

# THANKS FOLKS

"Congratulations on your publication, The Echo, and many thanks for sending me a copy. You and your company can truly be proud of this publication. I think it is the best of all that I have seen."

George H. Smith, Safety Director, International Paper Company, Mobile, Alabama

"In our opinion, The Echo, has lived up to the high ideals of an industry "house organ" and we agree with the statement made by President Harry H. Straus recently that The Echo has played an outstanding part in Ecusta's progress . . . The Times salutes The Echo and its entire staff. We congratulate the publication upon its continued improvement, its service to the company, and wish for it many more happy birthdays. It has been a pleasure for us to work closely with the editors of this publication."

—Editorial in The Transylvania Times

"Your new Echo has just reached my desk and I think it is great. I am sure that it is a forerunner of better things to come. Congratulations to you and your staff on this first edition."

—Henry Calvert, Erwin Mills, Durham, N. C., president of the Carolinas Industrial Editors Association.

"Congratulations to you and your editorial staff on The Echo on the new magazine type presentation. We certainly hope our name will be kept on the mailing list of the new publication. We think you are doing an outstanding public relations job with this publication."

—Edward H. Stevens, Stevens Pictures, Inc., Atlanta, Ga., in a letter to Mr. Harry H. Straus

"I have just received the first copy of the new Echo and want to congratulate you on the splendid appearance and the fine contents of the magazine . . . I note with a great deal of pleasure that you have even improved what I already considered to be one of the best employee publications. Please continue sending me The Echo."

—Robert C. Hord, Personnel Manager, Old Dominion Box Company, Charlotte, N. C.

"I want to congratulate you and your staff for an outstanding job in publishing The Echo. Even though I haven't written you before, I have been enjoying it all along."

—J. E. Cashatt, Jefferson Standard Life Insurance Company, Charlotte, N. C.

"The mail brings me the "dressed up" Echo. It is very attractively printed and I find it very interesting. I want to congratulate you and your staff for a swell job."

—Jonathan Woody, President of The Transylvania Trust Company and the First National Bank, Waynesville, in a letter to Mr. Harry H. Straus.

"The January 1948 issue of The Echo has just reached me. May I take this opportunity to congratulate Ecusta Paper Corporation, the staff of The Echo and you upon this new and most attractive form of publication. To put it briefly, I am delighted with this change."

Mr. Walter Schwarz in a letter to Mr. Harry H. Straus

"I have just received your plant magazine, "The Echo", and I think it is the best plant publication that I receive. I think the Safety Section is tops—very instructive and very interesting—Hope you keep me on your mailing list."

E. W. Crews, Safety Director, Drexel Furniture Company, Drexel, N. C.

"For quite some time I have been on the mailing list of The Echo and have enjoyed very much receiving this publication. However, I was highly surprised this month to receive the magazine in its new format. This is certainly an improvement over the old style and undoubtedly will be increasingly appreciated by Ecusta readers. Your company should be congratulated upon putting out such a fine piece of work and I am sure all of those who have participated in it have derived personal satisfaction from doing that job."

—Miss Bessie Merrithew, Editor PAPER INDUSTRY AND PAPER WORLD