



Oregon Minute Woman



"REPORTS ON WOMEN IN WAR FINANCE"

WOMEN'S DIVISION • OREGON WAR FINANCE COMMITTEE • TREASURY DEPT • 1233 AMERICAN BANK BLDG. • PORTLAND, 5, OREGON

August 21, 1945

THE MIGHTY SEVENTH

ONE DAY NEARER VICTORY has been the date line on Mrs. J. Don Smith's letters from Eugene to the Oregon War Finance Committee offices since shortly after Pearl Harbor.

VICTORY at last is ours!

HONOR to our ARMED FORCES!

HONOR to our gallant ALLIES!

To you field workers, VICTORY VOLUNTEERS, every man, woman, and child, eternal thanks for forging the tools to realize that VICTORY!

As an auspicious prelude to the "mighty seventh", Miss Mabelle B. Blake, Director of the Women's Section of the War Finance Division, visited the women of Oregon. In Miss Blake's honor, meetings were held in Portland, Eugene, and Klamath Falls attended by county chairmen and the key workers of their districts. Reports were made on organizational setups, solicitation methods; and Miss Blake herself graciously concluded the meetings with inspirational speeches. One county chairman put our feelings in her thank-you letter to us. "Everything tops - setting, speakers, food, people - and I did enjoy it, and profited by it, I am sure. It was wonderful to be there - especially the folks."

A face we missed at all three meetings was Mrs. Eleanor Wilson McAdoo's, regional advisor for the Women's Division, who recently resigned from the Treasury Department to become a radio commentator on the San Francisco conference. Good luck, Mrs. McAdoo! We shall hope to make our new advisor, Mrs. Pat O'Brien, Los Angeles

originator of the "Bonds for Babies" promotion, feel as welcome in Oregon as you have always been.

County Roll Call

Baker County. Mrs. Philo H. Anderson, chairman.
3086 sq. mi. 13,691 pop. 116.4% of E Bond quota.

Unit #41 of the American Legion Auxiliary started the "mighty seventh" with a bang in Baker by qualifying as a 90% club for the Treasury Department Award of Merit.

Baker women's organizations are strong. The Soroptomists took charge of bond booths during presentation of "This is the Infantry", and Venture Club girls sold bonds through the crowd. The block leaders chalked up a total of \$41,633. in E Bonds in a house to house solicitation. Mrs. Anderson points out that since Baker County's quota was approximately \$500,000. in E Bonds, and the city of Baker's close to \$300,000. the Women's Division sales represent almost one third of the total raised.

Benton County. Dean George W. Peavy, chairman.
688 sq. mi. 22,182 pop. 74.6% of E Bond quota.

No Women's Division.

Clackamas County. Mrs. Jessie Allen, chairman.
1838 sq. mi. 65,029 pop. 103.2% of E Bond quota.

Clackamas County has a way of doing itself proud. In the Sixth War Loan the Oregon City Public Library won first place in the Library War Bond Campaign with a comfortable lead over the Woodburn County Library (second), and the Deschutes County Library (third). In the "mighty seventh" Clackamas County put up a neck and neck competition with Washington County for first place in the Big Ten Ship-launching Contest. We salute Clackamas, however, for its ten Surgeon General citations, which stand for \$82,700. of the \$89,599. credited to the county Women's Division.

Clatsop County. Mrs. Mitchell Thorn, chairman, Seaside. ✓
Mrs. H. T. Hacker, chairman, Astoria.
821 sq. mi. 26,779 pop. 104.1 % of E Bond quota.

Clatsop County is outstanding on two counts. One: the American Legion Auxiliary in Astoria has sent in more Pin Money Bond stickers than any other. Two: the only Grandmothers League in Oregon is located in Seaside. In the sixth about eighty grandmothers bought bonds in order to have a seat at the breakfast at which Mrs. McAdoo was scheduled to be the principal speaker. In the seventh almost as many were present to listen to Lt. Haltiwanger, WAC veteran, tell of her colorful experiences in the Italian and African campaigns. The younger generation has come in for its share of the fun - and the work - also. The Junior Women's Club manned a booth on the Turn-Around to the tune of \$104,862. during the ten days the Chamber of Commerce offered chances on an automobile.

Mrs. Hacker's workers staffed booths at the theaters in Astoria, as well as at Penny's. Block leaders solicited the residential areas, but we have not yet heard who won the prize put up for the block leader with the largest amount of sales to her credit. Mrs. Hacker reports a total of \$98,663.25 for the Women's Division.

