

The original documents are located in Box 39, folder “Ford, Betty - WIN Program” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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The President and Mrs. Ford will sign a consumer's pledge this afternoon. The pledge follows:

"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."

Talking points - economy in state dinners

American wines instead of imports

mostly New York and California wines at recent dinners,
even a Michigan wine (Tabor Hill Trebbeano)

* *The only time foreign wines (french + german) were used was to use up what was on hand*

centerpieces on loan

(reliance on imagination) -- silver presentation pieces at Schmidt dinner; vermeil knights for Trudeau (making use of what we have); Steuben crystal designs for Kreisky; decoy collection for Wilson.

Soups rather than fish for first course in recent dinners

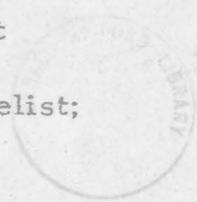
turtle soup twice, romaine soup once

fowl rather than beef at recent dinners

Duckling for Schmidt; Squab for Wilson; Pheasant for Kreisky; Pheasant for Geirek;

choosing vegetables on a basis of what is plentiful that week

BUT the great thing about this whole process is that the most important thing doesn't cost anything at all -- the guest list. (for example, this time -- Dr. and Mrs. Saul Bellow, the novelist; novelist Peter Benchley; Alistair Cooke; etc.)



re crafts:

- want to stress imagination rather than sophistication
- want to recognize and encourage fine craftsmanship
- support local craftsmanship rather than imports
- back to the crafts; art from the people

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 3, 1974

MEMORANDUM FOR: Sheila Weidenfeld
FROM: Russell Freeburg

The American Home Sewing Council will use the WIN theme in its 1975 program. The council kit will go to retailers and the media in mid-December. Some 22,000 retailers across the country have signed up for the program as have 175 manufacturers with interests in the home sewing market. Some 100,000 of the attached poster will appear in shop windows in February. "I'm an Inflation Fighter" WIN buttons will be distributed to sales personnel. Council ads will appear in about 100 publications across the country.

The WIN committee would like to have Mrs. Ford participate in a photograph and short ceremony opening the campaign. One possibility would be for a home sewer to report briefly to Mrs. Ford on how home sewing helps fight inflation. Some examples could be shown Mrs. Ford. The ceremony, open to the press, should take place by mid-December or before. Hal Cooper, executive vice president of Simplicity Patterns, is board chairman of the American Home Sewing Council. Letters concerning the council and the WIN committee are attached for your information.

Enclosures

American
Home
Sewing
Council
Inc.

40 EAST 38TH STREET NY, NY 10016 (212) 679-5613

November 25, 1974.

Mr. Russell W. Freeburg
White House Coordinator
to the President
for the Citizens' Action
Committee to Fight Inflation
The WHITE HOUSE
Washington, D.C.

Dear Russ:

Enclosed is a copy of the October 18 letter that spells out information about the American Home Sewing Council.

I trust that you will succeed in arranging the White House presentation to Mrs. Ford or to the President. If not I'll really have the proverbial egg on my face...or all over my body.

You see, based on your expressions of interest and enthusiasm, we changed the plans completely into the WIN PROGRAM and at considerable expense. Further, we've reported accordingly to our Board and membership and, as a result, the program has been enlarged considerably.

We know you share our feelings that the few minutes an official presentation ceremony will take to properly launch this national WIN program among the 50 million who sew and many millions who should sew will be very rewarding. Many papers, syndicates, TV personalities and magazines are waiting for us to inform them of the date of this ceremony.

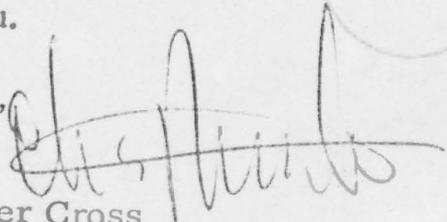
I look forward to hearing from you at your earliest convenience.

We'll be closed Friday...but, if needed, you may reach me at:

914-679-8047

Thanks and a very happy Thanksgiving to you.

Cordially,


Christopher Cross

CC/1s
encl. letter 10/18/74



October 13, 1974

Mr. Russell Freeburg
WIN Coordinator
The White House
Washington, D. C.

Dear Mr. Freeburg:

A very warm thank you for your enthusiastic reaction to the "JOIN THE INFLATION FIGHTERS" national program to be launched by the American Home Sewing Council.

I shall, with great pleasure, report to our Board of Directors at our October 25th meeting your comment that the program is right on target and that it will please President Ford and all concerned with success of the citizen's action (WIN) program.

As I told you, The American Home Sewing Council is a non-profit organization dedicated to do educational work in the home sewing field.

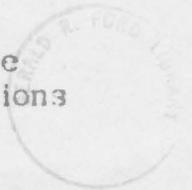
An example of our work is our participation as co-sponsors with the General Federation of Women's Clubs of the "Designs for the Handicapped" program of the PRESIDENT'S COMMITTEE ON EMPLOYMENT OF THE HANDICAPPED. (see enclosed).

Another, is our continuing educational programs for schools, 4H clubs, Girl Scouts and similar groups.

In addition, we organize home sewing shows designed to create a greater understanding of the value of making your own things, when possible.

Like growing your vegetables, when possible, sewing goes back to the very beginnings of our nation. The difference is that sewing may go on wherever our people live, - in the rural, suburban and urban areas. And, it is done by more than 45 million of all ages.

If more of these millions were to activate this skill and make just some of their things, the result would be a savings of many hundreds of millions



Mr. Russell Freeburg
The White House

2.

October 18, 1974

of dollars.

We shall as you suggest, integrate the President's slogan WIN into all of our material, some of which I left with you.

As discussed, we would like to announce this program as soon as possible, - perhaps about mid-November, or sooner if you wish. This would be most meaningful if it were done at a little ceremony in Washington at which we could:

1. Present the official

JOIN THE INFLATION FIGHTERS . .

. . . AND WIN

poster to the President;

2. Perhaps, present to President Ford some little item sewn for the President as a token of the program.
3. Perhaps, Mrs. Ford is interested in sewing and might agree to serve as Honorary President of this special program.

We are persuaded that such a ceremony would help to bring the full inflation-fighting meaning of the program to the attention of the nation in an area that will produce meaningful results.

It would, we hope, encourage other industry organizations, similar to our own, to see what they can do on an industry-wide level to carry forward the President's program to guarantee that we will WIN.

As I've said, we have a Board meeting October 25th. Anything you can tell me before this meeting would be appreciated.

Again, our thanks to you for your enthusiasm, cordial reception and your enthusiasm.

Cordially,

Christopher Cross

CC:ag
Encl.



February 11, 1975

Dear Miss Van Dyke,

Mrs. Ford deeply appreciated learning of Stretch & Sew's support of the WIN program and the designation of February as Sew and Save month throughout the home sewing industry. She was also deeply touched to learn that the proceeds of the two major fashion shows being planned will go to the American Cancer Society. It is through the creativity and commitment of enterprising organizations like Stretch & Sew that the American public will be encouraged and assisted in finding new ways to fight inflation. Mrs. Ford has asked that I convey her gratitude and her continued encouragement.

With warmest regards,

Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Miss Grace Van Dyke
New York Liaison
Stretch & Sew
42 East 75th Street
New York, New York 10021

c: Pat Lindh
Sheila Weidenfeld



SP/sx

**American
Home** 40 EAST 38TH STREET NY, NY 10016 (212) 679-5613
**Sewing
Council
Inc.**

December 10, 1974

Ms Shiella Weidefeld
Press Office
The White House
Washington, D.C.

Dear Ms. Weidefeld:

A quick note to thank you for the time you so generously took to chat with me about the

Join The Inflation Fighters
Sew & Save

program set to be launched. Your interest and enthusiasm is appreciated.

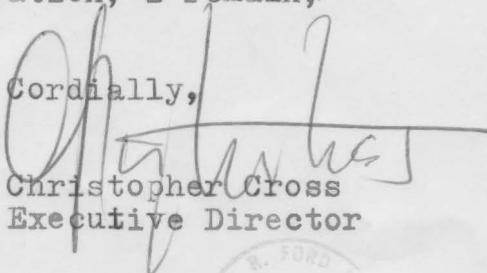
We are much encouraged. Your idea to arrange, perhaps, a Tea to which would be invited women in the White House who sew along with selected women's interest reporters and editors in Washington seems like a meaningful way to launch the program. We could arrange for a few representatives from The General Federation of Women's Clubs, The President's Committee for the Handicapped, and other such groups that have a strong interest in the program to attend. We would bring an attractive, typical homemaker for whom sewing is an important way to contend with inflation. She would present the official poster.

We would, of course, have some meaningful figures and facts for the press on the impact of the program.

I shall phone you Friday, as you suggested.

With all good wishes for the holiday season and, with warm thanks for your cooperation, I remain,

Cordially,


Christopher Cross
Executive Director



**American
Home
Sewing
Council
Inc.**

40 EAST 38TH STREET NY, NY 10016



Ms. Shiella Weidenfeld
Press Office
The White House
Washington, D.C.

**American
Home** 40 EAST 38TH STREET NY, NY 10016 (212) 679-5613
**Sewing
Council
Inc.**

December 26, 1974

Mrs. Sheila Weidenfeld
The White House
Washington, D. C.

Dear Mrs. Weidenfeld:

Your letter to Bill Feingold was received here since, until a year ago, Bill worked as an Account Executive for me. It was forwarded to Grosset & Dunlap where he is now employed in special sales.

While you were in Vail, Russ Freeburg told me that a "green light" had been given to the kick-off ceremony we had discussed and that I should contact Mrs. Pat Lindh. We did, in fact, meet last week. A copy of a proposal (that actually grew out of our phone conversation) we discussed, is enclosed.

Enclosed also is a copy of a letter from Mrs. Ford's secretary to a Mrs. Cherry who wrote a so-so little pamphlet on home sewing. Mrs. Cherry sent this little book to me, with the copy of the letter from the White House to influence me to arrange for distribution of her booklet in the SEW & SAVE Educational program the Council is launching in February.

As you can see, Mrs. Ford's office, - while aware that Mrs. Ford does not sew, - nevertheless sent a mighty supportive message to a private entrepreneur.

It seems to me that if Mrs. Ford has provided such a glorious statement for such a little pamphlet, she would be willing to be supportive of an industry-wide program that has been fully approved by the President's own WIN Committee.

-more-

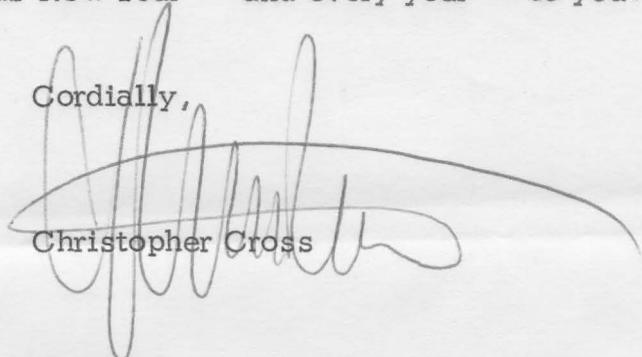


Whatever meaningful ceremony we can develop in support of this program would reach and flatter some 45 million women who sew or are involved in sewing throughout the United States.

Please.

A mighty wonderful, joyous New Year -- and every year -- to you.

Cordially,

A large, stylized handwritten signature in dark ink, appearing to read 'Christopher Cross', written over the printed name.

Christopher Cross

CC/et
enc.



December 20, 1974

TO: Ms. Pat Lindh, Executive Office Building (old)
Washington, D. C.

FROM: Christopher Cross, Executive Director, American Home Sewing Council

Following are a few approaches to a meaningful ceremony to launch the 1975 JOIN THE INFLATION FIGHTERS/SEW & SAVE educational program.

