The Reflected Works

S.D. Warren Fotoplate Advertising

1955–1964
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.

Visit sappiete.com
Warren's FotoPlate

(PRE-SENSITIZED)
DELIVERS THE FINEST REPRODUCTIONS
OF HALFTONES WITH ECONOMY

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, 9 Broad Street, Boston, Massachusetts.
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 11
P. H. 147-73.4-4-1955

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

This paper is Warren’s Cumberland Gloss, White, base 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.

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>17½ x 16</td>
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<tr>
<td>15½ x 20½</td>
<td>26½ x 31</td>
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<tr>
<td>20 x 22½</td>
<td>25½ x 36</td>
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<td>19½ x 23</td>
<td>26½ x 36</td>
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<td>32½ x 43</td>
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MODERN LITHOGRAPHY, January, 1959
NATIONAL LITHOGRAPHER Jan.
Western Printer & Litho. Jan.
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 readyed 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.
Phillips 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.

SECAUCUS, NEW JERSEY
Harold M. Pitman Company

TOLEDO, OHIO
Toledo Lithographic and Plate Co.

TULSA, OKLAHOMA
Lew Wenzel & Co. of Oklahoma

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

SIZES AND PRICES OF FOTOPLATES AVAILABLE

<table>
<thead>
<tr>
<th>Stock Sizes</th>
<th>Price Per Plate</th>
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<tr>
<td>25-475</td>
<td>Plates</td>
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<td>500 Plates &amp; Over</td>
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<tr>
<td>10 x 16</td>
<td>$.35</td>
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<tr>
<td>16 x 20</td>
<td>.47</td>
</tr>
<tr>
<td>16 3/8 x 20</td>
<td>.49</td>
</tr>
<tr>
<td>20 x 22 1/4</td>
<td>.67</td>
</tr>
<tr>
<td>19 3/4 x 23</td>
<td>.67</td>
</tr>
</tbody>
</table>

*Available straight edged or punched.

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

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.

FOTO PLATE
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.

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.

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**Warren's 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

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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. Box 106, Glen Head, N. Y. 10928
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, caliperin 0.012.

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 FotoPlate?
A. Here.

New plate for duplicators and small offset presses (8½ x 12 to 17 x 22)

S. D. Warren’s PHOTOPLATE 8

16 plate sizes • Negative-working, presensitized

8 WAYS YOU BENEFIT WITH PHOTOPLATE 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.

See a demonstration of FotoPlate 8 in booths 104-105, NAPL show Oct. 5-8, Conrad Hilton Hotel, Chicago.
S. D. Warren announces FotoPlate for small offset presses

8 1/2 x 11 to 17 x 22
• Negative-working, presensitized
• 16 plate sizes
• Priced from 126 to 54 1/26

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

1. Low Cost. Contact your FotoPlate distributor for a complete price list.
2. Short Exposure; FotoPlate uses a fast sensitizer to reduce exposure time.
4. Easy Development. FotoPlate can be placed on press with no
6. Plastic Grain. Fine-grained plastic surface of FotoPlate 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 scoilage than with two-sided

Contact your local FotoPlate 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.

Boston, Mass.
Bridgeport Engravers Supply Co., Inc.

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

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

Chicago, Ill.
Bridgeport Engravers Supply Co., Inc.

Cincinnati, Ohio
G. C. Dom Supply Company

Cleveland, Ohio
Bridgeport Engravers Supply Co., Inc.

Columbus, Ohio
Salem Graphic Supply Co.

Dallas, Texas
Lea Wenzer and Co. of North Texas Litho Offset Supply Co.

Dayton, Ohio
Salem Camera Company

Denver, Colo.
Lea Wenzer and Co. of Colorado

Detroit, Mich.
Carrick Photo Supply Co.

Houston, Texas
L. H. Kelly Company

Indianapolis, Ind.
Modern Photo Offset Supply Inc.

Kansas City, Mo.
Wenzer Equipment Company

Los Angeles, Calif.
The California Ink Company, Inc.

Milwaukee, Wis.
Reimers Photo Materials Co.

Minneapolis, Minn.
T. K. Gray, Inc.

Milwaukee, Ky.
Reliable Lithographic & Offset Supply Co.

M虫waukee, Wis.

Morris, N. Y.
Associated Graining Company

Nashville, Tenn.
Southeastern Printing Ink Inc.

Newark, N. J.
Globe Finishing Supply Co.

New Orleans, La.
Printers Supply Mart

New York, N. Y.
Cheney Photoproducts Co., Inc.

Phoenix, Ariz.
Harold M. Pinnam Company

Pittsburgh, Pa.
Phillips & Jacobs, Inc.

Portland, Me.
Northeastern Composition Co.

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

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

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

San Antonio, Texas
Texas Type Foundry

San Francisco, Calif.
The California Ink Company, Inc.

Seattle, Wash.
The California Ink Company, Inc.

Secaucus, N. J.
Harold M. Pinnam Company

Toledo, Ohio
Toldeo Lithograph and Plate Co.

