

# THE ECHO

Health is the greatest of all possessions; a pale cobbler is better than a sick king.

It is far better to think and avoid a hazard than to pay the penalty of carelessness.

Volume No. I

PISGAH FOREST, N. C.

May, 1940 Number 4

## BASEBALL NINE WINS 1 LOSES 2 GAMES

The Ecusta Baseball Team has won one game and lost two games in three starts. The team got under way April 27th by defeating the Tanners by the score of 6-4.

Although it was evident that, as a team, a little more practice would be needed but the boys really came out at the plate getting hits at the right time and driving in runs they earned run victory.

Payne, the winning pitcher, pitched his head as well as his arm, gave up 3 hits in 6 innings and also pitched a busy day in the field, having 2 assists and 3 assists to his credit; Roy Whitaker, who relieved Payne in the 7th, showed he had what it takes to make a pitcher by striking out 12 men that faced him.

Conn carried off the batting average by getting 2 for 4, one of which was a long hard hit drive into left center field and went for a home run and also drove in 3 fly balls that came into the outfield in right field.

The game scheduled for May 4th between the Ecusta Paper and Fibre Co. and the Adams team from Tryon by the score of 11-3. This was the first game that was played on the local field.

Wittman started on the mound for Ecusta but was relieved in the 4th inning by "Bud" White, who finished the game and also starred at the plate by getting two hits for four times driving in 3 runs.

The Ecusta team journeyed over to Adams on May 18th and received a licking by the score of 14-3. The game started if it would be an air tight affair. Each team scored one run in the 1st inning and then settled down to a game of real baseball. The last 3 innings of the game were filled with errors.

Whitaker pitched a good game, but his support was not so good. Action Fowler led the Ecusta team with three for five. Bud White, Roy Wilber and Roy Whitaker each had two hits; Conn and Clayton each had one hit.

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## Armour Athletics To Be Organized

There are under way to organize inter-departmental athletics. A number of shifts in the departments have expressed the desire to have a shift baseball or softball team and compete with teams from other shifts. If enough are interested, a league composed of teams from various departments will be organized and a regular schedule arranged. Each department or shift is requested to contact the personnel department at once to let us know whether they want to join a baseball or softball team in the league. As soon as this information is in, representatives of the teams will be called together in a meeting to make the arrangements for the league to be organized. Each shift or department is requested to have a meeting and decide whether they desire to enter a team and let this fact at once.

## MESSAGE FROM THE PRESIDENT

Since the last issue of "THE ECHO" went to press, I travelled extensively through the Middle West and Pacific Coast and inspected the acres of flax which are being cultivated for us in California and Minnesota.

I know that all of you are interested and I, therefore, am taking advantage of the coming issue of "THE ECHO" to write you something on this subject.

In the Imperial Valley of California, in the territory surrounding the City of El Centro, there are from sixty to eighty thousand acres of flax which are being harvested right at this moment. The straw which will result from it will be converted in our own mill in El Centro into usable fibre, and you are all acquainted with the lovely light colored flax which reaches us in car-loads practically every day from the Pacific Coast.

As a result of this year's crop, we expect to receive 4,000 tons of California flax.

It was a most marvelous sight to see miles and miles of flax in bloom—beautiful blue flowers—of an even stand, ready to be converted into the flax fibre we need in our cigarette Paper manufacturing operations. I wish that more of you could have seen this very impressive sight. It is most gratifying that, due to this flax development on the Pacific Coast, we have contributed largely to the economic welfare of the flax growers in this district.

We are making preparations to enlarge our own plant in El Centro—to double its present capacity—and expect to have it in full operation by the month of August - 1940.

In Minnesota, the situation is somewhat different from that in California. Due to the climatic conditions, the flax was only sown near the end of April and it will be late in August before the crop is ready to be harvested.

I expect to visit Minnesota again before the harvest to inspect the progress of the crop there but, encouraged by the outlet we have developed for the fibre, the acreage appears to be increasing, year after year.

Also in Minnesota we have several plants at our disposal where the straw is being gathered up by the farmers, brought to our Stations and converted into Minnesota flax fibre, with which all of you are familiar.

