

## National Advertising Campaign To Keep Scrap Pouring Into Industry Under Way This Week

WASHINGTON, July 20—Final details of the nation-wide advertising campaign, designed to help stimulate the flow of scrap metal into war production, have been approved by Lessing J. Rosenwald, chief of the conservation division.

Rosenwald's approval followed conferences with members of the American industries salvage committee, sponsors of the \$2,000,000 campaign. The committee, made up of representatives of American industry, was organized by the industries concerned at the suggestion of the conservation division. The committee has raised the fund to finance the campaign and is responsible for the selection of the advertising and publicity mediums used.

"This campaign," said Rosenwald, "was undertaken by a group of the nation's leading industries, at the request of the conservation division of WPB, and is closely integrated with WPB's new national salvage campaign. The committee includes member companies of the American Iron and Steel Institute, which is concerned with assuring a continual flow of scrap metal into its plants, but is also using its ads to stimulate the flow of other needed materials. The immediate response of industry in setting up machinery for the campaign was particularly gratifying, in so far as it helped us to clear the tracks for an all-out drive to bring in the scrap."

The campaign gets under way on July 20, with newspaper advertisements in every state. In addition, advertisements will be carried by weekly papers, farm press, trade papers, magazines and the radio.

## Mine Watch Established

SEATTLE, July 20—(AP)—A civilian mine watch force is the latest defense arm of the 13th naval district.

The duty of its enrollees is to assist in reporting and guarding unexploded enemy or United States mines. The Washington state defense council announced Monday the enlistment in the new organization of citizens' defense corps volunteers in tidewater areas of Washington.

The announcement said the Washington state patrol, previously assigned as a statewide clearing house for reports of unexploded bombs, would use the same reporting system for mines. Air raid wardens and other civilian defense personnel will guard areas where mines are discovered, aid in rescue and first aid work after explosions and report all observed mines.

## Portland Faces Fuel Shortage

PORTLAND, July 20—(AP)—If OPA restrictions are not relaxed, Portland will face a critical fuel shortage this winter, City Commissioner William A. Bowes said Monday.

He said that OPA regulations prohibit persons from selling slabwood for more than their "nearest competitor," meaning that dealers outside the city must sell at Portland mill prices, he said. Slabwood is virtually the only fuel obtainable now, Bowes said.

## City Sees Hope For Materials

PORTLAND, July 20—(AP)—Rear Admiral Howard L. Vickery's announcement that the US maritime commission would take charge of housing construction in the Portland-Vancouver area gave hope Monday that the materials bottleneck might be broken.

It was expected that higher priority ratings would permit builders to overcome delays in obtaining materials for war workers' homes.

## Gervais Merchants To Help Harvest

GERVAIS—At a conference held Friday the business men decided that they must help the farmers harvest their crops and all business houses will be closed Tuesday and Wednesday forenoons while all are out working. This will be repeated later if it is found advisable.

## Koehn Enters Duty

PORTLAND, July 20—(AP)—George L. Koehn, Portland, American Legion department commander in 1936, said Monday he would report for active duty with the army quartermaster corps as a major next Monday.

## Doctor Promoted

PORTLAND, July 20—(AP)—Promotion of Dr. J. P. Lind, who left here last week for Fort Riley, Kas., with the 46th general hospital unit, from major to lieutenant-colonel in the army medical corps was disclosed Monday.

## Two Drown in Lake

MADRAS, July 20—(AP)—A fishing boat overturned, drowning George Mescham, chief of the Warm Springs Indian tribe, and Donald Sanders, 15, Portland, in Trout lake Saturday.

ministration to make it conform to the recent limitation order of the war production board specifying grades which may be produced.

The OPA put a maximum price, at the producer's level for a new grade of plywood, called "sound 1 side," a grade which was established by the WPB order. Eliminated from the price schedule were some grades whose manufacture was prohibited by WPB.

The ceiling established for "sound 1 side" plywood was computed by calculating its relative value compared with other standard grades, OPA said. Other methods of pricing were not feasible, it was explained, because the industry has had insufficient experience to determine production costs. The price arrived at is somewhat higher than that for wall board.

