

Harvest Festival Will Be Held Sept. 5th

PRIZES OF ALMOST \$1,000 AWAIT BEST GARDENERS OF '47

Classifications Announced By Garden Committee; Few Changes Are Made

The Harvest Festival, climax of the gardening program here, is scheduled for Friday night, September 5th in the Cafeteria, according to an announcement from the Garden Committee after its recent meeting. Over \$500 in cash and almost \$400 in merchandise will be given to those having the best displays in the various classifications.

Rules similar to those which were used in the Festival last year will be in effect this year. Mimeographed guides for exhibiting fresh fruits and vegetables, canned goods, and flowers will be available soon to those who would like to have them.

There have been a few changes in the Festival this year. Fresh Fruits and Fresh Vegetables have been merged into one division. Sweet potatoes have been added to the Fresh Vegetable list and turnips have been discontinued. Peppers have been divided into Sweet and Hot Classification.

In the Canned Fruits and Vegetables division, apple jam, mint jam, and plum jam have been discontinued while canned sweet potatoes and green tomato pickles have been added.

Following are the classifications: Fresh Fruits And Vegetables

Apples, (any variety) plate of five; green beans, one plate; lima beans, one plate; beets, bunch of five; cabbage, one head, trimmed for market; carrots, bunch of five; corn, tallest stalk; field corn, five ears; cucumbers (slicing) plate of five; grapes (any variety), best plate; greens, one plate; okra, plate of five; onions, plate of five; pears (any variety), plate of five; potatoes, green mountain, plate of five; Irish Cobbler potatoes, plate of five; Sequoia, plate of five; pumpkin, largest; pumpkin, best specimen; rhubarb, five stalks; squash, plate of five; sweet potatoes, plate of five; tomatoes, red, plate of five; tomatoes, yellow, plate of five.

Canned Fruits And Vegetables Division

Apples; apple butter; apple cider; apple jelly; apple sauce, asparagus; baby beets; beans, lima; blackberries; blackberry jam; blackberry jelly; carrots; catsup; cherries; chili sauce; corn, cream style; corn, on the cob; corn, whole grain; grape jam; grape jelly; grape juice; huckleberries; mint jelly; okra; onions; peaches; peach preserves; peaches, pickled; pears; pear preserves; peas, field; peas, green; pickles, bread and butter; pickles, dill; pickles, green tomato; pickles, mixed; plum jelly; raspberries; raspberry jelly; sauerkraut; soup mixture; squash; strawberry preserves; string beans; sweet potatoes; tomato juice; tomatoes, whole; tomatoes (for soups, etc.)

Flowers

Assorted cut flowers, best collection; asters; cosmos; dahlias, large varieties; dahlias, pompom

Fine Paper Division Delivers Sales Manuals And Kits To Distributors

Kit Contains Samples Of All Ecusta Fine Papers; Ads In Trade Publications

After six months or more of preparation, the Ecusta Fine Paper Division has distributed to its merchants from coast to coast, a Sales Manual and Sample Kit.

These are for the express use of our distributors' "Ecusta Salesmen," and for the first time bring them complete and up to date story on all papers offered by the Fine Paper Division.

Bound in an attractive heavy blue cover, with pockets for samples on the inside, the kit contains not only sample swatchbooks of our Fine Writing, Air Mail and Flax-opake Bible and Printing Papers, but also Ecusta Silver Wrapping Tissue, Makeready Tissue and various size envelopes manufactured from Ecusta paper by the Kellogg Envelope Division, United States Envelope Company, Springfield, Massachusetts.

The manual itself is saddle-stitched to the cover, and is printed on our 40-pound Flax-opake printing paper. In addition to its attractive lay-out and aerial view of the plant, the manual tells briefly the story of flax, the Ecusta process of making fine paper from flax, the advantages of flax as a paper-making material; it tells our distributors the advantages and characteristics of our paper, as well as suggested uses and markets for their distribution.

More important, however, are the basic facts needed by our merchants as to grades, sizes, weights and packing; namely, Ecusta mill practice. By this it is meant that a salesman can secure information on each of our papers, not only as to number of reams per carton or case, but bulking schedule, opacity rating, and basic information as well, that will be of help to him in writing his orders.

Department heads have each been given one of these manuals, and they are available for inspection through them, as well as in the library.

Ads In Trade Publications

Appearing in THE AMERICAN PRINTER, INLAND PRINTER, and PRINTING are the Ecusta trade testimonial series advertisements which have been planned for 1947. Carrying out the theme that "Important Messages Should Look Important," all testimonials which are printed are from actual users of Ecusta paper. The first of this series of twelve was given to us by Dave Steel Company, Incorporated.

