

# A Hearty Welcome To Members Of The Press

EXTRA  
EDITION



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## STATE PRESS LUNCHESES AT ECUSTA

### BRIEF HISTORY OF ECUSTA IS GIVEN

New American Industry  
Saved Cigarette Manufactur-  
ers During War

The leading cigarette manufacturers of the United States, prior to World War II, were almost entirely dependent upon France for the enormous supply of cigarette paper consumed in America each year. Thanks to the foresight of Harry H. Straus, founder and president of Ecusta Paper corporation, this important commodity is now "Made in America."

Mr. Straus foresaw that France would be drawn into the war and that the paper which he had imported from France for many years could no longer be obtained. He convinced his customers, the leading cigarette manufacturing companies in this country, that the supply of paper was in danger. With the encouragement of the tobacco companies, and with the financial assistance of several southern banks, he built one of the most unusual factories on earth, and certainly the most timely one ever put into operation.

After years of exhaustive experiments, and after hundreds of thousands of dollars had been spent on research in this country and in France, Ecusta began to take shape. By a coincidence the first paper came off the machines on the exact date of the invasion.

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### PRODUCTS MADE IN ECUSTA PLANT

Company Makes High Quality  
Writing Paper As Well  
As Cigarette Paper

Working 24 hours a day, seven days a week, Ecusta's 8 paper-making machines turn out enough paper for a billion cigarettes each day. The large rolls are slit into bobbins for delivery to the leading cigarette manufacturers of the United States, and for export to many foreign countries.

Standard bobbins are 29mm wide and 6,000 meters long. Weighing only 8½ pounds, each bobbin will make 85,000 cigarettes. Converted into bobbins, the annual output of Ecusta would circle the earth at the equator 600 times.

Ecusta's famous quality standards are maintained rigorously. At each stage of processing, tests and necessary corrections are made to insure delivery to the

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### Presidents Of Ecusta And N. C. Press Ass'n.



HARVEY LAFFOON, publisher of The Elkin, N. C., Tribune, is president of the North Carolina Press association, and is presiding at the luncheon session.



HARRY H. STRAUS, founder and president of Ecusta Paper corporation, is extending words of welcome to members of the North Carolina Press association.

### Greetings To Members Of N. C. Press Association

Ecusta Paper Corporation is honored to be host to you ladies and gentlemen of the North Carolina Press Association at a luncheon in our company Cafeteria on Friday, September 13th.

We are proud to be in the paper business with you although our product is "cigarette" paper instead of "news" paper. Your product, the same as ours, is consumed by the public, and we share with you the responsibility of preparing and distributing a product which is pure, spotless and faithful to an exact set of standards.

As guardians of a free press in a free country, as moulders of public opinion and promoters of progress and general welfare, we salute you. We are proud of the marvelous record the press of North Carolina has made and we know that you will continue to further the cause of liberty by your promotion of the ideals of a free people.

We are delighted to have you as our luncheon guests and hope that you will enjoy your visit through our plant!

HARRY H. STRAUS, President  
Ecusta Paper Corporation  
Champagne Paper Corporation  
Endless Belt Corporation

### TO TOUR LARGE CIGARETTE PAPER PLANT THIS P. M.

Entertaining Program To Be  
Presented By Ecusta Rec-  
reation Department

The North Carolina Press association is today holding a luncheon session in the beautiful Cafeteria at the Ecusta Paper corporation, America's foremost manufacturers of quality cigarette paper.

It is anticipated that this will be one of the highlight sessions of the seventy-fourth annual convention of the state press association which is convening in Western North Carolina.

The ladies and gentlemen of the Tar Heel press are the luncheon guests of President Harry H. Straus and Ecusta. Following this session, they will make a tour of the plant, which is regarded as one of the finest and most modern paper mills in the world. They will see how cigarette paper and fine writing paper are made from flax fibre grown in Minnesota and California.

The genial president of the N. C. P. A., Harvey Laffoon, of Elkin is presiding at the luncheon and the invocation was given by Dr. E. J. Coltrane, president of Brevard college.

President Straus will deliver an

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### ECUSTA HAS BIG RECREATION PLAN

Extensive Program Is Car-  
ried Out By And For  
All Employees

To provide a varied program of recreation and entertainment for the employees of the Ecusta Paper corporation, a recreation department was set up when the plant was first established and today almost everyone here participates in the many activities of the department.

Camp Sapphire—a beautiful 350-acre park and lake—is owned and operated by the company and here the employees and their families enjoy swimming, tennis and many other types of indoor and outdoor sports, picnicking, and other forms of amusement seven days of the week.

A modern library is operated under the auspices of the recreation department and is located in the

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