

Ecusta Paper Corp. Established Just Before War

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of Poland, the beginning of World War II, September 2nd, 1939.

Selection Of Site

Western North Carolina was chosen as a site of Ecusta because of three important factors: an adequate supply of labor, a reasonable proximity to the largest concentration of cigarette companies, and an assured supply of suitable water.

An adequate supply of pure water is just as important as the raw materials which are used. After studying the statistics on many streams, it was found that Davidson river, tumbling directly out of the 200,000 acres of Pisgah National Forest, had never been known to fail to deliver daily at least the required 25,000,000 gallons of pure water, free of minerals. This protected watershed assures Ecusta of a constant supply of uncontaminated water.

Although Davidson river water is pure enough to drink, it is filtered in a filtration plant large enough to supply a city the size of Atlanta. Thus, the water is brought to absolute perfection for the processing of a product destined for human consumption.

Made From Rags In Europe

The French mills made paper from linen rags, collected by the rag pickers of Europe. Much of the clothing in Europe, even work clothing, is made of linen, and the hundreds of washings and dryings which occur before a garment is discarded make the material soft and pliable, ready for paper-making.

Such a source of supply for raw material was not available in sufficient quantities in the United States; therefore, in order to find a suitable native raw material, Mr. Straus employed the best chemical and mechanical engineers which he could find. He gave them free reign and unlimited funds, and told them to try everything from which fine thin paper could possibly be made. After exhaustive research, they hit upon the fibrous part of the stem of the seed-flax plant, grown for its oil producing seeds on enormous tracts of land in California and in Minnesota.

This material was burned by the growers, after the seed had been harvested, just to get rid of it. Now these farmers have a new cash crop, and Ecusta is leading the research to obtain the best possible variety for seed value and for fiber content.

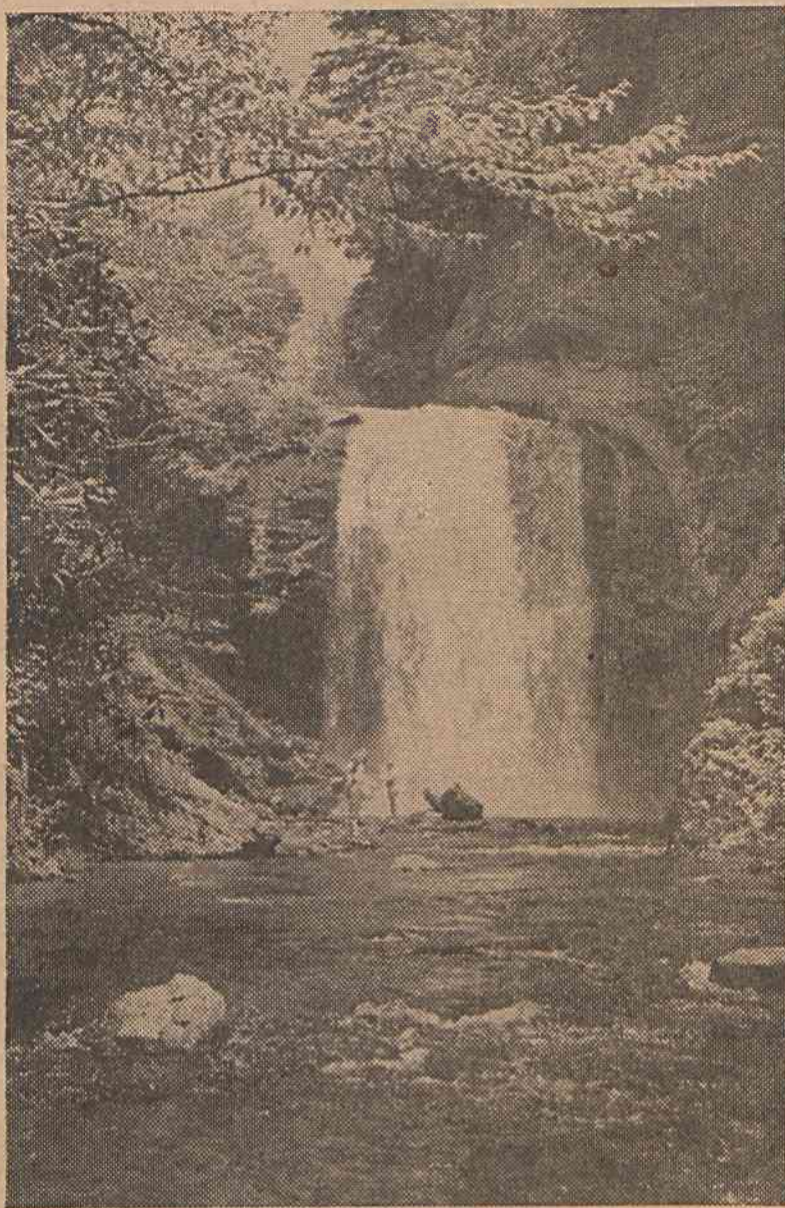
Value Of Flax Fibre

The flax fiber is the bark which covers a useless woody core. The woody part is removed in a process called decortication, which is the breaking up and separating of the fibers from the core. Peasant families performed this process by hand for the old linen makers of Europe, but naturally in America it is done with huge machines.

