

QUALITY
FIRST
THEN
QUANTITY



NOT
HOW MUCH
BUT
HOW WELL

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PISGAH FOREST, N. C.

October, 1946

CAN MAIL MANY SHEETS OF ECUSTA AIR MAIL PAPER

Table Charts Number Of Sheets In Various Substances Per Ounce

Marking the forthcoming revision of the domestic air mail postal rate from 8c to 5c, Ecusta Paper Corporation recently issued to its paper merchants from coast-to-coast, a tabulation showing the number of sheets of Ecusta Writing and Air Mail paper which could be air mailed for 5c. Tabulations were prepared with hair-line accuracy—including in the calculations the weight of the envelope, weight of the stamp and the normal variations in the weight of the paper as well. For example, here are the number of 8½x11 sheets per ounce, including a No. 10 envelope made of 20 substance paper, plus stamp, that can be mailed for 5c.

TABULATION	
Ecusta Letterhead Substance	Number Sheets Per One Oz
7½	13
9	11
11	9
13	7
16	6
20	5

According to Ecusta, the establishment of the 5c air mail rate will lead to new heights in the use of air mail. Business concerns will soon find it desirable to purchase
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BAND AND CHORUS TO GIVE PROGRAM IN HEND'SONVILLE

To Furnish Entertainment At NCES Convention At Skyland Hotel

The Ecusta entertainers, composed of the string band and the girls chorus, will furnish a program of entertainment this Friday and Saturday nights in the Skyland hotel in Hendersonville at the annual convention of the North Carolina Employment service. More than 300 persons from North Carolina and other eastern and southern states are expected to attend the convention.

Last Friday night, Oct. 18th., the Ecusta entertainers traveled to Mills River and gave a concert for the benefit of the youth program there. Featured on the program was the music of the string band, the concert band and the girls chorus. All were under the direction of John Eversman. Solos were rendered by Miss Lucille Heffner, H. T. Casterton and Mr. Eversman. A small admission was charged and all funds went into the building fund of the Mills River ser-
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President's Message

In the July issue of THE ECHO I told you of my efforts to solve your troubles with respect to the high cost of living. Again in my August message, I advised you of the action of the Company in granting the increase in wages in order to help you to provide a solution to this pressing need. This was done because the welfare of every individual employee is important to the progress of the Company as a whole.

Now, we are faced with a serious condition which is standing in the way of our continued progress together. Since this situation is one which you can control, I feel that we can count on you to listen to our troubles sympathetically and with an open mind.

To get to the point quickly, we are losing a lot more of our production to scrap (or to "broke" as we call it) than we should. In other words, our record of waste is getting worse after seven years of paper making instead of getting better. The facts are as follows:

Last year, out of 100,000 lbs. of paper produced, we could count on getting 93,300 lbs. of paper fit to sell. To put it differently, we had to reject only 6,700 lbs. out of 100,000 lbs. produced because they failed to meet the standards of our customers. Now compare the record last year with what happened last month. In September we had to reject 8,000 lbs. out of 100,000 because they did not measure up to standards. This comparison illustrates a very bad situation because it shows that at the present rate we will lose 20% more to "broke" than we did last year.

It might interest you to know that this additional loss of paper, if continued, will cost the Company over one hundred thousand dollars a year. In terms of the 1000 people who are actually engaged in the production of our papers, this additional annual loss is equal to about 14 days pay per man. Now, you wouldn't want to lose 14 days pay a year because of avoidable carelessness on the part of the Company. Well, all of us are human and the Company can't afford to sustain such a tremendous loss.

I am not trying to place the blame for this loss on any one person, or any particular group of persons, because in our continuous process of manufacture, each employee and every department has a vital part in maintaining a high standard of QUALITY production. But we must find out how this unnecessary and increasing percentage of waste can be reduced and our quality improved. If you will take care of your particular job in such a manner that those who follow you in our chain of production benefit by the thoroughness of your work, you will be making a worthwhile contribution toward eliminating this costly loss.

I believe the best way to overcome the problem is for each one of us to think about how we, as individuals, have been doing our job, whether we are doing our job well and wholeheartedly, or whether we ARE JUST GETTING BY. If we honestly and fairly believe that we can do a better job, LET US DO IT. Half the battle will be won if we all work and pull together. COOPERATION IS THE SECRET OF SUCCESS.

I am sure you are sincerely interested in maintaining the fine reputation that has been established for Ecusta paper. All of us have just reason to be proud of the progress we have shared in the past. We must not forget, however, that our future progress depends upon the successful operation of our Company. This can be assured only if we all apply ourselves to the best of our abilities.

Are you doing your part toward this common goal?

Sincerely yours,
HARRY H. STRAUS, President
Ecusta Paper Corporation
Champagne Paper Corporation
Endless Belt Corporation

ECUSTA EXHIBIT SHOWN AT STATE FAIR IN RALEIGH

Praised By Editor Jeter. Showed Steps In Cigarette Paper-making

Our three companies joined tobacco companies and other allied industrial concerns in showing all phases of the tobacco industry at the 1946 State Fair in Raleigh. Each step from the planting of tobacco seed to the manufactured cigarette was shown in the various exhibits, including the products of various suppliers to the tobacco manufacturers.

Commenting on the tobacco exhibit hall, F. H. Jeter, editor of the N. C. Agricultural Extension Service Magazine, said, "The industrial concerns connected with the tobacco industry have their displays here this week. One that will be of tremendous interest to all tobacco growers is the display by the Ecusta Paper Corporation which produces cigarette paper near Brevard in Transylvania county. This display shows the manufacturing of this cigarette paper from the flax plant to the finished product. Tobacco growers of course realize how important it was to their continued prosperity that this concern was located in this country during the last world war, when no cigarette paper could be secured from abroad."

Mr. Jeter made these remarks in a radio broadcast from the fair
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CAGE SEASON FOR GIRLS AND BOYS OPENS NEXT WEEK

Practices On Mondays And Wednesdays. Men On Tues. And Thurs.

Practice for the Ecusta girls' basketball team will get underway on Monday afternoon at 3:00 p. m. in the Camp Sapphire gym. Initial workouts will take place on each Monday and Wednesday for the girls and the boys will follow on each Tuesday and Thursday for the next few weeks at the same hour.

The girls' team which won ten and lost two during the '45-46 season has hopes of being even better this season. Practically the entire squad will return on this year's aggregation.

The boys' team on the other hand did not fare so well with their '45-46 schedule. Their failure to do so well was unavoidable due to sickness and other minor reasons. This year with a few breaks, the boys plan to make a more impressive record. Again, as in '45-46, Ecusta's home games will be played in the Brevard col-
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