

# Ecusta's Fine New Color Film Released

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Pisgah Forest, three miles from Brevard, was selected as the site for the paper plant because of the millions of gallons of pure water which come tumbling down daily out of the mile high Pisgah National Forest. And from the old Indian name "Ecusta", which means rippling water, Straus chose the name of the plant which was destined to play a vital role in the cigarette industry.

Beautiful color views of the river and the forest are pictured in the film, and Ecusta's huge reservoirs, holding several millions of gallons of water, and the enormous filter plant are shown.

Construction of Ecusta's buildings began in June, 1938, and even now, several years later, more construction is in progress and improvement and modernization work are being carried on constantly.

More than 1,600 persons are employed at Ecusta and most of these were born in North Carolina. A cross-section of the employees at their various jobs is shown in the stirring movie.

To the hum of the modern paper machines, the vast fields of the West from which Ecusta obtains its raw flax and the huge warehouses here in which thousands of tons of this flax are stored are shown.

Step by step paper making is pictured . . . the digesters or huge cooking vessels where a crew breaks the fibre into the digester. The lid is fastened on and the water and chemicals are turned in. After several hours of cooking, the fibre is conditioned and the impurities dissolved.

Through channel pumps and pipes the fibre is turned into washer beaters and is passed under a roll filled with steel knives, which eliminate more impurities. Bleaching is the next step, following by another process of washing in the vacuum washers.

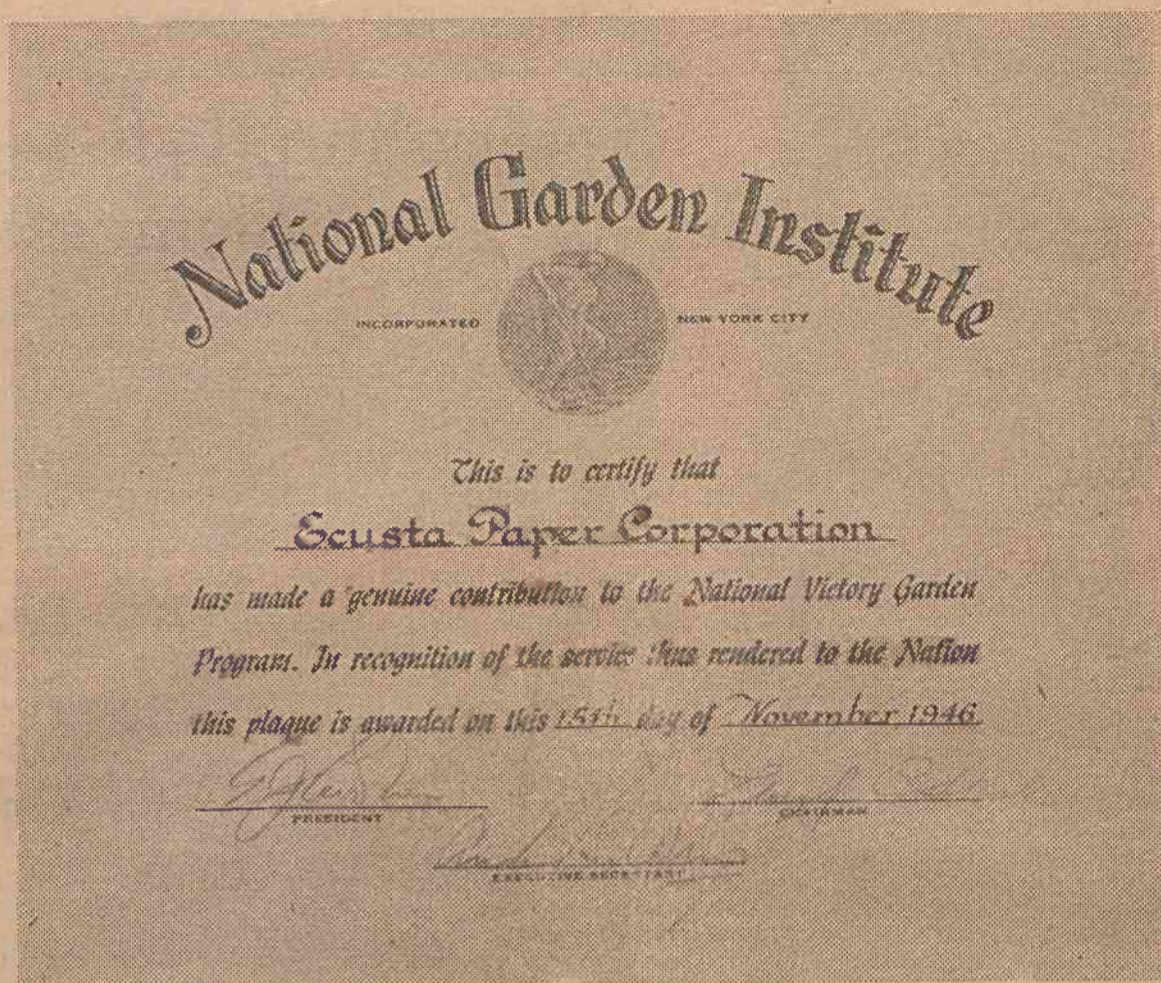
To maintain exceedingly rigid and exacting standards, frequent sampling and testing are carried on throughout all processes by a large staff of highly trained technicians in the control department. After the final washing the pulp is sent out of the pulp mill into the refiner room. Here it is placed in the beaters and mixed with the proper amount of water, crushed and cut between metal bars under the revolving roll and stationery metal plates in the bottom of the beaters. This mixture is called paper stock and is sent to the machine room.

