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THE WHITE HOUSE

WASHINGTON

February 21, 1975

MEMORANDUM FOR THE PRESIDENT

VIA: JACK MARSH

FROM: WILLIAM J. BAROODY, JR. 

The Citizens' Action Committee (WIN), now a not-for-profit corporation chartered in the District of Columbia, has scheduled its next meeting for Saturday, March 8.

In truth, this is really a do or die meeting.

The Committee may very well elect to vote itself out of business, although such is not the predisposition of its membership. The rationale, nonetheless, would be: The WIN phase of its program is now completed; recession has now supplanted inflation as the country's most urgent economic problem; energy policy has now become a matter to be determined by the Administration and Congress and voluntarism appears not to be a major consideration.

Or, on the other hand, the Committee may elect to continue in business, focusing its effort, as it has for the past two months, on developing carefully organized programs to be carried out by local citizens groups in the 40 largest cities.

How the Committee decides to proceed will likely depend upon two things:

1. The outcome of a reevaluation of the role and goals of the Committee in the light of changed economic circumstances. The reevaluation will be undertaken by members of the Committee, assisted by staff, in group meetings to be held in Washington, February 28, and March 1. Recommendations developed in these meetings will be presented to the full Committee on March 8.
2. The extent to which the President and the White House may be prepared to continue providing

sanction and support, including direct assistance in seeking new leadership and in providing additional interim staff support. Mrs. Porter has already announced her intention to step aside as Chairman and accept a new position as chairman of the executive committee. Realistically, a new Committee Chairman, of suitable stature, cannot be recruited except by invitation of the President.

(Also, Mr. Block, who has been serving as Executive Director on a volunteer basis, must return to his company and a successor will have to be found. The Committee may also ask some assistance from my office in solving this problem.)

In view of these considerations, it is important that I have guidance from you before proceeding with any further commitments in your name.

My recommendation is that you authorize me to talk to a prospective new Chairman to succeed Mrs. Porter.

Following is a list of prospects chosen by the Committee with a view to fund raising as well as leadership ability:

William N. Batten, Chairman, J.C. Penney Co., Inc.
Pete Peterson, Chairman of the Board, Lehman Brothers
C. Jackson Grayson, Dean, SMU School of Business
J. Paul Austin, Chairman, Coca-Cola, Inc.
Prof. Tom McCall, Oregon State University
A. W. Clausen, President, Bank of America

This, of course, by no means exhausts the possibilities. John DeButts of AT&T feels that Batten of J. C. Penney could be persuaded to take over and would be willing to help persuade him.

In support of my recommendation that we assist the Committee, I am attaching the following materials:

- (1) Status report and assessment of future prospects as supplied by the Committee's staff.
- (2) Binder of materials furnished local citizens' action groups, now in formation.

Approve _____

Disapprove _____ *L*

Other _____

A Status Report On The Citizens' Action Committee, Inc.

FOR 1975 AND BEYOND, A NEW APPROACH TO CITIZEN MOBILIZATION

Early last December, the Committee turned its efforts toward developing and organizing explicit programs to be carried out at the local level by citizens' action groups. This new direction is intended to supplant random and uncoordinated activity, however well intentioned, with substantive, objective oriented programs directed by established local leadership.

The concept is simple.

First, "task forces" of expert resource people from the private sector and from the government are brought together to explore areas in which voluntarism could have a significant and constructive impact on energy consumption, inflation control and, to the extent possible, economic recovery as well.

Secondly, as the "task forces" identify and define promising opportunities, additional resource persons are invited to contribute ideas and a program of action, suitable for local implementation, is formulated. The recommended program is organized in final form by a "volunteer" loaned from industry or recruited by the Committee staff or the "task force" itself.

Finally, each program, as it is ready, would be exported to local citizens' action groups to be implemented -- subject to adaptation to local circumstances. The local groups would also be encouraged to develop voluntary programs of their own, in line with the national Committee's overall objectives.

Ideally, each "action program" would meet the following tests: Achieve a definable goal. Produce significant results. Be measurable in empirical terms. Include appropriate awards and incentives. Be perceived as fair to all and responsive to real needs. Be supportive of national policy.

To date, "task forces" have developed -- or have under development -- a variety of programs in the following categories:

Reduction of needless gasoline usage. Encouragement of energy saving techniques by industrial, commercial and residential users. Encouragement of family and community gardening. Productivity and work improvement. Reduction of food waste. Education of consumers to shop and buy wisely. Increase public awareness of the need to conserve -- and how to conserve.

Inasmuch as the programs are intended to be directed and implemented locally, an effort is currently underway to organize local citizens' groups.

Recognizing that the major population centers represent the greatest potential for significant results, the Committee is concentrating its effort on the 40 largest cities.

Again, the concept is simple.

Seven organizations represented on the national Committee have agreed to spearhead the local effort: AFL-CIO (through the Central Labor Councils); U.S. Chamber of Commerce; Federated Womens Clubs; National Urban League; American Bankers Association; Jaycees; National Newspaper Association.

By prior agreement of the working committee at the national level, one organization assumes the role of "initiator" in each city. The local representative of that organization calls a meeting of the representatives of all seven. This group then becomes the nucleus of a working committee to:

- (a) Seek the participation of other appropriate organizations and people to form a local group.
- (b) Seek official saction from the mayor and/or other government agencies.

This organizational plan has been moving forward for the past three weeks and it is expected that local committees will have been set up in all 40 cities within the next month. (A progress report meeting, in Washington, is scheduled for March 12.) In addition to the 40 cities, local committees exist in a number of communities. In fact, the prototype was established -- entirely through local initiative -- in Montgomery County, Alabama.

While admittedly somewhat tedious, this approach to organizing nevertheless offers the best prospect for timely programs tailored to local needs, solid local leadership and follow through and, of course, endorsement and participation by appropriate governmental leaders and agencies.

(A complete set of the materials furnished the local organizing groups is included in the attached binder.)

CAN THE CITIZENS' ACTION COMMITTEE SUCCEED?

Governor Calvin Rampton, Utah, a member of the Committee, recently observed that, "voluntarism ought to be a cornerstone of any energy policy." And when asked if the Citizens' Action Committee should continue to function, he said: "All of the objectives this Committee stands for must somehow be achieved. I know of no other organization so totally committed to these goals and I know of no other organization that's in any better position to achieve them. I believe the Committee should continue."

Governor Rampton no doubt expresses the feeling of most members of the Committee.

Even so, what the Committee needs now is not faith -- but good works.

The Committee's full time staff consists of Mr. Block, Mr. Krolik, Miss Ransone, a paid employee, and Mr. Block's son, Mark, who is working without compensation. A stenographer is on loan from the C&P Telephone Company and a stenographer is on loan from the Department of Commerce. Four volunteers contribute their services on a part time basis. Some office supplies, postage and printing has been contributed by friends, the remainder by the White House. The staff continues to be housed in the New Executive Office Building. (A number of government employees are detailed to handle the WIN mail, but this project is now virtually completed and the people will return to their Departments and agencies.)

As yet, the Committee has no operating budget and no organized fund raising is underway. Unsolicited contributions total about \$13,000 and members of the Committee have contributed another \$1,350 in cash.

Quite obviously, the Citizens' Action Committee is woefully ill equipped to lead a citizens mobilization. Moreover, the present staff has neither the time nor the expertise to comprehensively explore, develop and organize all of the voluntary programs which readily suggest themselves.

Leadership is also lacking.

Members of the original Committee -- all but one of whom continue to serve -- were, for the most part, selected because of the constituencies they represent rather than for their capacity to commit time, talent, money and other resources. At the outset of the WIN effort, perhaps this shortcoming was not so important. Now it is an enormous handicap.

This is not to say the Committee's members are reluctant to become involved. On the contrary, all have helped when asked. Some have contributed selflessly: Dr. Frank Stanton (American Red Cross). Leo Perlis (AFL-CIO). William H.G. France (National Motor Sports Committee). Willis W. Alexander (American Bankers Association). Mrs. Carroll E. Miller (General Federation of Womens Clubs). Ronald Brown (National Urban League). The U.S. Chamber of Commerce. The Jaycees. And, of course, Sylvia Porter has continued to be a conscientious Chairperson. As a consequence, much has been accomplished, especially with respect to the development of an approach to voluntarism which can sustain a coherent movement for years to come.

The new concept of program formulation is rational and realistic. The new concept of locally autonomous groups, affiliated with a national Committee working in partnership with government, can in time take hold and flourish.

The fact is, though, the present Committee cannot supply all of the required resources. It must therefore be augmented with people who can. What's needed now is fresh, top-level leadership, additional staff and sufficient operating funds.

With appropriate White House assistance in recruiting new leadership, the Committee can readily surmount its handicaps. And with new leadership, the Committee can regain its momentum and lead the way toward constructive voluntarism -- in harmony with national economic policy.

Without such help, what will become of the Committee?

It is perhaps unwise to prejudge the outcome of the Committee's forthcoming re-evaluation of its role and goals. Nonetheless, several possibilities seem obvious:

1. Given the prevailing mood of the members, the Committee may elect to carry on as best it can, unlikely to succeed but unwilling to quit.
2. The Committee may seek government funding for program development and implementation.
3. The Committee may take the graceful way out. One possibility is to set a deadline for establishment of local citizens' groups and completion of programs now under development. This would provide a target date for dissolving the Committee at the national level, leaving it to the White House,

Cabinet Departments and Agencies to provide liaison and staff support for surviving local groups. The logic of this proposition may have appeal: Many of the "action programs," especially those which relate to energy conservation, stem from recommendations originally developed by FEA, Commerce, DOT and various private sector groups which have existing relationships with these agencies. Similarly, many other "action programs" relate directly to the interests of governmental agencies and citizen advisory groups already associated with them.

The Committee, having now supplanted its single theme (WIN) with a variety of discrete programs, could make a compelling case for transferring its function to government.

What the Committee would prefer, of course, is:

- (A) Direct assistance from the White House in obtaining new leadership.
- (B) Continuing sanction and support from the White House, Cabinet Departments, Agencies and key administration spokesmen.
- (C) Additional interim staff support until such time as adequate permanent funding can be obtained. (With so many programs going on stream and fledgling local groups asking guidance and support, the Committee's present staff cannot handle the load.

The Committee continues to want to carry out its mandate.

The Committee continues to believe voluntarism is essential to sound economic policy.

Recent press accounts which purport to assess the Committee's frustrations are greatly distorted and/or overstated. A more accurate characterization would be to suggest that many members of the group do feel they are personally "on the hook" to fulfill a commitment which is all but impossible to fulfill under present circumstances. Nonetheless, with the exception of one member (who resigned), recriminations have neither been expressed nor implied -- publicly or otherwise. Rather, what the group still seeks is a formula for success.

financial

What ever happened to WIN?

A pile of buttons, a lack of purpose

By David T. Cook

Business-financial correspondent of
The Christian Science Monitor

Washington

WIN is on the wane.

Due to rapidly changing economic conditions, top Ford administration officials no longer sport the red metal button symbolizing the Citizens Action Committee to Fight Inflation's slogan "Whip Inflation Now."

And at committee headquarters near the White House, the red WIN logo on an office directory has been replaced with a Valentine's Day heart. The committee has dropped the words "to fight inflation" from its title.

Meanwhile, inside the WIN workroom, two silver-haired women are answering the last of 247,000 anti-inflationary pledges and WIN button requests. The room in which the two are working can accommodate more than a dozen typists.

Upside-down photo

Now that the glare of publicity is gone, some slight heresy has crept into committee headquarters. One staffer's office is adorned with a large upside-down color photograph of the President. Directly beneath Mr. Ford's inverted smile is an upside down WIN poster.

Clearly things have changed since the days in September when former WIN director Russell Freeberg had just announced a mass mailing to 10,000 state and local governmental leaders asking them to form local WIN committees that would solicit anti-inflationary pledges and run community thrift programs.

To date only one local committee following the Washington model has been formed.

Edward Block, the committee's current executive director, admits that the committee "really has not produced any measurable results." Mr. Block is a volunteer on loan from the Illinois Bell Telephone Company, to which he will return shortly.

Public commitment

Nevertheless, President Ford remains publicly committed to the WIN vestiges of his earlier anti-inflationary program, even though his current economic program concentrates on fighting recession.

When asked about the WIN committee recently, Mr. Ford told reporters that "you have to have governmental action but you also have to have non-governmental action. . . . I don't think it is helpful to disparage what people do in a voluntary way."

Others, like Carol Foreman, Consumer Federation of America president and a former WIN board mem-



By R. Norman Matheny, staff photographer

Ford policy changes leave WIN drive behind

ber, are not so sure about the program's usefulness.

But WIN director Block says he remains convinced that "there is the potential for a very effective volunteer group out there."

The committee's current efforts center on defining a revised program for those volunteers and raising funds to implement it, he indicates in an interview.

Reevaluation planned

When the full committee meets here March 8, it will "rethink and reevaluate the role and goals of the committee," Mr. Block says. While dissolution is one option to be considered at the meeting, Mr. Block says the likelihood of this is "only one on a scale of 10."

The committee probably will continue devising local energy conservation and food-waste reduction programs for the 40 largest U.S. cities. Seven committee members are already working on designing and arranging local sanction for such programs.

But Mr. Block admits that "five people with no money cannot produce a citizens mobilization." Because

WIN was originally described as a program that would not use federal funds, "we have not gotten one nickel" from the government, Mr. Block says.

Five-member staff

As a result there are only five on the headquarters staff — two volunteers, two on loan from other government agencies, and one paid staffer whose salary is funded by small public contributions.

The March 8 committee meeting "ought to review" the program's financing, Mr. Block says. A fundraising campaign is possible, he says.

Another financing alternative would involve accepting money from Cabinet departments to support specific conservation programs.

The upcoming full committee meeting will also have to find a person to replace columnist Sylvia Porter as committee chairman and another individual to replace Mr. Block as committee director.

Despite personnel program and financial challenges, Mr. Block remains convinced that "there are things we can do" to help the American economy.

THE WHITE HOUSE

WASHINGTON

February 28, 1975

MR. PRESIDENT:

The attached memo has been staffed and generated the following:

Buchen (A reeda) -- No objection, although I doubt the utility of the program.

Cavanaugh -- No objection.

Greenspan -- The Citizens Action Committee has not made a perceptible contribution to economic policy or performance in the past and I am unaware of any reason to expect it to do so in the future. Unfortunately, and perhaps through no fault of its own, I am afraid its over-all contribution to the public relations or public awareness aspect of the Administration's economic program may have become negative. Hence I do not recommend that any effort be made to prevent it from making a "graceful exit" -- perhaps in the manner suggested in point number three of the attachment entitled "Can the Citizens' Action Committee?"

If it is decided that the sorts of things that are described as the Committee's new interests are significant enough to warrant Presidential encouragement and involvement then I think a fresh start with a new organization would probably be a more efficient way to proceed.

Hartmann -- I recommend approval. I would caution that former Gov. Tom McCall might politicize the Committee, as he thrives on controversy.

Nessen -- I suggest the WIN program be allowed to die a quiet, and unlamented death. It was a good idea at the time but was overtaken by events. It has been used to poke fun at the President and will continue to be the butt of jokes.

Seidman -- It sounds well organized and I believe should go ahead as planned.

Zarb -- Concurs with memo.

Don

(Signature)
return to Jones

STAFFING

THE WHITE HOUSE
WASHINGTON

2/27

TO: Diane

FROM: WILLIAM J. BAROODY, JR.

These are the
attachments you
called about
yesterday
Maureen

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: February 27, 1975

Time:

FOR ACTION:

Phil Buchen *[initials]*

Jim Cavanaugh *[initials]*

Alan Greenspan *[initials]*

Bob Hartmann *[initials]*

Ron Nessen *[initials]*

Bill Seidman *[initials]*

Frank Zarb *[initials]*

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: Thursday, February 27, 1975

Time: 5:00 p.m.

