

7 April 1958

"OPERATION YOU"

A CIVIL DEFENSE DOCUMENTARY

on

KPTV Channel 12

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In Cooperation With:

Portland Disaster Relief and Civil Defense

Oregon Civil Defense Agency

Oregon Advertising Club

Written by:  
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Portland Civil Defense

"OPERATION YOU"

1. LIVE ON STUDIO CAMERA. GENE  
BRENDLER WITH BLACK BACKGROUND,  
ONLY HEAD AND CHEST VISABLE.

BRENDLER:

How do you do. I'm Gene Brendler. What you  
are about to see is something that happens  
regularly every month, every week, every  
day. This is Civil Defense today. It would  
be well as you watch this program to plan to  
join these people and face up to the fact that  
we all have responsibilities to ourselves and  
our families in this activity of Civil  
Defense preparedness. This program is titled,  
"OPERATION YOU" which means, you. You  
should start now to take steps in planning  
for a day we hope will never come but for  
which we must be ready.

2. FOR THREE SECONDS, A DARK SCREEN.

SOUND OF BELL AND WARBLE OF NAWAS TEST.

(RECORDING)

3. NAWAS SIGN AND EQUIPMENT FOLLOWED BY  
POLICEMAN IN UNIFORM SITTING AT RADIO  
DISPATCH CONSOLE. HE LOOKS AROUND AT  
NAWAS EQUIPMENT, ANSWERS PHONE AND  
MAKES A WRITTEN NOTATION IN THE LOG.

CONTINUE RECORDING OF NAWAS TEST FOR 18  
SECONDS - THEN FADE INTO BACKGROUND AS  
NARRATOR SPEAKS.

SCENE AT POLICE RADIO ROOM

CONTINUED -

4. VARIOUS SCENES OF THE PUBLIC WARNING SIRENS.

NARRATOR:

This is the Portland Warning Point. The sound you hear is a regular NAWAS test. This is a test of the National Warning System from the North American Air Defense Command. This warning system is tested several times every day and in event of a hostile attack, this is the means by which Portland will be alerted.

SOUND OF SIRENS FOR 5 SECONDS THEN FADES AS NARRATOR SPEAKS. (RECORDING)

NARRATOR:

To you, the people of Portland, the pay-off for the vast warning network of radar stations, picket ships, patrolling aircraft, and submarine warning systems of the North American Air Defense Command is the public warning sirens. These sirens are tested in Portland once a month.

FULL SOUND OF SIREN FOR 4 SECONDS THEN FADES OUT AT END OF SCENE.

5. SLIDE FOR 10 SECONDS OPERATION "YOU" -
6. VIEW OF PORTLAND FROM A TALL BUILDING. CREDITS ROLL OVER SCENE OF CITY.

MUSIC FOR 10 SECONDS WHILE SLIDE IS SHOWN. MUSIC FADES AS NARRATOR SPEAKS.

NARRATOR:

Would you know what to do in event of a possible alert? If the public warning sirens

OPERATION "YOU"

A CIVIL DEFENSE DOCUMENTARY

PRESENTED BY KPTV

PRODUCER, GENE BRENDLER, KPTV

WRITTEN BY ROBERT C. BURNS, PORTLAND

CIVIL DEFENSE

COOPERATING AGENCIES:

PORTLAND DISASTER RELIEF AND CIVIL

DEFENSE

OREGON CIVIL DEFENSE AGENCY

OREGON ADVERTISING CLUB

7. FIRST AID CLASS DEMONSTRATING  
APPLICATION OF BANDAGES.

were to sound their long steady tone signal, would you and your family be prepared to act quickly and intelligently to evacuate away from this target area? Or if there is not time to evacuate and the sirens sound the wailing tone, does your family have a refuge area in your home picked out for protection?

NARRATOR:

Let us see what some of our friends and neighbors are doing about family preparedness for a day we hope will never come, but for which we must be prepared. The Red Cross has the responsibility for teaching first aid courses in Civil Defense. First aid training would not only be useful in time of a disaster but in our daily living as well. Accidents and sudden illnesses are common and often serious. The chance that you may meet such an emergency may be greater than you think. First aid classes may be organized for groups or scheduled for a number of individuals as requests are received. Your local Red Cross chapter is ready and willing to enroll you in the next first aid class.



8. FIRST AID CLASS STUDENT STEPS FORWARD  
AND LOOKS INTO CAMERA -

SOUND ON FILM.

PAUL STUBE:

My name is Paul Stube. I'm a student in this Red Cross first aid class. We are learning many things in this course that I never knew before: How to stop bleeding, proper treatment for shock, and artificial respiration. Our instructor has told us these are basic first aid principles and these are the things that almost anyone can apply when necessary until medical assistance can be obtained. I only wish I had taken the course before, because when my little four-year old boy was burned several weeks ago by some scalding water which spilled on him, I went all to pieces. I just didn't know what to do. We are learning now in this class how to care for burns and how to apply the proper bandages. This class is also important to me because I believe someone in every family should be prepared to care for casualties in event we should have a major disaster in this area or even possibly another war.

This course is only for ten hours, given in five sessions and I feel this is a small investment for the protection of my family and others.

9. GROUP OF LADIES SITTING AT A LARGE  
TABLE PREPARING COMPRESSES AND  
BANDAGES.

SOUND OF WOMEN TALKING AND LAUGHING FOR 10  
SECONDS FULL THEN FADE AS NARRATOR SPEAKS.  
(RECORDING)

NARRATOR:

These ladies gather together once a month as  
a social group. Their project this month is  
the preparation of large compresses and  
bandages for burns, fractures, or other  
injuries. These are made from sheets, towels,  
and cotton batting. When this project is  
finished these ladies plan to keep the bandages  
they have prepared in their family survival  
kits. While they know that disasters are a  
very serious business, nevertheless, they have  
fun by working together as a social group.  
Much can be done in groups working together  
to train and prepare for an emergency, but  
much more depends on quick positive action by  
the individual and family when the Civil  
Defense warning signal sounds.

10. HOWARD HAND HOUSE AS CAMERA MOVES  
TO A CLOSE UP OF FRONT DOOR.

NARRATOR:

Let's see how the Howard Hand family has met  
this problem of family preparedness.