Suggestion #1.

A JOIN THE INFLATION FIGHTERS/SEW & SAVE TEA AT THE WHITE HOUSE.

Invited to this would be:

- a. The women's interest press in Washington.
- b. Representatives of organizations like: General Federation of Women's Clubs, President's Committee for Handicapped, Girl Scouts, Camp Fire Girls, 4H Clubs, etc.
- c. Women in White House (and wives of Senators, Congressmen who have an interest in home sewing.
- d. And, we would bring to the White House a homemaker who is most like the average (perhaps about 32 with two children and an income of about \$12,000 on which to manage). She would be the official representative of America's 45 million women of all ages who sew. Her reasons for sewing some of her family's needs especially in this economy would reflect the national reason for the Join The Inflation Fighters - Sew & Save program.
- e. We would prepare suitable facts on the program for the press.
- f. Our typical home-sewer, referred to in "d" above, would present to a member of the first family - President Ford, Mrs. Ford or her daughter - the official poster and, perhaps some little thing especially sewn for the recipient.



Suggestion #2.

A more simple White House ceremony at which our typical American Home Sewer presents to a member of the First Family the official poster of the JOIN THE INFLATION FIGHTERS - SEW & SAVE educational program along with some item that would be home-sewn as a symbol of the program.

The press would be invited, of course.

We might invite the President - or another officer of the General Federation of Women's Clubs since they are working closely with the American Home Sewing Council on a national sewing program for the handicapped in collaboration with The President's Committee for the Handicapped, and heads of other such organizations interested in home sewing.

Timing:

It is urged that the date for this ceremony be set for the first or second week in January so that the public relations benefits would be felt for the official kick-off for the program which is February.

THE WHITE HOUSE
WASHINGTON

October 11, 1974

Dear Ms. Cherry,

Mrs. Ford has asked me to thank you for taking the time to write and share the booklet you have written with her. She very much appreciates the patriotic efforts in the fight against inflation which this gesture reflects. Indeed, if all citizens participate as actively as you, the battle will be more easily won.

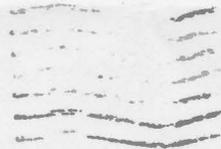
With gratitude for your good wishes and with warm regards,

Sincerely,

Nancy Howe

Nancy M. Howe
Special Assistant
to Mrs. Ford

THE WHITE HOUSE



*201/527/6667
6624*

Ms. Shirley Cherry
2227 Trescott Drive
Tallahassee, Florida 32303



[Handwritten scribble]

*Shirley M. Cherry
2227 Trescott Dr.
Tallahassee, Florida 32303*

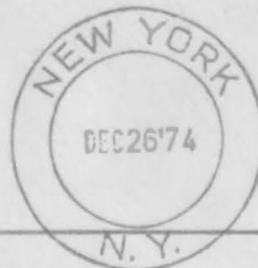
*sent copies of
my booklet to
Mrs. Ford
Here's her answer*

**American
Home
Sewing
Council
Inc.**

40 EAST 38TH STREET NY, NY 10016

Air mail

Mrs. Sheila Weidenfeld
The White House
Washington, D. C.



April 28, 1975

Dear Mrs. Davis:

I received your letter of March 22d and thank you for expressing your opinion. I think the record will show, however, that the Fords have been, on the whole, very economical in their personal spending. Old clothes and fashions, however, do not make the news, and there would be no way for the general public to know how many dresses and suits are 10 years old.

Again, thank you for taking the time to write.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mrs. W. R. Davis
803 St. Clair Avenue
Erie, Pennsylvania 16505

SRW:pjm:ncc



803 St. Clair Ave.
Erie, Pa. 16505
March 22, 1975

Ms. Sheila Weidenfeld

Dear Madam:

I'm wondering if the Fords would be in the White House, had we had an election for president in Nov. ? As Constitution says we should have. I hope Mrs. Ford gets around to telling those 9 old goats at Supreme Court, raped women have had enough, without making it in the papers, for whole world to know. If this thing about furs is supposed to be uplifting to American women, its in very bad taste. Most of us are lucky we are eating. Last week, "Today Show" devoted 15 mins. telling us all about Mrs. Fords designer. Wouldn't it be in better taste if we saw her in her old clothes, at times like these? I'm sure they are still better than most of us have. Reason I'm writing you, I feel you, not Mrs. Ford responsible for this. Bite your own bullets. Mrs. W. R. Davis





Dayton Daily News, 11/14/74



FROM BETTY FORD: TIPS ON FIGHTING INFLATION

First Lady Betty Ford is trying in many ways to set an example for the nation in the battle against inflation.

Official sources offer this glimpse of how Mrs. Ford is cutting corners not only in the Ford family's budget, but in running the White House:



Spending Mrs. Ford maintains reg-

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plates. Does he follow this practice? ... scart to change the look of an outfit. ... taxi or in their own cars.



Atlanta Constitution, Jan. 28, 1975

BY JIM MERRINER

Reg Murphy

Betty Ford's Brown Bag Suggestion

Mrs. Betty Ford warned a group of Republican congressional wives the other day, "You may have to brown-bag it" if they

brown paper bags. Thus the unflagging interest in their contents.

To begin at the beginning, I have to

heavy for them. They have begun to bring lunch bags, too.

Most restaurants make it impossi-

delicacies? Would it occur to them to include a handful of parched peanuts? Or how about some oatmeal cookies?



SHOE SERVICE INSTITUTE OF AMERICA

Established 1904 as National Leather and Shoe Finders Association

222 W. Adams St., Chicago, Illinois 60606, Phone: (Area Code 312) 236-2283

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Executive Vice President

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...for the Shoe Service Shops of America
Shoe Service WHOLESALER
...for Wholesalers—

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Kansas City, Mo.

April 4, 1975

Ms. Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford
The White House
Washington, D.C.

Dear Ms. Weidenfeld:

We are most happy the Mrs. Ford is pleased with the
Cover Photo of our February issue. Please find enclosed
our April issue which carries your letter of February
28, 1975.

In addition we would like to extend to Mrs. Ford our
appreciation for complying with the request of Mr. Joseph
DiCamillo, a shoe serviceman who requested Mrs. Ford's
Autograph on the cover of the February issue of SHOE
SERVICE magazine.

One further request, if possible --- we would like to
have Mrs. Ford's autograph on two of the February magazines.
I have enclosed them for your convenience.

We appreciate your help.

Sincerely,

David F. Mehren
Director of Publications

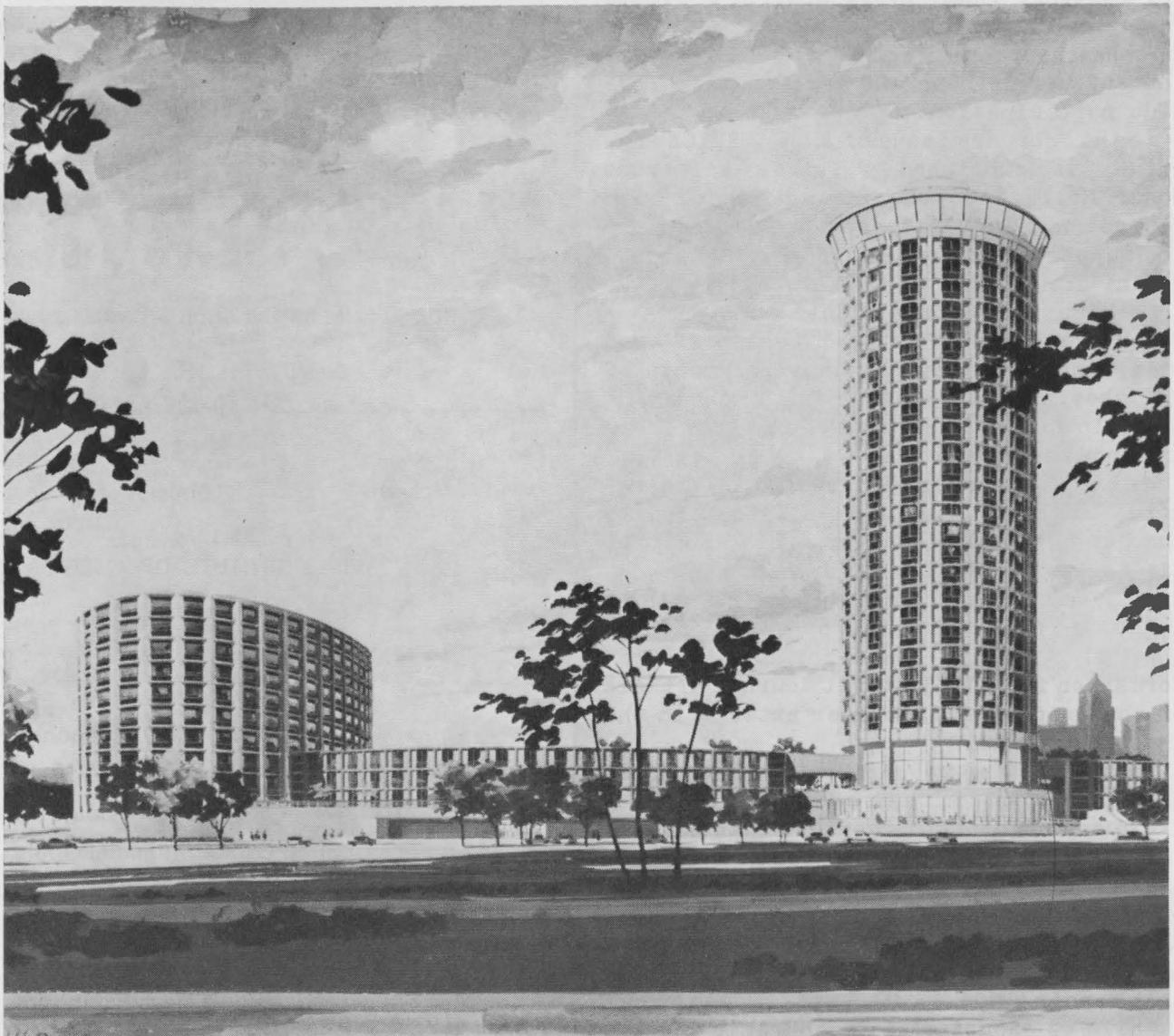
cc: L. DROSTE

sent
4/28/75



SHOE SERVICE

APRIL, 1975



PLAN NOW TO ATTEND 1975 SHOE SERVICEMEN'S DAYS

Stouffer's Riverfront Towers

St. Louis, Mo. July 12-13, 1975

FIRST LADY RESPONDS TO SHOE SERVICE MAGAZINE

EDITORS NOTE

First Lady, Mrs. Gerald Ford was featured on the February, 1975 cover of SHOE SERVICE magazine and her remarks, which were carried in the December 23, 1974 issue of U.S. NEWS & WORLD REPORT, concerning shoe repair as an inflation fighter were also condensed and spotlighted in the SSIA publication. Following is a response from the White House in relation to SHOE SERVICE magazine's efforts.

THE WHITE HOUSE

WASHINGTON

February 28, 1975

Dear Mr. Mehren:

On behalf of Mrs. Ford, let me thank you for your thoughtfulness in forwarding the November issue of Shoe Service and letting us know about the Institute.

Mrs. Ford has always been one of your great customers, and she assures me she will continue having shoes resoled as long as she is wearing them!

We'll look forward to seeing your February issue (five copies would be great).

Sincerely,



Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. David F. Mehren
Director of Publications
Shoe Service Institute of America
222 West Adams Street
Chicago, Illinois 60606

SHOE SERVICE

February, 1975



FIRST LADY FIGHTS INFLATION
WITH SHOE REPAIR



COMMENTS

By David F. Mehren
Director of Publications

The progress of SHOE SERVICE magazine in the last ten-months has been gratifying. However, we by no means have scratched the surface. While our content has been made-up of material that we feel can be of help to the shoe serviceman, there is much more to do. We have addressed ourselves to that goal and will furnish you with even more helpful articles as we head into the new year.

