

## The Echo

PUBLISHED MONTHLY BY AND FOR EMPLOYEES OF  
ECUSTA PAPER CORPORATION, CHAMPAGNE PAPER  
CORPORATION AND ENDLESS BELT CORPORATION  
AT PISGAH FOREST, NORTH CAROLINA

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## N. C. News Bureau

### FROM PAGE ONE

cigarette paper used in this country was being imported from France. But, meantime, Harry H. Straus, who helped develop the French industry, had been hunting for pure, water in this country. His search ended on the banks of the Davidson River, which comes tumbling out of Pisgah National Forest. Happily, it was also located near the center of tobacco manufacturing.

In August 1939, the first cigarette paper was made in the new plant, and it was just in time. Subsequent expansion of the original plant has made American smokers virtually free of paper imports. The paper is now used to wrap Camels, Chesterfields, Philip Morris, Old Gold, Lucky Strikes, and many other well-known brands.

In saving the tobacco industry from a fate worse than death—and by a pretty terrifying margin—the infant industry had to solve many technical problems. Cigarette paper must be pure white and opaque; completely tasteless—directly and when burning; must burn at the same rate as the tobacco; must be thinner than the diameter of human hair, yet elastic and strong; must not stick to the lip, yet must be sufficiently moisture resistant so the cigarette will not become soggy.

As early as 1934, experiments with flax had been started in South Carolina. Now native flax is flowing to Ecusta and turning out what President Straus says is a product superior to that formerly imported from France.

The use of flax also has created a source of income for farmers to whom it was a waste product. In some sections, flax had been such a nuisance that farmers paid \$1.50 an acre to have it removed. Much of Ecusta's flax comes from Minnesota and California. A year's supply is now in storage. The industry has brought 1500 jobs into this mountain community, with an annual payroll of more than \$2-500,000.

Its production figures are something to make you blink your eyes, so astronomical is the cigarette business.

One bobbin of paper will make 85,000 cigarettes, and Ecusta's capacity is 20,000 bobbins a day. That adds up to 1,700,000,000 cig-

arettes, and U. S. consumption is only around 257 billion a year. (Straus notes per capita consumption of cigarettes in U. S. is 30 to 40 per cent below English consumption). To make paper for its quota of these cigarettes, the plant has a filtering capacity of 25,000,000 gallons of water a day.

In addition to making paper for manufacturers, the plant also turns out the paper in packages for Makin's fans, as well as a high quality writing paper.

## Copies Are Given

### FROM PAGE ONE

alone the ever-expanding civilian needs.

3. An important source of Federal and State tax income has been protected. (Internal Revenue taxes on cigarettes in 1943 were \$835,230.773:35.)

"4 The cost of cigarette paper, which went up 600 per cent during World War I, has not increased during World War II.

"5. The quality of Ecusta cigarette paper being made in America today is superior to any heretofore available to the American public.

"6. Farmers have a new cash crop, derived from flax, which is steadily increasing farm income.

"7. This newly created industry has provided opportunity for employment to thousands of Americans, and has raised living standards in the communities in which they live."

### Photograph Of River

The book's frontispiece is a photograph of Davidson river, with the text underneath explaining that the word "Ecusta", derived from the language of the Cherokee Indian, means "rippling water", and that the river flows directly from Pisgah national forest into Ecusta's property, thus "assuring a protected supply of pure water."

Next the directors and officers are listed, a page is devoted to the dedication, the "Record of Achievement" follows, and then comes a reproduction of a type-written letter "to my good friends" from Harry H. Straus, president and founder of the company.

The remainder of the book is divided into sections, the first section carrying photographs, with accompanying text, of the officials, staff members, department heads, etc. Next comes a pictorial and

## Beneath The Pisgah The Poet's Corner

### 'FORTY-FIVE

The old year's gone,  
Let's hail the new;  
It's now past midnight,  
And you're overdue.

As you bring with you  
The hopes and prayer,  
We ask you to remember  
Our boys "over there".

Do, please grant this wish,  
Oh, 'Forty-Five,  
Bring them all back  
Well, safe and alive.

