

THE DRINKING STRAW INDUSTRY . . .

By F. S. Best

The familiar Drinking Straw, used daily with mealtime liquids, or with refreshing beverages at all hours, has a long and colorful history. Since its invention more than sixty years ago, the drinking straw (soda straw) has rapidly spread over a large part of the world. First accepted, then demanded, by the American public, domestic production has mushroomed to an annual figure in billions of straws.

Accepted as a matter of course at soda fountains;

tubing, coated with paraffin, and then packed in bulk or in individual tissue wrappers.

Individually-wrapped straws, either single or double, bring Ecusta into the picture as suppliers of this outer wrapper. Although similar to the famous Ecusta Cigarette Paper, this special quality tissue is accepted by the straw industry for its strength, opacity, thinness, and printing properties.

Specialty straws, either rigid or flexible, or bent for special use, are made from extruded plastics in various designs.

Due to progressive laws in a number of states, and in many cities, individually wrapped straws insure hygienic transport from the manufacturer to the lips of the user. Customer preference, however, continues to be the dominant factor influencing widespread adoption of straws.

Where germ-killing properties are desired in addition to the pure-white straw wrapper, Ecusta offers bactericidally treated paper — devel-

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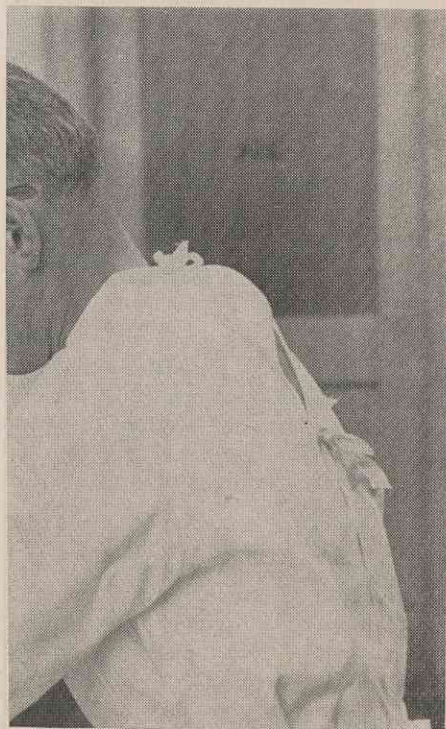
Ecusta Paper Corporation

and

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*Tests on antiseptic soda straw wrapping
made in Ecusta paper*