Graphically, there have been advancements as well. We have designed our covers with the readers interest in mind. Perhaps, as I looked at these past issues, this thought hit home the hardest.

In this regard, the September, 1974 issue is a good example of what a cover should do. Readers will recall that this issue photographically portrayed the atmosphere of the 1974 Shoe Servicemen's Days and Exposition at Boston. Those of you who attended this nationally recognized affair, will readily notice how the cover and the contents of that issue captured the overall mood of the event.

This keyed my imagination and I began to think of this year's Shoe Servicemen's Days scheduled for Stouffer's Riverfront Towers in St. Louis, Mo., on Saturday, July 12 and Sunday, July 13, 1975.

We again will try to summarize the affair with photographs and words. However no photographer or wordsmith can accurately tell the tale.

Just as experience is the best teacher, your presence will give you the opportunity to best gain from the 1975 Shoe Servicemen's Days and Exposition.

While we can tell you what a panel of experts spoke about and how they might feel about the future of the industry, we cannot give the answers that you specifically want to hear. The only way that this can be accomplished is by asking them yourself.

This is also true with the new products or product improvements that will be part of the manufacturers and suppliers booths.

In addition, it would be a valuable session to attend as the present economy of the nation appears to be boosting many repair and service oriented industries. We know from many reports that the shoe service industry appears to be doing very well as the hiking economy continues to spur new shoe prices higher and higher.

See you in St. Louis.

ON OUR COVER

SHOE SERVICE magazine considers it a distinct honor and takes great pride in this month's cover photo of the nation's first lady, Mrs. Gerald Ford. We also consider it a great pleasure to be able to report, in connection with this month's featured story, her recent remarks in behalf of the shoe service industry.

SHOE SERVICE

A Magazine for
SHOE REPAIRERS and SHOE SERVICEMEN

VOL. 54 NO. 12 FEBRUARY, 1975

Leo A. Droste Executive Vice President
David F. Mehren Director of Publications

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SHOE SERVICE INSTITUTE OF AMERICA

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Classified Ads and SHOE SERVICE magazine Advertisers	Inside Back Cover

SHOE SERVICE Magazine may be obtained without charge by all persons in the U.S.A. and Canada regularly engaged or employed in the shoe service and repair industry, through the courtesy of the Finders who are members of Shoe Service Institute of America. To persons outside the trade subscription charge is \$2.50 a year in U.S.A., and Canada. Foreign, \$4.00 a year.

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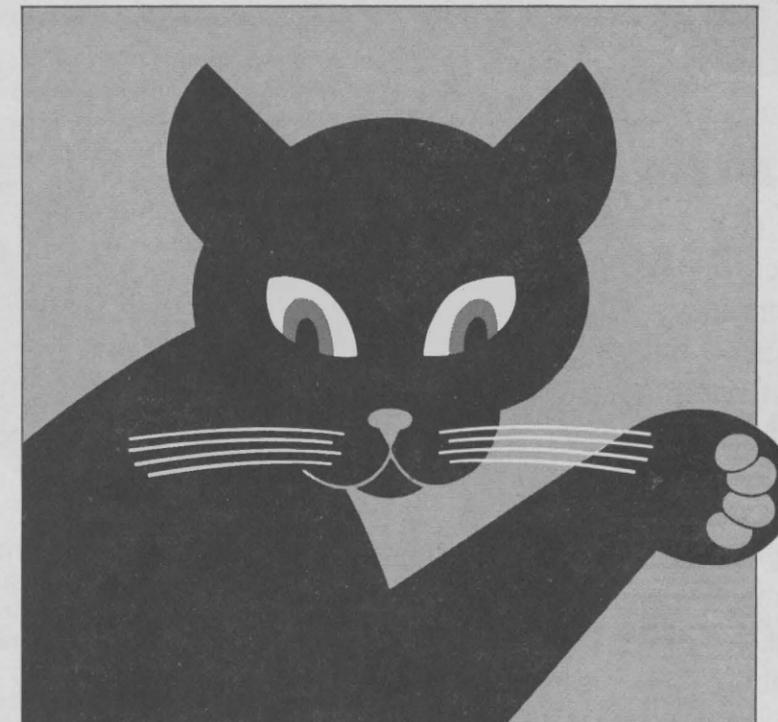
CHANGE OF ADDRESS: Recipients of SHOE SERVICE Magazine should notify their postmaster and SHOE SERVICE Magazine one month before any change of address is to take effect. Both old and new address should be given.

ALL COMMUNICATIONS to the magazine should be addressed to SHOE SERVICE Magazine, 222 W. Adams Street, Chicago, Illinois. 60606.

Published monthly by Shoe Service Institute of America, at 222 West Adams St., Chicago, Ill.

Controlled Circulation postage paid at Pontiac, Ill.

What other manufacturer would dare print an ad without his name?



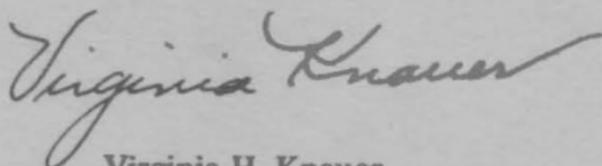
Shouldn't you fill your next order with the most widely recognized line of shoe repair products? Think about it.

THE WHITE HOUSE
WASHINGTON

My Fellow Consumer:

Here is a check list to help you be an Inflation Fighter. The following tips can save you and your family money. Please join me and be a part of the team to stop inflation today. Remember, to have a strong, healthy economy we must Whip Inflation Now.

Sincerely,



Virginia H. Knauer
Special Assistant to the President
for Consumer Affairs

Your checklist to WIN:

1. Balance your family budget and expect your government officials to do the same.
2. Use credit wisely.
3. Save as much as you can and watch your money grow.
4. Teach thrift — be an example for others in spending and saving habits and in energy conservation.
5. Travel wisely — use public transportation and car pools whenever possible. Try bike riding — it's fun and good exercise.
6. Shop wisely, look for bargains and buy the lower cost items and brag about the fact you are a bargain hunter.
7. Waste as little as possible.
8. Join programs for recycling and the re-use of scrap materials.
9. Work with others to eliminate outmoded government regulations that keep costs of goods and services high.
10. Guard your health.

November 1974

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
*=private and/or no press					1 	2 -12:30 Abbruzzese Plaque Drop-by
3	4 -10:40 S.W.Press Conf. Drop-by Map Room -11:30 Vote Statement (&GF) Rose Garden -3:00 BF Staff Mtg.*	Election Day 5	6	7	8 -10:30 Greet Children from Bowie, Md. (&GF) -Camp David (&GF)	9
10	11 -4:00 BF Staff Meeting*	12 -10:30 Kreisky Arrival (&GF) -8:00 Kreisky Dinner (&GF)	13 -1:00 Sign WIN Pledge (&GF) -2:30 N.L. Press Meeting -3:10 Greet Bloom- field Hills Grp.	14	15	16
17 -9:25 a.m. GF Leaves So.Lawn for Japan	House and Senate Return 18 -12:30 Mrs. Scott's Luncheon, Capitol	19	20 -10:30 Drop-by Women's Organ. Economic Briefing E.O.B. -12:30 N.Hanks*	21 -11:00 Muscular Dystrophy Poster Child Photo, Map Room -12:30 Private Luncheon*	22 -2:00 Natl.Assn. Mental Health Luncheon Drop-by Shoreham	23
24	25 -GF Returns	26	27	28 THANKSGIVING DAY -11:00 30-30 Brunch (&GF)	29	30

Mrs. Ford --
On Cutting back on meals

Naturally,
~~Usually~~ she checks with the housekeeping department to try to limit buying like any normal family. For example, they eat fish.

She tells the housekeeping department to get things at the market that are lower. For example, turkeys are a good buy now.

They also eat casseroles and so forth. They like tunafish casseroles. Also, stuffed green peppers which has ground beef stuffing. Green peppers are not cheap, but it's a way to stretch the dollar.

They had a really close friend that came to visit them, and it was the first time he had ever been to the White House. They served him green peppers and he couldn't believe it.

She is not shopping for or buying things that are high. (Once in awhile they might get something like strawberries.) All desserts are limited because everyone is on a diet and they are not really interested in desserts. The President likes salads so this is important to them. The President was upset about the price of sugar. Mrs. Ford told him, then that he couldn't have ice cream (which he loves) because it has a lot of sugar. This is good because he is on a diet anyway. He also likes jello but it has sugar in it, too. He wanted to limit all use of sugar because of cost.

At the State Dinner she asked him if they could pass the sugar after dinner.

Other Ways that She Cuts Down

She has always been the type to buy a larger bottle for less per ounce. For example, with facial mosturizer, she buys one larger bottle instead of two smaller ones and saves \$2.50. (FOR SRW only: two small bottles- \$20.00
 one large bottle - \$17.50)

Clothes are very expensive and she likes clothes. She has a dressmaker who is trying to copy things from photographs. Absolutely believes in mixing accessories and wearing basic colors.

Today she wore the same basic peach suede dress to two events and just changed the accessories.

She believes in buying things that can be used in more than one way and does a great deal with scarves. She says one has to work to make a scarf look right. (SRW: She then proceeded to tell me how to do it)



THE WHITE HOUSE

WASHINGTON

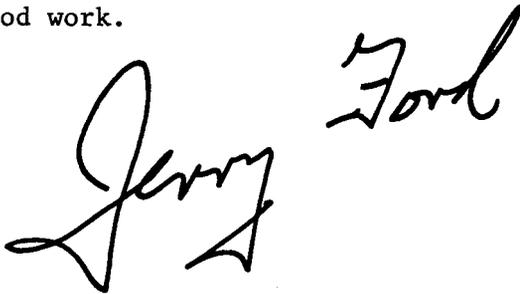
Dear Fellow American:

May I thank you personally for enlisting as an Inflation Fighter and an Energy Saver for the duration.

History proves that Americans have overcome many adverse situations in the past. I know we can once again triumph if we work together.

Enclosed on behalf of the Citizens' Action Committee to Fight Inflation is your WIN button and helpful tips on energy conservation and inflation control.

Keep up the good work.

The image shows a handwritten signature in black ink. The signature is written in a cursive style and consists of two parts: 'Jerry' on the left and 'Ford' on the right. The 'J' in 'Jerry' is large and loops around the 'F' in 'Ford'. The 'Ford' is written in a more compact, cursive hand.

THE WHITE HOUSE
WASHINGTON

h.c.
/

February 20, 1975

TO: SHEILA WEIDENFELD

FROM: ROBIN WEST

For your information.

February 11, 1975

*Rob's
Copy to
Shirley Winklerfeld*

Dear Mrs. Fenwick:

Thank you for your letter of recent date in behalf of Allen A. Swenson who wishes to be considered for appointment to a task force to help promote gardening throughout the United States.

Your letter will be shared with others on the staff and we do appreciate that you brought this to our attention.

With kind regards,

Sincerely,

Vernon Loon
Deputy Assistant
to the President

The Honorable Milliecut Fenwick
U. S. House of Representatives
Washington, D. C. 20515

✓cc: Bill Walker w/incoming

VCL:nb



Congress of the United States

House of Representatives

Washington, D.C. 20515

January 30, 1975

Honorable Vernon C. Loen
Deputy Assistant to the President
The White House
Washington, D. C.

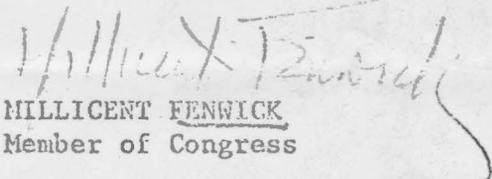
Dear Mr. Loen:

Enclosed is a copy of a letter which I have received from Mr. Allan A. Swenson. As you can see, he is interested in serving on a task force to help promote gardening throughout the United States.

