



ADVERTISING

The Reflected Works

S.D. Warren Fotoplate Advertising

1955-1964

sappi etc[®]



S.D. Warren Fotoplate 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 1955–1964 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1955 – 1964

Visit sappietc.com

Reprint in California Ink Co. March-1955

Warren's FotoPlate

(PRE-SENSITIZED)

DELIVERS THE FINEST REPRODUCTIONS
OF HALFTONES WITH ECONOMY



BETTER PAPER—BETTER PRINTING

REG. U. S. PAT. OFF.

Warren's

Printing Papers

Lithographers state that the use of FotoPlates allows them to get more good plates made and on press in a working day.

For additional details and instruction booklet, consult any FotoPlate distributor, or communicate with manufacturer's headquarters: S. D. WARREN COMPANY, 89 Broad Street, Boston 1, Massachusetts

Cal Ink for graphic arts supplies and equipment • Ask Cal Ink • Cal Ink for graphic arts supplies and equipment

Modern Lithography — March, 1955
National Lithographer — March, 1955
Western Printer and Lithographer — March, 1955
Graphic Arts Monthly — March, 1955
P. O. BOS. 5-144 — G 13-2-10-1955

U. S. News & World Report—March 18, 1955
Business Week—March 19, 1955

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

*You can achieve the finest
halftone reproduction
economically with*

WARREN'S

FotoPlate

PRESENSITIZED LITHOGRAPHIC PLATE



Among the advantages of FOTOPLATE are:

- its speed and ease of preparation and use.
- its excellent dimensional stability.

No special technique is required.



For additional details and instruction booklet, consult any FotoPlate Distributor,
or communicate with manufacturer's headquarters:

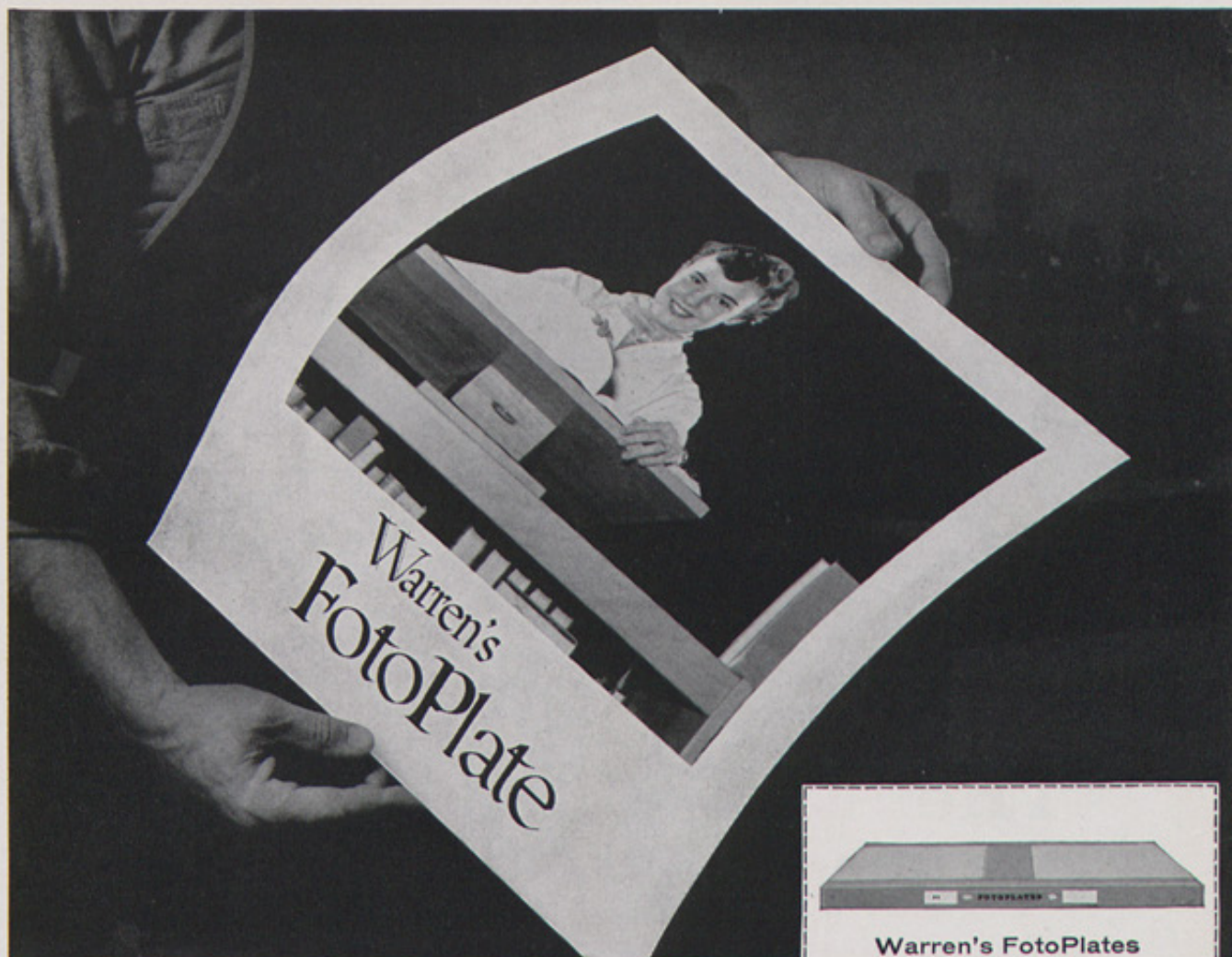
S. D. WARREN COMPANY, 89 Broad Street, Boston 1, Massachusetts