## Plywood Price List Revised

WASHINGTON, July 20—(AP)—The price ceiling schedule on Douglas fir plywood was revised Monday by the office of price ad-

## Requests for Living Quarters For Officers Surge Into Salem

By telegraph, by mail and by telephone from all parts of the United States requests for houses and apartments in Salem are coming in daily from army officers due to arrive soon at Camp Adair, Business Manager Clay C. Cochran of the Salem chamber of commerce, reported Monday.

"The housing need is growing every day," Cochran declared. "We don't know where it is all going to end."

Thumbing through a sheaf of letters and telegrams—from St. Paul, Minn., Fort Benning, Ga., Oakland, Calif., Fort Leavenworth, Kan., and way points, Cochran said the officers, many of them majors or colonels, were in many instances authorizing the chamber to rent living quarters for their families at any reason-

able figure, before they arrive. Calls are for small houses, apartments, two-bedroom houses and a few larger ones, furnished or unfurnished.

The chamber is doing its best to comply with requests but needs many additional registrations of houses and apartments at its housing bureau, Cochran said.

Cochran and Ray J. Stumbo, city transportation committee chairman, are going to Portland again this morning to attempt to

speed up designation of Salem as a critical housing area and to work on plans for providing bus service to Salem men and women employed in Portland war industries.

## Third Lumber Mill Burned

KLAMATH FALLS, July 20—(AP)—The Lakeview Lumber company sawmill at Lakeview with a capacity of 40,000 board feet daily was completely destroyed by fire early Sunday, it was reported here Monday.

Firemen checked the blaze before it destroyed the dry kilns and yard stock.

It was the third Oregon sawmill hit by fire in two weeks. The others were the Dant & Russell mill at Redmond and the Pelican Bay Lumber company plant here.

## V Stickers Planned for All-Out Home

WASHINGTON, July 20—(AP)—A nation-wide "muster of American homes," in which all householders cooperating fully in the war effort will be awarded "V" certificates to display in their windows, was announced Monday by the office of civilian defense.

To obtain a "V" certificate, a householder must:

1. Demonstrate to local defense officials "that his home meets the essential protective requirements as to blackout, provision of a shelter room, and fire-fighting equipment as deemed necessary locally."
2. Give his word to local defense officials that his family is

conserving food-clothing, transportation and health; is salvaging essential materials; refusing to spread rumors designed to divide the nation, and buying war savings stamps and bonds regularly.

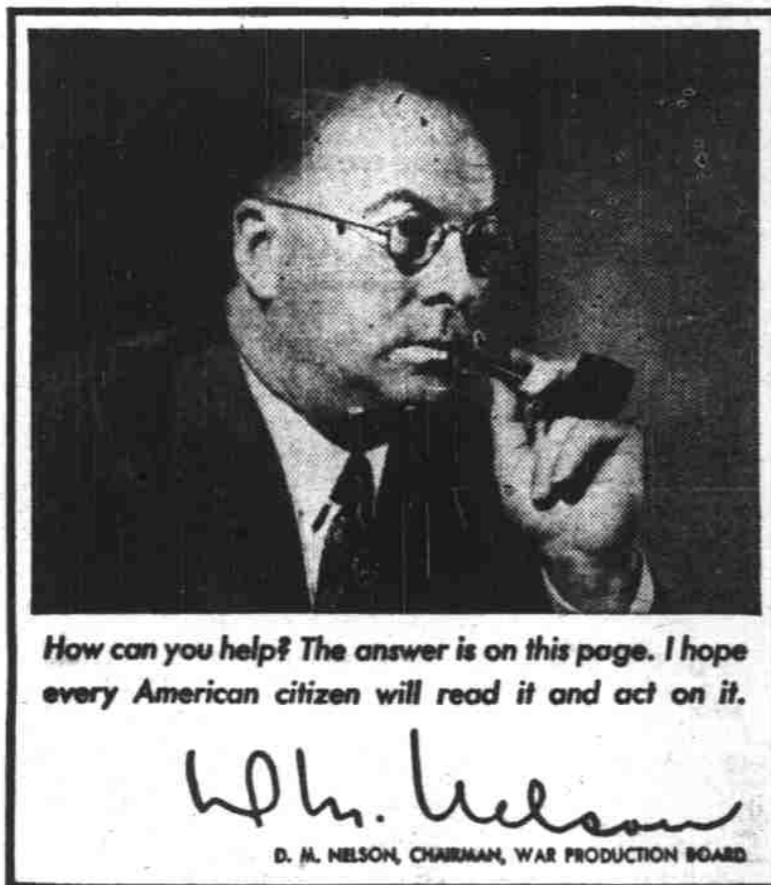
The window sticker will proclaim that "This is a V home" and will bear a large "V" superimposed on a picture of a home. Other certificates will be granted to business establishments in strategic areas which have taken proper precautions against air raids.

