

QUALITY
FIRST
THEN
QUANTITY



NOT
HOW MUCH
BUT
HOW WELL

Reg. U. S. Pat. Off.

Vol. 9; No. 3

PISGAH FOREST, N. C.

March, 1947

Camp Sapphire Is Ready For Big Season

MARSE GRANT IS APPOINTED NEW EDITOR OF ECHO

Relieves John Eversman Who Will Be Able To Give Full Time To Recreation

Marse Grant, native of High Point, N. C., and for the past three and one-half years assistant personnel director of Firestone Tire and Rubber Company's fabric plant in Gastonia, has been appointed editor of The Echo, effective April 1, 1947. He will relieve John Eversman who will now be able to devote his full time to our recreation and music activities.

Recognizing the growth of our recreation and music activities in the last few years and of the increasing importance which is being attached to employee publications, it was felt that the duties should be separated so more emphasis could be placed on both. Under the new arrangement, Mr.

—Turn To Page Five

BOILER PROJECT GETS APPROVAL

Work On Addition To Present Facilities To Get Underway Soon

The extension to the boiler room, one of the building projects that our company has been planning for sometime, has recently been approved by the Civilian Production Administration and work is expected to get underway on it soon, with the hope that the addition will be completed by next fall.

The primary purpose of this extension is to add required steam capacity to enable the continuance of stepped-up paper production. As the demand for our products has increased over the last several years, production has been expanded. This expansion naturally has placed a greater load on our boiler room and at present the steam-generating facilities must run at capacity to fulfill the requirements for steam.

Probably few of us realize and appreciate the important part the boiler room plays in our everyday comfort. The following information will no doubt surprise most of us:

The present plant delivers approximately 125,000 pounds of steam an hour. During the severe winter months, 45,000 pounds of this, or roughly 30%, must be used for building heating purposes. This

—Turn To Page Sixteen

Mr. And Mrs. Straus Aboard Ship



The above photograph of President and Mrs. Straus was taken aboard the U. S. S. America as they sailed for Europe February 26 for a two months' vacation. Excerpts from letters received here are printed below and tell of difficult conditions existing in France today. In Mr. Straus' letter, he says that at some future date, he will tell of his trip in The Echo.

Letters From Mr. And Mrs. Straus Tell Of Difficult Conditions In France

Are You Taking Part?

That's the title of an editorial on Page 4 which you will probably want to read. After you have read it, think it over carefully, and then respond to the request made in the last sentence of the editorial, won't you?

MOVIE SHOWN

An interesting and worthwhile movie, "Telephone Courtesy," was shown recently to more than 100 employees.

Arrive Safely In Europe; Mr. Straus Promises Future Story For Echo

Letters received from President and Mrs. Straus tell of the difficult conditions under which the French people are living and of the changes that have taken place in Paris since their last visit there ten years ago.

Sailing from New York, February 26th, on the S.S. America, they arrived safely in France, the letters being written from Paris. Mr. and Mrs. Straus are taking a two months' vacation in Europe, as reported in the February Echo. Excerpts from their letters ap-

—Turn to Page Thirteen

TO OPEN IN JUNE; IMPROVEMENTS IN CAMP ARE MANY

Athletic Field, Picnic Area, Tennis Courts Among Places Renovated

Camp Sapphire, a favorite summer recreation spot that needs no introduction to employees of our companies, is being readied for another banner season. Throughout the winter months, Alex Kizer and his crew have been busy and the improvements have been many.

The announcement of the improvements in the camp and of the plans for the coming season will strike an enthusiastic note with everyone here. Pleasant outings of the past will be recalled and thoughts of "things to come" this summer will come to mind. As in the past, activities will be planned to touch every employee and his family.

—Turn To Page Sixteen

New In This Issue

For your reading enjoyment, several new features are in this issue of The Echo.

Here are some of them:

How Does Your Garden . . . ?, Page 10, is a sprightly feature, conducted by our own Bob Bolt. Read it for tips on that vegetable and flower garden which should be well beyond the planning stage now.

Strictly For Us Women, Page 12, doesn't really mean the men can't read it, but this locally-written column sticks pretty much to its title. It is filled with practical suggestions for the business girl, young mother, and housewife.

Outdoors, Page 10, is a column for wildlifers. It is also written locally and contains news of interest to all outdoorsmen.

News Told Briefly, Page 2, is a roundup of plant news for readers who like their news short and to the point.

Stories like the one of the coming season at Camp Sapphire, Page 5; the feature on ex-employee Gil Coan, Page 10; and "Doc" Caster-ton's valuable collection, Page 11, will all prove interesting. The Echo is your publication. Read it!