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THE PRESIDENT HAS SEEN...



THE WHITE HOUSE

WASHINGTON

October 18, 1974

Handwritten notes: "Keep going" and "M?"

Mr. President:

A round up of the WIN Program to date follows:

1. BUSINESS:

Several nationwide companies have contacted the Citizens Action Committee about joining the WIN Program. One is Campbell Soup Company, another is the McDonald Corporation, and a third is the Alan Bradley Corporation. It would be especially important if we could get either Campbell Soup or McDonald to tie in a small price reduction with their initial WIN Program announcement.

Ringling Brothers has expressed a desire to develop several acts for their next year's tour around the WIN Program. I am to meet with the President of Ringling Brothers next week.

The Motor and Equipment Manufacturers Association has discussed with me the possibility of joining the WIN Program and is talking about tying this in with prices. The Mayflower Van Lines have suggested painting the WIN emblem on their moving vans and are awaiting further instructions.

We have received a wire from the NU Look Fashions, Inc., Columbus, Ohio, which says that it is behind the WIN Program and has decided to lower its prices to help fight inflation.

Guardsmark, Inc., the sixth largest national security services firm in the Country, has placed WIN patches on its 3,900 guards' uniforms.

Ten Texas banks are distributing WIN buttons to their customers through newspaper advertisements.

The Gannett newspaper chain has run promotions for WIN buttons in its papers and distributed 20,000. The Gannett paper in Rochester, New York, is planning a special section for the October 31 weekend stressing ads with price reductions.

Monsanto Chemical Co. has expressed an interest in WIN TV spots.

These are examples of what is happening in the business community.

## 2. ORGANIZATIONAL RESPONSE:

The American Home Sewing Council which has sewing centers in such stores as J. C. Penney, Co., Singer Home Sewing Centers, etc., wants to develop a promotion campaign leading up to Home Sewing Month in February around the WIN Program. It's a "Sew and Save -- Fight Inflation" theme.

The National Conference on Citizenship would like the WIN Program to be its 1975 project. Its representative has met with me.

Jaycees across the Country have WIN button projects and will also manufacture buttons for some companies. The companies and organizations that are underwriting the production of buttons are too numerous to mention. Robert Slater, the man who created the Smile button, was quoted in Advertising Age that he believes the WIN button will surpass the 50 million smile buttons which were distributed.



## 3. CITIZENS' ACTION COMMITTEE:

The Citizens' Action Committee is moving swiftly in its organization.

a. It has formed a task force to organize local committees and to set criteria for committees to monitor costs and prices and select winners for the WIN flags. We are working on a prototype for the flag which should be ready in two weeks. This task force will include Ralph Nader, the Chamber of Commerce, the AFL-CIO the General Federation of Women's Clubs, the Consumer Federation of America, the National Urban League, Dorothy Haight who is a Black woman connected with the Center for Volunteer Action, and perhaps other national organizations.

It probably will be chaired by Mrs. Carroll E. Miller of the General Federation of Women's Clubs. The first business that is underway here is to draw up a variety of pledges that merchants, labor organizations, etc., would adhere to for costs and prices and energy conservation. These pledges, in order to work, have to be realistic and the Committee is working to come up with pledges whose goals are realistic in an atmosphere of 11 1/2 percent inflation.

b. The Committee is organizing a second task force on community gardening which will be looking forward to planting next Spring. This task force will investigate the possibilities of using the vast and empty urban renewal spaces in large cities with social organizations with banks and businesses buying the seed.



#### 4. MEDIA PUBLIC SERVICE:

The Citizens' Committee task force on media public service is in operation and working on a public service campaign for radio and television. One idea under consideration came from Frank Stanton. He suggested that for radio we build a spot around the Morse Code for WIN. This type of thing would be similar and as familiar as the Beethoven theme used during World War II.

The Advertising Council is distributing some 15,000 ad mats across the Country to advertising agency and novelty companies on the WIN theme.

The National Conference on Citizenship has its own money and people like Johnny Bench to use to tie into the WIN Program.

At the Committee's request, ASCAP has asked Meredith Wilson, the Music Man, to compose a WIN song which could be used in the media campaign.

#### 5. GOVERNMENT LEADERSHIP:

We are getting a feedback from the public that they might be willing to do their part, but they have got to see examples set by Government. One possibility here is to gather up ten or twelve good examples of cutting waste in Government and announcing publicly that you have ordered this done. Let me give you a couple of examples that occurred to me as a follow up to your speech last Tuesday night:

a. Distribute through the Press Office a written order to all Federal Agencies on the 55 mile per hour speed limit and with it a statement on unauthorized use of Government cars. (This seems to be a big area of energy waste.)

b. In a Question and Answer Session at a speech I gave on Wednesday at George Washington University, a man in the audience got up and said that he would begin to take the WIN Program seriously when the President ordered the Army to stop flying Generals to Alaska for fishing vacations on military planes. This is the kind of thing that you could order stopped and if ten or twelve of these could be placed together, I feel it would have a psychological impact on people. The feedback shows that people will do things if they can see their leaders and their Government setting the examples. This seems to be very important to them at this point.



6. COMMITTEE ODDS AND ENDS:

Hobart Taylor is serving as Legal Counsel to the Committee and he and Leo Perlis will be the Trustees to handle donations. We have received to date \$226.50 in unsolicited donations.

The Committee is being encouraged to get its own public spokesman and also its own fund raiser.

7. WIN BONDS:

There has been great interest expressed in the WIN Bonds. It would help the momentum of the idea if the Treasury can finish its feasibility study as soon as possible.

8. TELEVISION AND RADIO COVERAGE:

TV and radio coverage of Committee Headquarters has been exceptionally good.

Newspaper coverage is harder to assess but reporters from across the Country have called for stories and the ones I have seen have been fairly favorable. Editorial comment shows some skepticism and a lack of knowledge of the Committee's mobilization by the editorial writers; but, editorial writers are the world's biggest collection of sourpusses.

Russ Freeburg

THE WHITE HOUSE  
WASHINGTON

October 26, 1974

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: RUSS FREEBURG  
FROM: JERRY H. JONES *JHJ*  
SUBJECT: Round Up of the WIN  
Program to Date

Your memorandum to the President of October 18 on the above subject has been reviewed and the following comment was made:

-- Good. Keep going.



cc: Don Rumsfeld