Flax fiber is used in the manufacture of cigarette paper because the paper must burn evenly, without odor or taste, be strong enough to withstand the pull of a cigarette machine, and yet be thinner than the width of a human hair. Although Mr. Straus had been told by technicians that it could not be done, he succeeded in skipping the spinning and weaving process of linen rags and in making the paper directly from flax fiber.

Nobody in America knew much about making cigarette paper and whoever was to make the paper had

Here's Beautiful Looking Glass Falls



As members of the N. C. P. A. ride through the Pisgah National Forest en route to Waynesville over Pisgah mountain, they will pass right by this noted water fall known as "Looking Glass Falls", located only a short distance from the Ecusta plant. There are many similar falls in Transylvania county.

Just Little Hunks Of Real Stuff!!

In many cases, what passes for tolerance is merely a well-balanced mixture of contempt and pity.

Wives don't have to take the names of their husbands at marriage if they don't want to. It is all a matter of custom—not law.

Of all the small electric appliances in use today, the electric iron is the most popular. Twenty million of them have been sold. The electric toaster is second.

You might think the apple or the orange is the world's most popular fruit. 'Taint so. The grape leads, comprising more than half

to be taught. At each position in Ecusta's new mill an experienced French paper-maker stood to begin manufacturing paper. An untrained mountain worker stood watching and learning. A French-Canadian interpreter stood between the two to relay instructions, questions, and answers.

Thus was born in the United States a new American industry which, during the recent war years, has proved the importance of making United States industry independent of foreign source of supply, and which furnishes employment to over 1600 people.

the total world fruit production. The apple is the most important tree fruit in the temperate zones and the orange first in the tropical areas.

One of the major match companies is now marketing a water resistant match that lights even after hours of submersion in water. Developed during the war, the match is a feather-in-the-cap for the company, since almost from the time the match was invented in 1835, match companies have tried to produce a match that would light, though wet.

You think your laundry is slow? In the days of '49, California gold miners sent their laundry by sailing ship clear to Hawaii, and sometimes waited six months to get it back.

When a person butts into a conversation with "I just want to get in my two cents' worth," usually his contribution isn't worth any more than that.

A Chinese visitor says, "Funny people, you Americans. You take a glass, put sugar in it to make it sweet, and lemon to make it sour. You put in gin to warm you up, and ice to make you cool. You say, 'Here's to you!', and then you drink it yourself."

"If a man harbors any sort of fear, it percolates through all his thinking, damages his personality, makes him landlord to a ghost."—Lloyd C. Douglas.

PRODUCTS MADE

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paper machines, of stock which is uniform in all its characteristics.

Paper Is Tested

The finished paper is tested continuously for weight, thickness, brightness, opacity, wet strength, dry strength, folding qualities, and burning characteristics.

Champagne Paper corporation, an associated company, converts cigarette paper into "roll-your-own" booklets Champagne's daily output will make 200 million cigarettes.

Booklet covers are printed on Champagne's continuous printing presses, in as many colors as desired. As many as 150 bobbins of paper are fed to a central point, where the printed cover wraps around the cigarette papers to form the booklets.

Endless Belt corporation, housed within Ecusta's gates, manufactures endlessly woven belts which are principally used on cigarette making machines. These belts are unique in that each belt is manufactured separately, the wraps being wound in endless loops and the weaving being done on each belt individually. The product is a seamless, woven belt, starched and ironed to exact specified size in any one of 300 types. These belts convey cigarette paper and also tobacco, bringing them together on the cigarette making machines to form the finished cigarettes.

In addition to cigarette paper, Ecusta has recently branched out into the making of a line of high grade fine papers, including Air Mail, Writing, Text, Makeready, and Silver Wrapping Papers.

Air Mail paper, having all the fine characteristics of heavier weight papers, is made in such light weights as to make it possible to use numerous sheets and still keep within the postal rates. Thin sheets have been used for many years in Europe, where postal rates are very high. Ecusta Air Mail paper is designed to meet this demand for lightweight papers for foreign correspondence and also for the ever-increasing domestic air mail trade.

Writing papers, for both business and social correspondence, are designed with the purpose of making the finest quality of Writing Paper on the market. Naturally, the quality and price of this type of paper is not expected to enter a highly competitive field.

Text or Bible papers are important in Ecusta's line, because flax lends itself easily to the making of high quality, lightweight, opaque paper for such items as religious books, deluxe editions, insurance rate books, and financial statements.

Makeready tissue, because of the strength and uniformity of Ecusta's Fine Flax papers, meets the exact standards of good composition required in the printing industry. This paper serves most satisfactorily where thinness and evenness are at a premium.

Silver Wrapping tissue, made of pure flax stock, is non-abrasive and non-tarnishing. The strength, thinness, purity and appearance of this type of Ecusta paper make the perfect wrapping material for the silver industry and gift trade.