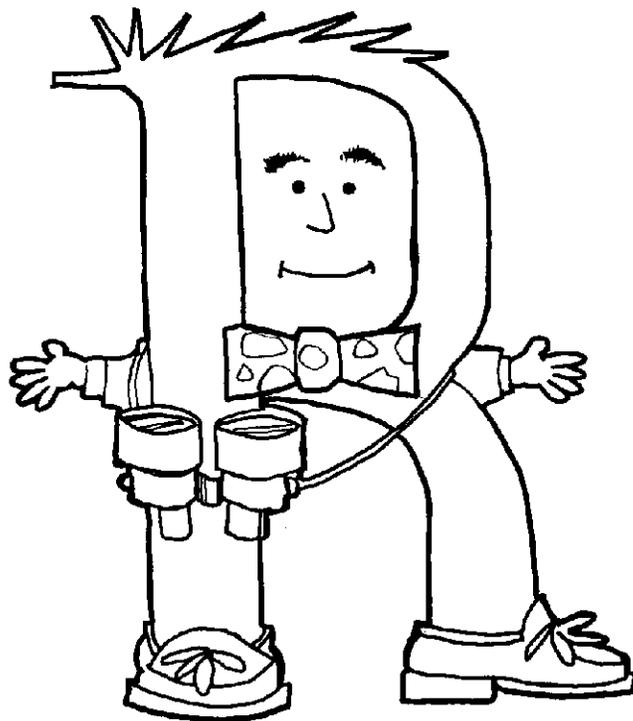


BOOK

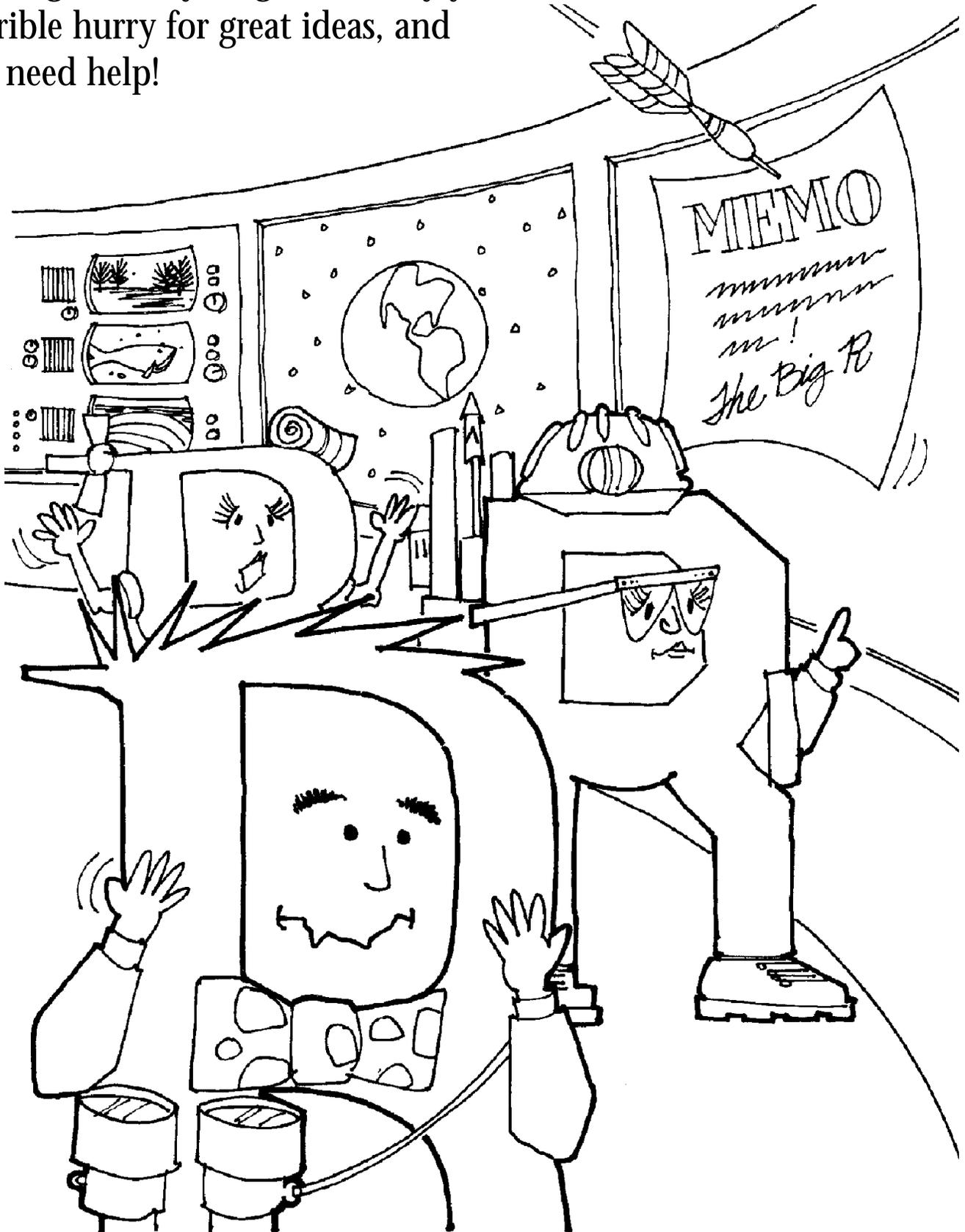
1

# Rrready, Set, Reduce!



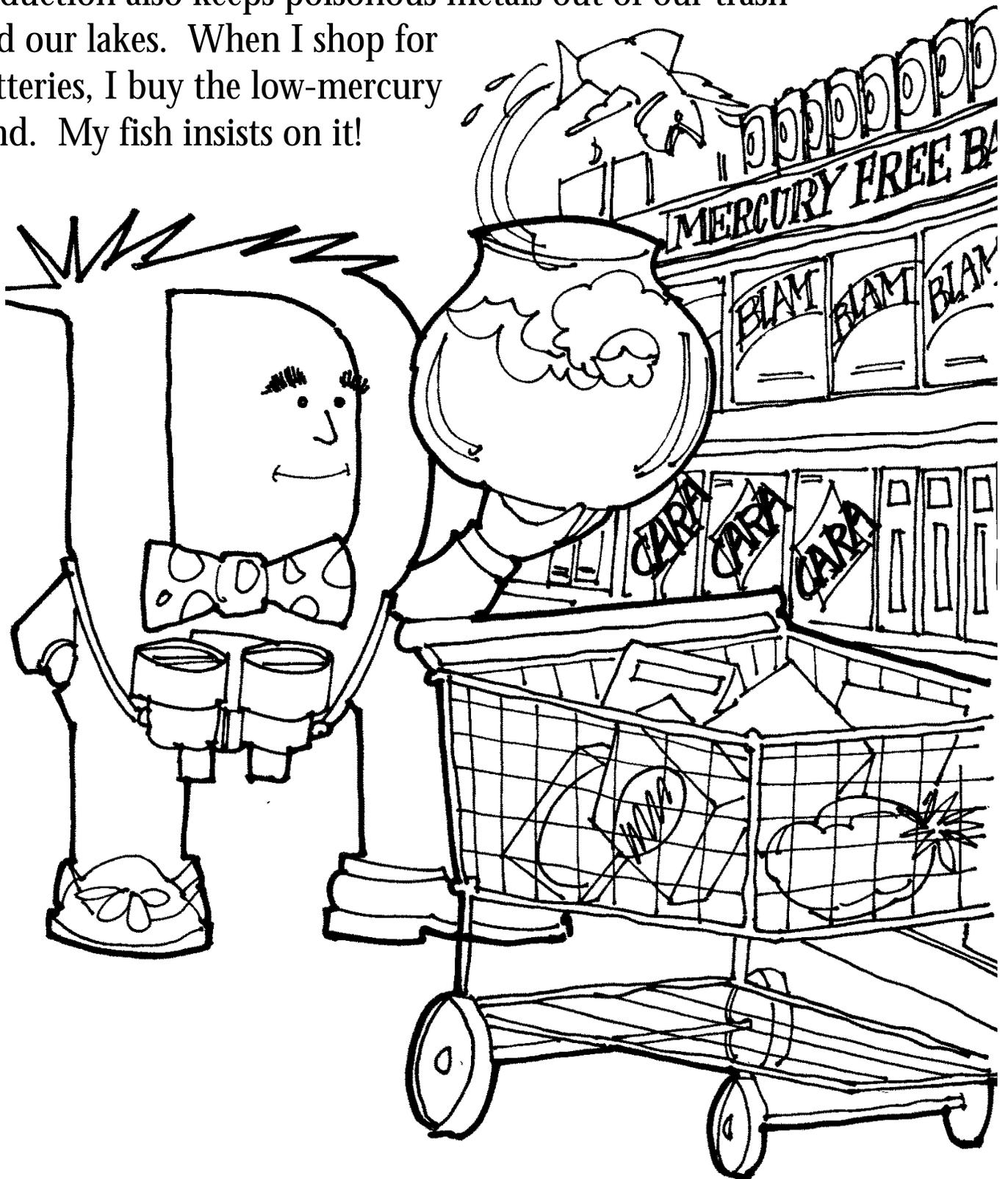
# Big Trouble from the Big R

Hi! We're the Three R's. We have to