Columbia County. Mrs. A. R. Dorris, chairman, Scappoose.
Mrs. E. I. Snow, chairman Rainier.
Mrs. Ben Brickel, chairman, Vernonia.
662 sq. mi. 20,519 pop. 76.4% of E Bond quota.

Columbia County shares a problem with Clackamas. A large proportion of the population works in defense plants in Multnomah County. Mrs. Dorris, and Mrs. Hortense Slocum, chairman of the Oswego districts, have long been ruefully wondering how great an increase there would be in their sales if there were not Portland payroll deductions. The more credit to Mrs. Dorris for sending in a longer list of organizations qualifying for the Award of Merit than that from any other county in the state. Mrs. Snow informs us that the Women's Club was the only organization active in Rainier during the "mighty seventh". Under Mrs. Brickel's direction the Vernonia women put on a house to house canvass, raising \$48,950. in E Bonds, \$500. in F's and \$1,500. in G's, which, divided by the population, is tantamount to saying that every living Vernonian bought a \$50. bond, and had something left over for stamps. Quite a feather for Mrs. Brickel's cap!

Coos County. Mrs. C. W. Gatchell, chairman.
1628 sq. mi. 28,255 pop. 101.8 % of E Bond quota.

Industrial plants, banks, and postoffices have requested more advertising material on "Bonds for Babies", Mr. Coe wired during the drive. Coos, Linn, Umatilla, and Harney were newcomers to the "Bonds for Babies" campaign during the "mighty seventh", and were they pleased with the results!

Mrs. Gatchell reported an over-all total for the Women's Division of \$163,782.50. We believe one reason for Mrs. Gatchell's success lies in the fact that at least once during the drive she personally visited the chairman she had appointed for each population center.

Crook County. Mrs. Paul Kelly, chairman.
2934 sq. mi. 6,003 pop. 65.2% of E Bond quota.

Crook is one of the counties where women's sales were not segregated from those made by men. Block leaders covered Prineville, and kept booths open for two weeks of the drive. Women also solicited the rural areas.

Curry County. Mrs. C. M. Grby, chairman.
1612 sq. mi. 3,637 pop. 97.1 % of E Bond quota.

No Women's Division.

Deschutes County. Mrs. Ralph Hensley, chairman.
3,065 sq. mi. 19,606 pop. 88.5 % of E Bond quota.

Members of the American Legion Auxiliary, the Rebekahs, Women of Moose, all took turns staffing headquarters. The Elks offered two \$50. bonds as prizes to the girls selling the most bonds during the drive, but for sheer originality we think the Beta Sigma Phi rank first. During the This is the Infantry show they staged a charm contest. Votes were cast according to the value of the bond: a \$25. bond being worth twenty-five votes. Proceeds from that one event came to \$25,000.

Douglas County. Mrs. L. L. Wemberley, chairman.
4991 sq. mi. 26,753 pop. 84.3 % of E Bond quota.

Mrs. Wemberley records a total of \$223,000. for the Women's Division, or 35% of the total number of E Bonds sold. This result was obtained through a house to house canvass, booths at various shows, and rural solicitation. During the sixth Mrs. Wemberley discovered the effectiveness of a bond wagon. "We fixed up a loud speaker which could be heard half a mile," she twinkled, "and, believe me, we made ourselves heard through town and countryside. In almost every case whole families would come dashing out from the barn, house, etc., and wave and holler and needless to say there were grand turnouts at night for pie and coffee at bond rallies."

Gilliam County. Mrs. Lovena S. Palmer, chairman.
1201 sq. mi. 2,156 pop. 97.5 % of E Bond quota.

Glory to Gilliam, say we once more, not only because it made 6.6% of its E Bond quota on one promotion, "Bonds for Babies", in the sixth, but because plans have been made to recanvass before the start of the Victory Loan in order to insure a 100% coverage of the youngest generation. Our dream is coming true in Gilliam: "Every Oregon Baby a Bond Owner!"

Grant County. Mrs. Peggy Kilbourn, chairman.
4520 sq. mi. 5,581 pop. 108.8 % of E Bond quota.

