

# THE ECHO

The only way to have a friend is to be one.—Emerson.

Quality of Product is Essential to Continuing Success

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PISGAH FOREST, N. C.

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## CAFETERIA QUESTIONNAIRE

### Boys To Serve Shift Workers

The opening of the new cafeteria and canteen naturally brought to mind several questions that need to be answered. First, it must be remembered that some of the answers that we gained only through the experience of the management. An attempt shall be made within this column to answer many of these questions.

Will employees that have no lunch period be able to use the cafeteria? For the convenience of those employees whose work will make it impossible for them to eat in the cafeteria, special arrangements have been planned. Each department preceding each meal, an order will circulate among the workers for the purpose of taking each personal order. These orders will be promptly filled and returned in modern service wagons.

Here are the employees who continue to bring their lunches supposed to eat? All employees who take lunch periods, either day

## DINING SCHEDULE

Order that all employees get the best service and not crowded at meal times, the schedule below will be followed from the opening day:

Department
Finishing
Hand Booklet
Cleaning Crew
Warehouse
Maintenance
Electrical
Endless Belt
Yard Crew
Land Scape
Miscellaneous Office
Champagne
Main Office

## PRESIDENT'S MESSAGE TO ALL EMPLOYEES

The new cafeteria and canteen will have been opened for operation by the time this issue of the Echo comes to you. Tentative schedules of meals and service are shown elsewhere in this issue, but these schedules can be changed and expanded as we determine your needs and measure the extent to which you take advantage of the facilities offered.

The cafeteria has been planned with the definite purpose of giving the greatest enjoyment and service to all employees. It will be operated on a non-profit basis and it is the management's intention to maintain the highest quality of beneficial foods within price ranges agreeable to all of you.

The cafeteria is now in its infancy, and we can learn only by experience and by your suggestions. Problems will be solved as we go along until maximum service can be attained, and practicable plans will be put into effect to suit the many tastes and conditions that arise. A suggestion box has been placed in the cafeteria and your suggestions are invited and will be given every consideration.

It is the opinion of those who are in a position to judge, that the cafeteria has the possibilities of attaining one of the highest ratings in this section of the country, and it is our purpose, with everyone's cooperation, to continue to maintain this high standard so that the cafeteria will be the greatest source of benefit to the greatest number of employees.

HARRY H. STRAUS, President.

## LEAGUE ALL-STARS TO PLAY AUGUST 13

### Whitaker, Sams, Alexander Represent Ecusta

An all-star baseball game featuring the outstanding players of the W. N. C. Industrial league against a like group from the Tri-State circuit has been scheduled for McCormick field the night of August 13, it was announced yesterday.

Sponsored by the two semi-professional loops, the game will be the first of its kind ever offered in this section, and is expected to draw fans from throughout the area "covered" by the 17 teams represented on the player lists.

### All Teams Represented

Each of the eight clubs in the Industrial league—Enka, Canton, Ecusta, Beacon, Sayles, Tryon, Balfour and Hazelwood—will have at least two players on the field, while the Tri-State loop, composed of nine clubs in North Carolina, Georgia and Tennessee, will be represented mainly by Tar Heels. However, all out-of-state clubs

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## ECUSTA THROUGH THE EYES OF KEYSTONE

Perhaps many of you wondered what the girls from Keystone Camp thought of Ecusta. I did, and I shall quote here their impressions:

"Due to the kindness and consideration of Mr. Harry H. Straus, President of the Ecusta Paper Company, all the Dryads (the older girls) and their counselors were permitted to go through the plant on Monday morning.

"We all left camp at ten o'clock, and at 10:30 started on our tour of the plant, under the guidance of Mr. Jack Alexander. First we were told some of the details about the plant and its employees. There are 1,400 people working there under the most modern conditions, and this number will be increased as time goes on. There are few such plants in the United States, and the reason is

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## USO QUOTA DOUBLED

During a recent drive for USO funds, Transylvania county officials doubled the quota set aside for them. Ecusta Personnel contributed \$258.30 and this amount was matched by the Ecusta Paper Corporation.

## ECUSTA PRESIDENT SPEAKS TO FARMERS OF TRANSYLVANIA

Following is the text of an address delivered by Mr. Harry H. Straus to the members of the Farmers Federation at their annual picnic in Brevard, on July 30:

It is a real pleasure to be allowed to meet with my farming friends of Transylvania County, and I want to express, at the beginning, my thanks to your energetic and able President, Mr. James McClure, for having invited me.

This is the first time, since I came to Transylvania County about three years ago, that I have had the privilege of meeting with you.

Undoubtedly, I have made the personal acquaintance of many of you present here today before, and I am also certain that many of your sons and daughters, relatives and friends are working for Ecusta Paper Corporation, which makes me very happy.

I am not unfamiliar with farming communities. I have been in contact with farmers for the past seven years in various parts of the country, and it has always been my ambition to have the farmers' interest at heart and to devote the energies of our entire organization to bringing farm products in direct contact with industry.

Ecusta Paper Corporation is a vivid illustration of how this can be accomplished. We are using for the manufacturing of our cigarette paper the produce of the farm—FLAX—which we are gathering from far away distances, namely Minnesota and California.

I know you expect me to tell you something about our flax requirements, and, in the short period of time allotted to me, I shall endeavor to give you a bird's eye view of the situation.

No doubt it has crossed the minds of many of you as to why we go to far off districts to obtain our supplies of flax fibre when there are so many idle

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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

	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.