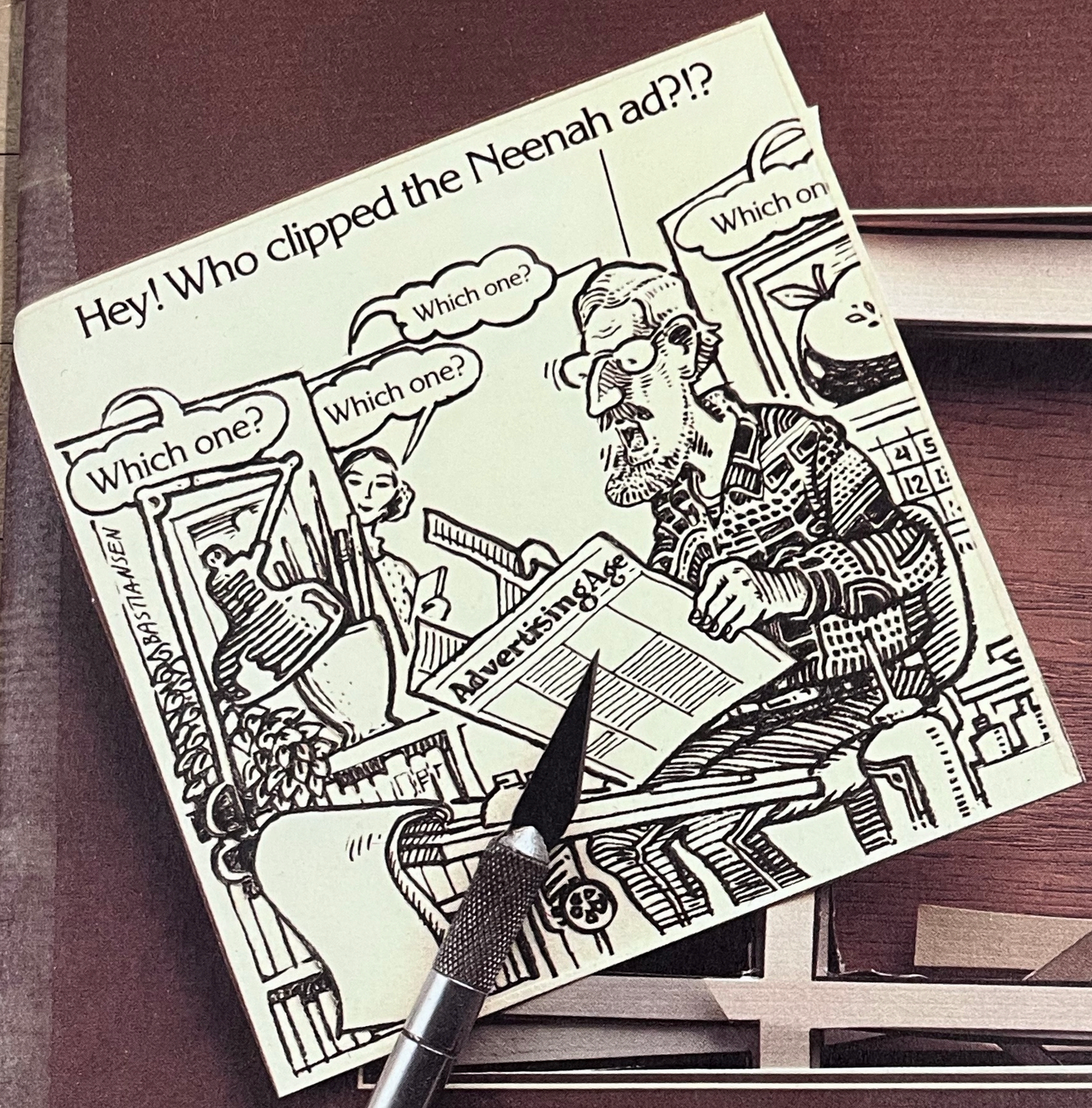


THE NEENAH CLIPPER *Collection*

1976-1981

RL –
is there an updated version of this with '82 and '83?
W



"Remember the one..."

During my travels, I've discovered a sub-culture in the graphic arts industry. An extensive group of paper specifiers, buyers and merchants united by a chain of thought that is often voiced with the preface, "Remember the one . . ."

For example, "Remember the one with the baby carriage? I used to have it on the wall over there."

Or, "Remember Bond and the spies? Kept that one for quite awhile."

Or, "Remember the one with the guy talking in his sleep? Have it somewhere. That one really struck home."

These are the people who read, remember, talk about and often clip out ads in our campaign. A campaign that's been running since 1976. These are the people I call **"Neenah Clippers."** And to these people, this book is dedicated.

In Saskatoon, Saskatchewan, I walked into a designer's office and identified myself as representing Neenah Paper. A voice from behind a partition shouted, "Neenah! Neenah! Neenah!" It felt like I was in a cartoon. This book is dedicated to that voice. It's also dedicated to a spokesman from "Changing Times," who remarked that the campaign was one of the most noted in design publications. It's dedicated to the copywriter in Japan who sent me a request for repros, even though they'd be in English.

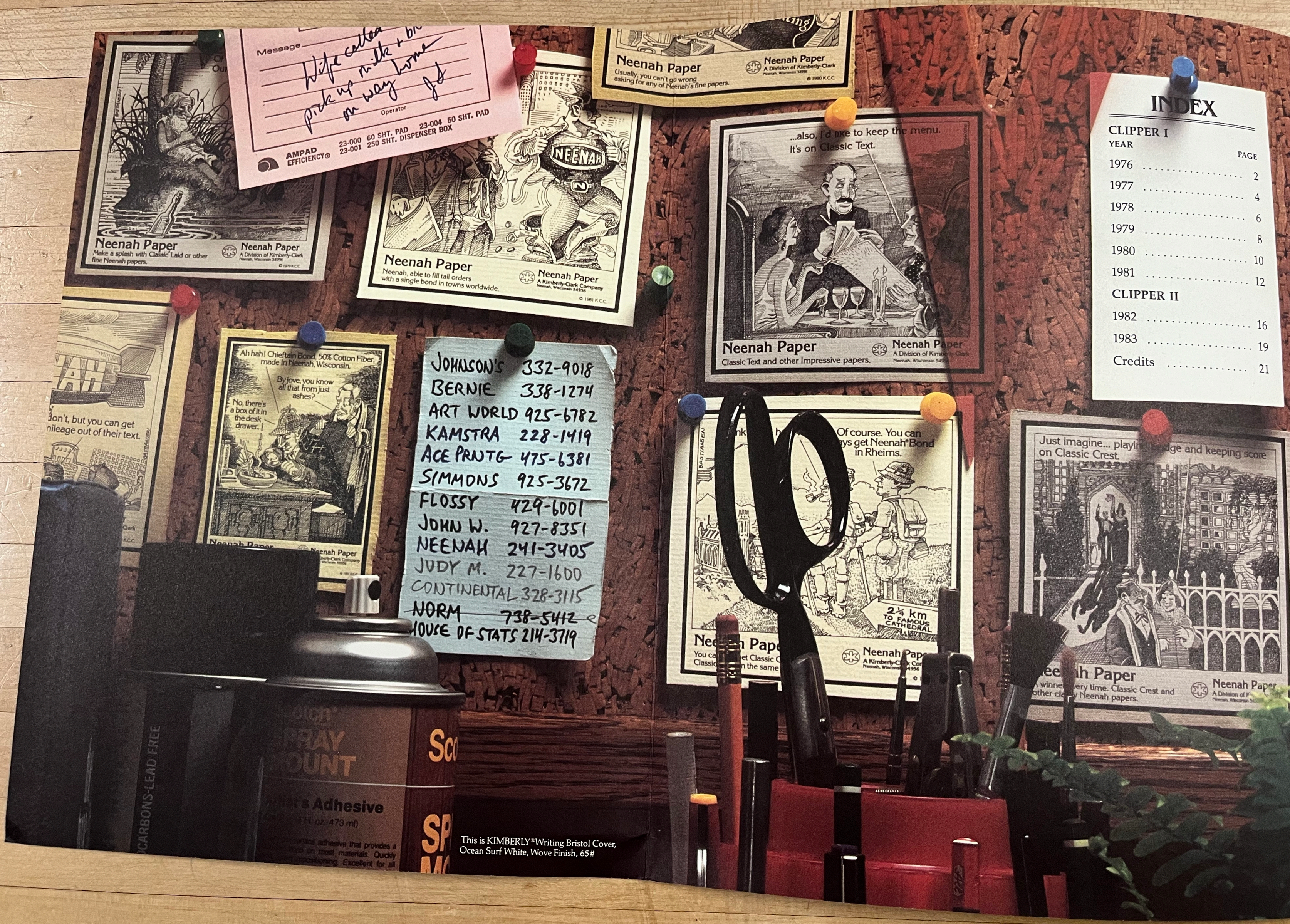
To all the people who have a favorite cartoon and want to see it again, or who've clipped out an ad and lost it, or who ever said or wrote a nice word about Neenah (and even those who never said anything but still bought our paper), this book is our thank you.

Sincerely,

Bob Mayotte

Bob Mayotte
Manager
Advertising and Sales Promotion

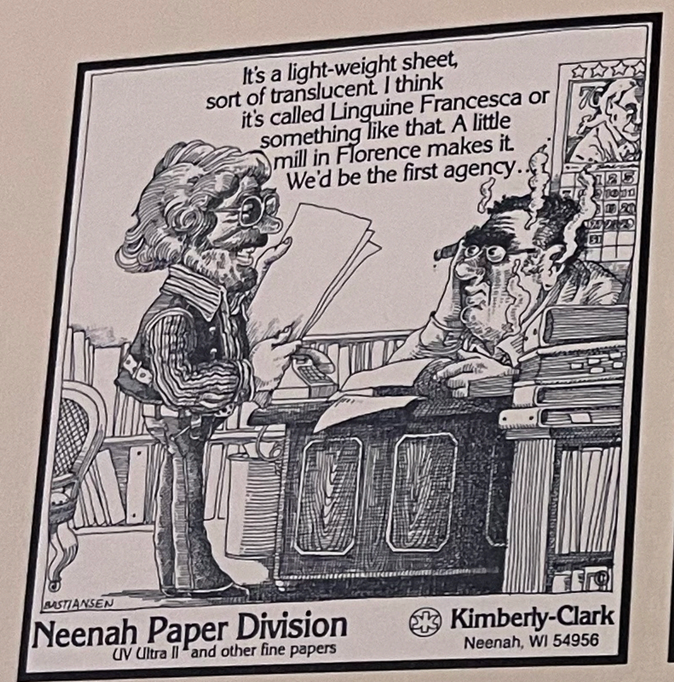
1983 P.S. To loyal Clippers everywhere
Keep scissors sharp and
blade new. Your continuing
support means we're
not finished yet—

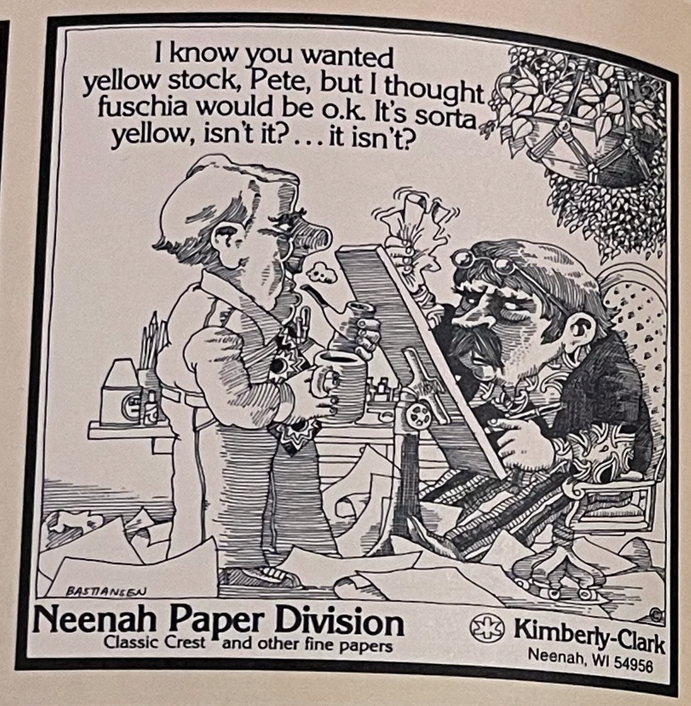

Message
Wife called
pick up milk + br
on way home
JS
Operator
AMPAD EFFICIENCY®
23-000 60 SHT. PAD 23-004 50 SHT. PAD
23-001 250 SHT. DISPENSER BOX
Neenah Paper
Make a splash with Classic Laid or other fine Neenah papers.
Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956
© 1979 K.C.C.
Neenah Paper
Neenah, able to fill tall orders with a single bond in towns worldwide.
NEENAH
Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956
© 1981 K.C.C.
Neenah Paper
Usually, you can't go wrong asking for any of Neenah's fine papers.
Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956
© 1980 K.C.C.
...also, I'd like to keep the menu.
It's on Classic Text.
Neenah Paper
Classic Text and other impressive papers.
Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956
INDEX
CLIPPER I
YEAR PAGE
1976 2
1977 4
1978 6
1979 8
1980 10
1981 12
CLIPPER II
1982 16
1983 19
Credits 21
don't, but you can get
nileage out of their text.
Neenah Paper
Ah hah! Chieftain Bond. 50% Cotton Fiber, made in Neenah, Wisconsin.
By jove, you know all that from just ashes?
No, there's a box of it in the desk drawer.
Neenah Paper
JOHNSON'S 332-9018
BERNIE 338-1274
ART WORLD 925-6782
KAMSTRA 228-1419
ACE PRNTG 475-6381
SIMMONS 925-3672
FLOSSY 429-6001
JOHN W. 927-8351
NEENAH 241-3405
JUDY M. 227-1600
CONTINENTAL 328-3115
~~NORM 738-5412~~
HOUSE OF STATS 214-3719
Of course. You can
ys get Neenah Bond
in Rheims.
2¼ km
TO FAMOUS
CATHEDRAL
Neenah Pap
Neenah Pap
A Kimberly-Clark Co
Neenah, Wisconsin 54956
Just imagine... playin dge and keeping score
on Classic Crest.
h Paper
ery time. Classic Crest and
other cl Neenah papers.
Neenah Paper
A Division of K
Neenah, Wisconsin 54
CARBONS-LEAD FREE
Adhesive
(473 ml)
This is KIMBERLY®Writing Bristol Cover,
Ocean Surf White, Wove Finish, 65#

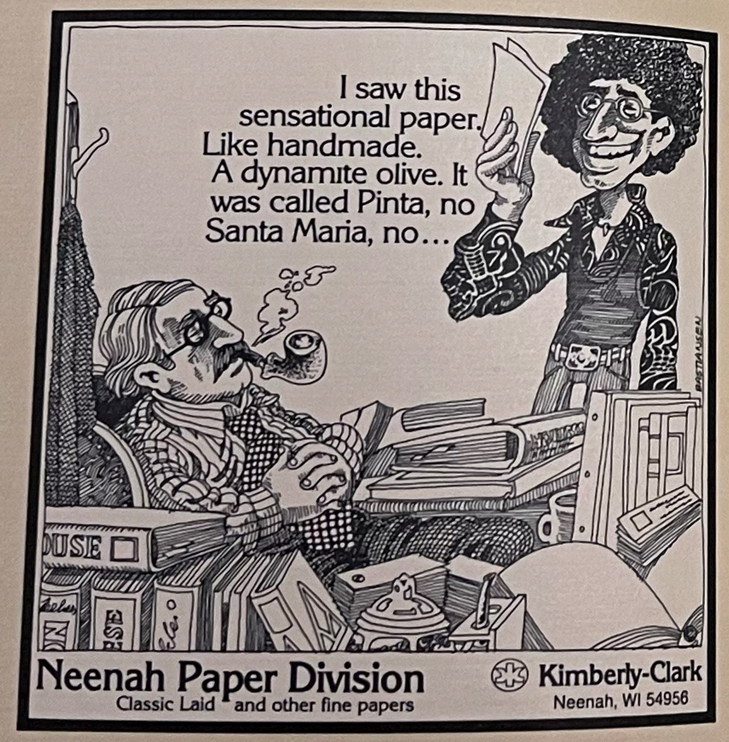
1976

Year One portrayed a gallery of advertising types: people we know and love (or at least have learned to tolerate with a smile).

