



Being located in the heart of one of America's most popular vacationlands, Ecusta is in a position to receive much recognition and publicity which companies not so favorably located are not able to get.

Not only do tourists pass the plant by the hundreds during the summer months, but commercial tours also contribute to the increasing amount of publicity Ecusta is receiving. One of these companies, Smoky Mountain tours, has at least one large passenger car passing Ecusta each day during the tourist season and company officials estimate that more than 3,000 people pass Ecusta during the summer. These passengers represent virtually every state and several foreign countries.

Drivers of the tourist cars report that their passengers always remark about the neat, attractive grounds surrounding the plant. The visitors also ask many questions concerning our operations and the drivers tell them the fundamental facts about Ecusta—what we make, the raw material used, etc.

On the day the picture on this page was taken, eight states were represented among the 22 passengers—New York, Michigan, Colorado, Iowa, Massachusetts, South Carolina, Pennsylvania and Ohio. On another day, a completely different roster of states might be listed as homes of the passengers.

Thus, in many ways, the name of Ecusta is being circulated in almost every state in the union and several foreign countries.

TOURISTS LEARN ABOUT ECUSTA