

# ECUSTA PAPER CORPORATION

PISGAH FOREST  
NORTH CAROLINA

January 20, 1948

CABLE ADDRESS  
ECUSTA

FINE CIGARETTE PAPERS  
FINE THIN FLAX PAPERS



REG. U. S. PAT. OFF.

OFFICE OF THE  
PRESIDENT

Dear Friends:

Our ECHO will present itself to you this month in its new and more attractive form. Just like all other phases of Ecusta's business, in which we strive to show advances all the time, we hope that the modernized edition of THE ECHO will please you. THE ECHO has played an important part in Ecusta's progress.

Many of our "old-timers" here can remember when our first ECHO was a mimeographed sheet, difficult to read, but it was the only medium we had of communicating with each other. A little later on, through the excellent help and cooperation of the Transylvania Times, as well as many of you, we began publishing a better paper, on newsprint, with pictures, stories, etc.

About a year ago, we started to print THE ECHO on our own flax paper, which made a wonderful improvement in the appearance of our publication.

Now, at the beginning of 1948, we are sending you the first issue of our ECHO in magazine form. Our decision to make this change was made at the suggestion of many of you. In its new form, I hope you will keep it permanently in your home, and will refer to it whenever you desire.

I want everyone of you to know and feel that THE ECHO is your publication. Let me, or the editor of THE ECHO, or your departmental reporter, know from time to time how you like it, and if you have any suggestions which might help to improve it, bring them to our attention, as we want to make THE ECHO more and more attractive to all of us.

May this new ECHO be a symbol of our continued progress together and a medium through which our friendship for each other may be constantly displayed.

Cordially,

President

Harry H. Straus