11. HAND FAMILY ENTER INTO THEIR LIVING ROOM AND SIT DOWN. AFTER A FEW MOMENTS THE FAMILY GIVE THEIR ATTENTION TO MRS. HAND.

12. MRS. HAND EXPLAINS TO HER FAMILY ABOUT DISASTER PLANNING AND WHAT EACH MEMBER OF THE FAMILY SHOULD DO IN PREPARATION.

NARRATOR:

Frances Hand has called her family together to discuss what they should do. This is a family problem. Mrs. Hand knows that the members of her family may have only a limited time to act if a Civil Defense warning should come. That is why she feels it is so important to plan what to do ahead of time, then to prepare and practice doing it.

SOUND ON FILM.

MRS. HAND:

I think it is time we all sat down to make plans for an emergency, just in case something should happen. If we should only get a short notice, it might be too late to figure out what we should do and if the Civil Defense warning signal should sound, we must be ready to take protective action. I think we should do just as it says here in this Civil Defense Survival Manual in the paper. I've been reading it over and there seems to be much we can do as a family in making plans for a disaster which, of course, we hope will never happen. First of all, I think we should divide up the job. Howard, you could check on all the things that have to do with

evacuation and I could arrange for our emergency food supplies as well as check with Mr. Bow, the principal at the school, as to the emergency plans for the children. Phyllis and Ronnie, you can help me gather up some old warm clothes and blankets and Howie, I wish you would get some boxes together that we can use to pack our evacuation kit.

One thing we have talked about before is our family meeting place at Dallas. I've read in the paper that the Polk County Civil Defense Agency is going to have a practice mass-feeding exercise next Saturday. Don't you think that would be a good time to practice driving our evacuation route and at the same time meet these people that are preparing to help us if it should ever become necessary?

THE CHILDREN SAY YES WITH DELIGHT -

MRS HAND:

If we study this manual carefully and make our own plans according to this guide, I think we will stand a much better chance of getting along in any kind of an emergency. Now, one thing it says to do here in this manual is for every family to, etc, etc, etc.

13. CLOSE UP OF POSTER "OPERATION YOU"  
IN SUPER MARKET

MRS. HAND TALKS WITH STORE MANAGER.  
HE POINTS TO FOOD LIST AND POSTER.

MRS. HAND DOES HER SHOPPING IN THE  
STORE. CAMERA SHOWS CLOSE UP OF THE  
FOODS IN THE SHOPPING CART.

SOUND TRACK FADES OUT AT END OF MRS. HAND'S  
TALK.

NARRATOR:

"OPERATION YOU" means among other things,  
that each family should have a 2-week supply  
of food at home on the shelves at all times.  
Many grocery store managers are ready to  
discuss problems concerning emergency food  
supplies with their customers. These items  
are found in most local grocery stores or  
super markets. It is important to plan a  
balanced diet and include such things as  
canned fruits, vegetables, and juices,  
powdered milk, soups, dried fruits and tins  
of meat, boxes of cereals, and crackers. At  
least 5 days of your family supply should be  
packed so it can be quickly taken with you  
should it become necessary to evacuate the  
city. These foods should be consumed and  
replaced over a period of time so that your  
supply will always be fresh. In addition to  
emergency food supplies, every family should  
have an emergency water supply put in jugs or  
canned in jars, just as you would cold-pack  
fruit. If the water is stored in jugs, it  
should be changed every six weeks.

Next, Mrs. Hand visits the principal of her local school.

14. SCHOOL PRINCIPAL'S OFFICE.

MRS. HAND TALKS WITH MR. BOW, THE PRINCIPAL AT HER CHILDREN'S SCHOOL.

SOUND ON FILM

MRS. HAND:

Mr. Bow, we are preparing our family Civil Defense emergency plan, and as a mother, I'm anxious to know what the school plans are for the protection of the children in event of a Civil Defense alert.

MR. BOW:

I'm glad you have stopped by to ask this question, Mrs. Hand. We in the schools feel it is vital that parents take an interest in family emergency planning. We have given a lot of thought to how we can give the best protection to the students. It appears there are only two courses of action we can take. One is to evacuate and leave the school and the other is to stay at school in the safest part of the building. Of course, school buildings weren't designed to give much protection from nuclear blasts but in event we cannot evacuate we must do the best we can with what we have. Here at this school, as in most Portland schools, the children will be sent home to evacuate with their parents or neighbors if the parents are not at home.

This plan, we feel, is the most practical and feasible as it will work on week ends and in the summer when the schools are closed. In some areas, where the children come to school on busses, it is necessary that some other type of plan be developed. In event the Take Cover Signal is sounded, the children move to the cafeteria in the basement. This building, as all other schools in Portland, has been surveyed by structural engineers at the request of the Civil Defense Officials and they have determined the cafeteria is the safest part of this building in event of a blast. We conduct Civil Defense drills once a month, and it's time for us to hold one now. If you have a few minutes, I would like to sound the alarm and let you see how quickly and orderly the children respond.

15. MR. BOW AND MRS. HAND GET UP AND WALK OUT OF OFFICE AND UP TO THE SCHOOL CLOCK DEVICE WHERE THE ALERT BELLS ARE SOUNDED.

MUSIC FULL FOR 8 SECONDS THEN FADES AS NARRATOR SPEAKS.

NARRATOR:

In an actual warning the schools in Portland are alerted by the public warning sirens or by a call initiated from the Civil Defense Headquarters.

MR. BOW RAISES HAND TO SWITCH.

BELL ON WALL IS SHOWN

SHORT SCENE OF EMPTY HALL BEFORE  
CHILDREN AND TEACHERS COME OUT OF  
ROOMS AND MARCH TOWARD STAIRS  
LEADING TO BASEMENT CAFETERIA.

16. CHILDREN TAKE SEATS IN CAFETERIA AS  
MORE CONTINUE TO COME IN.

SOUND OF SCHOOL WARNING BELL RINGS SEVERAL  
TIMES. SOUND OF CHILDREN MOVING ALONG IN  
HALL. SOUND OF CHILDREN IN HALL FADES AS  
GROUP TURNS DOWN THROUGH DOOR LEADING TO  
STAIRS. (RECORDING)

MUSIC UP FULL FOR 3 SECONDS THEN CONTINUES IN  
BACKGROUND AS NARRATOR SPEAKS.