report back to our boss, the Big R. She wants to know from us how people could be reducing, reusing and recycling more, fifty years from now. She's in a terrible hurry for great ideas, and we need help!



# Think Like a Fish

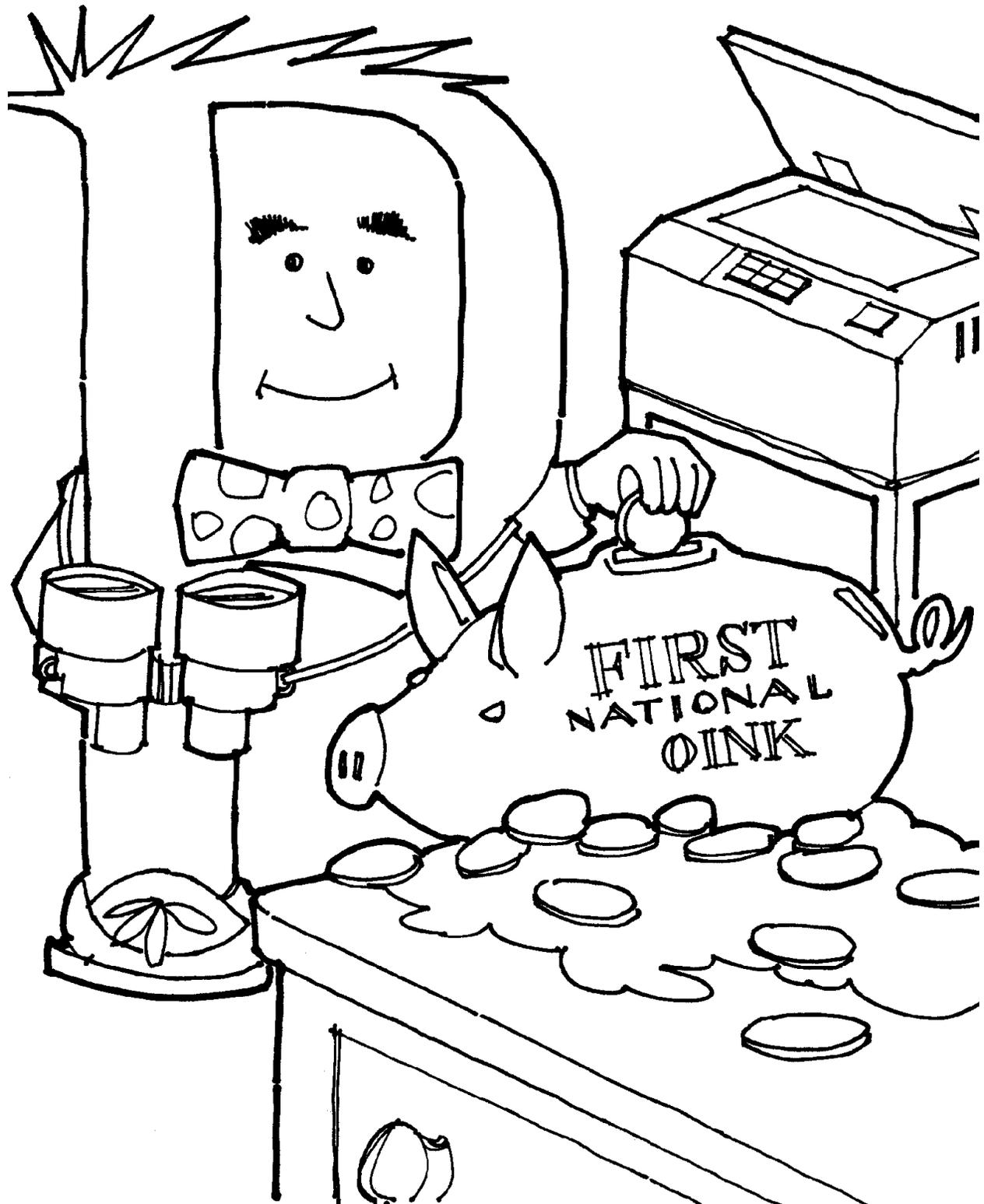
I'm the Reduce R, and this is my book. First, let's agree on what reduction is. It's different from the other two R's because it avoids manufacturing stuff that turns into trash later. That means we have to take less minerals from the Earth, and we leave more for later. Reduction also keeps poisonous metals out of our trash and our lakes. When I shop for batteries, I buy the low-mercury kind. My fish insists on it!