Letters poured in, including two marriage proposals for artist Pete Bastiansen and one lawsuit threat from an art director who thought he recognized his mustache in one of the cartoons.

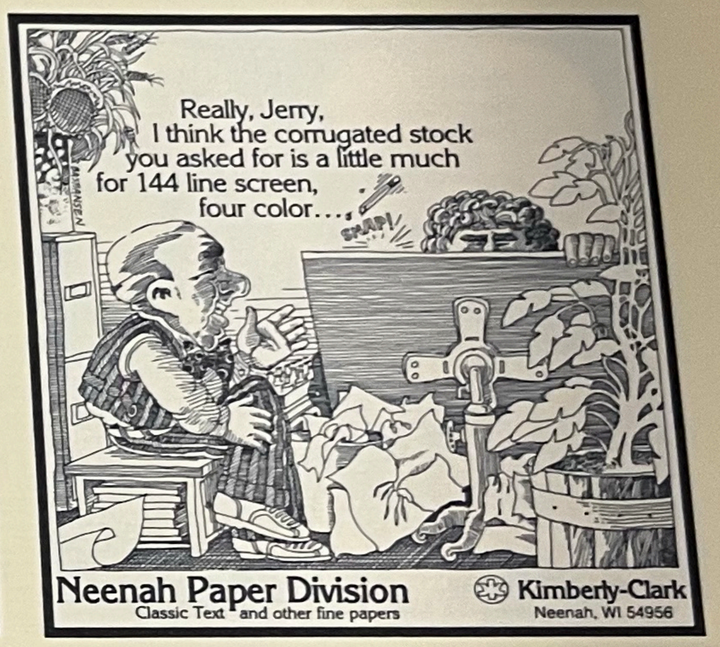


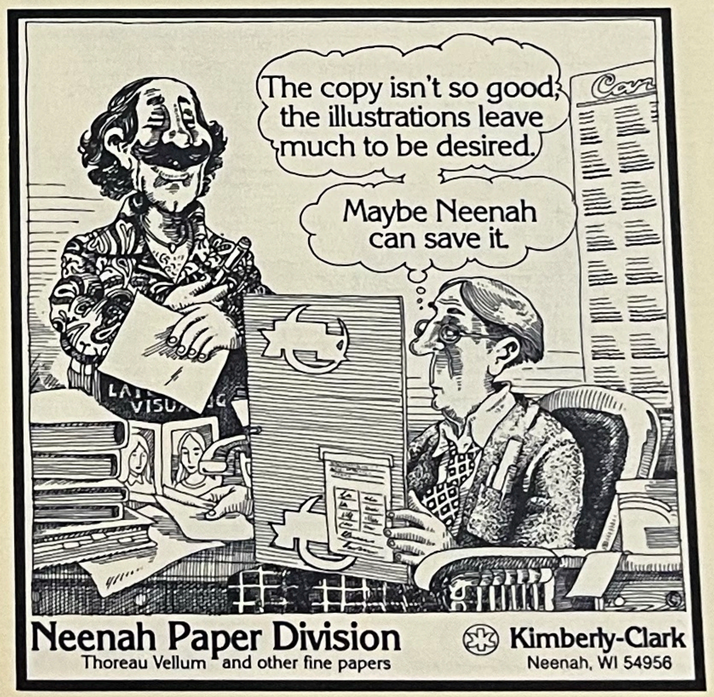




This is CLASSIC® Text, English Oak, 75#





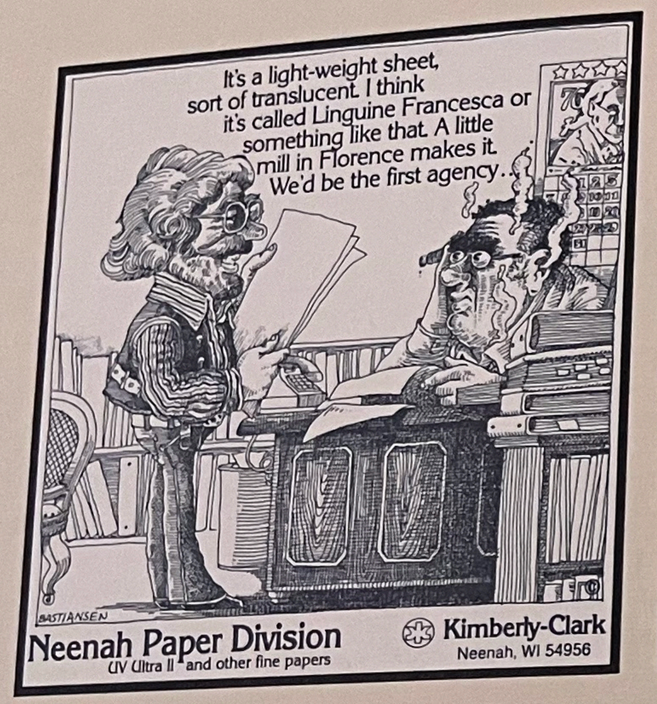




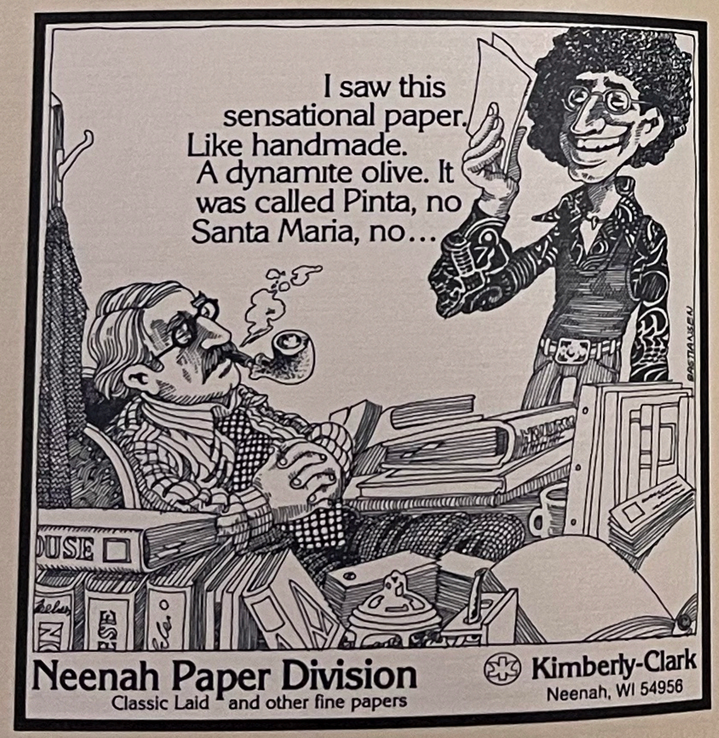
1976

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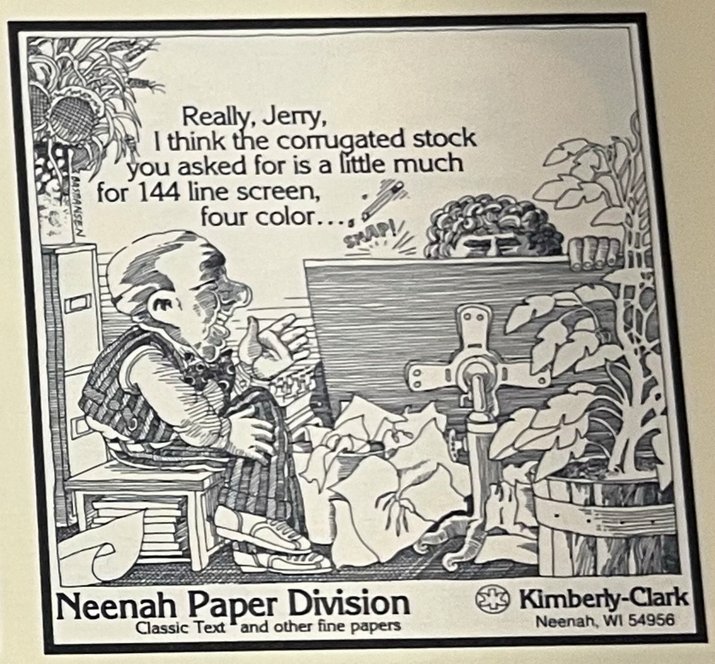