NARRATOR:

The Take Cover drills in the schools are held  
to assure maximum protection in event there  
is very little warning.

The schools' protective plans are purposely  
made simple in order to avoid confusion, as  
confusion may lead to unnecessary disorder.  
As in school fire drills, the children know  
what to do either when the Take Cover or  
Evacuation signal sounds. The principal and  
teachers realize the importance of these  
drills and each school has developed its  
emergency plan utilizing every available  
resource in providing safety for the students.  
The eight-hundred students in Mr. Bow's  
school move in a very few minutes from their  
glass-walled class rooms to the relatively  
safe area in the basement cafeteria,



17. OUTSIDE OF OFFICE BUILDING WHERE  
MR. HAND WORKS.

MR. HAND AND THREE FELLOW EMPLOYEES  
DISCUSS CIVIL DEFENSE PLANNING FOR  
EMERGENCIES.

NARRATOR:

Of course not all planning for survival is done in the schools or at home. Industrial plants and office buildings are also developing survival plans. Business leaders know that Civil Defense means common sense when it comes to being prepared for emergencies. Here Mr. Hand is telling his fellow employees about his family project of preparing for an emergency. He tells them about forming car pools. An idea to leave some of the family cars at home for use in event the evacuation signal sounds during the business day. He explains there are plenty of private vehicles to provide rides for everyone if they are distributed properly. Thus, by forming car pools, more vehicles would be left in the residential areas to provide for the women and children to use in event of a Civil Defense evacuation. Mr. Hand explains that car pools have another advantage as well. Leaving some of the family cars at home, provides the mother with transportation to "jitney" the kids to Brownies, music lessons and the family shopping.

18. CHILDREN AT PLAY IN BACK YARD OF  
HAND HOME.

ONE CHILD THROWS A BALL AND NOTICES  
I.D. TAG ON WRIST OF HAND CHILD.  
OTHER KIDS COME UP TO HAVE A LOOK AT  
THE TAG. CAMERA COMES UP MEDIUM SHOT  
OF WRIST TAG.

19. MRS. HAND IS IN KITCHEN FOLDING COATS  
AND PUTTING THEM INTO BOXES. THE  
CHILDREN COME IN BRINGING MORE COATS  
AND BOXES.

MR. HAND COMES INTO KITCHEN WITH FLASH-  
LIGHT AND OTHER THINGS AND PUTS THEM IN  
A BOX. MRS. HAND COMES OVER TO MR. HAND  
AND TOGETHER THEY LOOK OVER THEIR  
SUPPLIES AND NOD SATISFACTION.

NARRATOR:

The Hand children, too, play an active part in the family civil defense emergency plan. They wear metal identification bracelets as recommended by Civil Defense authorities. They explain to the other children that the tags are for emergencies in event they might become hurt. By means of their names and addresses on the tags their parents could be notified. Or if the little ones get lost, they can be returned home before their parents become sick with anxiety. Civil Defense Officials recommend that all citizens wear ID bracelets at all times for identification purposes in event of a major disaster.

NARRATOR:

Preparations for an emergency nears completion for this family. Supplies have been obtained and are now being put away in boxes so they can be moved quickly if needed. These are essential survival items that the family can live on if necessary until they can be given assistance at Civil Defense Reception Centers in non-target areas. In a civil defense emergency you may not be able to buy food or other essential supplies for

several days. Part of the family emergency supplies are for use at home in event of a natural disaster or in event of an enemy attack with little or no advance warning. It is most important for your survival in event of another war that every family be as self-sufficient as possible for the first few days.

BRING UP MUSIC FULL FOR 10 SECONDS UNTIL  
END OF SCENE.

20. MR. HAND BRINGS A BOX OUT FROM HOUSE AND PUTS IT IN HIS CAR, AS A NEIGHBOR WALKS UP. MR. HAND SHOWS THE NEIGHBOR A MAP OF EVACUATION ROUTES AND EXPLAINS TO THE NEIGHBOR.

NARRATOR:

Mr. James Scott, a neighbor is curious. Howard Hand explains to him the civil defense traffic plan for moving people quickly in a civil defense evacuation.

21. DEPUTY SHERIFF STOPS AND DIVERTS INCOMING TRAFFIC TO MAKE HIGHWAYS FOR EVACUATION OUTBOUND TRAFFIC.

NARRATOR:

Mr. Scott is told that incoming traffic toward Portland will be stopped or diverted by city, county, and state police. Police will be alerted throughout the state and traffic conditions will be adjusted to accommodate the outbound evacuation vehicles. Each city and county in the State is prepared to assist in controlling evacuation traffic. Civil Defense evacuation route signs also help guide motorists to follow their designated

CLOSE UP OF EVACUATION ROUTE SIGN.

routes without cross traffic.

TURN OFF SOUND ON PROJECTOR. DOUBLE  
SPROCKET FILM DURING NEXT SCENE.

22. CLIP SHOWS KPTV TRUCK AND MAN ON TOP  
OF TRUCK WITH TV CAMERA.

LOW MUSIC DURING NARRATION

NARRATOR:

FILM OF OPERATION GREENLIGHT, AN  
EVACUATION EXERCISE HELD SEPTEMBER 55.

The eyes of the Nation were focused on Portland in September 1955 when the people in the downtown area participated in the largest evacuation exercise ever held. This exercise was called "Operation Greenlight". It was demonstrated quite successfully that the downtown area could be emptied of its population in a relatively short time. The City of Portland has modified all its traffic lights in the congested section of the city so they may be switched instantly to establish the evacuation traffic pattern. Under this system, all traffic lights go into a fixed position. Motorists continue through intersections showing a green light and turn with traffic at intersections showing a red light. This automatically places them on the nearest evacuation route. At the same time, all the amber lights are flashing constantly. This abnormal situation acts as an additional

warning and as a confirmation of the Civil Defense warning to evacuate.

TURN SOUND UP ON MOVIE PROJECTOR

23. MR. HAND STILL TALKING WITH HIS NEIGHBOR.

MRS. HAND AND CHILDREN APPROACH THE FAMILY CAR WHERE THEY PUT THEIR BOXES IN CAR. THEY ALL GET IN AND BACK OUT AS NEIGHBOR MOVES AWAY.

