

THE ECHO

Quality of Product is Essential to Continuing Success

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ECUSTA MOURNS DEATH OF PROF. FRITZ L. STRAUS

ALEXANDER ACCEPTS NAVAL APPOINTMENT



Jack Alexander, employed for the past year as Men's Athletic Director and Assistant Personnel Director at Ecusta, has accepted an appointment as Special Petty Officer in the Navy. We regret the loss of this capable young man but we Ecustans are proud to know that Uncle Sam has found in one of our employees the qualifications pertinent to such appointment. With him go our sincerest wishes for the best of luck and a speedy return.

ADIEU!

Friends at Ecusta: It is with sincere regret that I leave Ecusta, however, under the circumstances there is little choice. I can say truthfully that my year at Ecusta has been the happiest of all. I doubt seriously if I will ever have the opportunity again of working with a group of people who will cooperate with me as most Ecustans have done. My wishes are that this same spirit will continue far into the future. I hope that each of you continue to be with Ecusta and For Ecusta.

Respectfully yours,
Jack Alexander.

Auto-Call To Signal Air Raid Alarm

As an added effort towards reaching every person on duty during an Air Raid Alarm, the auto-call system has been added to the former signals which consisted of blinking the lights two times and the blowing of our team whistle. The auto-call will start with the blinking of the lights and will ring continuously until the whistle starts blowing.

In the future, the evacuation of the mill and manning of posts by the designated persons, will start with the blinking of the lights and continuous ringing of the auto-call.

TENNIS COURTS READY

Mr. McCann announces that the tennis courts are now in good condition and are ready for use. Tennis balls may be purchased from the Recreation Dept.

HELP PREVENT FOREST FIRES!

We wish to call your attention to the serious forest fires that have been burning for the past several days. We understand that two of the fires nearby were carelessly started by Ecusta employees while burning brush.

Several of our employees have narrowly missed having their homes burned. We saw flames within a few feet of one house but it was saved by the combined efforts of all the people in the neighborhood.

There has been a great loss of timber and wild life and there will be much more before the fires are out.

The most serious damage that can come to us at Ecusta is for our watershed to burn, because this would possibly cause our water to run low in time of dry weather, with a consequent loss of production and employment.

We are proud of the fact that Ecusta men have been in the forest doing their share every day since the fires started, and we are sure you will continue to do your part.

Please remember this. You are badly needed on the fires and you will be protecting the watershed that provides employment for you if you will volunteer for fire duty on your time off.

Also, please do not burn brush until after the next rain.

Bowling Ball Scheduled For May 1st.

On Friday evening, May 1st the Bowling-Ball will take place at the Ecusta Cafeteria. Dinner will be served promptly at 7:00. Any person having bowled one or more games during match play is eligible to attend. Men may bring their wives and women may be escorted by their husbands providing that they also are Ecusta employees. A fine program has been arranged and a good crowd is anticipated. Tickets are available at the Recreation Office.

Band To Make Debut

The Ecusta Band will make its debut on Friday, May 1st, when it appears for a short group of selections at the Bowling-Ball. Band members have been hard at work to give this performance some semblance to the finished musicianship it hopes one day to achieve. Many of the band members are beginners, others have, since the band organization, resumed their interest in instrumental music and are polishing a technique to sound like new. "Charter Members" of the band were largely men but well over half of the new members and beginners are women. However, Marie Sprinkle needs an assistant to help her swing those 20 lb. cymbals and Joe Knowski and Ricie Robinson need another assistant like the Peek Prodigy to round out their Peck Horn quartet. "Harry James" Williams (some of us know him as "Ed") takes off for Minn. soon where he plans to visit the home folks before augmenting the Air Corps. So you see, there's lots of room for new members. Bring your discords to us and we'll route a new course for you.

