

5 PP (SALVAGE)  
SALVAGE / PK. 28/6

*Jack A. Bristol*

PUBLICITY AND PUBLIC RELATIONS

418 OREGONIAN BUILDING  
PORTLAND, OREGON

BEACON 7669

December 29, 1941.

Dear Mrs. St. Pierre,

You told me you would like to have any suggestions or ideas from me about the job we're all trying to do, so here's a few random thoughts on this salvage program:

First, if it is going to succeed to the degree that it should we must catch and hold public confidence, and make every individual know that what he saves is important. To do that we must:

Second: Establish TWO salvage depots. We already have one, at the city incinerator. However, I question if anyone is going to engage in the highly unpleasant task of pawing through all the garbage by hand to find oddments of salvageable material. We will need to make some forceful representations to the city fathers on that.

The other depot should be a large, empty warehouse or garage, manned by at least one expert junk dealer, and several fairly competent salvage experts, which might be supplied by Salvation Army, volunteers of America, etc. This should be a place where people can take stuff direct, or where numerous volunteer collectors might take it.

Third: We must devise a means whereby housewives and others can save things easily, but dispose of them readily. We are confronted with necessarily conflicting orders and suggestions from government bureaus. Conservationists say to save old papers, rags, and the like for salvage agencies. War department people say to keep all such out of our houses, to cut down fire hazard.

Both orders can be obeyed and complied with by setting up ways and means to get saved materials off our premises quickly, which means we must have someplace to take them, which means the "other" salvage depot mentioned two paragraphs above.

Now, while I have not explored the possibilities of this, I believe we can get the Petroleum Institute to cooperate with us. This, as you know, is a sort of a public relations enterprise conducted jointly by major oil companies. IF we can get them to allow people to bring their old newspapers, rags, etc. to their nearest neighborhood filling station, whence they can be picked up by oil trucks that go

to most of these stations daily anyhow, and hauled to our salvage depot, we will have a good start. If oil company trucks can't do it, then we might get a city street cleaning truck assigned to the job. If this civilian tire ban goes through on the tough basis that I think it's going to be on, we will do well to build a fence beyond the usual salvage agencies. They may not have trucks, because they can't get tires. Cities, though, and highway and fire departments will be able to get tires, so we might do well to get our ace in the hole right now, and be certain that our salvage materials can be moved to salvage depots, for sure and for certain.

Besides filling stations, we might arrange to leave salvage materials at fire houses, from whence they could be picked up by utility fire trucks, not the regular fire fighting apparatus, and taken to either of the salvage depots.

Fourth: We should survey everything done by the various Christmas agencies --- Sunshine Division of the police, Toy&Joy-makers of the fire department, and all others and see how far their technique and facilities might be employed in our salvage operation. Secure co-operation of movie houses to exchange a movie ticket for a pound of scrap brass, for instance. Or induce Fred Meyer to trade one of his price-cutting coupon books for a certain number of emptied tooth-paste tubes.

This is enough for now, but I'll keep getting more ideas as we go along. In submitting these, I have three motives, viz:

First and always to drive home to the individual that what HE saves is important. One discarded toothpaste tube is admittedly not worth a tinker's damn --- but if ALL the tubes that are squeezed dry and discarded in Portland every morning were gotten together, they would constitute a respectable poundage of pure tin.

Second: To find ways and means through co-operation of others to make it worthwhile to the individual to save these little things, in some manner sufficiently spectacular to produce publicity and publicity pictures. If I could get a grinning, freckled kid with a cigar-box full of razor blades that he saved up to send to President Roosevelt to add to the nation's steel supply, I'd have a publicity picture that would "go" in every paper and magazine in the country, and stir the whole nation to saving, which brings up

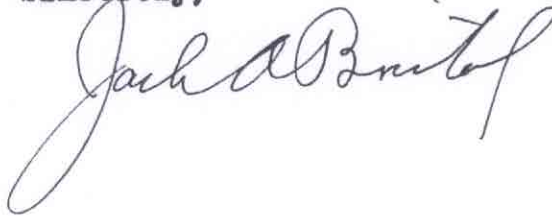
Third: To create what might be called an "Oregon Salvage Plan" which Mrs. E.W.St. Pierre invented and Governor

Sprague offered to the rest of the nation, thereby making national figures out of you and the governor.

You may wonder why I'm so altruistic, and where I come in. Candidly, because I trust you, there's nothing the least mite altruistic about it, and I know where I'd get mine. It's just a good opportunity for all three of us --- you, the Governor, and your humble servant, if you like any of it well enough to tell me to go ahead with it.

Anyway, here it is. I'll be glad to talk it over with you, and to undertake to finish any part of it to which you see fit to assign me, or to scuttle the whole thing if none of it appeals to you.

Sincerely,

A handwritten signature in cursive script, reading "Jack A. Buntorf". The signature is written in dark ink and is positioned below the typed name "Sincerely,".