



ADVERTISING

# The Reflected Works

S.D. Warren Advertising

1946 - 1956

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 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](http://sappietc.com)



JANUARY 12, 1946  
 is the date of  
 The Saturday  
 Evening Post  
 issue in which  
 this S. D. Warren  
 Company adver-  
 tisement appears.  
 Look for it!



JANUARY 12, 1946  
 is the date of  
 The Saturday  
 Evening Post  
 issue in which  
 this S. D. Warren  
 Company adver-  
 tisement appears.  
 Look for it!

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 Outdated or incomplete catalogs need to be revised.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  
 ★

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.

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  
 ★

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.

BATTEN, BARTON, DURSTINE & OSBORN, INC.  
 to appear in  
 The Saturday Evening Post — January 12, 1946  
 One Half Page, 4 5/8 x 12 3/4  
 P. O. BOX 5-719 — G 12-20-1945  
 ★

The cur-  
 s is tax-  
 eduling  
 a good  
 ffective  
 is serv-  
 lanning

printer  
 at your  
 arren's  
 ich are  
 eir uni-  
 permit  
 nd pie-  
 9 Broad

TING



78

y, Book  
 nverting.



## 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.

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.*

**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.

**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. NOS. 6-317 — © 4-17-1946

**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 7  
P. O. NOS. 6-317 — © 4-17-1946

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 7 1/2  
P. O. NOS. 6-196 — © 4-2-1946

**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.

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
Printed Selling—December, 1946  
One Page, 4½ x 7  
P. O. BOX, 6-1064—G 11-18-1946

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, 4½ x 10  
P. O. BOX, 6-1064—G 11-18-1946

BETTER PAPER — BETTER PRINTING



Printing Papers

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



Printing Papers

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

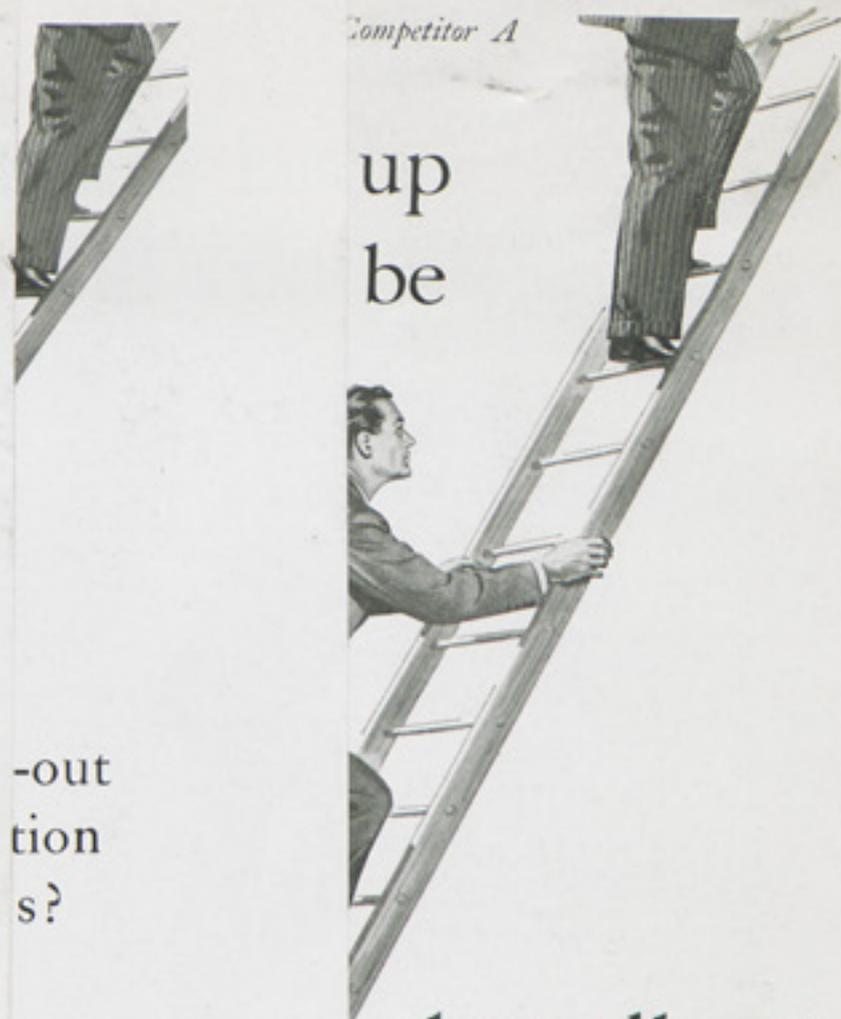
BETTER PAPER — BETTER PRINTING



Printing Papers

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

Advertisement prepared by  
BATTEN, BARTON, DURSTINE & OSBORN, INC.  
to appear in  
The Saturday Evening Post—December 7, 1946  
One Half Page, 4½ x 12½  
P. O. BOX, 6-685—G 11-18-1946



Competitor A

up  
be

-out  
tion  
s?

when all-out  
competition  
returns?