SUBJECT:

Baroody memo (2/21/75) re: Win

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

2/28 10³⁰ a Called Cavanaugh
H Zarb

D. Martin
zp Cavanaugh - no objection
Zarb - concurs w/ Zarb
2/28 ready for P.

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jerry H. Jones
Staff Secretary

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: February 27, 1975

Time:

Phil Buchen

FOR ACTION: Jim Cavanaugh
Alan Greenspan
Bob Hartmann
Ron Nessen
Bill Seidman

cc (for information):

Frank Zarb

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SUBJECT:

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For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

*No objection, although
I doubt the ability
of the program*

P. A. [Signature]

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jerry H. Jones
Staff Secretary

THE CHAIRMAN OF THE
COUNCIL OF ECONOMIC ADVISERS
WASHINGTON

February 27, 1975

MEMORANDUM FOR JERRY H. JONES

SUBJECT: Efforts to Ensure Continuation of
Citizens' Action Committee (WIN)

The Citizens Action Committee has not made a perceptible contribution to economic policy or performance in the past and I am unaware of any reason to expect it to do so in the future. Unfortunately, and perhaps through no fault of its own, I am afraid its over-all contribution to the public relations or public awareness aspect of the Administration's economic program may have become negative. Hence I do not recommend that any effort be made to prevent it from making a "graceful exit" -- perhaps in the manner suggested in point number three of the attachment entitled "Can the Citizens' Action Committee Succeed?"

If it is decided that the sorts of things that are described as the Committee's new interests are significant enough to warrant Presidential encouragement and involvement then I think a fresh start with a new organization would probably be a more efficient way to proceed.


Alan Greenspan



THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: February 27, 1975

Time:

Phil Buchen

FOR ACTION: Jim Cavanaugh
Alan Greenspan
Bob Hartmann
Ron Nessen
Bill Seidman

cc (for information):

Frank Zarb

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SUBJECT:

Baroody memo (2/21/75) re: Win

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

I recommend approval.

I would caution that former Gov. Tom McCall might politicize the Committee, as he thrives on controversy.



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Jerry H. Jones
Staff Secretary

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: February 27, 1975

Time:

FOR ACTION: Phil Buchen
 Jim Cavanaugh
 Alan Greenspan
 Bob Hartmann
~~Ron~~ Nessen
 Bill Seidman

Frank Zarb

cc (for information):

FROM THE STAFF SECRETARY

DUE Date: Thursday, February 27, 1975

Time: 5:00 p.m.

SUBJECT:

Baroody memo (2/21/75) re: Win

ACTION REQUESTED:

- | | |
|---|--|
| <input type="checkbox"/> For Necessary Action | <input checked="" type="checkbox"/> For Your Recommendations |
| <input type="checkbox"/> Prepare Agenda and Brief | <input type="checkbox"/> Draft Reply |
| <input checked="" type="checkbox"/> For Your Comments | <input type="checkbox"/> Draft Remarks |

REMARKS:

I suggest the WIN program be allowed to die a quiet, and unlamented, death.

It was a good idea at the time but was overtaken by events. It has been used to poke fun at the President and will continue to be the butt of jokes. RAN

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If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jerry H. Jones
 Staff Secretary

THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: February 27, 1975

Time:

Phil Buchen

FOR ACTION: Jim Cavanaugh
Alan Greenspan
Bob Hartmann
Ron Nessen
✓ Bill Seidman

cc (for information):

Frank Zarb

FROM THE STAFF SECRETARY

DUE: Date: Thursday, February 27, 1975

Time: 5:00 p. m.

SUBJECT:

Baroody memo (2/21/75) re: Win

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

*It sounds well organized
and I believe should go ahead
as planned
JHS*

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

Jerry H. Jones
Staff Secretary

THE WHITE HOUSE
WASHINGTON

Staff to:

Seidman

Guenegan

Cavanaugh

~~Walter?~~

Hartmann

Zarb

Bucher

Nesson

79T 2/26 2¹⁵ P Called Baroody's
office for attachments

THE WHITE HOUSE

WASHINGTON

February 26, 1975

MEMORANDUM FOR: JERRY JONES

FROM: JACK MARSH *JM*

I would appreciate your putting into the staffing system for comments the attached memorandum from Bill Barody to the President concerning the Citizen's Action Committee (WIN).

Thanks.

THE WHITE HOUSE
WASHINGTON

Baroody memo sent
to President at
Camp David on
Saturday, Mar. 1st

JL

Citizens
Action
Committee
Inc.

POST OFFICE BOX 19188 • WASHINGTON, D.C. 20036 • AREA CODE 202 456-6466

Why a Citizens' Action Movement

THE WHITE HOUSE

WASHINGTON

“I said, in the State of the Union address, that there is a vital need for partnership. There must not only be a partnership between the Congress and the Executive Branch, but also between the Federal Government and the American people. I also call for a continuing strong program of voluntary action. I would like to emphasize that particular point again.

“The plans I have suggested for the economy and energy rely on the freedom of choice, freedom for every American to decide how to conserve on the one hand while still meeting his basic needs. Without the voluntary cooperation of every American, no government plan can really work. It is just that simple.

“Each of you has a key part to play in this great national undertaking. We need your knowledge, your resourcefulness, and most of all, your faith and your confidence.”

(From President Ford's remarks to the Conference Board, Washington, January 22, 1975)

STATEMENT OF PURPOSE

The Citizens Action Committee, Inc., is a non-partisan organization created to help mobilize citizen participation in constructive efforts to control inflation and save energy.

These efforts are also intended to support concurrent actions – government as well as private – to stem recession and promote economic recovery.

The Committee was conceived in the belief:

- a. that properly encouraged and directed, the American people will once again demonstrate that voluntary initiatives can be more effective than bureaucratic directives;
- b. that to the extent possible, the American people prefer voluntary rather than mandatory constraints;
- c. that the American people want to be a part of the solution and not a part of the problem. They want to be called upon to help. And they will respond.

The Committee was organized at the request of President Ford and he has pledged his continuing endorsement and support. Nonetheless, the Committee's programs stand apart from those of government and the Committee does not speak for the White House. Further, the Committee will neither advocate nor contest local, state or federal legislative or executive actions.

The Committee recognizes, of course, that the problems of energy, inflation and recession (the "three devils," as President Ford has characterized them) cannot be overcome by volunteer and voluntary programs alone. Economic policy, foreign policy and the great variety of timely government actions required to implement policy are plainly essential if ultimate solutions are to be found.

THE CITIZENS ACTION COMMITTEE:

A BRIEF HISTORY

The Citizens Action Committee was born during the 1974 Economic Summit Conference, sponsored by the White House and Congress. The need for a voluntary effort to help curb inflation was articulated by Sylvia Porter, syndicated columnist. President Ford listened to her thoughtful presentation, and invited her to form a non-partisan citizens group to organize such an effort.

The Committee was formed, and met with the President on October 12. Its members represent a broad cross-section of Americans. Many represent national organizations with membership running into the millions.

At that organizational meeting, the President said of the Committee, "It would be doomed to failure if there is a scintilla of partisanship or if the group seems to be merely a front for the White House."

The Committee is incorporated as a not-for-profit organization in the District of Columbia and has been granted tax exempt status by the Internal Revenue Service.

National priorities have changed dramatically since last fall. Recession is now No. 1, and as a consequence, the Citizens Action Committee has enlarged its charter and its programs. Today, the movement is gathering momentum – and gathering more and more Americans together, not only to fight inflation and conserve energy, but to promote economic recovery as well.

HOW VOLUNTARISM CAN SUCCEED

The initial undertaking of the Committee, symbolized by the WIN button, was introduced and outlined by President Ford in his speech to the Future Farmers of America in Kansas City, October 15. Immediately, the notion of grass roots citizen involvement generated attention and drew enthusiastic response. More than 200,000 people wrote President Ford and pledged their help. WIN symbols and locally inspired WIN promotions appeared in stores, banks, offices and factories. The nation's largest food chain, A&P, announced a price freeze on 1,000 house label items. Other major food chains – Acme, Kroger, Giant Foods, Foodtown, Colonial and Pathmark – also announced significant supportive actions. A number of manufacturers, large and small, pledged to hold the line on prices. Newspapers, radio and television stations developed public service messages to help consumers cope with inflation. Thousands of individually inspired WIN ideas flourished. Regrettably though, the Committee's own efforts to develop and implement local action programs addressed to specific goals were outpaced by the enormous variety of spontaneous collateral support from organizations, businesses and individuals. Moreover, the public's preoccupation with November elections, the dramatic worsening of the economy and the lack – apparent or real – of national policies to deal with inflation, recession and energy undoubtedly contributed to further diffusion of the initial thrust for concerted voluntary action.

Thus by year's end, WIN seemed to some to be more a slogan than an effective mobilization of the citizenry.

Nonetheless, it is the contention of the Citizens Action Committee, Inc., that the claim, "voluntarism won't work" is as unfair as it is untrue. On the contrary, voluntarism hasn't been given a chance.

To dismiss the uniquely American tradition of voluntarism is to ignore the evidence of its effectiveness in serving educational and humanitarian causes all across the nation, year in and year out. Quite obviously, those who dismiss voluntarism overlook one simple fact: that except in instances of imminent national emergency, such as war or natural disaster, or an acknowledged commodity shortage, such as the petroleum embargo of last year, spontaneous public response cannot be sustained without clear goals, forceful leadership and careful organization.

A national, voluntary citizens' effort to save energy, control inflation and help restore the economy can still play a significant role — perhaps an indispensable role — in our overall national strategy.

Only two things are needed to rebuild public enthusiasm and merit a large-scale and sustained public commitment.

1. Explicit programs and projects which can achieve significant, measurable results: Projects which will be perceived as clearly in the public interest and fair to everyone.
2. Organizational structures to provide direction, resources and timely focus for worthy programs.

By bringing together the basic components of the community: Civic organizations, labor, management, and government, under the aegis of the Mayor, this volunteer effort can flourish.

To give you some feel for what a local organization can do, we have prepared brief descriptions of projects which can be undertaken immediately. (See Section II.) Also, there are several hundred project ideas (see Section III), developed by government agencies as well as the private sector, which you may wish to consider. Finally, the Task Forces of the Citizens Action Committee, Inc., will continue to develop and provide you with timely programs for implementation at the local level.

CITIZENS ACTION COMMITTEE, INC.

P. O. BOX 19188

WASHINGTON, D. C. 20036

Chairperson

Sylvia Porter, Columnist

Co-Chairmen

Dr. Frank Stanton, Chairman
American Red Cross

Leo Perlis, Director of Community Service
AFL/CIO

William J. Meyer, President
Central Automatic Sprinkler Company, Inc.

Members

Willis W. Alexander
Executive Vice President
American Bankers Association

Mayor Joseph Alioto
Chairman
U.S. Conference of Mayors

Charles L. Andes
President
Franklin Mint

Arch Booth
President
Chamber of Commerce of the United States

Ronald Brown
Director, Washington Bureau
National Urban League

John P. Condon
President
The National Alliance of Businessmen

James B. Creal
Executive Vice President
Automobile Assn. of America

Roger Fellows
4-H
University of Minnesota

William H. G. France
Chairman
National Motor Sports Committee

C. Jackson Grayson
Dean of the Business School
Southern Methodist University

David L. Hale
President
United States Jaycees

James A. Harris
President
National Education Association

Mrs. Lillie Herndon
President
National Congress of Parents and Teachers

Robert P. Keim
President
The Advertising Council

Stephen Kelly
President
Magazine Publishers' Association

E. Douglas Kenna
President
National Association of Manufacturers

Members (Continued)

Mrs. Carroll E. Miller
President
General Federation of Women's Clubs

George Myers
Director, Public Relations
Credit Union National Assoc., Inc.

Ralph Nader
Consumer Advocate

Richard E. Ohendalski
Boy Scouts of America

William A. Raftery
Executive Vice President
Motor Equipment Manufacturers
Association

Governor Calvin Rampton
Chairman
National Governors' Conference

George Romney
Chairman of the Board
National Center for Voluntary Action

Theodore A. Serrill
Executive Director
National Newspaper Association

President
American Newspaper Publishers Association
(office presently vacant)

Stanley Smoot
President
National Association of Counties

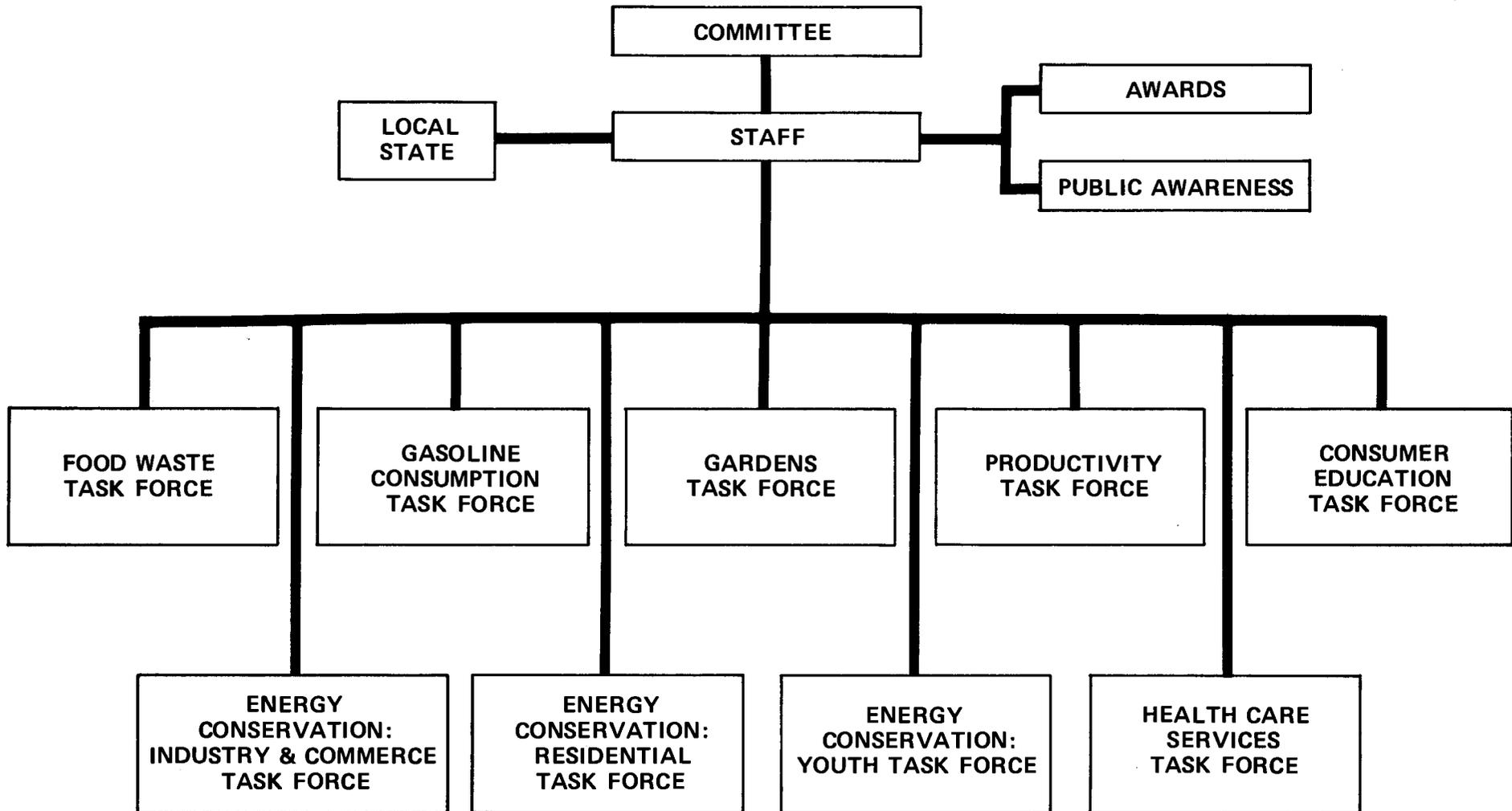
Dr. Elvis P. Stahr, Jr.
President
National Audubon Society

Vincent T. Wasilewski
President
National Association of Broadcasters

Roy Wilkins
Executive Director
National Association for the Advancement
of Colored People

Douglas Woodruff
President
National Association of Retired Persons

THE NATIONAL CITIZENS ACTION COMMITTEE



HOW THE WORK OF THE NATIONAL COMMITTEE IS ORGANIZED

As the organization chart indicates, the resources of the Citizens Action Committee, at the national level, are threefold.

