

NOT
HOW MUCH
BUT
HOW WELL



QUALITY
FIRST
THEN
QUANTITY

Vol. 4; No. 7

(Section One)

PISGAH FOREST, N. C.

(Service Issue)

July, 1943

NEARLY 500 ARE NOW IN SERVICE

MANY ATTENDED ECUSTA PICNIC

President Straus Stressed Importance Of Independence Day

Most of the Ecusta employees and members of their families attended the big annual Ecusta Picnic at Camp Sapphire Monday, July 5th, and a large percentage of them participated in the many contests that were held, and enjoyed the free refreshments that were served.

The event, like the one last year, was an overwhelming success and it was not interrupted by rain. Strange as it might seem, rain fell in Brevard and Pisgah Forest, but not at Camp Sapphire.

In a brief address, President Harry Straus told the picnickers that he was not only delighted for them to work together, but also to play together and expressed the belief that this would promote a greater feeling of understanding and friendship.

Annual Picnic

Mr. Straus said that he hoped the picnic program would become an annual event.

He paid tribute to the men in service and said that one way to aid them in bringing Victory to our shores was to buy all of the war bonds possible.

He also pointed out that those on the home front should produce all they possibly could, too.

The picnic started at 10 o'clock in the morning and a large number of contests were staged. Several serious and also comical boxing bouts were held in the afternoon, as well as a number of other events, for which prizes were awarded.

One of the comic bouts was staged by Ginny Wood and Slim Bullock and the referee, Jack Wilber, got about the worst end of the battle. Another unique event

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Local Square Dance Team Is Organized

A group of Ecustans have gotten together a square dance team under the direction of Eb Morrow and plan to go to Asheville to compete in the annual Folk Festival which will be held there the 5th, 6th and 7th of August.

Rhett Talley's String Band, which has played for the Ecusta square dances, as well as for the dances held each week in Brevard, will go with the dance team to the festival and will play. Eb Morrow will be caller.

The team has been organized at the invitation of Bascomb Lamar Lunsford, director of the festival. Several members of the present team have appeared in the festival during former years.

"Ecusta" River Takes A Long Plunge



High up in the Pisgah National Forest the Davidson River, formerly known as the "Ecusta" River and from which Ecusta gets its great water supply, takes a 38-foot plunge. This beautiful fall, located in the heart of "The Land of Waterfalls," is called "Looking Glass Falls."

Twenty-Four Employees Have Made Outstanding Bond-Buying Records

Have Purchased Bonds Under Deduction Plan For 72 Consecutive Weeks

Twenty-four employees have made an outstanding war bond-buying record.

According to reports from the company War Bond department, they have bought bonds for 72 consecutive weeks through the payroll deduction plan and are still going strong.

The Echo salutes these employees of Ecusta, Champagne, and Endless Belt. There are around 1,400 other employees who are participating in the plan.

On the office payroll, Homer F. Harris, Sr., has 17 consecutive months of bond-buying to his credit.

The 24 employees with the fine record are as follows:

Machine Room—Everette Little, Haskell W. Heaton, Arthur L. Poteet, Thomas J. Stroup, Thomas H. Allen and Oliver Vaillancourt.
Finishing Room—Jewell F. Garren, Inez M. Summey and Grover W. Penland.

Inspection Department — Mary Carolyn McIntosh and Millard Teague.

Beater Room—William R. Boggs.

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\$20,625 In Bonds Purchased In June

Figures from our War Bond department show that our purchases of Bonds are increasing each month. June proved to be the best month yet. Bonds purchased in this month by Ecusta, Champagne and Endless employees amounted to \$20,625.00.

Since our employees started buying War Bonds by payroll deductions in March of last year, Ecusta has purchased \$165,975.00; Champagne, \$25,481.25; and Endless, \$6,862.50. This means that a total amount of \$198,318.75 has been invested in War Bonds by all of us. That is a fine record. Let's not slow up. KEEP ON BUYING BONDS!

'IKE' MEIXELL FEATURED IN A NEWS REEL RECENTLY

"Ike" Meixell (2nd Lt. Boyd B.) a former Ecusta Bleach Operator, thrilled his friends and family by appearing before them in the news reel at a local Brevard theatre recently. Friends recognized him Sunday, July 11, "just as he turned around in his plane and smiled."

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HONOR ROLL LIST IS FEATURED IN SECOND SECTION

Four Women In Service. Three Are Now "Missing In Action"

The Ecusta Paper corporation, Champagne and Endless Belt now have around 500 former employees in service, according to information obtained from the office of Miss Kathleen Ricker, in which such records are kept.

This is believed to be an exceptionally high percentage of former employees in service and shows that our companies are contributing substantially to the war effort on the battlefronts of the world as well as on the homefront. It also indicates one of the serious wartime problems which our companies have had to solve.

In honor of these men and women in uniforms and as a salute to them, a complete list, or as nearly a complete list of them as we can obtain from information now recorded in Miss Ricker's office, is being featured in the second section of this issue.

A picture of the new honor roll board that has been erected in front of the Cafeteria and a personal message from President Straus are also featured in the "military" section.

There are 479 names printed in the section, 475 men and 4 women. The information about them is as accurate and up-to-date as possible. The co-operation of those in service and their families or friends is requested. Please send any corrections or changes to Miss Ricker or to Miss Lucille Roberts, assistant editor of the Echo. The Echo is also glad to publish pictures of men and women in service. Just send the pictures to us.

Every one back on the homefront deeply regrets that three of our men in service are listed as

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Many Former Ecusta Men Are Officers

A summary of our men in service reveals that a number of them are officers in the armed forces. The latest tabulation reveals this interesting information:

There are 5 captains, 4 first and senior grade lieutenants, 2 lieutenants, 14 second and junior grade lieutenants, 4 ensigns, 6 petty officers, 1 warrant officer, 34 sergeants, 42 corporals, 13 first class navy men, 21 second class navy men, 9 third class navy men, 43 privates first class, 3 in the WACS and 1 in the WAVES.

The remainder of the men are enlisted men, sailors or military personnel.