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THE WHITE HOUSE  
WASHINGTON

Frank Zook

exp.



*D-1  
to file*

FEB 25 1975

THE PRESIDENT HAS SEEN *dg.*

THE WHITE HOUSE  
WASHINGTON

February 22, 1975

MEMORANDUM FOR: JOHN O. MARSH  
MAX L. FRIEDERSDORF

THRU: VERN LOEN *VL*

FROM: DOUGLAS P. BENNETT *DPB*

SUBJECT: President's Energy Plan

During a conversation with Chuck Wiggins yesterday, he gave me an actual example of how the President's energy conservation plan actually worked for a California family.

A Los Angeles Times reporter, who had gasoline credit cards for himself and his family, had figured out the actual amount of gasoline consumed each month. He took his wife's credit cards away and gave her a like amount each month. He found that because she was making a free economic choice she elected to spend less on gasoline and reduced the gasoline consumption by 1/3 thus spending the money on other things of her choice.

This strikes me as a very interesting example on how the President's program can work and it might be useful for public use sometime in the future.



THE WHITE HOUSE  
WASHINGTON

February 28, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

FRANK ZARB

FROM:

JERRY H. JONES 

The attached memorandum was returned in the President's outbox with the following notation to you:

-- Info.

cc: Don Rumsfeld

