

Ecusta's Fine Paper In Volume Production

PAPER IS BEING DISTRIBUTED NOW ALL OVER NATION

Manufacture Of Colored Writing Paper Is Started. Demand Is Increasing.

During the last Fourth of July picnic, when Mr. Straus spoke to us, he said in part:

"All of you must be aware of our efforts to develop new kinds of paper to be sold alongside of our famous Ecusta cigarette paper. All this is done in the hope of keeping our wheels turning uninterruptedly during the peace like during the war."

The reference at that time was made to the broadening of our field of paper making to fine papers for which our raw products and special equipment are particularly suitable.

At the time that this promise of additional items of production was made, we had made some progress in developing various fine papers but since then, volume production of a wide range of writing and specialty papers has become a reality. In this issue of the Echo we show pictorially the manufacturing processes of some new papers which have already made a name for themselves in the various fine paper trade circles.

While our production up to recently has been confined to white papers, we are now going into a broader field including colored papers. One picture of the re-winder shows the first run of colored papers which we expect to develop into increasing volume.

Some of the highlights and interesting features in the development and distribution of the new lines of paper are as follows:

(1) Volume has so increased that one paper machine has been assigned to the production of these papers.

(2) Distributors of Ecusta's fine papers are now located in 106 cities, every state in the nation being represented, also Canada, Hawaiian Islands and Mexico.

(3) Many applications have been found for Ecusta's fine papers for which there were no previous domestic papers. Papers with such qualities formerly had to be imported.

(4) While a number of lots of specialty paper, which have been produced during the last year, were manufactured to help our government and other war agencies during the critical shortage of wood pulp, a very substantial amount has found its place and popularity in civilian distribution which will result in constantly increasing volume after the war.

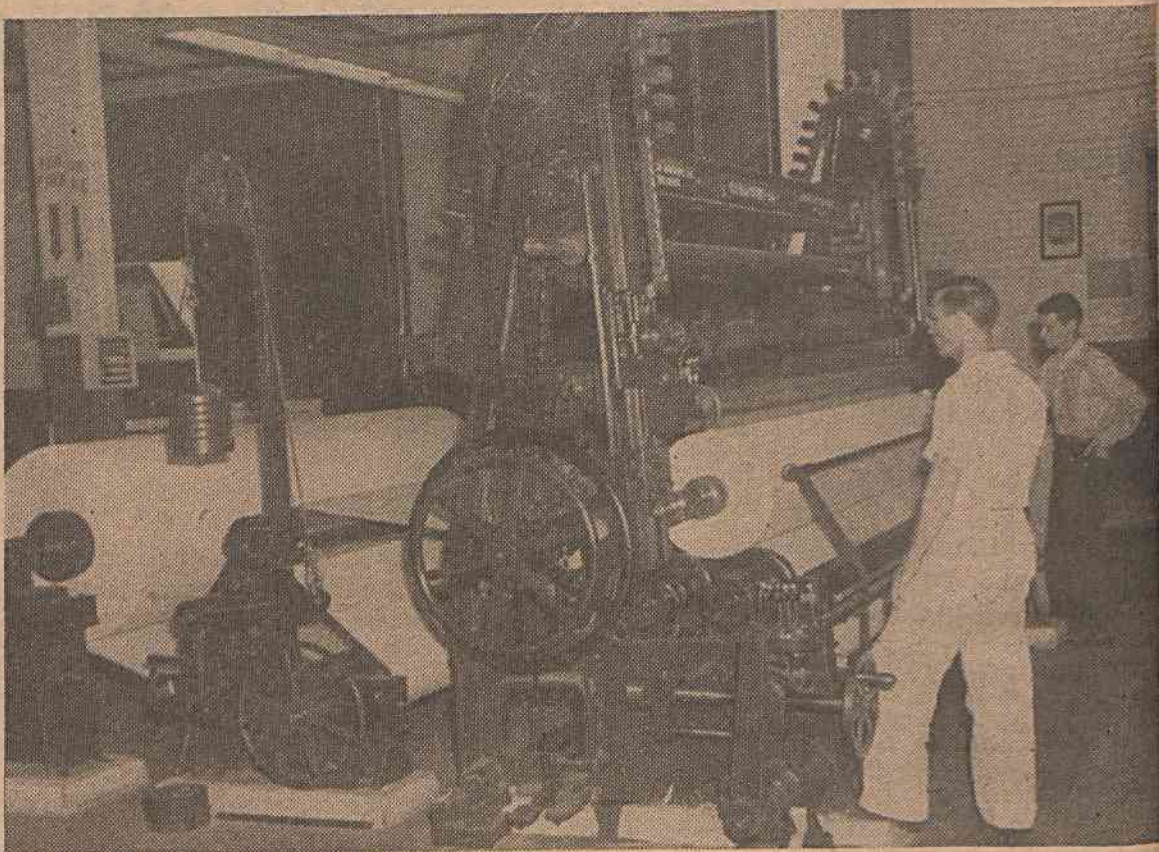
We are very happy to make this encouraging report to all employees of an accomplished plan and a fulfillment of a promise to create greater opportunities for more jobs after the war.