I have known Mr. Swenson for a number of years, and believe he is uniquely suited for such a task. Accordingly, I have no hesitation in recommending him for consideration for an appointment.

With all good wishes,

Yours sincerely,


MILLICENT FENWICK
Member of Congress

MF:b



January 9, 1975

The Honorable Millicent Fenwick
House of Representatives
House Office Building
Washington, D. C.

I hope by now, Millicent, you are all settled in and looking forward to making Congress run even smoother in the future. Knowing your talent for getting things done right, I'm sure you will have a long and productive career in Washington.

I have attached a copy of a recent letter to Ron Nessen at The White House. As you know, I have been a garden columnist for 20 years writing for some 300 newspapers with regular columns, special feature color articles for Sunday supplements, and a variety of books and articles for magazines.

My forthcoming book, Inflation Fighters Victory Gardening, is due from Random House in February. I'm also working on a projected TV series of 26 weeks of half-hour shows on gardening also.

All these efforts are directed at helping people garden more effectively, more productively especially in these somewhat trying times. I understand that the President is establishing a task force of people with background in gardening to help promote more and better gardening throughout the United States. I would be most interested in being invited to join such a task force on a voluntary basis, of course, since my background seems to fit ideally into getting wide, effective exposure for Win gardens throughout the country.

I am presently a member of the Board of Directors for Gardens for All Foundation which is actively promoting community garden activities on borrowed, leased or rented lands from companies, businesses, cities, states, towns etc. I think in these days it is vitally important that we all dig in and get back to basics as families and individuals to green up America and make things really grow again the way they should.

I'll look forward to hearing from you and whenever I can be of service in any way now that I have moved way up here or as they say, "down east", to Maine let me know. All the best for a very successful career in Washington.

Cordially,

Allan A. Swenson

AAS:ss

Also Ltr copies to MacCase
& Dick Kadlik



January 3, 1975

Mr. Ronald Nessen
Press Secretary
The White House
Washington, D. C.

As a veteran garden columnist for some 18 years, I plan to devote much of my 1975 effort to helping folks plan, plant and produce abundantly from Win Gardens. Thought you might like to know about what we'll be doing to help the President's campaign for family food production this year.

My Gardener's Notebook columns appear regularly in some 300 newspapers coast to coast, distributed by NEA of Scripps-Howard. I shall be concentrating on small plot Win gardens, how to select the right hybrids, prepare soil, plant properly, cultivate and fertilize well to get the biggest, best yields from every square foot of soil.

In addition, my special full color feature Sunday Supplement pages also will concentrate on Win Gardens. These will be more in-depth features, aiming at the millions of people who want to begin gardening and need the basics of how, when, where to produce prolifically wherever they live.

My Inflation Fighters Victory Gardening book for Dallentine of Random House is due in February. It too will urge people to get down to basics and grow food wherever possible, from backyard plots and window boxes to community gardens.

Presently, I have also been asked to develop for PBS a 26 week radio and TV Good Gardening Series. This project will concentrate on basic advice, tips and timely know-how to encourage and guide families and individuals step-by-step through better, more successful vegetable growing.

Having been an avid gardener from 4-11 days to now, I travel the country extensively, writing, speaking, encouraging more and better gardening. As a lifelong registered Republican, I firmly believe it is vital to encourage people to help themselves. In these times, it is even more essential to get back to basics. If there is anything I can do to further help promote gardening and encourage more people to dig in and really win this inflation battle, you can count on me.

All best wishes for a productive New Year.

Cordially,

Allan A. Swenson
NEA Garden Columnist



BACKGROUND on Economic Meeting

These women represent the top womens groups throughout the country (list of invitees attached). Although 200 were invited, because of the distances involved and the problems of getting to D.C., they expect between 150-175 attendees.

Anne Armstrong's office feels it's important to stress that women are very important in this effort; that each of them individually are crucial to making WIN work and in fighting inflation; and that it's important for each of them to carry their economic knowledge back and share it with their groups. They felt it was important to have your visit as an endorsement of the importance of this meeting.

The auditorium, room 450 EOB, is a very intimate room and looks like it only seats 50-100 people (an optical illusion - seats 198). At any rate, the atmosphere is informal and cozy, given the numbers, and the setup is a podium just one-step up and close to the audience. Press will be in the back row to your left.

Because most of the subjects preceding you are dry, probably any humor will be doubly appreciated if you think it's appropriate. You will be sort of the human interest focus and I think those attending will look to you to get a reading of just how strongly the President feels about this. (i.e., is this all a PR program, or is there something to it, etc.)

DON'T FORGET YOUR WIN BUTTON!!

Jatti



Mrs. Ford

Womens Economic Conference, Nov. 20, 1974

Executive Office Building

Good morning. I'm delighted to be here today to welcome you and to bring you a few words from my husband -- long distance -- as well. (... you may have heard that he's out-of-town this week). I talked to him earlier, and he sounded just great -- very much like the job is still agreeing with him! And I want you to know that in spite of the hectic pace of Japan, he has found time to send me two post cards!.

He did ask me to let you know this morning how significant he considers this meeting and how very necessary he feels it is to get your organizations involved in the fight against inflation. He is very interested in the outcome of this meeting, and I know both Mrs. Armstrong and I will be filling him in next week when he returns.

Looking at the program, I know you have been getting some of the top-of-the-line information this morning. The people you've talked with are certainly [] experts in their fields, and I know have answered many of your questions. I can't talk to you today as an expert of any kind in formal economics. But I think I can talk to you as someone who, like you, has shopped to feed a growing family for 25 years and watched the prices go up year by year -- and more recently, month by month and week by week. As simply as I know how to say it, inflation is devastating.

-more-



We are all affected by it, and it's important that all of us join in the fight against it. It may be the Number One Priority in my husband's Administration, but real progress in the battle cannot take place unless each of us makes it our individual Number One Priority as well. That's where each one of you can be instrumental, in conveying the message in a personal way to your groups.

Last week, Jerry and I signed a consumers' pledge, and because I feel strongly that the pledge was much more than a piece of paper, I'd like to read it to you and let you know some of the ways we've been trying to apply those words to our family and our way of life.

It reads, "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." The pledge is simple -- two short sentences -- and I think it's appropriate, because most of the things we can do to help are very simple.

On a personal level, let me mention some of the things I've been doing, some of which are obvious and I'm sure you do as well. One thing that all of us can relate to are our shoes. For example, both Jerry and I have our shoes soled and resoled till our shoe man puts his foot down... I dye and re-dye all my evening shoes, and in fact -- and I'm not sure I should confess this -- I have one pair that's been redyed five times! I also dye white shoes once they've turned that tattletale color. Also, for evening shoes -- you know, when you only see the toes

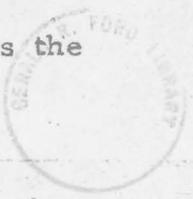
anyway -- I always buy the least expensive ones I can.

I've made no secret about the fact I like clothes. But I'm very conscious, particularly now, of having things made when possible, and wearing basic colors that I can easily switch accessories with -- add scarves or jewelry, wear blouses underneath, and so on. On makeup, I've always been one to buy the larger bottle that costs less per ounce, and I make an even bigger effort to do that now.

When Jerry and I signed the consumer pledge, he talked about the importance of people cleaning their plates at mealtime. Yesterday, somebody asked me if he does that himself, and I had to tell them he'd eat the plate if they didn't take it away! Well, that's a little exaggerated; but we have always stressed taking only what you can eat, and we're even more conscious of that now. We've asked the housekeeper at the White House to shop the specials, and our menus are planned around items that are a good buy at the store during that week. We're trying to stress economy in all our meals, from those we serve at State dinners to those we serve our personal guests. One of our close friends came recently -- it was his first time at the White House -- and he got stuffed green peppers! Jerry is a firm believer that it's up to us to set the example, and we've found that it's even kind of fun. We're trying to go easy on sugar as well, and with a family of dieters, it has probably been good for us.

One thing that has been tremendously encouraging is the

-more-



interest we've had in fighting inflation and conserving energy from every part of the country. Do you know that in the last month-and-a-half we've gotten more than 200,000 letters either enlisting in the WIN Program or sharing thoughts and suggestions on how to conserve? I think this shows that people throughout the country are seriously interested in coming up with positive ways of fighting this problem. And that's a very important beginning.

I think it's important that we, as women, take a lead in this fight because we are the consumers. We are the people who decide how our families spend their money. We feel the pinch perhaps more acutely than any other member of our family, and we need to be as knowledgeable on every aspect of the economy as possible. We can be very influential in this effort, and I urge each one of you to get your organizations involved and thinking.

I feel personally that I'm making a conscious effort and feel justified in being able to wear my WIN button! I want you to know it's a good feeling, and I want to spread it around!

I suspect that Mr. Freeburg is going to share some of the suggestions he's been getting on how people can help in the WIN effort. But just to show you that WINning can be fun, I thought, in conclusion, that you might enjoy some of the suggestions I've been getting from writers: One) When you let your cat in, open your door for just 10 seconds. And if he doesn't come, give him a quick, gentle shove! Two) Don't have so

many days of school (that from a student, I suspect), [3) Make it a rule

even if you have doubts

that there has to be at least two people under every electric blanket!]

And finally, if you don't have a hot water bottle... sleep with your cat!

Thank you very much.

#



WOMENS ECONOMIC CONFERENCE

NOVEMBER 20, 1974

GOOD MORNING. I'M DELIGHTED TO BE HERE TODAY TO WELCOME YOU AND TO BRING YOU A FEW WORDS FROM MY HUSBAND -- LONG DISTANCE-- OF COURSE....AS YOU KNOW HE IS IN JAPAN THIS WEEK. I TALKED TO HIM EARLIER, AND HE SOUNDED JUST GREAT -- VERY MUCH LIKE THE JOB IS STILL AGREEING WITH HIM! AND I WANT YOU TO KNOW THAT IN SPITE OF THE HECTIC PACE OF JAPAN, HE HAS FOUND TIME TO SEND ME TWO POST CARDS!

HE DID ASK ME TO LET YOU KNOW THIS MORNING HOW VERY SIGNIFICANT HE CONSIDERS THIS MEETING AND HOW VERY NECESSARY HE FEELS IT IS TO GET YOUR ORGANIZATIONS INVOLVED IN THE FIGHT AGAINST INFLATION. WE ARE ALL AFFECTED BY IT, AND IT'S IMPORTANT THAT ALL OF US JOIN IN THE FIGHT AGAINST IT. THAT'S WHERE EACH ONE OF YOU CAN BE INSTRUMENTAL, IN CONVEYING THE MESSAGE IN A PERSONAL WAY TO YOUR INDIVIDUAL GROUPS.

LAST WEEK, JERRY AND I SIGNED A CONSUMERS' PLEDGE, AND BECAUSE I FEEL STRONGLY THAT THE PLEDGE WAS MUCH MORE THAN A PIECE OF PAPER, I'D LIKE TO READ IT TO YOU.

"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." THE PLEDGE IS SIMPLE -- TWO SHORT SENTENCES -- AND I THINK IT'S APPROPRIATE, BECAUSE MOST OF THE THINGS WE CAN DO TO HELP ARE VERY SIMPLE.