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.

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—O 12-17-1947

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. There is

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—O 12-17-1947

business  
50...  
it be



the red?

prompt action. The demand paper currently taxes manu- es, precludes quick comple- d requires that planning be ince so that production may

mand constitutes an especial ng a printer at an early date, his cooperation in planning aid in shaping the work to ie of available equipment.

a printer that participates abled thereby better to an- quirements and to arrange through the paper mer- him. Necessarily, his recom- be influenced by the volume ents; but if his supply per- likely to recommend the use 's Standard Printing Papers.

Company, 89 Broad St., chusetts.

**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 11, 1947  
One Half Page, 4 5/8 x 12 3/8  
P. O. BOX, 7-5 — O 12-17-1946

IS



the red?

r printing and paper cur- manufacturing facilities, k completion of orders, at planning be done well that production may be

demand constitutes an for choosing a printer at and for enlisting his co- lanning so that he may the work to make effec- ilable equipment.

, a printer that partici- ing is enabled thereby ipate paper requirements for their supply through rchants that serve him. is recommendations will by the volume of his but if his supply permits, ly to recommend the use ren's Standard Printing

en Company, 89 Broad 1, Massachusetts.

**BETTER PAPER—BETTER PRINTING**



**Printing Papers**

Printing, Lithography, Book gazine Publishing, Converting.

Here is the latest  
S. D. WARREN COMPANY advertisement.  
Look for it in the February 8th issue of  
THE SATURDAY EVENING POST

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

in a good printer early in the work. He can help you avoid wasted time, motion and money.

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.

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.

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



es quick completion of orders, that planning be done well in that production may be sched-

g demand constitutes an especial reason for choosing a printer at an early date, and his cooperation in planning may aid in shaping the work to the use of available equipment. Therefore, a printer that participates in planning is enabled thereby better to anticipate paper requirements and to arrange his supply through the paper 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 Paper. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

**PAPER — BETTER PRINTING**



**Printing Papers**

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

and for printing is manufacturer's completion of planning be that production

constitutes an reason for choosing a printer at an early date, and his cooperation in planning may aid in shaping the work to the use of available equipment.

Therefore, a printer that participates in planning is enabled thereby better to anticipate paper requirements and to arrange his supply through the paper 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 Paper. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

**PAPER — BETTER PRINTING**



**Printing Papers**

for Lithography, Book 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. NOS. 7-43—G 2-18-1947



### 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



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. NOS. 7-43—G 2-18-1947



ng  
er

customers will once more

is why the product that

of printing paper through  
that serve him. Necess-  
recommendations will be  
the volume of his com-  
if his supply permits, he  
to recommend the use of  
en's Standard Printing

ren Company, 89 Broad  
1, Massachusetts.

BETTER PAPER—BETTER PRINTING

REG. U.S. PAT. OFF.



Printing Papers

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

g  
er

customers will

sons why the

so that he may aid  
to make effective  
ment.

inter that partici-  
enabled thereby  
paper requirements  
eir supply through  
that serve him.  
mmendations will  
volume of his com-  
supply permits, he  
mmend the use of  
standard Printing

mpany, 89 Broad  
Massachusetts.

BETTER PRINTING

PAT. OFF.



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. NOS. 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, on



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, Size 25 x 38-70

ANY  
oyees  
Arts?

N COMPANY

(and cost-free) SERVICE  
Business for the training of  
Advertising and Graphic Arts

into one  
ations?

g companies  
sales promo-  
ses maintain-

with the prob-  
em for adver-  
in the case of  
rative duties.

help

le have been  
e direct from  
rlier business  
to your con-  
quid in de-  
conomics of  
d fully com-  
rature as an

. D. Warren  
e texts which  
ute a course  
qualified per-  
them or to

selves of this  
it is not the  
xts to teach  
oose media,  
the business,  
insp. of the  
e the means  
ad to explain

ersonnel

Company, 89  
St., on your  
lowing infor-  
mation such  
you are in-  
vited, and the  
e individual  
receive this

will not be  
insure that

S. D. WARREN COMPANY offers without  
charge to qualified enrollees a series of  
9 TEXTS

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



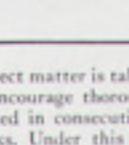
1. Business—Its Nature and Its Functions



2. Management—Its Functions and Responsibilities



3. Management and Its Corporate Society



4. Printing—The Essential Aid to Management

5. Printing—Its Forms and Designations

6. Printing—Types and Typography

7. Printing—The Processes 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 requires 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  
appears in Printed Selling  
December, 1947

