

You - Your Merchant - Your Boy Overseas



WHEN PAPER TAKES A HOLIDAY HERE ---DEATH TAKES A HOLIDAY THERE

I'm your local shopkeeper. You know me. You're the mother and dad, wife and sister of that boy overseas. I know you. Together, we're trying to conserve and save so that he will have what he needs to fight a war—and live. Lately, we've all been working together on paper. You've saved it, bundled it, had it ready for pickup or taken it to the salvage depot. I've tried to use good sense in stretching what wrappings I can get to package the things which need protection most. We've tried, but there's much more to do. We can do it together. When you bring a shopping bag or basket to my store and don't need paper bags or wrapping, that is just the same as handing blood plasma in a sturdy paper blood plasma box to that wounded kid overseas. When I don't wrap items unnecessarily that means I have more paper to put on perishable foods to help insure your family's health. I have more paper to keep merchandise clean and fresh and protected.



LETTER HOLIDAY

NEXT PAPER PICKUP

Wednesday October 6

What "Paper Holiday" Means to You

- ★ Carry bag or basket when shopping
- Don't ask for extra wrapping
- Save and bundle every scrap of waste paper in your home: newspapers, magazines, cartons, bags, basket scraps

When I'm not demanding more wrappings and more bags because you helped me conserve them, I'm helping to save paper, too. This isn't a one-sided job—this business of saving paper. I've got to stretch. You've got to save.

By conservation and saving of paper here at home—a HOLIDAY ON PAPER now—Death will take a holiday for thousands of our boys over there.

- WHAT "PAPER HOLIDAY" MEANS TO GI JOE**
- ★ Blood Plasma boxes
 - ★ Bomb bands
 - ★ K Ration boxes
 - ★ Shell containers
 - ★ Distress signal flares
 - ★ Sterile bandage wrappings
 - ★ Cargo 'chutes
 - ★ Prisoner of War boxes
- 700,000 war items are made of paper or packed in paper

What "Paper Holiday" Means To Your Merchants

- ★ Using one bag instead of several
- ★ No wrapping of pre-wrapped or packaged merchandise
- ★ Salvaging all waste paper and cartons not suited for re-use

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| BIRMINGHAM FRUIT CO.
124 N. Woodward | VAN'S PHARMACY
141 E. Maple | WILLIAMS BOOT SHOP
115 W. Maple | PURE FOOD CAFE
N. Woodward near E. Maple | WELAND FURNITURE SERVICE
527 N. Woodward | SFIRE BROTHERS MARKET
Quality Foods | WALSH, JAMES & WASEY
Birmingham and Woodfield Properties | BUB'S GRILL
138 W. Maple |
| GENERAL AUTO SERVICE
315 S. Woodward | MAX BROOK INC.
Homes - Farms - Estates | MILLER'S SHOES
Woodward at E. Maple | DICKINSON'S MEN'S STORE
In the Wabcock Building | SCULTHORPE STANDARD SERVICE
Woodward at Hamilton | HERBERT F. BURR SHOE STORE
120 S. Woodward | OLSEN'S MARKET
120 S. Woodward | THE JAY SHOP
137 N. Woodward |
| MORTIMER'S MEN'S STORE
136 N. Woodward | CONSUMERS POWER CO.
BLOOMFIELD THEATRE | JESS McNEAL, INC.
360 S. Woodward | DIMAS FURS
227 S. Woodward | BIRMINGHAM AUTO ELECTRIC
168 1/2 S. Woodward | STERNAL'S AUTO SUPPLY
408 S. Woodward | MARY LINDQUIST, MASSEUSE
Theatre Building | F. W. WOOLWORTH STORE
129 S. Woodward |
| CHEER SHOP
191 S. Woodward | MIL-PEX COFFEE SHOP
144 S. Woodward | AXLER'S CLEANERS & LAUNDERERS
181 Theatre Building | EAD & GRAVES INSURANCE AGENCY
126 S. Woodward | CUNNINGHAM DRUG STORES
Woodward at E. Maple | BOUGHNER'S MACHINE SHOP
148 1/2 S. Woodward | SNYDER, BUCK & BENNETT
Theatre Building | LIBERTY CLEANERS AND DYERS
123 W. Maple |
| DEER BEAUTY SHOP
350 E. Maple | BIRMINGHAM HARDWARE
152 N. Woodward | THE BIRMINGHAM AGENCY
109 S. Woodward Ave. | BECK CLEANERS & DYERS, INC.
322 N. Woodward | BIRMINGHAM PAINT & GLASS
28A E. Maple | WILSON DRUG CO.
Woodward at Maple | HOWARD J. BELL, FLORIST
926 S. Woodward | Labelle's
Birmingham's Shop of Books and Gifts |
| DAVIDSON'S
139 S. Woodward | LEONARD ELECTRICAL CO.
182 W. Maple | HAR-TROM HI-WAY FURNITURE MART
1532 S. Woodward | MATTHEW'S TAILOR SHOP
244 E. Maple and Pierce at Martin | BIRMINGHAM THEATRE
Your War Bond Buying Station | HILLY ACRES DAIRY
356 W. Maple | TORRENCE OIL COMPANY
Furnace Oaks | THE ARNOLD STUDIO
611 Theatre Building |
| BODINE NEWS
"The Greeting Card Shop" | BARRETT BODY SHOP
543 S. Woodward | LEON'S BEAUTY SALON
55 W. Maple | McKEE SERVICE STATIONS
264 N. Woodward and 1104 S. Woodward | McBRIDE HARDWARE
128 S. Woodward | GARRETT'S GROCERY
1058 S. Woodward | DOYNTOWN FRIENDLY SERVICE
314 E. Maple | LAWSON & SON
484 Forrest |
| RITTER'S
Beverages | HUSTON HARDWARE CO.
205 N. Woodward | F. J. MULHOLLAND CO.
Clothes for the Entire Family | THE DETROIT EDISON CO. | THE BIRMINGHAM ECCENTRIC
Printers - Publishers | THE MAXWELL SHOP
164 W. Maple | KAY BAUM SHOP
81 W. Maple | BIRMINGHAM DRUG STORE
1220 S. Woodward |
| SHAIN'S DRUG STORE
W. Maple at Pierce | | SUNNER MOTOR SALES, INC.
806 S. Woodward | BIRMINGHAM PHOTOGRAPHIC SHOP
Game Headquarters | JACK GUNDRY BARBER SHOP
E. Maple near Woodward | PECK'S MEN'S STORE
108 S. Woodward | PARKS COAL COMPANY
268 E. Maple | R. B. SHOPS
162 N. Woodward |

CADILLAC MOTOR CAR DIVISION
Birmingham Branch - N. Woodward at Willis

RICE A. HOWELL
Wabcock Building
General Insurance