

NAME THE PAPER



SEE PAGE 3
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Vol. I

February, 1940

No. 1

Number 2

Selected
Name;
s Winner

A MESSAGE FROM THE PRESIDENT

In presenting to you the first issue of our little publication--which will reach you at regular intervals--I hope it will please you.

We have a very large plant. Many people are employed in various departments, and, due to the fact that we have four shifts, naturally not all of the people are in the plant at the same time. I, therefore, hope that this little publication will become the medium by which all of us will become better acquainted and that it will be used liberally by all of you.

The pages of this pamphlet are open to all, and we hope that many of you will become contributors to it. Before I permit this little publication to go to press, I wish it Godspeed, and hope it will serve its purpose.

One of the very good customers of Ecusta Paper Corporation has adopted a slogan, which is prominently displayed throughout his factory, which reads as follows:

"Quality of Product
is essential to
Continuing Success"

I went through this immaculate factory the other day, and these words made a very deep impression upon me, and I wish to adopt this slogan for Ecusta.

So as to be assured of continuing success, it is necessary that all of us realize the essentials which lead towards success. First of all, we must bear in mind that on the shoulders of all of us and on the work which each and every one of us performs, rests a great responsibility. It must be the conscientious aim of each one of us to contribute to making a reality out of the promise which we have given to our customers, namely, a uniform and perfect product, which we must maintain and be willing to improve upon at all times. This is only possible if each and every one of us makes it a rule to be proud of the product which we are manufacturing. If we are determined to do this, our continued success is assured. Only with united efforts can we succeed--it is not sufficient that you or I alone try to accomplish this.

We have a very short life back of us as manufacturers of cigarette paper in Pisgah Forest. All of us must admit that we still have a lot to learn--we never will know it all--but we must continue with our efforts to achieve perfection. This will be my ambition, and I hope that each and every one of you will help.

Wishing you all the best of success, and again I repeat, I hope this little publication will become instrumental in bringing all of us closer together.

Sincerely yours,
H. H. Straus
H. H. Straus, President

the name selected being the best submitted. The \$5.00 prize was given to Morris of the Hand Department of Champagne. This name was also given to Elsie Rice, of the Department of Block and Calendar. The name was also given to Miss Rice; the rules, "the early bird".

in various forms several people, and Echo was probably more than any other. It Eco, Ecco and Edges preferred the word, and better to omit the fact that Corporation and by might want to

the submission of it, with approximately submitted. The is appreciated. The ted--the mark of the decision of the employees face the ECHO resound live spirit.

Have Part Show

Ecusta employees will delight of seeing a colleagues lending production of "The

intendent of the very much in evidence man just freshly moon with the furling stranded in an station with his hours, Sonia Colthe Main Office. office force and e Inspection Dele parts as a pair Ed Watson, of tment, as a silly fellow that in the crimp in the ventioned Messrs. Eben Morrow, of t, stars as a slick Department of ot least is Doris ss Belt Company. ng lady who realat all. The play is directed by Wm. Jordan, who holds forth in the office building.

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as long as that method works, when it doesn't--well, those are guns and handcuffs swinging at side.

Raised it was on that particular day spirit so deep and so moving it cannot as an act of commemoration for a fall, either by day or night, to be an great patriot but raised every day inspiration to us all.

is directed by Wm. Jordan, who holds forth in the office building.

MISS JUSTINE WILLIAMS, Women's Recreation Director, will act in the capacity of librarian and will be on hand from 8:45 A. M., until 5:00 P. M., to issue books. The books will be loaned for a period of one week. However, if the reader requires more time, books may be renewed for an additional week. We have in our files a request list so in the event that you do not find your reading interests on our shelves we should appreciate your suggestions for future book orders. Among the many famous authors

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Mr. A. J. Loeb, better known to Ecustans as "Art" Loeb, recently returned to Brevard. Mr. Loeb is Vice Pres. of the California Central Fibre Corporation and has been located at El Centro, Calif., for the past year. On Nov. 12, Mr. Loeb was married to the former Miss Kathleen Vachreau of Wausau, Wis. The ceremony took place in Chicago and their honeymoon was spent in Florida. We extend our very best wishes to the bride and groom and hope that their stay here will be an extended one.

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