

# FOREST FIRE TOLL IS 3 BILLION FEET LUMBER YEARLY

Enough To Build 215,000 5-Room Houses, Make Million Tons Of Newsprint

**QUIZ QUESTION:** How much lumber would it take to construct a boardwalk 30 feet wide and an inch thick reaching to the moon?

**ANSWER:** 30 billion board feet.

This is approximately the amount of lumber used in the U. S. A. in one year. Have you ever considered what the loss of a part of our lumber supply will do to our economy? Forest and woods fires kill enough big trees each year to make 3 billion feet of lumber. This amount will build 215,000 five-room homes or make 5,700,000 tons of newsprint, so badly needed to supplement our already short supply. In addition, forest and woods fires kill billions of little trees—tomorrow's timber—every year.

Apart from the material losses suffered from forest and woods fires, disfigured landscapes and recreational areas, from which we derive much pleasure and inspiration, are a result.

Forest and woods fires turn our green forests into charred and blackened snags, destroying wild life and burning its homes and food.

Forest and woods fires leaves the soil unprotected against wind and water by destroying the plant covering on our watersheds, causes the snow to melt early and the water to run off rapidly instead of gradually soaking into the ground to store up soil moisture needed for the spring and summer growing seasons.

### "PLEASE MEMORIZE THESE RULES"

1. CRUSH out your cigarette, your cigar, your pipe ashes.
  2. BREAK your match in two. When you can hold the burned end between your finger—play safe, use the ashtray.
  3. DROWN your campfire; then stir and drown it again.
  4. IF YOU MUST USE FIRE: First, ask if the law requires a permit. Next have help handy. Last, kill every spark.
- "HELP GROW THE FORESTS UP—DON'T BURN THEM DOWN."

## GIL COAN LOOKS

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a little, but the Washington trainer has cooked up a solution that seems to be doing the work. He's making enough impression to lead Manager Ossie Bluege to say, "Gil Coan will be my regular left-fielder until proven otherwise."

**IN BUSINESS WITH McAFEE**  
In the winter time, Gil is in business with George McAfee of Duke and the Chicago Bears in the heating installation field. He was floored by appendicitis in January and was 10 days late in reporting to Washington's Florida camp, but is completely recovered now.

Gil's parents, Mr. and Mrs. George P. Coan, live in Rosman. Baseball fans here—and they are many—will be looking at major league box scores each day this summer to follow the progress of Ecusta's gift to the majors and ev-



# News And Comments

With the advent of spring our thoughts return again to the great outdoors. We say this with our fingers crossed, no telling where or when the next snowstorm will hit. At any rate outdoors was the subject, and whenever we mention the word we mean Camp Sapphire. Considerable time and effort was spent by the company to improve this beautiful recreation center and we foresee plenty of activity there this season. It was indeed gratifying to notice one thing in particular last season about Camp Sapphire. The people using all the facilities which the camp offered certainly kept it a spick and span show place. It was with pride that this writer carried his out of town guests to Sapphire to show them all the beauty which the camp had to display. Invariably the guests always came up with the same re-

mark, "My, how clean and nice."

All this proves one thing to us. So long as we do one thing like this, with no conscious effort, so we can do everything else. It is the result of working together as a team. Each one doing the job rather differently but achieving results that please the entire group when the job is ultimately finished.

This is the sort of work which has won for us, recognition all over the country. No matter where we go, people outside our work, consider us a bunch of privileged and fortunate people with all the things which we have.

In order to further display our swell play ground, it would be a fine idea for anyone taking pictures of any kind at Camp Sapphire this year, to send them in to The Echo for publication. The Editorial Staff, we are certain, will welcome your picnic pictures.

## The Automobile

I am speed made subject to human will. I give mankind dominion over distance. I open the avenues of all the world to humanity. I enlarge the radius of human life. I expand the horizon of human opportunity. I give to man a locomotion as rapid and as subtle as his desire. I give to his body the speed and mobility of his ambition. I promote peace and good fellowship in the human race, for I have bridged the spaces that kept men isolated and ignorant of each other. I hurry the master minds of the world to conference places where the destinies of nations are determined. I snatch the dying from the silent partner in all the business houses of the