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Graphic Arts Monthly — May, 1955
Modern Lithography — May, 1955
National Lithographer — May, 1955
Western Printer and Lithographer — May, 1955
One Page, 7 x 10
P. O. BOS. 5-147—G 250-4-4-1955



The Saturday Evening Post — May 14, 1955
Business Week — May 21, 1955

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



Warren's FotoPlate

(PRESENSITIZED LITHOGRAPHIC PLATE)

GIVES YOU A TRIPLE ADVANTAGE

1. *It delivers the finest reproductions of halftones.*
2. *Does this with economy.*
3. *And does this with speed and ease.*

Warren's FotoPlate possesses excellent dimensional stability. Lithographers like FotoPlate because no special technique is required. With FotoPlate, more good plates can be made and on press in a working day.

Investigate the advantages of FotoPlate for yourself. Get further details and special instruction booklet from any FotoPlate distributor, or communicate with the manufacturer's headquarters: S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.



Warren's FotoPlates
are available
in the following sizes

Twenty-five plates to a package.
Four packages (100 plates) to a carton.

17½ x 16	27¼ x 30
15½ x 20½	26¾ x 31
20 x 22¾	25½ x 36
19¾ x 23	26¾ x 36
19¾ x 24¾	29½ x 36
22½ x 30	30¼ x 35
24¾ x 30	32 x 41
27¼ x 28¾	32½ x 43

Warren's

HIGH STANDARD

FotoPlate.

Warren's low cost plate for high quality reproduction

Five ways FotoPlate saves time and money

1. Low original cost — the lowest-cost presensitized plates available.
2. Low chemical processing costs — 25 to 50% less than comparable metal plates.
3. Quick, easy preparation. More plates per day can be readied for the presses.
4. Consistent quality — no waste of time or materials, will not scratch.
5. FotoPlates prevent scumming, run properly with

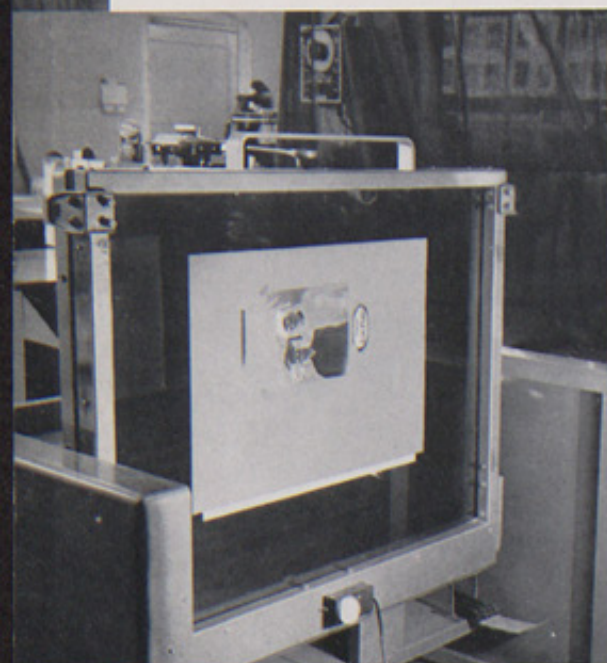
little water and just a thin film of ink (thereby minimizing difficulties on the press and in drying).

High quality reproduction: FotoPlate's fine-grained surface assures accurate reproduction of half-tone dots. Caliper is 0.012.

A unique product: Warren's FotoPlate is unlike any other presensitized plate that is being offered for sale. It is the result of many years' research on the part of the S. D. Warren Company, world's largest producer of non-metallic lithographic plates. It is a proven aid for making profit in the lithographic industry.

Send for free booklet: We will be happy to send you our 16-page booklet describing Warren's FotoPlate upon request.

HOW IT GIVES TOP REPRODUCTION WITH THE GREATEST OF EASE



Simple exposure technique



Standard procedures are used for mounting



Follow regular lithographic techniques

THE PROFIT PLATE

WHERE YOU CAN BUY WARREN'S FOTOPLATES

ALBUQUERQUE, NEW MEXICO
Jones Graphic Products Co.

ATLANTA, GEORGIA
M & F Supply Company, Inc.

BALTIMORE, MARYLAND
George R. Keller, Inc.
Phillips & Jacobs, Inc.

BOSTON, MASSACHUSETTS
Bridgeport Engravers Supply Co., Inc.
Pitman Sales Co. of New England, Inc.

BUFFALO, NEW YORK
Buffalo Graphic Arts Supply, Inc.

