



ADVERTISING

# The Reflected Works

S.D. Warren Yearbook Advertising

1940-1956

sappi etc



S.D. Warren Yearbook Advertising

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

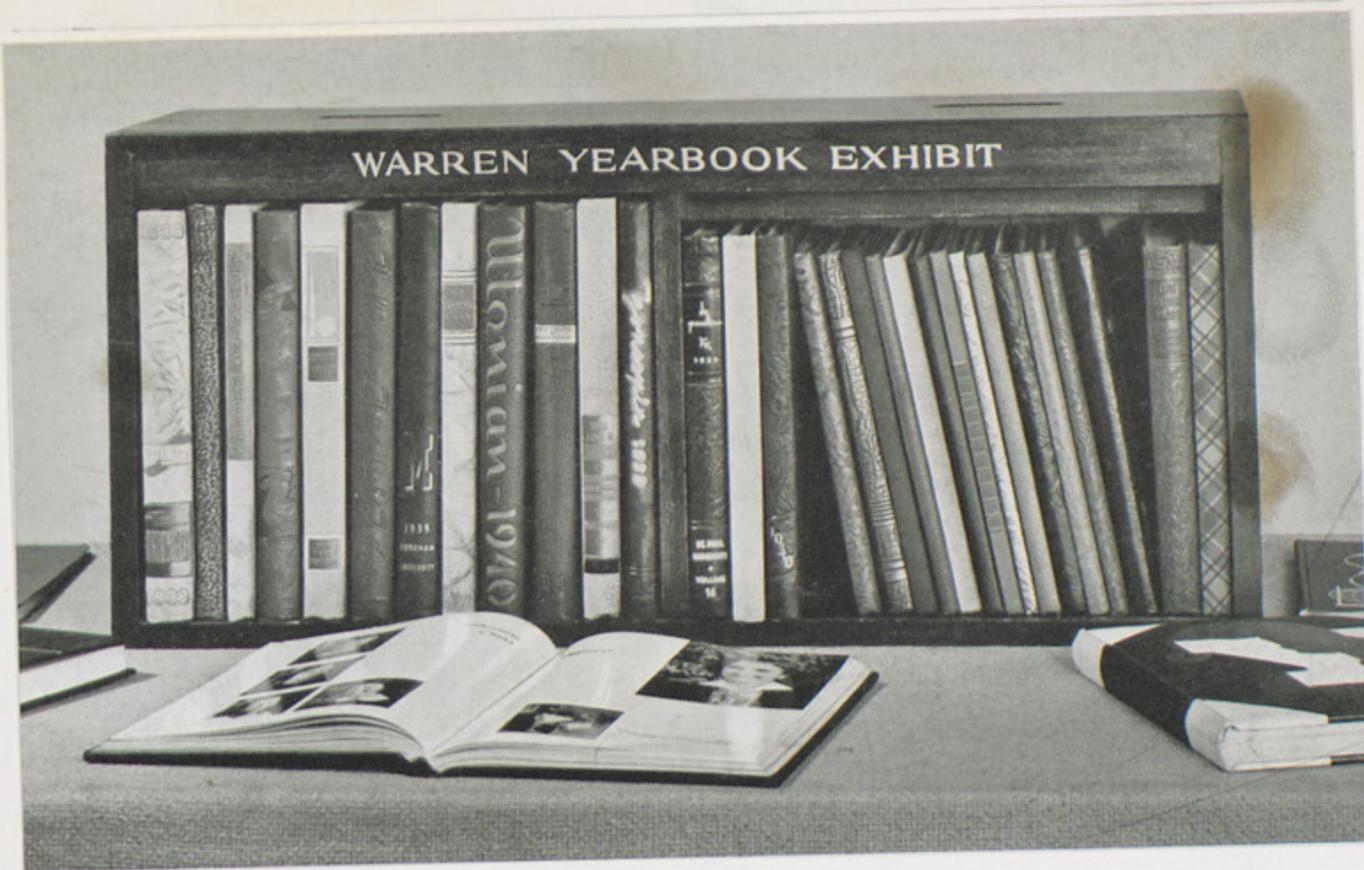
From the beginning, our advertising has been prominently featured in leading national newspapers and well-respected trade publications, which highlights our commitment to the printed page as one of the best ways for brands to communicate clearly and effectively.

Explore a collection of these ads from 1940–1956 for messages that still resonate. By looking back through the pages, we can look forward to a future of exciting possibilities.

1940 – 1956

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

June 1940



**T O 1 9 4 1 Y E A R B O O K S T A F F S**

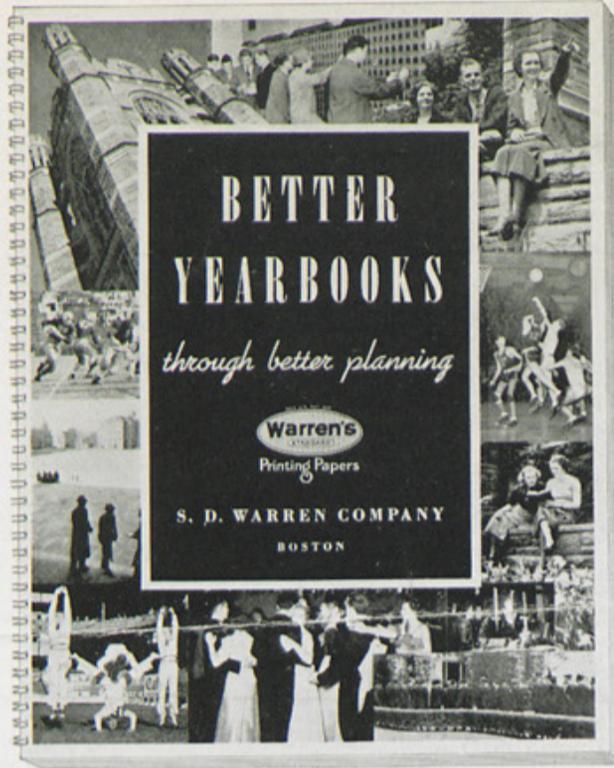
*The Warren Exhibit of School and College Annuals*

will be on display in your city or a neighboring city some time during the coming Fall and Winter. We believe you will find it worth while to examine this collection of outstanding 1940 Annuals. Make note now to write us when you return to class in the Fall. At that time the exact dates and the places of exhibition will have been set. ¶When you write for this information, ask at the same time for sample signatures demonstrating unusual page layouts and printing treatments and other material designed to be of interest and help to Yearbook staffs. We shall be ready to supply this material and ready to cooperate in assisting you to a fast start in the preparation of your Annual.

