

Endless Belt Started During 1st World War

SOURCE OF BELT SUPPLY CUT OFF BY HOSTILITIES

Two Problems Presented By Increased Demand For Cigarettes

A new industry had its beginning in the United States when Mr. Harry H. Straus founded the Endless Belt corporation during World War I, after the source of supply of these belts from Europe was stopped. War thus gave birth to Endless Belt corporation as it did to Ecusta nearly a quarter of a century later.

Like our cigarette paper, these endless belts are essential to the production of a cigarette. On a cigarette machine this belt carries the paper made by Ecusta to pick up the shredded tobacco in the endless process of making a cigarette. The tobacco flows onto the paper as the belt carries it past. A revolving paste wheel applies paste as the paper is carried by and a tunnel completes the rolling process. After passing under a revolving electric iron to dry the paste, the endless cigarette goes ahead on its own power and our endless belt returns to pick up more Ecusta paper.

World War I created such a demand for cigarettes that we were confronted with two problems—first, to develop and build necessary machinery and equipment for manufacturing, and secondly, to design and manufacture a much better belt than heretofore could be obtained. The production from belts at that time averaged 300,000 cigarettes per belt. It was, therefore, found necessary to manufacture an endless belt, the strength of which would far surpass anything ever produced before. As the demand for cigarettes increased from year to year, it was necessary to meet that demand by producing either more or better belts.

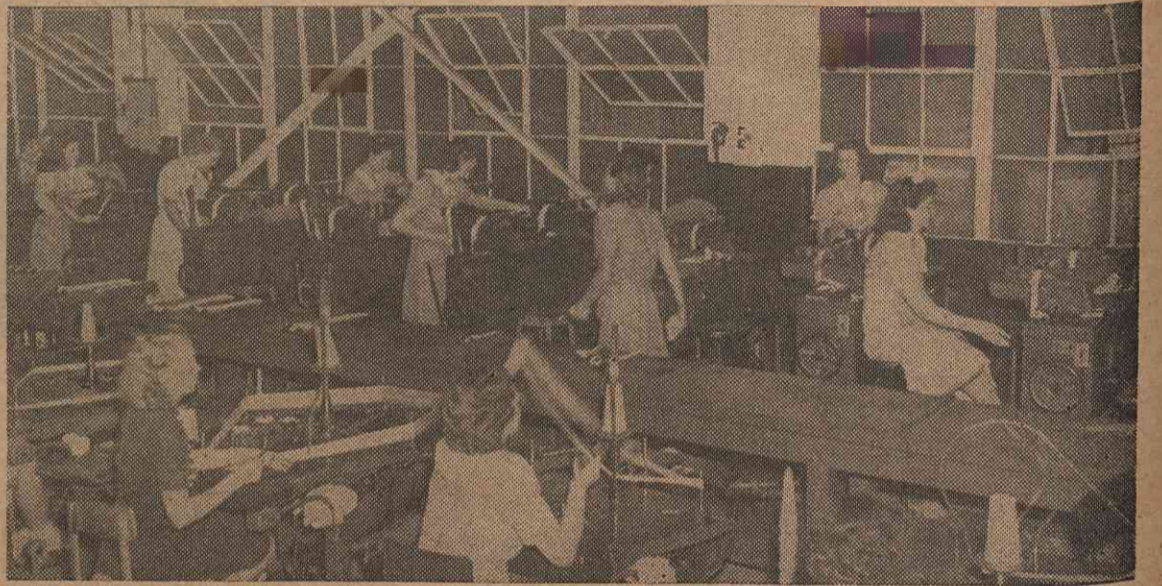
Ebco brand belts are averaging at the present time more than 500 per cent more cigarettes than was produced by the old European belts. The average production on cigarette machines today is from 2,000,000 to 3,000,000 cigarettes per belt. Some large manufacturers of cigarettes have told us that they got as many as 4,000,000 cigarettes from one belt.

Up to the beginning of the present war, endless belts were made of pure Irish linen thread, which was bought directly from mills in Ireland and made according to our specifications. Since it was impossible to continue importing linen thread, we were compelled to look for another material in this country.

Before the imported supply was cut off, we found through research and development that one of our own domestic products made just as good a belt as the imported material. The home grown product was our finest American long staple cotton which is spun and twisted according to our specifications.

This thread must have an unusually high tensile strength, and above all, it must be very soft. Softness of thread is probably the

Belts Are Carefully Inspected As Well As Manufactured



Shown in the picture at the top are four women examining and inspecting belts before shipment is made. In the lower view there are a number of warpers and weavers busy making the famed Endless Belts that are used in the manufacture of cigarettes and which carry the famed Ecusta paper.

most important factor in the success of the endless belt. This feature enables thread to lie flat when woven into endless belting, producing a smooth, flat surface. A flat surface is necessary, particularly in the manufacture of oval or crimped cigarettes, which eliminates the marks of the belts bearing the cigarette paper.

The pre-war belts became narrow in the process of stretching. The loss of width resulted in added length and the belts often stretched beyond the range of the cigarette machine take-up device, rendering them unfit for further use. We have improved our belts to the extent that most of the stretch has been removed before we send them out. Our belts never stretch beyond the range of the belt tightening device on the cigarette machine.

The old European-made belts were of a twill weave or herring bone type. A thorough study of this type of weaving proved it not to be the most desirable and most durable form of weaving for endless belts. The structure of this weave is such that each warp thread or lengthwise thread passes over two weft or crosswise threads, which exposes a great deal of thread surface to undue wear and

also forms a very loosely woven belt.

After carefully weighing all of the facts, we decided to use the plain weave, and developed machinery for the most durable form of webbing known, the plain or straight weave belt. You will find that most common articles are manufactured in the plain square weave. Only the heavy clothing materials are manufactured in other forms of weave, and their durability can be attributed mainly to the amount of heavy threads employed.

Today Endless is employing 100 persons and producing over 2,000 belts per day, of approximately 600 different sizes.

It has always been the desire of Endless Belt corporation to improve methods and to produce more and better belts, and this we propose to do.

CHINESE HUMOR

A sailor, after placing some flowers on a grave in a cemetery, noticed an old Chinaman placing a bowl of rice on a near-by grave and cynically asked: "What time do you expect your friend to come up and eat rice?"

The Chinaman replied with a smile, "Same time your friend come up to smell flowers."

Basketball Teams

(From Page One)

league for both men and women.

Much interest was shown during the short basketball season which was held last season and many requests have been made to have a long season this year.

Plans have been made to use the Brevard College Gym for practice and games again this year and as soon as the teams are entered and leagues are set up, practice will begin.

Thursday Picture

(From Page One)

John), Flash Gordon Part 8, How good is a Gun? and an animated cartoon.

Oct. 19-20 — Army Service Forces, Flash Gordon Part 9, short subject and Terry Toon cartoon.

Oct. 26-27—On The Great White Trail (James Newill), Flash Gordon Part 10, For Distinguished Service and an animated cartoon.

Wives and husbands of employees are cordially invited to attend the Thursday night shows. Pictures are also shown to employees while they are receiving their checks on Friday afternoons.