

Nationwide Housecleaning Drive Urged To Salvage War Material

A nationwide spring housecleaning for materials that can be salvaged for war production is asked by the bureau of industrial conservation, W.P.D.

"Vast quantities of the things we need would be brought to light by a concerted spring housecleaning," Lessing J. Rosenswald, chief of the bureau, said.

"This year the need for the return of waste materials into new production should be plain to all of us. Old metal ornaments, obsolete plumbing and heating equipment, broken tools—these can become parts of guns, planes and tanks; old tires and tubes, hot water bottles and bath mats can go into the production of reclaimed rubber so critically

needed to replace our lost supply of crude rubber from the east; old rags will be made into wiping rags for use in war plants, and wastepaper is in demand for conversions into cartons."

Through state and local salvage committees organized by the bureau, the public has been instructed to sell waste material to local dealers or give the collections to any one of a number of charitable organizations active in the salvage field. In rural areas, the department of agriculture is cooperating through its county war boards, and in country sections where collection facilities were not available, work projects administration trucks and labor are being utilized.

panies had a tough break when the new tire sales were suddenly banned.) This situation, advertising men think, may tend to work to the advantage of newspapers.

But each advertising field has its own special wartime problems.

Newsprint is still plentiful. But there have been repeated warnings that the time may come when Canada, the big source of paper for American newspapers, may have to cut down production. This raises the question of smaller papers with less space to devote to advertising. Aluminum, of which Canada produces a lot, and plans to produce more, takes huge quantities of electric power. So does the manufacture of newsprint. If and when they begin to compete, aluminum will get first call.

Time sales of radio networks showed marked increases in the first quarter this year as compared with a year ago, but starting this month, many sponsored radio programs will leave the air, either for regular summer vacations, or because the time has not been renewed. Radio contracts are for a minimum of 13 weeks and therefore cannot change quickly.

tion in copper consumption by civilian users.

Direct military and shipbuilding requirements and the vital needs of the united nations for the quarter will require practically all the copper available, in spite of the fact supplies of the metal have reached an all-time record.

well standardized, will be cut on new lines to conserve cloth. Many liquid foodstuffs will appear as dried varieties packed in paper rather than in metal containers. Plywood and plastics will become standard substitutes for many metal products. This will help certain wood working and chemical companies which are now being converted into sources of new supplies.

CHANGES COMING.

Consumer goods, especially personal and household effects, will show marked changes. Living habits and standards must be revised for the duration. Only in a broad general fashion do householders and civilians now know what's ahead for them. To the casual shopper, most department stores and other retail shelves appear comfortably filled. Watch out, however, for scarcities when replacements become necessary. Substitutes and simpler, standardized products will, however, be available and serve the purpose of countless present products.

This entire column could be devoted to lists of everyday items due for changes. In addition to the few already mentioned, there may be noted table silver, linens and blankets, kitchen utensils, personal clothing, furniture, tools, laundry necessities, electrical and mechanical appliances, dyes, medical and pharmaceutical supplies, building supplies, sporting goods and various foodstuffs. English families have discovered how well they can get along on how little. It has made them healthier and given them a direct part in their

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Makers Of Carpets May Get No Jute

Carpet manufacturers have been warned that they probably will receive no further allocations of jute yarns for floor coverings after this month.

At the meeting of industry representatives with officials of the war production board, the companies were asked to make an immediate study to determine what stocks of carpet wool in the country can be diverted to more essential uses, such as manufacture of blankets and apparel.

Civilian Copper To Be Cut More

Rapid acceleration of the nation's arms production has resulted in a shortage of copper that will result in additional drastic curtailments of the amount assigned to civilian use, William L. Batt, chairman of the WPB requirements committee, has announced.

The committee has adopted an overall program allocating the available supply of copper for the current quarter of 1942, Batt said. It calls for a drastic reduc-

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