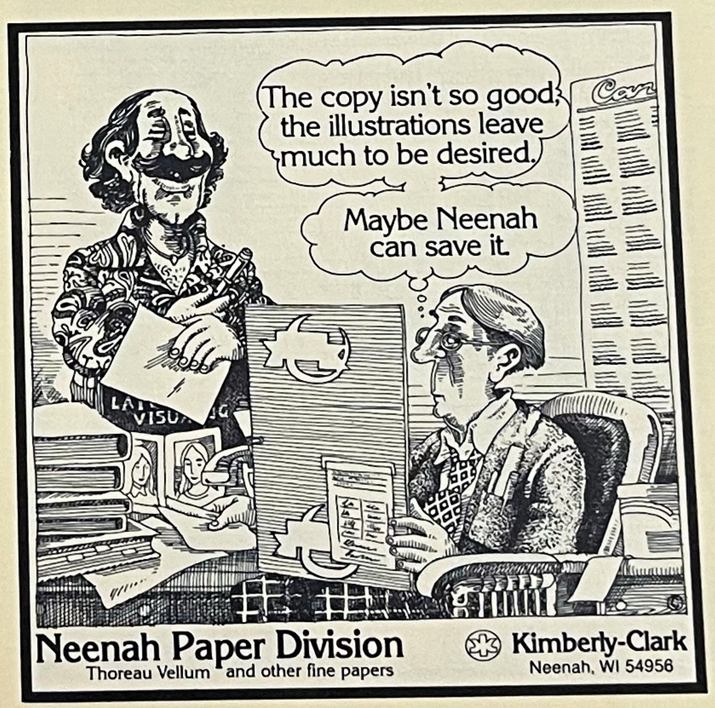




This is CLASSIC® Text, English Oak, 75#



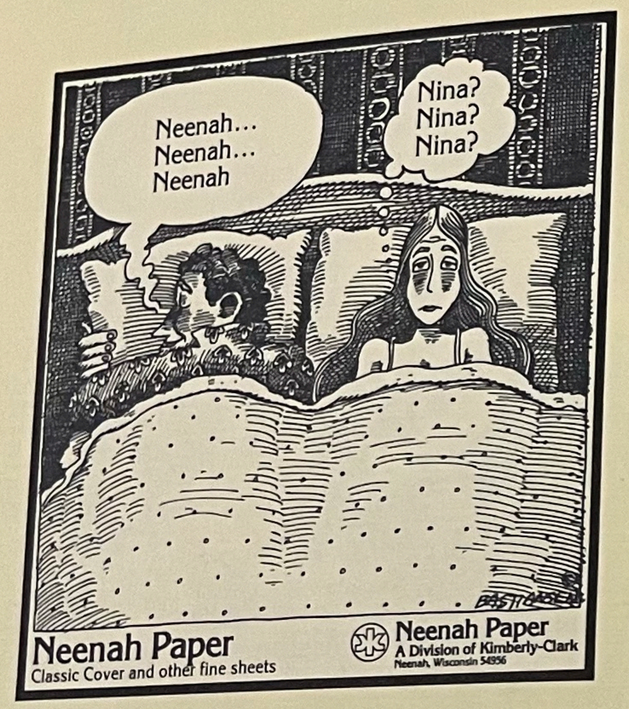


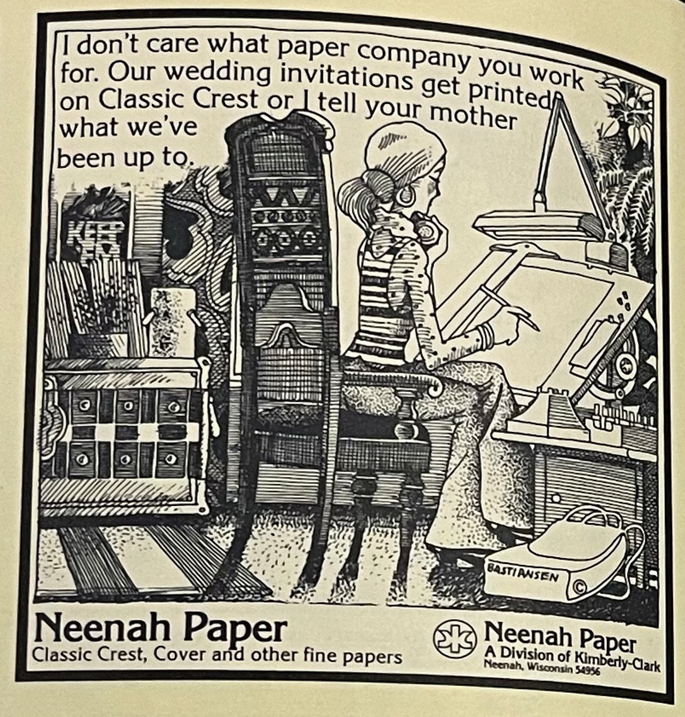


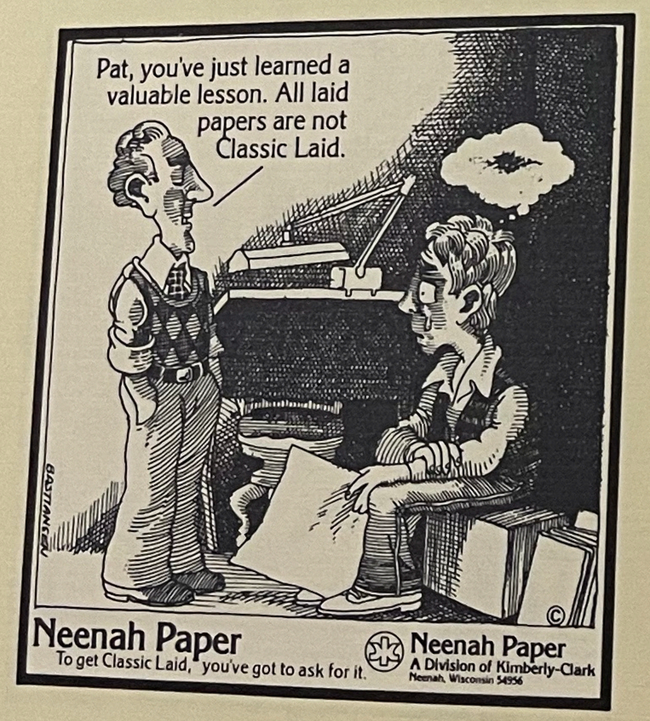


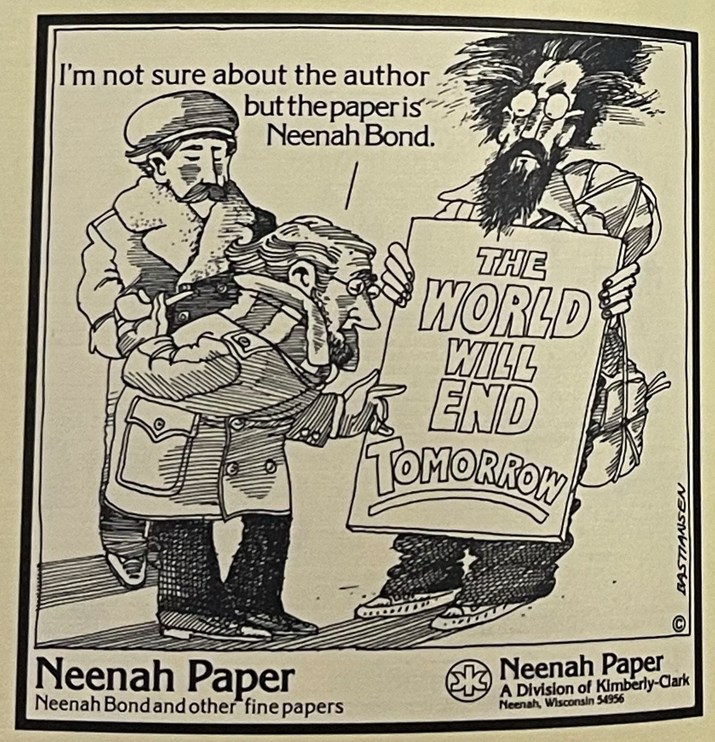
1977

Year Two. The concept expanded beyond the work-a-day crises, traumas, highs and lows of the advertising world. True, there was still some of that, but '77 got a little more personal. We followed people in the streets, to their homes, and even listened to a private telephone call. We got a few calls ourselves—praise from merchants and customers alike.

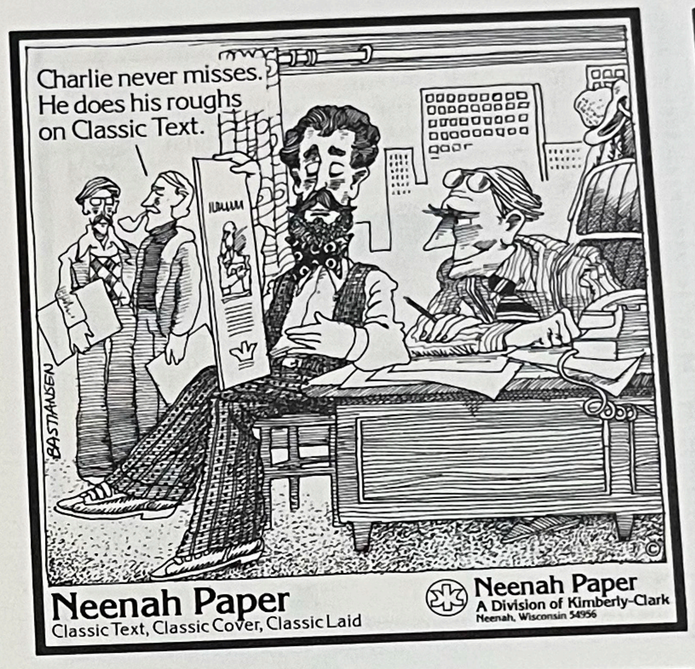


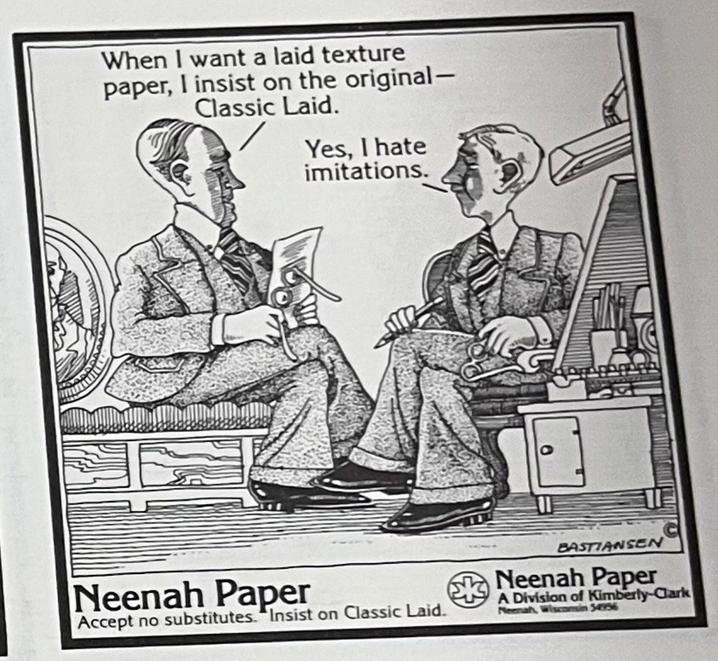


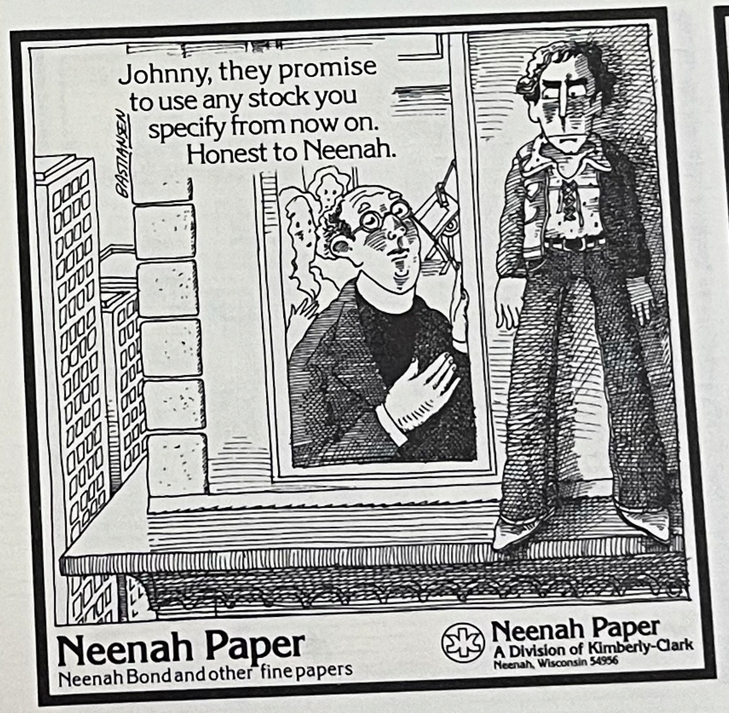


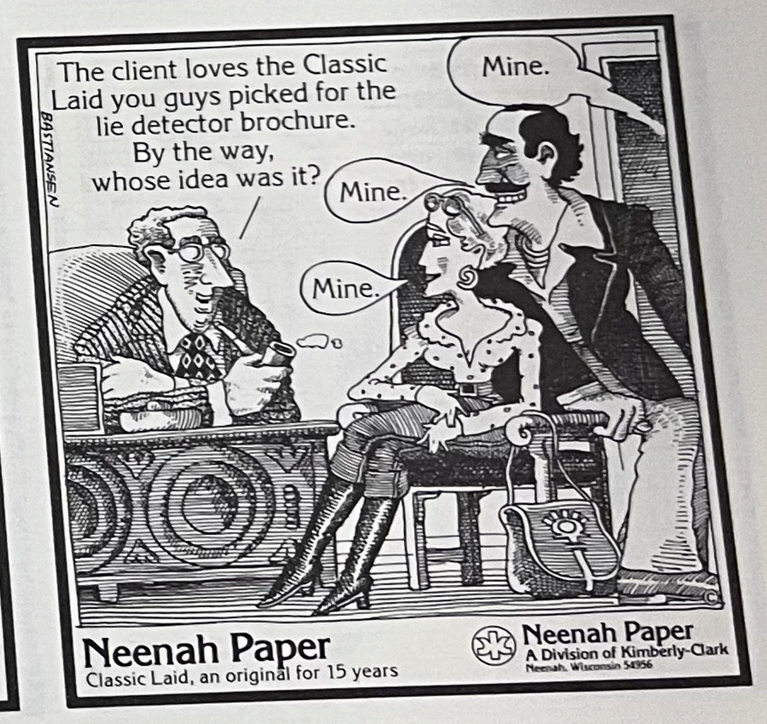


This is CLASSIC® Text, Faircrest Yellow, 75#



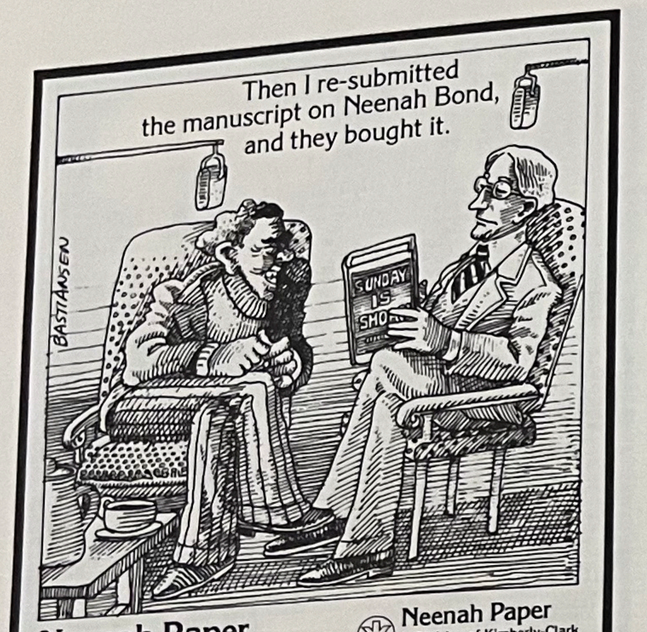


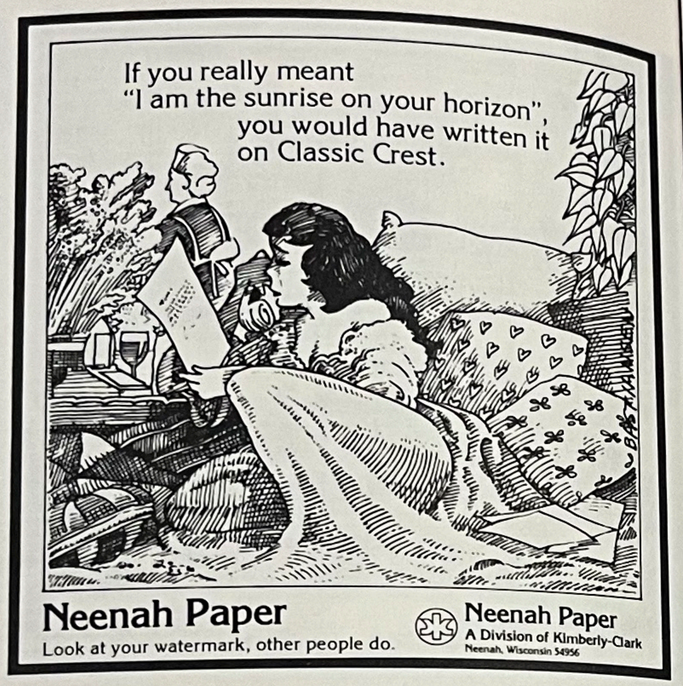




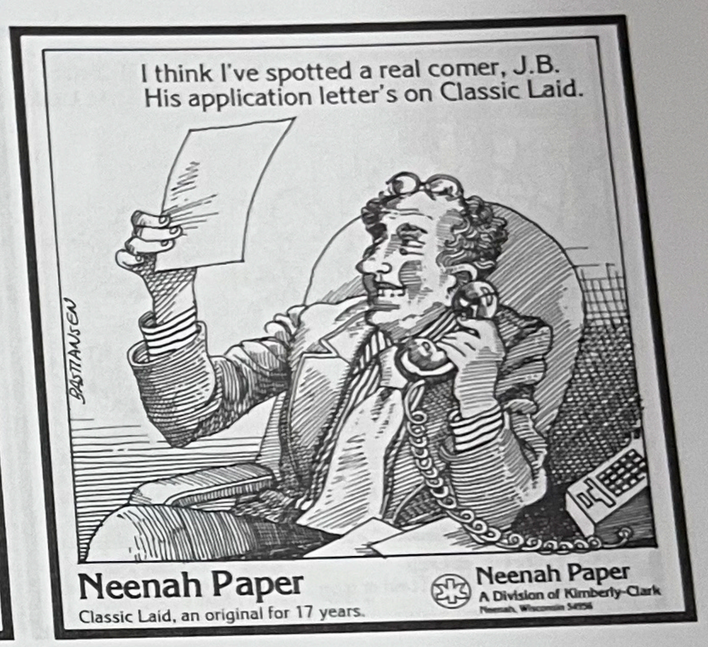
1978

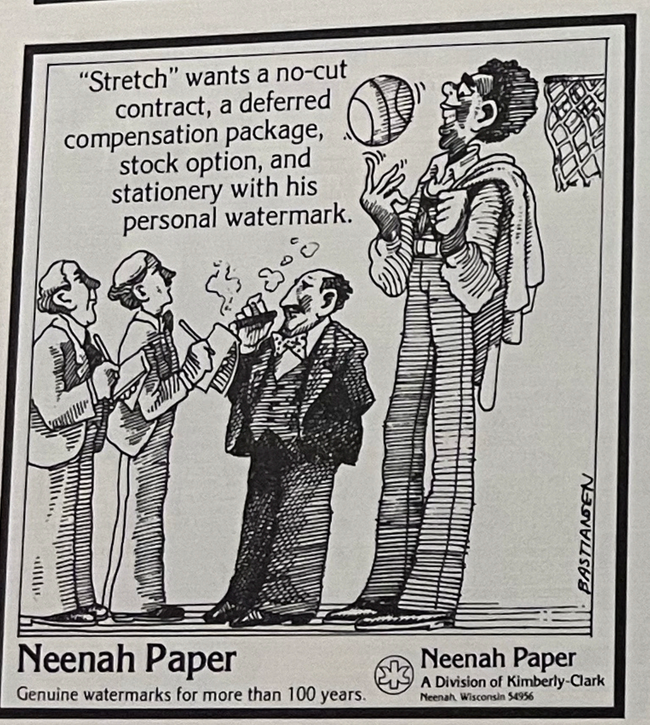
Year Three witnessed more evolution. The campaign began to explore foibles beyond the advertising community. We began targeting on the paper consumer: from novelists to basketball stars to monks. Neenah Clippers told us to keep it going.

