

THANKS, FOLKS!

"No matter how well you succeed in doing anything you find ways to improve. I have always enjoyed reading The Echo. The magazine form is very attractive and I appreciate very much being put on your mailing list."

Mrs. C. Y. Patton, Superintendent
Public Welfare
Transylvania County

—in a letter to Mr. Harry H. Straus

"A note to thank you for sending me copies of The Echo. Congratulations on your fine work. The excellent cover and the well-balanced material make a good presentation. Here's to you for a lot of success in the undertaking."

Harold D. Meyer, of Chapel Hill, Director
North Carolina Recreation Commission

"I take this opportunity of tossing sincere congratulations in the direction of The Echo staff as a result of the "dressed-up" Echo.

"Always one of my favorite industrial publications, The Echo now, with its new format and increased reader interest, should become one of the outstanding industrial periodicals of this area."

Jimmie Deaton
Canton Division Editor
THE LOG
Champion Paper and Fibre Company
Canton, North Carolina

"I have now received two copies of your new Echo and want to tell you that I think it is "tops". The layout, format, and convenient size is outstanding. I think it has many improvements over the old form previously used.

"This publication is one of the best house organs I have ever seen and the quality and character of the publication is a tribute to Ecusta and The Echo staff."

John W. Robbins, Comptroller
Jensen-Salsbery Laboratories, Inc.
Kansas City, Missouri

"I appreciate very much receiving copies of your employee house organ, The Echo. Your publication is one of the best that I have occasion to see. I think you are particularly good in your presentation of community and sports activities and I also follow closely your coverage of safety activities.

"I shall look forward with pleasure to continuing to receive The Echo and in return see that you receive copies of our plant publication, The ReCORDer."

J. W. Jelks
Industrial Relations Manager
United States Rubber Company
Winnsboro, South Carolina

"Many thanks for sending me the very attractive copies of your new publication, THE ECHO. This is an excellent publication and I congratulate you and your associates on getting out such a representative publication for your company and its employees."

Mr. W. H. Neal, Senior Vice-President
Wachovia Bank and Trust Company
Winston-Salem, North Carolina

A THING OF BEAUTY

By Ernest Burch

Once again the season is upon us when the call of nature urges us to the outdoor life—camping in the woods, fishing and picnicking, long hikes through the forests.

Our beautiful Camp Sapphire with its lakes, woodland trails and picnic areas, will again be open to us. This beauty spot in nature's domain, has been given to us as a health-giving recreational center to be enjoyed by all of us.

It will be kept beautiful only if we are careful with FIRE. By our carefulness, we can always prevent woods fires, fires that can be so devastating in destroying every vestige of beauty existing at our camp today. Such fires once started, would endanger not only our camp, but also the surrounding countryside. Let's be careful with fires while in the woods.

There will be a five-gallon can of water placed at all the camp's picnic area. We should only use this water for the purpose of dousing camp fires. Smokers should always make sure a discarded cigarette or match is dead out. Never use inflammable liquids for starting campfires. Campers in other woodlands, national or state, should always obey the woodsman's code:

1. Obtain a campfire permit when required.
2. Carry a shovel, ax, and bucket.
3. Smoke only in a safe place.
4. Put fires dead out with water.
5. Leave a clean and sanitary camp.
6. Observe the fish and game laws.
7. Cooperate with rangers and wardens in reporting and suppressing fires.
8. Preach what you practice; practice what you preach.