

THE DRINKING STRAW INDUSTRY . . .

By F. S. Best

The familiar Drinking Straw, used daily with mealtimes 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.

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.

If You Have An Accident



With all the care in the world, accidents sometimes happen. Then a special responsibility falls on your Company and on the insurance company which carries our Workmen's Compensation insurance. That responsibility is to help you get well as quickly as possible.

You share this responsibility, too. For example, a small cut may become infected, and an infection can mean the loss of a hand or a leg or worse — unless first aid is promptly administered. Be sure that these minor injuries are properly cared for *right away*.

If you meet with a serious injury, we want you to receive the best medical or surgical attention to help restore you to full health. We want you to be promptly, fairly and courteously reimbursed for the time you lose and for all benefits to which you are entitled. Because of its favorable reputation — as well as for the help it can give us in preventing accidents — we have chosen Liberty Mutual Insurance Company as best qualified to assure this protection for all our employees.

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

Required by progressive laws in a number of cities 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.

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



Tests on antiseptic soda straw wrapping wrapped in Ecusta paper