**S. D. WARREN COMPANY, 39 BROAD STREET, BOSTON, MASS.**

[ BETTER PAPER  BETTER PRINTING ]

October-November-1941



**ANOTHER *New* WARREN BOOK FOR YEARBOOK STAFFS**

THIS 92-PAGE BOOK, "Better Yearbooks through Better Planning," is a complete exposition of the subject of Yearbook publishing. It discusses the evolution of the Yearbook, management, editorial direction, methods of financing, the sale of advertising, and ways of increasing subscriptions. It also covers the editorial plan and objective, and the allocation of staff work.

Arrangement and style are discussed, and sample pages from current annuals are shown. Preparation and procedure relating to photography, art work, manuscript preparation

and engraving information are also covered thoroughly. Suggestions for achieving better pictures in yearbooks are included, along with a guide for selecting paper for a yearbook.

Your request for a copy of "Better Yearbooks" will bring to you the complete portfolio of Warren Yearbook Suggestions. This portfolio will give you the book described above, a copy of the Warren Yearbook Progress Chart, and a group of signatures of sample pages from current outstanding yearbooks.

Write today or tear out this page and mail it with your name and address.

**S. D. WARREN COMPANY**  **89 BROAD ST., BOSTON, MASS.**

*Makers of Warren's Standard Printing Papers for School and College Yearbooks*

November 1942



Warren

**YEARBOOK SUGGESTIONS**  
*yours for the asking*

**A**LL of this printed material has been especially prepared for those concerned with the planning, editing, managing or producing of school and college yearbooks. The major piece is a 92-page booklet entitled "Better Yearbooks through Better Planning." Every phase of yearbook publishing is covered in this book, and every staff should have a copy as a part of its reference library. ★ ★ ★ Your request for Warren Yearbook Suggestions will bring the booklet and all of the other helpful pieces in a single portfolio, now ready for mailing. Write today or tear out this page and mail it with your name and address.

**S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON, MASS.**

[ BETTER PAPER  BETTER PRINTING ]

*Makers of WARREN'S STANDARD PRINTING PAPERS for School and College Yearbooks*

June 1943



*To 1944 Yearbook Staffs*

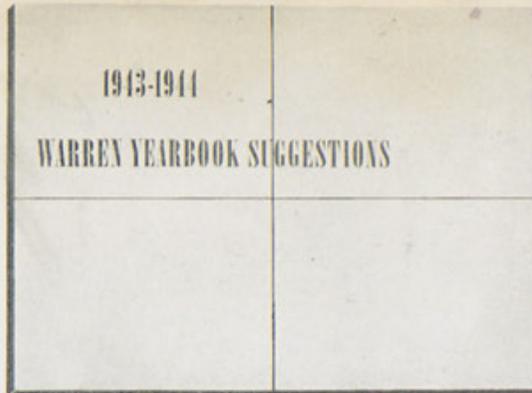
**THE WARREN EXHIBIT OF SCHOOL AND COLLEGE ANNUALS**

will be on display in your city or a neighboring city some time during the coming fall and winter. We believe you will find it worth while to examine this collection of outstanding 1943 Annuals. Make note now to write us when you return to class in the fall. At that time the exact dates and the places of exhibition will have been set. ¶ When you write for this information, ask at the same time for the Warren booklet, "Better Yearbooks through Better Planning," and other material designed to be of interest and help to Yearbook staffs. We shall be ready to supply this material and ready to cooperate in assisting you to a fast start in the preparation of your Annual.

**S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON, MASS.**

[ BETTER PAPER  BETTER PRINTING ]  
 Warren's  
 Standard  
 Printing Papers

October 1943



## *To help you get started*

SEND FOR THIS KIT OF WARREN  
YEARBOOK SUGGESTIONS . . . . .

It contains material designed to be helpful to the Editor, the Business Manager, and the whole Yearbook Staff. The major piece is a book entitled "Better Yearbooks through Better Planning" which offers 92 pages of information on the publishing of a Yearbook. There is also a Progress Chart which the Editor can put to immediate use, and a collection of signatures from outstanding 1943 Annuals, which provide ideas for page layout and printing treatment. Write for your copy of this kit today or tear out this page and mail it with your name and address.

[ BETTER PAPER  BETTER PRINTING ]

