

BEAVERTON ENTERPRISE

H. H. JEFFRIES, Publisher

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War propaganda originated on the home front is quite disquieting to many because of the uncertainty caused by so many conflicting statements made by those in authority. The idea some of our leaders have is to scare us to death so we can then be made to realize we are at war. Most people want to help in every way possible. They expect to be told how they can help. This scare stuff has a tendency to breed fear and distrust in those in high places. What we need is less talk by those in authority and a little more concentration on what objective they wish to accomplish before sounding off.

There is no doubt there are a lot of square pegs in round holes. Those in civilian positions who are not big enough for their job should be treated like the military service treats its officers that do not make good, i. e., eliminate them. There are competent people who can do the job. Some of our public officials crave publicity and one way to get it is to make statements giving half truths and then later qualify or deny making them. This is not the time for idle talk. What the public demands of its leaders is the type of leadership that will get results. The public will do its part if it is given the opportunity under competent leaders.

We have a lot of do nots in the saddle in every phase of public life. They think because a thing has not been done before it cannot be done. What we need is more leaders like Ford, Kaiser and Higgins who do the impossible. They believe in the theory that where there is a will to do a way will be found to do that thing called impossible. What we need is less talk, less juggling for control of industry after the war, less talk about the peace, less talk by those in authority and by the general public and more concentrated effort on winning the war.

Babson Sees the Coming Age of Substitutes

Washington, D. C., August 28—Most readers know that the steering wheels of automobiles are no longer made of wood, aluminum or steel but from a plastic derived from soy beans. Along with certain trimmings on automobiles it was the forerunner of hundreds of substitutes with which the American people are going to become more and more familiar. As rubber, metals and other critical materials become scarce, substitutes will offer new opportunities for merchants, workers and investors.

What Are These Substitutes?
Substitutes are mostly derived from common materials which we have in great abundance. These include wood, coal, sulphur, clay, milk, vegetables and oils. From these basic materials can be developed all kinds of plastics and "ersatz" items. Most of them have been known in chemical and other research laboratories for some years. They have been produced and tested in small quantities. Mens' hats are already being made from milk as are also blankets and bathrobes. Casein is also being used in the manufacture of paint, thus releasing vital chemicals necessary to the manufacture of gunpowder. Fibreboard is replacing iron and steel.

Paper containers are being used for milk, oils and other liquids. Glass

is replacing aluminum and even fabrics. Wood pulp may be used for solid industrial truck tires; while bearings are currently made of powdered iron instead of brass and babbit metals. Many other illustrations could be given such as using apple juice for burns, restoring blood volume and keeping tobacco moist; using paper reinforced by chemicals as a substitute for metals in making containers, flashlights, etc.; developing a non-splorable butter for shipping; and using sorghum for making tapioca. The developments in new metals and what can be done with oil and gas are almost miraculous.

Effect on Householders & Merchants
Housewives and home owners will hardly miss their old gadgets and appliances. Instead of having to shove around a heavy steel refrigerator they will have a light weight plastic box showing probably but little outward change in appearance. When it comes to re-decorating a room our wives will have a variety of new and colorful materials to choose from. These will be better looking than the old materials and will be designed with efficient living in mind. Remember that always out of the chaos of war or depression, born of necessity, come new articles of utilitarian use.

As merchants find their present stocks of goods running out, substitutes will refill their shelves. People are going to spend their money for something besides War Stamps and Bonds. This is why I have not worried over the outlook for retail trade. Hence, a proportion of our manufacturing capacity, not using critical war materials, will be permitted to make these new products. These substitutes will render a real service through releasing more important materials necessary on the battle fronts. Mercantile buyers should lose no time in investigating these new products and co-operate with manufacturers in advertising campaigns to educate the public to buy them.

Management and Labor
Already we hear a lot of talk as to what is to occupy our service men after the war is over. If the war ends suddenly in an armed truce much of our manufacture of armament will go on. If the war continues over a long period of years to a final "clean up" of the Axis Powers, labor will be needed in the rebuilding of Europe. In either event substitute products developed during the war period will hold over and may enter upon a period of growth comparable to the automobile or radio industry.

Ultimately, of course, we will run into a severe depression but for the immediate years after an armistice or a peace is declared this great new plastic and wood industry will occupy our thoughts and hands. Manufacturers, jobbers, workers, engineers, chemists, retailers and designers may all find new outlets for their time and energy in the development, manufacture and sale of these new products. These are

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THE ANNUAL SESSION BEGINS SEPTEMBER 28

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New Cartoon Sells War Bonds



For VICTORY...put at least 10% of every pay into WAR BONDS!