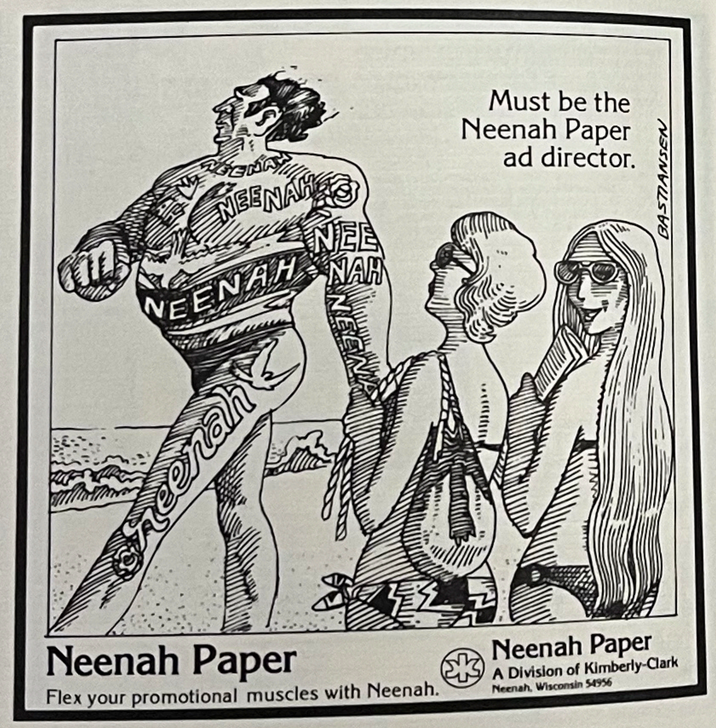


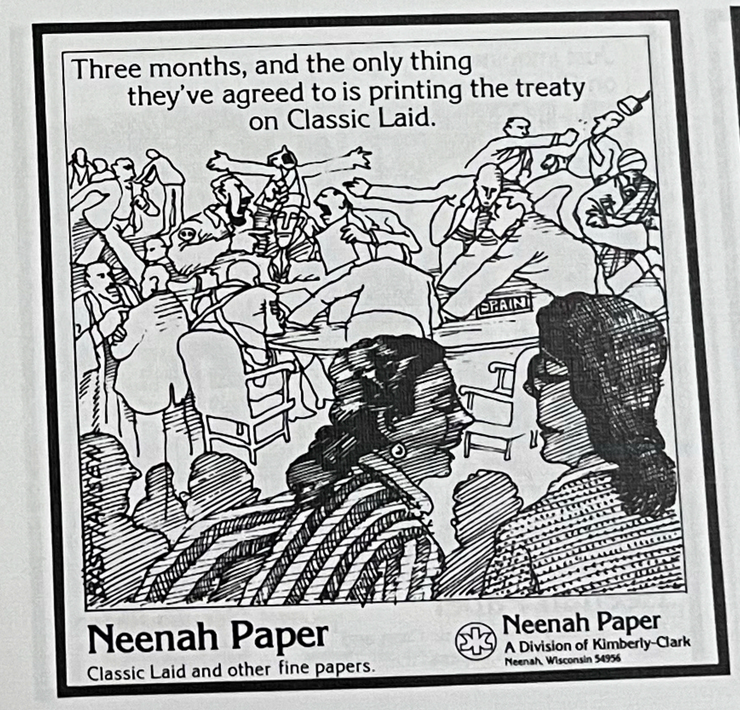


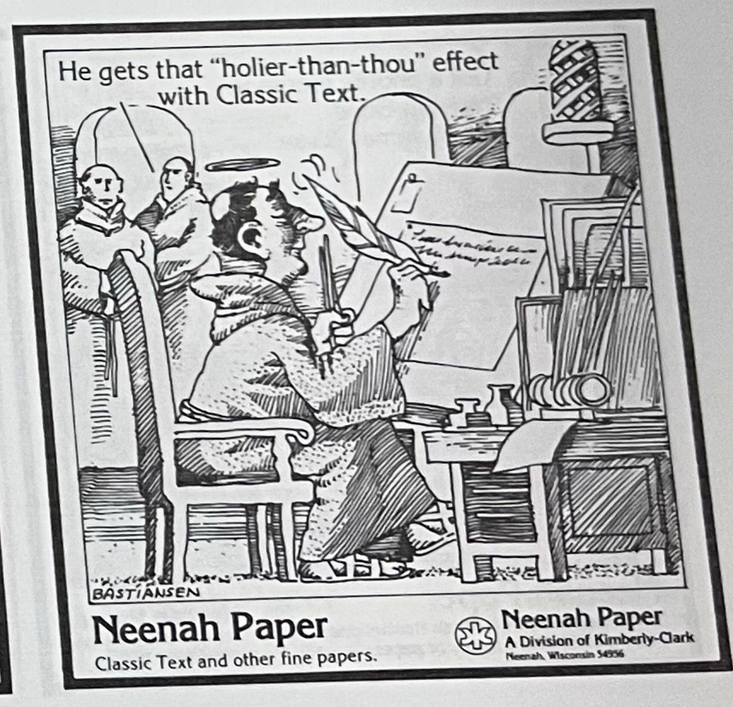








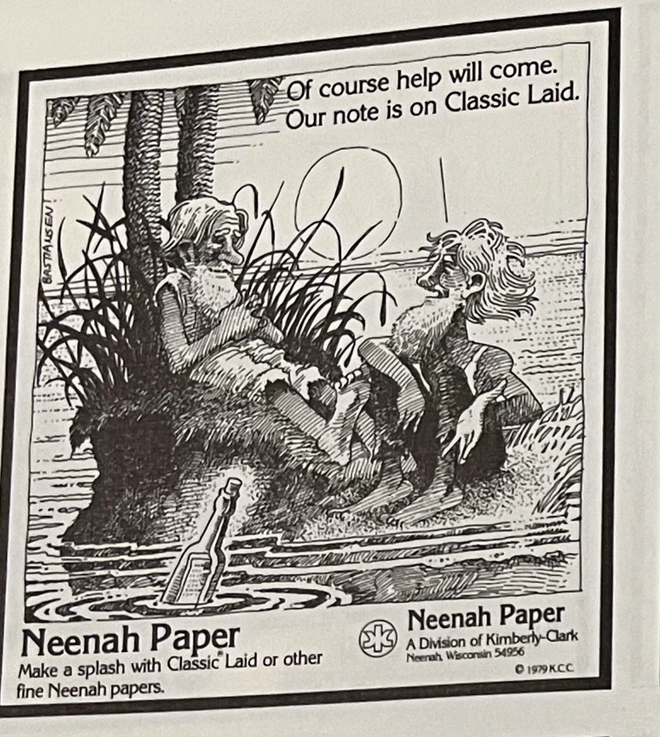


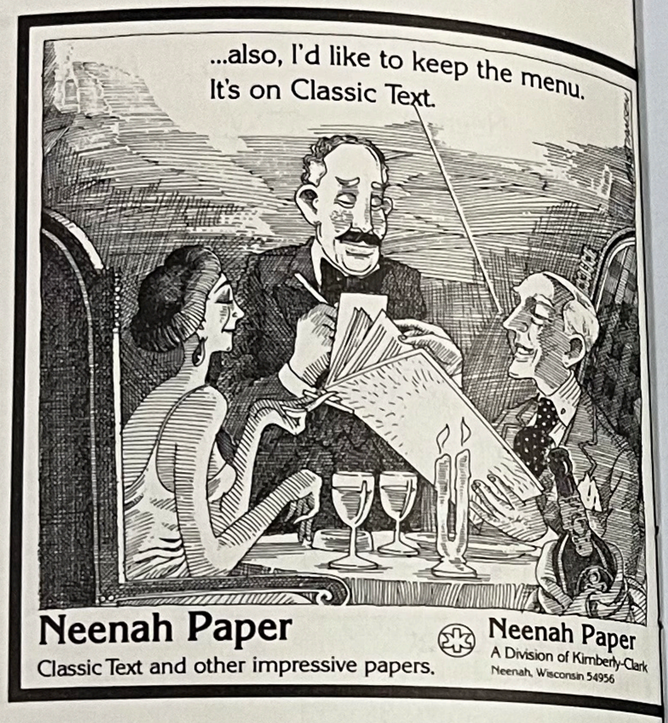


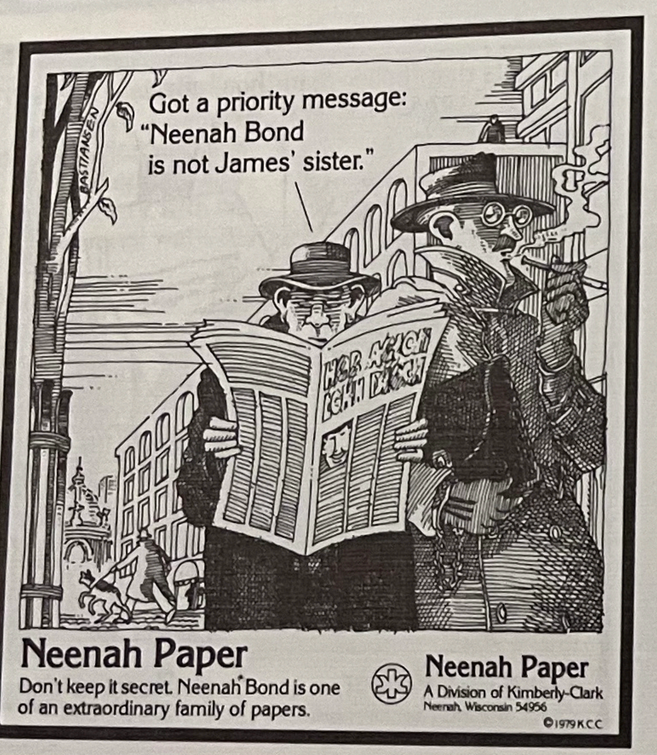
This is CLASSIC®Text, Classic Natural White, 80#

1979

Year Four: A continuation of '78, but the copywriter demanded more time and it was decided to more fully capitalize on the area below our name. Letters arrived from designers saying they'd do business with us because "any company who'd sponsor such a campaign can't be all bad."