NARRATOR:

Mr. Hand continues to explain to his neighbor how important it is to know the evacuation route from home, as most people spend more time at home than anyplace else. Howard Hand feels both he and his wife should know exactly which way to travel whether it be by day or night. In addition, the family car can be "four wheels to survival". How well the car serves this purpose depends on a few common sense advance preparations. Pre-attack evacuation depends on the ability of the automobile to move quickly away from the probable area of danger. Howard is an engineer and as such, he knows the value of good tools. He has had his car checked to know it is in good mechanical condition, he knows the radio works satisfactorily and most important his gas tank is never less than half full at all times. Most cars today can move some 250 miles on a full tank of gasoline. You may not need to move that far at any one time under emergency conditions, but

CAR BACKS OUT OF DRIVEWAY AND FAMILY  
DRIVE OFF DOWN THE STREET.

24. SCENE TAKEN FROM CAR SHOWS AN  
EMERGENCY ROUTE SIGN.

CLOSE UP OF EMERGENCY ROUTE  
SIGN.

25. HAND CAR DRIVING OUT BARBUR BLVD.  
PAST EVACUATION ROUTE SIGN.

FAMILY IN CAR TAKEN FROM  
REAR OF CAMERA CAR.

it will be difficult to obtain gasoline for  
quite a while after an attack.

MUSIC UP FULL FOR 9 SECONDS THEN FADES OUT AS  
FAMILY CAR STARTS DOWN THE STREET.

NARRATOR:

Many rectangular emergency route signs can  
be seen on the streets of Portland. However,  
they don't have anything to do with evacuation  
traffic. Their purpose is to assist in  
guiding mobile support forces through or  
around the city after a disaster has taken  
place. These emergency route signs are to  
guide firefighters, rescuers, and others as  
they would come from around the State to  
assist local forces in disaster operations.

NARRATOR:

Evacuation route signs have been placed near  
the Portland city limits and on the evacuation  
highways of all adjacent counties. These  
large, round, blue signs were erected for  
use in an actual evacuation, but they are  
there also to assist citizens to learn their  
own evacuation routes from their homes,  
businesses, and other places where they spend  
considerable time. The civil defense  
evacuation routes may seem to take devious  
routes but this has been done in order to

reduce traffic congestion and eliminate all cross traffic.

26. SCENE WITH HAND FAMILY DRIVING ON A 4-LANE SPLIT HIGHWAY WITH PARK LIKE DIVIDER BETWEEN HIGHWAYS.

NARRATOR:

Forty-two traffic lanes are provided on the 19 routes. This is done by using all highway lanes for outbound traffic only. Split highways such as this will provide 4 lanes of outbound traffic, as all inbound traffic will be stopped or diverted by highway patrols.

27. THE HAND FAMILY DRIVE ACROSS THE TUALATIN RIVER BRIDGE

NARRATOR:

Bridges have played a very important part in the selection of evacuation routes. There are a number of rivers close to the metropolitan area of Portland. It was necessary when developing the evacuation routes to take advantage of all the river bridges in order to move large numbers of people quickly to areas beyond the evacuation zone.

MUSIC UP FULL FOR 10 SECONDS THEN FADE AS NARRATOR SPEAKS.

28. HAND FAMILY DRIVE THROUGH THE CITY OF NEWBERG.

NARRATOR:

In order to provide the greatest safety and care, every family should plan to evacuate a minimum of 50 miles from the target area.

29. SCENE OF HAND FAMILY FROM  
WITHIN THEIR CAR AS THEY  
TURN FROM THE MAIN HIGHWAY TO  
A BY-PASS ROAD.

NARRATOR:

Every turn in the evacuation route pattern has a purpose. On some highways converging traffic is reduced to a minimum by diverting traffic from main highways to by-pass highways. This turn will take the South-bound "Hand" family on a by-pass road around McMinnville. Thus other highways to the coast will not merge with the Hand's evacuation route. It is important that every family know their routes by driving them in practice runs.

30. HAND FAMILY ARRIVE AT DALLAS CITY  
LIMITS AND DRIVE ON INTO TOWN -

NARRATOR:

Dallas, Oregon, a small city about 65 miles South and West of Portland, is the emergency meeting place for the Hand family. It's possible the family might be separated when the evacuation signal sounds and it may be that they could not all move immediately in the direction of Dallas. However, this would still remain their meeting place and as soon as possible, the members of this family would make their way to this Polk County Community.

31. CLOSE UP SHOT OF POLK COUNTY CIVIL  
DEFENSE MASS FEEDING EXERCISE SIGN -

NARRATOR:

A mass-feed training course is typical of the things that are being done in civil defense in many rural communities such as



THE HAND FAMILY DRIVE UP, PARK  
THEIR CAR, GET OUT AND WALK UP TO  
THE SCHOOL ALONG WITH OTHER PEOPLE.

the one here in Dallas. More and more these cities and counties are developing their emergency plans. There is a responsibility primarily for the care and well being of evacuees from the larger cities or target areas.

The county and city officials have the responsibilities to develop civil defense in their jurisdictions and to utilize to the fullest all of their resources or facilities and personnel in event of an emergency.

While they may never be totally prepared, it's through official leadership as shown in this city and county that the citizens are being made aware of what could happen to their peaceful community and the importance of having a plan and well-trained people to meet their civil defense responsibilities.

32. PEOPLE, INCLUDING HAND FAMILY, WALK  
UP AND INTO THE SCHOOL AS THE PRINCIPAL  
GREETES THEM AND DIRECTS THEM INSIDE.

The job of conducting civil defense exercises requires full cooperation from many people and organizations. In this case, the Lyle School has offered its facilities to civil defense for training purposes as well as in event of an actual emergency. Mr. Peterson, the principal, assists by giving directions to those participating.

