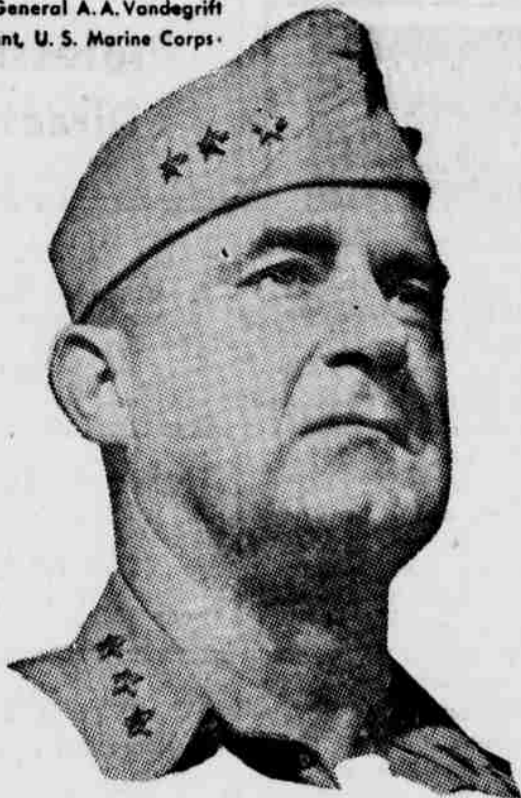


Lieutenant-General A. A. Vandegrift
Commandant, U. S. Marine Corps



General George C. Marshall
Chief of Staff, U.S. Army



Admiral E. J. King
Commander in Chief, U.S. Fleet

They mean it when they say...

"Fight Waste!"

In the words of General Marshall:

"This war is far from won. Its great battles lie ahead. And today...even with the full industrial might of the United States mobilized for the task... our military needs are far from satisfied.

"But America still has one great resource untapped...*the American home*. And this resource can create the pool of new manpower, materials and production facilities needed to insure swift, overwhelming military success. **FIGHT WASTE!**"

Let's Back Up Our Armed Forces 100%

- ★ Conserve what we have.
- ★ Buy only what is necessary.
- ★ Salvage everything we can.
- ★ Share with our friends and neighbors.

PACIFIC POWER & LIGHT COMPANY

34 Years of Public Service

THESE ARE RESOURCES WE MUST SAVE...

FOOD
Grow all you can—buy carefully—share and preserve.

FUELS
Household fuels are war fuels, too—right at the head of the critical list.

UTILITIES
Think of your electric service, your water and telephone, in terms of the manpower and critical materials they involve. Use what you need—but need what you use.

HOUSEHOLD EQUIPMENT
Keep all equipment in good repair. Use it carefully, make it last. Share any equipment you're not using by selling it to someone in need.

TEXTILES and LEATHERS
It's patriotic to "wear it out" and make it do. Buy only what is needed.

TRANSPORTATION
Travel less—ship only what is necessary—share and care for your car.

IDLE MATERIALS
Help your local salvage groups save fats, scrap metals, tin cans, paper and all other materials that may be requested.



Before all else—
BUY WAR BONDS

OFFICIAL U.S. GOVERNMENT PROGRAM
USE LESS—SO OUR FIGHTING FORCES WILL HAVE MORE!