Printing Papers

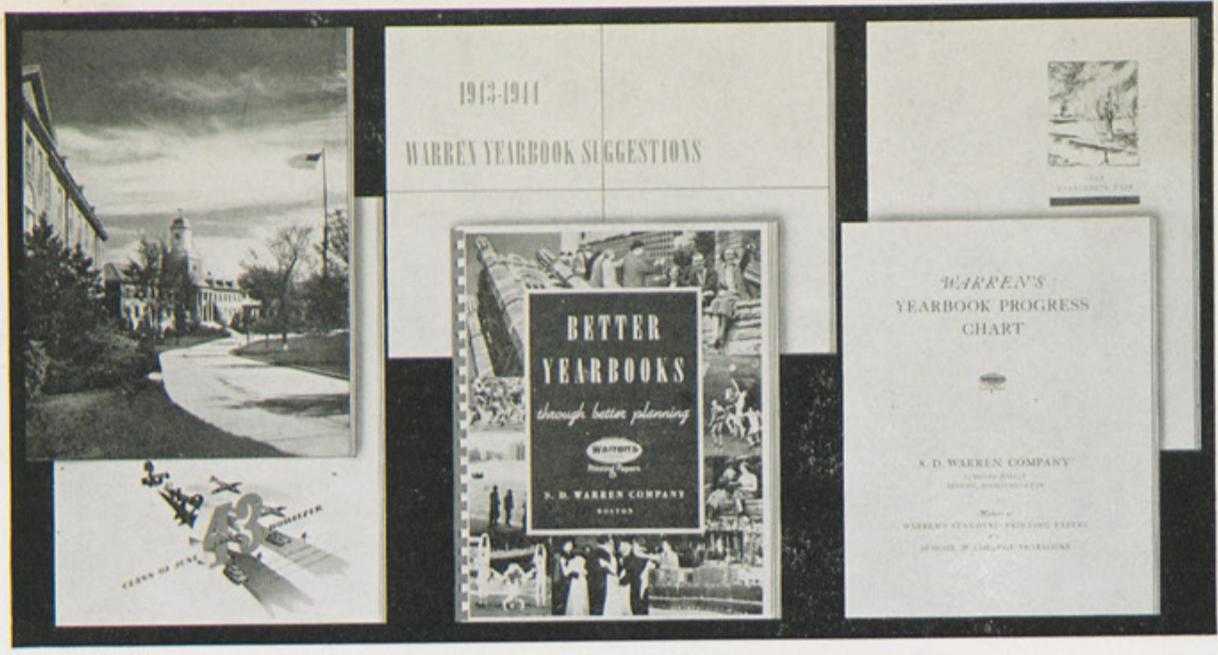
S. D. WARREN COMPANY

89 BROAD STREET

*Boston, Mass.*

MAKERS OF WARREN'S STANDARD PRINTING PAPERS FOR SCHOOL AND COLLEGE YEARBOOKS

November 1943



1 9 4 3

**WARREN YEARBOOK SUGGESTIONS**  
*yours for the asking*

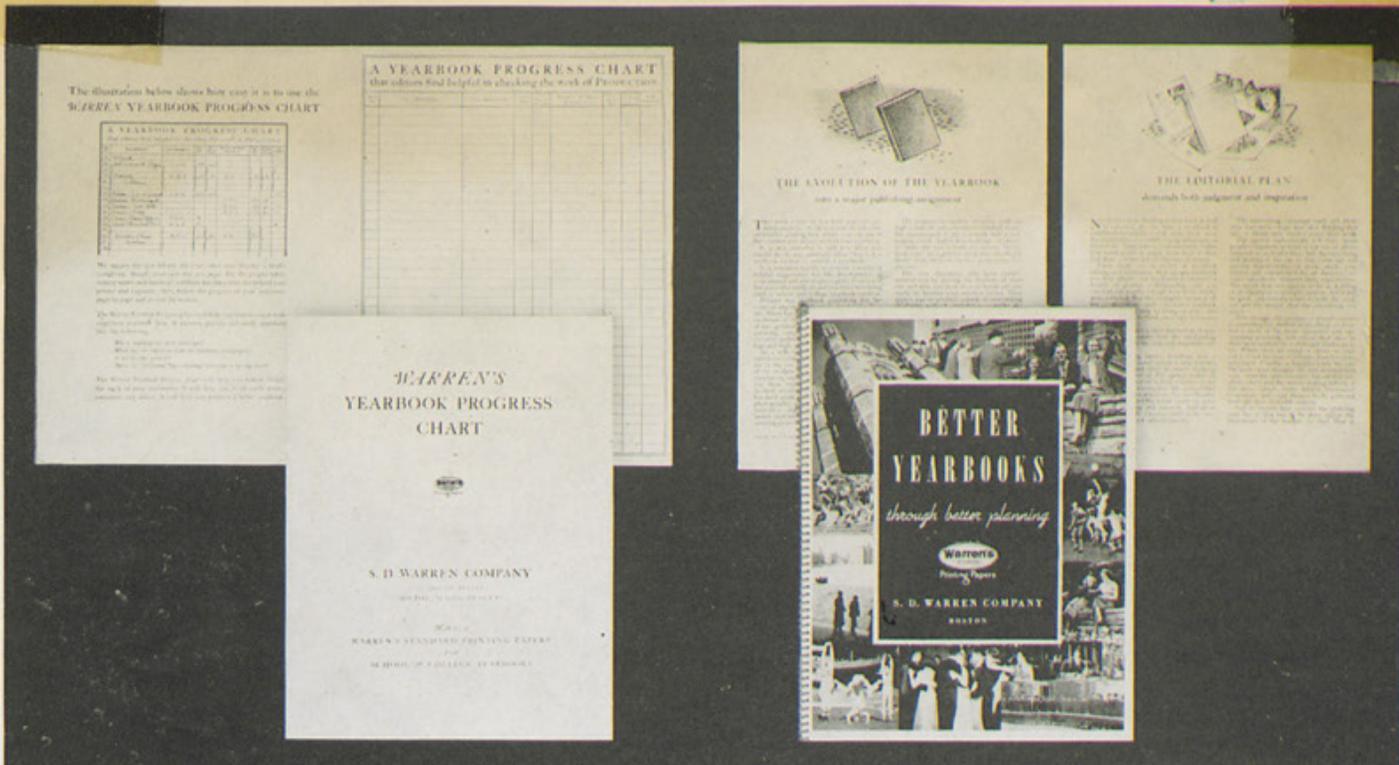
**A**LL of this printed material has been especially prepared for those concerned with the planning, editing, managing or producing of school and college yearbooks. The major piece is a 92-page booklet entitled "Better Yearbooks through Better Planning." Every phase of yearbook publishing is covered in this book, and every staff should have a copy as a part of its reference library. \* \* \* Your request for Warren Yearbook Suggestions will bring the booklet and all of the other helpful pieces in a single portfolio, now ready for mailing. Write today or tear out this page and mail it with your name and address.

**S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON, MASS.**

[ BETTER PAPER  BETTER PRINTING ]

*Makers of WARREN'S STANDARD PRINTING PAPERS for School and College Yearbooks*

November 1945



1 9 4 5

## WARREN YEARBOOK SUGGESTIONS

*yours for the asking*

**T**HIS material has been especially prepared for those concerned with the planning, editing, managing or producing of school and college yearbooks. The major piece is an 86-page booklet entitled "Better Yearbooks through Better Planning." Every phase of yearbook publishing is covered in this book, and every staff should have a copy as a part of its reference library. \* \* \* Your request for Warren Yearbook Suggestions will bring the booklet "Better Yearbooks" and Warren's Yearbook Progress Chart, now ready for mailing. Write today or tear out this page and mail it with your name and address.

**S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASS.**

[ BETTER PAPER  BETTER PRINTING ]

Printing Papers

*Makers of WARREN'S STANDARD PRINTING PAPERS for School and College Yearbooks*

June 1947



**To 1948  
Yearbook  
Staffs**

**THE WARREN EXHIBIT OF SCHOOL AND  
COLLEGE ANNUALS**

will be on display in your city or a neighboring city some time during the coming fall and winter. We believe you will find it worth while to examine this collection of outstanding 1947 Annuals. Make note now to write us when you return to class in the fall. At that time the exact dates and the places of exhibition will have been set. ¶ When you write for this information, ask at the same time for the booklets, "Better Yearbooks through Better Planning" and "Warren's Yearbook Progress Chart." We shall be ready to supply this material and ready to cooperate in assisting you to a fast start in the preparation of your Annual.