33. SCENE SHOWS HAND FAMILY ALONG WITH  
OTHERS LINED UP TO RECEIVE THIS MEAL.

BACKGROUND SOUND OF DISHES, PEOPLE TALKING,  
AND MOVEMENT IN CAFETERIA FOR 10 SECONDS,  
THEN FADE OUT (Recording)

NARRATOR:

This is the test for the members of the  
emergency mass feeding class that has been  
learning how to prepare large quantities of  
food. They have been taught sanitary measures  
in handling of food and told the types of  
foods that can be made available for mass  
feeding in event of disaster. They learn to  
make use of all kinds of cooking facilities  
including improvised stoves and utensils,  
should this become necessary. The things  
these people learn here today would be  
invaluable in the care of others in an  
emergency.

BACKGROUND SOUND OF CAFETERIA UNTIL SOF  
TAKES OVER ABOUT 8 SECONDS. (RECORDING SAME  
AS IN FIRST PART OF THIS SCENE)

TURN UP SOUND ON PROJECTOR

SOUND ON FILM

34. MR. GILSON, CIVIL DEFENSE DIRECTOR  
WALKS UP AND SITS DOWN NEXT TO MR.  
HAND.

CLOSE UP OF THE TWO MEN TALKING

GILSON:

How do you do? My name is Mel Gilson. I'm  
the Civil Defense Director for Polk County.  
The Principal here at the Lyle School, Mr.  
Peterson, told me you folks are from Portland.

MR. HAND:

I'm glad to meet you, Mr. Gilson. My name is Howard Hand. This is my wife and children. We read in the paper that you were having a Civil Defense feeding exercise and decided this would be a good time to practice driving our evacuation route to our family meeting place here in Dallas.

We are very impressed with the serious manner in which you conduct this exercise. The food is good and from what I've been able to see, so far, your program works very effectively.

MR. GILSON:

Yes indeed, Mr. Hand. We in Polk County, as in most other counties in Oregon, recognize our responsibilities for making plans and preparing for a possible enemy attack in which we may be called upon to care for thousands of people from the Portland Target Area.

We are most happy to have you participate with us today. As soon as you finish your meal, I would like to show and tell you about some of the things we are doing to prepare for the care of families, such as yours, if it should ever become necessary.

MR. HAND:

We would like that very much.

35. HAND FAMILY ENTERS FARMERS CO-OP WHERE MR. GILSON SHOWS THEM WHERE GRAIN IS GROUND INTO ROUGH-GRIND FLOUR. SCENE ALSO SHOWS SACKS STORED FOR FUTURE USE.

SOUND OF FEED MILL IN OPERATION FOR 8 SECONDS AS GROUP COME IN TO LOOK AROUND.

SOUND FADES OUT AS NARRATOR BEGINS TO SPEAK (Recording)

NARRATOR:

Director Gilson has the right to be proud of his community's efforts in civil defense. He has told Mr. and Mrs. Hand of his plans for the feeding, housing, and giving medical and spiritual care to evacuees. He has shown them how he expects to keep people informed of the disaster situation by means of emergency editions of the local papers and now he is showing his visitors through the Farmers Co-op feed mill, where the Polk County Civil Defense organization has found a way to rough-grind locally grown wheat which can be baked by local bakers into a good tasting brown "Survival Bread". He explains this may be taking a page out of the history of the pioneers but it may very well be this type of planning that will keep our people alive and capable of maintaining our very existence and way of life.

36. MR. GILSON AND HAND FAMILY COME OUT FROM FARMER'S CO-OP. THEY MOVE UP TO HAND CAR, CHILDREN GET IN WHILE MR AND MRS HAND PAUSE FOR A FINAL WORD WITH MR. GILSON -

NARRATOR:

The Hand family is very much impressed with what they have seen. They realize that Civil Defense is truly everybody's business. A responsibility from the grass roots to the

highest officials of our country.

The Target Areas have developed plans to protect people before an attack. They give advice concerning protection if warning does not provide time to evacuate. The non-target areas will receive and care for the thousands that may be evacuated.

SOUND ON FILM

37. MR. GILSON STANDS WITH MR. AND MRS.  
HAND FOR A FEW PARTING WORDS AFTER  
WHICH THE HAND FAMILY DRIVE OFF

GILSON:

I hope from some of the things you've seen and heard here today you will have a better understanding of the civil defense problems we face here in an area that is not considered to be a target area.

MRS. HAND:

We certainly have. Thank you for all you've done. I wish everyone in the Portland Area could see as we have, the many things being done away from the target area to care for the people from Portland. This is a good example of the Golden Rule.

MR. HAND:

Yes, Mr. Gilson, I'm sure we all have a better understanding of the civil defense and what is necessary for our survival should we ever come under attack in this country. I know I have a much better understanding of my responsibilities as an individual and to my

family.

As Civil Defense Director for the County you are doing a fine job. The County officials as well as all the people of Polk County are to be congratulated on their efforts. Thanks again - we'll be seeing you -

38. GENE BRENDLER LIVE ON STUDIO CAMERA  
WITH PLAIN BLACK BACKGROUND, ONLY  
HEAD AND CHEST SHOWS -

BRENDLER:

Yes, Mr. and Mrs. Howard Hand appreciate the hospitality they received in Polk County. They also have a satisfaction in knowing it can be expected again if it should ever be required urgently.

This is "Operation You" - the purpose of this program is to try to focus your attention to some of the things you can do along with your Civil Defense organization to prepare for defense against what could possibly be the greatest nightmare in the history of the world. We know that if we are prepared, we are much less likely to be attacked. We know the preparations we make today can be valuable in everyday life, accidents, or sickness at home, or in event of a natural disaster such as a flood or earthquake. The time and thought we invest today may very well mean our survival tomorrow. Won't you join the Howard Hand family and make this operation "YOU".

OSCEA TRAILER

"OPERATION YOU"

1. CONTINUATION OF CAMERA  
ON GENE BRENDLER

BRENDLER:

Civil defense planning and preparation by both state and local authorities has only two purposes to provide for the safety and welfare of residents of both target and support areas; and to provide immediate recovery from an attack.

All the preparations by the state and support counties for the care of evacuees from the target areas will be of no use if the target area residents do not learn how to react when the warning signal sounds. Each target area family must do two things now - -

Learn the evacuation routes

Prepare a family plan.