The above cartoon poster, especially drawn to promote the sale of War Bonds and Stamps, will soon be seen throughout the United States. It is one of four new posters stressing new themes in the War Bond campaign.

U. S. Treasury Dept.

bound to play an important part in our industrial and commercial life in the near future. After the war, next to righteousness they may be our saving grace.

The Investor's Angle

Each generation usually enjoys some profitable investment opportunities. We had the age of shipbuilding in which great profits were made through foreign commerce. We have seen the development of our great transportation systems embracing railroads, street cars, motor cars, trucks and aeronautical systems. Light, heat and power plants, as well as means of communication embracing the telegraph, telephone, wireless and even television, have all come in my lifetime. Out of these inventions and developments fortunes have been made and livelihoods

for millions of people the world over have been provided.

Many of the old line blue chip investments may go out of fashion. It may be smart to seek out so-called "special situations in which to place investment funds. It may be that the development of substitutes will uncover many such situations. They surely embrace the entire chemical industry. The plywood business may be one of them. Entirely new businesses on a small scale will spring up but remember also that some of our great industrial corporations are already investigating the possibilities of substitutes. In fact, it is largely to them that we owe the development to date.

SOLD BY THE NAME

The farmer boy standing alongside, fixed his eye on the hand saw.—You see the name Adkins on this saw?

The boy nodded.

Well, you can call for an Adkins saw anywhere in the world and that name Adkins means that the saw will stand up. Same with Disston, another make of saw. So with Ivory soap, Frigidaires and a lot more that we turn out. Made in the USA and good anywhere on earth.

Do you know any other name that stands high the world over?

The boy tried to think.

How about this name, The Lord Jesus Christ?

The chap nodded. He had heard of Christ. So next in order, the words of the Apostle Paul came to mind for the boy—"I know WHOM I have believed," said Paul. WHOM, mind you. O Living Person, WHOM. Then the chap listened to the verse in full—"I know WHOM I have believed and am persuaded that He is able to keep that which I have committed unto Him against that day."

And like Paul, did the boy also believe in Christ and had he committed all to the Lord? Had he turned the sentence of death that was upon him, even for Christ to handle? For all have sinned and wages of sin is death. The boy looked puzzled at all this. He seemed never to have thought of Christ becoming so personal to a fellow.

So—A bit more for that lad and all of us. Turn over to Christ the page of life, soiled by many a sin and the blood of Christ will cleanse it. That done, turn over the whole of life for Him to use when and where He will.

SUM IT UP—Christ who knew no sin was born into this world to become sin for us. Elect Him to save you from the curse of the broken law. Take forgiveness and count your life-page cleansed in God's holy eyes. Then let Christ be enthroned in your heart. He will abide with you and set up His Peace-Joy-Love. Peace that passeth understanding. Heaven's own Joy. Love, even to loving your enemies.

With body scarred from stonings and lashings; with days of hunger

and thirst; with cold and nakedness filling the chapter, we hear Paul shout—"I know WHOM I have believed."

If daily you will die to self and let Christ have the throne, you too will have that shout of VICTORY.

Dean Taylor

Cloverdale, Oregon
This space paid for by an Oregon businessman.

What Scrap Can Do

In a single month, the Westinghouse Electric & Manufacturing Co. reclaimed enough aluminum from machine shop scraps to build 10 Army bombers. After pure aluminum and copper are removed from the scrap, the remaining metal is melted into 100-pound ingots. These are tested chemically and sorted into 50 kinds of alloys for re-use in Westinghouse factories.

