

runs the risk of a heavy fine or imprisonment or both. The same goes for fats and meats. I have been corrected on the street by a stranger for forgetting and throwing away an empty cigarette package.

No bit of clothing is discarded. In hotels, maids keep an eye on the wardrobes of visitors, particularly Americans who are celebrated for wastefulness, and gather up all their old socks, shirts and ties. Bits of string are cherished and nothing is wrapped at the stores, not even bread.

WASTE NOTHING

London is short of man power and machines but it is a remarkably clean city. There isn't any rubbish for the street cleaners, most of whom are women, incidentally, to sweep away. You just don't see bottle caps, wire, paper or anything in the gutters. Salvage publicity in the form of posters and newspaper advertisements continuously hammer home to the people the need for more attention to salvage. The posters are brilliantly executed and one is rarely out of sight. Their message tells of what it costs in men, ships and hardship to bring supplies across the sea.

It would do Americans good to see just how much can be saved from a little when everyone makes it his duty to waste nothing that can be used against Hitler and his hordes.

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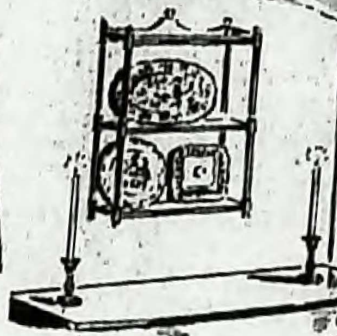
Kem-Tone! Quick way to Freshen Walls

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• Ask about borrowing Sherwin-Williams Paint and Color Guide!

Paint Shop, Sixth Floor, Bullock's Broadway Building

Los Angeles Times
5-18-1943



DON'T LET DOWN! KEEP ON BUYING U. S. WAR SAVING BONDS