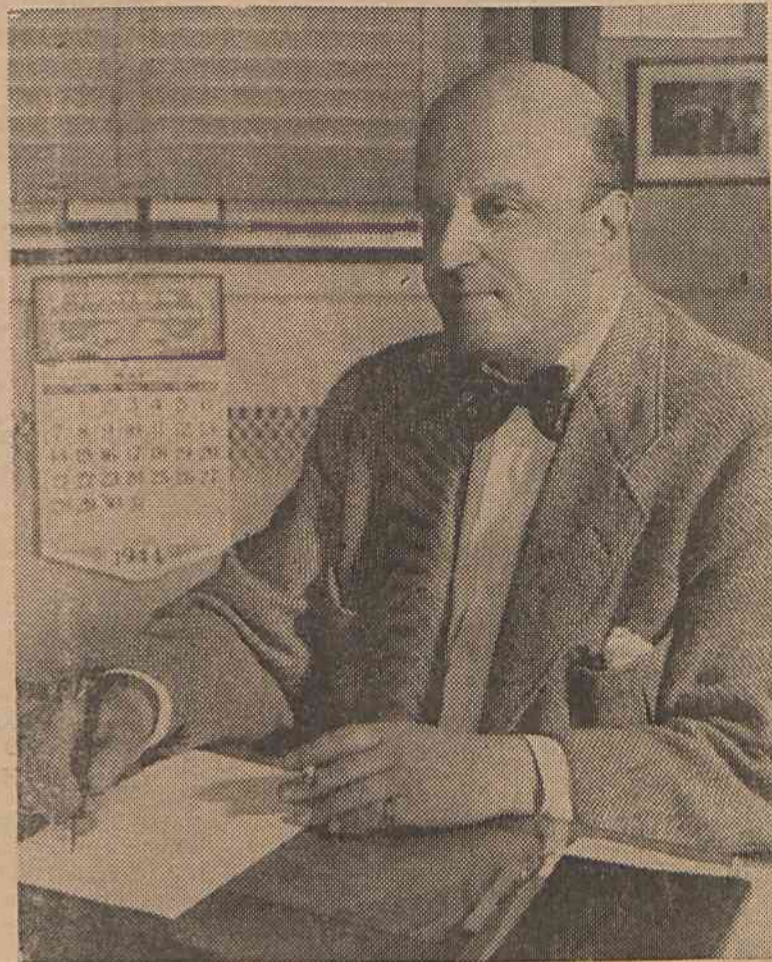
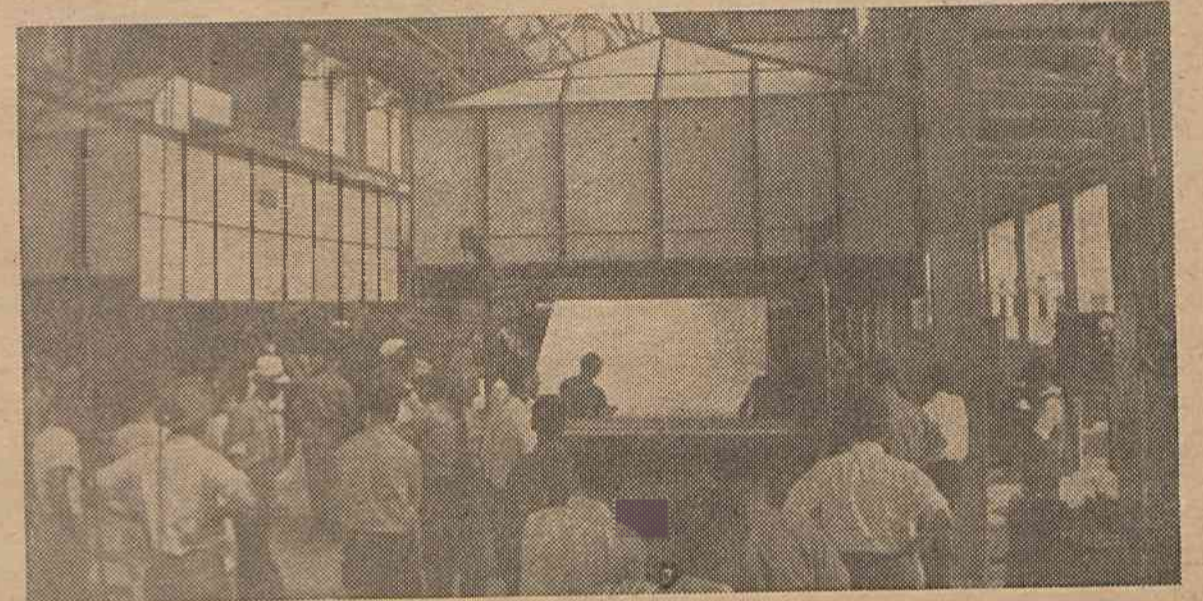
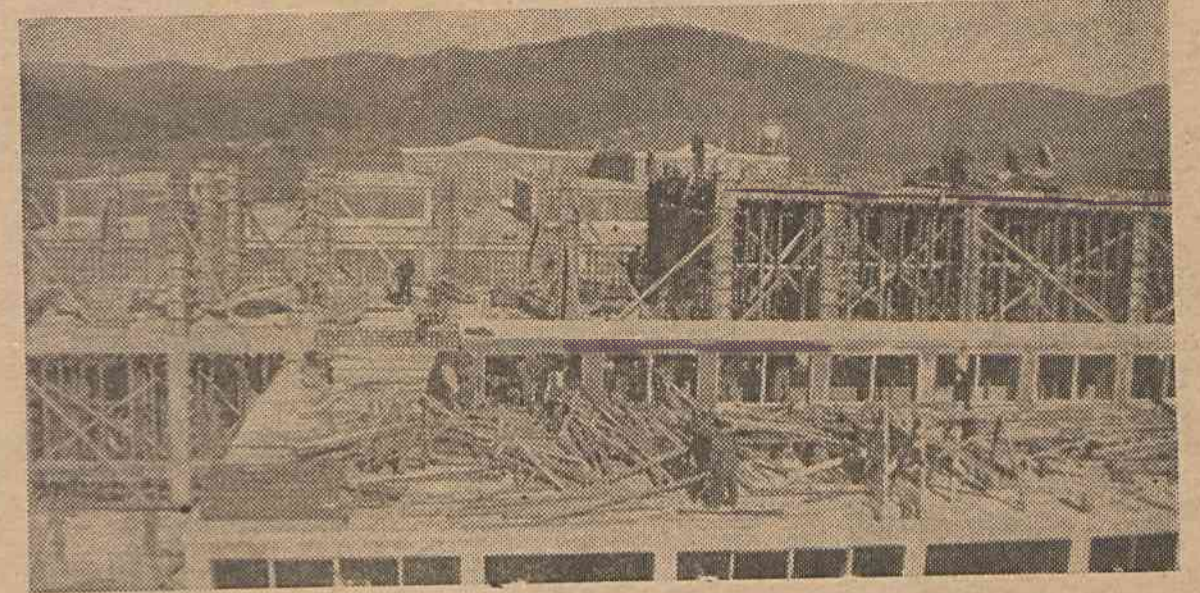


