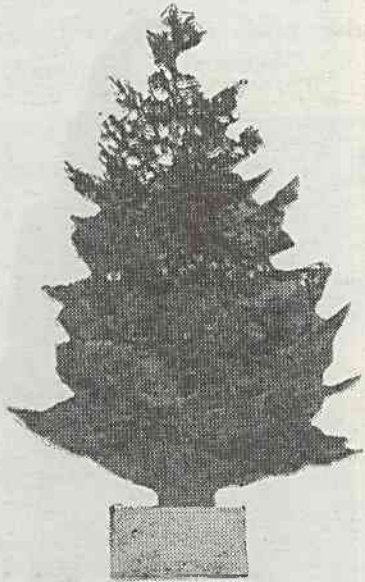


'May We Watch It Grow Through The Years'



Back in 1944 during the Christmas season, the balsam tree shown here was planted on the cafeteria lawn and the appropriate inscription placed beneath it on a granite tablet. For three years now the tree has shown steady, healthy growth and in years to come it will be interesting to watch the continued development of the beautiful tree. Perhaps you have already guessed the logical conclusion to be drawn—that the tree in one sense can be compared to our company as it shows steady development and growth through the years. Both the tree and our company are compar-

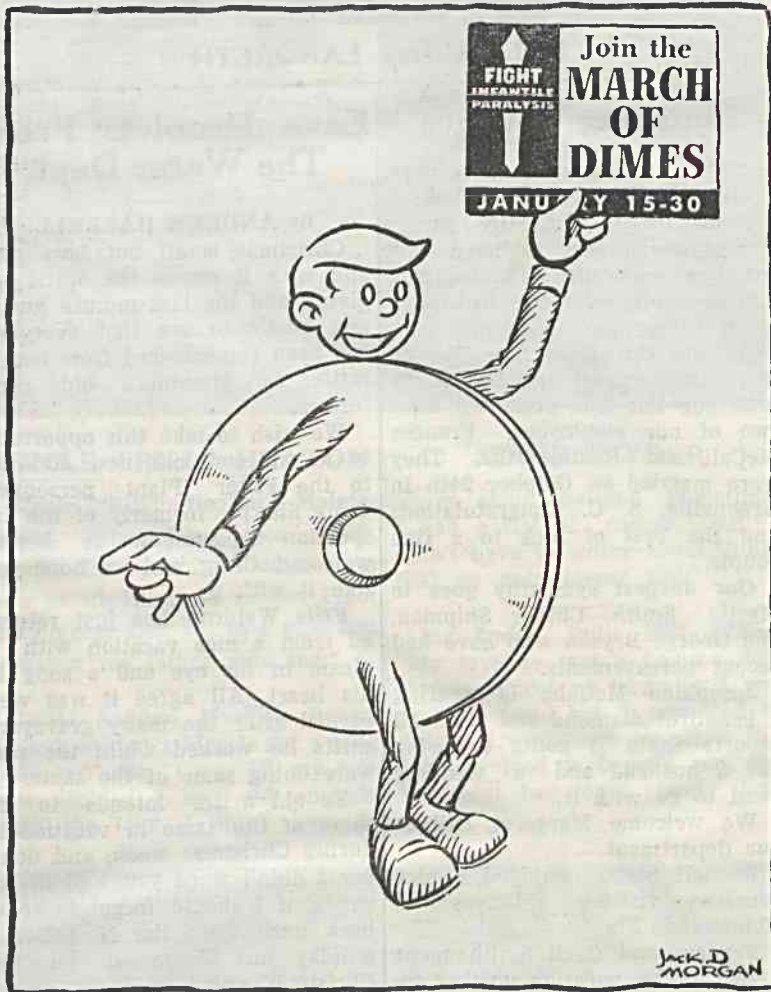
tively young, but their growth has been regular and uninterrupted

oOo
Two Worthwhile Drives

No more worthwhile campaigns are conducted during the year than the sale of Christmas seals and the March of Dimes drive. The response that they receive each year is indicative of the high regard with which they are held by the people of America.

Only a few days remain now to purchase seals. Miss Dorothy Johnson of Chem Lab, who is treasurer of the local committee, requests that anyone who received seals in the mail and has not sent in his remittance to do so immediately so that the final results of the campaign may be compiled.

Beginning January 15 and continuing through January 30, the March of Dimes for polio sufferers will be in progress. Elsewhere in The Echo is information concerning this great humanitarian effort.



The Ecusta Spirit Reaches Its Peak

It's not easy to write a Christmas editorial in a manner that is new or different. We could relate the Biblical story of Christmas for it is truly a beautiful one which thrills both young and old each time it is related. We could attempt a treatise on peace and how the world should follow the principles set forth by the Prince of Peace, but that's a mighty big and complicated subject. We could tell of the less fortunate countries and peoples who would welcome for Christmas many of the basic necessities of life which we take so much for granted. But let's come home to our own Western North Carolina; in fact, right to our own company to see the influence of this joyous season.

You've heard a lot of spirit, maybe as a member of an athletic team or some organization that was in the midst of some sort of campaign. It's a frequently-used term that sometimes is handled in an indefinite or intangible manner. In an effort to get a simple and understandable definition, a dictionary was consulted and in its rather long explanation are these words . . . "enthusiastic loyalty . . . also, characteristic quality, as the spirit of an enterprise."

With that definition in mind, let's attempt to see what makes up the spirit of Ecusta and how this spirit reaches its climax at this Christmas season.

Without reservation, it can be said that it is a spirit of giving . . . giving to the Red Cross, March of Dimes, a hospital, a college, to churches, perhaps a needy family or to hospitalized veterans.

It is a spirit of helpfulness, friendliness, cheerfulness, and pride—pride in our families, our jobs, our company, our schools, our churches and our communities—pride in all things that are upstanding and upbuilding.

It is a spirit of progress, constantly moving ahead with new buildings, new and improved machinery, and new methods.

It is a young, vigorous spirit for not only is our company young, but the personnel as well. While our personnel is under the average age of most industrial plants, the whole organization reflects the vigorous spirit of youth.

It is a spirit of cooperation. There are those groups in America who would spread poisonous propaganda in an attempt to divide our society into two factions and thus create ill will and discord, but we have learned that mutual respect and admiration work far better than anything else.

It is an optimistic spirit, too, looking to the future with confidence and a sense of security that not every industry offers.

But, this is Christmas, and how does this tie in with the spirit of this wonderful season? Simply this. No other time of the year is the spirit of giving, good will, cooperation, optimism, and friendliness so prevalent as it is at Christmas. At its peak, this spirit carries us forward into a New Year which promises to be a good and prosperous one for us all.

oOo
Great discoveries and improvements invariably involve the cooperation of many minds. I may be given credit for having blazed the trail but when I look at the subsequent developments I feel that credit is due to others rather than to myself.

—Alexander Graham Bell

oOo
I observe that there are two entirely different theories according to which individual men seek to get on in the world. One theory leads a man to pull down everybody around him in order to climb up on them to a higher place. The other leads a man to help everybody around him in order that he may go up with them.

—Elihu Root

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Christmas seals were invented by a Danish postal clerk, Anton Holmboe, in 1903, as a source of revenue for an anti-tuberculosis society.

The Echo

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- "Hank" Newbury ----- Safety Reporter

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