

Olin news

ECUSTA PAPER AND FILM GROUP

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GROUP PRESIDENT TELLS OF DEVELOPMENT, EXPRESSES CONFIDENCE IN CONTINUATION OF PROGRESS THROUGH INTEGRATED UNITS

The Olin plants at Pisgah Forest ended the Bicentennial year with a record high payroll, another large achievement in pollution abatement, and a reorganization of personnel and plants that now has the manufacturing, marketing and technical units operating as an integrated business.

Garza Baldwin, Jr., president of the Ecusta Paper and Film Group, expressed confidence that the organizational changes will result in continued prosperity of the industrial complex at Pisgah Forest and the companion plants at Covington, Ind., and Watertown, S. Dak. Until late October the paper and cellophane plants were structured under separate divisions, now abolished.

"We had become a closer knit organization as result of changes made two years ago this Spring," Baldwin said, explaining that the next logical step was to combine the divisional functions.

The new Ecusta Paper and Film Group preserves the world-renowned name of Ecusta which had identified the paper operations since the former Ecusta Paper Corporation began in 1939 the manufacture of products for the tobacco industry. The Film plant, constructed adjacent to the paper plant for the manufacture of cellophane, began operations in 1951. A second cellophane plant at Covington was started up five years later.

Latest addition is the processing plant at Watertown where flax from

the Dakotas, Minnesota and Canada is processed for the manufacture of cigarette paper at Pisgah Forest.

At Pisgah Forest, where the Ecusta Paper and Film Group is headquartered, there are more than 2,700 Olin employees whose combined incomes totaled more than \$35,000,000 in 1976.

Concurrent with the growth of the businesses at Pisgah Forest there has been a costly and effective program of pollution abatement. Phase V of the comprehensive air and water program was completed early in the year, bringing secondary treatment of waste water to a reality. In the air program, a third electro-

static precipitator brings all operating boilers under emission control. The boiler house produces all the steam requirements of the location, and in conjunction with turbine operations half the electrical requirements.

To date, more than \$23,000,000 has been spent on pollution abatement at Pisgah Forest.

Protection of the environment and the conservation of energy have had spiraling effects on the operating costs of Olin's plants at Pisgah Forest, as they have everywhere. Yet, Baldwin said, both were matters of concern long before either one became the target of an aroused public.

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LOOKING BEYOND THE BICENTENNIAL

As the United States approached the start of the third century, a number of Ecusta Paper and Film Group employees were asked to share their thoughts, prayers, wishes and speculation, as to what lies ahead. The following statements were extracted from a few of the contributions, which appear on inside pages.

"All of us must dig back into the heritage that has made us great and find the willingness to sacrifice, adapt, and risk what is necessary to solve the problems that will keep this country great and to make it on to new heights."

"What I want most for America is a rebirth of the moral and spiritual values that have made our country great. A real key to this is the revival of the family as the basic unit in society responsible for the welfare of its members. Above all we need a renewed faith in God."

"I believe America begins at home . . . Responsibilities at home will create strong and firm character so that our future leaders can build a country which cannot be destroyed. Let us instill in our children that it is no disgrace to work and strive, that it would only bring dishonor upon themselves and their country to ask for less than well-trained minds and dauntless wills."

"We are at a cross roads in the well being of our nation — ethically, morally, socially, economically and in our belief of a Divine Being. We are at a critical point in our history in which only we, as individuals, can shape the future of our nation."