2. CAMERA FADES ON BRENDLER,  
FADES IN ON MAP OF PORTLAND.  
AS BRENDLER NARRATES  
EVACUATION ROUTES APPEAR

BRENDLER:

The evacuation routes are the lifelines of the city . . . and, as learned by the Hand family, extend from the city to all corners of the State of Oregon. As the evacuee leaves his home and neighborhood he will guide his car onto the nearest evacuation route allowed by traffic control officers. This will apply to persons away from home or at work, also. They will take the nearest evacuation route.

OSGDA TRAILER

"OPERATION YOU"

3. CAMERA ON MAP ENLARGES FIELD  
TO SHOW ALL OF OREGON AS  
EVACUATION ROUTES SPREAD TO  
ALL AREAS OF STATE.

BRENDLER:

Evacuees will follow the evacuation routes until directed into an Emergency Welfare Center. This may be in some area far removed from the family rendezvous previously selected by the family.

The purpose of the evacuation routes is to use all available roadways to transport evacuees as far and rapidly away from the target area as is possible.

Evacuees will not be allowed to stop, or turn off evacuation routes unless directed to do so by traffic control. This is necessary to enable the state to use all available facilities to care for the thousands of evacuees, and these facilities are scattered throughout the entire State.

4. MAP FADES, BRENDLER APPEARS.

BRENDLER:

While learning the evacuation routes, the family can also prepare the family plan. Actually two plans should be made - one for times when the family is all together at home, such as at night or on holidays; and one for when the family is separated, such as during the day when father is at work, mother is shopping and the children in school.



GSCDA TRAILER

"OPERATION YOU"

The family plan should include a family rendezvous as did the Hand family. But it should be realized that individual members of the family probably will find themselves in Emergency Welfare Centers far removed from the rendezvous, and it may be days, or weeks, before they can make their way to the rendezvous. However, registration and inquiry facilities will be a part of each Emergency Welfare Center, and the evacuee can send information about his whereabouts to the family rendezvous through the Emergency Welfare Services. Thus, planning, practice and preparation undertaken in Operation You will make each target area resident a candidate for survival.

**SAFEWAY STORES**  
INCORPORATED



1139 S. E. THIRD AVENUE . . . . PORTLAND 14, OREGON  
Mailing Address: P. O. BOX 2071 . . . . PORTLAND 14, OREGON

**RECEIVED**  
JUL 18 1958

**DISASTER RELIEF AND CIVIL DEFENSE**  
PORTLAND, OREGON

July 17, 1958

Mr. R. C. Burns, Training & Education Officer  
Disaster Relief and Civil Defense  
P. O. Box 9186  
Portland 16, Oregon

Dear Bob:

Acknowledging your letter of July 15, and confirming our telephone conversation of yesterday, our Company agrees to pay up to a maximum of \$250.00, to assist your organization in reproducing the Civil Defense film titled "Operation You" so that it can be used for showing to various interested groups, including the public schools.

It is my understanding that you will bill us (please direct to my attention) when and if it is decided you can go ahead with the reproduction.

Very truly yours,

SAFEWAY STORES, INCORPORATED

E. R. JOHNSON

Public Relations Manager

ERJ:bb

ADVISORY COUNCIL  
HARRY C. BRUMBAUGH  
WILLIAM H. HEDLUND  
PAUL B. MCKEE  
EDWARD A. VALENTINE  
IRVING D. WINSLOW



STATE OF OREGON  
OREGON CIVIL DEFENSE AGENCY  
ROOM 321 CAPITOL BUILDING  
S A L E M

September 10, 1958

RECEIVED  
SEP 12 1958

DISASTER RELIEF AND CIVIL DEFENSE  
PORTLAND, OREGON  
*RCB*

Captain Jack Lowe, Director  
Disaster Relief and Civil Defense  
P. O. Box 9186  
Portland 16, Oregon

Dear Captain Lowe:

I am returning your application for federal funds for the labor and materials to obtain copies of the film "Operation You." It seems to me that the application should be changed in view of the conversation between your Mr. Burns and Mr. Dill of this office. First, it would seem that it should be changed to include the changes agreed to by those two, including the additional amount of funds which would be required to care for the changes.

If this is acceptable to you, please revise the application as acceptable to Mr. Burns and Mr. Dill and when it is received in this office, we shall forward it with the understanding that the City of Portland will pay 50% of \$500 and the Federal Government the other 50% of that amount, and that the Federal Government will also pay 50% of the additional amount which is necessary because of our suggested changes and the State of Oregon will pay the other 50% of the cost brought about by these changes.

Sincerely yours,

OREGON STATE CIVIL DEFENSE AGENCY

A. M. Sheets  
Director

AMS/bl  
Enclosures

15 September 1958

Col. Arthur M. Sheets, Director  
Oregon State Civil Defense Agency  
Room 321, Capitol Building  
Salem, Oregon

Dear Col. Sheets:

This is in reference to your letter of 10 September requesting we revise our project application concerning production of copies of the film "Operation You". We are most anxious to proceed with this project and, accordingly, will resubmit this application just as soon as you can furnish us the amount of the additional funds required for the changes required by your office.

May I therefore request your estimate of what this amount will be at your earliest practicable convenience.

Yours truly,

Jack Lowe

JL:rs



TERRY D. SCHRUNK  
MAYOR

ORMOND R. BEAN  
WILLIAM E. BOWES  
NATHAN A. BOODY  
STANLEY W. EARL  
COMMISSIONERS



JACK LOWE  
DIRECTOR

JAMES A. SCOTT  
ASSISTANT DIRECTOR



AL 2-1411  
TWX PD 550

## DISASTER RELIEF AND CIVIL DEFENSE

P.O. Box 9186  
Portland 16, Oregon

1 October 1958

Col. Arthur M. Sheets, Director  
Oregon State Civil Defense Agency  
Room 321 Capitol Building  
Salem, Oregon

Re: Ptld. No. PI 5859-1

Dear Col. Sheets:

The attached project application is a request for contribution funds for the preparation of a negative 16mm movie film with sound track and three positive sound prints.

At present Portland Disaster Relief and Civil Defense has a positive (original) print with some portions of the sound on the film and the balance of the sound on magnetic tape. We are aware that an application for movie films should be submitted before any pictures are taken; however, this single sound system film was originally prepared without cost to Portland Civil Defense as a public service by Television Station KPTV. The one-half hour program titled "Operation You" was shown on Station KPTV on 16 April 1958.