- The Committee, acting as a board of directors, establishes policy and directs the work of the staff. Members of the Committee, individually, also serve as resource people.
- The small staff handles day-to-day operations, suggests and evaluates program ideas and coordinates the work of the "Task Forces."
- The "Task Forces" are voluntary, ad-hoc groups of experts and resource people from the private sector. (When appropriate, representatives of government agencies also participate.) This approach makes it possible to draw upon the talents of bona fide experts to formulate programs which will achieve significant and measurable results in areas of interest to the Committee, namely: Energy conservation, inflation and economic recovery. For the most part, the programs are intended to be carried out by citizens' action groups at the local level.

"Task Forces" are disbanded when their work is complete and other, new ones, are organized as additional program possibilities are suggested.

Local citizens' action groups would be encouraged to organize comparable "Task Forces" to: (a) adopt national programs to local needs and circumstances; (b) generate and develop program ideas of their own.

Organizing Your Local Committee

LOCAL CITIZENS ACTION PROJECTS

At the present time, you may want to assign No. 1 priority to energy conservation: The need is clearly evident. And a well organized, voluntary effort could produce significant results quickly.

A Citizens Action Committee can make the people of your community more conscious of the need to conserve. But more important, your programs can show people *how* to conserve effectively.

Most of us waste gas. Either we drive too often on non-essential trips, or we fail to keep our cars operating at peak efficiency, or we simply don't give driving much thought. Car pooling is one solution: It doesn't take a pocket calculator to figure out that if four persons commute to work in one car, three cars get a rest, don't use gas, don't suffer wear and tear. Yet only 25% of the country's automobile commuters car pool. Many companies and many communities have devised ingenious car pool arrangements that work. A brochure published by the U.S. Department of Transportation, "Car Pool & Bus Matching Guide" (see Resources list in this folder) will give your Task Force a number of success stories. The AAA booklet, GAS WATCHERS' GUIDE, shows any number of ways to "make five gallons do the work of six."

The so-called "energy audit" is a simple and effective device for reducing the needless and costly uses of energy. You may be surprised at how much fuel you burn unnecessarily. Around the house, you could save:

- \$54 a year with proper annual inspection and maintenance of your oil burner.
- \$68.40 a year by installing storm windows and doors.
- \$111 a year by insulating your attic.
- \$30 a year by turning down your thermostat 2 degrees.
- 10% of your fuel bill by caulking and weather stripping your doors and windows.
- 47% of your electric bill for air conditioning by setting it at 78 degrees during the summer.
- \$50 a year by proper adjustment of the water temperature in your dishwasher.
- \$42 a year by waiting for a full load of clothes in your washing machine and using cold water for the rinse cycle.
- \$27 a year by making sure your refrigerator is really air-tight.
- \$12 a year if your water faucets don't leak.

It all adds up. Check the enclosed pamphlet from the Federal Energy Administration, "Tips for Energy Savers," and other publications listed on this list.

When commercial buildings are subject to energy audits and corrective procedures, here are some of the things that happen:

- In San Francisco, \$134,000 annually was saved in a 22-story building.

- In New York, a 41-story building saved \$384,000 a year.
- In Atlanta, a 13-story building cut its fuel bill by \$13,000.

Here is just a partial list of energy conservation projects, which if undertaken in an organized way by your local Citizens Action Committee, could make "Gas Watching," Car Pooling and Energy Audits truly effective.

Gas Watchers

- Development of teaching aids and classroom projects for elementary grades as well as driver education.
- Encourage and coordinate the participation of local gasoline distributors and retailers.
- Urge strict enforcement of speed limits; seek the cooperation of the police department in encouraging fuel saving driving habits.
- Seek additional distribution of the Gas Watchers' Guide.
- Urge the local transit system to aggressively merchandise car pooling by bus.
- Devise ways to make public transportation, where available, more attractive to commuters.
- Undertake a local traffic flow audit and make appropriate recommendations.
- Encourage proper engine maintenance.
- Develop incentives for car pooling.

Energy Audits

- Encourage "energy audits" of factories, office buildings, schools and homes.
- Urge businesses to pledge themselves to specific energy reduction goals; establish awards criteria for those who meet or exceed their goals.
- Coordinate advertising and publicity aimed at homeowners.
- Undertake a review of city codes and regulations, with a view to eliminating requirements that waste energy and replace them with incentives to save energy.
- Encourage home insulation.
- Explore the many small, specific areas where energy can be conserved; taken together, they can make a sizable dent in energy consumption.

Other Projects

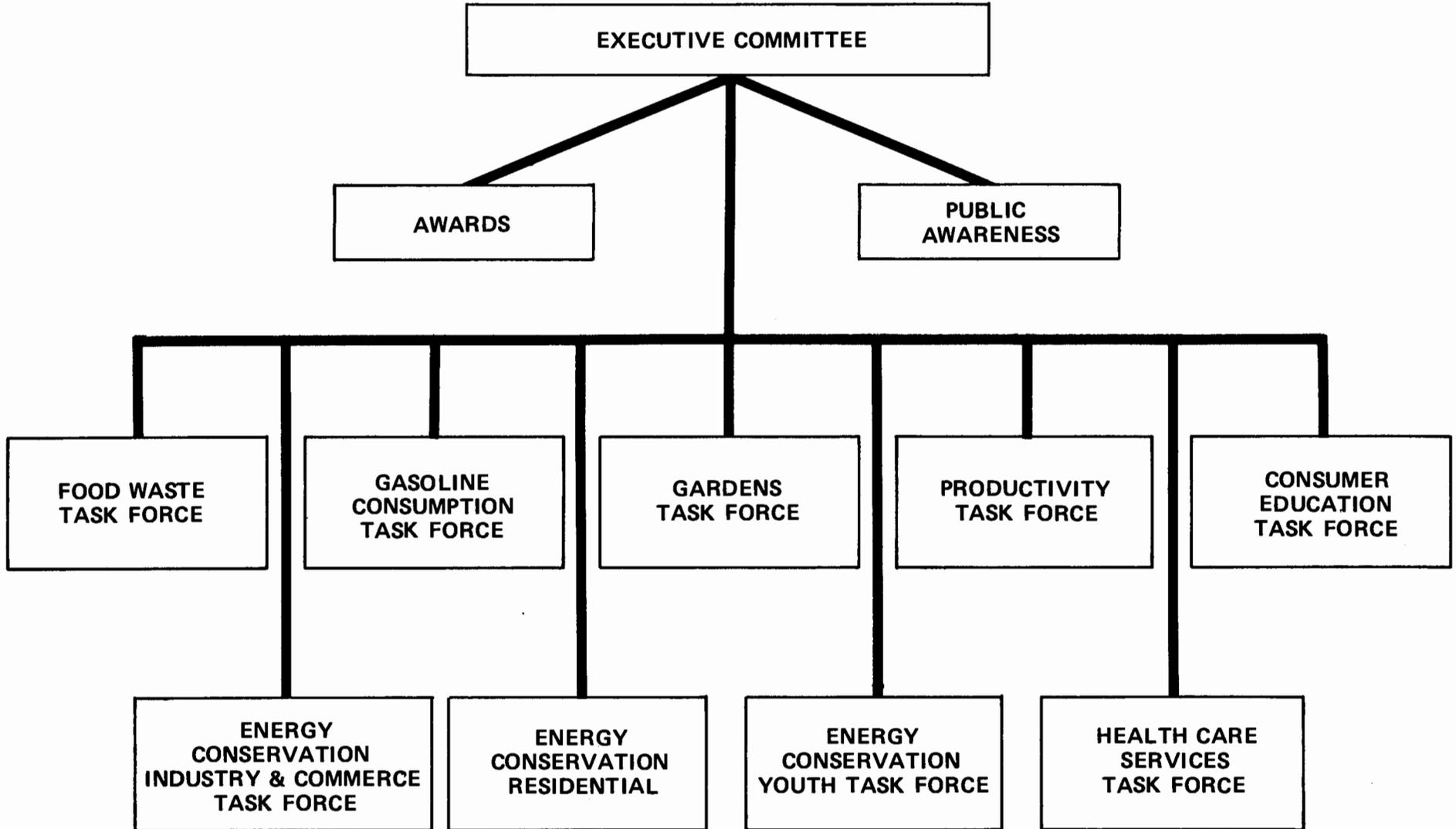
Here is just one example of the kinds of projects which could be developed if your local committee embraces a program recommended by one of the National Committee's "Task Forces":

Gardens

Growing your own vegetables and fruits, whether as a community enterprise or as a family project, fights inflation and puts food on the table. The National Committee's Gardens Task Force will draw upon the resources of the entire gardening industry to develop and promote successful gardening. But a Local Committee's Task Force can bridge the gap between promotion and action.

- Secure unused land, public and private, for community gardening.
- Organize responsible groups to plant and tend community gardens.
- Assist would-be home gardeners in obtaining reliable information for sound gardening.
- Work with local Garden Clubs in educating non-gardeners to plant only what they can easily grow and use.
- Assist companies in planning employee gardens.
- Establish canning and freezing centers.

THE LOCAL CITIZENS ACTION COMMITTEE



HOW TO ORGANIZE YOUR CITIZENS ACTION COMMITTEE

Although each city may devise its own organizational concept for its Citizens Action Committee, we recommend the simple chart included in this folder. Within that framework, you may find some Task Forces that are inappropriate for your city and others that have not been included in these charts. There is no requirement that you follow this pattern, but there are certain advantages to following the National Committee's structure.

For example, your Gasoline Consumption Task Force should include representatives of your local or state Petroleum Council, gasoline retailers association, Automobile Club, city transportation office and the motoring public. You may want representatives of leading industries in your city to contribute their expertise on such specific projects as car pooling. If figures on month-by-month or week-by-week gasoline consumption in your city are not readily available, you may want to enlist the expertise of your local university to devise a sampling technique for obtaining that information. Your local women's clubs or Red Cross volunteers could take on the task of collecting information from gasoline retailers; this information will give your city a benchmark against which motorists' progress toward a 15 or 20% reduction in gasoline consumption can be measured.

The composition of other Task Forces will suggest itself to you as their missions are defined.

Your local Citizens Action Committee is the mechanism for alerting the citizens of your city to the urgency of this nation's energy problems, and for getting something done about it. The nation will succeed in combating the energy shortage, inflation and recession if our organized efforts succeed.

**QUESTIONS AND ANSWERS ON
THE CITIZENS ACTION COMMITTEE IN YOUR CITY**

Q. What is the purpose of a Citizens Action Committee?

A. To mobilize and organize communities in what the President has called "a new partnership between the Congress, the White House and the people" to attack our three common enemies — recession, inflation and the shortage of energy.

Q. What can the people of your community do?

A. They can join in the programs that are worked out by your Task Forces, on which we believe all Americans can agree: to conserve energy, to retard inflation, to reduce waste, and to improve productivity and the quality of work. As we progress through measurable steps to attain these goals, we believe there will be a marked effect on restoration of the economy through blunting both recession and inflation.

Q. Is there any Federal Government assistance available?

A. Direct funding: no. Resources: yes. The energy conservation programs of a number of Federal Departments and Agencies are adaptable to your city. Field personnel from the Departments and Agencies are available to assist you.

Q. What funding is needed, and where will it come from?

A. It is not anticipated that any major outlays of funds will be needed to carry out the mission of your local Citizens Action Committee. Because it is a purely voluntary activity, it is logical to solicit support in the form of staff, office space, mailing and telephones from local corporations, institutions, organizations, and/or public-spirited individuals who are in a position to supply those essentials. This is the pattern for the National Committee: it operates with minimal budget, supplemented by contributed services and the voluntary efforts of a great many busy people.

Q. Are there any guidelines for organizing our Citizens Action Committee?

A. Only the suggested "Task Force" structure. The National Committee, in organizing itself along these lines, envisions direct communication between a Local Task Force on Gasoline Consumption, for instance, and the National Task Force on Gasoline Consumption. Local Gardens Task Forces will receive guidelines on policy from the National Gardens Task Force, which will be available to respond to the inquiries of the local group.

Q. When will all the Task Forces be in place, with policy guidelines available?

A. Just as soon as possible. New Task Forces are being assembled, their members are meeting and drawing up guidelines. Their guidance will be made available to local Committees at the earliest possible date.

Q. Do the programs of the Citizens Action Committee compete with energy conservation and other programs already underway in your city?

A. Not at all. The Citizens Action Committee should work with the schools, service organizations, municipal government, business, industry, labor — anyone and everyone in the community. Grouping all their efforts under the banner of the Citizens Action Committee can give renewed vigor and added impetus to programs that are already underway, and provide an umbrella of urgency and commitment to the need for new efforts.

Q. Is this voluntary effort supposed to solve the energy crisis?

A. No. It is supposed to help. And it can help, toward the national goal of conserving a million barrels of imported oil per day in 1975, two million in 1976.

Q. What about the original goal, to fight inflation?

A. By no means abandoned. The short-term problem is recession with many causes and no easy solution — but the restoration of consumer confidence can make a sizable dent in the problem. The long-term spectre of rising prices remains; the Task Force on Consumer Education will be working on teaching buyers how to shop carefully and prudently, while the Task Force on Productivity and the Quality of Work searches out success stories and works with labor and management to improve our work. Signing pledges to restrain prices, conserve energy and reduce waste will keep the problem in the forefront of everyone's consciousness.

Q. How does the Citizens Action Committee tie in with the President's program of tax rebates, investment credits, oil import quotas and other legislative proposals?

A. There is no tie-in. Nor is there a tie-in with any Congressional proposals. The Citizens Action Committee is non-partisan. It does no lobbying and is not a front for any political program. President Ford recognized the distinction when he announced the formation of the Committee, and continues to give our efforts his active support, while insisting that its non-partisan character must be preserved.

Resource Guide

RESOURCE MATERIAL

There exists a large amount of educational material on the subject of energy conservation — publications, films, posters, radio and TV spots, etc. On the following pages you will find lists of these materials, along with a description of each, its source and instructions for obtaining it. We have attempted to categorize these materials according to the Task Force missions that have been assigned.

The lists will be supplemented from time to time, as new materials are made available.

As illustrations, two brochures are enclosed in this packet. They are:

“Gas Watchers’ Guide,” a booklet containing valuable suggestions for achieving the goal of the Automobile Association of America’s campaign to “make five gallons do the work of six.”

“Tips for Energy Savers,” an illustrated booklet that translates national goals for saving energy into actions that can be taken by every citizen in the home, in the car and in the marketplace. A key publication from the Federal Energy Administration.