Mrs. Estella C. Boyer, Women's Division chairman at the time of the sixth, wrote a letter we want to quote. "I think the key to success in Grant County was the efficient and influential leadership headed by Mrs. Dixon and right on down for every community. Mrs. Dixon had set up her community chairmen and other leaders so well that when the drive was launched the whole program worked out almost automatically."

We asked Mrs. Dixon for further details. "During the sixth and seventh," she tells us, "I turned rural communities over to the Granges for solicitation. Each Grange then appointed representatives to cover an assigned territory. Solicitors went out with printed forms marked Bought (x), Contacted (x), or Unable to Sell (x). If the latter were true another representative was sent to solicit, and if she in turn failed the record was brought to the attention of the central committee, who handled the case themselves."

Mrs. Dixon goes on to say that quotas set for the farmer pave the way for the solicitor. She wishes that every woman's organization in each community would set itself a quota, and the strongest assume the responsibility of the community quota, under the supervision of the district chairman.

Harney County. Mrs. Myra Weittenhiller, chairman.
9933 sq. mi. 4,314 pop. 130.8 % of E Bond quota.

No report.

Hood River County. Mrs. L. L. Murphy, chairman.
540 sq. mi. 10,396 pop. 156.4 % of E Bond quota.

To Hood River went the honor of being the first county in the state to make its E Bond quota - what's more, made it the first day. Hood River leads on another point. Multnomah County excepted, Hood River County sold more "Bonds for Babies" during the "mighty seventh" than any other county: 260 for an issue price of \$20,612.50. Three prizes were offered in a "Bonds for Babies" contest: a \$100. bond to the child selling the largest amount of bonds, \$25. to the child second in total sales, and a \$50. bond for the school making the best record. Anyone buying a bond for a child in the Disney certificate age bracket could give credit to a child or a school for the purchase.

Jackson County. Mr. N. H. Zacharisen, chairman.
2794 sq. mi. 41,455 pop. 85.1 % of E Bond quota.

No Women's Division.

Jefferson County. Mrs. H. Ward Farrell, chairman.
1779 sq. mi. 2,495 pop. 85.5 % of E Bond quota.

All Jefferson County committees have representatives of the Women's Division, Mrs. Farrell declares, and some are composed exclusively of women. She modestly assumes, however, only a 25% credit for sales made in Jefferson, and goes on to speak of the cordial reception given the 7 BY 7 promotion by the Warm Spring Indians, many of whom lost sons or brothers or husbands in the World War. Coos, Lane, Lake, and Union County have also pushed Pin Money Bond saving

Josephine County. Mrs. W. E. Moore, chairman.
1637 sq. mi. 15,680 pop. 112.4 % of E Bond quota.

To commemorate her long and fruitful service with the Josephine County War Finance Committee, Grants Pass has elected Mrs. Moore first citizen. Mrs. Moore states that in one part of town twelve women made sales amounting to \$52,565.25: in the residential district thirty-two women raised \$56,951.75. The rural area was covered by twenty women, who reported \$57,832.75

Klamath County. Mrs. Rose M. Poole, chairman.
5999 sq. mi. 39,230 pop. 111.7 % of E Bond quota.

"Hats off to the women!" exclaimed Andy Collier, Klamath chairman, at the successful conclusion of the "mighty seventh", for under Mrs. Poole's leadership the Soroptomists and Business and Professional Womens Clubs took over the responsibilities of the drive.

No separate account of sales made by women are kept in Klamath. They do, however, like to think of two things: one, the idea of the Limit Club, so strong a factor in Oregon's retaining its leadership of the nation in the per capita purchase of E Bonds, originated in their county. Secondly, so far as we know, Klamath is the only county successful in persuading organizations to accept drive quotas. Chapter AU of the PEO Sisterhood was the first to go over the top.

Lake County. Mrs. Myrtle Stephenson, chairman.
7920 sq. mi. 5,637 pop. 95.6 % of E Bond quota.

Headquarters were staffed by volunteers from the Soroptomist and Business and Professional Women's Clubs. They processed \$175,658. in E Bonds. The Soroptomists bought \$875. worth of bonds according to the 7 BY 7 plan, and in addition to that sum, invested \$8,993.75. The Business and Professional Women are accountable for \$5,750. All in all, the Women's Division contributed \$24,193.75 to the "mighty seventh".

Lane County. Mrs. J. Don Smith, chairman.
4587 sq. mi. 75,019 pop. 91.2 % of E Bond quota.