After preliminary treatment in the machine room, the stock is put through a centrifuging machine resembling a large cream separator which throws out the remaining impurities and from here it goes through a screen. Passing through tiny metal slots consisting of nearly two hundred parts water, the stock is now ready for the paper machines.

As the paper is run on the paper machines, more samples are taken for the cigarette paper must be perfect. A strip the width of an unrolled cigarette will support a weight of eight pounds; it must not fold or tear; it must not stick to the lips; it must burn at the same rate as tobacco; it must be opaque, pure white and above all, tasteless.

Other processes including inspections, finishing and packing the paper for shipment are shown, as well as the manufacturing of the

## Coveted Garden Award Is Given To Ecusta Again



Shown above is a reproduction of the award that was presented to Ecusta for the fourth time by the National Garden Institute for our outstanding garden production records.

several by-products of Ecusta.

The Champagne Paper Corporation, which is associated with Ecusta, has a substantial business of its own in making booklets of "roll your own" cigarette paper, of course, uses the fine Ecusta cigarette paper. All booklets are made by machinery and the covers for the booklets are printed, slit and prepared for the booklet machine in the printing department. Enough booklets are made to roll more than 500 million cigarettes in one day are made in the Champagne plant.

Believing in the theory that it not only takes new machinery, latest and most effective methods, but also interested and happy employees to make Ecusta fine flax cigarette paper, officials of the company put great stress on the recreational program of the company for the employees and their families.

Scenes of Ecustans at play at the huge recreational area, Camp Sapphire, where the workers and their families can relax and play . . . a wonderful lake for swimming, boating and fishing . . . all kinds of playground facilities . . . and sports, including swings, merry-go-rounds, shuffleboards, tennis courts, badminton, ping pong, canteen for light lunches, ball field, picnic grounds, facilities for cooking and a large gymnasium for basketball or dancing. The camp is open all summer and last season more than 22,000 visitors used the facilities of the recreational area.

Ecusta also maintains a large library with nearly 3,000 volumes. The selection of books is complete in that here can be found world famous classics, fiction, reference books, biography and juvenile fiction. A book-mobile is taken to several departments each week where schedules do not permit the employees to visit the library.

The Ecusta band, which plays

for various functions throughout the county from time to time, is shown in the movie playing for the annual Christmas party. The personnel of the band is made up of Ecusta employees and their children. A full course of band instruction and training is given free to those who can qualify by taking musical aptitude tests. Instruments and music are furnished by the company, and the program is closely co-ordinated with the public schools and credit is given for work done. Ecusta also has a string band, which is recognized as one of the finest in Western North Carolina. The band furnishes music for square dances both at the plant and in the county.

A full-scale sports program is also maintained which includes baseball, softball, tennis, basketball, bowling, ping pong and golf. There are inter-departmental leagues and Ecusta enters teams in the Western North Carolina leagues in both basketball and baseball each year.

Since many of the employees own farms of their own and devote a good part of their time to gardening and farming, the company encourages both, because in this manner, while living on their farms they may continue to grow their crops and food for their families and at the same time engage in gainful industrial work.

Each year a garden show and harvest festival is held in the spacious Ecusta cafeteria and employees bring their select fruits, vegetables and flowers to exhibit them in competition for prizes. Hundreds of exhibits are entered in these shows and cash prizes as well as many valuable sweepstakes prizes are awarded.

The management of Ecusta takes an active interest in community affairs and contributes liberally to many essential enterprises.

The growth and progress of the

**Don't Forget:**

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## YULE PROGRAMS

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again this year with the first one at midnight Thursday, December 19th. They are so arranged that everyone will have an opportunity to attend one of them. The schedule is as follows: Thursday, December 19, midnight; Friday, December 20, 8:00 o'clock a. m.; 4:00 o'clock p. m.; 4:30 o'clock p. m.; and the last one at midnight Friday.

A program of Christmas music will be given by the Ecusta band and the girls' chorus.

Ecusta Paper Corporation may be attributed to its guiding policy which is expressed by the concluding remarks of the narrator which are: "No matter how powerful a combination of money, machines and materials a company is a dead and sterile thing without a team of willing, thinking and articulate people to guide it. Ecusta, a great man's dream come true."

The film was prepared under the direction and supervision of the recreational department, of which John Eversman is the director. Most of the photography was done by Walter Glass of Albany, N. Y.

The film is expected to be shown throughout this state and over the nation.—The Transylvania Times.