At the time the program was shown on television, we received many public compliments on the program and a number of requests for it to be shown again. However, this is difficult to do inasmuch as the original TV program contained some live commentary as well as studio produced sound effects, so the film is not complete without further processing. The introduction and credits video portion of the program were shown live on the TV studio camera and all narration as well as background music and other sound effects were broadcast over a live mike or from recordings. Only five sound-on film scenes are recorded on the original film. The narration and other sound effects have been recorded on high quality magnetic tape and can be transferred to a film sound track without much difficulty. KPTV has agreed to take sound films of the introductory scene (34 seconds) without any cost to us and the insertion of title and credits is figured into the cost of film reproduction processing.

Dr. Milan Steig, Training and Education Officer, OCDM, Region VII, reviewed the film with members of this office when he was in Portland on 2 April. At that time the film was almost complete, but there was no sound except for the five sound-on film portions. His comments at that time were very favorable to

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1 October 1958

the film as a forthcoming TV program. Dr. Steig made one or two suggestions which were incorporated into the text of the film script.

N. C. Dimick Motion Picture Company, 5258 N. E. Sandy Blvd., Portland, Oregon, has been contacted regarding the cost of producing a negative, sound track and positive sound prints. It is their opinion that a very satisfactory film can be made from the original print and magnetic sound tape we now possess. Mr. Dimick has provided us with the following estimated costs:

Film negative: \$0.15 per foot or about \$150.00  
Sound track: \$0.125 per foot or about \$125.00  
Positive sound prints: \$0.05 per foot or about \$50.00 each  
Film cans and reels: \$6.00 per film

Based upon the above costs and allowing for contingencies, the request for funds on line one of this project to include three sound prints is \$495.00.

Line two of this project is added in accordance with the request of the Oregon Civil Defense Agency and is for an insert to the film. As indicated by the enclosed script, this addition to the film is to serve as a summarization for the audience of the ideas brought out in the film of family preparedness and community plans for evacuation. This part of the film does not now exist, but will be developed with financial and staff assistance from the Oregon State Civil Defense Agency. The insertion script speaks for itself and will be used with possible minor editorial revision at the time the pictures are taken. In order to keep the length of the film to 29 minutes and 30 seconds the portion of the original film referring to the Portland Emergency Route signs (scene 24) will be deleted. The estimated cost of preparing an original film and sound track or tape for this insert is estimated at \$285.00.

A review of the original film script together with the insert script (enclosed) will show this film is prepared primarily for audiences in Oregon and Southwest Washington, although it may be useful to civil defense organizations in other areas as well. It is our intention to make the prints of the film available without cost to civil defense agencies throughout the State of Oregon and Southwest Washington. The completed prints will also be available for showing on local TV stations (clearance is agreed by KPTV), and to local clubs, civic groups, service groups, churches, etc. and by our civil defense speakers as they are asked to appear before various organizations.

May we request this project receive your prompt approval as we can make immediate use of this film in our public education program.

Yours truly,

  
Jack Lowe

RCB/bjp  
Attachment

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ADVISORY COUNCIL  
HARRY C. BRUMBAUGH  
WILLIAM H. HEDLUND  
PAUL B. MCKEE  
EDWARD A. VALENTINE  
IRVING D. WINSLOW



STATE OF OREGON  
OREGON CIVIL DEFENSE AGENCY  
ROOM 321 CAPITOL BUILDING  
SALEM

October 8, 1958

RECEIVED  
OCT 10 1958

DISASTER RELIEF AND CIVIL DEFENSE  
PORTLAND, OREGON

Captain Jack Lowe, Director  
Disaster Relief and Civil Defense  
P. O. Box 9186  
Portland 16, Oregon

Dear Captain Lowe:            Re: State 58-112

The Portland application identified as PI 5859-1 has been forwarded to OCDM for decision. The application and your letter of transmittal has been forwarded as received in an estimated total amount of \$785.00.

As we previously indicated in our September 10 letter, the application is forwarded with the understanding that if it is approved, the Federal Government will participate in 50% of the approved cost for Line No. 1 and the City of Portland the other 50%. On Line No. 2, the application is forwarded with the understanding that if it is approved, the State of Oregon will pay 50% and the Federal Government will pay the other 50%. It is my understanding that in connection with Line No. 2, the City of Portland will purchase the insert and would in turn bill the State of Oregon for the federal and the state share.

It is expected that we shall receive a decision from OCDM within the next 30 days and we shall, of course, advise you of the decision. We shall request the federal funds in the usual manner, and at that time authorize your procurement.

Sincerely yours,

OREGON STATE CIVIL DEFENSE AGENCY

A handwritten signature in blue ink, appearing to read "A. M. Sheets".

A. M. Sheets  
Director

AMS:ds

ADVISORY COUNCIL  
HARRY C. BRUMBAUGH  
PAUL B. MCKEE  
E. A. VALENTINE  
I. D. WINSLOW



STATE OF OREGON  
OREGON CIVIL DEFENSE AGENCY  
STATE OFFICE BUILDING  
SALEM

RECEIVED  
DEC 2 1958  
DISASTER RELIEF AND CIVIL DEFENSE  
PORTLAND, OREGON

December 1, 1958

Captain Jack Lowe, Director  
Disaster Relief and Civil Defense  
P.O. Box 9186  
Portland 16, Oregon

Dear Captain Lowe:            Re: State 58-112, OCDM Oreg 700-10(58)  
Portland No. PI 5859-1


This is to advise you that we have received the federal share for the above referenced project application which was for labor and materials to process the film, "Operation You" as well as the production of a master film insert.

You are hereby authorized to procure the items in accordance with the application and I should again like to call your attention to my letter of October 8 which outlined the matching formula for the two different items as well as the procedure for purchasing the two different items.

It is my understanding that Mr. Dill has been discussing with Mr. Burns his thoughts in connection with line No. 2 and it is expected that the application can be completed at an early date.

Sincerely yours,

OREGON STATE CIVIL DEFENSE AGENCY

  
A. M. Sheets  
Director

AMS:ds



25 February 1959

Public Safety; Disaster Relief and Civil Defense

Public Safety; Mayor's Office

Mayor Terry D. Schruck

Ordinance to authorize acceptance of donation to reproduce film  
"Operation You".