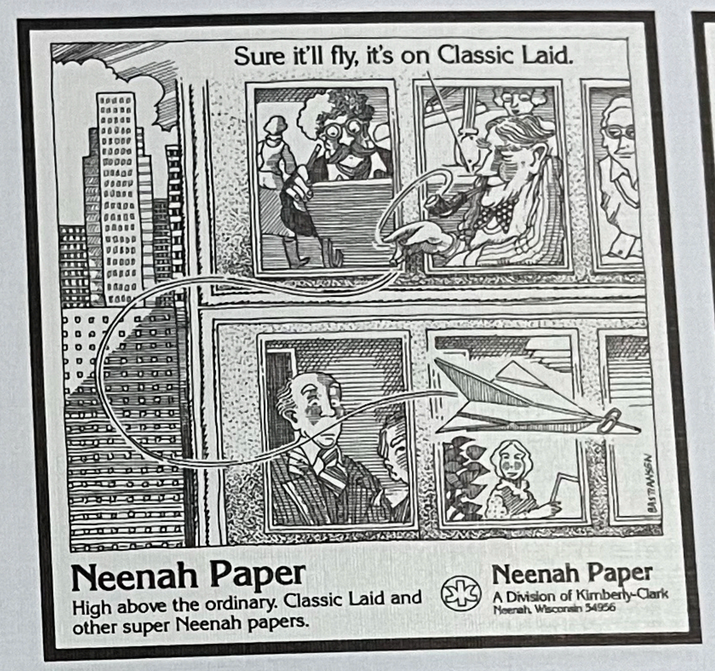


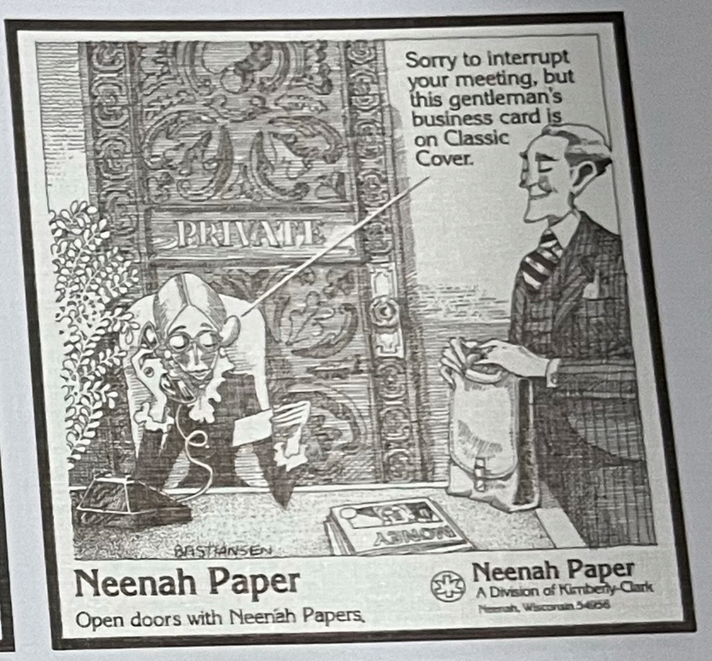


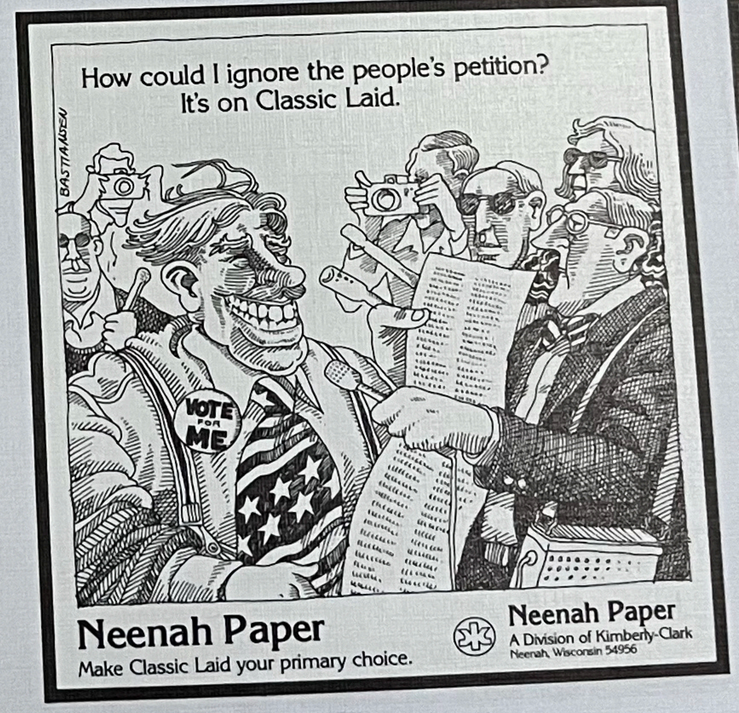


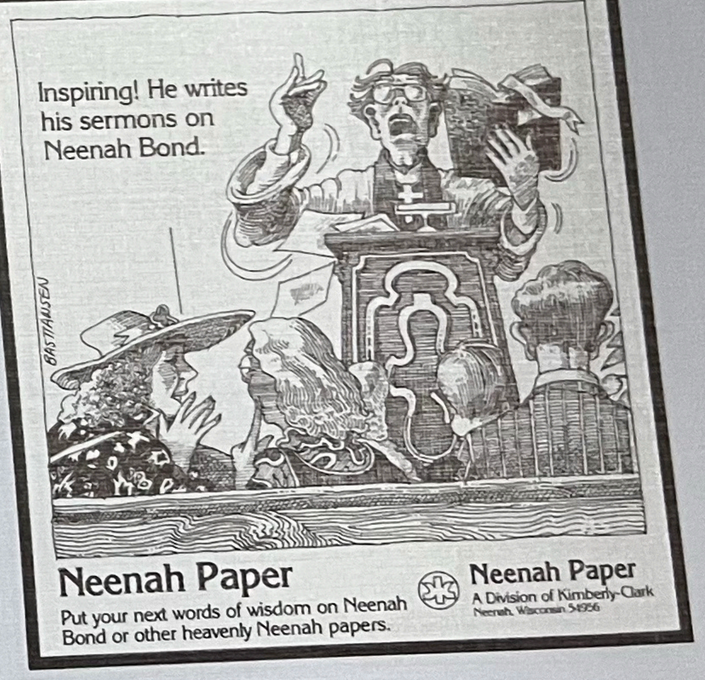


This is CLASSIC® Linen Text, Avon Brilliant White, 70#



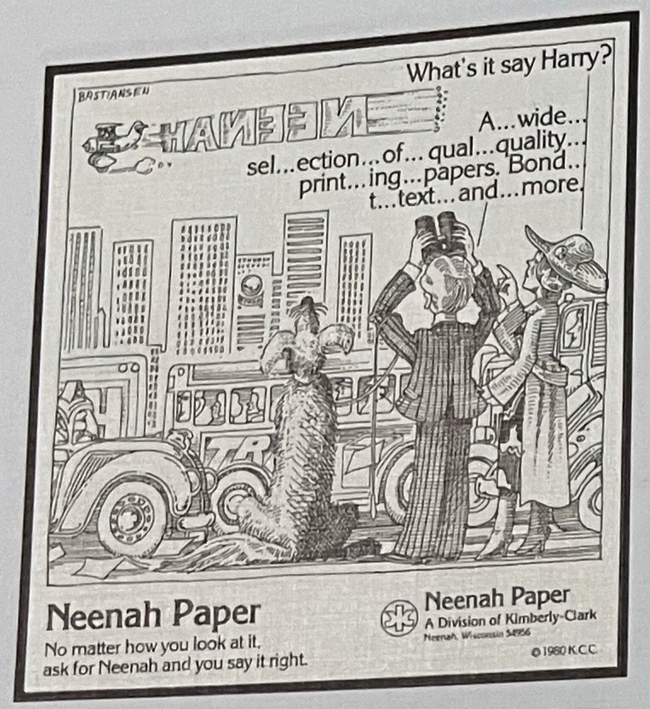






1980

Year Five. The direction was up—mountain climbing, airplanes, blimps and billboards. It was also a year for our name to be abbreviated, elongated, broken apart, played back in reverse and in one instance, given more credit than due. An artist in Nova Scotia thought Kimberly-Clark was a division of Neenah.

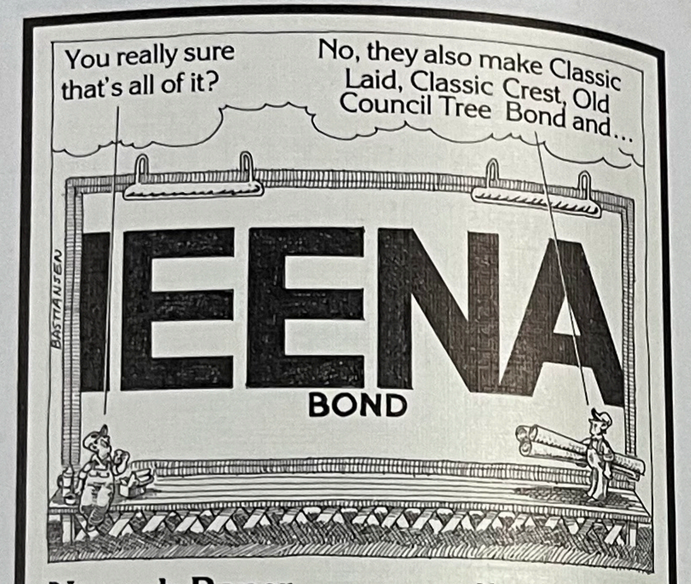


Neenah Paper

No matter how you look at it, ask for Neenah and you say it right.

Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956

© 1980 K.C.C.

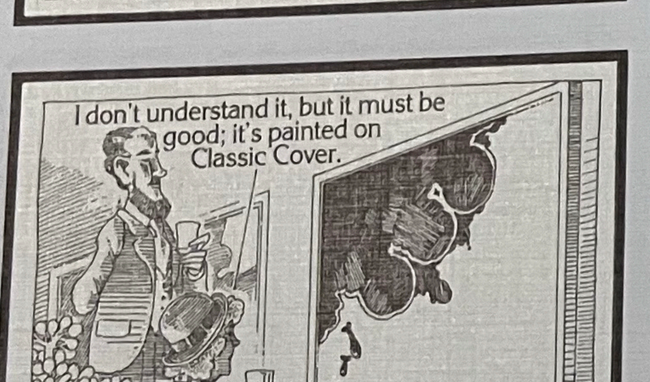


Neenah Paper

See the whole picture. There's more to NEENAH than you may see at first glance.

Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956

© 1980 K.C.C.

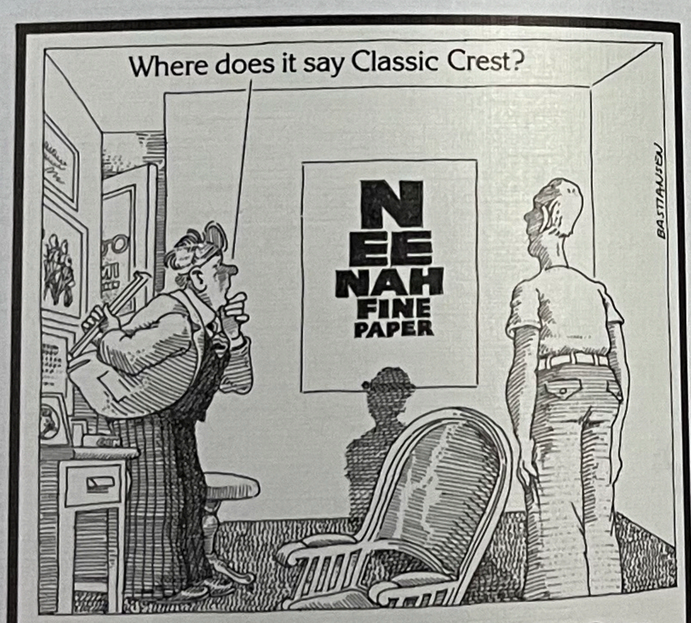


Neenah Paper

For easily recognized quality, look to Classic® Cover and other fine Neenah Papers.

Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956

© 1980 K.C.C.



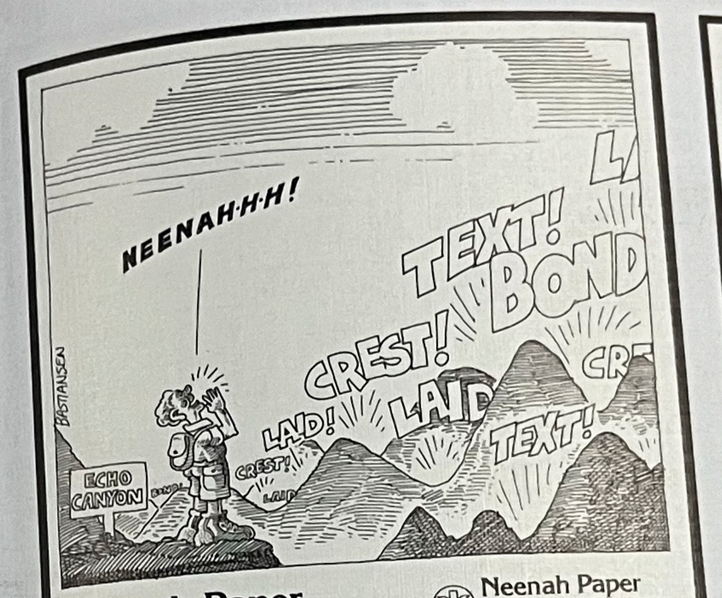
Neenah Paper

See all the good-looking papers from Neenah. You won't believe your eyes.

Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956

© 1980 K.C.C.

This is CLASSIC® Linen Text, Haviland Blue, 80#

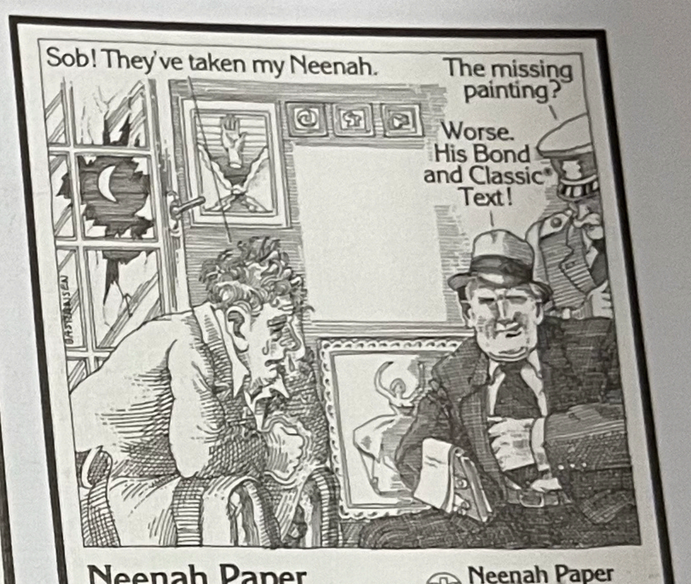


Neenah Paper

Neenah... a name worth repeating when you call for fine papers.

Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956

© 1980 K.C.C.

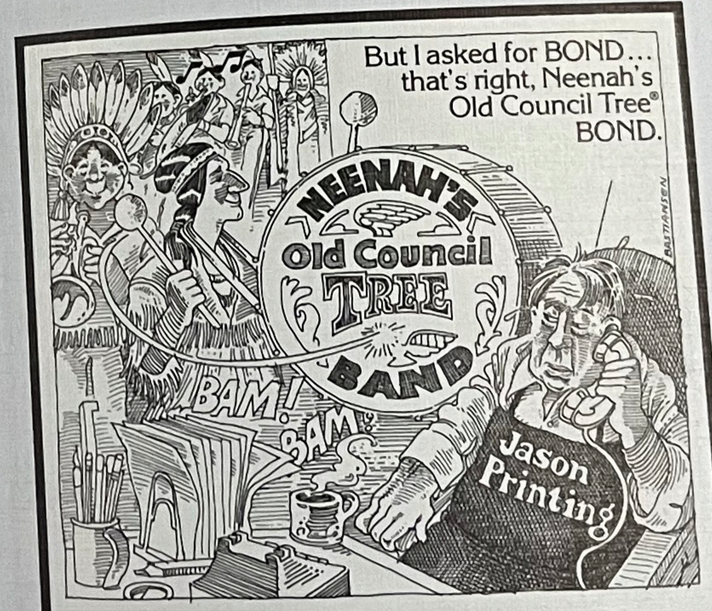


Neenah Paper

For papers you wouldn't want to be without... ask for Neenah.

Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956

© 1980 K.C.C.

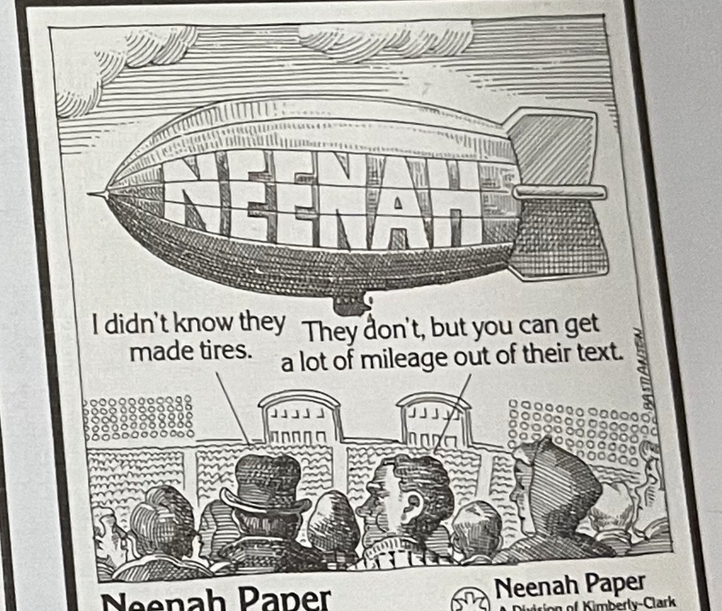


Neenah Paper

Usually, you can't go wrong asking for any of Neenah's fine papers.

Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956

© 1980 K.C.C.



Neenah Paper

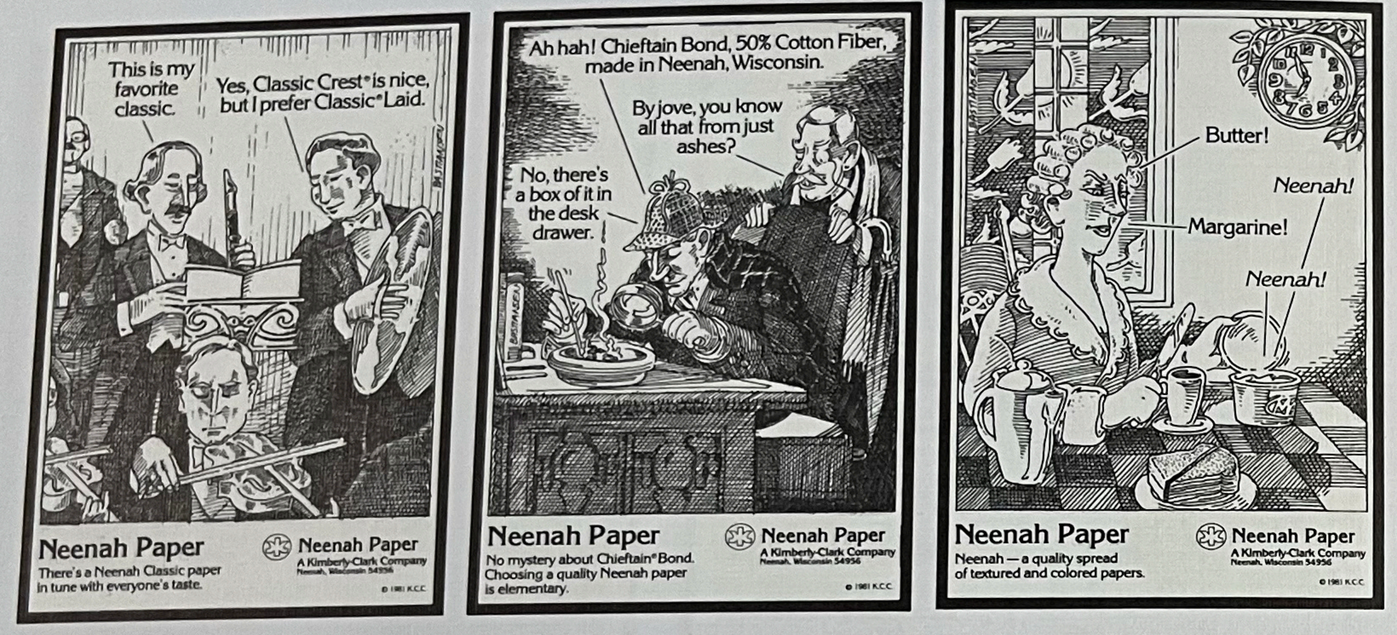
Look up Classic® Text from Neenah... quality paper for the long run, and the short.