I was very much encouraged after my visit to these districts and feel assured that our source of supply for flax fibre is guaranteed.

Arthur Loeb accompanied me on this trip.

Upon my return from Minnesota, I made a trip through the cigarette manufacturing center—Winston-Salem, Durham and Richmond—and visited all the large cigarette producing plants where ECUSTA paper is consumed.

I am happy to say that our paper has been received with open arms by all those who are using it and, with a good deal of tolerance, they have accepted our paper; and while, by no means—as we all know—have we reached the perfection which we are striving to achieve, I am glad to tell you that progress is being noticed in our qualities by all of our customers.

I gave them the assurance that we will never rest in our efforts to improve our quality and that all of us who are working for Ecusta are fully aware of our responsibility and will untiringly try to achieve perfection in each one of the many characteristics of cigarette paper, all of which are known to you.

Bob Matthews accompanied me on this trip.

My friends in the CHAMPAGNE PAPER CORPORATION will be glad to hear that our customers who are buying booklets from us also realize that we have made a good deal of progress during the last few months and I promised

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## LANDSCAPING WORK UNDERWAY AT PLANT

Work is well under way on the extensive landscaping project planned for the grounds of Ecusta. Mr. Carter Newman, Jr., landscape architect of Greenville, S. C., originated the design which will be followed.

Walkways have been built to all entrances and grass has been sown on the lawn of the office building and around the gate house. Workmen are now engaged in grading the road shoulders and leveling the fields which will be planted with a cover crop, followed by grass next spring. The design will follow the natural surroundings of the plant by the use of native shrubs and trees, which will be planted during the fall and winter.

A maintenance force will be permanently engaged in the up-keep and beautification of the grounds.

Mr. R. R. Bolt, landscape architect, has active supervision of the work. He and his force of ten men are rapidly changing the complexion of the grounds. Rough places have been smoothed out and a good stand of grass is now peeping up all around the main office building. Mr. Bolt says he has had a great deal of difficulty keeping the improved areas in good condition due to the fact that some employees take near cuts across these areas, thereby making paths and damaging the young grass. All employees are urged to cooperate in this program by using the roads and walkways instead of cutting across the improved plots. PLEASE STAY OFF THE GRASS.

## New York Office Sends Message To "Echo"

The personnel of the New York office sends us an Echo for this issue of our paper. Although located hundreds of miles away, this group of employees is just as vital a part of our organization as if they were here at Pisgah Forest. We welcome their contribution to the Echo and want them to feel that our little paper will echo messages from Rockefeller Center in New York just as well as from the Davidson River Valley.

Our thanks go to Mr. Walter V. Landeck, who is vice-president of the companies and in charge of the New York office, for sending us the message below:

"I am just in receipt of the second issue of "The Echo" which, as usual, is enjoyable reading to all of us and well presented. Webster's Dictionary gives many definitions of the word "echo"—among them perhaps the simplest is "to send back or repeat". Therefore, I want to send back a message for your next issue of "The Echo" on behalf of the New York office which, as you know, represents all the activities of Mr. Straus at Pisgah Forest.

Even though we are approximately 800 or 900 miles distant, this office, in its modest way, helps to make the wheels turn at Pisgah Forest, not only

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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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	no dep.	1 dep.	2 dep.		no dep.	1 dep.	2 dep.
\$ 750	\$ 0.	\$ 0.	\$ 0.	\$ 0.	\$1000	\$ 0.	\$ 0.
800	3.	0.	0.	0.	1100	3.	0.
900	11.	0.	0.	0.	1200	6.	0.
1000	21.	0.	0.	0.	1300	9.	0.
1100	31.	0.	0.	0.	1400	12.	0.
1200	40.	0.	0.	0.	1500	15.	0.
1300	50.	0.	0.	0.	1600	18.	0.
1400	59.	0.	0.	0.	1700	21.	0.
1500	69.	0.	0.	0.	1800	24.	0.
1600	79.	6.	0.	0.	2000	30.	0.
2000	117.	42.	6.	0.	2500	45.	15.
2500	165.	90.	50.	12.	3000	60.	30.
3000	221.	138.	98.	58.	3500	75.	45.
3500	284.	186.	146.	106.	4000	90.	60.

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.