# Two Sides to Every Story

Notice how well I'm dressed! I save money by reducing, so I can afford to buy nice clothes. I live well, but I only buy what I need.

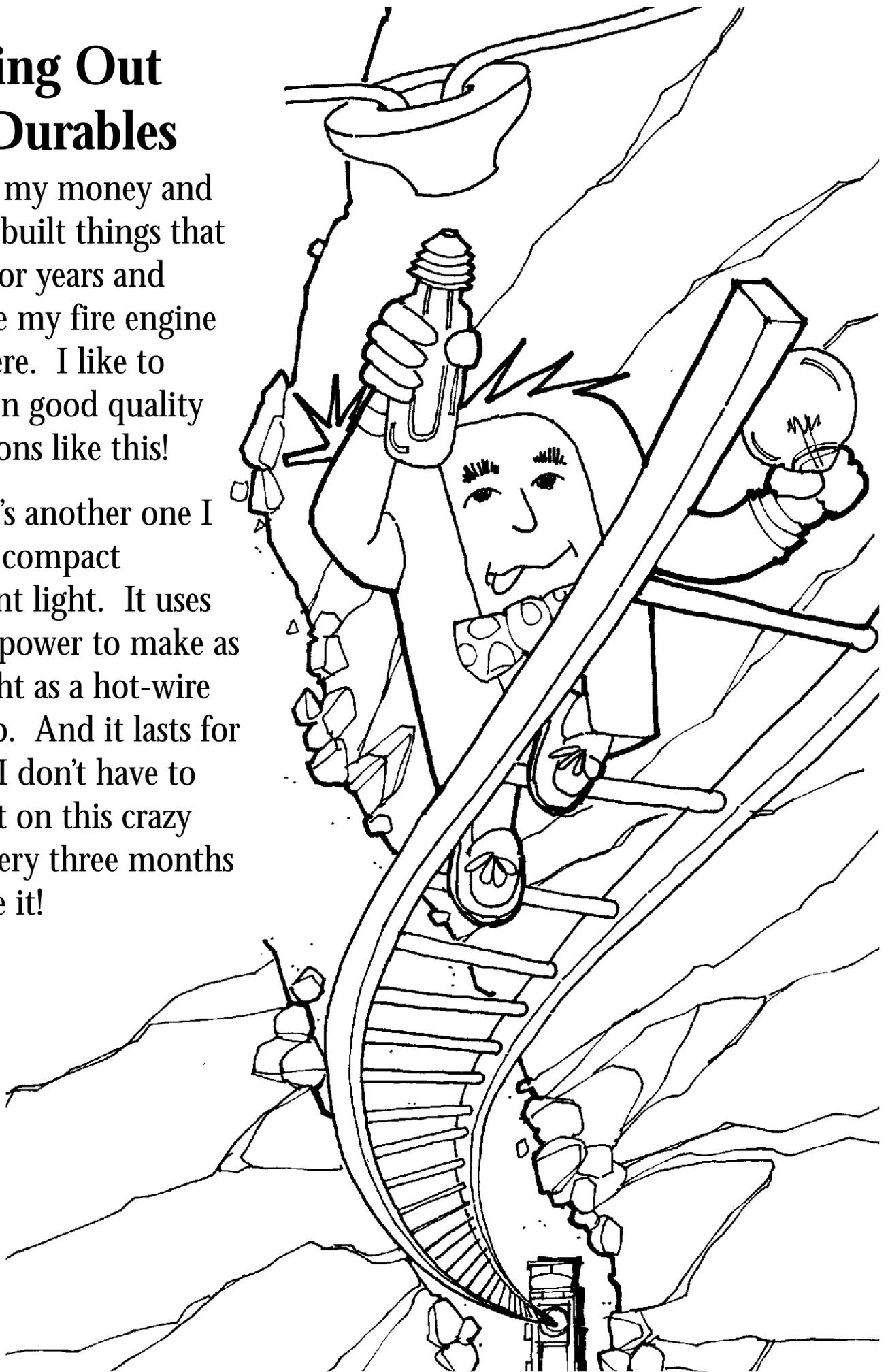
This is money I saved when I began photocopying on both sides of every page. Now I buy half the paper I used to!



# Hanging Out with Durables

I save up my money and buy well-built things that will last for years and years, like my fire engine down there. I like to depend on good quality in situations like this!