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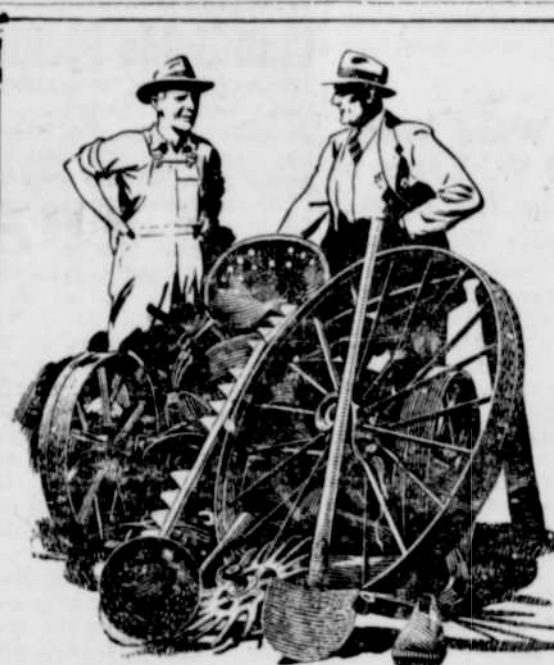
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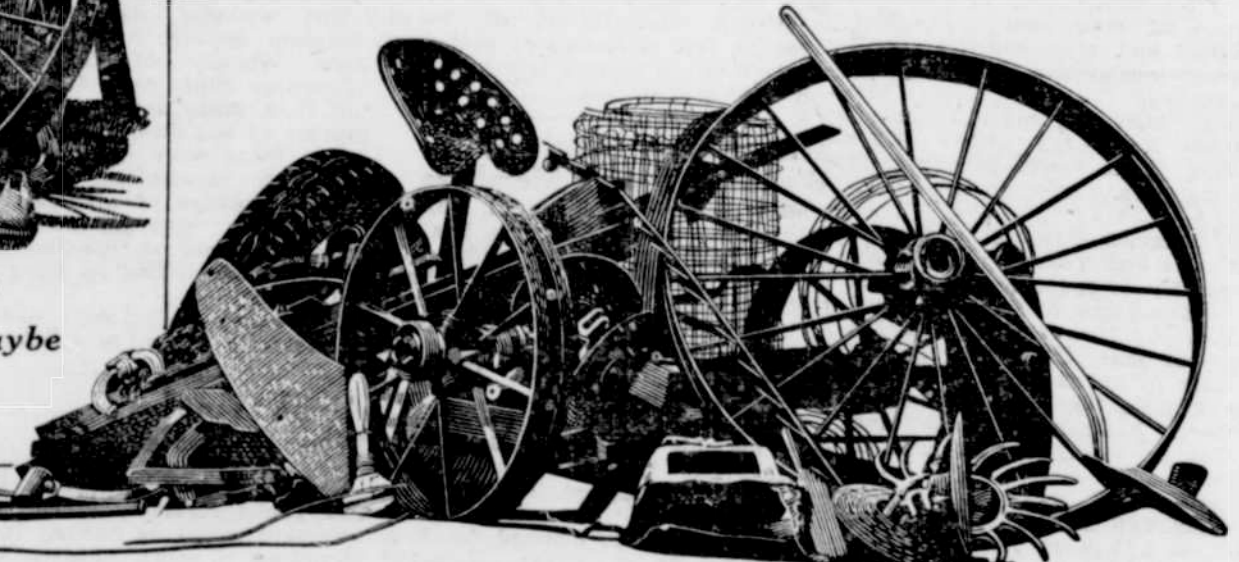
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JUNK needed for War



"What's it good for?"
"Guns, tanks, and maybe part of a plane"



In the barnyards and gullies of farms and in the basements and attics of homes is a lot of Junk which is doing no good where it is, but which is needed at once to help smash the Japs and Nazis.

Scrap iron and steel, for example.

Even in peacetime, scrap provided about 50% of the raw material for steel. It may be rusty, old "scrap" to you, but it is actually refined steel—with most impurities removed, and can be quickly melted with new metal in the form of pig iron to produce highest quality steel for our war machines.

The production of steel has gone up, up, UP, until today America is turning out as much steel as all the rest of the world combined. But unless at least 6,000,000 additional tons of scrap steel is uncovered promptly, the full

rate of production cannot be attained or increased; the necessary tanks, guns and ships cannot be produced.

The rubber situation is also critical. In spite of the recent rubber drive, there is a continuing need for large quantities of scrap rubber. Also for other waste materials and metals like brass, copper, zinc, lead and tin.

The Junk which you collect is bought by industry from scrap dealers at established, government-controlled prices.

Will you help?

First—collect all of your waste material and pile it up.

Then—sell it to a Junk dealer, give it to a charity, take it yourself to the nearest collection point, or get in touch with your Local Salvage Committee.

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

Throw YOUR scrap into the fight!

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 groups of leading industrial concerns).

LOCAL SALVAGE COMMITTEE

L. R. RICHEY, Chairman

BEAVERTON 3552 or 2481

HENRY CHAPMAN, J. L. BENSON, N. F. JOHNSON,
ROBERT CARROLL, J. J. VINCENT

JUNK MAKES FIGHTING WEAPONS

One old disc will provide scrap steel needed for 210 semi-automatic light carbines.

One old plow will help make one hundred 75-mm. armor-piercing projectiles.

One useless old tire provides as much rubber as is used in 12 gas masks.

One old shovel will help make 4 hand grenades.

MATERIALS NEEDED

Scrap iron and steel.

Other metals of all kinds.

Old rubber.

Rags, Manila rope, burlap bags.

Waste Cooking Fats—When you get a pound or more, strain into a large tin can and sell to your meat dealer.

NEEDED ONLY IN CERTAIN LOCALITIES: Waste paper and tin cans—wanted only in certain areas, as announced locally. **NOT NEEDED** (at this time): Razor blades—glass.