CHARLOTTE, NORTH CAROLINA
George R. Keller, Inc.

CHICAGO, ILLINOIS
Bridgeport Engravers Supply Co., Inc.
Chicago Litho Products Company
Harold M. Pitman Company

CINCINNATI, OHIO
McKinley Litho Supply Company, Inc.

CLEVELAND, OHIO
Bridgeport Engravers Supply Co., Inc.
Harold M. Pitman Company

DALLAS, TEXAS
Lew Wenzel & Co. of North Texas

DAYTON, OHIO
Salem Camera Company

DETROIT, MICHIGAN
Garrick Photo Supply Company
Lithomaster Company

HOUSTON, TEXAS
Lew Wenzel & Co. of South Texas

KANSAS CITY, MISSOURI
Wenzel Equipment Company

LOS ANGELES, CALIFORNIA
The California Ink Company, Inc.

MILWAUKEE, WISCONSIN
Reimers Photo Materials Company

MINNEAPOLIS, MINNESOTA
Litho Supply Depot, Inc.

MORRIS, NEW YORK
Associated Graining Co.

NEW YORK, NEW YORK
Bridgeport Engravers Supply Co., Inc.
Harold M. Pitman Company
Roll-O-Graphic Corp.

PHILADELPHIA, PENNSYLVANIA
Penn Dell and Company
Phillips & Jacobs, Inc.

PITTSBURGH, PENNSYLVANIA
Phillips & Jacobs, Inc.

PORTLAND, OREGON
The California Ink Company, Inc.

ST. LOUIS, MISSOURI
Rissmann Graphic Arts Supply Co.
Western Litho Plate & Supply Co.

SAN FRANCISCO, CALIFORNIA
The California Ink Company, Inc.

SEATTLE, WASHINGTON
The California Ink Company, Inc.

SECAUCUS, NEW JERSEY
Harold M. Pitman Company

TOLEDO, OHIO
Toledo Lithograin and Plate Co.

TULSA, OKLAHOMA
Lew Wenzel & Co. of Oklahoma

WASHINGTON, D. C.
George R. Keller, Inc.

SIZES AND PRICES OF FOTOPLATES AVAILABLE

Stock Sizes	Price Per Plate		Stock Sizes	Price Per Plate		Stock Sizes	Price Per Plate	
	25-475 Plates	500 Plates & Over		25-475 Plates	500 Plates & Over		25-475 Plates	500 Plates & Over
10 x 16.....	\$.35.....	\$.33	19 7/8 x 24 5/8....	\$.72.....	\$.67	25 1/2 x 36.....	\$1.35.....	\$1.25
17 1/4 x 16.....	.47.....	.43	22 1/2 x 30.....	.99.....	.92	26 3/4 x 36.....	1.42.....	1.31
*15 1/2 x 20 1/2....	.47.....	.43	24 5/8 x 30.....	1.09.....	1.01	29 1/2 x 36.....	1.56.....	1.45
16 3/8 x 20 1/2....	.49.....	.46	27 1/4 x 28 5/8....	1.15.....	1.06	30 1/4 x 35.....	1.56.....	1.45
20 x 22 3/8.....	.67.....	.62	27 1/4 x 30.....	1.20.....	1.11	32 x 41.....	2.06.....	1.91
19 3/4 x 23.....	.67.....	.62	26 3/4 x 31.....	1.22.....	1.13	32 1/2 x 43.....	2.20.....	2.04

Sizes other than above on application. *Available straight edged or punched.



FotoPlate

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

Announcing a major breakthrough

WARREN'S
NEW
DIRECT → IMAGE
FotoPlate

NOW YOU CAN RUN
LETTERPRESS FORMS OFFSET

in lithography

This new development by the world's largest producer of direct-image plates means large dollar savings for combination shops. It is an inexpensive, practical way to convert from letterpress to offset.

No reproduction proofs, no camera involved — no opaquing, no stripping, no arc lamp, no vacuum frame, no de-embossing equipment needed. This remarkable new plate can be imaged on a proof press or a letterpress, and careful makeready will result in quality reproduction of halftones as well as type. Imaging can also be done on an offset press; or with litho crayon; or with tusche.

Normal lithographic press procedures should be followed.

Send now for booklet describing the new Direct-Image FotoPlate — find out how it can save you time and money. Prices, demonstration pieces, where-to-buy-it information — plus full details — will be mailed to you upon receipt of this coupon.

DIRECT-IMAGE FotoPlate

Warren's
HIGH STANDARD

S. D. WARREN COMPANY

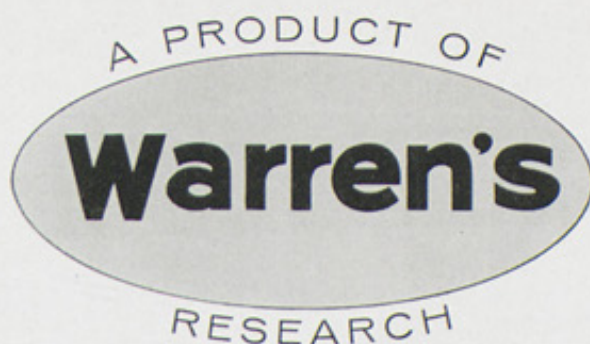
89 Broad Street
Boston, Massachusetts

Please send me the free Direct-Image FotoPlate booklet, together with prices, where-to-buy information and demonstration pieces.