[ BETTER PAPER  BETTER PRINTING ]

**S. D. WARREN COMPANY, 39 BROAD STREET, BOSTON 1, MASS.**

November-1948



1948-1949

## Warren Yearbook Suggestions

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



*better paper . . . better printing*

*Makers of WARREN'S STANDARD PRINTING PAPERS  
for School and College Yearbooks*

February 1949-



133 line screen halftone

Photograph by Harold M. Lambert

## Better Pictures in Yearbooks

A significant thing about most school and college yearbooks is the fact that they are composed chiefly of pictures. And, in the great majority of cases, the pictures are reproductions of photographs. Because pictures can make or break a yearbook it is vitally important that the photographs selected for reproduction be clear and bright.

Better pictures in yearbooks are achieved by

the use of fine photographs, fine halftones and fine printing on fine paper. All of these factors contribute to the final printed result.

Your book will be a better yearbook if you make sure that photographs, engravings, printing and paper are all of high quality. When you talk with your printer, ask him about Warren's Lusto Gloss — the paper that will print your pictures better.

**S. D. WARREN COMPANY, 39 BROAD STREET, BOSTON 1, MASS.**

| BETTER PAPER  BETTER PRINTING |

MAKERS OF WARREN'S STANDARD PRINTING PAPERS FOR SCHOOL AND COLLEGE YEARBOOKS

April 1949



133 line screen halftone

Photograph by Harold M. Lambert

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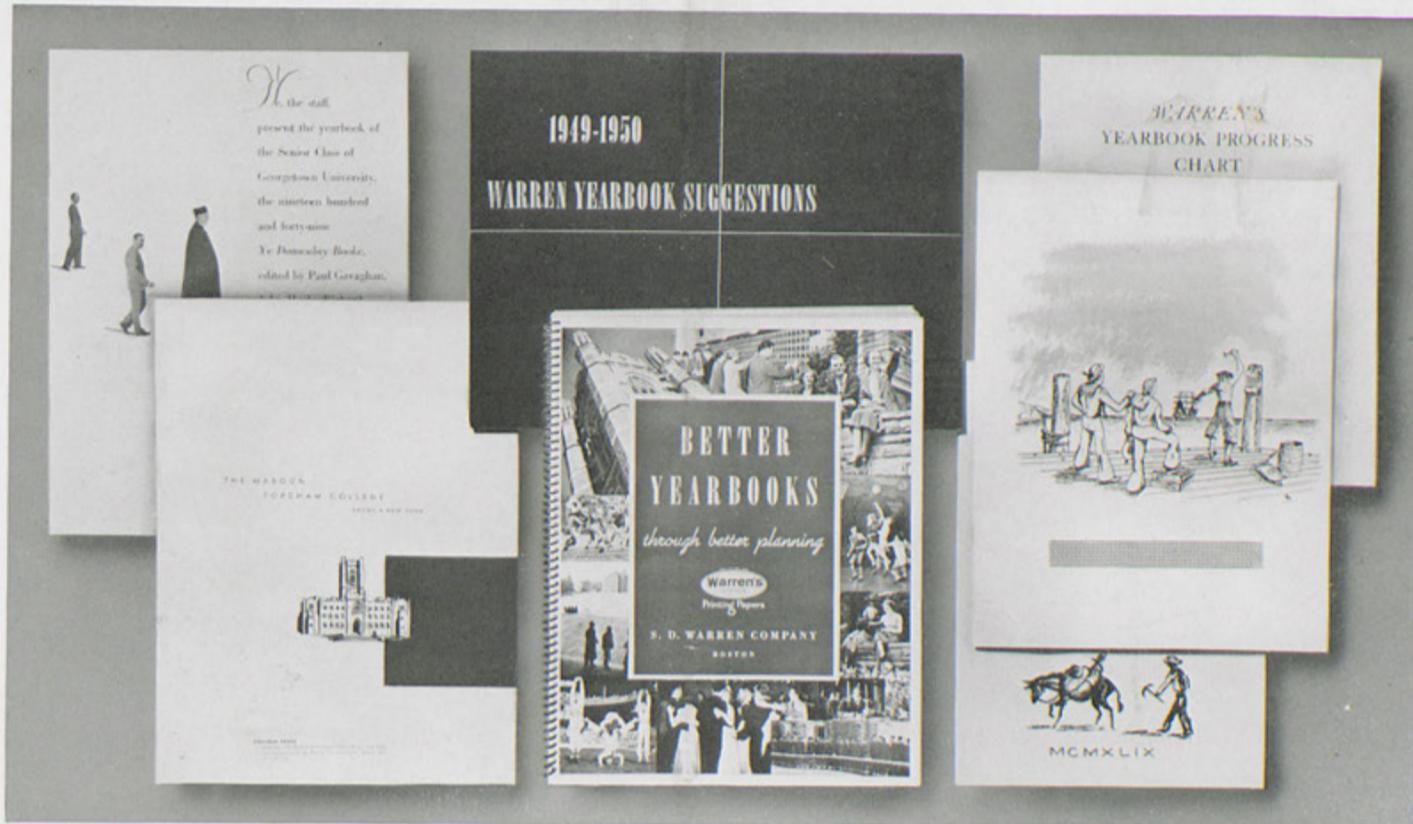
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**S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASS.**