Tulsa, Okla.
Lea Wenzer and Co. of Oklahoma

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

U. S. A. and Canada (principal cities) Addressograph-Multigraph Corporation

Canada: Toronto and branches — Geers Limited

Warren's FotoPlate...a product of S. D. Warren Company, 89 Broad Street, Boston
NOW...GET A BETTER RUN FOR YOUR MONEY WITH FOTOPIATE®

1. Reflects halftone quality
FOTOPIATE’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.

Advertised prepared by

BATTEN, BARTON, DURSTINE & OSBORN, INC.

The Inland & American Printer & Lithographers—March, 1961

Order

FOTOPIATE®

today!

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

National Lithographer—March, 1961

Modern Lithography—March, 1961

Western Printer & Lithographer—March, 1961

New Printer & Lithographer—March, 1961

The Island & American Printer & Lithographers—March, 1961

P. O. Box 7 x 10 Plan 1 Cell

P. O. Box 610, 1-325 — 1561-3-20-1961
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.

LOWEST COST

FOTOPLATE® 8 has the lowest initial cost of any presensitized plate (12¢ for 8 1/2 x 11 to 58¢ for 19 1/2 x 23 3/4).

EASY DEVELOPMENT

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

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 sturdy .005 inches. This provides a strongly ink-receptive image after exposure. Result: faster roll-up, less waste, short-cut processing.

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.

RUSH-RUSH-RUSH

For new FOTOPLATE® 8:

For new FOTOPLATE® 8: Contact these Warren distributors:

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

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

Name
Company Name
Street
City Zone State

"Trade-Mark for Warren's presensitized lithographic plates.

send for free booklet!

[Warren's FOTOPLATE® 8]

Advertisement prepared by

Batten, Barton, Durstine & Osborn, Inc.

To appear in:

Printing Magazine—July, 1961
Southern Printer & Lithographers—July, 1961
Modern Lithography—July, 1961
National Lithographer—July, 1961
Western Printer & Lithographer—July, 1961
The Island & American Printer & Lithographer—July, 1961
Hundreds saw it done at the N APL show in New York

Demonstration proves...

**FotoPlate 8** — the fastest way to duplicate!

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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Contact these **Warren** distributors for new **FOTOPLATE 8**:

- ALBUQUERQUE, N. M.: James Graphic Products Co.
- ATLANTA, GA.: M & F Supply Co., Inc.
- AUSTIN, TEX.: Graphic Photo Supply Co.
- BALTIMORE, MD.: George R. Keller, Inc.
- BAYONNE, N. J.: Sograph, Inc.
- BIRMINGHAM, N. Y.: The Industry, Inc.
- BOSTON, MASS.: Bridgeport Engravers Sup. Co., Pitman Sales Co. of New England
- BRIDGEPORT, CONN.: Atlas Sales Co.
- BUFFALO, N. Y.: Marks & Fuller, Inc.
- CHARLESTON, W. VA.: Litho Sales & Service
- COLUMBUS, O.: Castor Graphic Supply Co.
- COLUMBUS, O.: Sales Graphic Supply Co.
- DALLAS, TEX.: Low Wenzel & Co. of No. Texas Litho Offset Supply Co.
- DAYTON, OHIO.: Dayton Camera Company
- DENVER, COLO.: Low Wenzel & Co., 920 15th St.
- DETROIT, MICH.: Gairick Photo Supply Co., Industrial Photo Print Co., Lithomaster Company
- FORT WORTH, TEX.: Fort Worth Photo Supply
- CLEVELAND, O.: Sales Graphic Supply Co.
- DALLAS, TEX.: Low Wenzel & Co. of No. Texas Litho Offset Supply Co.
- DAYTON, OHIO.: Dayton Camera Company
- DENVER, COLO.: Low Wenzel & Co., 920 15th St.
- DETROIT, MICH.: Gairick Photo Supply Co., Industrial Photo Print Co., Lithomaster Company
- FORT WORTH, TEX.: Fort Worth Photo Supply
- CLEVELAND, O.: Sales Graphic Supply Co.
- DALLAS, TEX.: Low Wenzel & Co. of No. Texas Litho Offset Supply Co.
- DAYTON, OHIO.: Dayton Camera Company
- DENVER, COLO.: Low Wenzel & Co., 920 15th St.
- DETROIT, MICH.: Gairick Photo Supply Co., Industrial Photo Print Co., Lithomaster Company
- FORT WORTH, TEX.: Fort Worth Photo Supply

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*Trademark for Warren's presensitized lithographic plates*
EXPOSE IT! WASH IT! RUN IT!

It's easy as 1, 2, 3 to use Fotoplate 8

—Warren’s low-cost, presensitized paper printing plate. Fotoplate 8 gives excellent halftone reproduction on runs of 5000 and even more. Requires less water and ink than grained plates. Maintains good ink and water balance. Requires no special treatment on the press, no special packing or readjustment of plate clamps. Is less susceptible to scratches than metal plates. Runs clean with less critical press settings. Lasts up to a year on the shelf. Ideal for sales manuals, brochures and booklets.

Try Fotoplate 8 on your own press. Write to S.D. Warren Company, 89 Broad Street, Boston, Mass. 02101 for free Fotoplate 8 kit.