Name

Firm

City State



WARREN'S NEW DIRECT-IMAGE FOTOPLATE

Now you can run letterpress forms offset

This new development means large dollar savings for combination shops. It is an inexpensive, practical way to convert from letterpress to offset.

There's no camera involved, no reproduction proofs, no opaquing, no stripping, no arc lamp, no vacuum frame, no de-embossing equipment. This remarkable new plate can be imaged on a proof press or a letterpress, and careful make-ready will result in quality reproduction of half-tones as well as type. Imaging can also be done on an offset press, or with litho crayon or tusche.

For prices, where-to-buy details, demonstration pieces, write:
S. D. Warren Co., 89 Broad Street, Boston, Mass.

See demonstration of Warren's new Direct-Image FotoPlate at the 7th
Educational Graphic Arts Exposition, New York Coliseum, Sept. 6-12. Booth 410.



AUGUST

Graphic Arts Monthly
Southern P&L
PRINTING MAGAZINE

SEPTEMBER

Modern Lithography
National Lithographer 3

august 15, 1959

FotoPlate

THE PROFIT PLATE

Warren's low-cost plate for high quality reproduction

HOW IT SAVES TIME AND MONEY

1. Low original cost — the lowest-cost presensitized plates available.
2. Low chemical processing costs — 25 to 50% less than comparable metal plates.
3. Quick, easy preparation. More plates per day can be readied for the presses.
4. Consistent quality — no waste of time or materials, will not scratch.
5. FotoPlates prevent scumming, run properly with little water and just a

thin film of ink (thereby minimizing difficulties on the press and in drying).

High quality reproduction: FotoPlate's fine-grained surface assures accurate reproduction of half-tone dots. Caliper is 0.012.

A unique product: Warren's FotoPlate is unlike any other presensitized plate that is being offered for sale. It is the result of many years' research on the part of the S. D. Warren Company, world's largest producer of non-metallic lithographic plates. It is a proven aid for making profit in the lithographic industry.

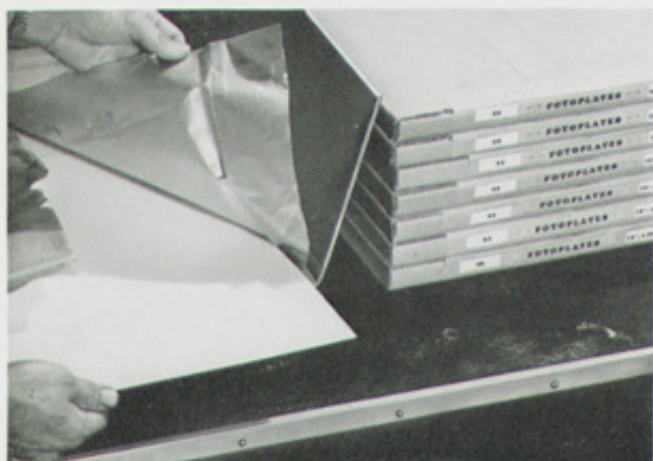
Write for free booklet: We will be happy to send you our 16-page booklet describing Warren's FotoPlate upon request.



FotoPlate

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

5 ways Warren's FotoPlate saves you time and money



1 LOW COST. The initial cost is less than for any other presensitized plates—and chemical processing costs are 25% to 50% less than for comparable metal plates.



2 EASY PREPARATION. Warren's FotoPlates are a combination of plastics, paper and laminants. More plates per day can be readied for the presses than with metal plates.




3 CONSISTENT QUALITY. These plates will not scratch. There is no need for making and remaking plates. You save time and materials.



4 EASY PRESS RUN. FotoPlates prevent scumming, run properly with little water and just a thin film of ink, thereby minimizing difficulties on the press and in drying.



5 TOP RESULTS. You get high-quality reproduction with these plates. Their fine-grained surface assures accurate reproduction of half-tone dots. Caliper is 0.012.



FotoPlate

NEGATIVE-WORKING . . . PRESENSITIZED

Send for FREE 16-page booklet describing
Warren's FotoPlate. Write to: S. D. Warren Company,
89 Broad Street, Boston 1, Massachusetts

