

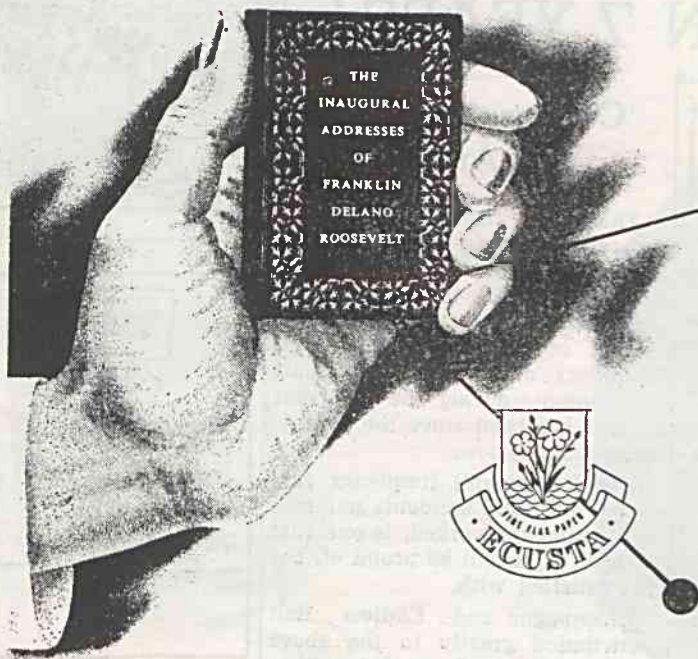
A MERRYMOUNT PRESS MINIATURE

Beautifully Printed On

ECUSTA

Fine Flax

BIBLE



Mr. John Bianchi of D. B. Updike, The Merrymount Press (Boston), printer of this distinctive miniature, published by A. J. St. Onge of Worcester, Mass., reports:

Having read Ecusta's advertising, we examined Ecusta Bible, substance 24 and selected it for this miniature edition of "The Inaugural Addresses of Franklin Delano Roosevelt."

Light - opaque - Ecusta Bible provides an exceptional background for fine typography. Use modern, distinctive, functional Ecusta Bible for keepsakes, diaries, date books and de luxe editions.

ECUSTA PAPER CORPORATION

PISGAH FOREST • NORTH CAROLINA

FINE FLAX AIR MAIL • FINE FLAX WRITING • BIBLE PAPER • SPECIAL MAKEREADY TISSUE • THIN PAPER SPECIALTIES

Ecusta's Paper Used In Famed Miniature

(Continued From Page One)

Papers, Silver Wrapping Tissue and Makeready Tissue. So that you may be more familiar with how our papers are distributed nationwide and to other countries, we tell you this brief story.

In most every state in the Union there are fine paper merchants; distributors if you care to call them that. They have been carefully chosen to represent Ecusta and its fine paper products in the area in which they operate. The latest count shows that over two thousand men from Maine to California are carrying the Ecusta line of papers. Paper which we ship is, in almost every case, in large sheets and ream packed. It is shipped directly to the distributors' warehouses where in turn it is sent to printers, engravers, or die stampers, in whatever quantity has been ordered. Often printing papers require special sizes to fit the type publication for which it is intended and these sizes are cut to order here. The air mail and writing papers are usually shipped in one of three sizes, since letterhead paper is standard as to its dimensions. Where our writing and air mail papers have been used for social stationery, special cutting orders are filled, since sizes for papeterie and gift box stationery varies from the regular commercial size letterheads.

Among the many users of our writing and air mail papers are: The American Steel Wool Manufacturing Company of New York; The Ballinger Engineering Company of Philadelphia; George D. Barnard Company of St. Louis,

Mo.; the R. N. Benarrcoch & Cia. of Caracas, Venezuela; Braniff Airways of Dallas, Texas; Chicago and Southern Air Lines of Chicago, Ill.; U. S. Govt. Printing Office of Washington, D. C.; The Diplomat Properties, Inc. of Washington, D. C.; the Holy Redeemer College of Oakland, California; Jefferson Standard Life Insurance Company of Greensboro; The Manufacturers Trust Company of New York; The Irving Trust Company of New York; R. J. Reynolds Tobacco Company of Winston Salem; The Ruger Equipment Company of Portland, Oregon; The Security Bank Note Company of Pittsburgh; Stauffer Chemical Company of San Francisco; Union Central Life Insurance Company of Cincinnati; and Caterpillar Tractor Company of Peoria, Illinois. These are but a few well-known companies that are using and specifying Ecusta paper.

Not only are Ecusta's Fine Flax Writing, Air Mail, and Printing Papers used within the United States, but these papers are being shipped also to the Philippines, Holland, South and Central America and the Middle East.

Our Bible and Printing Papers, known to the printing trade as FLAX-OPAQUE, have no equal when it comes to pure whiteness, fine opacity, and a high quality that is specified for fine printing jobs. Available in five different weights, it is today one of America's outstanding printing papers and has been used in first editions, fine Bibles, insurance rate and date books, corporations' annual reports, and for advertising pieces where the quality of the product is flattered and enhanced

by the fine appearance of the paper on which it is being advertised. Among the many users of this grade of paper are: The Chase National Bank of New York; Standard Oil Company of New Jersey; Swan-Finch Oil Company of New York; and Brown Shoe Company of St. Louis, Mo.

In 1945 a miniature book containing the "Inaugural Addresses of Franklin Delano Roosevelt" and printed by the Merrymount Press of Boston, Mass., was voted one of the best 50 books of the year, at the annual Graphics Arts Convention in New York. The paper used in this book was Ecusta's 24-lb. Bible paper.

Ecusta Makeready Tissue is a paper used by printers to get their various plates set in proper alignment in the printing machine before running a job. The fact that Ecusta Makeready Tissue is pure white and absolutely uniform has made it a favorite in hundreds of print shops including the Bureau of Engraving, Washington, D. C.

Ecusta Silver Wrapping Tissue, which was recently developed, is a non-abrasive sheet of fine texture and finish which prevents tarnish and is inert to silver. Not only is it used for wrapping of fine gifts, furs, glassware and silver, but also china, and other fine products.

Envelopes to match all our papers are now being turned out by the hundreds of thousands and distribution is the same as on our papers.

We like to think of these two thousand representatives all over the country as being "Ecusta Salesmen." For that reason, a monthly mailing entitled "The Ecusta Salesman" is made to ev-

ery one of these men either to his home or to his office. Through this medium the Ecusta salesman learns about our papers. He is told of the many uses to which they have already been put, and is also given suggestions as to where he in turn can make a sale. He is made familiar with our various practices here at the mill in shipping and cutting and with other news which will directly benefit and assist him in his sales and promotion of Ecusta papers. Accompanying each mailing is a reprint of a current national or trade paper ad which is run monthly throughout the year in 20 leading publications. Many times actual specimens of complete jobs are sent to him so that he in turn can show them to his customers and prospective buyers.

If you have not seen any Ecusta ads in the magazines you receive at home, we will be pleased to show them to you if you will stop by the Library.

Plans for 1947 will show an intensified advertising campaign on all of our Fine Flax papers, and although Ecusta is very young in this field, it is gradually growing to a point where it is recognized as the maker of finer and better writing, air mail and printing papers. Special advertising pieces will also be sent to specifiers of papers, publishers and top grade printers in every state.

The foregoing is presented in order to bring our employees up-to-date on the developments being made in our Fine Paper Division. With the help of each of our employees we hope to not only maintain but to improve our position in the Fine Paper field.