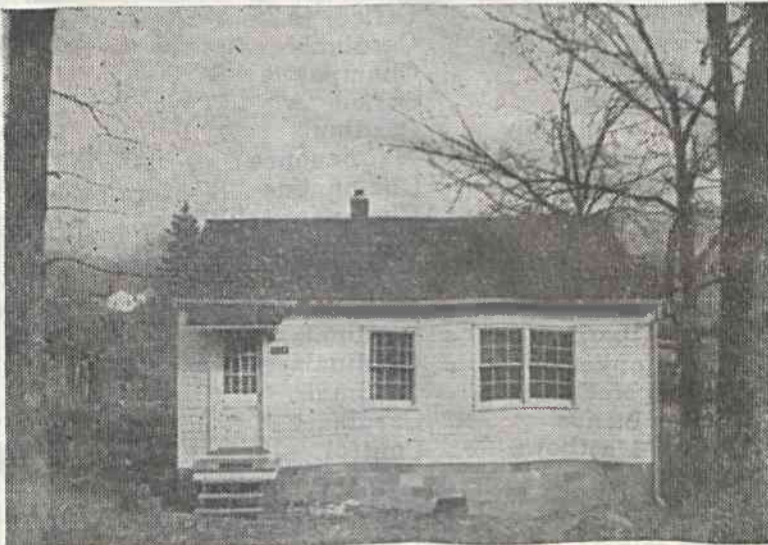
world. I save hours out of a man's workday and give them to him to play with. I make man free of all the far places of venture, recreation and delight. I am the most capable and constant servant in the homes of men. I bear the sick swiftly and gently out to nature whose touch puts the roses into cheeks fatigue has faded. I take men from their stifling cities of steel and stone out to the murmuring streams and windswept meadows. I cement the ties of home and kinship with the blessing of frequent reunion and concerted recreation. I give supremacy of locomotion to man whom nature made slower than the beasts. I am individual transportation free of all laborious limitations . . . I am the automobile.

—Selected

everyone here is wishing Gil a banner season, for he is the type fellow who deserves all the success in the world.

Drunkard: A person who tries to pull himself out of trouble with a corkscrew.—Ed. Baldwin, Coronet.

## One Of Veterans' Pre-Fab Houses



Shown above is one of the attractive pre-fabricated houses which several of our veterans have been able to secure through a project sponsored by a special housing committee. This near four-room house belongs to Craig Sharpe and is located at 554 E. Main Street in Brevard.

## News From Other Companies

### LOG REVIEWS FLOOD, FIRE

In the March issue of The Log, publication of Champion Fibre and Paper Corporation, there is a story and pictorial layout on the flood and fire which completely destroyed the company's Hamilton, Ohio plant in 1933.

### ENKA HAS TOURNEY

American Enka has just completed holding its second annual high school invitational basketball tournament and like the first one, it was a successful affair.

### BIRTHDAY

The Cameo Reporter, publication of the May-McEwen-Kaiser company of Burlington, is celebrating its first birthday and we send nearly congratulations to this new publication.

### PEPPERELL SHEET

The Pepperell Sheet, house organ of the Pepperell Manufacturing Company, is running an excellent series of articles showing how the firm's products are being used in various fields of consumer needs, such as shoes and curtains. Such articles enable the employees to have a better understanding of the end results of their endeavors and make their work more interesting.

### TIES

The Southern Railway Company has come up with an appropriately named magazine, TIES, a monthly publication which made its debut this month. The magazine is well-edited and its first number has a good story on the company's shops at Spencer, N. C.

Here's a poem from the Joy News that is good, we think:

"WE MUST NOT FALTER NOW"

America today needs men  
Of courage, and with vision clear,  
To bring into our lives again  
The spirit of the pioneer.

We need the statesmanship that dares  
To challenge rule and precedent!  
We need the leadership that shares  
And stimulates our discontent!

For there are higher goals to gain,  
And there is nobler truth to learn  
Before we ever can attain  
The great rewards that we should earn.

We must not falter on the way  
Our fathers trod with steadfast zeal!  
America needs men today  
To lead us toward a new ideal!

## HIGH SPIRIT

(Continued From Page Ten)

- Ecusta 31, Bevard College 43.
- Ecusta 30, Southern Dairies 20.
- Ecusta 34, Brevard College 43.
- Ecusta 42, Beacon 41.
- Ecusta 26, Canton "Y" 40.
- Ecusta 29, Enka 36.
- Ecusta 44, Oteen 36.
- Ecusta 49, Martel 58.
- Ecusta 33, Dayton Rubber 35.
- Ecusta 49, Martel 48.
- Ecusta 41, AWP 68.
- Ecusta 38, Dayton Rubber 43.
- Ecusta 50, Colonial Cleaners 53.
- Ecusta 50, Dayton Rubber 61.
- Ecusta 663, Opponents 640.

He: I've never seen such dreamy eyes before.

She: You never stayed so late before!