOS. 2-44 — RW-302-3-28-1962

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There are lots of ways to save money on printing costs

... just make sure the next piece of printed material your company sends out contains cheaper art work, fewer illustrations, inadequate copy, and is printed on the cheapest paper that money can buy. If, on the other hand, you want a printed piece that properly represents your company "on paper," make sure that everything that goes into the job is the *best* — including the paper itself. You — and everybody else — will be properly impressed. And *you'll* be impressed, too, with the fact that the difference in price between the cheapest paper and the best paper is only a small percentage of the total cost. Another tip: talk to your printer about every job as soon as you can. The more time he has, the more he can put his skill and experience to work for you. S. D. Warren Company, Boston 1, Mass., manufacturers of fine printing papers.



research leadership means better paper for better printing

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
U. S. News & World Report — March 26, 1962
Newsweek — May 14, 1962
Time — October 26, 1962
Business Week — November 3, 1962
Printer's Ink — March 2 and June 15, 1962
Industrial Marketing — May, 1962
Advertising & Sales Promotion — June, 1962
Public Relations Journal — July, 1962
Reporter of Direct Mail Advertising — August, 1962
Advertising Age — August 27, 1962
One Page, 7 x 10
P. O. BOS. 2-42 — RW-302-3-28-1962

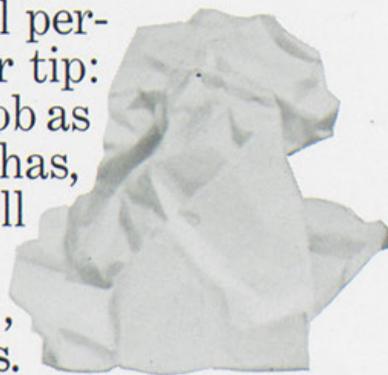
Any company can save money on sales brochures

WASTEBASKETS ARE FULL OF EXAMPLES



If you want to save money on your next printing job — *whatever* it is — just make sure it's printed on cheap paper. You'll save a few dollars and you'll save in other ways, too. You won't have so many replies to answer or so many orders to fill. If, on the other hand, you want to do a really good job, and make a good impression, use the *right* paper; the chances are, you'll end up on top of the desk instead of at the bottom of the wastebasket. And you'll find that the difference in price between the cheapest paper and the best is only a small percentage of the total cost. Another tip: talk to your printer about every job as soon as you can. The more time he has, the more he can put all his skill and experience to work for you.

S. D. Warren Co., Boston 1, Mass.,
makers of fine printing papers.



Warren's research leadership means better paper for better printing

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Time — March 9, 1962
Business Week — April 28, 1962
U. S. News & World Report — June 4, 1962
Newsweek — December 3, 1962
Public Relations Journal — April and November, 1962
Advertising & Sales Promotion — April and December, 1962
Reporter of Direct Mail Advertising — April, 1962
Advertising Age — May 14, 1962
Printer's Ink — August 31, 1962
Industrial Marketing — October, 1962
One Page, 7 x 10
P. O. BOS. 2-41 — RW-302-3-28 1962

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May 1963

FORTUNE MAGAZINE

**Good idea?
Put it on paper**

**Better idea:
print it on Warren's**

Give your brain child a break. Plan your printed piece well. Design it well. Write it in words that sing; illustrate it with pictures that sparkle. Then print it on quality paper. If you cut corners on paper, you cheat your copy, your pictures, your design, your whole idea. And what will you save? Just

a few dollars. Give your printer a break, too. Consult him early on the job; let him use the finest materials. That way, he can put all his skill and experience to work for you. S. D. Warren Co., 89 Broad St., Boston 1, Mass., leader in manufacturing and developing fine printing papers.

Warren's



Our annual report is one of the most important jobs we'll do all year. Make sure it's on the right paper.

