

..YOU

TOO ARE ON THE FIRING LINE! . . .



DO YOUR PART

- ★ FIVE POUNDS OF PAPER SAVED PACKS ANOTHER ARTILLERY SHELL TO FIRE AT JAPS AND NAZIS---
- ★ REDUCED SPOILAGE MEANS JUST THAT MUCH MORE FOOD FOR OURSELVES AND FOR OUR FIGHTING MEN--
- ★ TURNING OUT UNNEEDED LIGHT MAKES MORE POWER AVAILABLE FOR DEFENSE PRODUCTION---
- ★ PROPER CARE OF EQUIPMENT AND FIXTURES WILL PREVENT REPAIR AND REPLACEMENT WITH MATERIALS SORELY NEEDED FOR DEFENSE---
- ★ MAKE MATERIALS GO FURTHER IN YOUR BUSINESS, IN YOUR HOME...AND IN THE HOMES AND BUSINESSES OF THOSE YOU CONTACT. IT IS A PATRIOTIC DUTY . AN EXPRESSION OF WILLINGNESS TO TAKE YOUR PLACE ON THE "FIRING LINE" WITH OUR BUDDIES---

LET THIS BE UNDERSTOOD!

THIS CAMPAIGN FOR WASTE ELIMINATION IS NOT AN EXPENSE DRIVE!!!!

IT'S A DRIVE TO CONDUCT OUR BUSINESS AND PERSONAL AFFAIRS IN SUCH MANNER THAT OUR FIGHTING FORCES WILL NOT BE HANDICAPPED BY LACK OF FIGHTING EQUIPMENT!

THE KROGER GROCERY & BAKING CO., CINCINNATI, OHIO