During the past year, in addition to many printers, testimonials from U. S. CAMERA'S advertising director, Mutual Life Insurance Company's supervisor of field service, Standard Oil Company of New Jersey, Swan Finch Oil Corporation, Wickwire Spencer Steel Corporation, Philco International Corporation, Pilot International

varieties; best geranium; gladioli; marigolds; nasturtiums; petunias; best potted plant (any sort); roses; snapdragons; best sultana; zinnias.

When A Man Is Educated

When he can look out upon the universe, now lucid and lovely, now dark and terrible, with a sense of his own littleness in the great scheme of things, and yet have faith and courage.

When he knows how to make friends and keep them, and above all when he can keep friends with himself.

When he loves flowers, can hunt the birds without a gun, and feel the stir of a forgotten joy in the laugh of a child.

When star-crowned trees and the glint of sunlight on flowing waters subdue him like the memory of one much loved and long dead.

When he can be happy alone, and high-minded amid the meaner drudgeries of life.

When he can look into a way-side puddle and see something besides mud, and into the face of the most forlorn mortal and see something beyond sin.

When he knows how to live, how to love, how to hope, how to pray—glad to live, and not afraid to die, in his hands a sword for evil, and in his heart a bit of song.

—Author Unknown.

BORN IN APRIL?

Read This To See What Type Person You Are

People born in April under the sign of Aries are said to live more mentally than physically, and they get more out of study than do most others. They are philosophical, humanitarian and make excellent researchers. They love to study the mysteries of nature and are especially fond of music, art, and literature.

They are also quite independent and often walk out of a situation if they are told what to do or how to do it.

If you were born in April, your fortune depends on your ability to control your impatience and wait until others catch up with your ideas. Your outstanding virtues are frankness and truthfulness. You pay little attention to minor irritations, and are inclined to be cheerful. You are able to see through problems to a logical conclusion and do not waste time on unnecessary affairs.

On the negative side, in your desire to be helpful to others, you may over-reach and try to impose your will on people. This can be overcome by making suggestions to others rather than giving orders.

Your traits and personality make you suited for certain jobs and professions such as: artist, astronomer, civil engineer, electrician, mechanic, musician, optician, psychologist, welfare worker, writer.

Corporation, Braniff International Airways and McCormick-Armstrong Company all joined the bandwagon in testimonial letters expressing satisfaction in the use of our papers.

CHEMICAL GROUP HOLDS MONTHLY MEETING HERE

Over 100 Present For Session Of Western Carolinas Division

The Western Carolinas Section of the American Chemical Society held its monthly meeting at the cafeteria on Friday night, March 14, with more than 100 members and visitors present. Approximately 20 members of the group present were from our companies.

F. S. Best welcomed the group to Ecusta and extended the best wishes of Mr. Straus who is in Europe.

After a delicious dinner served by the cafeteria staff, a brief business session was held, with J. W. Ivey of Moreland Chemical Company of Spartanburg, presiding. At the completion of the business, Mr. Ivey presented H. P. Vannah of our Research Department who introduced the distinguished speaker of the evening, Dr. Charles A. Shull, for more than 20 years editor of Plant Physiology Journal, well-known scientific publication.

Dr. Shull's talk, entitled "The Modern Use of Chemistry in Plant Physiology", was primarily of a technical nature, but it was also interesting and informative to the laymen present. Dr. Shull is now making his home in Asheville.

Following Dr. Shull's talk, the Ecusta sextet and John Eversman, violinist, entertained the group with several selections. The Ecusta film, narrated by Mr. Eversman, climaxed activities for the evening.

Delegates were present from Greenville, Spartanburg, Clemson College, Asheville, and other points in the western Carolinas.

IT'S A QUIZ, KID!!!

1. Name four states in the Union which begin with the letter W.
 2. Is the capital of Kentucky: Louisville, Lexington or Frankfort.
 3. Which has the greater population, New York State or Canada?
 4. What American college had the first fraternity?
 5. Who prepared the plan of the city of Washington?
 6. Who would become President of the United States if both the President and Vice-President should die?
 7. Who was "Light-Horse Harry" Lee?
 8. What is the highest mountain in North America?
 9. What is the capital of Missouri: Kansas City, Jefferson City or University City?
 10. Which is the motto of the United States: In God We Trust or E Pluribus Unum?
 11. When the moving picture industry was young, where was its capital?
 12. What is the capital of Alaska?
 13. Three of the seven wonders of the world met the same fate. What was it?
 14. The diamond is the birthstone of what month?
 15. The polonaise is a Polish dance, desert, meat sauce.
- (Answers On Page Fourteen)