Good advice. Your annual report — or any printed material that your company puts out — should properly represent your company “on paper.” So don't miss an opportunity to make a good impression. Use the right paper for the job. The difference between the cheapest paper for a printing job and the best paper is only a small percentage of the total cost. Another tip: talk to your printer early about every job. The more time he has, the more he can put all his skill and experience to work for you. (Ask him for a copy of our booklet “The Annual Report.” Very helpful.) S. D. Warren Co., 89 Broad St., Boston 1, Mass., manufacturers of fine printing papers.



research leadership means better paper for better printing

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

Time — September 7, 1962
Business Week — September 29, 1962
U. S. News & World Report — October 1, 1962
Newsweek — October 15, 1962
Public Relations Journal — September, 1962
Advertising and Sales Promotion — October, 1962

Reporter of Direct Mail Advertising — October, 1962
Advertising Age — October 15, 1962
Printer's Ink — October 26, 1962
Industrial Marketing — November, 1962
Financial World — October 31, 1962

One Page, 7 x 10

P. O. BOS. 2-45 — R-W 737 — 8-9-1962



*Want vinyl film
with a grain
that lasts?*

**CAST
IT**

Don't emboss it

When you use Warren's Casting Papers you get a precise and uniform grain that's molded right in the film and retains its depth for the life of the film. The grain will not disappear when subjected to heat and stress of manufacturing processes.

Warren's

For samples and further information just use the coupon below.

S. D. WARREN COMPANY
89 Broad Street
Boston 1, Mass.

Gentlemen,

Please send me samples and complete information
on your casting papers.

Name.....

Company.....

Address.....

City.....Zone.....State.....

**It's new in the
paper industry**

**It's exclusive with
S. D. Warren Company**

TRIPLE-COATED HIGH-QUALITY PRINTING PAPERS

A lot of research went into the development of triple-coated papers. A lot of research plus the facilities and experience that only a company such as S. D. Warren can provide. What does triple-coating mean to you as an advertising man, a corporate executive? What does it mean to a printer? Better printing. More uniform and higher-quality printing. More effective printing results. Like to see samples? Ask your printer or write S. D. Warren Company, 89 Broad Street, Boston, Mass.

Triple-coating is another first for S. D. Warren Company, a pioneer in the development of fine printing papers for over 100 years. Warren was also the first to introduce dull-coated printing papers, double-coated papers, printing paper coated on two sides and lithographic paper coated on two sides.

S. D. Warren Company manufactures fine printing papers for commercial letterpress and lithography and for books and magazines. We also make thin papers, presensitized lithographic plates and chemicals, industrial converting papers, greeting-card and packaging papers and folding boxboard. We offer a research and consulting service to industry and the graphic arts.



Do this if you want to make your annual report sound:

- 1** Register a healthy increase in sales.
- 2** Hold down operating expenses.
- 3** Pay generous dividends out of earnings.
- 4** Build up earned surplus.
- 5** Plow back sufficient earnings to keep plant and equipment up-to-date.
- 6** Maintain a sound working-capital position.
- 7** Come up with new products and new markets.
- 8** Avoid major lawsuits.
- 9** Finish the year with a good profit.
- 10** In short, have a great year.

Do this if you want to make it sing:

- 1** Print it on Warren paper.
(Be sure to let your printer work with you in the planning stages. And, by the way, ask him for a copy of the Warren booklet: *The Annual Report*. Very helpful.)

S. D. Warren Company manufactures fine printing papers for commercial letterpress and lithography and for books and magazines. We also make thin papers, presensitized lithographic plates and chemicals, industrial converting papers, greeting-card and packaging papers and folding boxboard. We offer a research and consulting service to industry and the graphic arts. S. D. Warren Co., 89 Broad St., Boston 1, Mass.



Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Financial World — October, 1963
Fortune — October, 1963
Industrial Marketing — October, 1963
Public Relations Journal — October, 1963
Reporter of Direct Mail Advertising — October, 1963
Advertising Age — October 14, 1963
U. S. News & World Report — October 14, 1963
Business Week — October 19, 1963
Newsweek — October 28, 1963
Advertising and Sales Promotion — November, 1963
Printers Ink — November 22, 1963
One Page, 7 x 10
P. O. BOS. 3-60 — R-W-3-25-1963

GOOD IDEA? PUT IT ON PAPER

**BETTER IDEA:
PRINT IT ON WARREN'S**

Give your brain child a break. Plan your printed piece well. Design it well. Write it in words that sing; illustrate it with pictures that sparkle. Then print it on quality paper. If you cut corners on paper, you cheat your copy, your pictures, your design, your whole idea. And what will you save? Just a few dollars. Give your printer a break, too. Consult him early on the job; let him use the finest materials. That way, he can put his skill and experience to work to give your idea the best possible presentation. S. D. Warren Company, 89 Broad St., Boston 1, Mass., leader in manufacturing and developing fine printing papers.

