

# MAGAZINE HAS STORY OF NEW W. N. C. PLANT

## Development Of Cigarette Paper Industry Told By Coronet

The story of a Western North Carolina industry is told in the February issue of Coronet magazine. The industry is the Ecusta Paper company at Brevard.

Every hour millions of Americans, as they light their cigarettes, are handling the product of one of North Carolina's most thriving industries—Ecusta. But few smokers have ever heard of Ecusta or of its founder, Harry Straus; yet, according to the article in Coronet, this German immigrant is responsible for first utilizing American raw materials and American labor in manufacturing cigarette paper.

For years the American cigarette industry was at the mercy of the French mills and the rag-pickers, who, as events proved, were at the mercy of Hitler. The European process for making cigarette paper was long and slow, and the quantity of linen rags available for processing was always uncertain. To overcome these difficulties, Straus, an importer of papers, posed a revolutionary question: "Why not make the paper direct from flax fiber?"

It took years of discouraging research before he finally found that seed flax straw, always considered useless by farmers, could be used for the paper. But his research problems were not over, continues Coronet. First he had to find the paper water with which to work. Water is important in the manufacture of cigarette paper; enough of

it is used each day at Ecusta to serve the needs of 150 thousand people. The water must be tasteless and odorless, for if it is flavored by nature, the flavor is carried over into the paper.

After testing many samples, Straus' researchers uncovered a river whose waters were completely tasteless—the Davidson river in North Carolina. Straus named the spot "Ecusta" after the Cherokee word meaning "rippling water." When he set up shop in North Carolina, there were no trained paper makers available in the locality. Yet, in an industry where adequate training has been measured in decades, Straus managed to do the job in a few months with French teachers for the mountaineer students.

Swiftly they all learned together, applying American factory methods to the ancient French art. And just as Hitler was moving his iron juggernaut across Poland, Straus delivered his first commercial order of the new cigarette paper. Today more than 1,500 employes manufacture and market the flimsy paper to almost every tobacco company—turning out enough in one day to make more than a billion cigarettes.

The modern industrial oasis in the farmlands of North Carolina has done much to benefit the families who live there. Workers at the Ecusta plant get hospital and surgical benefits at low cost, as well as life insurance without any cost to them. There is music at Ecusta, provided by a band which Straus outfitted and trained. He has also had a library built for employees only, and has inaugurated a complete sports and recreation program. The nearby town of Brevard boasts a new post office, super market, and a junior college for the young folk. Community enterprise and spirit run high in Brevard.

And that is the story of a new American industry.

## Yes, There Is Something New Under The Sun

Flat tires can happen anywhere, and they may be due to a wide variety of causes.

But Cecil Allen, of Franklin, Route 3, experienced something when he had a flat last week. Mr. Allen, just as he drove up to Duncan Motor company, felt a tire go down. The tire was very thin, and he really wasn't much surprised. But he was surprised when he took it off and took out the tube.

A shiny dime, picked up somewhere on the road, had worn its way through the thin tire and worked its way into the tube. The air escaped, but the dime was firmly imbedded in the rubber.

### ERNEST J. MOFFITT GIVEN HIS DISCHARGE FROM NAVY

Ernest Jesse Moffitt, machinist's mate third class, of Prentiss, has been discharged from the navy, according to an announcement received from the separation center at Charleston, S. C. Mr. Moffitt, who is 27, has had 22 months' navy service.

In March, 1943 the number of soldiers in this, the Fourth Service, command reached its peak—1,434,000.

### EXECUTOR'S NOTICE

Having qualified as executor of Ellen Cabe, deceased, late of Macon County, N. C., this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned on or before the 12th day of January, 1947, or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate settlement.

This 12th day of January 1946.

Fred P. Cabe, Executor.

J17-6tp-F21

### National Forest Timber For Sale

Sealed bids will be received by the Forest Supervisor, Franklin, North Carolina, up to and not later than 2 p. m. February 25, 1946, and opened immediately thereafter, for all live timber marked or designated for cutting and all merchantable dead timber located on an area embracing about 185 acres within the Kelly Cove Unit, Little Tennessee River Watershed, Macon County, Nantahala National Forest, North Carolina, estimated to be 300 M feet more or less, of yellow poplar, northern red oak, white ash, white oak, red maple, chestnut oak, black oak, black locust, chestnut, pitch pine, and scarlet oak sawtimber. No bid of less than \$20.00 per M feet for yellow poplar; \$11.00 for northern red oak and white ash; \$9.00 for white oak; \$6.00 for red maple and black locust; \$4.00 for chestnut oak and black oak; \$3.00 for pitch pine and scarlet oak; and \$2.00 for chestnut. In addition to prices bid for stumpage, a deposit of \$1.00 per M feet for all timber cut will be required for sale area betterment work. \$400 must accompany each bid to be applied on the purchase price, refunded or retained in part as liquidated damages, according to conditions of sale. The right to reject any and all bids reserved. Before bids are submitted, full information concerning the timber, the conditions of sale, and submission of bids should be obtained from the Forest Supervisor, Franklin, North Carolina.

