

LIFE!

means: to strive for truth to master sternly your own ego with untiring energy.

means: to establish bravely and gladly your own happiness with strong arms; to reach triumphantly for the stars and to face the world.

means: to carry confidence in your heart in conflict and distress.

means: ever to be as firm in hope as a rock, and never to be desponding in sorrow or grief.

means: to squander love with overflowing hands — and to die readily for your ideals.

Weddings of Interest

announcement has been of the marriage of Miss Mae Middleton, daughter of Mr. and Mrs. R. E. Middleton of Saluda, to Samuel Siniard, son of Mr. and Mrs. S. H. Siniard, of Brevard. The wedding took place in Greenville, S. C., on Tuesday, August 12. Mrs. Siniard is employed by Endless Belt Corporation.

announcement has been of the marriage of Miss Margaret Emma Cox to Mr. D. C. Landreth, Jr., on Wednesday, August 20. Mrs. Landreth is the daughter of Mr. and Mrs. James M. Cox, and Mr. Landreth is the son of Mr. and Mrs. D. C. Landreth, Sr. Mrs. Landreth is employed in the Booklet Department of the Ecusta Paper Corporation.

ISN'T IT TRUE?

getting out a mill paper is a picnic;

we print jokes, folks say we're silly;

we don't, they say we are serious.

we publish things from other papers we are lazy;

we publish original material they say we lack variety.

we are out rustling news, we are wasting time;

we are not rustling news, we are not attending to business.

we don't print contributions, we lack appreciation;

we do print them, the paper is full of junk.

like as not, some fellow will swipe this from some other paper. SO WE DID!

ECUSTA SPEAKS

What Is Your Impression Of The New Cafeteria?

BUCK McCALL, Police Department:

"The new cafeteria has relieved the congestion that occurred before its opening; is serving the employees with balanced, well-cooked food, and provides the employees a comfortable place to eat. In my opinion, the new cafeteria is a success. As soon as means are provided to serve the shift workers with hot food, the cafeteria will be a complete success."

HELEN DUNN, Handbooklet Department:

"My opinion of the new cafeteria is expressed in the word itself:

- C—Convenient for all
- A—Adequate to serve the most particular
- F—Fair prices . . . Non-profit
- E—Efficient in every detail
- T—Thrifty, especially to those who room
- E—Entertaining to be with one's fellow workers
- R—Restful to eat in pleasant surroundings
- I—Indispensable since its completion
- A—Attractive to eyes, appetite, and purses."

BOB BOLT, Landscape:

"An efficient, courteous staff, a variety of well-prepared food, and pleasant comfortable surroundings to make the new cafeteria more of a success than many anticipated. I'm sure, as difficulties are ironed out, the entire personnel of Ecusta and allied concerns will be served to their complete satisfaction."

ELEANOR ROTAH, Office:

"Like a great number of the other Ecusta employees, my first impression of the cafeteria was a favorable one, and as many times as I have eaten there since the first day, I am glad to say that I have continued to find the food adequate and well prepared; also, the atmosphere very pleasant."

BOB MATTHEWS, Inspection Department:

"The cafeteria certainly fulfills its purpose 100 per cent for all of us who have a lunch period. Unfortunately, the majority of Ecusta male employees eat on the job; and for these men the cafeteria has been a big disappointment to date. We know that it is the desire of the management to have the cafeteria meet the needs of as many as possible. Some means must be worked out whereby the men on shift can obtain on the spot a reasonably substantial hot lunch. A man cannot put forth his best efforts on a diet of cold, tasteless hamburger and warm pop."

TONY RHODES, Yard Crew:

"I want to take this opportunity to congratulate the employees of The Ecusta Paper Corporation and its affiliates upon their good fortune in being employed by an organization headed by such fine men as H. H. Straus and associates. Coming as most of them do from far across the seas and from northern states to Pisgah Forest, N. C., to build a huge factory in the midst of the Blue Ridge Mountains for manufacture of a commodity that will always be in demand and the market for such commodity will never wane.

"Every material need of the employees has been carefully met. In the opening of the fine cafeteria in the grounds of the plant the employees have at their command the finest food cooked by finest cooks and good sanitary dining rooms and kitchens at cost. No profit is sought by the management.

"Mr. Straus has foreseen that people contented will give better yields from the labor, therefore he is to be congratulated upon his broad views in dealing with his people. Let us work with accord and make harmony the key to our employment.

"Thank you for this chance to express through the columns of your fine paper my ideas concerning the above."

HARVEY SOUTHER, Stock Room:

"The new cafeteria here at Ecusta is one of the greatest direct helps to the employees of any one thing that has been undertaken.