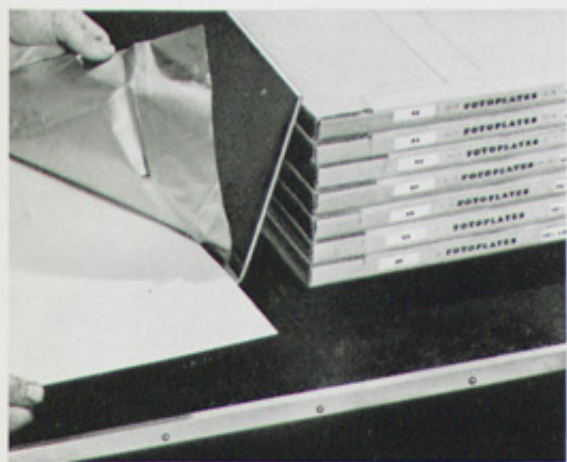
Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Printing Magazine—October, 1959
Graphic Arts Monthly—October, 1959
Southern Printer & Lithographer—October, 1959
Western Printer & Lithographer—November, 1959
National Lithographer—November, 1959
Modern Lithographer—November, 1959
One Page, 7 x 10
P. O. BOS. 9-1124—G 10-16-1959



2-minute quiz on Warren's negative-working FotoPlate

Check yourself on these important points

Q. *Just what is FotoPlate?*



A. A negative-working, presensitized plate for high-quality lithography — made of plastics, paper and laminants, caliper .0012.

Q. *How can it save you money?*



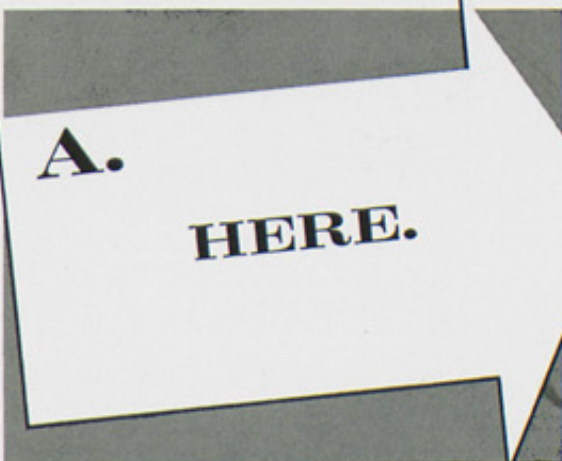
A. Low initial cost; low chemical and processing costs; fast, easy preparation; scratch resistant — saves time and materials; easy press run.

Q. *What kind of results do you get?*



A. Highest-quality reproduction of type, line and halftones, for runs of 5,000 impressions.

Q. *Where can you buy FotoPlates?*



Warren's
HIGH STANDARD

FotoPlate

Here's where you can buy



FotoPlate

ALBANY, N. Y. Composition Corporation
ALBUQUERQUE, N. M. Jones Graphic Products Co.
ATLANTA, GA. M & F Supply Company, Inc.
BALTIMORE, MD. Bowden Graphic Arts Supply Co.
George R. Keller, Inc.
Phillips & Jacobs, Inc.
BOSTON, MASS. Bridgeport Engravers Supply Co., Inc.
Pitman Sales Co. of New England, Inc.
W. Oliver Tripp Company
BUFFALO, N. Y. Buffalo Graphic Arts Supply, Inc.
Marks & Fuller, Inc.
CHARLOTTE, N. C. George R. Keller, Inc.
CHICAGO, ILL. Bridgeport Engravers Supply Co., Inc.
Chicago Litho Products Company
Harold M. Pitman Company
K. Schlanger Company
CINCINNATI, OHIO G. C. Dom Supply Company
McKinley Litho Supply Co., Inc.
CLEVELAND, OHIO Bridgeport Engravers Supply Co., Inc.
Harold M. Pitman Company
Cleveland Litho Graining & Supply Co.
COLUMBUS, OHIO Salem Graphic Supply Co.
DALLAS, TEXAS Low Wenzel and Co. of North Texas
Jones-Texas Graphic Products Co.
Litho Offset Supply Co.
DAYTON, OHIO Salem Camera Company
DENVER, COLO. Jones Graphic Products of Colorado, Inc.
Low Wenzel and Co. of Colorado
DES MOINES, IOWA Western Newspaper Union
DETROIT, MICH. Garrick Photo Supply Co.
Lithomaster Company
EL PASO, TEXAS Jones Graphic Products of Texas, Inc.
HOUSTON, TEXAS Low Wenzel and Co. of South Texas
L. H. Kelley Company
INDIANAPOLIS, IND. Modern Photo Offset Supply, Inc.
KANSAS CITY, MO. Wenzel Equipment Company
Western Newspaper Union
LOS ANGELES, CALIF. The California Ink Company, Inc.
Smart Supply Co., Inc.
Low Wenzel and Co. of Southern California
LOUISVILLE, KY. Reliable Lithographic & Offset Supply Co.
MADISON, WIS. Widen Offset Supply Company
MILWAUKEE, WIS. Reimers Photo Materials Co.
MINNEAPOLIS, MINN. T. K. Gray, Inc.
Litho Supply Depot, Inc.
MORRIS, N. Y. Associated Graining Company
NASHVILLE, TENN. Southeastern Printing Ink, Inc.
NEWARK, N. J. Globe Printers Supply Co.
NEW ORLEANS, LA. Printers Supply Mart
NEW YORK, N. Y. Bridgeport Engravers Supply Co., Inc.
Chemco Photoproducts Co., Inc.
Harold M. Pitman Company
Roll-O-Graphic Corporation
OKLAHOMA CITY, OKLA. Western Newspaper Union
PHILADELPHIA, PA. Penn Dell and Company
Phillips & Jacobs, Inc.
PHOENIX, ARIZ. Jones Graphic Products of Arizona
Phillips & Jacobs, Inc.
PITTSBURGH, PA. Northeastern Composition Co.
PORTLAND, ME. The California Ink Co., Inc.
PORTLAND, ORE. Marks & Fuller, Inc.
ROCHESTER, N. Y. Rissmann Graphic Arts Supply Co.
ST. LOUIS, MO. Western Litho Plate & Supply Co.
SAN ANTONIO, TEXAS Texas Type Foundry
SAN FRANCISCO, CALIF. The California Ink Company, Inc.
Low Wenzel and Company
SEATTLE, WASH. The California Ink Company, Inc.
SECAUCUS, N. J. Harold M. Pitman Company
SYRACUSE, N. Y. Marks & Fuller, Inc.
TOLEDO, OHIO Toledo Lithograph and Plate Co.
TULSA, OKLA. Low Wenzel and Co. of Oklahoma
UTICA, N. Y. Buffalo Graphic Arts Supply, Inc.
WASHINGTON, D. C. George R. Keller, Inc.
WICHITA, KAN. Western Newspaper Union
WINSTON-SALEM, N. C. Young-Phillips Sales Co.
TORONTO, CANADA, and branches all across Canada
Sears Limited

