

PHILCO

International Corporation

230 PARK AVENUE NEW YORK 17, N.Y. U.S.A.

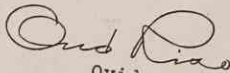
TO ALL PRINTERS:

Subject: A new and profitable idea

Here's an idea our alert printer, Dennison & Sons, gave us which drastically slices our overseas air mail postage bill. Passing it along to your customers will be good business for you, good business for them.

Simply sell the fact that the beauty of Ecusta air mail paper is matched by its postage-economy. For example, 11 lb. Ecusta fine flax air mail gets a full "load" for each overseas air mail envelope at minimum postage. In fact, FIVE regular size letterhead pages and an executive size envelope to match weigh less than half an ounce.

Sincerely,



Ovid Riso
Advertising Manager

PRINTERS: Take a tip from Mr. Riso. Tell your customers about Philco International's realistic policy of getting the most for postage money—*plus* the modern, distinctive, functional qualities of ECUSTA paper. Distributed coast-to-coast by leading paper merchants—call your merchant *today* for samples. Or write direct to . . .



ECUSTA PAPER CORPORATION

FINE FLAX AIR MAIL

BIBLE PAPER

FINE FLAX WRITING

SPECIAL MAKEREADY TISSUE

LIGHTWEIGHT PAPER SPECIALTIES

PISGAH FOREST

• NORTH CAROLINA