



*Our Universal Tissue, as are all the other Ecusta papers, is carefully checked at every stage of its production so that consumers may be assured*

*of receiving paper of only the highest quality. Louis Bagwell (Machine Room) records production data as the tissue comes off the paper machine.*

est manufacturer of egg dyes in the United States and has remained in the hands of the Townley family from the time, 74 years ago, when it was started by William M. Townley, a retail druggist.

In those days people would buy a few pennies worth of dye from their neighborhood drug store. This meant measuring out small quantities of each color into powder papers—a messy job even when done with care. One day Mr. Townley splattered the front of his best suit with purple dye and he decided he would do something about it before another Easter came around. That summer he had the young man who worked for him take the different colors out into the back yard and make up packets of each, so that when the Easter season came again, he had a nice supply of colors on hand all ready to sell.

Customers were pleased, as was Mr. Townley,

and he began to receive orders from other druggists who liked the packaged dye. He soon found out he had a very lucrative side line and his next step was to sell his drug store and in 1879 he founded the Paas Dye Company.

Originally Mr. Townley thought of calling the new firm the Townley Dye Company, but when he showed his dyes for Easter Eggs to some old-time Pennsylvania merchants, they all exclaimed "Paas" Egg Dyes—the Pennsylvania Dutch word for Easter being "Paas". Pleased with the appropriateness of the name, Mr. Townley called his firm the Paas Dye Company and his new product, Paas Egg Dyes.

The company has been making egg dyes exclusively ever since, although the first packages were labeled "Paas Dyes for Easter Eggs, Silks, Feathers, Wool, Ribbons, Stockings, etc." Com-