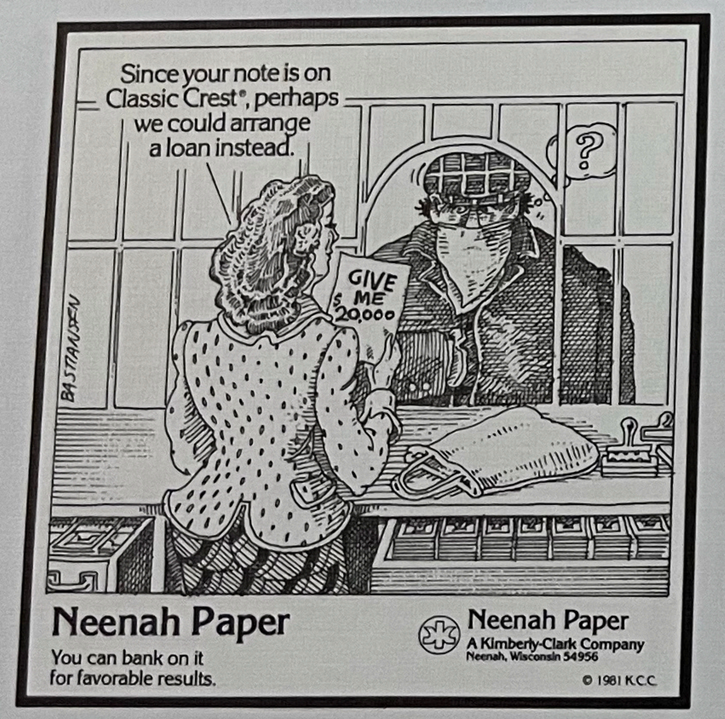
Neenah Paper
A Division of Kimberly-Clark
Neenah, Wisconsin 54956

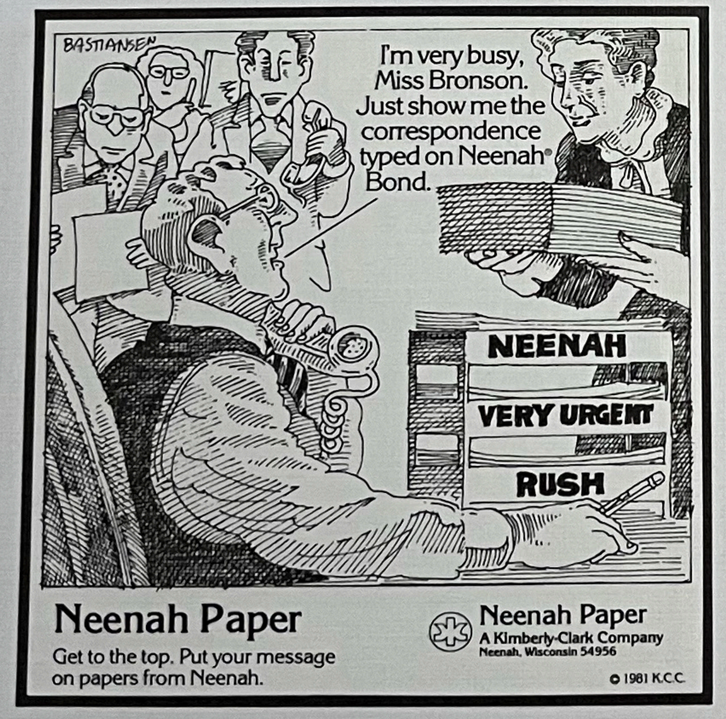
© 1980 K.C.C.

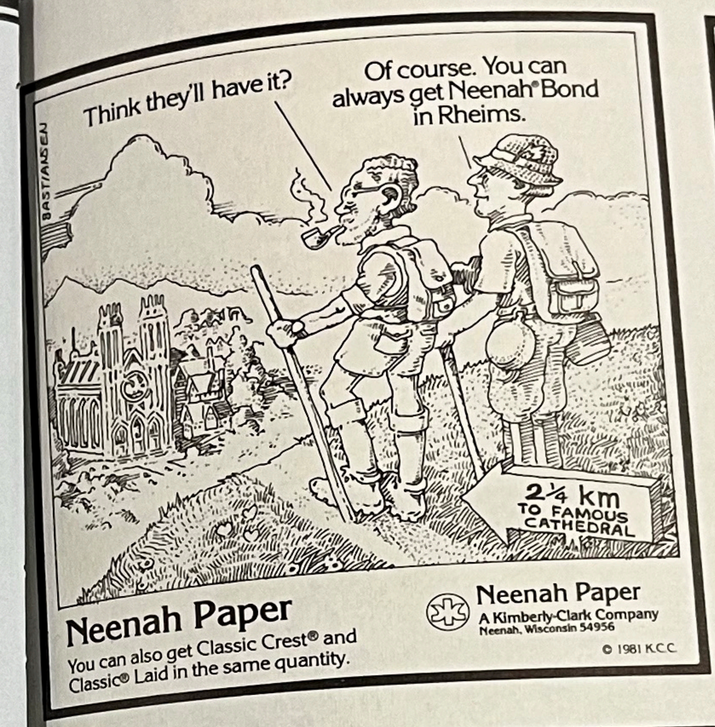
1981

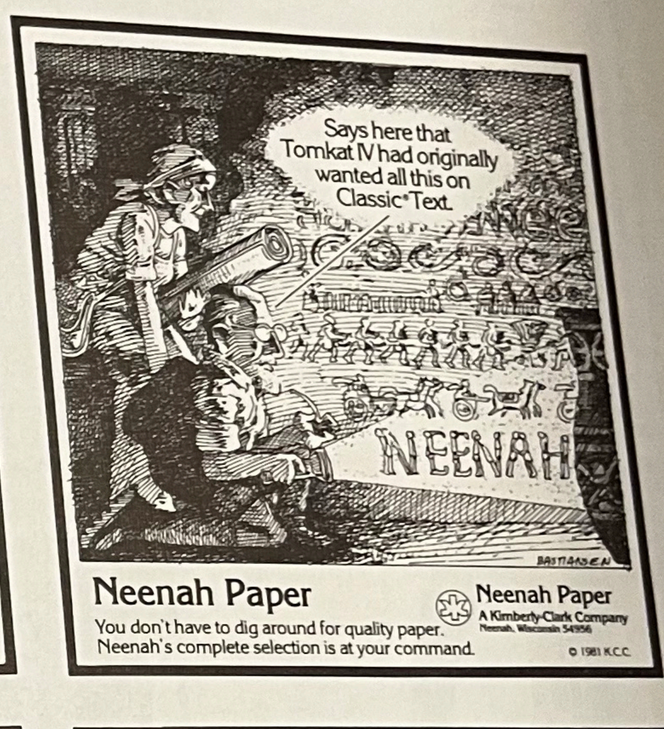
Year Six. It began with the copywriter, hands in air, wondering "What more can we possibly say?" He finally decided that anything nice written about Neenah would be true, and one bad joke would be as good as another.

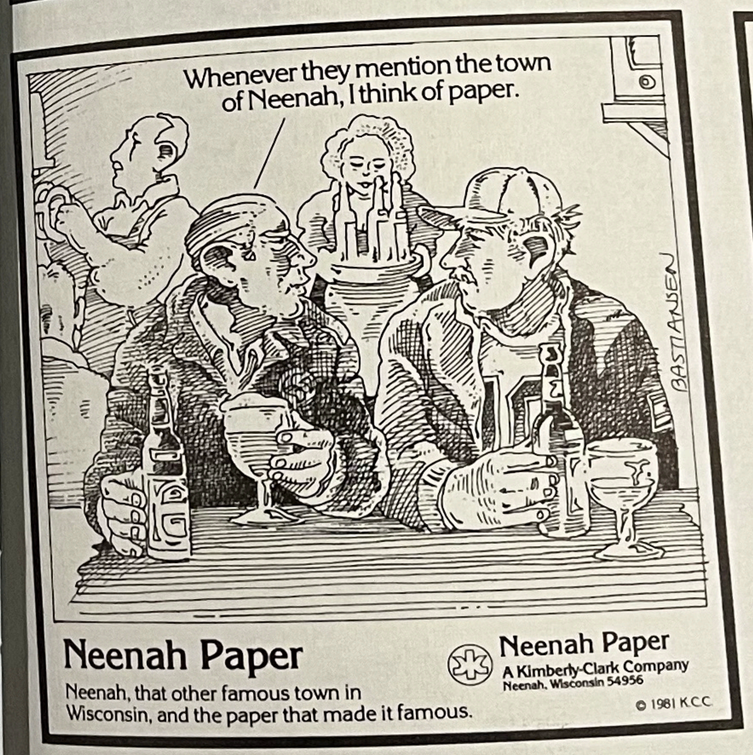


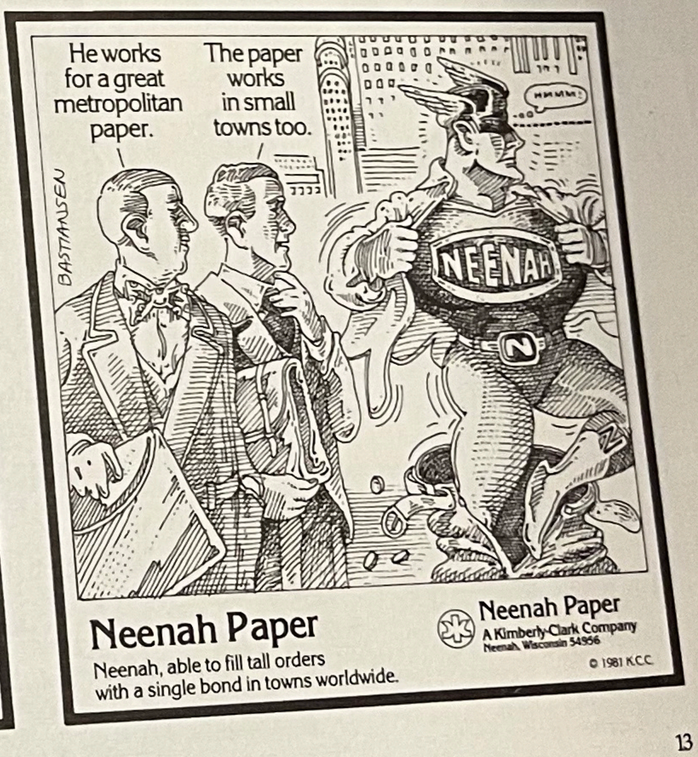












This is CLASSIC® Linen Text, Haviland Blue, 80#

Neenah Paper
Usually, you can't go wrong
sking for any of Neenah's fi

er
ng
's fine papers.
Neenah Paper
A Division of Kimberly-Clark
© 1980 K.C.C.

...also, I'd like to keep the menu.
It's on Classic Text.
Neenah Paper
Classic Text and other impressive papers.
Neenah Paper
A Division of Kimberly-Clark

Go left if you missed the '76-'81 collection... right if you're ready to cut into '82 and '83

Of course. You can
ys get Neenah® Bond
in Rheims.
BASTIANELLI
2¼ km
TO FAMOUS
CATHEDRAL
Neenah Pape
You ca et Classic C
Classic n the same
Neenah Pap
A Kimberly-Clark Cor
Neenah, Wisconsin 5495

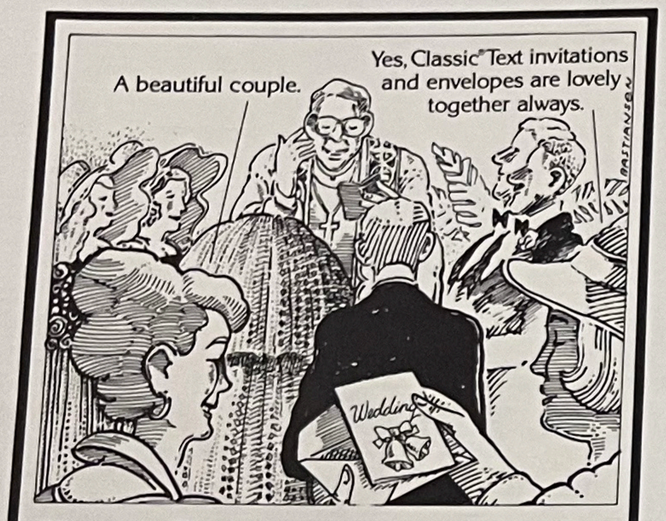
Just imagine... playing bridge and keeping score
on Classic Crest.
h Paper
winne very time. Classic Crest and
other cla y Neenah papers.
Neenah Paper
A Division of K
Neenah, Wisconsin 54

This is CLASSIC® Linen Text, Avon Brilliant White, 70#

THE 1982-83 COLLECTION

1982

Year Seven. The first year with eleven cartoons. When a Los Angeles agency called our agency creative team "lucky bums" for "working on such a fun account," the Neenah illustrator and copywriter said it had nothing to do with luck. However, they went with 7 and 11 just in case.

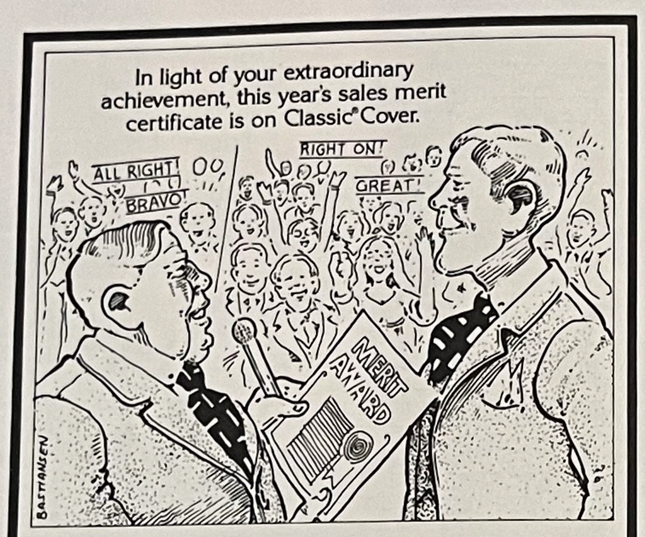


Neenah Paper

Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956

Once you meet Neenah, you'll want no other.