CUMBERLAND GLOSS, White, Size 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, 25 x 38-70

in printing advertising specialties when present in an advertisement

can be explained again and again to future customers. The effective medium for creating the preferences 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



*Printing*

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

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

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

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

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

## How to Win the Battle of the Brands

See it in the  
September 11th issue

**POST**

This advertisement by  
**S. D. WARREN COMPANY**  
is a timely message to American Business



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*

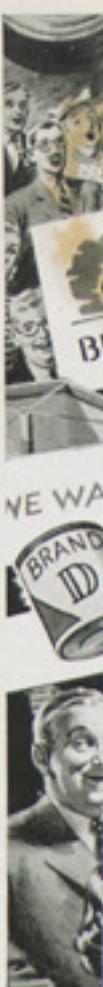
for Letterpress Printing, Lithography, Book Publishing, Magazine Publishing, Converting.

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*



th

The r  
of desir  
selling  
without  
have lit  
But v  
pear in  
selection  
Then  
earning

H

To ea  
your pr  
why yo  
major  
must b  
with pe  
The i  
ing thi  
bookle  
folders,  
scribe y  
illustra  
ment y  
convinc

To ex  
tive sa  
prefer  
the ser





*Is public opinion  
in your favor?*

You'll like what people will say about your company, your product, your service if you follow the suggestion in S. D. WARREN COMPANY'S current message.

Read it in *The Saturday Evening Post* for November 17th and in *Time* for November 12th

THE SATURDAY EVENING POST

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

**Latest Business Bulletin**

*Your Ally — a Good Printer*

The very first step in the preparation of effective printed pieces is to call in your printer. Describe your needs to him. Let him work with you right from the start. Then you will receive the maximum benefit from his knowledge of modern printing techniques. And you will get your job done more quickly and economically.

Your printer will probably specify Warren's Standard Printing Papers for your work. He wants to deliver the best possible printing result and he knows from long experience that Warren papers provide a uniform, high-quality printing surface. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

**Warren's**  
STANDARD  
Printing Papers

FOLDERS, BOOKS, BROCHURES, EMPLOYEE MANUALS, HOUSE PAPER

This advertisement appears in  
Advertising Agency and Advertising & Selling — November, 1951  
Printers' Ink — November 2, 1951  
Industrial Marketing — November, 1951

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

appears in  
The Saturday Evening Post — November 17, 1951  
Time Magazine — November 12, 1951

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

WARD PRINTING PAPERS  
tions



## Bulletin

*ally — a Good Printer*

first step in the preparation of printed pieces is to call in your printer. Describe your needs to him. Let him work with you right from the start. Then you will receive the maximum benefit from his knowledge of modern printing techniques. And you will get your job done more quickly and economically.

Your printer will probably specify Warren's Standard Printing Papers for your work. He wants to deliver the best possible printing result and he knows from long experience that Warren papers provide a uniform, high-quality printing surface. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

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

**Warren's**  
STANDARD

Printing Papers



Printed on  
are aiding Industry



## Bulletin

*a Good Printer*

the preparation of printed pieces is to call in your printer. Describe your needs to him. Let him work with you right from the start. Then you will receive the maximum benefit from his knowledge of modern printing techniques. And you will get your job done more quickly and economically.

Your printer will probably specify Warren's Standard Printing Papers for your work. He wants to deliver the best possible printing result and he knows from long experience that Warren papers provide a uniform, high-quality printing surface. S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts.

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

**Warren's**  
STANDARD

Printing Papers



Printed on  
are aiding Industry

S. D. W  
keep  
year in an



... telling buyers of p  
it's wise to work hand i  
their printers every step  
Read this S. D. WAR  
PANY message in its en  
Saturday Evening Post  
19th and in Business W  
ary 12th. S. D. Warre  
89 Broad St., Boston 1,

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



Printing Pa

for Letterpress Printing, Lith  
Publishing, Magazine Publish



## Plain

This cab driver k  
open to suggestion  
passengers choose  
recommends.

Men and wome  
new ventures or to  
products pay hee  
others. Opinions h  
dentally often ar  
founded recommen  
nations. Therefore  
worth a great dea  
your business.