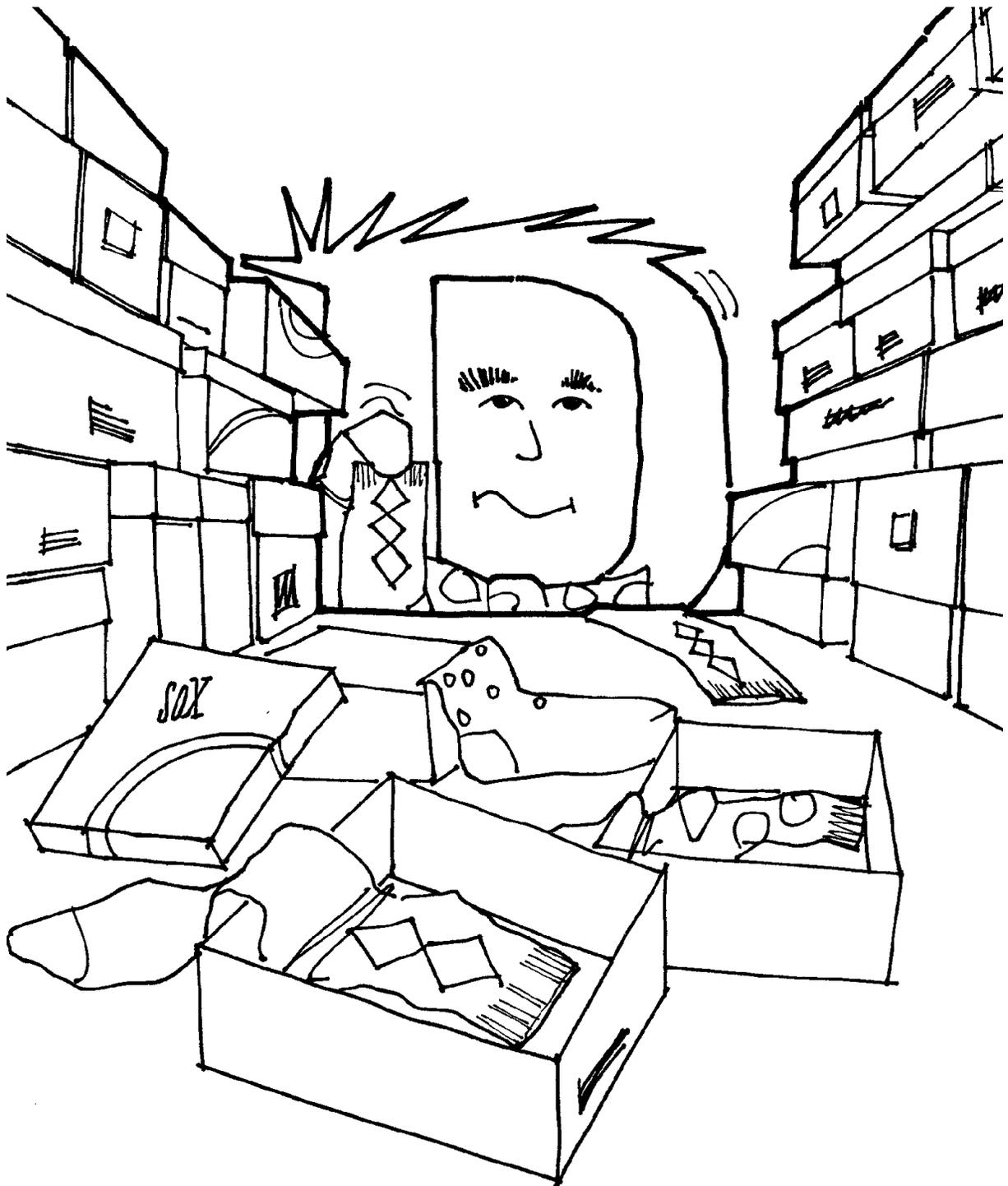
And here's another one I like: the compact fluorescent light. It uses a lot less power to make as much light as a hot-wire light bulb. And it lasts for years, so I don't have to climb out on this crazy ladder every three months to change it!



# Boxes of Soxes

What if every pair of socks in the store came inside four boxes? That would certainly sell a lot of boxes, but it would be more packaging than we need. You won't find many socks sold in a box, but there are always ways to reduce packaging.

When I get thirsty for fruit juice, I buy it concentrated and mix it myself. That saves from buying a new bottle each time.