Warren's

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Advertising Age — February 4, 1963
U. S. News & World Report — February 11 & November 11, 1963
Public Relations Journal — March, 1963
Fortune — May, 1963
Printers Ink — May 17, 1963
Business Week — June 15, 1963
Advertising & Sales Promotion — September, 1963
Newsweek — September 30 & December 23, 1963
Reporter of Direct Mail Advertising — November, 1963
Industrial Marketing — December, 1963
One Page, 7 x 10
P. O. BOS. 3-57 — R-W-3-25-1963

Any company can save money on sales brochures

[Wastebaskets are full of examples]



If you want to save money on your next printing job — *whatever* it is — just make sure it's printed on cheap paper. You'll save a few dollars and you'll save in other ways, too: you won't have so many replies to answer or so many orders to fill. If, on the other hand, you want to do a really good job, and make a good impression, use the *right* paper; the chances are, you'll end up on top of the desk instead of at the bottom of the wastebasket. You'll find that the difference in price between the cheapest paper and the best paper is only a small percentage of the total cost. Another tip: talk to your printer about every job as soon as you can. The more time he has, the more he can put all his skill and experience to work for you.
S. D. Warren Co., Boston 1, Mass.



S. D. Warren Company manufactures fine printing papers for commercial letterpress and lithography and for books and magazines. We also make thin papers, presensitized lithographic plates and chemicals, industrial converting papers, greeting-card and packaging papers and folding boxboard. We offer a research and consulting service to industry and the graphic arts.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Printers Ink — February 15, 1963
Fortune — March & July, 1963
Business Week — March 23 & December 14, 1963
Industrial Marketing — April, 1963
Newsweek — April 15, 1963
Advertising & Sales Promotion — May, 1963
U. S. News & World Report — May 13, 1963
Public Relations Journal — August, 1963
Reporter of Direct Mail Advertising — September, 1963
One Page, 7 x 10
P. O. BOS. 3-56 — R-W-3-25-1963

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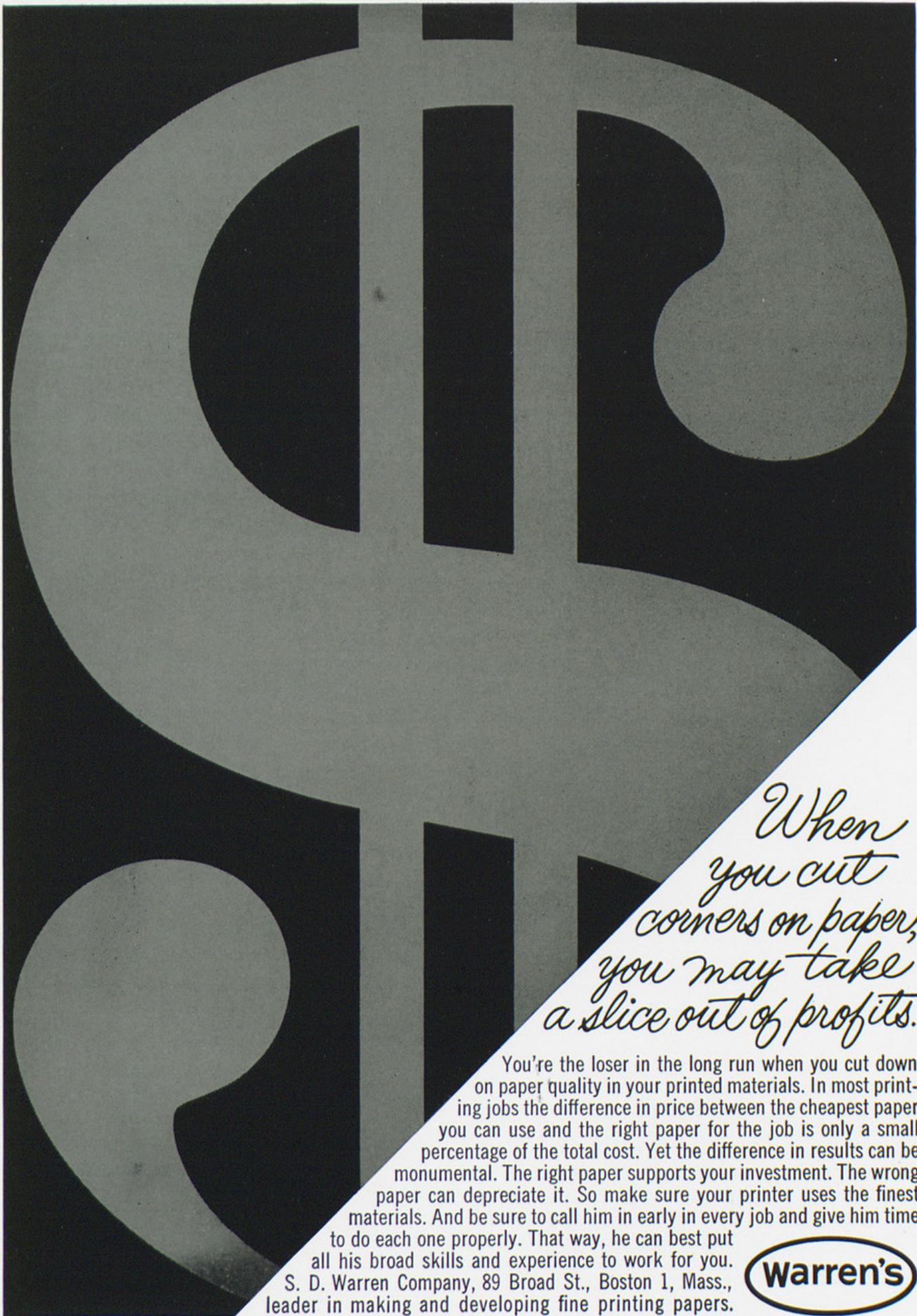
Through lots of ways to sum up on printing costs