[ BETTER PAPER  BETTER PRINTING ]  
Printing Papers

MAKERS OF WARREN'S STANDARD PRINTING PAPERS FOR SCHOOL AND COLLEGE YEARBOOKS

December - 1949



1949-1950

## Warren Yearbook Suggestions

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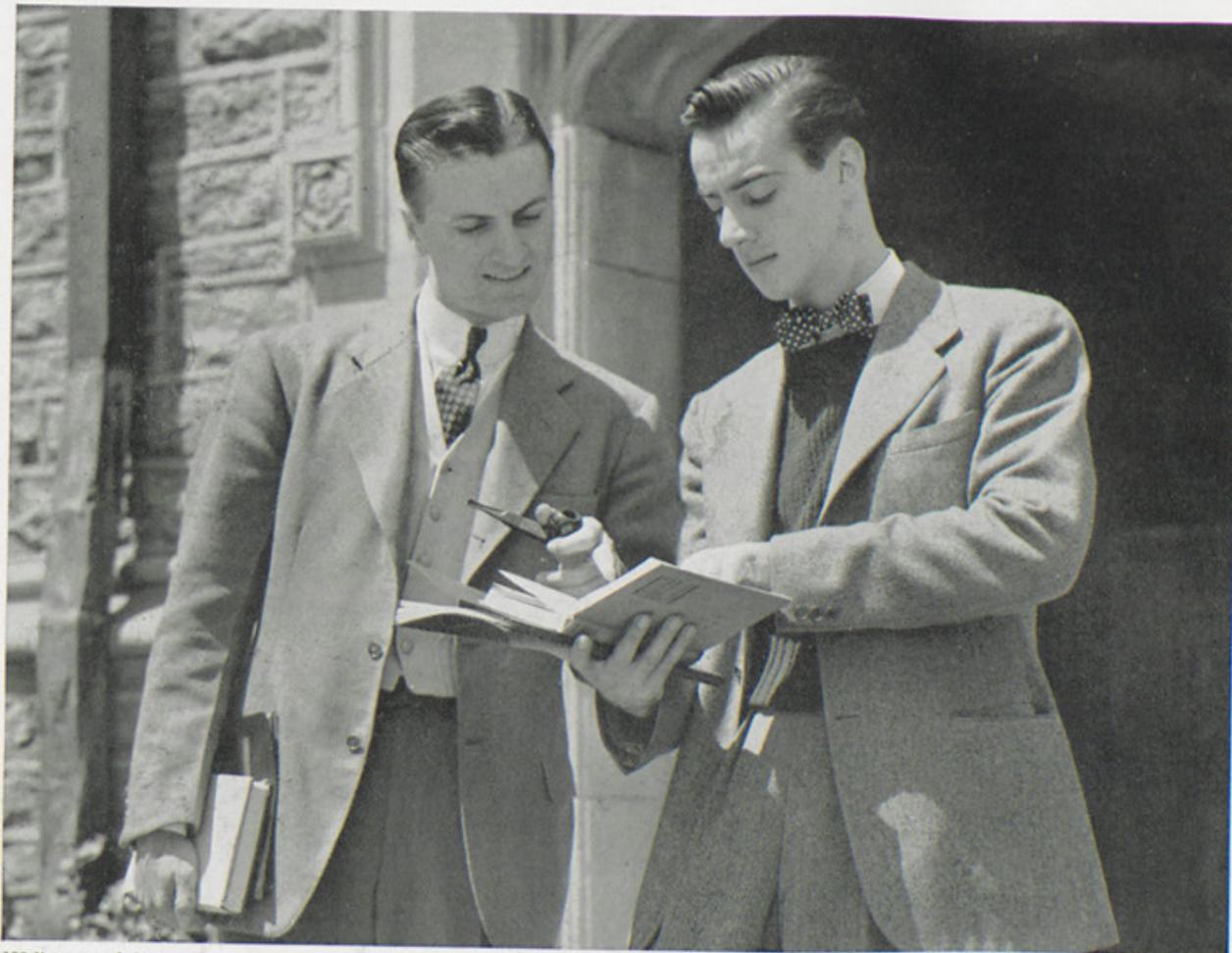
S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASSACHUSETTS



*better paper . . . better printing*

*Makers of WARREN'S STANDARD PRINTING PAPERS  
for School and College Yearbooks*

March - 1950



133 line screen halftone

Photograph by Harold M. Lambert

### **BETTER PICTURES IN YEARBOOKS**

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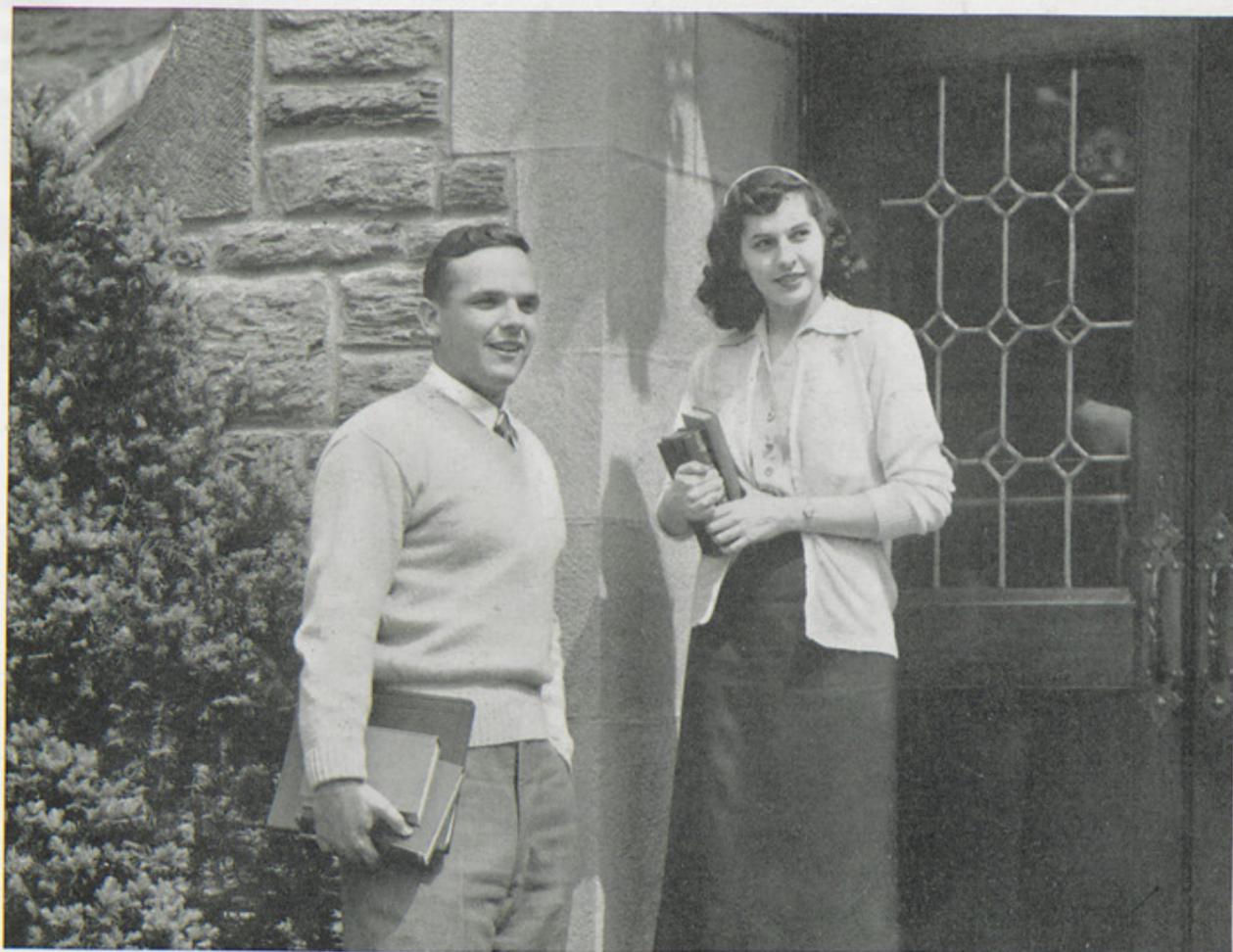
**S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASS.**