Send for free 12-page booklet describing
Warren's FotoPlate. Write to: S. D. Warren Co.,
Dept. A, 89 Broad St., Boston 1, Mass.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Graphic Arts Monthly — April, 1960 —
Printing Magazine — April, 1960
Southern Printer & Lithographer — April, 1960
Modern Lithography — May, 1960
National Lithographer — May, 1960
Western Printer & Lithographer — May, 1960
One Page, 7 x 10 Plus 1 Col.
P. O. BOX. 0-392 — G 379-3-30-1960



New plate for duplicators and
small offset presses ($8\frac{1}{2} \times 12$ to
 17×22)

**S. D. Warren's
FOTOPLATE 8**

16 plate sizes • Negative-working, presensitized

8 WAYS YOU BENEFIT WITH FOTOPLATE 8

1. Low Cost — priced from 12¢ to 54½¢.

2. Short Exposure — fast sensitizer reduces exposure time.

3. High Quality Reproduction — The quality of reproduction of type, solids and halftones is enhanced by the strongly grease-receptive image on FotoPlate 8.

4. Easy Development — FotoPlate 8 can be placed on press with no prior developing, or can be processed with Warren's FotoPlate Developing Ink.

5. Fast Roll-Up — New sensitizer provides greater affinity for ink. Result: faster roll-up, less waste, short-cut processing.

6. Plastic Grain — Fine-grained plastic surface of FotoPlate 8 is designed for clean running and faithful reproduction of copy.

7. Press Stability — Caliper is a sturdy .008". This provides stability and easy handling on press.

8. Sensitized One Side Only — This permits 100% use of plates, with less spoilage than with two-sided plates.

FotoPlate 8 Presensitized lithographic plates. Another FotoPlate product from S. D. Warren Company, 89 Broad Street, Boston, Massachusetts.



See a demonstration of FotoPlate 8 in booths 104-105, NAPL show Oct. 5-8, Conrad Hilton Hotel, Chicago

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Graphic Arts Monthly — August, 1960
ODR Reproduction Review — August, 1960
One Page, $5\frac{1}{2} \times 7\frac{1}{2}$
P. O. BOX, C-1058 — G 958-8-8-1960
First Proof



**Here is a new duplicator plate
that helps the small press operator 8 ways**

- 1. Low Cost.** Contact your FotoPlate 8 distributor for a complete price list.
- 2. Short Exposure:** FotoPlate 8 uses a fast sensitizer to reduce exposure time.
- 3. High Quality Reproduction.** Grease-receptive image on FotoPlate 8 produces high-quality reproduction of type, solids and half-tones.
- 4. Easy Development.** FotoPlate 8 can be placed on press with no
- 5. Fast Roll-Up.** New sensitizer provides greater affinity for ink. Result: faster roll-up, less waste, short-cut processing.
- 6. Plastic Grain.** Fine-grained plastic surface of FotoPlate 8 is designed for clean running and faithful reproduction of copy.
- 7. Press Stability.** Caliper is a sturdy .008". This provides stability and easy handling on press.
- 8. Sensitized One Side Only.** This permits 100% use of plates, with less spoilage than with two-sided

**Contact your local FotoPlate 8 distributor for
complete information on plate sizes and prices.**

Albuquerque, N. M.
Jones Graphic Products Co.

Atlanta, Ga.
M & F Supply Company, Inc.

Baltimore, Md.
George R. Keller, Inc.
Phillips & Jacobs, Inc.

Baton Rouge, La.
Sograph, Inc.

Boston, Mass.
Bridgeport Engravers Supply Co., Inc.
Pitman Sales Co. of New England, Inc.
W. Oliver Tripp Company

Buffalo, N. Y.
Marks & Fuller, Inc.