All those dear friends,  
Their lives they gave  
Bless every one  
And each unmarked grave.

And so, 'Forty-Five,  
These hopes we hold dear;  
God willing, lead us to victory  
In the coming New Year.  
—Betsy Allison,  
Stitching.

### WAVES' POEM

Life is so stale,  
No mail . . . No male.

### G. I. POEM

Life is so stale,  
No V-Mail . . . No female.

### NIGHT-TIME AT ECUSTA

In my dreams once more I wander

'Neath Pisgah skies so blue,  
Way down South where folks are fonder,

And your friends are always true.

High above, the moon comes peeping

O'er the mountains cold and grey;  
Hear the lonely screech-owl weeping

Thru' the night 'till break of day.

Monuments have been erected  
To men of valor and of might,  
But Harry Straus, in his goodness,  
selected

As the garden spot, Ecusta, at night.

—Cpl. Howard L. Volrath  
Somewhere in France.

textual account of processes by which Ecusta cigarette paper is produced. The third section is devoted to "the home of a new American industry" at Pisgah Forest.

### Other Parts of Book

Other sections deal with the firm's research department; personnel management; the Champagne Paper corporation, which manufactures paper for "roll your own" cigarettes; and the Endless Belt corporation, another Pisgah Forest concern headed by Mr. Straus, which, the book points out, produces the belts on which every cigarette made in the United States is made. In addition to making cigarette paper, Ecusta also has entered the writing, air mail, and fine text papers fields.

The final two pages of the book are devoted to the firm's honor roll of 566 members of the armed forces.

The anniversary book was produced by William E. Rudge's Sons, Inc., New York. Mr. Straus wrote most of the text.

### NOT NECESSARY

"Last night I went to a dance and became engaged to the cutest boy!"

"How thrilling! What's his name?"

"But darling, you can't ask a man a personal question like that right off!"



## Our Book Corner

"Reading makes a full man,"  
Benjamin Franklin.

Tire and gasoline shortages, travel bans, etc., all will tend to keep us at home more this new year than ever before, or, so those who speak with authority tell us. We shall, to prove we're a hundred percent true Americans willingly to do our part without grumbling, live at home and like it. There is emphasis on those words, for this column has suggestions to make, books to offer, which can help you make your home and surroundings a more attractive place in which to enjoy life.

We proudly announce the addition to our applied art collection of "POPULAR HOME DECORATION," a volume, answering problems and questions, which is simply filled with color illustrations, written by Mary Davis Gillies, who is the associate editor of McCall's magazine.

This answer to the war and post-war home-lovers' prayer gives the formula for smart, sensible, attractive rooms at low cost. Its hundreds of ideas which will be yours for the asking include: how to recognize furniture, decorative schemes, etc., that are in good or bad taste; how to find a room "theme" (professional secrets;) how to use color; how, on limited funds, to have a new living-room, etc., for old; and how to select rugs. Oh, yes, extra rooms, the bride's decorating problems, and that timely question, "Are dining-rooms going out?" are fully covered. Three cheers for Mary Davis Gillies!

Now, for that part your "Surroundings" will play in your new theme of "live at home and like it," we've a book to offer which will help you in planting your flower garden, in planning color schemes, or combining plants in beds or borders. The name of this book by Daniel J. Foley is "GARDEN FLOWERS IN COLOR," and we are especially proud of this new "find," because of its 350 full-colored illustrations of garden flowers. There is also a special section telling about soils, fertilizers and various cultural practices, with sketches of many gardening operations. It is truly a boon to those of us who are not born with a "green thumb."

The two books discussed above are for your study and concentration; here's one for your sheer enjoyment and relaxation. "LUSTY WINDS FOR CAROLINA" is a novel of our own Carolinas. Its author is the now famous and well-known Inglis Fletcher, whose "RALEIGH'S EDEN" and "MEN OF ALBEMARLE" you have enjoyed.

No brief summary may indicate all the elements of interest in "LUSTY WIND FOR CARO-

—Turn To Page Thirteen