Dear Sir:

Attached herewith are copies of a letter signed by E. R. Johnson, Public Relations Manager for Safeway Stores, Incorporated, wherein they have agreed to donate up to a maximum of \$250.00 to assist in reproducing the film "Operation You". This film was originally produced as a public service by Television Station K.P.T.V. without sound. It is now our objective to prepare this film for sound, whereby, it can be used for public showings for training and educational purposes.

We now have in our possession an approved project from the Federal and State agencies not to exceed a total of \$785.00 of which:

Federal share is	\$392.50
State share	142.50
Safeway share	250.00
Disaster Relief & Civil Defense	(no cost)

May I therefore, request an ordinance authorizing Disaster Relief and Civil Defense to accept and deposit with the City Treasurer not to exceed the maximum of \$250.00 from the Safeway Stores Incorporated as a donation toward the reproducing of the film "Operation You".

This sum or lesser amount is to be credited to the Disaster Relief and Civil Defense fund 5630-220.

Respectfully submitted,

James A. Scott  
Assistant Director

JAS:cg

ADVISORY COUNCIL  
IRVING D. WINSLOW, VICE-CHAIRMAN  
WILLIAM H. BOONE  
WILLIAM H. HEDLUND  
LAMAR TOOZE  
EDWARD A. VALENTINE



STATE OF OREGON  
OREGON CIVIL DEFENSE AGENCY  
ROOM 122 FINANCE BUILDING  
SALEM

June 16, 1960

RECEIVED  
JUN 17 1960

DISASTER RELIEF AND CIVIL DEFENSE  
PORTLAND, OREGON

*JMS*

Mr. James A. Scott, Assistant Director  
Disaster Relief and Civil Defense  
P. O. Box 9186  
Portland 16, Oregon

Re: State Request No. 58-112  
OCDM No. Oreg. 700-10(58)  
Portland No. PI 5859-1

Dear Scotty:

The above referenced application was for labor and materials to complete the processing of the film, "Operation You." You may remember that Line No. 1 was submitted with the understanding that it would be 50% federal and 50% City of Portland funds. Line No. 2 was for 50% federal funds and 50% State funds.

As you know, we are attempting to invoice such application as are completed and also to complete applications which have been approved for some time. Would you let me know when this application may be completed, or if we can be of any help to you in completing the application would you please let me know.

Very truly yours,

OREGON STATE CIVIL DEFENSE AGENCY

*R. W. Sandstrom*  
R. W. Sandstrom  
Administration

RWS:bb



20 June 1960

Mr. R. W. Sandstrom, Administration  
Oregon State Civil Defense Agency  
Room 122, Finance Building  
Salem, Oregon

Re: OSCDA No. 58-112  
Ptld PI 5859-1

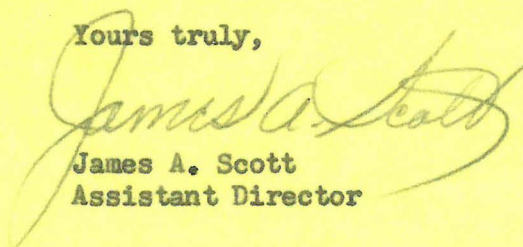
Dear Sandy:

Your letter of 16 June inquired as to the status of the above project; specifically the film "Operation You".

We have not been able to concentrate on the matter of reproducing "Operation You" due to our lack of staff personnel and as such, wish the project cancelled.

It would be most advantageous to all, if the State could see its way clear in following-up to completion the objectives of this project.

Yours truly,

A handwritten signature in cursive script, appearing to read "James A. Scott".

James A. Scott  
Assistant Director

HL:hl

ADVISORY COUNCIL  
IRVING D. WINSLOW, VICE-CHAIRMAN  
WILLIAM H. HEDLUND  
YERN W. MILLER  
LAMAR TOOZE  
EDWARD A. VALENTINE



STATE OF OREGON  
OREGON CIVIL DEFENSE AGENCY  
ROOM 122 FINANCE BUILDING  
SALEM

June 22, 1960

RECEIVED  
JUN 24 1960

DISASTER RELIEF AND CIVIL DEFENSE  
PORTLAND, OREGON

Mr. James A. Scott, Assistant Director  
Disaster Relief and Civil Defense  
P. O. Box 9186  
Portland 16, Oregon


Re: State Request No. 58-112  
OCDM No. Oreg. 700-10(58)  
Portland No. PI 5859-1

Dear Scotty:

As requested by your June 20 letter, we are cancelling the above referenced application for reproducing the film "Operation You", and the federal funds are being returned.

Sincerely yours,

OREGON STATE CIVIL DEFENSE AGENCY

  
A. M. Sheets  
Director

AMS:bb

CAR BACKS OUT OF DRIVEWAY AND FAMILY  
DRIVE OFF DOWN THE STREET.

24. SCENE TAKEN FROM CAR SHOWS AN  
EMERGENCY ROUTE SIGN.

CLOSE UP OF EMERGENCY ROUTE  
SIGN.

25. HAND CAR DRIVING OUT BARBUR BLVD.  
PAST EVACUATION ROUTE SIGN.

FAMILY IN CAR TAKEN FROM  
REAR OF CAMERA CAR.

it will be difficult to obtain gasoline for  
quite a while after an attack.

MUSIC UP FULL FOR 9 SECONDS THEN FADES OUT AS  
FAMILY CAR STARTS DOWN THE STREET.

NARRATOR:

Many rectangular emergency route signs can  
be seen on the streets of Portland. However,  
they don't have anything to do with evacuation  
traffic. Their purpose is to assist in  
guiding mobile support forces through or  
around the city after a disaster has taken  
place. These emergency route signs are to  
guide firefighters, rescuers, and others as  
they would come from around the State to  
assist local forces in disaster operations.

NARRATOR:

Evacuation route signs have been placed near  
the Portland city limits and on the evacuation  
highways of all adjacent counties. These  
large, round, blue signs were erected for  
use in an actual evacuation, but they are  
there also to assist citizens to learn their  
own evacuation routes from their homes,  
businesses, and other places where they spend  
considerable time. The civil defense  
evacuation routes may seem to take devious  
routes but this has been done in order to