The "mighty seventh" proved to be a mighty struggle in Lane. During the sixth more Bonds for Babies were sold

in Lane than in any other county except Multnomah. In the seventh Lane banked again on "Bonds for Babies" to make its E Bond quota, and on the savings accumulated in the Pin Money Bond books distributed by scouts prior to the Loan. Something went sour. In the end, the Action, Quota, Zonta, Business and Professional Women's Clubs took over with the Navy Wives. Under Mrs. Thomas Fox, Navy Wives, the city was zoned and a resolicitation carried out.

Somebody has said, "There is no substitute for brains." We amend, "There is no substitute for thorough solicitation of business blocks, or house to house canvassing in residential districts."

Lincoln County. Mrs. Frank Updike, chairman.
1009 sq. mi. 14,300 pop. 92.3 % of E Bond quota.

No report.

Linn County. Mrs. R. A. Talbott, chairman.
2258 sq. mi. 36,352 pop. 92.2 % of E Bond quota.

Mrs. Mary D. Bostrom, chairman of the "Bonds For Babies" campaign, sent out eight hundred letters and application blanks to the young parents whose names she found in the vital statistics files. We wish the names of grandparents appeared in the files, too; for according to our experience the grandparents are usually the ones who buy the bond for the new baby. With this thought in mind Mrs. Murph sent out her Dear Grandparents letter in Hood River. You know the results!

Malheur County. Mrs. Fred L. Olmstead, chairman.
9883 sq. mi. 15,072 pop. 101.8 % of E Bond quota.

The most enterprising bit of salesmanship we have heard of came from Malheur County in the sixth. Three Minute Man citations went out of the state office across the border to Nevada, and the women who earned them had a list of sales they made in Oregon as long as your arm. The same women have been busy in the "mighty seventh", and along with them Mrs. Olmstead's fifteen Surgeon General citation winners, scattered over Malheur's 9883 sq. miles. Think what it means to contact 15,072 people in a county larger than the State of Vermont!

Marion County. Mrs. James T. Brand, chairman.
1193 sq. mi. 69,508 pop. 100.4% of E Bond quota.

More applications for Disney certificates reached the state office from Marion County than any of the others, except Hood River and Multnomah. Mrs. Brand credits the Bishop Studios for contributing largely to the success of this promotion: they offered a miniature photo gratis of the baby for whom the bond was bought and application made. The above street level solicitation of the business blocks in Salem was carried out by the Oregon Women's Breakfast Club. Block leaders canvassed the residential section.

Morrow County. Mrs. Lucy E. Rodgers, chairman.
2025 sq. mi. 4,032 pop. 82.3 % of E Bond quota.

No report.

Multnomah County. Mrs. Donald Bradford, chairman.
434 sq. mi. 471,279 pop. 109.7 % of E Bond quota.

Someone once described Multnomah County as compared to the state as the tail which wags the dog. True or not, there is no denying that a quota more than half the state quota is a heavy responsibility. Multnomah County women carried their share triumphantly, soliciting the above street level offices in a large section of the business district in Portland. They are justifiably proud of their record: \$2,900,000. in genuine sales, no credits. Adding to this sum the \$1,152,350.75 raised by the block leaders under Mrs. Martin T. Pratt, in the districts outside of Portland, and the \$1,805,975. in sales made by the block leaders of Portland under Mrs. J. A. Minott's direction, the division's efforts stand for sales aggregating 8.6% of the Multnomah County quota. As far as "Bonds for Babies" goes, the Multnomah record is again conspicuous: 9,714 sold for an issue price of \$266,775. Incidentally, more Disney certificates have been issued for Multnomah County than there were births in 1944.

Polk County. Mrs. K. W. Harritt, chairman.
708 sq. mi. 20,768 pop. 88.1 % of E Bond quota.

Polk is another of the counties where the sales made by women were not kept separate from those made by men.

Mrs. H. D. Peterson, chairman of the block leaders in Dallas, tells us, however, that she received the finest kind of cooperation, and is convinced that a better job was done by her solicitors in this drive than in any previously.

Sherman County. Mrs. T. Lester Johnson, chairman.
836 sq. mi. 1,715 pop. 114.1 % of E Bond quota.

No report.

Tillamook County. Mr. Alton J. Swett, chairman.
1125 sq. mi. 13,047 pop. 95.5 % of E Bond quota.

No Women's Division.