If results don't count, all you have to do is make sure that the next piece of printed material your company sends out contains cheaper art work, fewer illustrations, inadequate copy, or is printed on the cheapest paper you can buy. If, on the other hand, you want a printed piece that properly represents your company, make sure that everything that goes into the job is first-class, including the paper. You, and everybody else, will be impressed with the results. And you will be impressed with the fact that the difference in price between poor paper and the best paper is only a tiny fraction of your total cost. Another tip: talk to your printer early when you have a job. The more time he has, the better he's able to put his skill and experience to work for you. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

S. D. Warren Company manufactures fine printing papers for commercial letterpress and lithography and for books and magazines. We also make thin papers, presensitized lithographic plates and chemicals, industrial converting papers, greeting-card and packaging papers and folding boxboard. We offer a research and consulting service to industry and the graphic arts.



Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Business Week — February 23, 1963
Industrial Marketing — March, 1963
Reporter of Direct Mail Advertising — March, 1963
Newsweek — April 1 & November 25, 1963
Advertising and Sales Promotion — April, 1963
U. S. News and World Report — April 8 & December 9, 1963
Fortune — June, 1963
Public Relations Journal — June, 1963
Printers Ink — September 20, 1963
Advertising Age — November 18, 1963
One Page, 7 x 10
P. O. NOS. 3-58 — R-W-3-25-1963



*When
you cut
corners on paper,
you may take
a slice out of profits.*

You're the loser in the long run when you cut down on paper quality in your printed materials. In most printing jobs the difference in price between the cheapest paper you can use and the right paper for the job is only a small percentage of the total cost. Yet the difference in results can be monumental. The right paper supports your investment. The wrong paper can depreciate it. So make sure your printer uses the finest materials. And be sure to call him in early in every job and give him time to do each one properly. That way, he can best put all his broad skills and experience to work for you. S. D. Warren Company, 89 Broad St., Boston 1, Mass., leader in making and developing fine printing papers.



Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Advertising Age — March 11, 1963
Printers Ink — March 29, 1963
Business Week — April 20, 1963
Reporter of Direct Mail Advertising — May, 1963
Newsweek — May 13, 1963
Industrial Marketing — June, 1963
U. S. News & World Report — June 17, 1963
Advertising & Sales Promotion — July, 1963
Fortune — September, 1963
One Page, 7 x 10
P. O. BOS. 3-54 — R-W-3-25-1963



THEY'LL DELIVER YOUR CATALOG... BUT WILL YOUR CATALOG DELIVER?

A catalog—or any printed material your company mails out—will be delivered quickly enough. But it may end up in the wastebasket even faster. One way to make sure that your printed material makes a good impression—and gets a good reception—is to make sure it's printed on good paper. The best paper for your printed material adds only a small percentage to the total cost. But it adds a great deal to the impact your material will make. Another tip: be sure to talk to your printer about every job as soon as you can. The more time you give him, the more he will be able to put his skill and experience to work for you. S. D. Warren Company, 89 Broad St., Boston 1, Massachusetts.

