

QUALITY  
FIRST  
THEN  
QUANTITY



NOT  
HOW MUCH  
BUT  
HOW WELL

Vol. 7; No. 1

PISGAH FOREST, N. C.

January, 1945

# Anniversary Book Gets Wide Publicity

HERE IS SOME GOOD ADVICE FOR EVERY ONE



## COPIES ARE GIVEN TO ALL EMPLOYEES & ECUSTA FRIENDS

Book Beautifully Illustrated And Tells Vivid Story Of Paper Making

The recent distribution of 5,000 copies of our companies' handsome new book, entitled "The Fifth Anniversary Record of a New American Industry," has again attracted wide and favorable publicity for Ecusta and all employees.

Copies of the book have been distributed to employees, business friends of the companies and customers. Many have been most generous in their praise of the publication, as well as in the accomplishments of Ecusta during the past five years.

The book was printed on fine flax writing paper produced here and was beautifully printed and elaborately illustrated.

What Ecusta has done in its five-year existence is set forth early in the book in a page statement of its record of achievement, as follows:

"1. A new American industry has been created.

"2. Without Ecusta, cigarette paper would not be available during this war period in quantities large enough to manufacture cigarettes for our armed forces, let

—Turn To Page Four

## MACHINE ROOM, CHAMPAGNE LEAD

Champagne Follows Closely Behind Machiners In Ten Pin League

In the men's ten pin division of the Ecusta Bowling league, Machine Room and Champagne are running almost neck and neck for first place honors, while in the women's duck pin division Champagne is continuing its unchallenged lead.

Machine Room has won 11 games and lost only 1, while Champagne has 10 victories and 2 losses.

In the women's league, Champagne has won 38 games and lost 7. Control is in second place with 31 victories and 11 defeats.

Results of games in the women's division on January 24 were: Office 2, Finishing 1; Control 2, Pin Setters 1; Champagne 2, Endless Belt 1. Champagne still has the honors for high team match, with a score of 1366, while Endless Belt has high team set so far with 491. In individual play, Nell Gallamore, of Endless Belt, is way out in front with 142 and a high match score of 310. Mary Merrill, of Champagne, holds first place in highest average with 92, closely followed

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## Ecusta Basketball Season Under Way; Many Tilts Billed For Coming Weeks

### TWO ARE MISSING & FIVE WOUNDED

Our casualty list this month includes 7, of which 2 are missing in action and 5 wounded, as follows:

T-Sgt. Dixon Missing

T-Sgt. Lawrence F. Dixon, Jr. is reported missing over Germany since December 17th his parents, Mr. and Mrs. L. F. Dixon, of Pisgah Forest, were advised January 3rd.

Sgt. Dixon was 20 and chief engineer gunner on a B-24 Liberator heavy bomber in Italy. He received his training at Keesler Field, Hurlingen Gunnery school, and Chat-ham field. He has been overseas about 7 months and in the AAF about 2 years. He was a graduate of Brevard high school and a freshman at Wake Forest college when he joined the AAF in January, 1943. He had formerly worked in the Plant Research Laboratory of Ecusta Paper corporation.

On Oct. 6th his group received a Presidential Citation at which

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### Girls' Team Won Opening Game, While Men Have Lost. Show Improvement.

The Ecusta basketball season is now underway with both teams having played three games, and with many others scheduled during the next six weeks.

All practices and home games are held in the Brevard college gym and the men's team has signed up to play in a tournament in Greenville, S. C., starting Feb. 22 and in a Canton tourney, starting March 5.

In the opening games of the season, played Tuesday, January 16, the girls defeated Brevard college 22-12, while the men lost to the Army Air Forces of Asheville 42 to 57. In these games, Willie Prince led the scoring attack for Ecusta girls with 11 points and Coan was high scorer for our men's team with 16 points.

The line-up for the men's game was as follows:

Ecusta	Pos.	AAF
Ecusta (42)	Pos.	AAF (57)
Taylor (9)	F	Stubll (18)
Sterling (1)	F	Smith (6)
Suttles (10)	C	Mallette (6)
Coan (16)	G	Brooks (4)

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## N. C. NEWS BUREAU SENDS OUT STORY

Special Story Released About Ecusta As Result Of Fine Book.

(Editor's note—The following news story was released a few days ago out of Raleigh, N. C., by Bill Sharpe, director of the North Carolina State News Bureau, and was sent to a large number of newspapers and other publications)

PISGAH FOREST, N. C.—Smokers inclined to grumble a bit because they can't always get their favorite cigarettes might more logically join in a Fifth Anniversary celebration going on here at Pisgah Forest, because without some shrewd foresight, which established the Ecusta (cigarette) Paper Plant, they probably wouldn't be smoking a cigarette at all—at least, not one rolled in a thin, tasteless paper.

When the Nazis marched into Poland, a large per cent of the

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