

During the year that now stretches before us, we of the Ecusta family will recognize important developments in our company history, and will realize the challenges that are ours.

Beginning with the original plant in 1939 and the manufacturing methods that had been worked out thus far, we collaborated through the expansion periods of 1942 and 1947. Through our concentrated efforts and full co-operation, we have continually improved our manufacturing processes and the quality of our products. While some 500 Ecustans were serving with the Armed Forces during the last war, we worked long, hard hours to produce paper for ourselves and our Allies. Our willingness to join hands and work together was proven last March when we cast an overwhelming vote to continue our happy relationship with the company under the able leadership of Mr. Harry H. Straus.

The manufacture of cellophane, a continued growth in our remarkable progress, will present the same challenge to us that were existent ten years ago, when we braved the unknown field of making cigarette paper from a hitherto untapped source of raw material. Up until that time, only a handful of us had ever seen a piece of cigarette paper except that which was a jacket for our cigarette, and very few of us had ever seen a piece of cigarette plant of any kind. But, we met the challenge head-on, producing the finest cigarette paper ever used.

We do not know what challenge will face us in the coming year, but let us face them with the determination, the same cooperation, the same loyalty, and the same pioneer spirit that we have had in the past. If this is done, we will continue to progress, we will add materially to our community and our country, we will add comfort to our homes, and we will have a great and promising 1950.