



*Left: Frieda Boley operates a slitting machine which is trimming soda straw wrapping paper to the customer's specifications.*

*Below right: Several sample cartons of wrapped soda straws. These are representative of the many brands manufactured and individually wrapped in Ecusta's soda straw wrapping paper.*



oped after painstaking laboratory research to pass the requirements of all health authorities.

Advertising, all-powerful in American merchandising, is an important feature of wrapped drinking straws. The familiar slogans printed on straw wrappers reach millions of Americans daily, plugging the specialty of the house, or reminding customers to "Eat at Joe's", or "Drink More Milk." A druggist or restaurant owner knows, for example, that by spending only a little more than for bulk straws he can obtain printed messages of his own choosing—plus the sanitary protection of individually wrapped straws—which straws he gives away to please his customers and increase his sales. With this excellent advertising medium before the public constantly, an unrelated manufacturer could well bear the entire cost of a wrapped straw in

order to boost his own product.

Endless Belt Corporation, Ecusta's associate, supplies EBCO BRAND woven belts to guide continuous paper strips through the tortuous channel which spirals two reels of heavy paper into a finished tube. Made individually, each belt provides a smooth, seamless transport medium throughout the forming operation.

Toothpicks, either wood or plastic, also are wrapped in a printed covering similar to drinking straws, with the same individual service and advertising possibilities. Due to this similarity, toothpicks are manufactured and distributed by many drinking straw manufacturers as a twin product.

Ecusta salutes the Drinking Straw Industry, and takes pride in Ecusta's small contribution toward the manufacture and distribution of its products.