CITIZENS ACTION COMMITTEE TASK FORCE ON GASOLINE

Organization	Item	Description	Where Obtained	Cost
1. FEA	8-page pamphlet	Tips for motorists — “30 Good Ways to Make Gasoline Go Further”	Community Relations Public Education, FEA	Free
2. FEA	pamphlet	“1975 Gas Mileage Guide for New Car Buyers”	CR&PE	Free
3. FEA	radio and T.V.	30 & 60 second public service announcements (already distributed) Gas Mileage Guide for new car buyers	CR&PE	Free
4. DOT	Ad Council Campaign	“Double Up America” — National Carpool Campaign (information kit also)	Note TAB A	
5. DOT	pamphlet	“Gasoline: More Miles Per Gallon” — 12 pages	GPO	.35
6. DOT	brochure—24 pages	Bicycling For Everyone. (Describes the health and fuel-saving benefits of bicycling.) (25,000 copies at DOT)	GPO	.55
7. DOT/FHA	publication w/ computer tape	Carpool & Buspool Matching Guide	GPO	\$1.10
8. DOT/FHA	22 min. film	Preferential Treatment for High Occupancy Vehicles	FHA/HHP-26	Free Loan
9. DOT/FHA	publication used w/film	Preferential Treatment for High Occupancy Vehicles	FHA/HHP-26	Free
10. DOT/FHA	kit	Carpool press release	Note TAB A	
11. DOT/FHA	publication	Bicycles & Pedestrians Facilities in the Fed-aid Highway Program	GPO	.45
12. DOT/FHA	publication	The Effect of Speed on Automobile Gasoline Consumption Rates	FHA/PA-1	Free

CITIZENS ACTION COMMITTEE TASK FORCE ON GASOLINE (Continued)

Organization	Item	Description	Where Obtained	Cost
13. DOT/FHA	publication	Effect of Speed on Truck Fuel Consumption Rates	FHA/PA-1	Free
14. DOT/FHA	article reprint	Carpools: The Underutilized Resource	FHA/HHP-26	Free
15. DOT/FHA	article reprint	Response to Carpool Matching Programs — A Case Study	FHA/HHP-26	Free
16. DOT/FHA	article reprint	A Citizen-Sponsored Bus System	FHA/HHP-26	Free
17. DOT/FHA	publication	Bikeways—State of the Art	FHA/PA-1	Free
18. DOT/FHA	poster	Pool It	Note TAB A	
19. DOT/FHA	28 min. film	Goin'-Into-Town-Feelin' Fine (promotes and illustrates bus rapid-transit)	Modern Talking Pictures-2323 New Hyde Park Rd., New Hyde Park, N.Y. 11040	Free
20. DOT/FHA	publication	How to Pool It (for employers) Available after April 1, 1975	FHA/HHP-26	Free

CITIZENS ACTION COMMITTEE TASK FORCE ON CONSUMER ENERGY

Organization	Item	Description	Where Obtained	Cost
1. FEA	pamphlet	*Tips For Energy Savers	Community Relations Public Education, FEA	Free
2. FEA	pamphlet	“20 Ways to Save Electricity”	Community Relations Public Education, FEA	Free
3. HUD	booklet	Residential Energy Conservation (Means for conserving energy in residential construction)	Asst. Sec. for Policy Development in Research	Free
4. Commerce/National Bureau of Standards	publication	Energy Efficiency in Room Air Conditioners	Consumer Product Info. Center, Pueblo, Colorado 81002	Free
5. Office of Consumer Affairs	radio program	4 minute save energy public service announcement	Office of Consumer Affairs	Free
6. Office of Consumer Affairs	T.V.	Save Energy Spot (distributed)	One-time project— distributed to 200 top TV networks across the country.	

* Tips For Energy Savers also available through Consumer Product Info Center, Pueblo, Colorado 81002 (50,000 copies)

CITIZENS ACTION COMMITTEE TASK FORCE ON INDUSTRY CONSERVATION—BUILDING

Organization	Item	Description	Where Obtained	Cost
1. GSA	publication	Conservation of Energy Manual for Building Managers (available in March)	GSA Business Service Center	
2. FEA	flyer	An outline for saving energy; Lighting & Thermostats in Commercial, Public and Residential Buildings	CR&PE	Free
3. FEA	booklet	An Industrial International Data Base — summarizes energy & conservation data on 9 industries	CR&PE	Free
4. FEA	2 booklets	Lighting & Thermal Operations — Energy Action Program for Commercial, Industrial & Public Buildings	GPO	\$2.30
5. FEA	report	Impact of Reduced Retail Store Operating Hours	In process — availability date undetermined	
6. FEA	493-page report	Energy Management in Manufacturing, 1967-1990	GPO	\$5.40
7. Commerce/Office of Energy Programs	publication	33 Money-Saving Ways to Conserve Energy in Your Business	GPO	.25
8. Commerce/Office of Energy Programs	publication	How to Start an Energy Management Program	GPO	.25
9. Commerce/Office of Energy Programs	publication	Energy Management: Economic Sense for Retailers	GPO	.30
10. Commerce/Office of Energy Programs	publication	Energy Conservation Handbook for Light Industries and Commercial Buildings	GPO	.35
11. Commerce/Office of Energy Programs	publication	Energy Management: Marketing Priorities and Energy	GPO	.25

CITIZENS ACTION COMMITTEE TASK FORCE ON INDUSTRY CONSERVATION—BUILDING (Continued)

Organization	Item	Description	Where Obtained	Cost
12. Commerce/Office of Energy Programs	publication	Industry's Vital Stake in Energy Management	GPO	.25
13. Commerce/Office of Energy Programs	publication	Trade Associations and the Economics of Energy	GPO	.30
14. Commerce/Office of Energy Programs	20 min. film	Energy Management: The Vital Difference	Office of Energy Programs	\$2.50
15. Commerce/Office of Energy Programs	27 min. film	Energy: The Critical Choices Ahead	Office of Energy Programs	\$1.75
16. Commerce/National Bureau of Standards	publication	Energy Conservation Program Guide for Industry and Commerce (EPIC)	GPO	\$2.50
17. Commerce	kit	How To Profit By Conserving Energy	Office of Energy Programs (single copy only)	
18. SBA	fact sheet	"Emergency Energy: Shortage Economic Injury Loans"	All SBA Offices	Free upon request
19. HUD	booklet	Modular Integrated Utility System	Asst. Sec. for Policy Dev. in Research	Free
20. GSA	report	Lighting Systems Study	GSA Publications available at GSA Business Service Center	\$2.00
21. GSA	booklet	Conservation of Utilities. (Being revised — Out in March)	GSA Publications available at GSA Business Service Center	
22. GSA	publication	Energy Conservation Guidelines for Office Buildings	GSA Publications available at GSA Business Service Center	\$2.00

CITIZENS ACTION COMMITTEE TASK FORCE ON INDUSTRY CONSERVATION—BUILDING *(Continued)*

Organization	Item	Description	Where Obtained	Cost
23. GSA	publication	Energy Conservation Guidelines for Existing Office Buildings (available in February)	GSA Publications available at GSA Business Service Center	
24. GSA	publication	Energy Conservation Guidelines for New Office Buildings (available in March)	GSA Publications available at GSA Business Service Center	

CITIZENS ACTION COMMITTEE TASK FORCE ON AGRICULTURE

Organization	Item	Description	Where Obtained	Cost
1. FEA	pamphlet	“Handling Fuel Problems – Agriculture” (Allocations/ Implementation)	GPO	.25
2. Agriculture	slide series & filmstrip	Energy conservation on the farm	Photography Div. Comm., U.S. Dept. of Ag., Wash., D.C. 20250	\$18.50 slide set – \$11.50 filmstrip
3. Agriculture	pictures and photo features	How farmers use energy efficiently	Photography Div. Comm., U.S. Dept. of Ag., Wash., D.C. 20250	Free
4. Agriculture	slide set & filmstrip	“How to Save Energy Around the Home” (to be issued soon)	Photography Div. Office of Communication	not yet set
5. Agriculture	TV spot	“Save Fuel for Food Production” (Distributed to 50 rural TV stations)	No more available	

CITIZENS ACTION COMMITTEE TASK FORCE – GENERAL

Organization	Item	Description	Where Obtained	Cost
1. FEA	pamphlet	(Spanish only) How To Save Energy and Money in Your Home	In process – Availability undetermined.	
2. FEA	series of 4—slide shows	General energy conservation. Conservation in home; car; office; for the consumer	CR&PE – in process Avail. March '75	Free loan
3. FEA	27 min. film	Chrono perspective on energy	CR&PE – in process Avail. 1 April	Free loan
4. Treasury	stamp	Energy conservation		
5. HUD	booklet	Economic Evaluation of Total Energy: Guidelines	Asst. Sec. for Policy Dev. in Research	Free

CITIZENS ACTION COMMITTEE TASK FORCE ON FOOD WASTE

Organization	Item	Description	Where Obtained	Cost
1. Interior	booklet	Energy for Living	GPO	\$1.15
2. Interior	publication	Fuel and Energy Data: U.S. by States and Regions, 1972	GPO	\$1.25
3. Interior	publication	In Touch With People	GPO	\$4.55
4. Interior	publication	Our Natural Resources: The Choices Ahead	GPO	\$4.95

KEY PAGE

CR&PE	Community Relations Public Education, FEA
FHA	Federal Highway Administration
PA	Public Affairs
HHP	Office of Highway Planning
GPO	Government Printing Office
FEA	Federal Energy Administration
DOT	Department of Transportation
HUD	Department of Housing and Urban Development
GSA	General Services Administration
SBA	Small Business Administration

CITIZENS ACTION COMMITTEE TASK FORCE – GASOLINE

Organization	Item/Title	Description	Cost
American Automobile Association	Booklet and brochure – “Gas Watchers Guide”	How to Make 5 gallons do the work of 6 in your auto.	w/c free
American Petroleum Institute	Leaflet – “Gasoline Saving Tips”	How to cut down on miles per gallon.	w/c free
Mobil Oil Corporation	Booklet – “How To Drive For Maximum Economy”	How to Conserve Gasoline in business and personal driving.	w/c free
Center for Science in the Public Interest	Book – <i>Highways and Air Pollution</i>	Citizens handbook of terms and energy and environmental programs for conservation.	w/ 3.00 ea.
Mobil Oil Corporation	“Money Saving Tips From Mobil”	How to Conserve Energy fuels	w/c free
Sun Oil Company	Leaflet – “The Gasoline Shortage – What It Means For You”	How to Save Gas.	w/c free
AMOCO Oil Company	Booklet – “We’ll help you Through”	Conserving gasoline.	w/c free
Checker Oil Company	Booklet – “A Short Story”	Gas Saving tips.	w/c free
Sohio Oil	Booklet – “Gasoline Saving Tips”	Illustrated suggestions on gas conservation.	w/c free
Texaco	Film – “The Texaco Economy Test”	Self test to determine how to get more miles per gallon from your auto.	w
Phillips Petroleum	Booklet – “If This Reads Half Full Look Again”	Your gas gauge and miles per gallon adjustments.	w/c free

CITIZENS ACTION COMMITTEE TASK FORCE – CONSUMER ENERGY-EDUCATION

Organization	Item/Title	Description	Cost
Sun Oil Company	Pamphlet – “How To Save Heating Oil”	How to cut home fuel costs.	w/c free
Washington Gas	Conservation Program – Film, slides, posters, script	Package for individual group presentations on energy conservation.	w
American Gas Association	Leaflet – “Let’s Save Money This Winter”	Hints on home winterization.	w/c free
American Gas Association	Booklet – “A Consumer’s Guide To Energy Conservation”	15 pages on how to reduce energy waste in the home.	w/c .10 ea.
American Gas Association	Booklet – “Money To Burn”	How to heat home for less and reduce energy consumption from furnaces, dryers, air conds., etc.	w/c free
American Petroleum Institute	Pamphlet – “A Consumer’s Guide to Energy Use In The Home”	Using energy supplies wisely around the house.	w/c
National Mineral Wool Insulation Association	Booklet – “How To Insulate Homes for Heating Oil”	General info on household insulation. Illustrations and directions	w
Center for Science in the Public Interest	“Lifestyles Index”	60 pgs. on how much energy each American uses each year. Charts, graphs and recommendations for lifestyles that reduce waste and conserve energy.	w/c 1.50 ea.
Ford Foundation	Booklet – “Exploring Energy Choices”	Result of 4 million dollar research project on energy. Includes residential commercial, industrial, transportation methods for energy conservation.	w/c .75 ea.

CITIZENS ACTION COMMITTEE TASK FORCE – CONSUMER ENERGY-EDUCATION (Continued)

Organization	Item/Title	Description	Cost
AMOCO Oil Company	Booklet – ‘When the Heat’s On’	How to get best performance from home heating unit.	w/c free
Washington Gas	Leaflet – “Energy Conservation”	Ways to conserve natural gas in home appliances, heating units and cooking measurements.	w/c free
Washington Gas	“How To Pay Less for Gas This Year”	Guide for apartment house managers and owners.	w/c free
Washington Gas	Booklet – “Saving Energy Makes Cents”	Heating and Cooling Tips for the Home.	w/c free
Washington Gas	Booklet – “Heat Your Home For Less”	Steps to cut down heating bills.	w/c free
Washington Gas	Booklet – “Nine Tips To Save Heating Dollars”	Reduce heating and cooling bills.	w/c free
Health, Education, Welfare	“Consumer News”	Reports on federal programs and studies for the consumer.	4.00 yr.
American Paper Institute	Booklet – “21 Ways to Save Energy”	General energy conservation info.	w/c free

CITIZENS ACTION COMMITTEE TASK FORCE – INDUSTRY-ENERGY

Organization	Item/Title	Description	Cost
U.S. Chamber of Commerce	“Energy News Alert”	4 pt. program of short-term measures for energy conservation in small business & light energy industries.	w/c free
Washington Gas	Pamphlet – “26 Ways to Conserve Natural Gas in Industrial Plants”	Guideline for examination of production schedules and operating practices to reduce energy consumption.	w/c free
American Gas Association	Booklet – “How To Conserve Natural Gas in Industrial Plants”	Suggestions for revised production schedules, work space, maintenance of new and old equipment.	w/c .20 ea.
National Association of Manufacturers	Brochure – “Energy Conservation Means Energy Management”	How to analyze energy supplies and develop incentive programs for energy management.	w/c free
National Association of Manufacturers	“Survey of Industrial Energy Consumers”	10 pg. study showing substitutions for energy sources in short supply.	w/c free
National Association of Manufacturers	Booklet – “Energy Use and Conservation – An Action Program”	Studies, assessments and policies to assist firms in accomplishing individual conservation objectives.	w/c free
National Association of Manufacturers	Booklet – “A National Energy Program”	Sample energy policy program.	w/c free
American Iron and Steel Institute	Reprint – “Steel Scene in U.S.”	Energy conservation in steel industry.	w/c free
American Gas Association	Bulletin – “HEED,” Halt Excess Energy Drain	Gen. info. outlet on new techniques for energy conservation in industry.	w
General Electric	Reprint – “Energy Conservation”	How To Measure Energy Saved. 396 proven ideas to reduce energy in G.E. plants that cut 1974 energy savings by 15% over '73 figures.	w

CITIZENS ACTION COMMITTEE TASK FORCE – INDUSTRY-ENERGY (Continued)

Organization	Item/Title	Description	Cost
Federal Energy Administration (Chemtron Corporation) (Cheesebrough-Ponds Inc.)	Case Histories – Volume I	4 case histories outlining management and technical staff changes resulting in reduced plant energy consumption.	w
The Electrical Power Research Institute	Publications	Theoretical and Technical Energy Studies and measurement for energy reduction in utilities industry.	w
Ford Foundation	Book – “A Time To Choose”	Ways American Industry Can Save Energy.	\$4.95
Dupont	Booklet – “Energy Management in the Industrial Community”	Energy info. directed at engineers and managers for plant conversions to conserve energy.	w/c
General Electric	“Energy Conservation Ideas”	32 pg. study on explicit ways to conserve energy in plant and industrial facilities.	w/c
Ford Foundation	“Potential Fuel Effectiveness in Industry”	Look at 5 key industries and how they cut their energy consumption by one third	w/c
Ford Motor Company	Reprint – “Ford Motor Company Energy Conservation Program	Program for decreasing fuel and utility usage per production unit.	w/c
Sun Oil Company	Booklet – “Sun Oil Company Energy Conservation Program”	Internal company energy conservation activities. Includes, Proposals, methodology, implementations of total e. c. ethic.	w/c
Sun Oil Company	Flyer – “Energy Saving Scoreboard”	Monthly updates of accomplishments of company wide e. c.	w/c
Sun Oil Company	Reprint – “How Sun Oil is Conserving Energy in Field Operations”	How company effectively manages its energy usage.	w/c

CITIZENS ACTION COMMITTEE TASK FORCE – SCHOOLS-YOUTH

Organization	Item/Title	Description	Cost
Bolton Institute	Training manual – “The Energy Conservation Training Manual for Youth”	100 pg. training guide for high school students on energy conservation techniques for home and school.	w/ 3-15-75
Bolton Institute	Newsletter – “Energy Conservation Newsletter For Youth and Home”	Handyman guide on steps to tighten up energy loss in home and school. Projects in effect in h.s. across the country.	w/c free
Bolton Institute	“School Activities Check-list”	3 pg. guide to organizing energy projects for h.s. students	w/c
Christopher Productions	26 min. Film “Mecology”	Film for ages 6-11 on how kids can take energy action w/o parental involvement. Recycling old toys, etc. Includes, script, music, dittos.	1 day free rental
National 4-H	Kit – “The Energy Crisis”	Energy education kit. Dittos, discussion questions, and what students can do to conserve energy.	w/c
National 4-H	Film-Kit – “Living with Energy”	Instructional package on fossil fuels and readjusting lifestyles to improve energy conservation.	w
National 4-H	Book – “Environmental Bibliography”	Student index of terms and measures relevant to energy conservation	w/c
National 4-H	T.V. series – “Living In a Nuclear Age”	Instructional series on video tape to educate and adapt changing lifestyles to save energy.	contact Eleanor Wilson, USDA
Sun Oil Company	“Sun’s Search for Oil”	General Energy info.	w/c free
National 4-H	Pamphlet – “National 4-H Electric Program”	Community projects to educate youth on electricity.	w/c free

CITIZENS ACTION COMMITTEE TASK FORCE ON BUILDING

Organization	Item/Title	Description	Cost
Portland Cement Association	Booklet – “Energy Report for The U.S. Portland Cement Industry”	Tables for BTU Conversion rates. Results of Energy questionnaire sent to all U.S. Cement producers.	w/c free
American Gas Association	Booklet – “E Cube”	3 part computer program to help design efficient heating and cooling systems for commercial, industrial and institutional buildings.	w/c free
American Gas Association	Booklet – “How To Save Energy in Commercial Buildings”	Energy Conservation guide for owners, investors, architects, engineers and managers	w/c .15 ea.

