

Cigarette Production Is Up, But Demand Is Greater Today Than Supply; Reason Given

For the first time since the war started, there is now a shortage of cigarettes in the United States and smokers are having to smoke "other" brands occasionally and like them!

This "shortage," however, is not due to any lack of supply of cigarette paper, nor to a decrease in the production of cigarettes.

More cigarettes are being made today than ever before by about 15 percent and the manufacturers are getting good supplies of high quality paper, thanks to Ecusta and employees. But the demand has increased, greatly increased!

Latest reports show that around 25 per cent of the cigarettes made in this nation are going to the armed forces. Many others, of course, are going to allied nations.

On the home front men and women are smoking more than they did before the war.

This is positive proof of the essentiality of the industry, especially in times of stress and strain.

With production breaking all former records, despite material and other war time difficulties, the industry has proven that it can overcome severe handicaps and do a real job.

"One thing that the cigarette manufacturers need, however, is more tobacco—we are giving them plenty of quality paper—and instead of reducing acreage, it should be increased," President Harry Straus declared.

Wade H. Ramsey is Manager of Calif. Central Fibre Co.

Wade H. Ramsey, Jr., who visited Ecusta recently, is vice president and general manager of California Central Fibre corporation, located at El Centro, Calif., where the majority of our California fibre is produced.

Western North Carolina isn't new to Mr. Ramsey for he is a native of Wedgefield, S. C. He graduated from Clemson as an Agronomist and Agriculturalist, and taught agriculture in Alabama for several years. He also worked in the Agricultural division of the Seaboard Air Line Railway.

In 1934 Mr. Ramsey was put in charge of our fibre development work. After it had been definitely established that flax could be successfully used in the manufacture of cigarette paper, Mr. Ramsey was given the job of organizing a flax fibre plant in El Centro, Calif. This was excellently done, and today is the most modern and smoothly run fibre plant in the country.

The CCC has recently negotiated the purchase of 40,000 tons of cotton-seed meal for importation from Brazil. Some of this meal has already arrived in this country.

Gregg Cherry Is Highly Impressed By Visit Through Our Large Plant

"The Ecusta Paper corporation has one of the finest and most modern plants I have ever seen," Gregg Cherry, of Gastonia and Democratic candidate for governor, declared Friday afternoon when he completed a two-hour visit through the plant.

"I was simply amazed to see so much fine machinery and I was fascinated in seeing how quality cigarette paper is made out of flax in this great plant that was established here in Western North Carolina just before the war started," Mr. Cherry said.

Prior to the war, most of the paper consumed by American manufacturers was made in Europe and Hitler would have certainly cut off this supply, the veteran legislator and candidate for chief executive stated.

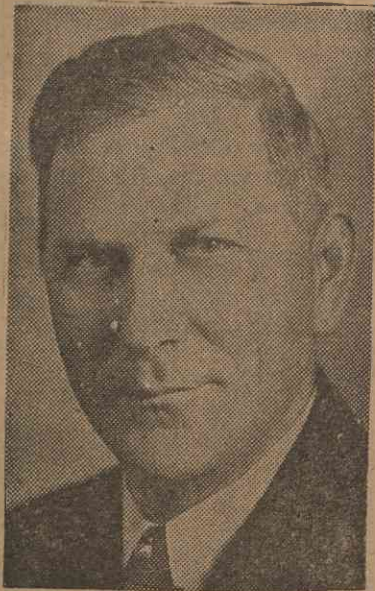
"Thanks to the vision and ability of Mr. Harry Straus and his associates, however, America does not have to depend upon European manufacturers for its supply of cigarette paper.

"People today are smoking more than ever before and North Carolina people and North Carolina industries are seeing to it that cigarette production does not lag.

"Our farmers raise the tobacco, the paper is made here in this beautiful mountain section and cigarettes are manufactured in our state."

Mr. Cherry delivered a patriotic address in Brevard Friday night at a county-wide bond rally and came up early that day to go through the Ecusta plant.

"This industry is a fine thing



HON. GREGG CHERRY

for Transylvania and adjoining counties because it employs around 2,000 people and provides good steady employment," he said.

"In addition to that, Ecusta cooperates with every worthwhile undertaking in this section.

"I am also impressed by the fact that the company is doing so many things for its employees. Here you have an excellent cafeteria serving fine food at low prices, a recreational center, a modern library and a continuous entertainment program," he concluded.

WHO'S WHO

—BY STAFF WRITERS—



MILTON (RED) MCGEE

Red McGee, member of the unloading crew, originally worked with Fiske Carter Construction Co. He has been with Ecusta since October of 1939. Red has a keen sense of humor and enjoys a good joke. His hobby is fishing and his friends say he is pretty good at it. Red fishes in the nearby mountain streams and always comes back with a good catch. He is married, has one child and owns his own home in Brevard.



D. J. (BALDY) LUTHER

D. J. Luther came to Brevard in 1939 and has been with Ecusta ever since November of that year. He came here with Fiske Carter Construction Co. unloading material for the first warehouse—helping to unload the first car of fibre received at Ecusta. He has charge now of all the warehouses; the fibre coming into Ecusta is received and stored under his supervision until it is supplied to the mill.

D. J. is married and lives in Brevard. He takes great pride in working with his chickens and in his garden at home. He says he has a fine flock of laying hens. He has a grand sense of humor and is a good sport—we all remember what a graceful member of the Ecusta Ballet team D. J. made when he danced with them in one of the floor shows at an Ecusta party last spring. As a warehouse foreman he is popular with all employees.



NELSON (SHORTY) BOWEN

Nelson Bowen, a member of the delivery crew, worked on the original construction for Fiske Carter Construction Co. He has been in the employ of Ecusta for four years — since October of 1939. Nelson's hobby is gardening. He specializes in growing and selling or trading fine tomatoes. Shorty is said to have had one of the extra good Ecusta victory gardens this year. He is married and lives in Brevard.

North Carolina makes 70 per cent of all the cigarettes smoked in the United States.



ERNEST MITCHELL

Ernest Mitchell, assistant clerk in the warehouse, began working for Ecusta in September of 1939. Before that time Ernest worked on the original construction for Fiske Carter Construction Co. Ernest, who lives near Rosman, has a prize garden at home. He is married and has one child. We understand also that he has a private salvage crew which specializes in wrecking worn-out school houses.

The total farm mortgage debt in America last year was estimated at \$6,750,000,000.

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