

## ENDLESS BELT BUSINESS TO BECOME A DEPARTMENT OF THE PAPER DIVISION

Endless Belt Corporation will cease to exist as a separate corporation at the end of 1954, but the business will be carried on without interruption or change as a department of the Paper Division of Ecusta Paper Corporation. This announcement was made this month by L. F. Dixon, General Manager of the Paper Division.

"This is a logical move since the operation of Ecusta Paper and Endless Belt corporations have been managed by the same people with the same policies and employment practices," Mr. Dixon said. "For all practical purposes, it has always been true that employees of both Corporations have worked as part of the same organization."

This formal change in corporate organization

will not affect the personnel or the operation. Ebco Brand endless belts will continue to be sold by Ecusta Paper Corporation in the same way as before.

Endless Belt Corporation was founded by the late Harry H. Straus in New York during World War I when the supply of belts was cut off from Germany. It was moved to Pisgah Forest in 1939 with the beginning of paper manufacture here.

There are over 300 different sizes and types of endless woven belts, which are used principally by cigarette manufacturers to carry the paper and tobacco on cigarette-making machines. They are also used as conveyors in a few other industries.

EBCO Brand endless belts are famous the world over.

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## STAY ALIVE DURING 1955

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The National Safety Council says:

### LOOK OUT FOR OTHERS!

ACCIDENT PREVENTION is simply one phase — and a mighty important phase — of the GOLDEN RULE. It is merely trying to do for others what you would like them to do for you.

Of course, accident prevention is, first of all, practical self-preservation. But it is more than that. It is teamwork in which each individual pitches in for the good of everyone. When we work together for safer homes, plants and highways, we not only look out for others, but we also assure our own health and security.

There are many ways in which we can look out for the safety of others in our daily tasks. Here are a few:

**DAD:** Look behind carefully when you back the car out of the garage. (Many a father has killed his own child because he failed to take this simple precaution.) Keep power tools out of reach of small, curious hands. (Never leave such tools unattended for

even a moment when they are plugged into an outlet.)

**MOM:** Turn all pot handles away from the edge of the stove. (Hundreds of serious burns occur because children grab hot handles and dump scalding liquids on themselves.) Keep poisons, caustics, bleaches, medicines and other dangerous substances out of reach. (Small children can't read labels. You've got to think for them.)

**BIG BROTHER:** Don't clutter up the house with your gadgets. Don't leave balls, bats, skates, toys and tools on stairways where they can cause painful slips and falls.

**SIS:** You're old enough to know how to handle scissors, paints and other playthings that can harm a toddler. Don't give small children peanuts, popcorn or hard candy, they may get choked on them.

**LITTLE BROTHER:** You may be too young to look out for others, but don't worry. We'll look out for you until you can take over.