CITIZENS ACTION COMMITTEE TASK FORCE ON FOOD WASTE

Organization	Item/Title	Description	Cost
American Petroleum Institute	Booklet – “For the Energy Conscious Chef”	Recipes and tips on conserving energy while cooking; also measurements of energy expenditures for cooking appliances.	w/c free
Center for Science in the Public Interest	Booklet – “Scorecard for Better Eating.”	Breakdown of nutritional values of food aimed at reducing waste and improving quality of diet.	w/c .50 ea.
American Gas Association	Booklet – “Increase Your Profits”	12 pgs. of cost cutting methods for proper use of commercial cooking equipment.	w/c free

CITIZENS ACTION COMMITTEE TASK FORCE – GENERAL INFORMATION-ENERGY

Organization	Item/Title	Description	Cost
Sun Oil Company	Booklet – “Sun’s Search For Energy”	Explanation of energy operations and projects underway to find new energy sources.	w/c free
Center for Science in the Public Interest	“Public Interest Letter”	Rundown of legislative events in Washington on Energy, Consumer Protection, Food and Nutrition. (Non-partisan)	1 yr. sub. 7.50
DuPont	Book – <i>Context</i> – “Energy Where Do We Go From Here”	24 pg. perspective piece on history and technology and future sources of energy.	w/c free
Brookings Institution	Brookings’ <i>Tri-Quarterly</i>	Summary papers of economists Perry and Okun’s work on energy and the economy.	w/ 3.00 ea.
Resources for the Future	Reprint article – “Limiting Energy Demands”	General info and suggestions on environmental and energy conservation.	w/ free
Ford Foundation *****	“The Energy Policy Project”	Complete report on energy situation in U.S. Charts, graphs, and energy adjustments suggested for various income levels.	w/c .75 ea.
U.S. Chamber of Commerce	Newsletter – “Energy News Alert”	Energy programs in progress around U.S. at the local level.	Sub. free to local chambers.

CONTACT LIST

Additional energy information is available through the following civic, consumer and industrial organizations. Write or call (w/c) for the publications, studies and programs included in the Source List (private sector). If you cannot locate information relevant to your task force on the following pages write or call Valerie Ransone, Citizens Action Committee Inc., P.O. Box 19188, Washington, D.C. 20036, (202-456-6468) and I will put you in contact with the proper source.

Organization	Contact	Address	Phone
National 4H Service Committee	Kenneth Anderson	150 N. Wacker Drive Chicago, Ill. 60606	312-782-5021
Christopher Productions	Dennis Marlas	161 East Erie Chicago, Ill. 60611	312-642-2280
U.S. Chamber of Commerce	Mr. Lucan	1615 H Street NW. Washington, D.C. 20062	202-659-6000
American Petroleum Institute		1801 K Street NW. Washington, D.C. 20006	202-833-5790
National Petroleum Refiners		1725 DeSales NW. Washington, D.C. 22036	202-638-3722
Phillips Petroleum	Jerry Karr	4C4 Phillips Building Bartlesville, Okla. 74004	918-661-5224
Ballinger Publishing Co.		17 Dunster Street Harvard Square Cambridge, Mass. 02138	617-492-0670
Ford Foundation	David Sheridan	Energy Project 1755 Massachusetts Ave. Washington, D.C. 20036	202-462-4400
Bolton Institute	Joan Nicholson	1835 K Street NW. Washington, D.C. 20006	202-872-1014
General Motors Corporation	Gab Tiberio	3044 W. Grand Blvd. Detroit, Michigan 48202	313-556-4333

CONTACT LIST (Continued)

Organization	Contact	Address	Phone
Kaiser Aluminum	Hank Williams	900 17th Street NW. Suite 1000 Washington, D.C. 20006	202-296-5161
Dow Chemical Company	Jim Hansen	1825 K Street NW. Washington, D.C. 20006	202-296-1915
General Mills	Graham Molitor	1629 K Street NW. Washington, D.C. 20006	202-223-2371
General Telephone	Bill Neumeyer	1120 Connecticut Ave. NW. Washington, D.C. 20006	202-293-2800
Bethlehem Steel	Len Williams	1000 16th Street NW. Washington, D.C. 20006	202-393-4720
American Steel & Iron		1000 16th Street NW. Washington, D.C. 20006	202-223-9040
Washington Gas		1100 H Street NW. Washington, D.C. 20006	202-624-6424
The Electrical Power and Research Institute	Mr. Shuster	1750 New York Ave. NW. Suite 835 Washington, D.C.	202-872-9222
National Mineral and Wool Insulation Association		211 East 51st Street New York, New York 10022	
Potomac Power and Electric Co.		1900 Pennsylvania Ave. NW. Washington, D.C. 20006	202-872-2000
Brookings Institution	Jim Farrell	1775 Massachusetts Ave. Washington, D.C. 20036	202-797-6000
Resources for the Future	Joel Darmstadter	1755 Massachusetts Ave. Washington, D.C. 20036	202-462-4400

CONTACT LIST (Continued)

Organization	Contact	Address	Phone
Center for Science in the Public Interest	Doug Jamison	1779 Church St. NW. Washington, D.C. 20036	202-332-6000
Amoco Oil Company	Dale Sapper	200 East Randolph St. Chicago, Ill. 60601	312-856-5111
Mobil Oil Corporation	Products Division	150 East 42nd St. New York, New York 10017	212-883-4242
Sun Oil Company	Wm. D. Preston	1608 Walnut Street Philadelphia, Penn. 79103	215-985-1600
American Gas Association	William Miller	1515 Wilson Blvd. Arlington, Va. 22209	703-524-2000
American Automobile Association	Lou Priebe	8111 Gatehouse Road Falls Church, Va. 22042	703-222-6332
National Association of Manufacturers	Stan Berman	1776 F Street NW. Washington, D.C. 20006	202-331-3765
Dupont Chemical Company	Al Waterland	DuPont, Wilmington, Delaware Educational & Applied Tech. Div.	302-774-7458
Ford Motor Company	Bud Williams	815 Connecticut Ave. NW. Washington, D.C. 20006	202-785-6014
ITT	Bernie Goodrich	1707 L Street NW. Washington, D.C. 20036	202-296-6000
Interstate Brand Corp.	Cliff Hayden	12 East Armour Blvd. P.O. Box 1627 Kansas City, Mo. 64141	816-561-6600
American Paper Institute	Tom Kraner	260 Madison Ave. New York, New York 10016	212-883-8000
General Electric	Jim Squires	777 14th Street NW. Washington, D.C. 20005	202-637-4000

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PLEDGES

One way to involve citizens in the fight against inflation, energy waste and recession is for them to pledge to hold prices, buy carefully, eliminate waste and conserve energy. The following pledges were adopted by the Citizens Action Committee; They can be circulated by your local newspaper or by personal contact:

Businessman's and Businesswoman's Pledge:

I pledge to my customers that to the very best of my ability I will hold or reduce prices and will buy whenever possible from those who have pledged to do the same. I also pledge to be an energy saver. This signed pledge is evidence of my participation in, and support of, the Citizens Action Program.

Consumer Pledge:

I pledge to my fellow citizens that I will buy, when possible, only those products and services priced at or below present levels. I also promise to conserve energy and I urge others to sign this pledge.

Worker Pledge:

I pledge that – through my union – will join with my fellow workers and my employer in seeking ways to conserve energy and eliminate waste on the job. I also promise to urge others to sign this pledge.





Gas Watchers' GUIDE

*how to make 5 gallons of
gasoline do the work of 6—
to revive the economy
and prevent tough controls
on driving*

***if you drive a car, you can
help brake inflation/
recession and save
yourself some money.***

***become a GAS WATCHER.
make 5 gallons of gasoline
do the work of 6.***

The United States energy problem is more of a crisis today than it was during the oil embargo of 1973-74.

That's because we've fallen dangerously dependent on foreign nations for our oil needs. And they're demanding whatever price the market will bear.

As a result, soaring energy costs are pushing inflation upward and creating recession. As the cost of energy climbs the cost of everything goes up—from a pair of shoes to the cost of a newspaper to the cost of gasoline.

Our oil import situation is forcing businesses out of business and people out of jobs.

As a driver, you can make a major contribution to solving the problems feeding on the energy emergency. And you can do it in the best, fairest, most American way. As a volunteer.

If you have the willpower to make a personal commitment to conserve gasoline—to make 5 gallons do the work of 6—together we can reduce oil imports by one million barrels a day, the national goal, from the present import rate of about six million barrels a day.

And we can avoid some really tough mandatory conservation measures that would cut us back a lot more. Where it would hurt the most.

Making 5 gallons do the work of 6 is easy when you know how. In these pages you'll find a tankful of suggestions. Select from the many options those that will benefit you most and inconvenience you least. You'll save money for yourself in the process.

Please. Take a few minutes to act on one of the severest threats our nation has ever faced. Become a GAS WATCHER.

Starting right now.

We've compiled our suggestions under six categories:

- To-and-from work trips.
- Daily family business trips.
- Family education, civic and religious activities trips.
- Social and recreational activities trips.
- Keeping your car in tip-top shape.
- Good driving techniques.

The rest is up to you.

After you've sorted through the fuel conservation tips listed in this pamphlet you may find it helpful to use the "Mileage Minder" in the centerfold to help budget your driving. After logging each trip taken in your car for a week or two you'll get a quick picture of your particular driving patterns and learn where you can place the most emphasis on reducing unnecessary trips.

Become a GAS WATCHER yourself and tell your Congressman you're doing your part to conserve gasoline.

If all motorists make 5 gallons of gasoline do the work of 6, we can revive the economy and prevent tough controls on driving.

Here's how:

To-and-From Work

Every day 58 million American workers use the automobile to get to and from work. Forty million of them drive alone. Those 40 million workers drive an average of 94 miles and consume 290 million gallons of gasoline each week.

Since commuting is the largest single category of automobile use, it is the obvious place for a family to start looking for ways to cut weekly driving mileage.

Two methods stand out—carpooling and increased use of public transportation, if available.

Starting a carpool is a lot easier than you think—perhaps as easy as talking to two or three of your neighbors who go to work at approximately the same time and work in the same vicinity. If you can't do that, try posting a notice on your company bulletin board asking for riders who live near you.

Your company may already have a carpooling

program—if not, ask about getting one started. If the company is too small, try to arrange to join the program of a nearby firm. Or get your company to enlist the cooperation of several others nearby in setting up a joint carpool program.

A computer isn't necessary to the success of a large carpool program, although it might help in matching riders. A large locator map—with grids or zones marked off will suffice. Index cards for potential riders and potential drivers can be filled out with all the necessary information and then matched, either individually or by company personnel.

If your company or a group of companies can't get together on their own, investigate the possibility of establishing a community-wide program. Many communities have already started this—some with the help of local AAA clubs.

In any carpool arrangement there are some basic pointers to keep in mind:

- Set a schedule of who will drive and when.
- If only one person will be driving, have the cost-sharing arrangement firmly settled before starting.
- Get your pick-up routes set well in advance, at individual homes or at a central point. Do the same for the return trip from work to home.
- Agree on how long the pool will wait for tardy passengers.
- Determine whether smoking, radio playing, or eating will be permitted in the car.
- If you'll be a driver, check with your insurance company to determine if your policy will cover any liability or if you will have to change or add insurance provisions. It's even possible that as a carpool driver you may qualify for reduced premiums.

You probably will want to try out the carpool for a week to iron out any kinks. Be prepared to make any necessary changes after this trial period.

Another alternative to driving alone to work in your car is to switch to public transportation. If a bus or rail line doesn't run near your home, consider carpooling to a point where you can board the transit service.

For communities with no available public transportation, you might consider establishing a charter bus commuting service. Several communities, particularly in the Washington, D.C., area have utilized this

approach very successfully. Your local citizens or homeowners association is a good place to get such a program going. AAA can give you details on how to proceed.

Businesses also can consider setting up buspool programs—even using small vans or other multi-passenger vehicles.

A final possibility—if you're not too far from work—is to either walk or bicycle.

Family Business

Family business trips—such as shopping, taking children to school, dental and medical appointments—consume 225 million gallons of gasoline per week.

The average car-owning family makes five such trips weekly, each 11 miles long. Here is an obvious area for some painless cutbacks:

Start by combining shopping trips.

- Make careful lists before starting out and combine other errands—such as trips to the beauty parlor, cleaners, and drug store.

If possible, handle all of these errands at one shopping center to eliminate driving from one location to another. Comparison shopping can be done by phone or through newspaper ads.

- Try to arrange dental and medical appointments so more than one member of the family can go at the same time.

- Strive to schedule shopping and other family business trips during non rush-hours. This will help to reduce traffic congestion and alleviate stop-and-go driving which uses additional gasoline.

- Carpooling is an excellent idea for family business as well as for commuting. Share shopping trips with neighbors. Enlist other parents to form carpools for transporting children to and from school, extra-curricular school activities, and other group events if public transportation is not available.

- Cut down on trips to see friends in other parts of the community. Call instead, it uses less energy.

- If you're planning a night out at the theater or for dinner invite another couple, similarly inclined, to

join you. Encourage your teenagers to do more double-dating, too.

Family Education, Civic and Religious Activities

This is the category of driving which accounts for the least amount of fuel consumption and since each car-owning household takes an average of only 1.5 such trips per week, it may be the most difficult to cut back.

Still, there are ways to cut down driving even in this category.

- Again, start by carpooling to evening classes, meetings and church activities with other participants.

- Arrange to have schedules coordinated to require a minimal amount of travel on the part of participants. For example, arrange choir practice on Sunday after church services rather than on a week night.

- If you belong to committees of various groups, try to arrange your committee membership and meeting place and schedule to require the least travel for participants. Perhaps you could meet at a home or other spot within walking distance of most members.

