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THE PRESIDENT HAS SIGNED *[Signature]*

THE WHITE HOUSE

WASHINGTON

January 13, 1975

MEMORANDUM FOR THE PRESIDENT

FROM: WILLIAM J. BAROODY, JR. *(B)*
SUBJECT: Presidential Telegram to All Governors
(Except Alaska)

As you know, the American Automobile Association has developed a new nationwide energy conservation plan, called "Gas Watchers." The plan has been reviewed by our Economic Policy Board, which found that it was complementary to our own energy program. AAA adopted its million dollar plus campaign after being assured of your support.

On Thursday, January 16th, the top officials of AAA are scheduled to meet with you to formally present their plan and open the campaign. I would appreciate it if you would approve the attached Presidential telegram to 49 Governors telling them of your support of the AAA program.

I would like to show a copy of the telegram to the AAA officials when we meet with you on Thursday.

Approve telegram *JRW*

Disapprove telegram _____

Attachment

CF: Jack Marsh
Bob Hartmann
Jim Falk