Warren's

S. D. Warren Company manufactures fine printing papers for commercial letterpress and lithography and for books and magazines. We also make thin papers, presensitized lithographic plates and chemicals, industrial converting papers, greeting-card and packaging papers and folding boxboard. We offer a research and consulting service to industry and the graphic arts.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Newsweek — February 18, 1963
Reporter of Direct Mail Advertising — February, 1963
Advertising and Sales Promotion — March, 1963
U. S. News and World Report — March 11, 1963
Fortune — April & December, 1963
Public Relations Journal — April, 1963
Printers Ink — July 19, 1963
Industrial Marketing — August, 1963
Advertising Age — September 9, 1963
Business Week — September 21 & November 23, 1963
One Page, 7 x 10
P. O. BOS. 3-59 — R-W-3-25-1963



Norma-File

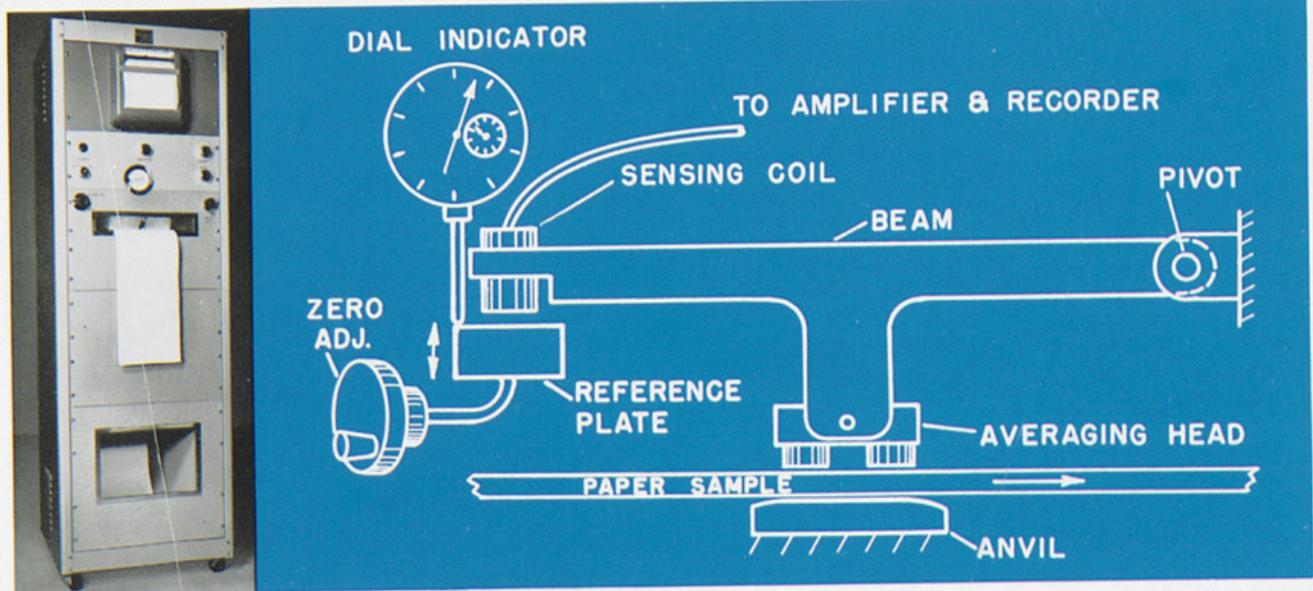


NEW FROM WARREN: AN INSTRUMENT TO HELP YOU MAKE A BETTER PRODUCT

We developed this Electronic Caliper to help us produce paper with more uniform bulk across the web. Knowing when and where thickness variations originate enables us to keep bulk under control. The result: a flatter paper, a better paper, less waste — and more satisfied customers.

The result of five years of testing and research — this Electronic Caliper has proven effective through considerable in-plant use. And it should be just as valuable to you as it is to us. Interested? Fill out the coupon and we'll send you complete information. And don't fail to see the Electronic Caliper in Booth 83 at the TAPPI Show, New York Hilton, February 24 - 26.

Takes paper up to 11" wide, and 0.040" thick. Chart range of .005" with small divisions of .00005". Micrometer dial graduated in divisions of 0.0001" for easily readable, absolute thickness measurements. Can be moved on its own casters to any convenient 110 volt A. C. outlet. (U.S. Patent No. 3,110,110)



S. D. Warren Company / 89 Broad Street / Boston, Mass. 02101
 Please send more information on the Warren Electronic Caliper

Name _____ Company _____
 Address _____
 City _____ Zone _____ State _____

July 2016

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

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