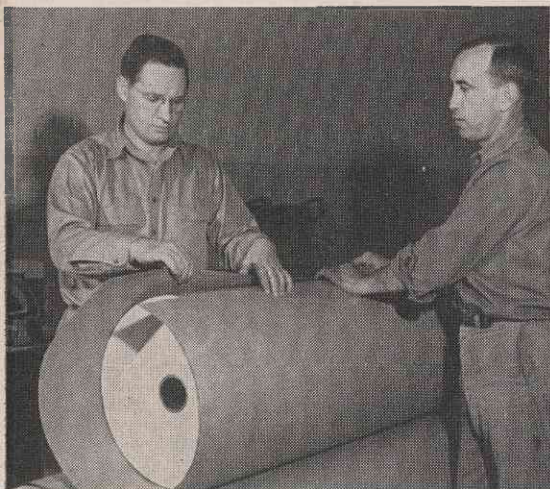
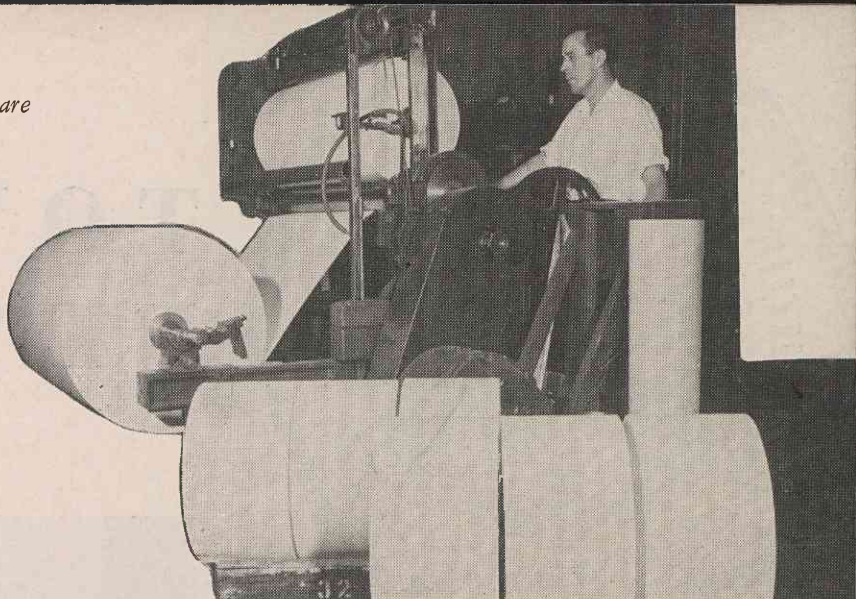


Large rolls of Universal Tissue are slit into 9½ inch rolls prior to shipment to the Paas Company. Dee Wilson (Finishing Department) is operating a Cameron Rewinder machine that slits the tissue into rolls similar to those shown in foreground.



Horace Lancaster and Ernest Lyday carefully wrap the slit rolls in corrugated cardboard to prevent possible damage during shipment to the Paas Co.

S. T. Galloway (Finishing Department) uses a fork-lift truck in loading the wrapped and labeled rolls onto a trailer truck bound for Newark, N. J.

pressed tablets took the place of the powdered dye in 1893 and an assortment of colors were offered in each package, along with transfer pictures of Easter subjects and popular comics. The first of these included such favorites as Charlie Chaplin, Buster Brown, Foxy Grandpa and Mutt and Jeff, but were changed as new comic characters succeeded them in popularity. For a number of years now the transfers have been featuring Walt Disney and King Features comics and these will appear again for Easter 1953 along with a new assortment of cute Easter bunnies, chicks and a full set of decorative initials especially designed for Paas by the well-known artist, Angela.

The transfers are produced on an especially designed four-color web printing press using Ecusta Universal Tissue in rolls 9½" wide. The paper is cut folded and stacked as it leaves the press—

ready to be inserted into the finished package. The latter operation is done by a packaging machine which, at the same time, inserts and seals six Pure Food Tablets in sanitary strips of moisture-proof Cellophane and places all the items into envelope and carton containers.

In addition to its standard 10c envelope package of Paas Easter Egg Colors, the company has recently marketed 15c, 29c and 39c Easter Egg Decorating Kits which have met with great success.

The kits contain complete material for coloring and decorating Easter Eggs, and the larger 29c and 39c units go so far as to supply shredded grass and a box that easily converts to a colorful Easter basket, so that all Mrs. Consumer has to do to have a beautiful basket of Easter Eggs is buy the eggs and a Paas Complete Decorating Kit.