# Look and See

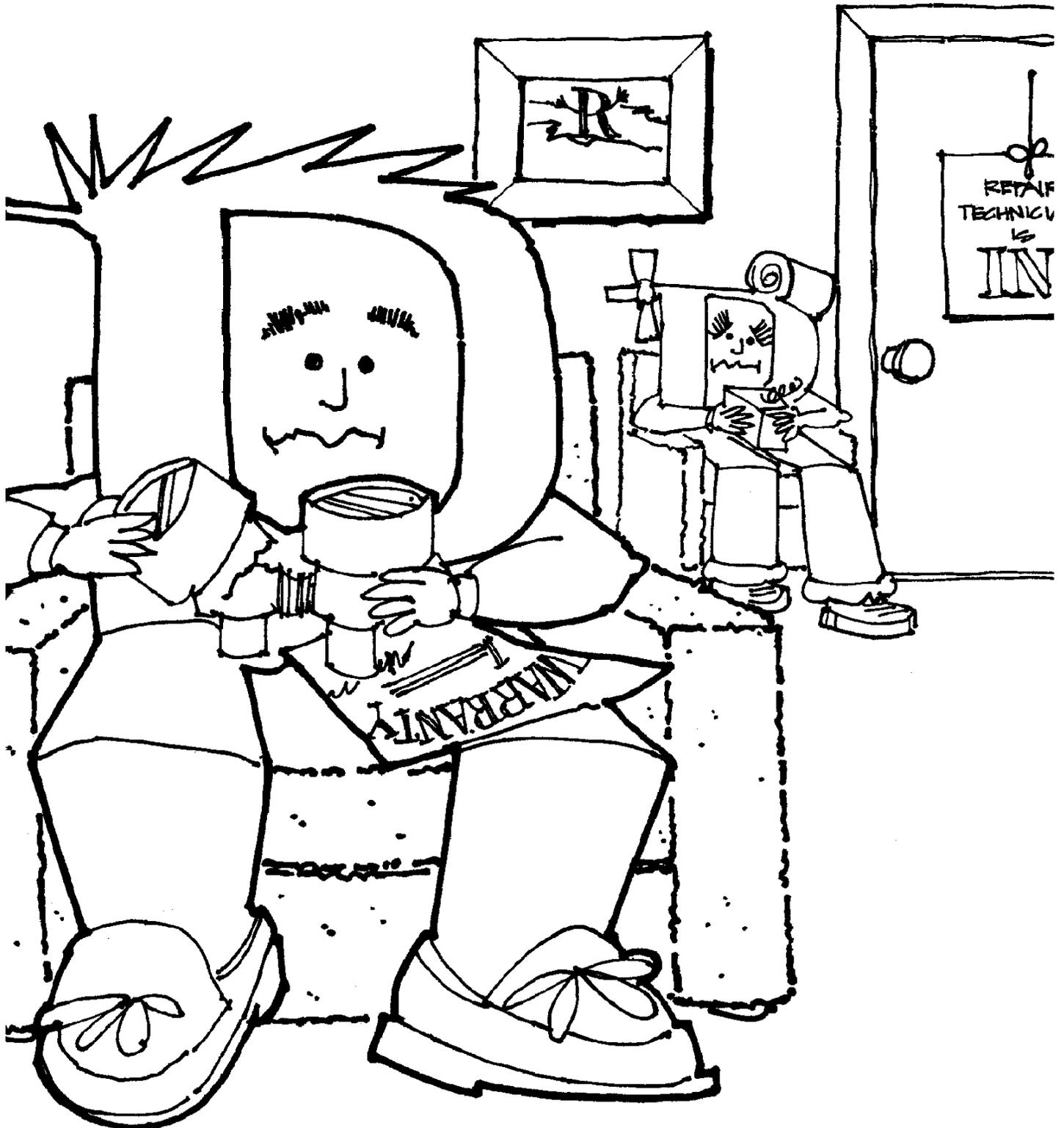
Knowing the right things to buy for reduction can take some hunting. That's why I invented these Buy-noculars.

Hmmm! Looks like buying things in tiny boxes costs more because it uses a lot of packaging. I'm going to buy big boxes and bags of the stuff I use all the time - like laundry detergent, or dry food for my pet lizard, Sheila.



# In a Fix

My Buy-Noculars quit-working! It's a good thing that I bought a pair that's easy to fix, and has a long warranty. The warranty says the factory will pay the repair bill for three whole years after the day I bought it.



# Deep Thought

That's how we reduce already. Now the Big R wants the best possible ideas on how we can reduce our trash production fifty years from now. Here's a few I thought of.

How about a Shrink O'Ray to reduce our garbage? Grass that doesn't grow over two inches high?

Soda pop pipes running to every house, we don't need bottles? Boxes that you can eat? I bet you can do better!

