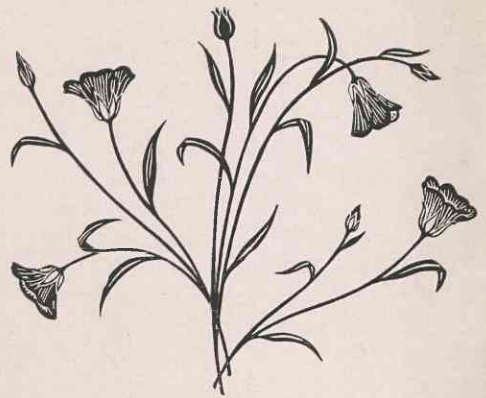




Above: Mr. Wade H. Ramsey, Resident Manager and Vice-President of the California Central Fibre Corporation at El Centro, Calif., examines seed flax growing in California's Imperial Valley.

On the cover: Bales of flax tow being stored in one of our 30 warehouses at Ecusta. We use over forty thousand tons of flax tow a year.



FLAX FIBRE

*Since 1937, A Source
of Extra Income for Cali-
fornia's Seed Flax Farmers*

THE year 1937 will long be remembered by the flax growers of California. Why? It marked for them the beginning of what is today adding more than a third of a million dollars to their annual income.

It was 1937 when the California Central Fibre Corporation, a subsidiary of Ecusta located at El Centro in California's Imperial Valley, began purchasing flax straw and stock-piling it for future use by Ecusta. Only \$7,830 was spent for Imperial Valley flax straw that first year. In 1938 the Valley flax growers received more than \$28,000 for their flax straw, but this was also stock-piled. Then in September 1939 Ecusta began full time production of top-quality cigarette paper made entirely from seed flax tow. Thus began two new businesses—each dependent on the other—the selling of flax straw by the Imperial Valley flax growers and