ECUSTA MEN ENTER SERVICE

During the first part of April Ecusta lost nine men who entered military service. This number includes James H. Sledge, George T. Henderson, Charles W. Glazener, Devere L. Hardin, William C. Case, J. C. Sprouse, Ed Wilbanks Douglas Max Robinson and Billy E. Haynie. Glazener, Wilbanks and Haynie volunteered in the U. S. Navy. Robinson and Sprouse volunteered in the U. S. Army. Sledge, Henderson, Case and Hardin were drafted in the April call. We have received letters from most of these men and they seem to be getting adjusted to their new occupations. We urge all men in service to keep us informed of their addresses so that each issue of the Echo will be certain to reach them. Several of our employees who are in military service make it a point when they are on furlough to come to Ecusta to visit the plant and see their friends. We are glad to have them return at any time. This month Cotton Fowler was in, sporting the wings that he had just received in the Army Air Corps. Ray Cooke and Hubert Bajson also dropped in to see us.

BASEMENT BINS CAN HELP BUILD BOMBERS

(From DOMESTIC COMMERCE WEEKLY April 19, 1942)

If you have the place to put it and the money to pay for it, why not order your next winter's coal now? by so doing you will help yourself and at the same time permit the allocation of vitally needed resources to the manufacture of bundles of bombs for the Axis.

STORAGE AN IMPORTANT PROBLEM

The coal problem is largely one of storage, all the way from the Nation's storehouse in the mines to your own storage in your home bin. The principal economic function of retail coal dealers is one of storage so that small users can get coal when they need it. Such storage costs money, and consumers have to pay for the service.

So, year after year, in trade papers, magazines, and in government reports, you have been counseled to buy coal during the slack spring season, and by "you" we mean not the large industrial consumer who should have worked out purchasing plans suited to his requirements, but the smaller user—the household coal burner, consumers in the steam-heating and smaller industrial plants—all who buy their coal at retail prices or in less-than-carload lots.

STORAGE AT POINT OF USE DESIRABLE

The entire storage capacity of the country's coal dealers would not be adequate to supply the demand if every one required coal on the day of the first frost. Nor could dealers maintain sufficient delivery systems to deliver all such coal at a moment's notice except at exorbitant expense.

The ideal distributing system for coal is to store it as close as possible to the point of use. That begins with the home bins, takes in the dealers' yards next, and then such storage as can be made near the mines. The farther coal is stored from the furnace or stove, the greater the load thrown on transportation when coal is in heavy demand.

Storage at the mines means out-

(Continued on Page 2)

A wise man will make more opportunities than he finds.—Bacon.

Memorial Service Saturday, April 25th.



Professor Fritz L. Straus, head of the Chemistry Department of Ecusta Paper Corporation and brother of President Harry H. Straus, died suddenly in Hollywood, Florida on Wednesday morning, April 8th. His sudden passing while on a vacation in Florida was a tremendous shock to his friends at Ecusta. Professor, as he was affectionately known to his associates, was apparently in excellent health and was enjoying his vacation when he was suddenly stricken by a heart attack.

Professor Straus came to Ecusta as head of the Chemistry Department November 30, 1939. He immediately won the admiration and highest respect of all with whom he came in contact. With his vast knowledge of chemistry, he made invaluable contributions to the progress of Ecusta paper in the manufacture of cigarette paper. His technical advice was regarded as authoritative by those with whom he worked. The young men working under his supervision had confidence in him which frequently led them to seek his advice, not only on matters of a technical nature, but on personal problems as well. Professor exemplified the highest degree of culture, and with his genial smile and sunny disposition he was a man that was not only liked but loved. His personal magnetism drew people to him and held them as friends.

Professor was active in community and civic affairs. Every movement that was for the betterment of the community had his active and enthusiastic support. He was an active member of the Brevard Kiwanis Club and was held in high esteem by all the members.

One minute's silence was observed by all employees in honor of Professor Straus' memory, when entire plant operations were shut down at 4:30 p. m. on Thursday, April 9th.

On Saturday, April 25th, at 2:00 p. m. a memorial service, at which Rev. Harry Perry officiated, took place in the Ecusta cafeteria building. Numerous employees and friends of Professor Straus attended.