©1982 K.C.C.

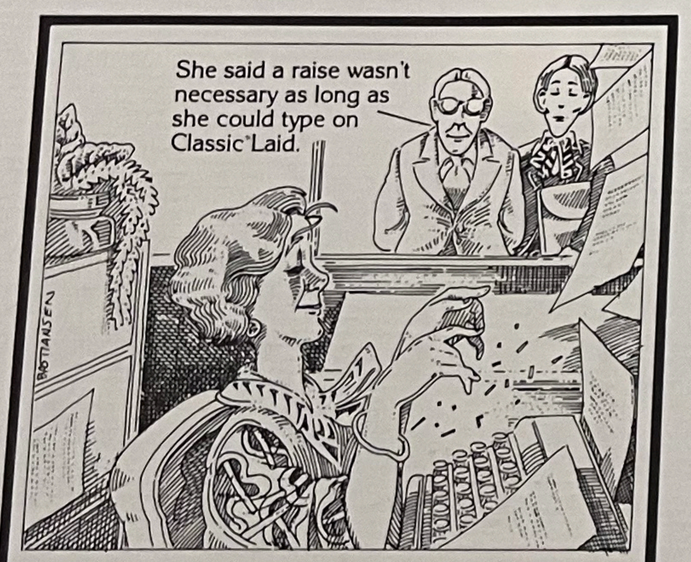


Neenah Paper

Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956

For a job well done, print it on a praiseworthy paper from Neenah

©1982 K.C.C.

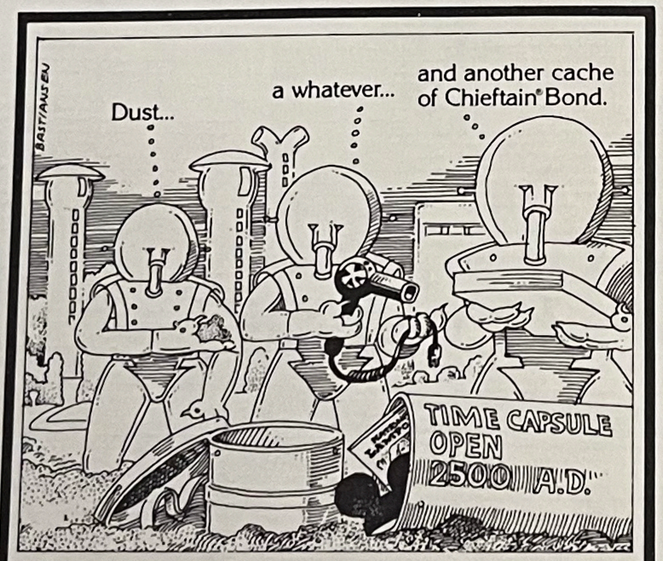


Neenah Paper

Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956

Classic Laid — an absolutely incredible paper.

©1982 K.C.C.
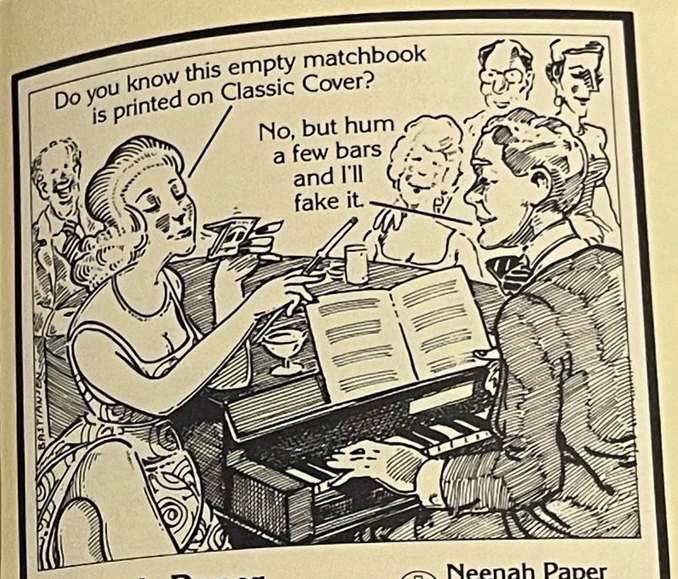


Neenah Paper

Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956

Durable cotton fiber makes Chieftain® Bond quite a find for a long time to come.

©1982 K.C.C.

This is CLASSIC® Text, Classic Natural White, 80#

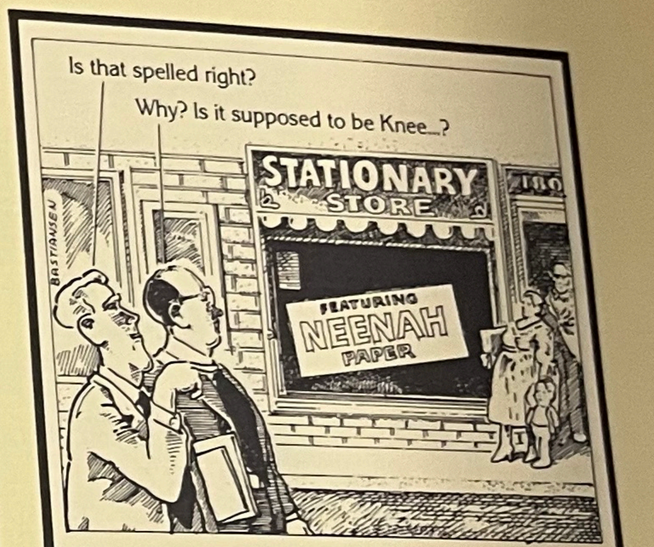


Neenah Paper

Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956

Even old jokes take on a matchless quality with Classic® Cover

©1982 K.C.C.



Neenah Paper

Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956

Don't just stand there. For quality stationery without the A ask for Neenah without the K.

©1982 K.C.C.

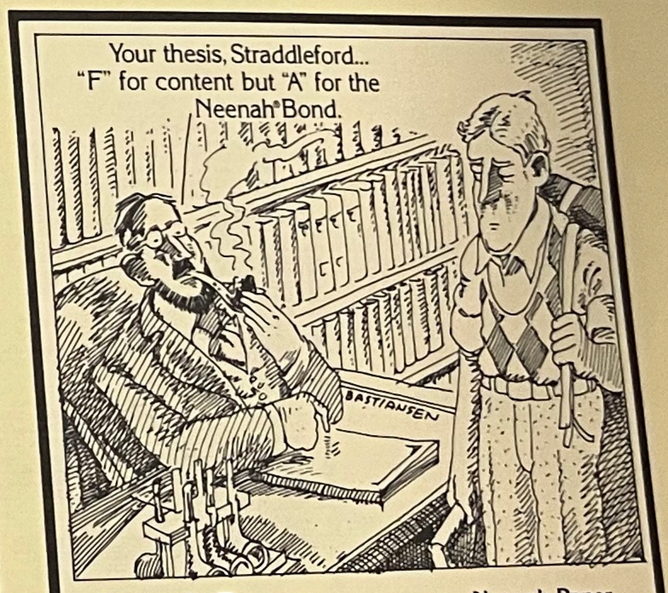


Neenah Paper

Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956

Any paper from Neenah is good news.

©1982 K.C.C.



Neenah Paper

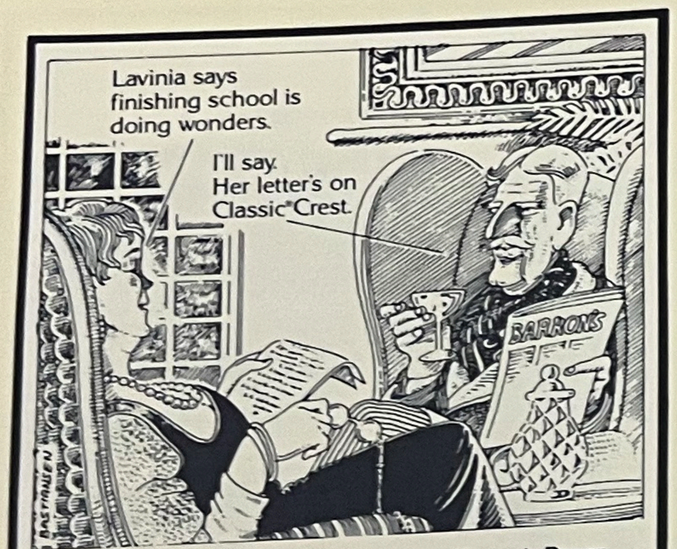
Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956

Go with the best grade. Any Neenah paper scores high.

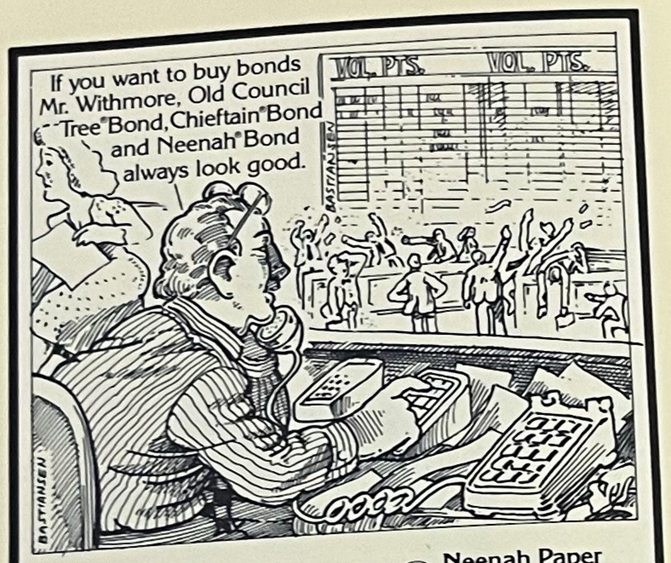
©1982 K.C.C.

1982 continued next page

The 7-11 year was a first in more than a record number of cartoons. With watercolors in hand and agency AE at his shoulder, the illustrator put color within the tried and proven black lines of the Neenah format. It was a first time shot at 4-color that gambled on our approval and won.



Neenah Paper
Classic Crest — prestige paper with a smooth, formal finish.
Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956
©1982 K.C.C.



Neenah Paper
Neenah Papers — a sure bet if you want to print on quality stock.
Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956
©1982 K.C.C.

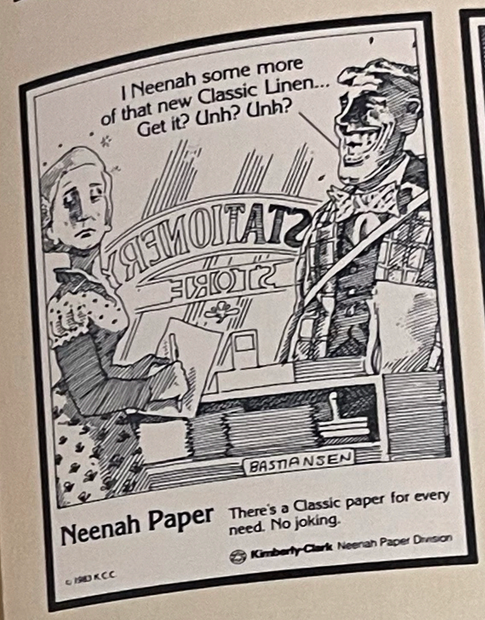


Neenah Paper
Look for yourself. Artone 12-colors and white. Deckle edge, too!
Neenah Paper
A Kimberly-Clark Company
Neenah, Wisconsin 54956
©1982 K.C.C.

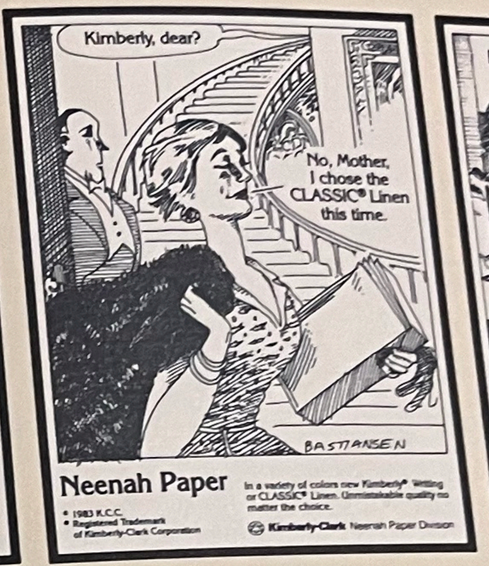
This is CLASSIC® Text, Faircrest Yellow, 75#

1983

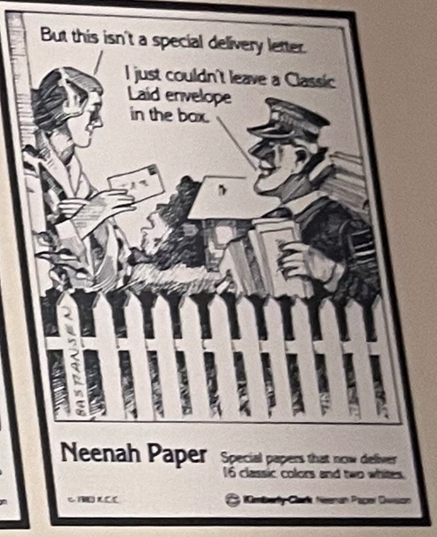
Year Eight. At long last, the year our agency AE noodled a Neenah which we could accept. We won't say which one. Just note that his sports coat was used as inspiration and the ad has no dogs, outlaws, cars, lawyers, editors, or mail deliveries.



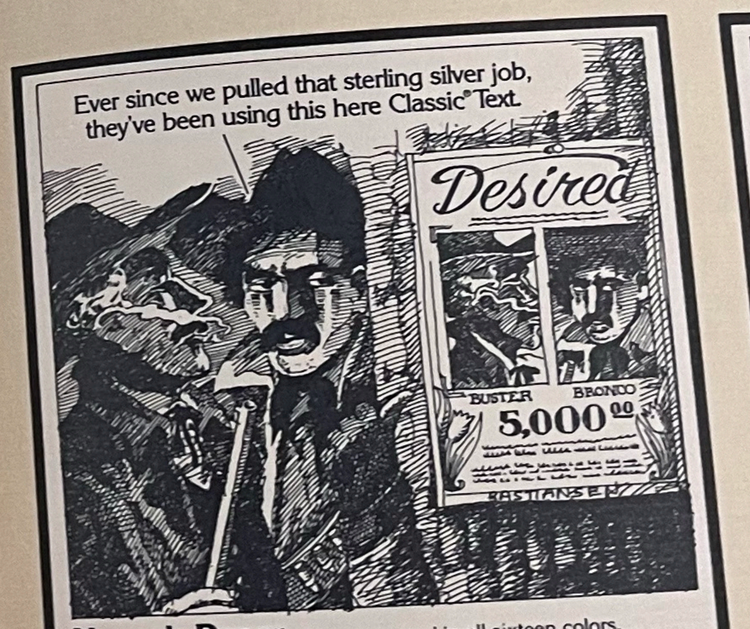
Neenah Paper
There's a Classic paper for every need. No joking.
Kimberly-Clark Neenah Paper Division
© 1983 K.C.C.