# These Pictures Show Ecusta's Progress From 1938 Thru '46

Ecusta's Founder And President



Pictured above is our president, HARRY H. STRAUS, founder of Ecusta. Before 1938 when Mr. Straus foresaw that America's supply of cigarette paper from France might be cut off in the event of war, he established the plant here which is today America's leading manufacturer of cigarette paper. The plant actually began operation on the same day that World War II broke out in Europe.



Shown on this spread are pictures that show the growth of Ecusta—America's new great industrial plant which saved the cigarette industry during World War II. Not only has Ecusta been able to produce enough cigarette paper to take care of the manufacturers in this country, but also has shipped large quantities to allied nations and South America.

In the top left photo are the corn fields where now Ecusta stands. Here construction began in June, 1938. The first major job in building Ecusta was the changing of the course of Davidson river, from which Ecusta receives millions of gallons of pure water daily. This work is pictured in the second photo from the top on the left.

Actual construction of the first buildings of the plant are shown in the two bottom photos on the left. Rapid progress is noted in these pictures for the war clouds in Europe were darkening fast and our President realized the necessity of the completion of the plant as early as possible.

As the plant neared completion, the top right photo was taken, which was in less than one year after construction was started on the black cornfields.

History is being made in the second photo on the right from the top as Ecusta's first sheet of fine cigarette paper rolls out of the paper making machine. On the very day that operations began here, World War II broke out in Europe.

The outstanding aerial view on the right at the bottom, which was made only a few days ago, shows Ecusta's fine, modern plant and the magnificent Pisgah Forest range in the background. Surely, this is one man's dream come true!