[ BETTER PAPER  BETTER PRINTING ]

*Makers of Warren's Standard Printing Papers for School and College Yearbooks*

April

May - 1950



133 line screen halftone

Photograph by H. Armstrong Roberts

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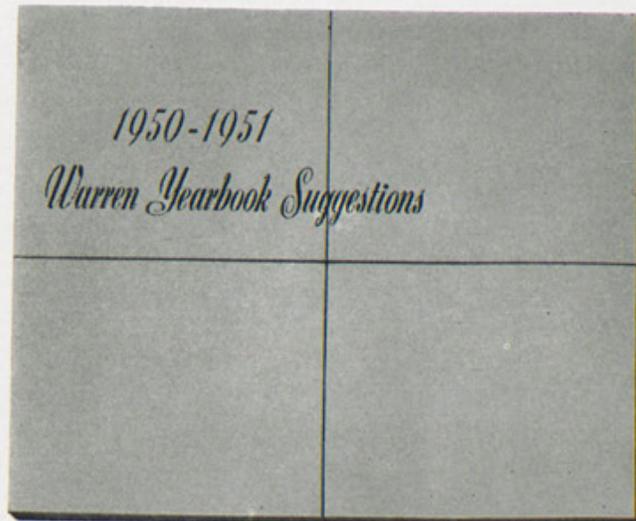
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**S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASS.**

[ BETTER PAPER  BETTER PRINTING ]

*Makers of Warren's Standard Printing Papers for School and College Yearbooks*

- November -  
- October - 1950



## TO HELP YOU GET STARTED

*Send for this Kit of Warren Yearbook Suggestions*

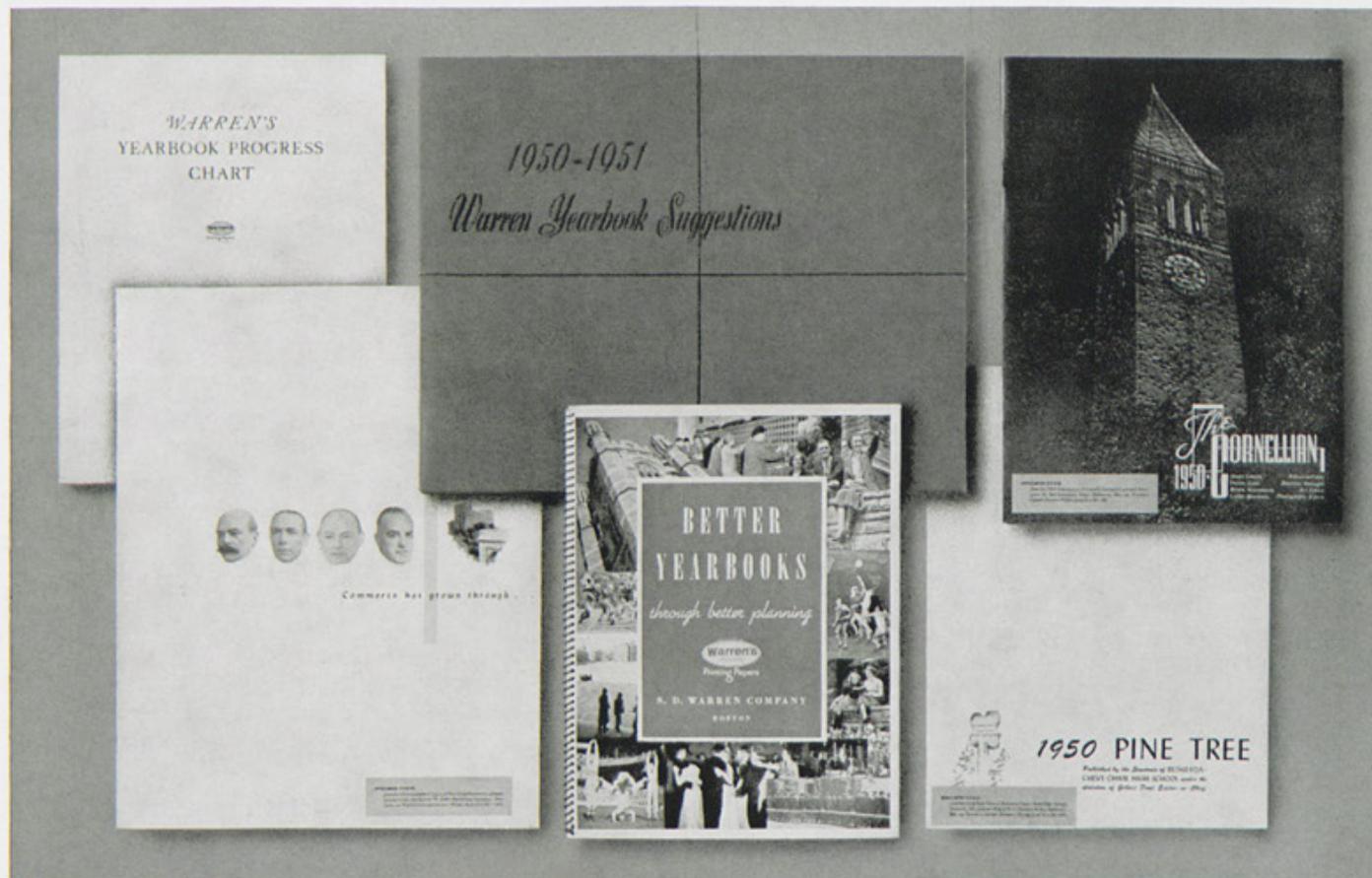
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[ BETTER PAPER  BETTER PRINTING ]  
Printing Papers