WHEN JERRY AND I SIGNED THE CONSUMER PLEDGE, HE TALKED ABOUT THE IMPORTANCE OF PEOPLE CLEANING THEIR PLATES AT MEALTIME. YESTERDAY, SOMEBODY ASKED ME IF HE DOES THAT HIMSELF, AND I HONESTLY HAD TO TELL THEM HE WOULD EAT THE PLATE IF THEY DIDN'T TAKE IT AWAY! WELL, THAT'S A LITTLE EXAGGERATED; BUT WE HAVE ALWAYS STRESSED TAKING ONLY WHAT YOU CAN EAT, AND WE'RE EVEN MORE CONSCIOUS OF THAT NOW. JERRY IS A FIRM BELIEVER THAT IT'S UP TO US TO SET THE EXAMPLE, AND WE'VE FOUND THAT IT'S EVEN KIND OF FUN.

ONE THING THAT HAS BEEN TREMENDOUSLY ENCOURAGING IS THE INTEREST SHOWN IN FIGHTING INFLATION AND CONSERVING ENERGY FROM EVERY PART OF THE COUNTRY. DO YOU REALIZE THAT IN THE LAST MONTH, WE HAVE RECEIVED MORE THAN 200,000 LETTERS EITHER ENLISTING IN THE WIN PROGRAM OR SHARING THOUGHTS AND SUGGESTIONS ON HOW TO CONSERVE? I THINK THIS SHOWS THAT PEOPLE THROUGHOUT THE COUNTRY ARE SERIOUSLY INTERESTED IN COMING UP WITH POSITIVE WAYS OF FIGHTING THIS PROBLEM. AND THAT'S A VERY IMPORTANT BEGINNING.

IT'S IMPORTANT THAT WE, AS WOMEN, TAKE A LEAD IN THIS FIGHT BECAUSE WE ARE THE CONSUMERS. WE ARE THE PEOPLE WHO DECIDE HOW OUR FAMILIES SPEND THEIR MONEY. WE FEEL THE PINCH PERHAPS MORE ACUTELY THAN ANY OTHER MEMBER OF OUR FAMILY, AND WE NEED TO BE AS KNOWLEDGEABLE ON EVERY ASPECT OF THE ECONOMY AS POSSIBLE. I URGE EACH ONE OF YOU TO GET YOUR ORGANIZATIONS INVOLVED AND THINKING.

BUT JUST TO SHOW YOU THAT WINNING CAN BE FUN, I THOUGHT, IN CONCLUSION, THAT YOU MIGHT ENJOY SOME OF THE SUGGESTIONS I'VE BEEN GETTING FROM ~~WRITERS~~ *people who have written to us.*

ONE: WHEN YOU LET YOUR DOG OUT, OPEN YOUR DOOR FOR JUST 10 SECONDS. AND IF HE DOESN'T MOVE, GIVE HIM A QUICK, GENTLE SHOVE!

TWO: DON'T HAVE SO MANY DAYS OF SCHOOL--THAT'S FROM A STUDENT, NATURALLY.

AND THREE: IF YOU DON'T HAVE A HOT WATER BOTTLE...TRY SLEEPING WITH YOUR CAT!

IT HAS BEEN A PLEASURE MEETING WITH YOU THIS MORNING --
THANK YOU VERY MUCH.

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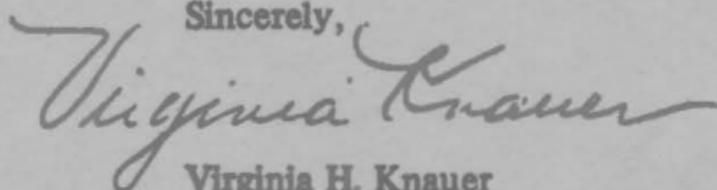


THE WHITE HOUSE
Washington

Fellow Consumer:

Saving energy saves money. Here is a check list to help you conserve energy and help our nation overcome a fuel shortage. Even if it is too cold now to install storm windows, to add insulation to walls and ceiling or to caulk windows and door frames, it is never too late to follow the 12 tips below. Please join me in taking steps to save energy today so there will be enough for all Americans tomorrow.

Sincerely,



Virginia H. Knauer
Special Assistant to the President
for Consumer Affairs

Your midwinter check list for saving energy and saving money:

- Set your thermostat at 68° during the day.
- Turn the thermostat down to 60° at night.
- Close shades and drapes at night. Open them for sunlight.
- Keep fireplace damper closed when not in use.
- Clean or replace furnace air filters at least monthly.
- Storm windows help, but if they are not installed, tape or nail clear plastic over inside window frames.
- Bleed air from hot water heating systems.
- Seal cracks around attic doors and pulldown stairs.
- Close off and do not heat unoccupied rooms.
- Use washing machines and dishwashers only with full loads.
- Turn off gas/electric outdoor lights used only for decorative purposes.
- When possible, wash clothes in cold water.

saveEnergy

Russ Freebery
3204 New Ex

Transcript of Sylvia Porter's Press
Conference in Press Room.

Fes - Home Sewing Month - ^{inc.}
Am. Home Sewing Council, ^{will} tie the
bond to
Would like to arrange

~~Dupont~~ Company, made of Dupont,
Singer,
To encourage pp do their own
sewing. Have to buy materials to
do own sewing, so you're not
getting into area where they're
feeding money into economy,
Coping habits - Can't promote
something that turns off
segment of the economy e.g. can't
buy credit cards wd same segment
of our economy.

Pres. Oct. 15 Speech in Kansas
City -

3 ankle bones
showing
where she's working
Teaching → non-information } small
enough
place

Maxine - Mourning

← bending over when he stood -
black silk stockings
Pants were too short
according to Mrs. Ed

Black Wing collar

never received
post cards by)

THE WHITE HOUSE
WASHINGTON

MRS. FORD

EVENT: Drop-by Economic Briefing for Representatives
of National Women's Organizations

DATE: Wednesday, November 20, 1974

TIME: 10:40 a.m.

PLACE: E.O.B., Room 450

SEQUENCE:

10:35 a.m. Susan Porter will meet you in the Ground Floor Hall
to walk over to the Executive Briefing Room in the
E.O.B.

10:40 a.m. Remove coat in Holding Room outside 450 E.O.B. and
after Anne Armstrong, who is chairing the Briefing,
has introduced you, enter the Briefing Room from
the connecting side stage door and go directly to
the podium.

On stage will be:

-Anne Armstrong

-Frank Zarba (who will represent Secretary Morton
discussing Energy and Conservation)

-Russell Freeburg (who will represent Sylvia Porter
discussing the Voluntary Program).

10:44 a.m. At the conclusion of your brief greetings and remarks,
return to little holding room via the same door.

10:45 a.m. Leave 450 E.O.B. for Residence.

10:50 a.m. Return to Residence.

NOTE: There will be press coverage and White House photographer.

BACKGROUND

MATERIAL: Coming. Prepared by Patti Matson.

susan porter
November 19, 1974



PRELIMINARY AGENDA
for
ECONOMIC BRIEFING
November 20, 1974
Room 450, OEOB

← 2012 11/20
2000-9-20

- | | | | | |
|------------|---|-----------------------|---|--------------------------------------|
| 9:00 a.m. | - | Anne Armstrong | - | Welcome and Opening
Remarks |
| 9:15 a.m. | - | William Seidman | - | Administration's
Economic Program |
| 9:25 a.m. | - | Roy Ash | - | 1975 and 1976
Budget |
| 9:35 a.m. | - | William Simon | - | Financial Outlook |
| 9:45 a.m. | - | Questions and Answers | | |
| 10:15 a.m. | - | Frank Zarba | - | Energy and
Conservation |
| 10:30 a.m. | - | Questions and Answers | | |
| 10:40 a.m. | - | Mrs. Ford Drop-By | | |
| 10:45 a.m. | - | Russell Freeburg | - | The Voluntary Program |
| 11:00 a.m. | - | Questions and Answers | | |
| 11:25 a.m. | - | Anne Armstrong | - | Closing Remarks |



Mark Sales →

Soup-bones

PRELIMINARY AGENDA
for
ECONOMIC MEETING
November 20, 1974
Room 430, QEDB

9:00 a.m.	-	John Armstrong	-	Welfare and Operating Remarks
9:15 a.m.	-	William Bidman	-	Administration's Economic Program
9:25 a.m.	-	Roy Ash	-	1975 and 1976 Budget
9:35 a.m.	-	William Simon	-	Financial Outlook
9:45 a.m.	-	Questions and Answers	-	
10:15 a.m.	-	Frank Zarba	-	Energy and Conservation
10:30 a.m.	-	Questions and Answers	-	
10:40 a.m.	-	Mrs. Ford Drop-Bry	-	
10:45 a.m.	-	Russell Freedburg	-	The Voluntary Program
11:00 a.m.	-	Questions and Answers	-	
11:25 a.m.	-	Anne Armstrong	-	Closing Remarks

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE
PRESS CONFERENCE
OF
SYLVIA PORTER
CHAIRPERSON, CITIZENS' ACTION COMMITTEE
TO FIGHT INFLATION

THE BRIEFING ROOM

4:28 P.M. EDT

MR. SPEAKES: As most of you know, the Citizens' Action Committee to Fight Inflation, which is a distinguished cross-section of American citizens, is still in the midst of a meeting in the Cabinet Room.

The President spent the better part of the first hour with the group. He called them -- and this is a quote -- "An excellent committee which can contribute significantly in the fight against inflation."

The group has elected Miss Sylvia Porter as its chairperson, and Miss Porter is here to speak briefly with you and to take your questions. Since she is the chairperson and the committee is still in session, we would like to limit it to a few minutes, if we can, and let her get back.

MISS PORTER: Ladies and gentlemen, as one of you, I recognize that the questions might be tough. Mine would be if you were here, but first is a statement of principle which we have just adopted.

"The Citizens' Action Committee to Fight Inflation is a nonpartisan, volunteer working committee. The committee will develop public understanding and participation in a nationwide effort to control inflation and save energy.

This nonpartisan committee dealing with a nonpartisan problem will mobilize the Nation through all of its people. The committee calls on every American, on Federal, State and local governments, organizations, business and labor to WIN the fight against inflation."

Now, before you ask me questions, I would like to volunteer something about myself. I am a member of the working press. It would be intolerable for me, in my position, to join anything with any political tinge.

MORE

(OVER)

As I said to the President when he first walked in the room, it would be for me committing career suicide, and that I have no intention of doing. I believe this is a tremendously critical moment in the economic and, therefore, political history of our country. I think that the consumer has been overlooked, and my proposal at the summit conference was that we should be called in to see what we could do, and to help.

It is in that role that I am here, and it is that role that I have been asked to fulfill. We have selected and have had accepted people from every spectrum of our society, ranging from liberal Democrats to conservative Republicans; from big and small businessmen, to outspoken representatives of labor; we have women, we have men; we have colors, we have creeds; we have us all, and if we have missed by any chance a spectrum of our society, it was because we did not have time to enlist the people, and we will correct that oversight.

Please believe me, ladies and gentlemen, not one of us in that room has any political ties or thoughts at all in this fight. And please believe me, I believe that, or I would not be here.

And now, if you have something to ask me, I will answer.

Q Is Governor Rampton up for re-election this year, the Governor of Utah?

MISS PORTER: Sir, I don't think I can answer that question. I don't think I know.

Q Miss Porter, you say you are nonpartisan, but I wonder, is the committee supporting the 5 percent surtax? Are you taking a position on the President's specific proposal?

MISS PORTER: No we are not taking a position at all on the President's anti-inflation program. We are developing a program of our own. The program that we are trying to develop at the committee meeting, which I just left, is one that will have to do with the volunteers and with people.

This would go far beyond many of the things that the President suggested. If you will recall, he brought this particular subject up at the very end of his speech to the Joint Session, and it was a separate proposal.

MORE

Q What points have you agreed on as of this moment; in other words, can you give us some kind of a platform as to where you stand at the moment?

MISS PORTER: When I left the room, we had certainly very well covered the field of energy conservation. We were well into the field of production of food.

Q Can you give us any points of conclusion or consensus?