## Pendleton Said Out

WASHINGTON, July 20—(AP)—Senator McNary (R-Ore) was informed Monday by A. H. Bunker, chief of the aluminum and magnesium division of the war production board, that Pendleton, Ore., was not being considered at this time as a site for an aluminum plant.



# An Emergency Statement to the People of the United States



How can you help? The answer is on this page. I hope every American citizen will read it and act on it.

A crisis exists in our war production program which can be solved only by the patriotic cooperation of the American people.

We are faced with a serious shortage of steel scrap, rubber and other vital materials.

This shortage must be filled.

By "scrap" we mean the ordinary junk which today is lying in the barnyards and in the gullies of farms; in the basements, attics and garages of homes and stores throughout the country.

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The steel industry operates on the basis of half-and-half—about 50 per cent metal from pig iron and 50 per cent remelted scrap metal.

Therefore, about 50 per cent of every tank, every ship, every submarine and every gun is made of scrap iron and steel.

The steel industry has been rapidly stepping up its production—from 67,000,000 tons in 1940 to a record-breaking 83,000,000 tons in 1941. Production in 1942 is already ahead of 1941, but we need to get production up to the industry's full capacity of 90,000,000 tons—a total equal to the output of the rest of the world combined.

This volume of production cannot be attained or increased unless an additional 6,000,000 tons of scrap iron and steel is obtained promptly.

We are faced with the fact that some

steel furnaces have been allowed to cool down and that many of them are operating from day to day and hand to mouth, due only to the lack of scrap.

The rubber situation is also critical. In spite of the recent rubber drive, there is a continuing need for large quantities of scrap rubber.

We are collecting every possible pound of scrap from the factories, arsenals and shipyards; we are speeding up the flow of material from automobile graveyards; we are tearing up abandoned railroad tracks and bridges, but unless we dig out an additional 6,000,000 tons of steel and great quantities of rubber, copper, brass, zinc and tin, our boys may not get all the fighting weapons they need in time.

Fortunately, the material exists in America's great "mine above the ground."

There is enough iron and steel on farms alone, if used with other materials, to make:

Twice as many battleships as there are in the whole world today, or

Enough 2000-pound bombs to drop three per minute from big bombers incessantly for more than three years.

Locating and collecting this scrap is going to require a canvass of every house and every farm. Even one old shovel will help make 4 hand grenades.

We have set up the machinery for this, but it is not perfect. It is a problem that can be licked only by American resourcefulness, American organization ability, American muscle and American will to win.

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We now have in every state a State Salvage Committee of volunteers working directly under the governor.

Under these state committees we have county committees and local committees. We have special industrial committees working with executives of plants in 421 industrial centers.

In rural communities we have the County War Boards.

These committees can tell you the quickest way to get your Junk into action.

In behalf of the governor and the state committee we urge every committee to

organize itself into a band of "Salvage Commandos."

You can either sell your scrap to a Junk dealer or you can give it to a charity, which in turn will sell it to a Junk dealer who performs an important function by sorting it, grading it, packing it and shipping it to the right place.

We urge local charities and civic organizations to cooperate with the Local Salvage Committee and devise a plan of action and collection.

We urge the scrap dealer to cooperate as fast as he can in the collection and shipment of materials.

