

Predicts Increase In Use Of Lightweight Papers

PUBLIC PRINTER OF U. S. CITES GOOD REASONS FOR THIS

Developments In Transportation Will Demand Many Changes In Graphic Arts

Many revolutionary changes in graphic arts practices are foreseen by Augustus E. Giegengack, public printer of the United States, as a result of the impact of the coming air age.

In a recent statement to the press, Mr. Giegengack cites the tremendous expansion of printed material in the past two decades. He pointed out that this expansion was due in large measure to accelerated means of distribution made possible by comparatively new developments in transportation — faster railroad service, trucking from major market areas to thousands of suburban and rural communities, and the growing use of air mail and air express where speed is of prime importance.

"Today we stand on the threshold of an entirely new era," Mr. Giegengack stated. "From this point on, the evolution of society will reflect the speed of war-born miracles of communication, transportation and distribution. Post-war flying from New York to London in less than twelve hours, and from coast to coast in 8½ hours is a fact, not fancy. Experts estimate that there will be 5000 commercial passenger and cargo planes, including helicopters on feeder lines, in this country alone as our air age economy matures.

"Moreover," he continued, "leading airlines will provide fast, frequent and reliable schedules to other nations of the world. Simply translate the effect of these facilities in terms of export catalogs, promotion materials, books, booklets and so forth, and you will gain some idea of the changes that will have to take place in graphic arts practices. It is clear that printers and publishers must adjust their methods to the demands of air mail and air cargo if they are to keep pace with the air age."

According to the Public Printer, lightweight papers will become increasingly important for it is evident that the cost of transporting material printed on heavier stock by air mail will, in certain instances, prove economically un-sound. "This in turn," he said, "will call for airweight papers that can be printed letterpress in full color, and by offset and gravure as well. Leaders in the graphic arts industry are alert to the necessity of perfecting their production techniques on lightweight paper, as otherwise they may find many of their present methods outmoded. Moreover, when all first class mail goes by air as many authorities predict, lightweight letterheads and envelopes of fine quality and distinction will be needed to lighten the burden on the air mails and save money for those who use them."

From both personal and professional standpoints, Mr. Giegengack is an aviation enthusiast. He is a member of TWA's famed Strato-

U. S. Public Printer Uses Ecusta Paper



Augustus E. Giegengack, shown above with his secretary looking at a letter that has been written on Ecusta fine flax paper, foresees a need for perfecting letterpress, offset and gravure production techniques on lightweight papers to conform to the demands of the coming air age. His own official stationery is printed on Ecusta paper.

Strong Machine Room Team Still Undefeated, Having Won 13 Straight

Control Is Now In Second Place With Maintenance And Pulping Tied

The Machine Room is making quite a record in the Ecusta baseball league this season.

So far this strong team has not lost a single game and has won thirteen straight.

Control has moved up into second place, while Maintenance and Pulping are following close behind, each having won 4 and lost 9.

Thursday games of this week were rained out and will be played off Monday afternoon.

In the games last Monday, Maintenance defeated Pulping 13 to 11, while Machine Room won over Control 21 to 8. Batteries for the games were: Maintenance, Newbury and Landreth; Pulping, White and Allison; Machine Room, Case and Fisher and Control, Corn and Wingate.

The season is well past the half way mark.

liner Club and is among the first to fly at stratospheric levels. His interest in aviation developments extends to his own official correspondence, much of which is written on fine flax airweight stationery manufactured by the Ecusta Paper Corporation.

As head of the Government Printing office, Mr. Giegengack is cognizant of trends that will enable his office to fulfill its function as America takes a leading place in world affairs. He believes that the increase of government informative material to be forwarded to other nations of the world in years to come will be enormous, and is taking steps to see that it is produced for the Government so as to reach its destination as rapidly and economically as possible.

ALL EMPLOYEES

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ber making entries. Banners will be given to these winners.

This is the first time that such an exhibit has been held at Ecusta. The display is really going to be a little fair in which all employees are urged to enter something they have grown or helped to grow, either in their home gardens or at the plant. Canned vegetables and small fruits, along with fresh vegetables of quality grade and flowers will make up the exhibits.

This decision to hold the exhibit is in line with the announcement made some time ago in the Echo. This display will afford an excellent opportunity for employees in different departments to show to their fellow workers and to the public at large that Ecustans can and do produce and conserve vegetables of the finest quality as well as produce the finest quality cigarette paper.

Let's show to our boys in the armed forces and to the government the vital part we are playing in the patriotic cause of food production that is going to and is now playing such an important part in helping to write the peace of the world, garden committee members urge.

Full information about the display will be published in the next issue of the Echo.

This week Ecustans are also reminded they are invited to use the facilities of the Community Cannery at Brevard. As the result of a gift of \$250 by President Straus, equipment is now being purchased that will enable the cannery to double its production.

BUY WAR BONDS AND STAMPS

Just For Fun

PRE-PRECAUTION

Three men visited a bar. "I'll have a coke," said the first. "Make mine orangeade," said the second. Then the third broke in with, "I'll just have a glass of water. I'm driving."

FOR FUTURE USE

Man (at Police Station): "Could I see the burglar who was arrested for breaking into our house last night?"

Sergeant: "Why do you want to see him?"

Man: "I want to ask him how he got in without waking my wife."

OVERCURED

Then there's the sad case of a man who paid a psychologist \$50 to cure him of an inferiority complex and later that day was fined \$25 and costs for talking back to a traffic cop.

SOME MISUNDERSTANDING

A batch of soldiers were out for their first drill period. The sergeant had given the order: "Left leg, raise!" One fellow timidly raised his right leg. The sergeant glared along the line for a minute, then roared, "What silly blighter's got both legs up?"

CHEATED THE DEVIL

A patient in a hospital awoke after an operation, and found the blinds of the room drawn. "Why are those blinds down, doctor," he asked.

"Well," said the physician, "there's a fire burning across the alley and I didn't want you to wake up and think the operation had been a failure."

EVEN SO, WE STILL SAY

"Pop, I got a licking in school today, and it's your fault."

"Yeah? How do you figure that?"

"Remember when I asked you how much a million dollars was?"

"Yes."

"Well, 'heckuva lot' ain't the answer."

LEAST RESISTANCE

Doctor: Should I give you something to strengthen your will power?

She: No, give me something to weaken my conscience.

IN A GUAM HOSPITAL

Lawrence A. Holt, Jr., S1-c of the Seabees is confined to a hospital on Guam because of a fractured foot received in an accident on Iwo Jima. Lawrence was formerly a chlorinator operator at Ecusta, prior to volunteering for service in September 1943. He trained at Camp Peary, Va., and Camp Parks, Calif.

RECEIVES PROMOTION

Sgt. Roy L. Head is with the Medical Corps of the Army; he has just been promoted to the rank of sergeant from that of corporal. Roy has been in the CBI theatre for two years; he is now stationed in Burma with a general hospital unit. Roy was employed as a tester in the Physical Lab. prior to entering service in April 1943.