

DELUCA IMPORTING COMBATS LITTER

Aluminum collections in the Coors cash-for-cans program during 1971 ran "significantly ahead" of 1970 totals, according to DeLuca Importing Co., 2548 W. Desert Inn Road, Adolph Coors Company distributor for the Southern Nevada area.

During 1971, local collections totaled 220,141 pounds of aluminum, at an average 24 aluminum cans per pound, approximately 5,283,384 cans. In 1970, first year of the Coors cash-for-cans program, local collections amounted to 84,139 pounds.

The cans are worth a dime a pound.

Since the inception of the program two years ago, the local distributorship has paid out \$30,428.00 to individuals and organizations which have collected the aluminum for recycling.

"We are particularly pleased," Bob Keyser, President said, "that a great deal of the money has been used by civic, service and youth groups in this area to

fund all kinds of worthwhile community causes."

DeLuca Importing Co. accepts aluminum cans from 9 a.m. to 3 p.m. on Thursdays. The new Clark County Recycling Center at J & Bonanza also buys aluminum cans Wednesday thru Sunday, Noon to 6 p.m. All clean aluminum containers, Coors and others, are accepted.

"The great cooperation given by the people of this area to the cash-for-cans program," Bob Keyser said, "adds impact to our belief that aluminum recycling is a highly effective way to combat litter and solid waste."

The local Coors distributorship has a 17-minute slide presentation available for showing to civic or service organizations wanting to know more about the cash-for-cans program. Showing arrangements can be made by telephoning 735-9141.

On a statewide basis, Coors distributors in Nevada collected 494,

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238 pounds of aluminum in 1971, up from the 154,564 pounds collected in 1970.

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