"The food is cooked well and prices are reasonable. The menu offers a variety that is unequalled in many other cafeterias and cafes.

"We want to express our thanks to those concerned for building and equipping a modern cafeteria here, and also to Mr. Boyd and the employees of the cafeteria for their kind and courteous service that they offer."

PULP "B" BLINKERS

All the boys on shift "B" are wondering why George Henderson started walking five miles every night to church and then quit going so soon? . . . W. E. Hamilton, Wet Lap operator has recovered from a recent operation and is back at work once more . . . Ralph Morris, Theo Williams and Fred Barton are wearing sad looks these days due to a letter they received from their "Uncle Sam" about a date . . . The largest smiles in the mill were displayed by N. E. Smith and Frank McCall for the last week or two. It must have been the promotions they received recently. Good luck, boys . . . There are a lot of new faces on Shift "B" these days due to increased work . . . Charles Paxton made a visit to the mill. He changed his Ecusta uniform for one of Uncle Sam's and is now stationed at Hospital No. 3, Fort Bragg, North Carolina. Charlie invited all the boys down, but as yet no one has accepted. . . Theo Williams, the most traveled man on Shift "B", made another of his fast trips to the coast last week . . . Ralph Morris has been trying to find reasons to visit the First Aid. It couldn't be because of the new nurse on this shift.

DRAFT CALLS

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old friends when they are on furlough. Recently Paul Young, who is located in one of the hospitals, came by to visit his friends at Ecusta. He says that army life is fine and that he is happy and has no desire to leave the army at this time. Allen Smith, who was formerly employed in the Finishing Department, also dropped in a few days ago. J. D. Poland, the first draftee from Transylvania County, was home on a furlough and it appeared that army life was agreeing with him. Sgt. John Hamlin, who is affiliated with the Induction Station in Atlanta, stops by occasionally on his trips moving "Jeeps" from one center to another.

Cotton Fowler, who is located at the United States Naval Air Base at Jacksonville, writes us that he is getting along O. K., but would like to be back in North Carolina for a little while and hopes that he can make it by Labor Day. Homer Raxter writes us that he has been transferred to the "Swamps of Texas", but doesn't expect to stay there long. William Laughter, who has just left, writes us that he is now at Camp Croft, Spartanburg. We hope that all the boys will keep us informed of their correct addresses so that they can get every copy of the "Echo".

"Has your wife changed much?"

"Yes; my pals, my habits and my hours".

Miss Justine Williams, Women's Recreation Director, will act in the capacity of librarian and will be on hand from 8:45 A. M., until 5:00 P. M., to issue books. The books will be loaned for a period of one week. However, if the reader requires more time, books may be renewed for an additional week.

We have in our files a request list so in the event that you do not find your reading interests on our shelves we should appreciate your suggestions for future book orders. Among the many famous authors

		no dep.	1 dep.	2 dep.		no dep.	1 dep.	2 dep.	
\$ 750	\$ 0.	\$ 0.	\$ 0.	\$ 0.	\$1000	\$ 0.	\$ 0.	\$ 0.	\$ 0.
800	3.	0.	0.	0.	1100	3.	0.	0.	0.
900	11.	0.	0.	0.	1200	6.	0.	0.	0.
1000	21.	0.	0.	0.	1300	9.	0.	0.	0.
1100	31.	0.	0.	0.	1400	12.	0.	0.	0.
1200	40.	0.	0.	0.	1500	15.	0.	0.	0.
1300	50.	0.	0.	0.	1600	18.	0.	0.	0.
1400	59.	0.	0.	0.	1700	21.	0.	0.	0.
1500	69.	0.	0.	0.	1800	24.	0.	0.	0.
1600	79.	6.	0.	0.	2000	30.	0.	0.	0.
2000	117.	42.	6.	0.	2500	45.	15.	9.	3.
2500	165.	90.	50.	12.	3000	60.	30.	24.	13.
3000	221.	138.	98.	58.	3500	75.	45.	39.	33.
3500	284.	186.	146.	106.	4000	90.	60.	54.	48.

Mr. A. J. Loeb, better known to Ecustans as "Art" Loeb, recently returned to Brevard. Mr. Loeb is Vice Pres. of the California Central Fibre Corporation and has been located at El Centro, Calif., for the past year. On Nov. 12, Mr. Loeb was married to the former Miss Kathleen Vachreau of Wausau, Wis. The ceremony took place in Chicago and their honeymoon was spent in Florida. We extend our very best wishes to the bride and groom and hope that their stay here will be an extended one.