MISS PORTER: This will be finished in about a half-hour. I think since a lot of it is probably going by the wayside while I am here or being developed while I am here, I might be terribly wrong to say anything since I don't know where it stands, even in the last five minutes.

But we are trying to develop a program which will involve citizens at the local, the regional, cities, counties, and States.

Q Miss Porter, what did the President tell you in the hour he spent there?

MISS PORTER: He told us he was very pleased that we had accepted. He was impressed with the broad cross-section that we represented. He was delighted that we all got here on a Saturday afternoon from a long, long way away, and he listened with great care, and I think he already has accepted a suggestion that came from one of our members that he report to the American public a couple of times a month on the progress of the effort.

Q Is this an ad hoc committee?

MISS PORTER: I would say so. We plan to be in business, however, for a long time because none of us -- although, our membership, of course will change -- this is not going to be an easily solved problem.

Q In the program you are working on -- the rest of them are working on right now -- has anything been suggested that is really novel, that surprised you as a possible viable suggestion to get voluntary conservation?

MISS PORTER: I had been surprised at -- I myself, and I have given this a lot of thought -- at the originality of several of the suggestions. We also have to look now, since it is just beginning, at the way in which the ideas can be implemented. You must understand we are going to break down into -- you can use your own words -- task forces, working groups.

MORE

I would assume there will be a small group of us who will meet pretty frequently in New York City, a small group that will meet pretty frequently here. I say, for instance, Ralph Nader works out of Washington. Mrs. Foreman of Consumer Federation of America, works out of Washington. I work out of New York. Mr. Alioto is Mayor of San Francisco. We are not exactly from one town. So, we will break down.

Q Miss Porter, you met in there for quite some time, and you said you think these are terribly critical times and that the consumer has been overlooked. I think there are probably millions of consumers out there who are waiting to hear exactly what you are doing.

Can't you give us some specifics or some of the suggestions, how the men and women, how the consumer can conserve energy, how he can fight inflation?

MISS PORTER: This is precisely what we are developing inside. I do not think we are going to have anything new that has not been already pretty well decided on energy.

During the fiasco of last winter, when we developed a Nation of skeptics on this, pretty much everything you could think of that could be done by business, by schools, by homes, was thought of. The road program of driving -- you know them as well as I -- and in looking over the list of hints, proposals, recommendations of that time seems to me they cover a very broad and extremely valuable range.

Since the energy crisis blew up in our faces -- and you know what happened to the Nation as well as I during the spring and summer of 1974 -- people forgot, or let's say, they decided they had been had.

Q In view of the statement you just made, what role do you have other than chairleader? You say you don't think your group will come up with anything in one of the two critical areas?

MISS PORTER: No, I think in energy the ideas are pretty well known. What has to be done now is to readopt them.

Q Are you going to ask to go back to turning the thermostats down and not driving when we don't have to and that kind of thing? Is that what you are saying?

MORE

MISS PORTER: I think the President is going to call on the American public the way he did in his speech to the Joint Session, to cut down their waste of energy. I, for one, am utterly apalled at the speed of the cars passing me on the highways that I ride on in Westchester County. Going 55 miles an hour is dangerous. Everybody is going to bump into you.

Q Miss Porter, in view of the fact that this country has a vast disparate distribution of wealth, the fact is a great many people have very little and a few people have a very great deal -- do you think volunteerism is the answer to these economic and energy problems?

MISS PORTER: I think the volunteer can do a great deal, if we believe. I have faith in that.

Q But how do you get people to believe, in view of what I just pointed out, that there are people who have a great deal and there are a great many people who have very little and with that problem it seems to me just asking people voluntarily to cooperate does not really solve it.

MISS PORTER: You not only ask them to cooperate -- I am told the committee now has their program ready. You not only ask people to cooperate, you ask people to help themselves. All forms of fuel right now are rather expensive. If you can cut down and help conserve, and help us become independent, and if at the same time you can help save your money on your budget and make yourselves healthier, I don't call that sacrifice.

Q You said the President agreed to report to the American people.

MISS PORTER: I said I thought that he approved of the idea.

Q What did he say that made you think he approved it?

MISS PORTER: I liked the way he took his notes.

Q It seemed to me what you were saying is this group is going to shy away from the political controversial matters. We are all for energy conservation. That is in the apple pie --

MORE

MISS PORTER: But going beyond energy conservation, I told you.

Q But I asked about, for example, the surtax, and you seemed like, "We won't touch that."

MISS PORTER: Now look, that is a political question that is up to Congress. I don't think this particular group is going to take a stand on the surtax because no matter what stands we take, the Congress of the United States will have that ultimate decision. In my own home, I cannot make a decision on the surtax. All I know is that I will pay it, if it is passed.

Q Just to help us understand that a little bit better then, I think we will not assume that you are telling us facts that your committee has adopted because we realize you came away and you don't know them, but give us a couple of suggestions or a couple of the ideas that were around so we will have an idea of the kind of things you are talking about that would be old hat.

MISS PORTER: Well, the President is making a speech on Tuesday, as you well know, in Kansas City, during which he will, I believe, announce some of the ideas which are coming out of this committee this afternoon. I think it would not be not only indiscreet but extremely bad manners for me to scoop the President.

Q But you do think he is taking ideas from you today which will be in that Tuesday speech?

MISS PORTER: I believe that is his intention. That is why we are here.

THE PRESS: Thank you, Miss Porter.

END (AT 4:35 P.M. EDT)

November 18, 1974

Office of the White House Press Secretary

THE WHITE HOUSE

STATEMENT BY THE PRESIDENT

I am announcing actions designed to (1) insure the continued flow of sugar into this country from abroad and (2) encourage increased production domestically at the same time. The actions I am taking will maintain duties on sugar imports at the lowest permissible rate under the Tariff Schedules of the United States.

The Sugar Act is scheduled to expire on December 31, 1974. If no action is taken, tariffs on imported sugar will rise about 1.3 cents per pound on January 1, 1975. The law provides, however, that the President can continue the current rates in force if his proclamation extending the rates includes a quota on sugar imports. I have, therefore, decided to extend the current tariff rates and will set an annual global quota of seven million short tons for 1975. That quantity is more than adequate to meet anticipated import requirements. At the same time, it will ensure a degree of stability for our own sugar industry to operate effectively in a period of very tight supplies.

Although there is no risk we will run out of sugar, we may well experience higher prices than we would like until production catches up with demand. Users of sugar can help ease prices by buying wisely, conserving supplies and consuming less sugar. I urge all Americans to reduce the amount of sugar in cooking and to put in half the amount usually used to sweeten coffee or tea.

The world sugar supply has tightened markedly in recent months. For the past three crop years, world sugar production has been rising. But even so, consumption has exceeded production by a small margin. Crop setbacks this year in a number of countries will prevent production from keeping pace with the normal growth of consumption. Since sugar production this year is expected to be about the same as last, worldwide sugar supplies will continue to be tight. Because we in this country import about one-half of the sugar we consume, we are directly affected by this worldwide problem. So far this year, our foreign suppliers have shipped 10 percent more sugar to the U.S. than last year.

The Council on Wage and Price Stability is working with sugar-using industries to stimulate conservation in the use of sugar. The Council will also hold public hearings to examine the margins charged by sugar processors, refiners and distributors. The purpose of these hearings will be to ensure that the retail prices of sugar and sugar products are not unduly increased.

more

In the past,, sharp increases in sugar prices have always been temporary because they stimulated offsetting production increases of sugar cane and sugar beets. I have asked Secretary Butz to ensure that all American farmers are made aware of the excellent market opportunities offered by sugar beets and sugar cane, and to make sure that there are no governmental impediments to increased production.

Early season contracting between farmers and processors could be very helpful in 1975, and long-term contracting between U.S. refiners and foreign suppliers could be very beneficial as well. Our traditional foreign sugar suppliers who have benefited from our sugar program in the past are also urged to continue providing sugar to our market.

Finally, I have directed the Economic Policy Board to monitor the sugar situation on a weekly basis and to report to me any signs of speculation or market activity in world and domestic markets that would worsen the tight supply situation we face this year.

The Administration recognized the inconveniences worked on the average American citizen by the current sugar situation. It will continue to do everything it can to improve matters and to remove some of the uncertainties for the future.

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Office of the White House Press Secretary

THE WHITE HOUSE

ESTABLISHMENT OF TARIFFS AND QUOTA
ON CERTAIN SUGARS, SIRUPS AND MOLASSES

- - - - -

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

1. WHEREAS, pursuant to section 201(a) of the Trade Expansion Act of 1962 (19 U.S.C. 1821(a)), on June 30, 1967, the President entered into a trade agreement consisting of the Geneva (1967) Protocol to the General Agreement on Tariffs and Trade, including a schedule of United States concessions annexed thereto (hereinafter referred to as "Schedule XX (Geneva--1967)", together with the Final Act Authenticating the Results of the 1964-67 Trade Conference Held under the Auspices of the Contracting Parties to the General Agreement, and, by Proclamation No. 3822 of December 16, 1967 (82 Stat. 1455) proclaimed such modifications of existing duties and other import restrictions of the United States and such continuance of existing customs or excise treatment of articles imported into the United States as were then found to be required or appropriate to carry out that agreement on and after January 1, 1968;

2. WHEREAS, among such modifications and continuances, was Note 1 of Unit A, Chapter 10, Part I of Schedule XX (Geneva--1967);

3. WHEREAS, Headnote 2, Subpart A, Part 10 of Schedule 1 of the Tariff Schedules of the United States (19 U.S.C. 1202, hereinafter referred to as (TSUS)), which was added to the TSUS by Proclamation No. 3822 on the basis of said note 1 referred to in recital 2, provides in relevant part as follows:

2. The rates in column numbered 1 in items 155.20 and 155.30 on January 1, 1968, shall be effective only during such time as Title II of the Sugar Act of 1948 or substantially equivalent legislation is in effect in the United States . . . Provided,

- (i) That, if the President finds that a particular rate not lower than such January 1, 1968, rate, limited by a particular quota, may be established for any articles provided for in item 155.20 or 155.30, which will give due consideration to the interests in the United States sugar market of domestic producers and materially affected contracting parties to the General Agreement on Tariffs and Trade, he shall proclaim such particular rate and such quota limitation, to be effective not later than the 90th day following the termination of the effectiveness of such legislation;

more

4. WHEREAS, Section 201(a)(2) of the Trade Expansion Act of 1962 authorizes the President to proclaim the modification or continuance of any existing duty or other import restriction or such additional import restrictions as he determines to be required or appropriate to carry out any trade agreement entered into under the authority of that Act;

5. AND WHEREAS it is determined that the rates and quota limitation hereinafter established are appropriate to carry out the portion of a trade agreement referred to in recitals 2 and 3, and give due consideration to the interests in the United States sugar market of domestic producers and materially affected contracting parties to the General Agreement on Tariffs and Trade;

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, acting under the authority vested in me by the Constitution and statutes, including Section 201(a)(2) of the Trade Expansion Act of 1962 and in conformity with Headnote 2 of Subpart A of Part 10 of Schedule 1 of the TSUS do hereby proclaim until otherwise superseded by law:

(1) Subpart A, Part 10, Schedule 1 of the TSUS is modified by adding thereto a new headnote as follows:

(3) The total amount of sugars, sirups, and molasses described in items 155.20 and 155.30, the products of all foreign countries, entered in any calendar year shall not exceed, in the aggregate, 7,000,000 short tons, raw value. For the purposes of this headnote, the term "raw value" means the equivalent of such articles in terms of ordinary commercial raw sugar testing 96 degrees by the polariscope as determined in accordance with regulations issued by the Secretary of the Treasury. The principal grades and types of sugar shall be translated into terms of raw value in the following manner:

(i) For sugar described in item 155.20, by multiplying the number of pounds thereof by the greater of 0.93, or 1.07 less 0.0175 for each degree of polarization under 100 degrees (and fractions of a degree in proportion).

