

## ROTARIANS HEAR DuPONT OFFICIAL CREDIT FREEDOM FOR OUR STRENGTH

Americans have the best standard of living in the world today because they have been free to develop the industry to create it, Dr. Walter A. Dew told the Rotary Club here Tuesday. Dr. Dew, a research chemist since 1924, is Pacific District manager of the Extension Division of the du Pont Company's Public Relations Department.

"We have the things we want because we have an industrial system that is greater than any in the world," he declared. "The story of industry is the story of our standard of living."

Urging the Rotarians to help maintain the conditions which made it possible, Dr. Dew said, "America is strong because it is based on freedom to imagine and create, freedom to act and distribute products in a competitive market."

"Industry is made up of people who work together to produce goods and services for people at a fair profit for their efforts," he said. "The team comprising the investor, research, management, and labor, spells production. The sales force insures distribution."

That, he declared, "is a real strength in our way of life and it is the envy of others."

"We have the things which give us our high standard of living because we have a vast industrial system in this country that converts simple things into useful products, which are the true wealth," he said.

Dr. Dew explained that this system must have little businesses and it must have big businesses in order to succeed, and that one cannot get along without the other.

The du Pont Company is one of the big businesses and, "We are proud of this bigness, because under the American system today only a concern which satisfied its customers can become big," he declared.

In discussing many du Pont products, he pointed out that they are available to the public only because they are produced at low-cost in large amounts in plants which are very costly.

"The du Pont Company has an investment of \$20,000 in tools and facilities for every person who has a job in the company," he said.

The chemical industry serves as a supplier of basic materials for other industries. In the case of du Pont, he commented, 92 per cent of the company's production is sold to other companies, most of them small, for processing into consumer items.

As an illustration of how this works, he spoke of polythene, which is one of the lightest plastics. He pointed out that this new material is being used by "hundreds of small industries" to make molded articles, flexible bottles,

tableware, bags, insulation for wires, and many other consumer products.

"If these companies each had to make the material themselves, not one of them would be able to manufacture these items because the cost would be too great," he declared.

Polythene was cited as just one of thousands of things manufactured by large businesses which go the same way and which help to raise living standards.

Dr. Dew pointed out that in the rayon industry, du Pont and 14 other major companies produce the yarn, competing with each other to serve 13,000 smaller businesses which are engaged in converting it into finished articles for consumers.

"The combined employment of the rayon industry is well over a million people, who handled a billion pounds of this man-made fiber last year," he said.

Nylon, which was developed by du Pont after ten years of research and development, follows a route to the public similar to that taken by rayon, he said.

Five plants, each costing many millions of dollars, are concerned in the making of nylon and nylon intermediates, "but that is only the start," Dr. Dew said. "A whole team of industries work on it and transform it into finished products such as hosiery, woven fabrics, fabrics, and plastic articles."

He outlined the many steps taken by various types of industry in making usable things from this raw material and pointed out that du Pont has a thousand customers for nylon yarn alone.

"It is the interdependence of industry — comprising large and small units geared together so that each performs its functions efficiently — that makes it possible to provide goods and services at a price you can afford to pay," he said.

Another essential to the manufacture of new products which help to raise the standard of living is the investment of risk money in new and untried things. Dr. Dew continued. As an example, he pointed out that cellophane was developed as a useful material because of the investment of risk money on the part

of people who had the vision to see its possibilities."

"An industry was created, thousands of new jobs were created, and the public obtained a useful material at a price that continued to be satisfactory, because it became steadily lower, he said.

Dr. Dew described some of the newest products developed by du Pont research laboratories. Some of them are so new that they are still in the experimental or evaluation stage. One of these was titanium, a newly developed metal which is half the weight of stainless steel but just as strong and better in resisting corrosion. Laboratories throughout the country are working on it now to develop uses for it.

Other new products included "Orlon" acrylic fiber and "Dacron" polyester fiber which were developed to meet 20th Century fabric needs. Mention was also made of new Elastomers, "Teflon" polytetrafluoroethylene plastic which has unusual properties, and "Mylar" polyester film. Emphasis was placed on new agricultural chemicals which aid greatly in increasing food production in the United States.

"New products such as these will not only add new things to our standard of living, but the

production and processing of them will create many new jobs and businesses," he declared. "That has been the result of such discoveries in the past."

"Such things are created by research which is provided by an

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industry that is able to venture into the development of new and useful products," he said.

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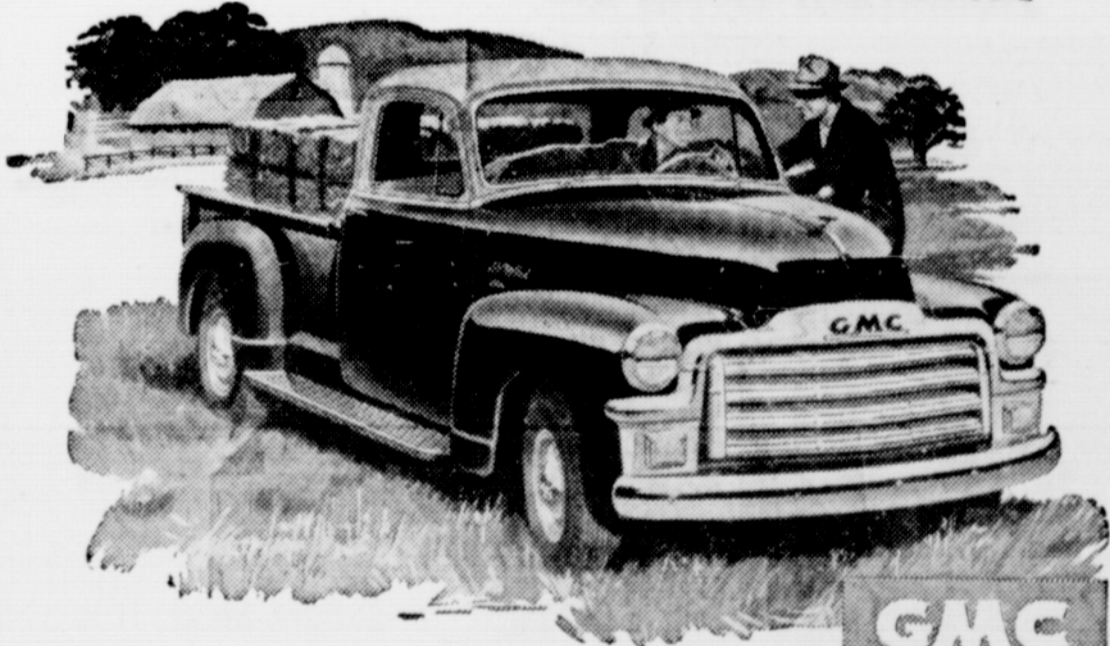
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