J27-2tc-F7

## USE 666 COLD PREPARATIONS

Liquid, Tablets, Salve, Nose Drops Caution use only as directed.

### EXECUTOR'S NOTICE

Having qualified as executor of Ethel Soper Hardy, deceased, late of Macon County, N. C., this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned on or before the 4th day of January, 1947 or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate settlement.

This 4th day of January, 1946.

American Trust & Banking Co. By Thomas A. McCoy, Asst. Trust Officer, Chattanooga, Tenn.

J10-6tc-F14

### ADMINISTRATRIX NOTICE

Having qualified as administratrix of Hal W. Cabe, deceased, late of Macon County, N. C., this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned on or before the 10th day of January, 1947, or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate settlement.

This 10th day of January, 1946.

ONNIE CABE, Administratrix.

J17-6tp-F21

### EXECUTOR'S NOTICE

Having qualified as executor of Emma Tallent deceased, late of Macon County, N. C., this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned on or before the 25th day of January, 1947, or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate settlement.

This 27th day of January, 1946.

ROY F. CUNNINGHAM, J31-6tp-M7

### ADMINISTRATOR'S NOTICE

Having qualified as administrator with will annexed of Robert B. Eskridge, deceased, late of State of Louisiana, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned on or before the 24th day of January, 1947, or this notice will be plead in bar of their recovery. All persons indebted to said estate will please make immediate settlement.

This 24th day of January, 1946.

R. S. JONES, Administrator With Will Annexed.

J31-6tc-M7-J&J

**JOIN**  
Bryant Mutual Burial Association  
Oldest and Strongest in the County

## SKIRT-TUGGER?

Is your child irritable, fretful—tugging at your skirts? This crossness is often the sign a laxative is needed.

## Try Triena FOR CHILDREN

Most children have times when faulty elimination makes them tired, sluggish, with a coated tongue. When this happens, remember the quick relief Triena brings. Made with famous senna, it's effective, gentle. TRIENA won't upset your child. It tastes good because it's flavored with pure prune juice. 30c. large size 50c. Use as directed on label.

ALLIED DRUG PRODUCTS CO. Chattanooga, Tenn.

The production of Grade-A milk and "choice" lambs is on the up-grade in the state, Extension service observers report.

The fit of a slip depends not only on its size but also on its cut, say Extension service clothing specialists.

Winter is the time to prune, spray and thin orchards, according to horticulturists of the Agricultural Extension service.

## PRESS ADS PAY

**NOTICE**  
The Loyal Order of Moose meets regularly on the first and third Thursday nights of each month at 7:30.  
LAKE V. SHOPE, Sec.

**ALL SERVICEMEN**  
Whether you are a member or not, you are urged to attend the  
**AMERICAN LEGION MEETINGS**  
First and Third Mondays of Each Month  
7:30 p. m.  
**LEGION HALL**  
American Legion Post No. 108

At Your Grocers it's  
**JFG COFFEE**  
SPECIAL  
On Your Table it's  
"The Best Part of the Meal"

GROGGY OVER GIFTS ??? THEN...

## DON'T MISS OUR PYREX WARE COUNTER!

**DOUBLE-DUTY CASSEROLE**  
Two smart gifts in one. Practical too, the cover keeps food warm or serves as separate pie plate. Foods bake faster in Pyrex ware --and taste better!  
2 quart size—only **75¢**

**PYREX UTILITY DISH**  
A gift she'll use a dozen ways. Cooks small roasts, hot breads, rolls, biscuits, and desserts. Ideal for candy and brownies. The handiest dish in the kitchen. 10 1/2 in. size **50¢**

**PYREX CAKE DISH**  
Notice the convenient glass handles! Bakes perfect layer cakes or doubles for meats, vegetables and other baking. Washes easily. A pair makes a lovely gift. Each . . . only **35¢**

**PYREX PIE PLATE**  
Just think how proud she'll be of her pies in this smart transparent Pyrex Pie Plate. She can watch crusts come to a crisp, flaky brown. 7 1/2 inch size only . . . . . **25¢**

## FRANKLIN HARDWARE CO.

**SPECIALS THIS WEEK**

Batteries for all makes of cars, guaranteed 18 months, ea. . . . . \$8.95 - \$9.95  
Passenger car chains, 500 x 16, pr. . . . . \$7.00  
Passenger car chains, 650 x 16, pr. . . . . \$7.75

**Western Auto Associate Store**

**FRANKLIN GRANITE WORKS REOPENS**

We Are Glad To Announce The Reopening Of Our **Monument Shop**

And it is our sincere desire to help the people of this section with their **Memorial Needs**

We wish to thank our friends for the loyal Support and Patronage of the past, and we invite you to bring your future Memorial Needs to us.

**FRANKLIN GRANITE AND MARBLE WORKS**  
Elbert E. and Herbert B. Angel, Mgrs.  
Franklin, N. C. Phone 5902

**PEE GEE PAINTS**  
Inside and Outside  
**KEM-TONE ROOFING**  
Shingles and Roll  
**PRESSURE COOKERS**  
Burpee and National

**Reeves HARDWARE Co.**  
Telephone 113 Franklin, N. C.