NO LAUGHING MATTER

Clerk: "These are exceptionally strong shirts, sir. They simply laugh at the laundry."

Customer: "Yes, I know that kind. I had some come back with their sides split."

Here's A Picture of First Run Of Fine Colored Paper



This picture shows the first run of "colored" fine paper on the re-winder. The camera doesn't tell us so but the color is "old ivory". The demand for our new fine papers has so increased that one paper machine has been assigned to the production of it. Ecusta's fine papers are now being distributed in every state in the nation.

Endless Chatter

By EDNA ALLISON

Seems like we never know which it is, spring or winter. Many say they have spring-fever, so spring must be around the corner.

Important this issue is our Red Cross drive. We gave \$171.73. Many gave a day's work and more, and here is a striking example of the attitude of our bunch. One morning they took up, one man said he'd give a day's wages, which he did. On Saturday some were giving—those who had waited until payday. This man called the one collecting and told her he had 18c more to give her. He said he had gotten that much more than he had given for a day's wages, and he wanted to give a full amount. Wonder how many are like him. It is a good pattern for us to go by.

We have been busy having our income tax blanks filled out. Mr. Wells sure helped us out. He came down and filled several of them out. We all thank him. Mary Sue wants to know if Shakespeare was thinking of income tax when he said "Beware of the ides of March."

Dot J. is back after being out several weeks recovering from an appendix operation. Bet Attie Belle is sure glad of her return. Clara S. is back also after being off for some weeks. We're glad you both are back.

Catherine H. had her tonsils removed week before last, but she is back with us now—Faye says the letters she got while sick helped her more than medicine could have. We all will agree letters are sure morale builders. We all look forward to getting ours. We know Lois S. didn't have anything to do with selecting her time of being sick, or she would have put it off. Her sailor is here.

Dot H. got a nice surprise the

other day when she went home from work. Her soldier husband was home on a 30-day furlough. We all wish our friend in service were here. She's off enjoying his furlough with him.

Evelyn L. is making a hard struggle. "She hasn't smoked since Sunday." Wonder how long she'll keep it up. We'll see.

Justine is leaving us. And she's always going by machines 26 and 27, thinking she can make O. T. and E. A. not talk.

Exie H. is leaving us Friday to go be with her husband. We all will miss you. Come back to see us again.

Amy and her husband have bought a home. She seems mighty proud of it. Sue W. is on her vacation. We are sorry to hear her mother is ill. We wish her a speedy recovery.

So long until April.

Blocking News

By EULA GRAY

Gee—it's spring. We all are as spry as the first flowers of spring. Let's see what's news. Ruby and Reba have both returned after a nice trip to Georgia. Jean is on her vacation now, but will be back with us soon. Roxie, we are more than glad to have you and Ina Mae as co-workers.

Aurie, would you mind letting us in on yours and Helen's secret? I see that we have a very familiar face in the Blocking Department again. Estelle, we more than welcome you back.

Ruth was very surprised one afternoon last week when she got home from work, and who could be there but James, her one and only.

We were sorry to lose one of our good blockers last week. Margaret Landreth left us, but we hope her stay won't be long.

So long.

Plant Research

By DONA WRIGHT

I have tried to scrap up a little news for our gang this month. Maybe when spring "opens up," and everyone gets their Victory Gardens planted, news will be more plentiful. Here's hoping!

Lula and Josephine have both had one of those "expensive waves" put in their hair. We can see why Lula is getting "all fixed up." We think she is expecting a very special visitor some time soon. Now give an account of your curls, Jo.

We were very sorry for Tommy Souther to have to leave us and go into the Army, but Leon Mason is filling his place very nicely.

Calling all girls!—All girls from Ecusta or elsewhere needing advice on their love affairs, see Frank Fisher, as he can really dish it out for you.

Anyone who has an extra "Kolor-back" carton top, please give it to Carolyn Ashworth as she is interested in getting (for her own personal use) a Kolor-bak dictionary. Why?? Who knows?

Dr. Ray reports that his new son is doing very nicely, but he is rather alarmed that he hasn't talked yet.

Jack Sewell has been an exceptionally good boy lately, as he has been spending quite a bit of this time "down on his knees" in the flax patch.

Poor Lillie, how pitiful she looks, as she sits around trying to "figure out" what kind of pipe to get, and whether she should buy "Bull Durham" or "Country Gentleman."

Mr. Vannah pinned the gold bars on his son, William, at his graduation at the Edgewood Arsenal Chemical Warfare Service Officers' school in Maryland on March 17th. He has also recently visited his daughter, Mary, a cadet nurse, at Duke Hospital Nurses' Training school.