- Re-think your organization's meeting schedule. Are frequent meetings—weekly or monthly—really necessary? Why not once a month instead of weekly? Or bi-monthly rather than monthly?

- If you're planning on taking courses of some kind, try to find those offered at a facility close to home—preferably within walking distance. Certainly you should try to arrange a carpooling program with other participants in the class.

- Suggest that your local government arrange its meeting schedule so as many government agencies as possible are meeting on the same night at the same place. That way, citizens with business before the city council and the planning commission could make only one trip to appear before both groups.

- Local government units might also consider holding more public meetings in various neighborhoods rather than at the central government location. This might help cut down on the number of miles citizens have to drive to attend these meetings.

MILEAGE—MINDER

Week one: miles beginning _____, miles ending _____, total _____

Car Use	MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY			SATURDAY			SUNDAY					
	MILES	1-5	6-10	11-20	1-5	6-10	11-20	1-5	6-10	11-20	1-5	6-10	11-20	1-5	6-10	11-20	1-5	6-10	11-20	1-5	6-10	11-20		
Trips to and from work (School for students)	<input type="checkbox"/>																							
	<input type="checkbox"/>																							
	<input type="checkbox"/>																							
Family business (Shopping, doctors, errands)	<input type="checkbox"/>																							
	<input type="checkbox"/>																							
	<input type="checkbox"/>																							
Educational, civic and religious functions	<input type="checkbox"/>																							
	<input type="checkbox"/>																							
	<input type="checkbox"/>																							
Social and recreational trips (Friends, movies, etc.)	<input type="checkbox"/>																							
	<input type="checkbox"/>																							
	<input type="checkbox"/>																							
Vacation																								

An important first step in conserving fuel is to become aware of how you use your car and how far you drive during the week. This chart can help "profile" your driving habits.

First, record the actual mileage on your car odometer under "miles beginning."

Now you are ready to record HOW you use your car in each category of driving. After you make your first trip place an "X" in the box under the column corresponding to the day of the week you begin which best describes the type of trip and total ROUND TRIP miles traveled (1-5, 6-10, etc.). If you travel over 20 miles round trip, write this figure in the appropriate box rather than making an "X."

Continue this recording process for each round trip made in your car during the entire week. And if you take a vacation by car, be sure to record your mileage in the "Car Use Profile" box below.

At the end of the week, record the mileage on the odometer under "miles ending." Subtract the beginning mileage figure from final figure and record the total.

Now you can "profile" how you used your car. Reading

across the chart horizontally, count the number of boxes you have checked in each "Car Use" category and enter the total trips in the "Car Usage Profile." Then add and record the number of miles you drove in each category to get a graphic picture of where you are best able to focus your conservation efforts.

Car Use Profile

Category	Number of trips	Weekly mileage total
Work trips		
Family business		
Educational, etc.		
Social, etc.		
Vacation		

Social and Recreational Activities

Pleasure rides, visits to friends and relatives and other social and recreational trips—together with vacations—consume 382 million gallons of gasoline each week. The average family takes 3.5 such trips each week, with the majority being taken on weekends and holidays.

Trips of this kind are not luxuries—but they are of a nature which allows for some easy savings in fuel consumption without depriving anyone of the leisure activities so important to physical and psychological well-being. Equally important is the fact that tourism employs four million persons and it means some \$60 billion to the U.S. economy.

Start off by taking a serious look at your vacation planning. This would be a good year to vacation in an area where you won't need your car as much to get around at your destination, a large metropolitan area, for example, or a beach or mountain resort. If you will be driving to your vacation destination, look into sight-seeing services offered locally for your transportation needs while there.

This also could be your opportunity to advance in another travel direction—any direction—utilizing what AAA refers to as the radius travel concept. It means systematically investigating all the recreational possibilities within a geographical circle, the size of which is determined by the mileage you're budgeting for pleasure travel.

Your mileage budget can be adjusted upward to include longer trips if you're able to decrease use of gasoline proportionately for other uses, such as commuting to work.

Qualified travel counselors can assist you in matching your personally-budgeted fuel supply with your travel interests.

Other suggestions:

- If you know some friends who are planning a motoring vacation at the same time, why not try to combine your trips? You also might consider taking a plane, train or bus to your destination and rent a car for any local driving you need to do.

- Think twice before setting out on those spur-of-the-moment local pleasure rides or visits to friends and relatives. Do they really need that kind of surprise?

- Why not try a nature walk or bike trip? Or even a bus ride downtown to the local museum or to see a local sports or artistic presentation? You'll probably find the spirit of family adventure and togetherness will more than make up for any slight inconvenience.

AAA club travel counselors offer members detailed planning advice on such things as selecting vacation destinations, travel routes and tie-in transportation arrangements, all designed with fuel savings in mind.

Keeping Your Car In Tip-Top Shape

Proper care and maintenance of your car can mean significant reductions in fuel consumption.

Start out by having your car's engine thoroughly tuned. AAA motor club tests show that even minor tune-ups can improve mileage by 10 percent. Other tests have shown that tune-ups can result in an immediate 9 to 15% improvement in gasoline mileage.

- Check spark plugs. Make sure yours are clean and all firing properly.
- Next check distributor points.
- Replace clogged and dirty air and oil filters.
- Check for proper functioning of the automatic choke—a sticking one will waste gas.
- Be sure the air-fuel mixture of the carburetor is precisely adjusted.
- An oil change should be part of every tune-up. Use the correct weight oil as recommended in your car-owner's manual. A heavier weight oil will force the engine to use more fuel to overcome the heavier oil's resistance, while an oil too thin may not provide enough protection to prevent engine damage.
- While you're getting your car tuned, check to see that the tires are properly balanced and wheels properly aligned. If they're not, they can create drag, forcing the engine to use more power—thus more gasoline—while shortening tire life drastically. A bent frame could have the same effect.

- Check tire pressure on your car frequently. Under-inflated tires increase rolling resistance and cut fuel economy. But don't over-inflate by more than two or three pounds. This could cause rapid wear and cut tire contact with the road, causing a safety hazard. Follow the manufacturer's recommendations.

- An often overlooked item of car care is the radiator thermostat. A defective one can increase fuel consumption by increasing engine warm-up time in cold weather. Automatic brake adjusters also should be checked for improper operation which can create brake drag and increase fuel consumption.

- Once you've had your car tuned, don't forget about it. Keeping a car operating at peak performance and at peak fuel economy requires constant care. A car needs to be tuned at least twice a year, spring and fall, or as recommended in your car-owner's manual.

- When you fill up with fuel, choose the correct octane for your particular car. Using the wrong octane might cause engine problems, spark plug fouling and reduced gasoline mileage. Avoid a higher octane fuel than required. You'll be wasting money. Ask the attendant not to fill your tank to the brim. This can cause overflow if the car is parked on an incline, and fuel expansion in hot weather can lead to overflow even when the car is parked on level ground. Make sure your gas tank cap is on tight—a loose one can allow gas to leak out.

- During this period of fuel uncertainties, many car-owners are buying lock-type gas caps. AAA advises buyers to be sure that the cap selected is designed for the specific make, model and year of the vehicle on which it is to be used. Different models of autos use various gas tank or cap venting systems. Use of an improper cap can create a vacuum as fuel is drawn from the tank by the fuel pump. This could result in the serious consequence of a collapsed gas tank. Just because a gas cap fits doesn't mean that it will function properly on your car. Buy only one designed for your car.

Keep an accurate record of the amount of gas used and the cost. Over a period of time you'll be able to check on fuel economy and perhaps discover ways to improve performance even further. A drop in gas mileage also will help you determine that it's time for another tuneup.

Good Driving Techniques

One of the major causes of poor fuel mileage for many drivers is poor driving technique and poor planning. Studies conducted by one AAA club showed gasoline efficiency could be increased by as much as 44% if driving habits were improved over a typical stop-and-go commuter route.

Good planning is the best introduction to good driving techniques:

- If you own more than one car, use the more economical one for as much of your driving as possible, particularly for commuting to and from work, or local stop-and-go driving.

- Plan your driving routes to avoid local bottlenecks such as extra-long lights and congested streets. Use less-traveled roads and free-flowing highways whenever possible, relying on traffic reports over your car radio for assistance. This will help you avoid fuel-robbing stop-and-go traffic. Avoid rush hours and other peak traffic times whenever possible.

- On long trips, start early in the morning to avoid heavy traffic and—in hot weather—minimize the need for use of your air conditioner. Time your driving to avoid rush hour traffic in urban areas, or plan your meal stops to coincide with these peak traffic periods.

- Unnecessary extra weight in your trunk will cut fuel economy. So keep baggage to a minimum when taking a trip. Packing baggage on a roof rack also creates fuel-robbing air resistance.

- Never carry spare cans of gasoline in your car trunk—that's extra weight you can definitely do without. This practice can be extremely hazardous since a spark or a lighted cigarette meeting an accumulation of vapors, or a collision, could set off an explosion. *One gallon of gasoline has the heat energy force (BTU's) of 50 pounds of dynamite.* Instead, buy an inexpensive hand-operated pump for possible siphoning requirements. Do not attempt to use a siphon hose by mouth. Inhaled fumes or possible fuel ingestion can be dangerous.

After good driving planning comes good driving execution:

- Begin the minute you fasten your safety belts and turn on your engine.

- Avoid extended warm-ups when starting a cold engine. It may be necessary, on cold mornings, to depress the accelerator once to set the automatic choke—any added pumping of the accelerator will only waste gas. Check the owner's manual for proper procedure.

- As soon as your car is drivable, accelerate gently and drive slowly for a mile or so—your engine will warm up faster and you'll save fuel. If your car is equipped with a manual choke, push it part way in as soon as the engine is running, then push it all the way in as soon as the car is safely drivable.

- Avoid unnecessary idling—which can consume gas at the rate of a half gallon per hour. Idling more than one minute will waste more gas than it takes to re-start the engine.

- Don't rev up the engine and then quickly shut it off, thinking you've primed it to re-start. Actually, you've dumped raw gasoline into the cylinder walls where it may wash away the protective oil film and increase engine wear when you re-start. It's also a waste of fuel.

- Even while you're driving you should still be planning. Look well ahead to spot slowdowns and red lights. Pace yourself to reach them when they turn green. A car uses much fuel when accelerating quickly from a complete stop. Keep a good space in front of you so you can adjust your speed gradually without closing the gap on the car ahead. If stops are necessary, release the accelerator early and brake gradually.

- Smooth "footwork" is crucial to good gasoline mileage. You'll get the best fuel economy by smooth, steady accelerator pressure for cruising conditions. Gradual acceleration and braking are also helpful. Hard acceleration pours more fuel into the engine for more power, but the fuel is incompletely burned and mileage suffers.

- You'll get the best fuel economy by traveling at moderate speeds. High speeds require more gasoline to overcome greater air resistance. Each car's engine has a speed at which it operates most efficiently, depending on axle ratios, tire diameter, vehicle size and weight and other factors. Generally, this ideal speed is under 55 miles per hour and cor-

responds with the speed in top gear at which the engine produces peak torque.

- When approaching a hill, build up speed early to avoid fuel-robbing hard acceleration on the upgrade. When accelerating with a manual transmission, shift up as soon as possible without causing the engine to "lug" or stumble. If the engine does "lug," the low carburetor vacuum condition that results will cause increased fuel consumption.

- You might want to consider installing a dash-mounted vacuum gauge calibrated in fuel economy ranges. Such gauges allow the driver to monitor fuel use and engine condition while driving. Cost is generally between \$5 and \$12 at most auto parts stores.

A great deal of fuel economy of your particular car will depend on the optional equipment on the car itself:

- Such options as air conditioning and—to a lesser extent—even electrical accessories such as heaters, defrosters and radios use more gasoline. AAA tests have shown that when air conditioning is not in use fuel economy improves by 5 to 14% or more. Air conditioning also adds weight—about 100 pounds—to a car, increasing fuel consumption even more merely because of the extra weight. If you have it, use it sparingly.

- An automatic transmission can be a gas-using option. Manual transmissions generally use less gas, particularly in small cars, although this may not hold true in situations where frequent shifting is required.

- Power steering also uses a bit more fuel.

Some options can help conserve gasoline:

- If you want air conditioning, for example, a light exterior car color combined with light interior upholstery will reduce heat build-up and keep your air conditioner from having to work so hard. Tinted glass also helps.

- Fuel injection usually saves gasoline by more uniformly and efficiently distributing the fuel than do carburetors. An electronic spark ignition system also is a gas saver since its improved spark means better combustion and less chance for fuel-robbing spark plug fouling.

- Top-quality radial tires usually will result in a 5 to 10% fuel saving because rolling resistance is reduced.

Steel-belted radials generally are even better than fabric-belted radials in this respect.

- If you'll be doing a lot of open-road driving, a cruise control option may be worthwhile since such an accessory can maintain a steady speed, rarely using the carburetor's accelerator pump.

Summary

While some of the gasoline conservation measures we've described will affect only nominal savings individually, their collective impact can be great. Great enough to help revive the economy and prevent tough controls on driving.

They require your serious attention because the energy crisis is a very real problem involving all forms of energy, but most basically petroleum.

Energy problems will continue to face the U.S. for at least several years until the nation gains greater total energy self-sufficiency in a variety of ways—developing new sources and increasing productivity of existing sources.

You can help a great deal by simply using your car more sensibly. When you take it easy on the gas you make it easy on yourself. You save your own precious energy and money. And you put the brakes on inflation and recession.

Be a GAS WATCHER. Make 5 gallons do the work of 6.



American Automobile Association
8111 Gatehouse Road, Falls Church, Va. 22042

TIPS FOR ENERGY SAVERS

IN AND AROUND THE HOME
ON THE ROAD
IN THE MARKETPLACE



DON'T BE FUELISH.

THE WHITE HOUSE

WASHINGTON

My fellow Americans:

In no nation in the world do so many citizens enjoy so high a standard of living as in America. Much of this standard of living depends in some way on energy. Consequently, while we comprise only six percent of the world's population, we consume more than one-third of the energy used in the world. In recent years, we have had to rely on increasingly vulnerable foreign sources of fuel to meet our energy requirements.

Today, if we are to maintain our standard of living, we must be far more conscious of the need to use our energy wisely, and to conserve energy wherever possible. The Federal Government has made great efforts to reduce its consumption of energy. But demand for fuel has increased at such a rate

that fuel conservation by government alone is no longer enough. Only a truly national effort will meet this critical challenge to our future.

Therefore, as one of my first requests as President, I ask each of you to apply our most abundant natural resource—American ingenuity—toward including energy conservation in your life. The goal is not to change our standards of living, but to ensure that, as we enjoy our American way of life, we are not wasteful and that we use our energy resources wisely. Each person has a part to play in this effort. I ask each of you to play your part.

Herold R. Ford

Federal Energy Administration
Washington, D.C. 20461
Frank G. Zarb, Administrator
Roger W. Sant, Assistant Administrator for Conservation and Environment

FEDERAL ENERGY ADMINISTRATION

WASHINGTON, D. C. 20461

Dear Energy Saver:

The sooner we understand our energy problem, the better we can work at saving our disappearing supplies. I'd like you to help me do that.

We Americans are very productive. We use more than a third of the energy used in the world every year, yet we have only 6 percent of the world's people.

This is our problem:

--Through just plain bad habits, and through careless engineering and design in our buildings and cars, we have been wasting a shocking amount of energy.

--We import about a third of the oil we use, and foreign nations have been able to manipulate the price and supply of that energy.

--In the United States, we use energy faster than we produce it. Our energy needs have been growing 5 percent each year, but our energy supplies have been growing only 3 percent a year. It's obvious that we are slowly running out of the fuel that has made our country so strong.

Here are some solutions you and I can work on together.

--We can start saving energy as if it were money.

--We can drive less and drive more slowly, turn off extra lights, and turn down thermostats.

--We can make energy thrift part of our way of life, simply by starting some good common sense energy habits.

--By working together and working one at a time, we can balance America's energy budget, just as each of us balances our personal checkbooks.