(ii) For sugar described in item 155.30, by multiplying the number of pounds of the total sugars thereof (the sum of the sucrose and reducing or invert sugars) by 1.07.

(iii) The Secretary of the Treasury shall establish methods for translating sugar into terms of raw value for any special grade or type of sugar for which he determines that the raw value cannot be measured adequately under the above provisions.

(2) The rate of duty in rate column numbered 1 for items 155.20 and 155.30 is established as follows:

more

155.20.....0.6625¢ per lb. less
0.009375¢ per lb. for
each degree under 100
degrees (and fractions
of a degree in propor-
tion) but not less than
0.428125¢ per lb.

155.30.....Dutiable on total sugars
at the rate per lb.
applicable under Item
155.20 to sugar testing
100 degrees

(3) The provisions of this proclamation shall become effective with respect to articles entered, or withdrawn from warehouse, for consumption on and after January 1, 1975, and shall remain in effect until the President otherwise proclaims or until otherwise superseded by law.

IN WITNESS WHEREOF, I have hereunto set my hand this **sixteenth** day of November, in the year of our Lord nineteen hundred seventy-four, and of the Independence of the United States of America the one hundred ninety-ninth.

GERALD R. FORD

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NOVEMBER 16, 1974

Office of the White House Press Secretary

THE WHITE HOUSETEMPORARY QUANTITATIVE LIMITATION ON THE IMPORTATION
INTO THE UNITED STATES OF CERTAIN CATTLE, BEEF, VEAL,
SWINE AND PORK FROM CANADA

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

WHEREAS, Section 252(a) of the Trade Expansion Act of 1962 (19 U.S.C. 1882(a)) authorizes the President to impose duties or other import restrictions on the products of any foreign country establishing or maintaining unjustifiable import restrictions against United States agricultural products which impair the value of tariff commitments made to the United States, oppress the commerce of the United States, or prevent the expansion of trade on a mutually advantageous basis;

WHEREAS, Canada has imposed unjustifiable restrictions on cattle and meat imports from the United States;

WHEREAS, such restrictions violate the commitments of Canada made to the United States, including the provisions of Article XI of the General Agreement on Tariffs and Trade, and impair the value of tariff commitments made to the United States, oppress the commerce of the United States and prevent the expansion of trade on a mutually advantageous basis; and

WHEREAS, I deem it necessary and appropriate to impose the restrictions hereinafter proclaimed on imports of cattle, beef, veal, swine, and pork, which are the products of Canada, in order to obtain the removal of such unjustifiable restrictions and to provide access for United States cattle and meat to the markets of Canada on an equitable basis;

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, acting under the authority vested in me by the Constitution and statutes, including Section 252(a) of the Trade Expansion Act of 1962 (19 U.S.C. 1882(a)), do hereby proclaim (until such time as the President otherwise proclaims) --

(1) Subpart B of part 2 of the Appendix to the Tariff Schedules of the United States (TSUS) is amended by inserting in numerical sequence the following new items:

Item	Articles	Quota	Quantity
------	----------	-------	----------

	Whenever, in any 12-month period beginning August 12 in 1974 or in any succeeding year, the respective quantity or aggregate quantity of the cattle, the swine, the beef and veal, or the pork specified below, the		
--	---	--	--

more

item	Articles	Quota Quantity
	<p>or the pork specified below, the product of Canada, has been entered, no such cattle, swine, beef and veal, or pork, respectively, the product of Canada, may be entered during the remainder of such period:</p>	
945.01	Cattle provided for in items 100.40, 100.43, 100.45, 100.53, and 100.55 of part 1, schedule 1-----	17,000 head (aggregate quantity)
945.02	Swine provided for in item 100.85 of part 1, schedule 1-----	50,000 head
945.03	Beef and veal, fresh, chilled, frozen, prepared, or preserved, provided for in items 106.10 and 107.60, part 2B, schedule 1-----	17,000,000 pounds (aggregate quantity)
945.04	Pork, fresh, chilled, frozen, prepared or preserved, provided for in items 106.40, 107.30 and 107.35, part 2B, schedule 1-----	36,000,000 pounds (aggregate quantity)

(2) Notwithstanding the provisions of paragraph (1) hereof, not in excess of one-twelfth of the respective quota quantity specified for each item in said paragraph (1) may be entered, or withdrawn from warehouse, for consumption during the 30 day period beginning on the date of this proclamation.

(3) The provisions of this proclamation shall become effective upon publication in the Federal Register, but the provisions of paragraph (1) hereof do not apply to any articles in excess of the respective quota quantity specified for each item in said paragraph (1) which --

- (a) prior to such date of publication, have been duly entered, or withdrawn from warehouse, for consumption or have been released under the provisions of section 448 (b) of the Tariff Act of 1930 (19 U.S.C. 1448 (b)), or
- (b) have been entered or withdrawn pursuant to paragraph (2) hereof.

IN WITNESS WHEREOF, I have hereunto set my hand this
 sixteenth day of November in the year of our Lord
 nineteen hundred and seventy-four, and of the Independence
 of the United States of America the one hundred ninety-ninth.

GERALD R. FORD

#

NOVEMBER 14, 1974

EDITORS AND REPORTERS:

THE WIN COMMITTEE IS BEGINNING TODAY DISTRIBUTION OF WIN BRIEFS WHICH WILL RELATE ACTIVITIES ACROSS THE COUNTRY IN CONNECTION WITH THE WIN PROGRAM.

RUSSELL FREEBURG
WHITE HOUSE COORDINATOR
TO THE CITIZENS' ACTION
COMMITTEE TO FIGHT INFLATION

CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION
Washington, D.C.

FOR IMMEDIATE RELEASE:
November 14, 1974

WIN Committee
CONTACT: (202) 456-6466

WIN BRIEFS

Mayor Kyle Testerman of Knoxville, Tennessee, informed the Citizens' Action Committee to Fight Inflation today that he will support its efforts to fight inflation and to save energy. As an energy conservation measure, he is urging gasoline stations to close on Sunday and all businesses to close at 8 p.m. weekdays. Prior to the Summit, he requested and received more than 5,000 suggestions on fighting inflation from Knoxville citizens.

* * *

McDonald's restaurants in Cincinnati have rolled back sandwich prices 5¢ in a "McWIN" campaign (McDonald's Whips Inflation Now) supported by TV, radio and newspaper ads.

* * *

The Texas Elks State Association adopted unanimously at its fall conference a resolution enlisting its members and wives as Inflation Fighters and energy savers in the WIN Program for the duration. President Ford received the resolution from Association Secretary Claude Phillips, Dallas, Texas.

* * *

The Virginia State Chamber of Commerce joined with the Virginia Farm Bureau Federation to sponsor a seminar in Richmond, Virginia on "SIN" -- Stop Inflation Now.

* * *

The National Canners Association has given the WIN Committee this suggestion: turn the electric stove off a few minutes before the food is ready and let it finish cooking on the retained heat. This saves energy.

* * *

Making it easy for its employees to be WINners, Easter Airlines purchased 25,000 WIN buttons and is encouraging all staffers who have public contact to sport the message.

* * *



The Advertising Council Inc

825 Third Avenue
New York, N.Y. 10022
212-758-0400

New York/Washington/Los Angeles

Public Service
Advertising

Bulletin

No. 32

A Guide for Media, Advertisers and Advertising Agencies

NOVEMBER—DECEMBER, 1974

INFLATION

Council President, Robert P. Keim, as well as others closely associated with the Ad Council through various voluntary roles, were among the participants at the recent Washington summit conference on inflation. As a result, the following urgent bulletin was immediately sent to a select number of media leaders. The Ad Council was gratified to note that a great many of the problems delineated at the conference had been anticipated by the Council's Board during the past year and appropriate materials had already been distributed to the media.

URGENT BULLETIN

I have just returned from the Conference on Inflation in Washington during which I was urged personally by President Ford, Dr. Paul W. McCracken and L. William Seidman to develop broad Advertising Council and media support to combat inflation. Pending an anticipated request to the Council for an all-inclusive campaign on inflation, there is immediate action that can be helpful at this time, namely, to expand support and exposure of our three ongoing campaigns:

1. ENERGY CONSERVATION

"Don't Be Fuelish"

2. PRODUCTIVITY

"America, it only works as well as we do."

3. UNITED STATES SAVINGS BONDS

"Take stock in America."

All have definite anti-inflationary aspects. You should have existing media materials on these programs, and we urge you to give special priority to their use. For additional supplies please call, wire or write our Media Department in New York. This is an opportunity for you to contribute substantially in constructive and effective efforts to control the terrible problem of inflation in our country. We deeply appreciate your valuable cooperation.

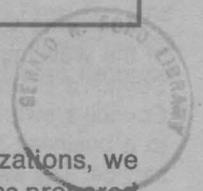
ROBERT P. KEIM

President

October 2, 1974

WHIP INFLATION NOW

To encourage and assist the media, advertisers, advertising agencies and all interested organizations, we have reproduced on page 11 of this Bulletin the official artwork for making WIN materials. This was prepared by Benton & Bowles, Inc., serving as the Ad Council's Volunteer Advertising Agency. Anyone desiring to support this program can do so by preparing, manufacturing or otherwise reproducing these materials through local suppliers. The Ad Council cannot fulfill requests for any of the promotional items. The sample button enclosed has been donated by button manufacturer, N. G. Slater Corporation of New York City, who had donated buttons to the Citizens Action Committee to Fight Inflation. The Whip Inflation Now theme was adopted on Saturday, October 12th, by the Committee, as the initial rallying cry for a long range program to fight inflation that will encompass many elements. The Committee was formed by President Ford and your Ad Council was asked to be a member.



What's Happening?

WITH THE HELP OF OUR FRIENDS...

Each October the Ad Council pays tribute to some very special friends, the people, the agencies and others who have given so generously of their time and talents to our campaigns during the year. The engraved silver bell that we presented each one during the Salute to Volunteers Awards Luncheon we hosted on Oct. 10 at the Waldorf Astoria is a symbol of our deep gratitude. The following received these awards:

First Year Awards: **John P. Kelley**, Vice President, Good-year Tire & Rubber Co., volunteer coordinator, and **Cunningham & Walsh, Inc.**, volunteer advertising agency, for the Energy Conservation campaign; **Compton Advertising, Inc.**, volunteer advertising agency, for Religion in American Life campaign; **Henry Arnsdorf**, Vice President, Prudential Insurance Co. of America, volunteer coordinator, and **Ogilvy & Mather, Inc.**, volunteer advertising agency, for Health Careers campaign; **Paul M. Lund**, Vice President, AT&T, volunteer coordinator, and **N. W. Ayer & Son, Inc.**, volunteer advertising agency for VD Awareness campaign.

Fifth Year Awards: **Ogilvy & Mather, Inc.**, volunteer advertising agency for Technical Education & Training campaign; **James S. Fish**, Vice President, General Mills, Inc., volunteer coordinator, and **Hutchins/Darcy Inc.**, volunteer advertising agency, for U.S. Savings Bonds campaign.

Special Awards: **George D. Corey** and **Dr. Marion de Velder**, retiring members of the Council's Public Policy Committee; **Molly Scott**, music therapist who appeared in the Health Careers campaign; **Johnny Hart**, creator of the BC cartoon series, whose famous characters starred in the ACTION campaign; **Jack Davis**, artist, who drew the Energy Conservation campaign figures; **George C. Scott**, actor, and **Jim Ryun**, athlete, both featured in the Energy Conservation campaign; **Iron Eyes Cody**, actor and full-blooded Indian, who starred in the Help Fight Pollution campaign; **Tom Clancy**, Programmer at NYU, who appears in the Rehabilitation of Handicapped People campaign; **National Football League** for outstanding public service in donating time on NFL broadcasts to Council messages; and **Screen Actors Guild** for the 20th year of special cooperation with the Ad Council. **Gibson McCabe**, new Council Chairman, also received a Silver Bell.