We urge industrial executives to appoint Salvage Managers who have both the responsibility and authority to salvage obsolete machinery, tools and dies.

We urge every farmer and every householder in America to act at once.

Go over your premises with a fine tooth comb. If you have already turned in your scrap, look again—you'll probably find more.

If you do not have enough of your own to warrant someone coming after it, form a neighborhood pool, or take it yourself to the nearest collection point.

If there is an old heater or boiler in your basement too heavy for you to move, get your neighbors to help you.

This is a People's job. It is something you can do without interfering with other war work or personal duties.

It is not enough to pile up a little stuff and expect somebody to come and get it. Most of the work is being done by patriotic volunteers with inadequate facilities. They need your help in collecting scrap material in the largest possible amounts and in getting it to the right place.

It is a direct and personal obligation to all of our boys on all fronts.

You may think, "My little bit" won't help, but your "little bit" multiplied thousands and millions of times can create a mountain of raw material which can actually turn the tide.

The situation is serious. Your help is needed now.

## HOW SCRAP IRON AND STEEL GO TO WAR

The steel used in our war machines is made by melting together

1. Pig iron (about 50%)
2. Scrap generated in the steel plant in the process of steelmaking (about 25%)
3. Scrap purchased from outside Junk sources (about 25%)

We have plenty of iron ore to make the pig iron needed. But our furnaces operate faster when there is plenty of scrap to mix with the pig iron.

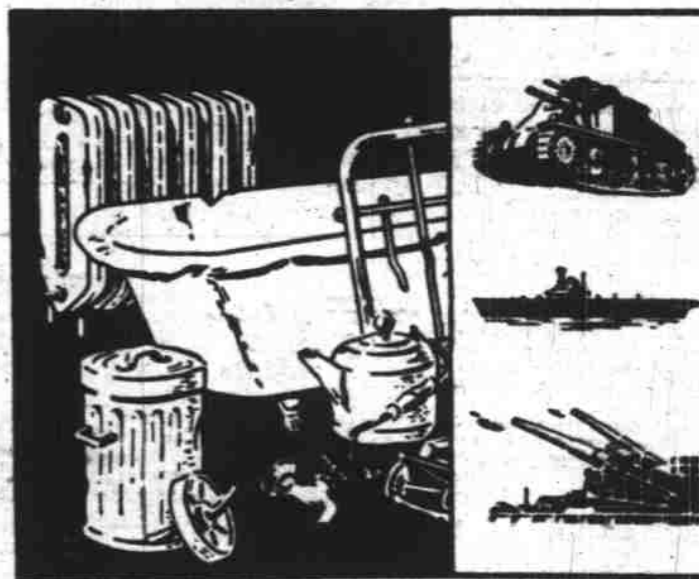
This so-called "scrap" which goes into the furnaces to make the steel for tanks, ships and guns is actually refined steel—with most impurities removed. Some of the finest quality steels are made 100% from scrap.

The iron and steel scrap which you collect is bought by the steel mills from scrap dealers at established, government-controlled prices.

Throw YOUR scrap into the fight!

## JUNK needed for War

Scrap Iron and Steel



Needed for tanks, ships, guns—all machines and arms of war.

Other Metals—Rubber—Rags—Manila Rope—Burlap Bags



Needed to make bombs, fuses, binoculars, planes, tires for jeeps, gas masks, barrage balloons, parachute flares, sandbags.

## HOW TO TURN IT IN

Sell to a Junk dealer... Give to a charity... Take it yourself to nearest collection point... or consult your Local Salvage Committee—

Phones: Salem 4943 - 3773 - 9193

If you live on a farm, phone or write your County War Board or consult your farm implement dealer.

WASTE PAPER—After they have served maximum cooking use. Strain into a large tin can and sell to your meat dealer after you have collected a pound or more.

TIN CANS—Wanted only in areas close to detinning plants, as announced locally.

WASTE PAPER—Needed only as announced by local committees.

This message approved by Conservation Division

## WAR PRODUCTION BOARD

This advertisement paid for by the American Industries Salvage Committee (representing and with funds provided by a group of leading industrial concerns).