Charlotte, N. C.
George R. Keller, Inc.

Chicago, Ill.
Bridgeport Engravers Supply Co., Inc.
Chicago Litho Products Company
Harold M. Pitman Company

Cincinnati, Ohio
G. C. Dom Supply Company
McKinley Litho Supply Co., Inc.

Cleveland, Ohio
Bridgeport Engravers Supply Co., Inc.
Cleveland Litho Graining & Supply Co.

Columbus, Ohio
Salem Graphic Supply Co.

Dallas, Texas
Lew Wenzel and Co. of North Texas
Litho Offset Supply Co.

Dayton, Ohio
Salem Camera Company

Denver, Colo.
Lew Wenzel and Co. of Colorado

Detroit, Mich.
Garrick Photo Supply Co.
Lithomaster Company

Houston, Texas
L. H. Kelley Company
Lew Wenzel and Co. of South Texas

Indianapolis, Ind.
Modern Photo Offset Supply Inc.

Kansas City, Mo.
Wenzel Equipment Company

Los Angeles, Calif.
The California Ink Company, Inc.
Smart Supply Co., Inc.
Lew Wenzel and Co. of
Southern California

Louisville, Ky.
Reliable Lithographic &
Offset Supply Co.

Milwaukee, Wis.
Reimers Photo Materials Co.

Minneapolis, Minn.
T. K. Gray, Inc.
Litho Supply Depot, Inc.

Morris, N. Y.
Associated Graining Company

Nashville, Tenn.
Southeastern Printing Ink, Inc.

Newark, N. J.
Globe Printers Supply Co.

New Orleans, La.
Printers Supply Mart

New York, N. Y.
Chemco Photoproducts Co., Inc.
Harold M. Pitman Company
Roll-O-Graphic Corporation

Peoria, Ill.
Lens & Camera Co.

Philadelphia, Pa.
Penn Dell and Company
Phillips & Jacobs, Inc.

Pittsburgh, Pa.
Phillips & Jacobs, Inc.

Portland, Me.
Northeastern Composition Co.

Portland, Ore.
The California Ink Co., Inc.

Rochester, N. Y.
Marks & Fuller, Inc.

St. Louis, Mo.
Rissmann Graphic Arts Supply Co.

San Antonio, Texas
Texas Type Foundry

San Francisco, Calif.
The California Ink Company, Inc.
Lew Wenzel and Company

Seattle, Wash.
The California Ink Company, Inc.

Secaucus, N. J.
Harold M. Pitman Company

Toledo, Ohio
Toledo Lithograin and Plate Co.

Tulsa, Okla.
Lew Wenzel and Co. of Oklahoma

Washington, D. C.
George R. Keller, Inc.

Winston-Salem, N. C.
Young-Phillips Sales Co.

U. S. A. and Canada (principal cities) Addressograph-Multigraph Corporation
Canada: Toronto and branches — Sears Limited



FotoPlate

... a product of S. D. Warren Company, 89 Broad Street, Boston

NOW...GET A BETTER RUN FOR YOUR MONEY WITH FOTOPLATE*



1. Reflects halftone quality

FotoPlate's finely-textured surface accepts fine halftone screens, reproduces them faithfully and consistently. This unusual surface requires less water and ink than grained plates, yet helps maintain good ink and water balance.

FotoPlate has a shelf life of up to one year under normal conditions of temperature and relative humidity. And FotoPlate is less susceptible to scratches than metal plates.

2. Simplifies processing

This negative-working, presensitized plate requires no special treatment on the press: no special adjustment of chemicals, no special rub-up work. And because of FotoPlate's 0.012-inch thickness,

no special packing or readjustment of plate clamps is necessary.

3. Costs less to buy, less to use

The cost of FotoPlate is low to begin with, and this economy is carried all the way through the reproduction process. More plates can be prepared easily and quickly during the regular working day.

For a free 12-page booklet describing Warren's FotoPlate, just write to: S. D. Warren Co., 89 Broad Street, Boston 1, Massachusetts.

*Trade-mark for Warren's presensitized lithographic plates.



Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
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Southern Printer & Lithographers—March, 1961
Modern Lithography—March, 1961
National Lithographer—March, 1961
Western Printer & Lithographer—March, 1961
New Printer & Lithographer—March, 1961
The Inland & American Printer & Lithographers—March, 1961
One Page, 7 x 10 Plus 1 Col.
P. O. BOS. 1-325 — G 194-2-20-1961

ORDER FOTOPLATE TODAY!

*These dealers can supply you with
low-cost Warren's FotoPlate*

ALBUQUERQUE, N. M. Jones Graphic Products Co.
ATLANTA, GA. M & F Supply Company, Inc.
AUSTIN, TEXAS Graphic Photo Supply
BALTIMORE, MD. George R. Keller, Inc.
Baton Rouge, LA. Phillips & Jacobs, Inc.
BINGHAMTON, N.Y. Sogroph, Inc.
BOSTON, MASS. Stickley-Silver, Inc.
Bridgeport Engravers Supply Co.
Pitman Sales Co. of New England
W. Oliver Tripp Company
BUFFALO, N. Y. Marks & Fuller, Inc.
CHARLESTON, W. VA. Litho Sales & Service
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FACTS YOU SHOULD KNOW ABOUT

FOTOPLATE* 8

NEW

FOTOPLATE* 8 is S. D. Warren's new negative-working, presensitized non-metallic lithographic plate specifically designed for duplicators and small offset presses.