In this little booklet, I point out some simple and practical advice for saving energy. If you, especially, and every other American, follow these tips, the result will be a huge national energy saving. And when we save fuel, we save money. You win--and America wins.


Frank G. Zarb
Administrator
Federal Energy Administration

TIPS FOR ENERGY SAVERS

IN AND AROUND THE HOME

A few basic statistics show how important it is for Americans to save energy at home. Almost 20 percent of all the energy consumed in the United States is used in our 70 million households. That includes more than half of all the space heating fuels used in the country, and about a third of all the electricity.

More than half of the energy we use in our homes goes into heating and cooling. Heating water takes about 15 percent. Lighting, cooking, refrigeration and operating appliances account for the rest. What appear to be small savings in the average household can add up to sizeable savings for the Nation if every family in the country takes part in the effort.

Conserving energy is a relatively new idea for most of us, but today it is as timely for the average family as getting higher interest from the bank--and in a way even more rewarding.

By the judicious use of energy at home, you can save money for yourself and help avert uncomfortable shortages in energy supplies in the years ahead as we develop new technologies to meet our goal of energy self-sufficiency in the next decade.

The money-saving potentials mentioned in this brochure are percentages of current energy costs. They translate into savings at 1974 prices, and should not be confused with reductions in energy bills, which may be higher than they have been in the past.

TIPS FOR YEAR-ROUND ENERGY SAVINGS

Rising energy costs make these ever-more sensible.

Cooling and heating the Nation's households in 1974 is expected to consume about 11 percent of all the energy that will be used in the United States throughout the year. Lighting consumes over 16 percent of all electricity used in American homes.

It is in these energy-intensive household operations where waste often is found, and where you can save considerable amounts of energy and reduce family expenses accordingly. Consider the following all-weather energy conservation measures:

INSULATION—Self-protection against heat and cold

Proper insulation can increase temperature-control efficiency by as much as 20 to 30 percent by reducing the load on both heating and cooling equipment.

Spring, summer, and fall are the best times to insulate, and effective improvements need not be expensive.

Caulk and weatherstrip doors and windows.

This inexpensive measure, which can be an easy project for the do-it-yourselfer, could reduce the family's energy costs by 10 percent or more.

If every household were caulked and weatherstripped, the equivalent of 580,000 barrels of home heating fuel could be saved each winter day, thus reducing chances of shortages in cold weather areas of the country.

Install storm windows and doors.

Combination screen and storm windows are the most convenient because they do not have to be

removed when temperatures are moderate and open windows are desirable. Conventional storm windows cost about \$30 each, and storm doors about \$75 each. But a sheet of clear plastic film tightly taped to the inside of the frames can be equally effective; and the entire cost for the average home would be around \$10. (Renters might prefer this low-cost method.) Either type of protection could reduce individual fuel costs by about 15 percent and make the home more comfortable all year.

If the estimated 18 million single-family homes lacking this protection were so equipped, the Nation's fuel demand would drop the equivalent of 200,000 barrels each day of the winter season (enough to heat 1.6 million homes).

Insulate the attic and the walls.

Install mineral wool, glass fiber, or cellulose insulation to a depth of 6 inches in the attic. Heating costs should drop about 20 percent.

If 15 million homes with inadequate attic insulation were upgraded, about 400,000 barrels of heating oil would be saved each winter day—reducing the Nation's demand for residential heating fuels by 4 percent. Installation of insulation in the walls also yields a large energy saving but requires special equipment and professional help in existing homes.

ELECTRICITY—The energy that comes to us from generators

Many of the conservation measures contained in this brochure involve saving electricity. But there is one way householders can help save it before it gets to their homes.

IN AND AROUND THE HOME

During the late afternoon and early evening hours the load on the Nation's electrical systems often reaches its peak. To meet the heavy demand, electric utilities must use back-up generating equipment that is not energy efficient.

- Try to use energy-intensive equipment and appliances such as dishwashers, clothes washers and dryers, and electric ovens in the early morning or late evening hours.**

If everyone scheduled household chores so as to lighten the load at the generating plants during peak load hours, fewer inefficient generating units would have to be placed in service, and the utilities' daily fuel consumption would be reduced. So would the possibilities of brownouts and blackouts.

LIGHTING—It's easy to use more than you need

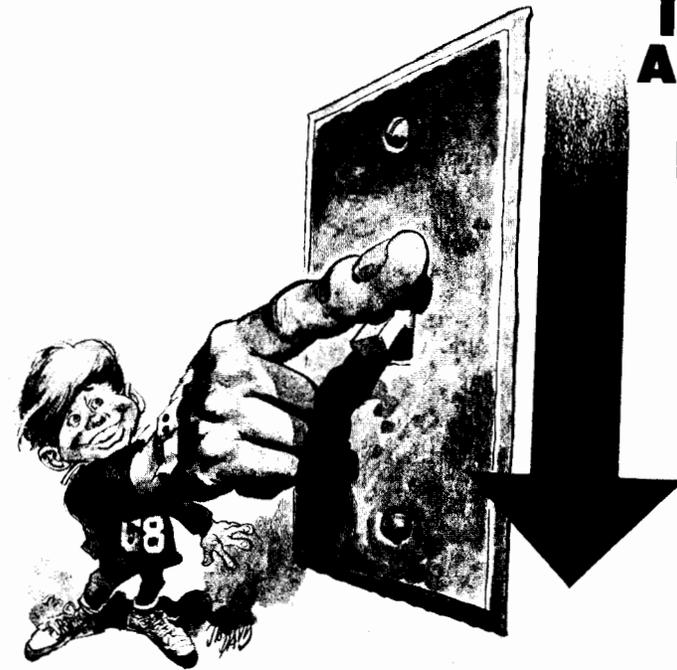
Careful use of lighting provides the homemaker other conservation opportunities.

To save electricity through wise lighting:

- Remove one bulb out of three and replace it with a burned-out bulb for safety; replace others with bulbs of the next lower wattage.** But be sure to provide adequate lighting for safety (e.g., in stairwells). Concentrate light in reading and working areas, and for safety.

This should save about 4 percent in electricity costs in the average home.

If everyone took these conservation steps, the Nation's consumption of energy would drop by about 50 million kilowatt hours of electricity per day (enough to light about 16 million homes).



**IN AND
AROUND
THE
HOME**

- Turn off all lights when not needed.** [One 100-watt bulb burning for 10 hours uses 11,600 Btu's, or the equivalent of a pound of coal or one-half pint of oil.]
- Use fluorescent lights in suitable areas—on the desk, in the kitchen and bath, among others. They give more lumens per watt. One 40-watt fluorescent tube, for example, provides more light than three 60-watt incandescent bulbs. (A 40-watt fluorescent lamp gives off about 80 lumens per watt; a 60-watt incandescent gives off only 14.7 lumens per watt. The lower-watt but higher-lumen fluorescent would save about 140 watts of electricity over a period of 7 hours.)

- Where higher illumination is desirable in areas lighted by incandescent bulbs, use one large bulb instead of several small ones. The larger bulb is more efficient.
- Use long-life incandescent lamps only in hard-to-reach places. They are less efficient than ordinary bulbs.
- Keep lamps and lighting fixtures clean. Dirt absorbs light.
- Reduce or eliminate ornamental lights except on special holidays or festive occasions.
- Use outdoor lights only when essential.
- Light colors for walls, rugs, draperies, and upholstery reduce the amount of artificial lighting required.
- Install solid-state dimmer switches when replacing light switches. They allow more efficient use of light.

ADDITIONAL YEAR-ROUND ENERGY SAVERS

- Close off unoccupied rooms and turn off the heat or air-conditioning.
- Use bath and kitchen ventilating fans only as needed.
- Repair all leaky faucets, especially hot water faucets, as quickly as possible.
- Insulate hot water storage tank and piping.
- Turn off radio and television sets when not in use.
- "Instant-on" television sets, especially the tube types, use energy even when the screen is dark. To eliminate this waste, plug the set into an outlet that is controlled by a wall switch; turn the set on and off with the switch. Or ask your TV serviceman to install an additional on-off switch on the set itself or in the cord to the outlet.

- Do as much household cleaning as possible with cold water. This saves energy used to heat water (and some cleaning products work better in cold water).
- If you have a fireplace, be sure the damper is closed except when the fire is going, otherwise heated or cooled air goes wastefully up the chimney.

IN AND AROUND THE HOME



HOT WEATHER ENERGY SAVERS

Some special summer, or warm climate saving tips:

- Set air-conditioning thermostats no lower than 78 degrees.** The 78 degree temperature is judged to be reasonably comfortable and energy efficient. One authority estimates that if this setting raises the temperature 6 degrees (78 degrees vs 72 degrees)

IN AND AROUND THE HOME

home cooling costs should drop about 47 percent. (The Federal Government is enforcing a strict 78-80 degree temperature in all its buildings during the summer.)

If everyone raised cooling thermostats 6 degrees during the summer, the Nation would save more than the equivalent of 36 billion kilowatt hours of electricity, or 2 percent of the Nation's total electricity consumption for a year.

- Run air conditioners only on really hot days and set the fan speed at high. In very humid weather, set the fan at low speed to provide less cooling but more moisture removal.
- Clean or replace air conditioner filters at least once a month. Turning the fan requires more electricity when the filter is dirty.
- If you can confine your living spaces to fewer rooms, close off the rooms that will not be occupied.
- If rooms are to be unoccupied for several hours, turn off the air-conditioning temporarily.
- Buy the cooling equipment with the smallest capacity to do the job. More cooling power than necessary is inefficient and expensive. Energy-efficiency ratios (EERs) for most air-conditioning units should be available from dealers, and some window units are labeled to show the EER (the higher the EER, the more efficient the air-conditioner). If you don't see a label in the showroom, ask for the information.

ADDITIONAL HOT WEATHER ENERGY SAVERS

- Deflect daytime sun with vertical louvers or awnings on windows, or draw draperies and shades in sunny windows. Keep windows and outside doors closed during the hottest hours of the day.

- Keep the lights low or off. Electric lights generate heat and add to the load on the air-conditioning equipment.
- Use vents and exhaust fans to pull heat and moisture from attics, kitchens, and laundries directly to the outside.
- Do as much cooking as possible, and use heat-generating equipment, in the early morning and late evening hours.
- On cooler days and during cooler hours, open the windows instead of using air-conditioner or electric fans.
- Turn off the furnace pilot light. But be sure it is re-ignited before you turn the furnace on again.
- Dress for the higher temperatures. Neat but casual clothes of lightweight fabrics are most comfortable for men and women and are acceptable almost everywhere during the summer.

COLD WEATHER ENERGY SAVERS

To save on heating energy and heating costs:

- Lower thermostats to 68 degrees during the day and 60 degrees at night.** If these settings reduce the temperature an average of 6 degrees, heating costs should run about 15 percent less.
If every household in the United States lowered heating temperatures 6 degrees, the demand for fuel would drop by more than 570,000 barrels of oil per day (enough to heat over 9 million homes during the winter season).
- Setting nighttime temperatures back can reduce heating costs significantly. Consider the advantages of a clock thermostat which will automatically turn the heat down at a regular hour before you retire and



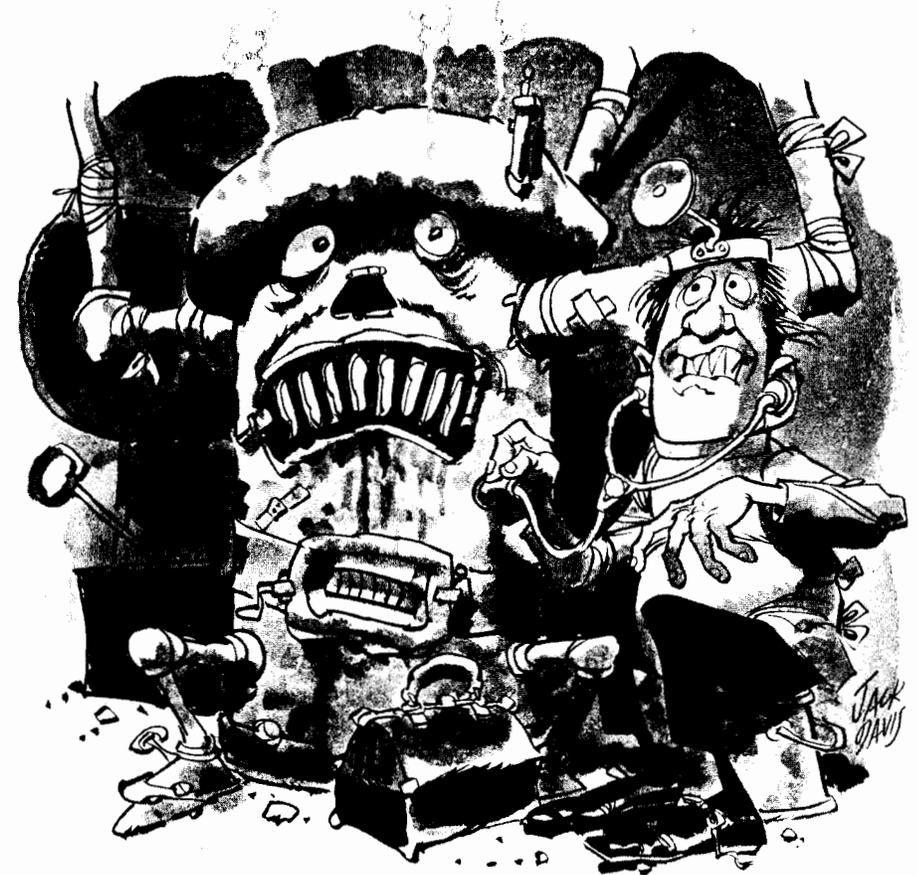
turn it up just before you wake.

- Have your furnace serviced once a year, preferably each fall.** Adjustment could mean a saving of 10 percent in family fuel consumption.
- When buying a new furnace, select one that incorporates an automatic flue gas damper, a device which reduces loss of heat when the furnace is not in operation.
- If you use electric heating, consider a "heat pump" system. The heat pump uses outside air in both heating and cooling and can cut the use of electricity for heating by 60 percent or more.

ADDITIONAL COLD WEATHER ENERGY SAVERS

IN AND AROUND THE HOME

- Clean or replace the filter in forced-air heating systems every month.
- Dust or vacuum radiator surfaces frequently.
- Keep draperies and shades open in sunny windows; close them at night.
- For comfort in cooler indoor temperatures use the best insulation of all—warm clothing.



KITCHEN, LAUNDRY AND BATH— Centers for hot water and electricity savings

Heating water is second only to heating and cooling residences in energy consumption. It accounts for 15 percent of the energy used in the home and 3 percent of all the energy used in the United States. Sensible use of hot water, along with conservative use of electricity, is the basis for the following tips:

In the kitchen...

- Be sure the dishwasher is full, but not overloaded, before you turn it on.** An average dishwasher uses 14 gallons of hot water per load.
If every dishwasher user in the country cut out just one load a week, the country could save the equivalent of about 9,000 barrels of oil each day (enough to heat 140,000 homes in winter).
- Scrape dishes before loading them in the washer. Rinsing is seldom necessary, but when it is, use cold water.
- Let your dishes air dry. After the final rinse, turn off the control knob of the dishwasher and open the door.
- Use proper defrosting methods for manual refrigerator/freezers.** These appliances consume less energy than those that defrost automatically, but they must be defrosted frequently and as quickly as possible to maintain that edge. Frost should never be allowed to build up to more than one-quarter of an inch.
- Most refrigerators have heating elements in their walls to prevent condensation on the outside. These heaters need only be turned on when the air is extremely humid. When buying such a refrigerator,

be sure it has a switch to turn off the heaters. Better yet, buy one without heaters.

