

FINE FLAX WRITING • FINE FLAX AIR MAIL

• MAKEREADY TISSUE • LIGHTWEIGHT PAPER SPECIALTIES •

• SILVER TISSUE (Anti-Tarnish) • BOXED TYPEWRITER PAPER •

## Successful Self-mailer

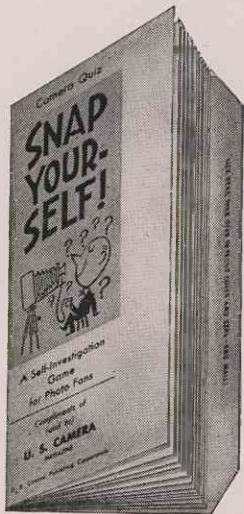
SHOWS VERSATILITY OF

# ECUSTA

## *Fine Flax*

# BIBLE

FOR ADVERTISING PRINTING



Typical of Ecusta paper's versatility in serving printing requirements is this unique self-mailer questionnaire "Snap Yourself"

crisply printed black and yellow on Ecusta Bible, 30 lb.

Says U. S. CAMERA'S advertising director, Walter L. McCain . . . "Much of the great success of the survey, we believe, was due to the unusual self-mailing feature. Ecusta Bible proved particularly effective because of its whiteness, opacity and light weight. It withstood the mail handling commendably."

Modern, distinctive, functional — Ecusta Bible provides an exceptional background for fine typography. Use it with confidence for advertising printed matter, de luxe editions, Bibles, rate and data books, price lists, mailing pieces, encyclopedias, catalogs and annual reports. Available now, Ecusta paper is sold by leading merchants from coast-to-coast in U. S. and Canada.

## ECUSTA PAPER CORPORATION

PISGAH FOREST • NORTH CAROLINA

FINE FLAX BIBLE • STATIONERY CABINETS