LONG RUNS

Some lithographers report runs of 10,000 to 20,000 with straight edge plates.

VERSATILE

FOTOPLATE* 8 is ideal for yearbooks, sales manuals, booklets, brochures, technical manuals (and the like).

HIGH QUALITY

Tone values of any halftone or line negative are retained on FOTOPLATE* 8's pigmented plastic surface.

FOTOPLATE* 8 has the lowest initial cost of any presensitized plate (12¢ for 8½" x 12" to 53¢ for 19¾" x 23").

LOWEST COST

SHORT EXPOSURE

Exposure of FOTOPLATE* 8 to arc lamps requires only ½ to ¼ the time needed for most other negative-working plates.

EASY DEVELOPMENT

FOTOPLATE* 8 may be exposed and mounted on the press without development, given a visible image with Warren's Developer-Desensitizer Solution, or developed with Warren's FotoPlate Developing Ink (recommended for highest quality halftone reproduction).

FAST ROLL-UP

New high-speed sensitizer provides a strongly ink-receptive image after exposure. Result: faster roll-up, less waste, short-cut processing.

SMOOTH GRAIN

Fine grained pigment-plastic surface has good water-holding capacity and enough "tooth" to prevent roller skidding. Assures clean running, faithful reproduction.

PRESS STABILITY

Caliper is a sturdy .008 inches. This provides stability, easy handling, and makes packing on most duplicator plate cylinders unnecessary.

100% USE

This permits 100% use of plates, less waste and spoilage, easier handling in plate-room and pressroom.

DISTINCTIVE COLOR

Eliminates substitution, lets FOTOPLATE* 8 stand apart from other small-press negative plates.

**send
for
free
booklet!**



FOTOPLATE* 8

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

Please send me Warren's new booklet about FOTOPLATE* 8!

Name

Company Name

Street

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Demonstration proves... FotoPlate 8*— the fastest way to duplicate!



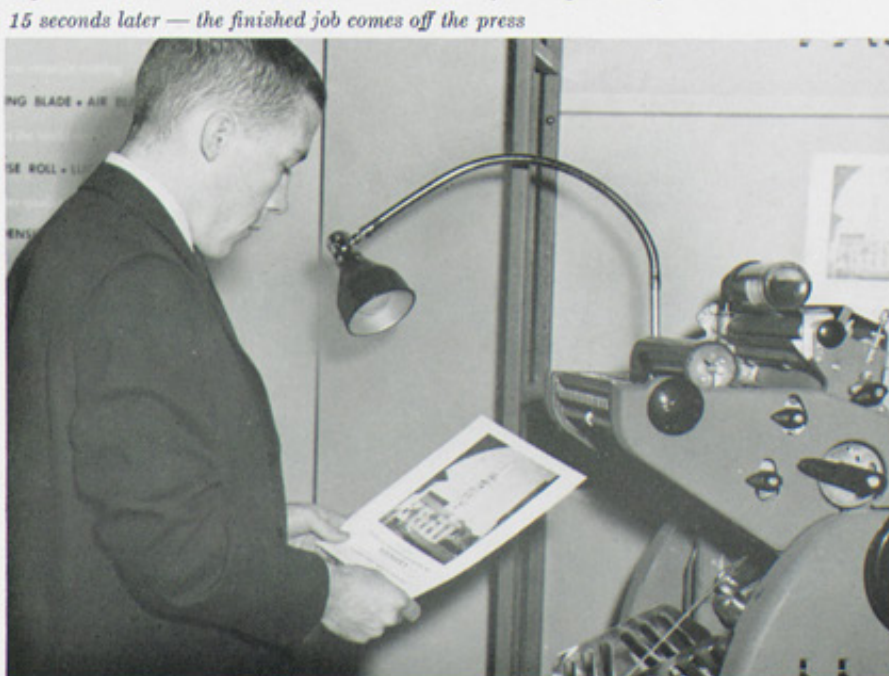
Zero hour — FotoPlate 8 removed from carton and the count-down begins



For 15 seconds FotoPlate 8 is exposed to negative



FotoPlate 8 is mounted on the press with no further processing



15 seconds later — the finished job comes off the press

For highest quality reproduction at lowest possible cost it's FOTOPLATE 8 — the fastest way to duplicate! Want more complete details? Write for free booklet. S. D. Warren Company, 89 Broad St., Boston, Mass.



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Fotoplate 8**

—Warren's low-cost, pre-sensitized paper printing plate. Fotoplate 8 gives excellent halftone reproduction on runs of 5000 and even more. Requires less water and ink than

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Warren's

July 2016

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