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

MAKERS OF WARREN'S STANDARD PRINTING PAPERS  
*for School and College Yearbooks*

December - 1950



1950-1951

## WARREN YEARBOOK SUGGESTIONS

*Yours for the asking...*

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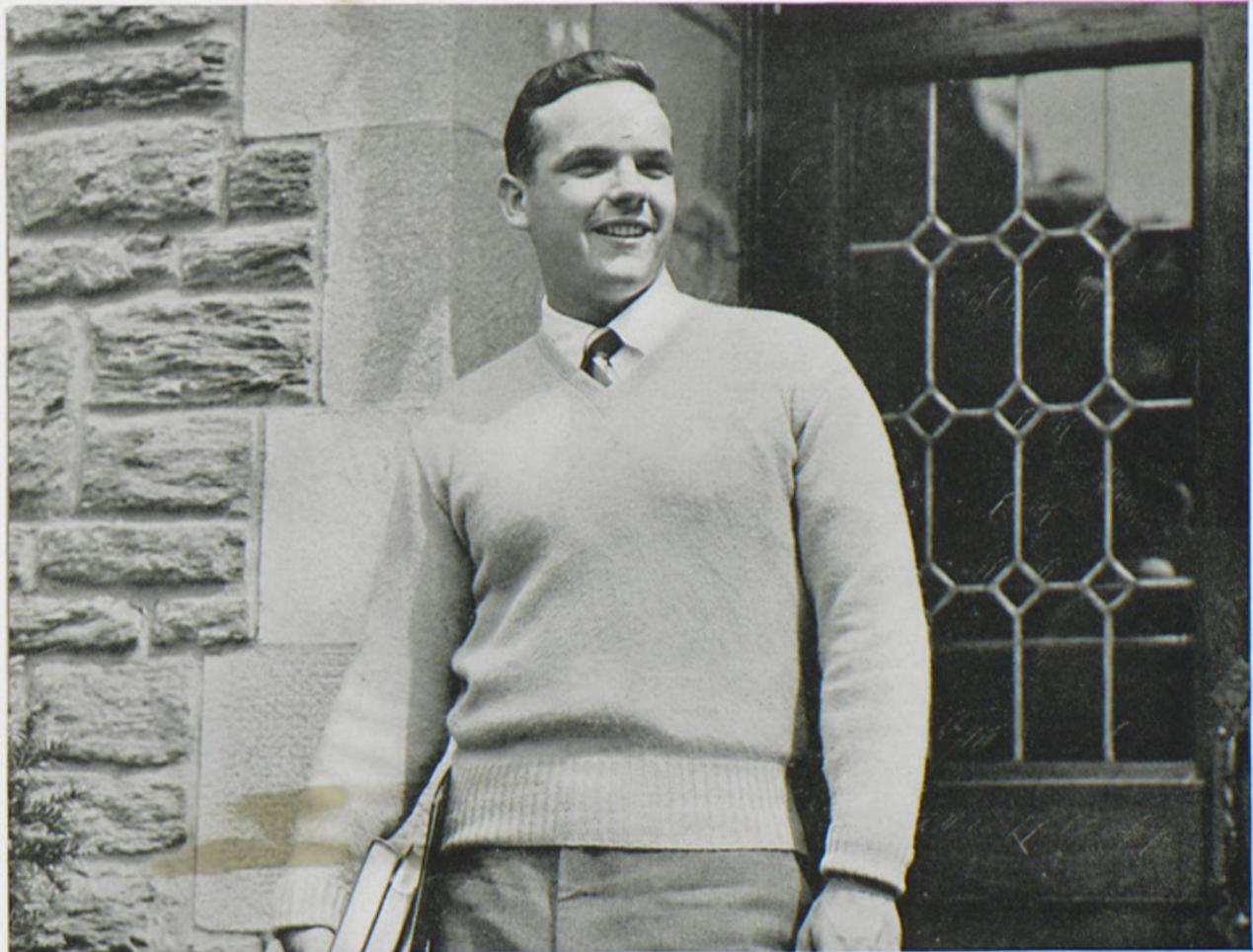
S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASSACHUSETTS

[BETTER PAPER  BETTER PRINTING]  
Printing Papers

*Makers of WARREN'S STANDARD PRINTING PAPERS for School and College Yearbooks*

*Scholastic Editor*

*March - 1951*



133 line screen halftone

Photograph by H. Armstrong Roberts

### **BETTER PICTURES IN YEARBOOKS**

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**S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASS.**

[ BETTER PAPER  BETTER PRINTING ]  
Printing Papers

*Makers of Warren's Standard Printing Papers for School and College Yearbooks*

January '55



# 1954-1955

## Warren's YEARBOOK SUGGESTIONS

*Yours for the asking*

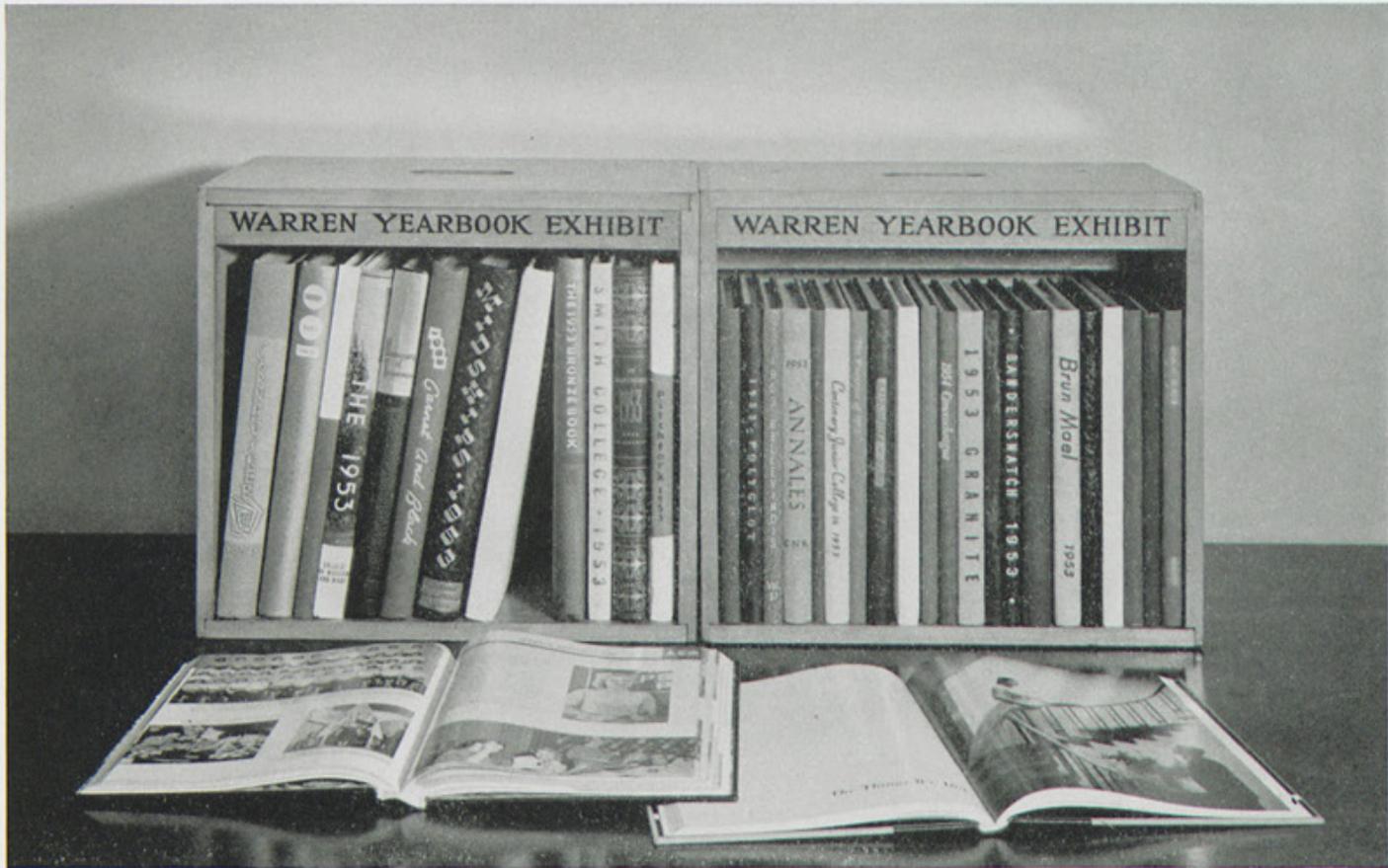
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S. D. WARREN COMPANY, 89 BROAD STREET, BOSTON 1, MASSACHUSETTS