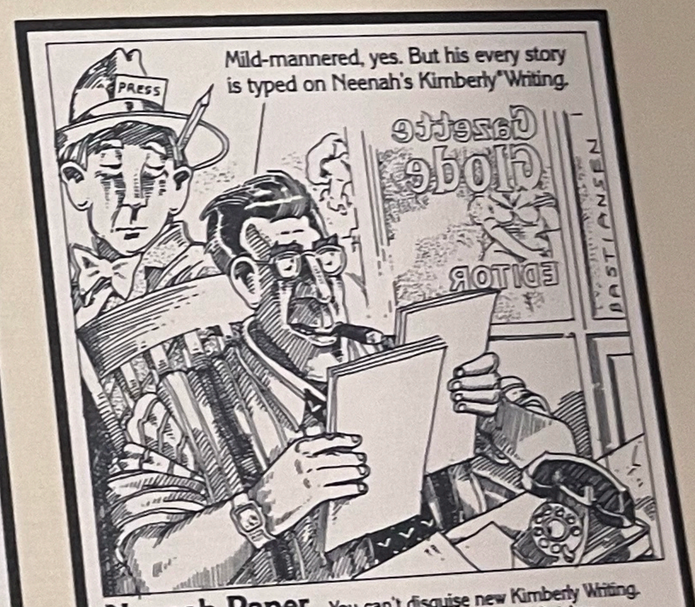
Neenah Paper
In a variety of colors new Kimberly® Writing or CLASSIC® Linen. Unmistakable quality no matter the choice.
Kimberly-Clark Neenah Paper Division
© 1983 K.C.C.
® Registered Trademark of Kimberly-Clark Corporation



Neenah Paper
Special papers that now deliver 16 classic colors and two whites.
© 1983 K.C.C.
Kimberly-Clark Neenah Paper Division

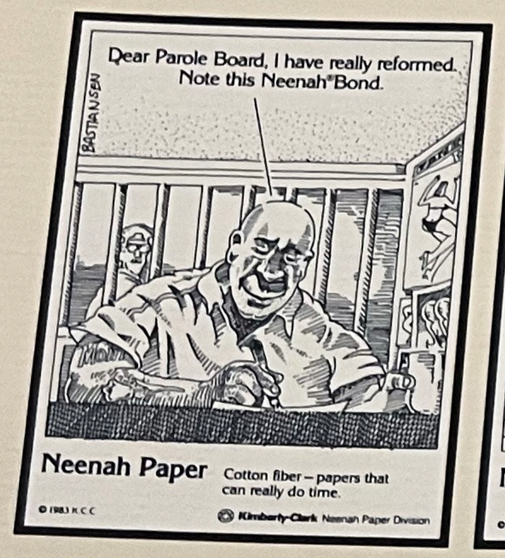


Neenah Paper
Papers wanted in all sixteen colors. And two whites.
Kimberly-Clark Neenah Paper Division
© 1983 K.C.C.



Neenah Paper
You can't disguise new Kimberly Writing. Looks super in 7 colors, 2 finishes.
Kimberly-Clark Neenah Paper Division
© 1983 K.C.C.

1983 continued next page



Neenah Paper Cotton fiber—papers that can really do time.

© 1983 K.C.C.

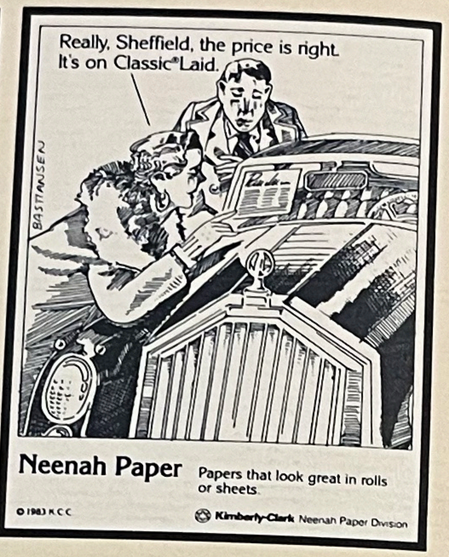
Kimberly-Clark Neenah Paper Division



Neenah Paper Papers that can take a bow... and a wow.

© 1983 K.C.C.

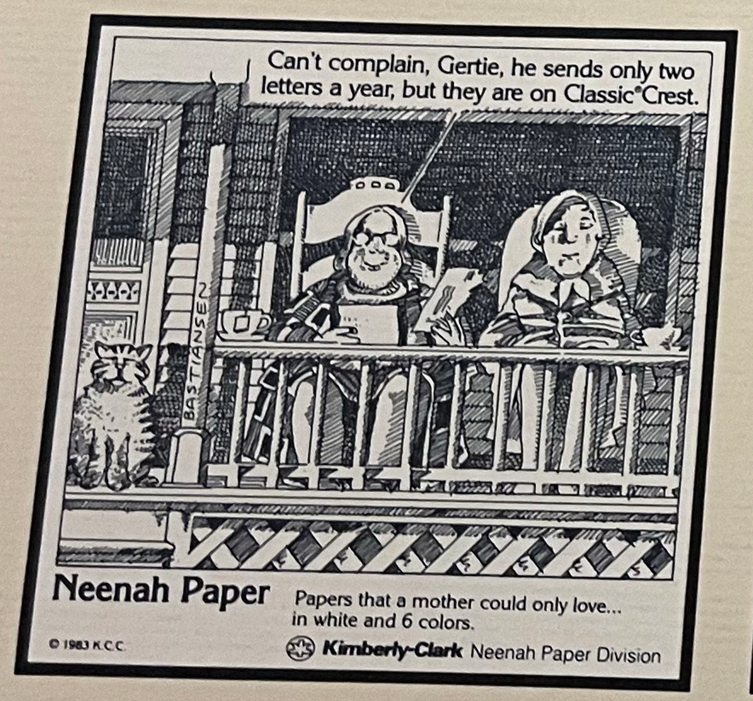
Kimberly-Clark Neenah Paper Division



Neenah Paper Papers that look great in rolls or sheets.

© 1983 K.C.C.

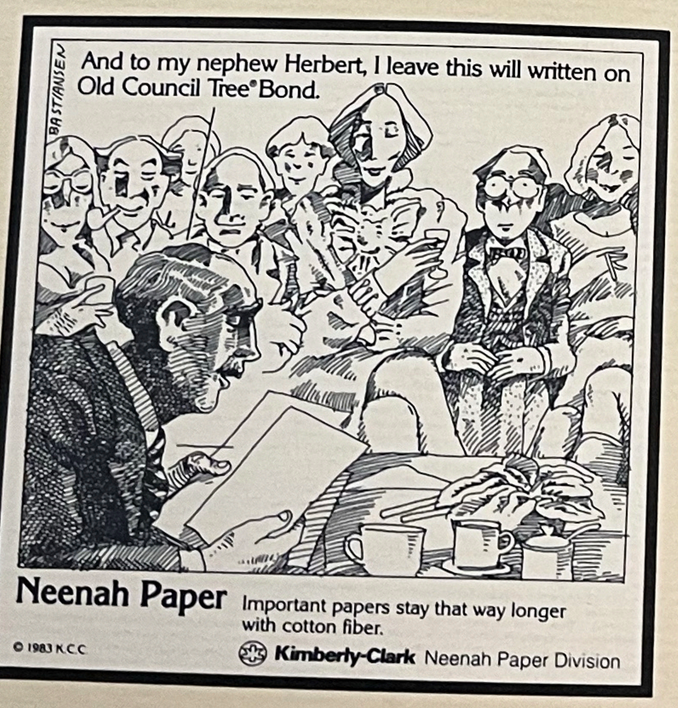
Kimberly-Clark Neenah Paper Division



Neenah Paper Papers that a mother could only love... in white and 6 colors.

© 1983 K.C.C.

Kimberly-Clark Neenah Paper Division



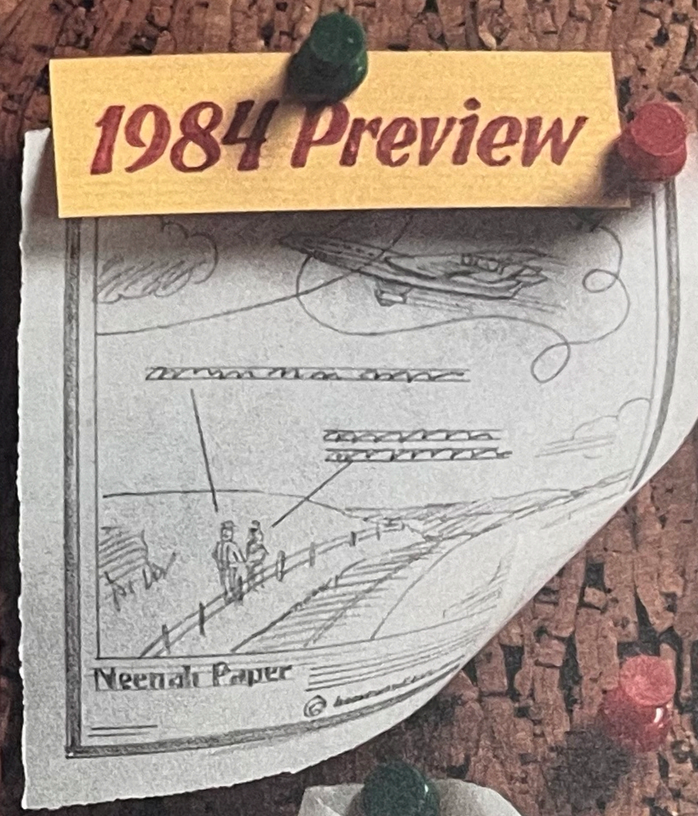
Neenah Paper Important papers stay that way longer with cotton fiber.

© 1983 K.C.C.

Kimberly-Clark Neenah Paper Division

This is CLASSIC®Text, English Oak, 75#

1984 Preview





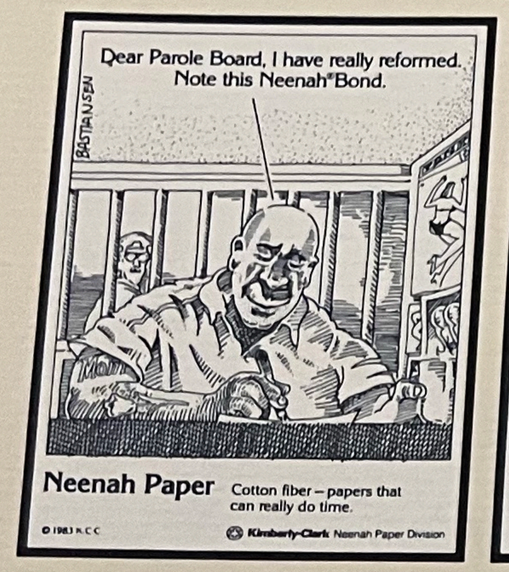
Campaign History 1976-1983

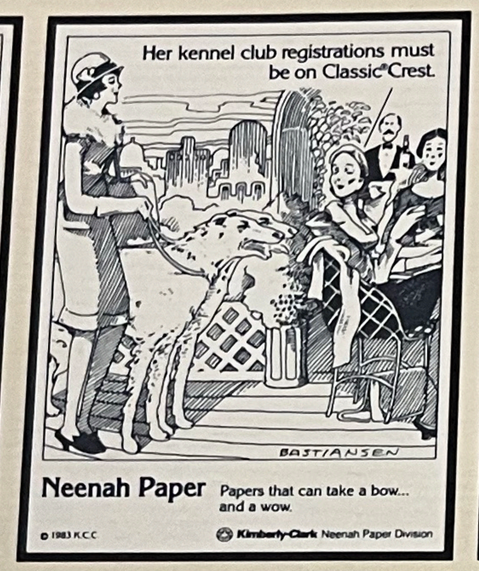
Illustrator: Pete Bastiansen
Minneapolis, Minnesota
1976-Present

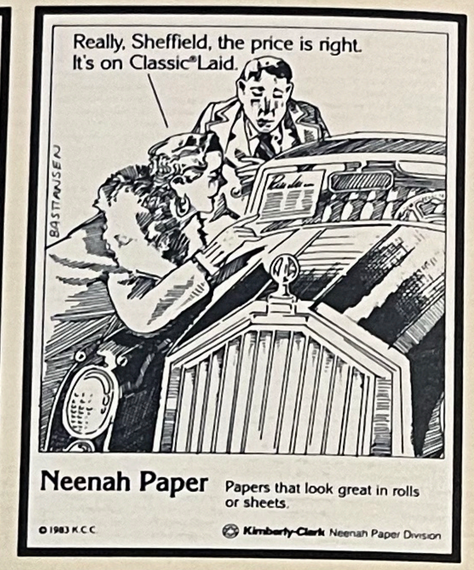
Agency: Kamstra Communications, Inc.
St. Paul, Minnesota
1978-Present
Account Executive: John Warner
Creative Director: Vincent Verrecchio
Clipper Art Director: Ron Long

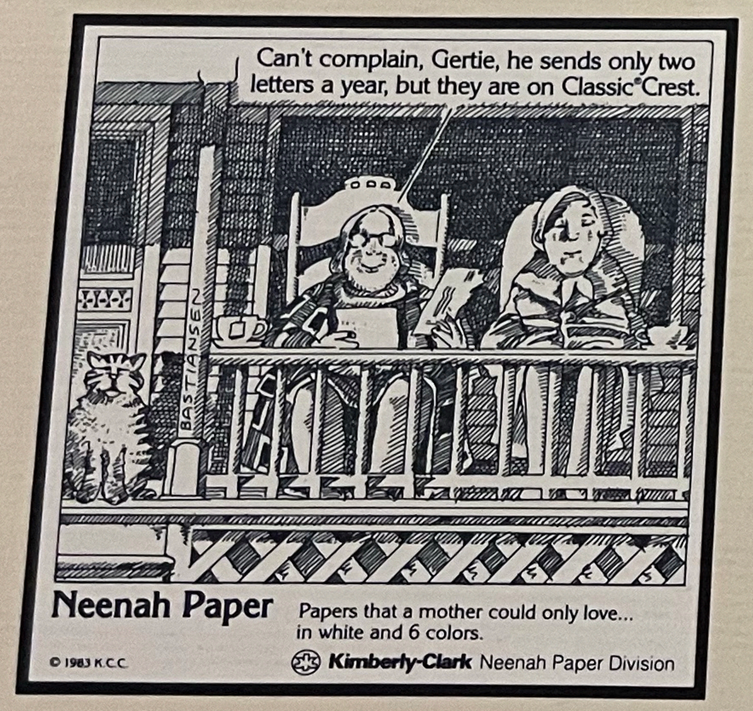
D'Arcy, MacManus & Masius
Minneapolis, Minnesota
1976-1977

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This is CLASSIC® Text, English Oak, 75#

1984 Preview

Campaign History 1976-1983

Illustrator: Pete Bastiansen
Minneapolis, Minnesota
1976-Present

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D'Arcy, MacManus & Masius
Minneapolis, Minnesota
1976-1977

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"No one who has once heartily and wholly laughed can be altogether and irreclaimably depraved."

Thomas Carlyle

Kimberly-Clark Neenah Paper Division
Neenah, Wisconsin 54956

NP #305