

Olin news

PISGAH FOREST

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ANNIVERSARY LOGO — Peter Adams, Film Division Advertising and Promotion Specialist, designed the 35th anniversary logo which is used to identify virtually all aspects of the Open House. It appears on signs and banners; it appears on posters and in advertising; on favors such as screwdriver key chains, balloons and matches; on napkins and the flyer that will serve as tour guide; and on identification patches made by Conrad Industries which will be issued to all employees. The logo is in two shades of green against a white background, very effectively representing the long association at Pisgah Forest between forest products and the cellulose-based products of the two divisions.

FOUR-COLOR BROCHURE READY FOR OPEN HOUSE

Several firsts are to be claimed about a brochure describing "Olin At Pisgah Forest," now being printed for distribution at the 35th anniversary celebration.

It is the first brochure of its kind here to be printed with four-color illustrations. It is the first brochure since the Ecusta Paper Division and the Film Division were identified in the corporate structure as the Fine Paper and Film Group. It is the first brochure since the addition of the Polyester Division.

It is handsomely illustrated with color

OPEN HOUSE PLANS SET FOR MAY 15-18

Please mark your calendars.

It's OPEN HOUSE May 15 through 18, in recognition of the 35th anniversary of Olin's industrial complex at Pisgah Forest.

The plants will be open to visits by employees, their families and guests, and the public in general, over a four-

day period as follows:

Wednesday through Saturday, May 15 through May 18, from 10:00 a.m. until 2:00 p.m.

Thursday, May 16, from 5:00 p.m. until 8:00 p.m.

Invitations mailed to all employees point out that tours will be continuous from the reception center during the hours above, that the age limit for children touring the plant is six years, that all children must be accompanied by adults, and that a nursery will be available for children too young to tour the plants with their parents.

The task force planning the open house, hoping to add to the guests' enjoyment and to avoid making the tours unduly tiring, have taken the following into account:

TENTS . . . for protection from the weather. There will be one large welcome center north of the Ecusta coater building where guests will be received on entering the plant site. One half of the sheltered area will be for product exhibits and orientation about the tours. The other half will be for serving refreshments. There will be smaller tents in the vicinity of the bus stops. Because of the size of the welcome center tent and the problems that

photographs by Edward DuPuy, well known photographer from Black Mountain.

The brochure is expected to be used for time to come as an aid to marketing, recruiting, and public relations efforts.

mud could cause in a wet period, the tent will be erected on an asphalt floor. This asphalt pad will be used later for storage of solvent drums. The walkway west of Gum-Repse-Reaming is being extended to the asphalt pad, giving visitors a safe approach to the tent after completing the Ecusta tour, and to be used later by forklift trucks hauling the solvent drums.

BUSES . . . to cover the long distances between tours. They will travel clockwise from the welcome center to the back side of the plants, to the points where walking tours begin, and will return to the tent. Guests may take whatever portions of the foot tours they wish, one, two or all three: Film, Research, Paper.

EXHIBITS . . . to show what is made here at Pisgah Forest, and elsewhere in the company.

SIGNS . . . to help explain, and to help show the way.

REFRESHMENTS . . . to ease hunger and thirst after touring the plants.

FAVORS . . . to add fun for the moment and souvenirs for the future.

NURSERY . . . so that parents will have a safe place to leave children under six years of age, who are too young to be taken into the plants on this special occasion. At all other times, the minimum age for plant visits is 15 years.

Gib Campbell has replaced Jim Lovin as the Ecusta task force representative because of Lovin's other responsibilities. Campbell serves on the task force with Mildred Reese, Film representative, and Nelson Warner, chairman.