Makers of WARREN'S STANDARD PRINTING PAPERS for School and College Yearbooks

June - 1955



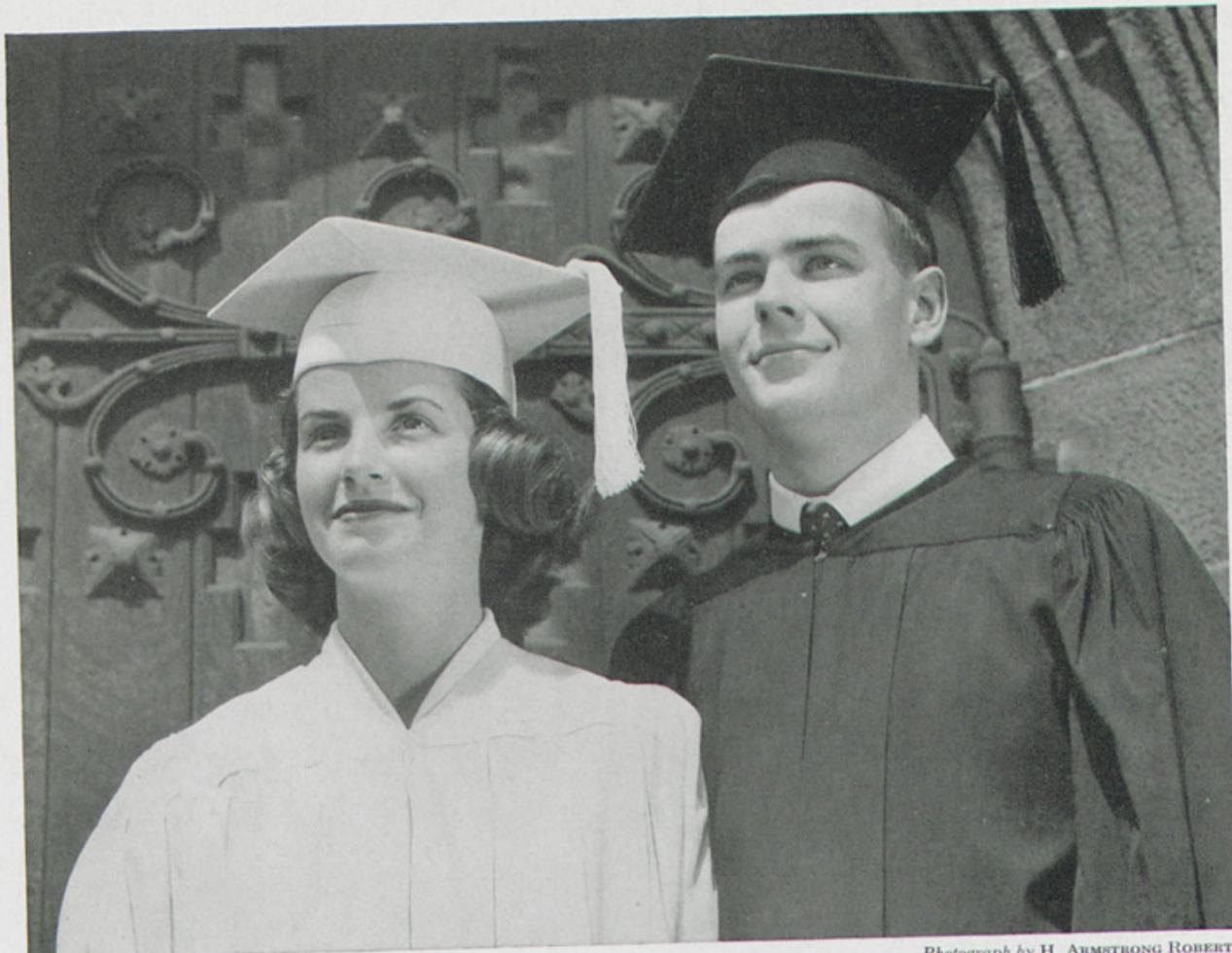
## To **1956** Yearbook Staffs:

THE WARREN EXHIBIT of School and College Annuals will be on display in your city or a neighboring city some time during the coming fall and winter. We believe you will find it worth while to examine this collection of outstanding 1955 Annuals. Make note now to write us when you return to class in the fall. At that time the exact dates and the places of exhibition will have been set. ¶ When you write for this information, ask at the same time for the booklets, "Better Yearbooks through Better Planning" and "Warren's Yearbook Progress Chart." We shall be ready to supply this material and ready to cooperate in assisting you to a fast start in the preparation of your Annual.

**S. D. WARREN COMPANY, 89 BROAD ST., BOSTON 1, MASS.**

[ BETTER PAPER  BETTER PRINTING ]  
Printing Papers

april 1956



133 line screen halftone

Photograph by H. ARMSTRONG ROBERTS

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

[ BETTER PAPER  BETTER PRINTING ]  
Printing Papers

*Makers of Warren's Standard Printing Papers for School and College Yearbooks*

July 2016

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

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