- During holidays or other extended absences from home, empty the refrigerator, disconnect it from the power outlet, clean thoroughly, and leave the door ajar.
- Check seals around the refrigerator and oven doors to make sure they are airtight. If not, adjust the latch or replace the seal.
- Reduce energy consumption in cooking.** Use flat bottom pans that cover the burner heating element. More heat enters the pot and less is lost to the surrounding air.
- Clean heat reflector below the stove heating element—it will reflect the heat better.
- Pressure cookers save energy by reducing cooking time.
- When using the oven, make the most of the heat from that single source. Plan all-oven-cooked meals, or fill the oven with other foods that can be used at a later time with a bit of heating. Use small heaters, or small ovens, for small meals.

In the laundry...

- Wash clothes in warm or cold water, rinse in cold.** You'll save energy and money. Use hot water only if absolutely necessary.
If everyone washed clothes in warm or cold water, national fuel savings would amount to the equivalent of about 100,000 barrels of oil a day. That is, 2½ percent of the total demand for residential heating (enough to heat 1.6 million homes in winter).
- Fill clothes washers (unless they have small-load attachments or variable water levels) and dryers, but do not overload them.**

IN AND AROUND THE HOME

If every household cut the use of clothes washers and dryers by 25 percent, the Nation would save the equivalent of 35,000 barrels of oil per day (enough to heat over 400 billion gallons of water a day).

- Remove clothes from the dryer as soon as they are dry. Extra running time is pure waste.
- Separate drying loads into heavy and lightweight items. Since the lighter ones take less drying time, the dryer doesn't have to be on as long for these loads.
- Dry your clothes in consecutive loads. The energy used to bring the dryer up to the desired temperature shouldn't be allowed to go to waste.
- Keep the lint screen in the dryer clean by removing lint after each load.

In the bath...

- Take more showers than tub baths. Showers use less hot water, hence less energy than tub baths.
- Consider installing a flow restrictor in the pipe at the showerhead to restrict the flow of water to an adequate 4 gallons per minute. This is easy to do and can save considerable amounts of hot water and the energy used to produce it. The showerhead should unscrew easily, and flow restrictors are available at most plumbing supply stores. In areas where the water pressure remains fairly constant, a washer with a small hole inserted in the pipe should serve nicely.

THE WORKSHOP, THE YARD, THE GARDEN

- Maintain electrical tools in top operating shape, clean and properly lubricated.

IN AND AROUND THE HOME

- Keep cutting edges sharp. A sharp bit or saw cuts more quickly and therefore uses less power. Oil on bits and saws also reduces power required.
- Buy the power tool with the lowest horsepower adequate for the work you want it to do.
- Remember to turn off shop lights, soldering irons, gluepots, and all bench heating devices right after use.
- Use hand tools, hand lawn mowers, pruners, and clippers whenever possible.
- When using gasoline-powered yard equipment, do not allow it to idle for long periods. Turn off and restart when ready to resume work.
- Plant deciduous trees and vines on south and west sides of homes to provide protective shade against summer sun.
- Use manure, or a natural compost from your own yard cuttings, for fertilizer. Petroleum and natural gas generally are used as raw materials (and for fuel) in the manufacture of artificial fertilizers.

HOME-PLANNING—Where energy-wasting mistakes can be avoided

When designing a new house, consider the climate and check local authorities on building codes.

- A recommended energy-efficient ratio for window areas is no more than 10 percent of the floor area. In cool climates, install fewer windows in the north wall where no solar heating gain can be achieved in winter. In warm climates, put the largest number of windows in the north and east walls to reduce the heating gain from the sun.
- Install windows you can open, so that you can use natural ventilation in moderate weather.

- Use double-pane glass throughout the house. Windows with double-pane heat-reflecting or heat-absorbing glass in south and west windows provide additional energy savings.
- Insulate walls and roof to the highest specifications recommended for your area, but provide a minimum of 6 inches in the attic and 3 inches in the walls. Insulate floors, too, especially those over cold basements and garages.
- When buying a new water heater, select one with thick insulation on the shell. Avoid purchasing a tank with greater capacity than needed. Have the dealer advise you on the size suitable for the number of people in your family.
- Install water heater as close as possible to areas of major use to minimize heat loss through the pipes; insulate pipes.
- Install louvered panels or wind-powered roof ventilators rather than motor-driven fans to ventilate the attic.
- If the base of a house—especially a mobile home—is exposed, build a "skirt" around it.

WHEN BUYING A HOUSE

- Select light colored roofing in warm climates.
- Ask for a description of the insulation and data on the efficiency of space heating, air-conditioning and water heating plants, or have an independent engineer advise you about the efficiency of the equipment provided. It is a good idea to ask to see the heating bills for the previous year, but remember to adjust for current rates and costs.

- Consider the need for additional insulation or replacement of equipment. If improvements are necessary, you may want to seek an adjustment in the purchase price to cover all, or a reasonable share, of the costs.

USING THE FAMILY CAR

There are more than 100 million registered automobiles in the U.S. A typical car, with an average fuel economy of less than 13.7 miles-per-gallon, travels about 10,000 miles each year—and consumes well over 700 gallons of gasoline.

Altogether, these automobiles consume some 70 trillion gallons of gasoline each year—or about 14 percent of all the energy used in the United States, almost three-quarters of all gasoline used and 28 percent of all petroleum.

The importance of individual gasoline savings cannot be over emphasized. If, for example, the fuel consumption of the average car were reduced just 15 percent through fewer daily trips, better driving practices, and better maintenance, the nation's consumption of petroleum would fall by over 680,000 barrels per day, or about 4 percent of demand.

These individual savings may be accomplished through a combination of the following:

DRIVE LESS

- Join a carpool.** About one-third of all private automobile mileage is for commuting to and from work.

If the average passenger load (1.3 people per commuter car) were increased by just one person, each individual's out-of-pocket expenses for commuting would be cut, and the nationwide gasoline savings would be more than 700,000 barrels per day (enough for some 67,000 cars to drive from San Francisco to New York City and back).

- Eliminate unnecessary trips.** Take one less short trip a week. Do several errands in one trip, combine



your trips with those of friends and neighbors.

If every automobile consumed just one less gallon of gasoline a week (an average of about 13 miles of driving) the Nation would save about 5.2 billion gallons a year, or about 7 percent of the total passenger car demand for gasoline.

EMPLOY ENERGY-EFFICIENT DRIVING PRACTICES

The driving technique of the individual behind the wheel is the most important single element in determining the fuel economy of any car. One authority insists a careful driver can get at least 30 percent more mileage than the average driver, and 50 percent more than the wasteful one.

- Drive at moderate speeds.** Most automobiles get about 21 percent more miles per gallon on the highway at 55 miles per hour than they do at 70 mph.
- Accelerate smoothly—save engines, tires, and gasoline.
- Drive at a steady pace—avoid stop and go traffic.
- Minimize braking—anticipate speed changes. Take your foot off the accelerator as soon as you see a red light ahead.
- Do not let the motor idle for more than a minute. Turn off the engine. It takes less gasoline to restart the car than it takes to let it idle. Generally, there is no need to press the accelerator down to restart a warm engine.
- Do not let the gas station attendant overfill your tank. Tell him to remove the hose when the automatic valve closes. This will eliminate any chance of spillage.

KEEP YOUR CAR IN PRIME CONDITION

Good car maintenance and care in the choice of accessories can mean fuel economy and dollars saved.

- Have your car tuned as recommended by the manufacturer.** Regular tune-ups can save you as much as 10 percent on gasoline costs.

USING THE FAMILY CAR



For the Nation, this could mean savings of about 140,000 barrels of gasoline per day... 3 percent of total demand for passenger cars.

- Keep the engine air filter clean. An air-starved engine wastes gasoline.
- Use the octane gasoline and oil grade recommended for your car.
- Check tire pressures regularly. Under-inflated tires increase gas consumption.
- Consider steel-belted radials when you buy new tires. They give better mileage and last longer. But never mix radials with conventional tires.
- Remove unnecessary weight from the car. The lighter the car, the less gas it uses.

CHOOSE ACCESSORIES WISELY

- Don't buy a car air-conditioner unless you really need it.
- If you have a car air-conditioner, use it sparingly. The cooling equipment reduces fuel economy an average of 10 percent—almost 20 percent in stop-and-go traffic.
- Purchase only the optional equipment and accessories you really need. Items like air-conditioning, automatic transmission, and power steering require considerable energy, all of which is derived from burning gasoline. Other equipment such as power brakes, electric motor-driven windows, seats, and radio antennas require less energy for their operation—however, all accessories add to the vehicle weight, and this reduces fuel economy.

STUDY THE MARKET

BEFORE YOU BUY A NEW CAR

Ask your dealer, or write to Fuel Economy, Pueblo, Colo. 81009 for a free copy of the "EPA/FEA 1975 Gas Mileage Guide for New Car Buyers." Study the fuel



USING THE FAMILY CAR

economy figures and tables comparing specifications. Review mileage test results published by Consumers Union and motor industry magazines. Generally the best fuel economy is associated with low vehicle weight, small engines, manual transmission, low axle ratio, and low frontal area (the width of the car times its height).

- Buy the most energy efficient car of the size and model you want—on the basis of the combination of purchase price and estimated fuel costs for as long as you plan to keep it.

VACATIONING

- Vacation closer to home this year. Discover nearby attractions.
- A nearby hotel or campground can often provide as complete and happy a change from routine as one that is hundreds of miles away. Plan to stay in one place instead of "hopping" around.
- When you travel, take a train or a bus instead of the family car.
- During your holiday rediscover the pleasures of walking, hiking, and bicycling—the most energy-conserving means of transportation, and the healthiest for most people.

IN THE MARKETPLACE

- Whenever possible, buy products made of recycled materials or those which offer opportunities for recycling, such as steel, aluminum, paper, and glass, among others. More energy is used in production of products from virgin materials than from recycled or reclaimed materials. For example, producing steel from scrap requires one-fourth less energy than using virgin ores. To make a product from recycled aluminum requires about one-twentieth of the energy needed for the same product made from the ore.
- When you buy fabrics or garments, try to choose those that require little or no ironing.
- Try to buy products that will last. More durable products save energy that would be required for their replacement.
- Purchase equipment such as automobiles, appliances, pumps, fans, compressors, and boilers, on the basis of initial cost *and* operating costs rather than on the basis of purchase price alone. Often products that are more expensive initially but are energy-efficient will cost less over a period of years than lower-priced products that consume more energy.
- Ask for information about the energy efficiency of the products you buy.** Under a voluntary labeling program, some motor vehicles and appliances bear labels, developed by the Federal Government, showing their energy consumption. Ask for comparative information if a label does not yet appear on the product you want to buy.

UNDERSTANDING ENERGY—a brief glossary

Chemical energy.

Energy stored in molecules, such as in fossil fuels.

Crude oil or "crude".

Petroleum in its natural state.

Electricity.

Energy derived from electrons in motion. Electrical energy can be generated by friction, induction, or chemical change.

Energy.

The capacity to perform work.

Fossil fuels.

Fuels derived from the remains of carbonaceous fossils, including petroleum; natural gas; coal; oil shale (a fine-grained laminated sedimentary rock that contains an oil-yielding material called kerogen); and tar sands.

Geothermal energy.

Energy extracted from the heat of the earth's interior.

Hydropower energy.

Energy created by falling or moving water.

Kinetic energy.

Energy possessed by objects in motion.

Nuclear energy.

Energy, largely in the form of heat, produced during nuclear chain

reaction. This thermal energy can be transformed into electrical energy (see "Power").

Potential energy.

Energy that is stored in matter because of its position or because of the arrangements of its parts. Examples include the tension of a spring, water stored behind a dam, or chemical energy such as that contained in fuel.

Power.

The capacity to exert energy, usually the rate at which work is done. Power commonly is measured in units such as horsepower or kilowatts. Most bulk electric power is generated in this country by converting chemical energy to thermal, then mechanical, then electrical energy in steam, gas turbine or large diesel power plants, all requiring coal or petroleum resources. A lesser amount is generated by nuclear power.

Solar energy.

Energy radiated directly from the sun.

Thermal energy.

A form of energy whose effect (heat) is produced by accelerated vibration of molecules.

Wind energy.

Energy derived from the wind.

ENERGY CONSUMPTION IN THE UNITED STATES

This nation uses more energy per capita than any other nation in the world. Although we have only about 6 percent of the world's population, we use 35 percent of all the energy consumed in the world.

In statistical terms, we now are using about 77 quadrillion British thermal units (Btu's) of energy per year, derived from coal, oil, natural gas, water and nuclear energy. (This is about the equivalent of 35 million barrels, or 1,470 million gallons, of oil each day.) In recent years, we have produced about 85 percent of our needs, and imported the rest, mainly petroleum.

Our most vulnerable energy source is petroleum. We normally consume about 18 million barrels (756 million gallons) per day. Of this, we produce domestically only about 12 million barrels a day, leaving 6 million barrels a day which must be imported, or done without.

ENERGY MEASUREMENTS

Specific forms of energy are measured in many diverse terms—barrels of oil (42 gallons), therms and cubic feet (natural gas), kilowatts (electricity), tons (coal), and the standard measurement of energy content, British thermal units (Btu's).

Because oil is one of our most common sources of energy, many persons prefer to convert all energy figures to equivalent "barrels of oil per day," particularly when talking about fossil fuels.

FOLLOWING ARE THE MOST OFTEN USED ENERGY MEASUREMENTS:

barrels (bbls)

1 barrel equals 42 gallons.

British thermal unit (Btu)

The energy required to increase the temperature of one pound of water by one degree Fahrenheit.

Watt

The amount of power available from an electric current of 1 ampere (Amp) at a potential of 1 volt.

Kilowatt (kW)

1,000 watts. One kilowatt is the equivalent of about 1 1/2 horsepower.

Kilowatt-hour (kWh)

1,000 watt-hours. A unit of electrical energy equal to the energy delivered by the flow of one kilowatt of electrical power for one hour. (A 100-watt bulb burning for 10 hours will consume one kilowatt-hour of energy, or enough to lift a 150-pound person 20,000 feet into the air.) One barrel of oil equals 500 kWh.

Megawatt (Mw)

One million watts, or 1,000 kilowatts.

Mcf

1,000 cubic feet (of natural gas).

therm

A unit of heat equal to 100,000 Btu's.

Frequently energy measurements are expressed in millions, billions, and quadrillions of units, requiring the use of many zeros. A numerical shorthand formula has been devised which indicates multiples of 10. For example, 10^3 represents $10 \times 10 \times 10$, or 1,000. 10^6 equals $10 \times 10 \times 10 \times 10 \times 10 \times 10$, or 1,000,000. 10^9 equals 1,000,000,000 (1 billion).

Energy units translated into Btu's

1 kilowatt-hour =
3,413 Btu's.

1 ton of coal =
25,000,000 Btu's.

1 bbl crude oil =
5,800,000 Btu's.

1 gallon of gasoline =
125,000 Btu's.

1 gallon of No. 2 fuel oil =
140,000 Btu's.

1 cubic foot of natural gas =
1,031 Btu's.

1 Mcf natural gas =
1,031,000 Btu's.

1 therm of gas (or other fuel) =
100,000 Btu's.

THE ETHICS OF ENERGY CONSERVATION

Most observers view energy conservation as a help-mate to environmental quality. Usually the two go hand-in-hand. It has been extravagant use of energy that has pushed man toward heavy exploitation of his natural resources. Domestic oil shortages are forcing us to turn more to coal as an energy source. Eventually, research will almost certainly lead to development of cleaner ways to mine and burn coal. Research also will lead to greater utilization of energy sources such as geothermal power, solar energy, and others not yet in widespread use and will be both economically and environmentally acceptable. Development of more efficient gasoline engines, improved insulation of buildings, and new industrial processes will enable us to maintain our standard of living with lower energy expenditure. Less energy growth means important environmental savings. Truly, a barrel saved is worth more than a barrel found.

**"Nature never gives anything away.
Everything is sold at a price.
It is only in the ideals of abstraction
that choice comes without consequence."
—Ralph Waldo Emerson**

Conservation and Environment
FEDERAL ENERGY ADMINISTRATION
Washington, D.C. 20461