### Facts Can M Fat

Opinions found  
half-knowledge co  
worthy companies  
talk favorable to y  
ing and circulatin  
fair policies and ge  
tive illustrated  
folders and catak  
substance for the  
are accepted as re



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 Leads to 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 brands that he  
recommends.  
Men and women about to undertake  
new ventures or to purchase unfamiliar  
products pay heed to the opinions of well-  
known others. Opinions based casually or un-  
foundedly often are accepted as well-  
founded recommendations—or recom-  
mendations. 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 performance knowledge  
can depend on Warren papers for con-  
sistency as well. 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, 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, Size 25 x 38-70

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

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



idea  
business

ed in the  
COMPANY  
or message.  
It in  
January 10, and  
EVENING POST  
ary 17



EAR  
SS  
...ant thing is  
...the job.  
...to

to let printed  
human rela-  
year? A good  
e the kind of  
ing credit to  
rtant thing is  
art of the job.  
et pencil to  
aluable busi-  
unique skills  
process.  
test possible  
r will



WAR  
SS  
The important thing is  
at the very start of the job.  
Before you set pencil to  
paper, consult a valuable busi-  
ness ally, able to apply his unique skills  
at every step of the creative process.  
To insure the finest possible  
printing results, your printer will prob-  
ably 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

Illustrations, printed on  
which are aiding Industry

ing 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, Size 25 x 38-70



be fun  
& business

Your Ally—  
A Good Printer

Call for persuasive printed  
pieces. It's not so  
apparent, put RULE  
No. 1 in effect immediately.

It 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.

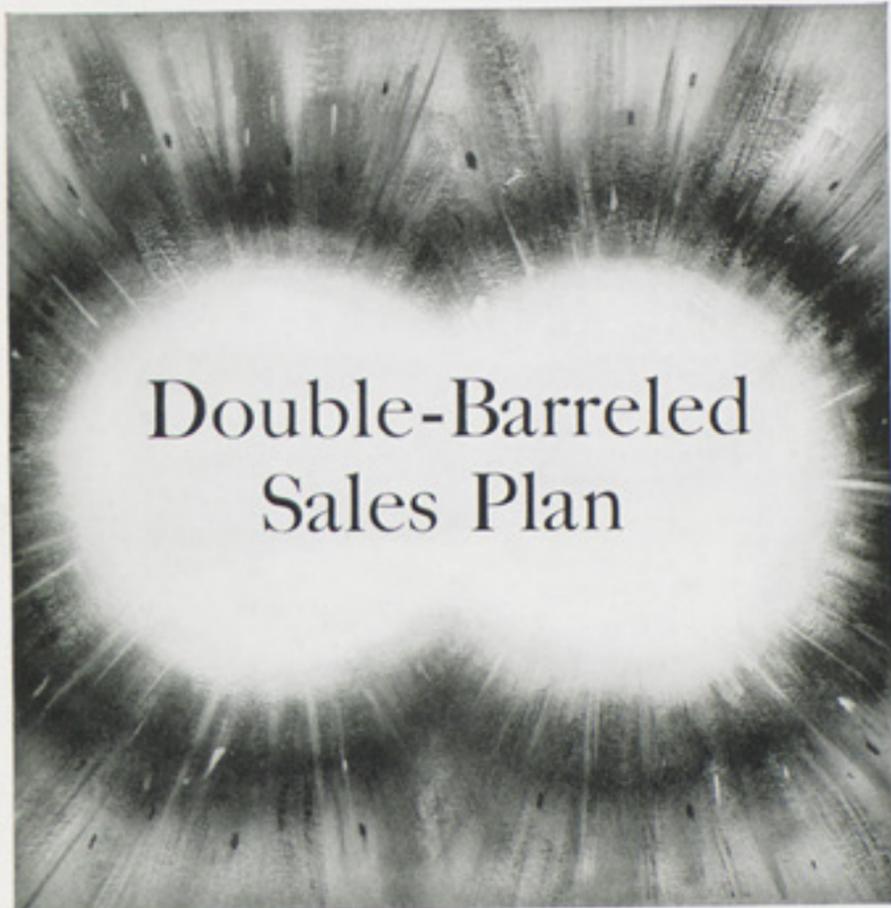
S. D. Warren Company, 89 Broad Street,  
Boston 1, Massachusetts.

Printing Papers



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

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

to  
ange

ten Packs Power,"  
MPANY message  
VENING POST  
and in  
ELD REPORT  
15.

T

the sales  
are per-  
ally in  
it to some  
people the  
about to  
using your  
additional  
reasons.

Printer  
if you need a  
print that you  
desire, please  
specify Warren's  
Standard Printing  
Papers. With your  
order, specify  
Standard Printing  
Papers for  
your work. Specify  
Warren's Standard  
Printing Papers, S. D.  
Warren Company, 89  
Broad Street, Boston,  
Massachusetts.

BETTER PRINTING

Warren's  
Standard  
Printing Papers



printed on  
at our aiding Industry

July 2016

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

The names, symbols, logos, and all other intellectual property of the companies, brands, and people appearing herein are the exclusive property of their respective owners and should not be interpreted as an endorsement of or by Sappi; any legal and equitable rights in their intellectual property are exclusively reserved to those owners.

SAPPI is a trademark of Sappi Limited. The SAPPI ETC. logo and WARREN are trademarks of Sappi North America.

© 2016 Sappi North America. All Rights Reserved.