Umatilla County. Mrs. A. C. McIntyre, chairman.
3203 sq. mi. 29,488 pop. 87.7 % of E Bond quota.

Umatilla joined the ranks of those counties who keep no separate record of sales made by women. That their contribution to the "mighty seventh" was considerable nobody less than Mr. Guy Johnson, chairman, maintains. Women were responsible for the house to house canvassing, under the direction of the Mothers and Wives Service Club; and the Altrusa Club members solicited the above street level offices in the business districts. In two other respects also Umatilla has been a pace setter. The Women's Division has made it a practice to have the wares it buys from the Multnomah County Women's Division on hand for sale at all women's organization meetings. Mrs. McIntyre has also, and with excellent results, she tells us, used Theatre Wing plays secured through the state office to emphasize drive periods.

Union County. Miss Mabel Morton, chairman.
2007 sq. mi. 16,238 pop. 112.2 % of E Bond quota.

Under Miss Morton's leadership Union County has made notable progress in the War Savings program. Her Women's Division committees used the V-Mail gift certificates on Father's Day to step up bond buying. They pushed Pin Money Bonds as the opening wedge for the "mighty seventh", and when the score was published, although reports from the rural

districts were not all in, had exceeded the 25% of the county quota which they had assumed. Sales amounted to \$296,624.

This figure grew to those proportions with the valiant help of Mrs. A. C. Freisinger, who, as far as our records go, has the most impressive solicitor record of anyone in Oregon. In the fourth, fifth and sixth War Loans she has sold in all four hundred fifty bonds totalling \$86,250. issue price. In the "mighty seventh" she sold two hundred ten bonds with an issue price of \$78,750. - and when word of this came to us the loan was not over, and Mrs. Freisinger was still going strong!

Wallowa County. Mrs. C. N. Miller, chairman.
3169 sq. mi. 6,042 pop. 102.9 % of E Bond quota.

The "Little Switzerland" of Oregon is so much that in actuality that the usual methods of solicitation don't prevail. The Women's Division canvass the residents of the county by letter. Neighbors prophesy darkly that some day this plan for making a drive quota will fail, but to date their gloomy predictions have not materialized.

Wasco County. Mrs. Mildred Ferrell, chairman.
2343 sq. mi. 11,221 pop. 169.5 % of E Bond quota.

Coos and Douglas Counties have long been rivals in the War Finance program, but their rivalry is nothing compared to the feeling in Hood River County, when the last bell of the "mighty seventh" rang, and it was discovered that Wasco County had made 169.5% of its E Bond quota against Hood River's 156.4%.

"Couldn't have done it without our Women's Division," chuckled Mr. Stiefel, chairman of Wasco County. "The Beta Sigma Phis got busy. They popped stove pipe hats like Uncle Sam's on their heads, and canvassed the town in the evenings with a sound truck. Most of the girls had had business training, so it was no trick at all to process the bonds. They raised \$250,000. What's more, I believe they will do better yet when the Victory Loan comes along."

Washington County. Mrs. Paul Patterson, chairman.
731 sq. mi. 45,002 pop. 117.5 % of E Bond quota.

Mrs. Patterson turned to the American Legion Auxiliary in Forest Grove for the house to house solicitation, and in Hillsboro to the Business and Professional Women's Club. 50% of the county's E Bond sales were made by women. Organization counts. No wonder that to Washington County fell the honor of christening the "S. S. Jackson Victory" at Oregon Ship.

Wheeler County. Mr. R. M. Boyles, chairman.
1704 sq. mi. 2,681 pop. 79.9% of E Bond quota.

Mr. Boyles has never set up a chairman and Women's Division. He estimates, however, that half of the E Bonds sold were sold by women.

Yamhill County. Mrs. Winifred Wisecarver.
714 sq. mi. 26,929 pop. 92.4% of E Bond quota.

In closing this report the Women's Division of the Oregon War Finance Committee wishes to express its lasting gratitude to the women's organizations whose support has been very welcome in the past, and which will be equally so in the coming Victory Loan. We refer in particular to the General Federation of Women's Clubs, the American Legion Auxiliary, the Beta Sigma Phi, the Gamma Phi Beta, the Soroptomist Clubs of Oregon, and the Business and Professional Women's Clubs.

Very truly yours,

OREGON WAR FINANCE COMMITTEE

Ellen Mac Veagh
Ellen Mac Veagh
Director
Women's Division