WITH OUR ANNUAL AWARD...

Katharine Graham, Chairman and Chief Executive Officer of the Washington Post Company, has been selected by the Council's Board of Directors to be the 1974 recipient of the Council's award for Public Service, which is given annually to a business leader who has contributed notably in public service. The award will be presented to Mrs. Graham by last year's recipient, **Howard J. Morgens**, former Chairman and Chief Executive Officer of Procter & Gamble, at the Council's annual dinner on November 20. **John T. Connor**, Chairman of Allied Chemical Corp. and a member of the Council's Industries Advisory Committee, is serving as dinner committee chairman.

WITH OUR BOARD OF DIRECTORS...

Frederick B. Dent, the Secretary of Commerce, was the guest speaker at the luncheon following our Board meeting in Chicago on Oct. 23. Business leaders in the Chicago area also attended the luncheon, during which the Secretary discussed ideas to obtain better understanding of the American economic system.

Robert P. Keim, Ad Council President, and **Lewis W. Shollenberger**, Council Vice President, Washington, attended the White House's economic summit conference Sept. 27-28 in Washington. The Council anticipates a formal request for an anti-inflation campaign.

Mr. Keim was the guest luncheon speaker at the Oct. 4 meeting of the Adcraft Club in Detroit. In his remarks describing the Council's operation, Mr. Keim also illustrated the specific local ways the Ad Council campaigns affect Detroit and Michigan.

L. W. Lane, Jr., President and Publisher of the Lane Magazine and Book Co., and his family were awarded the Henry Jackson Fisher award of the Magazine Publishers Association. Mr. Lane is a Council director.

WITH OUR CAMPAIGNS...

William P. Gregg, volunteer coordinator of our Rehabilitation of Handicapped People campaign, has been named a Vice President of Allstate Insurance Co.

Christopher F. Edley, Executive Director of the United Negro College Fund, has been elected to the board of the C.I.T. Financial Corp. UNCF is a Council campaign.

Our newest campaign, **Carpooling**, is being distributed now as part of our overall Energy Conservation campaign. The advertising urges each of us to take a friend along if we drive to work. That way we'd save energy—and it's anti-inflationary, too.

More than two million copies of our **Food, Nutrition and Health** campaign booklet, "Food Is More Than Just Something To Eat," have been distributed since January. Our **Health Careers** campaign booklet is doing well, too. Requests for "200 Ways to Put Your Talents To Work in the Health Field" are coming in at the rate of a thousand per day.

We're working on an **Export Development** campaign solely for the business press. Those of you in that medium will be hearing more about it later on. Campaign is at the request of the Office of Export Development, U.S. Department of Commerce. **Marsteller, Inc.** is the volunteer advertising agency. **James Pearce**, Vice President, Dow Chemical Company, is the volunteer coordinator.

WITH THE MEDIA...

The Ad Council's Business Press Advisory Committee met on Oct. 15 and discussed that medium's support of our campaigns as well as reviewed the advertising for the Export Development campaign. **William D. Littleford**, President of Billboard Publications, Inc., is the chairman of the committee. **Charles S. Mill**, President, American Business Press, Inc., is vice chairman. Both men are Council directors.

(continued)

IMPORTANT... IMPORTANT... IMPORTANT

Notices to the Media

To: RADIO AND TELEVISION PUBLIC SERVICE DIRECTORS

ACTION

Stop ACTION advertisements that use the song, "A You're Adorable," by December 22, 1974.

You can identify the spots on the radio disc by the number JW 142, Cuts 1 and 2. You can still use cut 3 (:10).

The television spots are identified by the numbers CNA 3160 and CNA 3130 (:10). You can still use CNA 3110, "Agriculture"(Popcorn) (:30), "Skilled Mechanic" (:30).

We regret this, but because of union contracts terminating, we have no choice and urge your cooperation. We urge you to take appropriate steps immediately to insure that this is not overlooked. Thank You.

To: ALL MEDIA:

Bulletin Mailing List Computerized

Our media and bulletin mailing lists are being computerized. The Council regularly distributes a variety of media materials to well over 20,000 media outlets, and we anticipate it will grow larger with our new system.

What's Happening? (continued)

Thanks to your support in the media, we're able to pass on this good news. The U.S. Department of Transportation reports that since our **Energy Conservation** campaign started, there has been a considerable decrease in the sale of gasoline. Cumulative figures for the first six months of 1974 showed a 7.7 decrease. For the ninth successive month, traffic fatalities were down by over 20% from the figures of last year; much credit is given to the reduced speed limit.

We thank **Mary McNamara**, Assistant Advertising Manager-Business of Newsweek, for her thoughtfulness in providing us with copies of her magazine's guidelines for public service advertising. We find them very helpful in answering queries regarding such usage in magazines.

We'd like to spotlight two great stations. First, our appreciation to **Richard Janssen**, General Manager of **WGAR Radio** in Cleveland, Ohio, for his station's creative use of our Energy Conservation messages. WGAR personalized the

We have found by experience that normally it is clearly more efficient to service the various media with materials on the basis of the media job titles rather than personalized by names. For example in broadcast we normally address materials to "Public Service Director". Most will appreciate that in this fast moving communications and advertising industry people are constantly changing jobs. Sometimes we find our materials chase the moving person instead of staying with the responsibility area where they can be best placed for the public good. We all want them to reach the person who is in a position to use them. By addressing Council materials by title it will also relieve our friends and supporters of the responsibility of notifying us when individuals change jobs.

This transition to computerization has also enabled us to carefully examine our current lists for the more peripheral areas where the assistance provided by our Bulletin may not be as vital as other areas. We're redefining these areas—again, to the mutual benefit of all concerned. The January-February 1975 Bulletin will be the first Bulletin to use the new computerized list. Most media mailings will commence on the new system before then.

We hope you'll notice and be pleased with this new service to you. And when there are occasional problems we hope you will bear with us as we develop this more sophisticated program. Thanks in advance.

spots with station personalities and sound logos. We're always eager to learn how you broadcasters are using our spots. Let us know about you!

Secondly, we thank **WNBC-TV** in New York for its consistent and complete reportage to us of Council usage. We're grateful to **Arthur A. Watson**, Executive Vice President and General Manager and a Council director, for his helpfulness and for the fine work of his public service executives, **Edmund Cardona** and **Sharon Chaplin**.

WITH THE COUNCIL STAFF...

Norma Kramer, Editor of this Public Service Advertising Bulletin, has a new second title as well; she's also Director of Campaign Analysis.

That's all for now.

CURRENT SUSTAINING MAJOR CAMPAIGNS

Conducted by The Ad Council

NOVEMBER—DECEMBER, 1974

ACTION

The Peace Corps, VISTA, Foster Grandparent Program, RSVP (Retired Senior Volunteer Program), SCORE (Service Corps of Retired Executives), ACE (Active Corps of Executives), University Year for ACTION, National Student Volunteer Program and ACV (ACTION Cooperative Volunteers)

Volunteer Advertising Agency: Dancer Fitzgerald Sample, Inc.

Volunteer Coordinator: Edgar G. Davis, Director, Marketing Plans, Eli Lilly and Company

Ad Council Campaign Manager: Robert L. Hutton, Jr.

Purpose: "Helping communities help themselves..." Dramatic portrayals of community problems and ACTION motivated, community solutions provide the focus for advertising materials. ACTION, offers Americans the opportunity to volunteer their services at home and abroad part-time or full-time up to two years. Some volunteers receive a stipend, others serve on a non-paid basis. **Peace Corps:** An international program that sends volunteers to developing countries for two years to meet requests by those countries for assistance in their economic and social development. **VISTA:** Volunteers are assigned for up to two years at the request of public or private non-profit organizations to assist poverty related, locally-sponsored projects. **Foster Grandparent Program:** Low-income persons over age 60 provide companionship and guidance to mentally, physically or emotionally handicapped children in institutions. **RSVP:** This program, operating through grants to public and private non-profit organizations in local communities, offers older citizens the opportunity to use their talents and experience for community service ranging from first aid to tutoring. **SCORE:** Retired business people volunteer professional services and guidance to small businesses. **ACE:** Working business people volunteer counsel to small businesses on an "as needed" basis. **University Year for ACTION:** Grants are made to colleges and universities to enable college students to serve low-income communities off-campus for a year while receiving academic credit. **National Student Volunteer Program:** Offers information, technical assistance, materials, training and advice to students setting up volunteer programs.

Media materials: Television and radio kits; car card; 24-sheet outdoor poster; 3-sheet transit poster; news-

paper kit with advertisements in a variety of sizes; new consumer magazine ads.

For media materials contact: The Ad Council

For information about ACTION contact: Joseph Cooper, Public Affairs Director, ACTION, 806 Connecticut Avenue, N.W., Washington D.C. 20525. (202) 254-7526.

AID TO HIGHER EDUCATION

Council for Financial Aid to Education, Inc.

Volunteer Coordinator: H. Lloyd Taylor, Director-Advertising Department, E. I. du Pont de Nemours and Company, Inc.

Volunteer Advertising Agency: The Griswold-Eshleman Company, Cleveland, Ohio

Ad Council Campaign Manager: George W. Hayden

Purpose: To alert the public to the financial crisis of our colleges and universities and to urge greater financial support from all private sources. Most American colleges and universities continue to experience growing financial difficulties that cannot be solved through higher tuition or government dollars alone. To meet the squeeze from higher operating costs and inflation, increased financial support is needed from all private sources. The higher education of nine million young Americans is at stake. For America to maintain her place in the world, it will take trained and educated people who can successfully compete with the best educated people of Western Europe, Russia, China and Japan.

Media materials: Radio—new kit to be released in December; other materials in preparation for release starting January 1975.

For media materials contact: The Ad Council

For further information contact: Arthur C. Kammerman, Vice President, Public Relations and Information, Council for Financial Aid to Education, Inc., 680 Fifth Avenue, New York, N.Y. 10019. (212) 541-4050.

CONSUMER INFORMATION

Council of Better Business Bureaus

Volunteer Coordinator: Norman A. Levy, Manager of Copy Services, The Procter & Gamble Company

Volunteer Advertising Agencies: Leo Burnett Company and Tatham-Laird & Kudner, Inc.

Ad Council Campaign Manager: George W. Hayden

Purpose: Consumer satisfaction is fundamental to the success of the American economic system, a system which has become increasingly diverse and complex. The thrust of this campaign is to help the buying public get their money's worth by informing them of the steps they can and should take before buying merchandise and how they can register complaints through their Better Business Bureau when purchases do not live up to sales claims.

Media materials: Car cards, 24-sheet outdoor poster and 3-sheet poster—order from local Better Business Bureau; Business Press—ads included in 4th quarter mailing; Consumer Magazines—ads included in 4th quarter mailing.

For media materials contact: The Ad Council

For further information contact: Arthur Startz, Senior Vice President, Council of Better Business Bureaus, 1150 17th St., N.W., Washington, D.C. 20036. (202) 467-5212.

EMPLOYER SUPPORT OF THE GUARD AND RESERVE

National Committee for Employer Support of the Guard and Reserve

Volunteer Coordinator: Henry T. S. Heckman, Director of Advertising, Republic Steel Corporation

Volunteer Advertising Agency: D'Arcy-MacManus & Masius, Incorporated

Ad Council Campaign Manager: Collingwood J. Harris

Purpose: Today, America has a small, active all-volunteer military force which needs a strong, well-equipped, highly trained Guard and Reserve that is ready to join its active-force counterpart when needed. The cost of maintaining a Guard or Reserve member is only one-fifth of the cost of maintaining a full-time active member in the military. For the employee it represents service to country, added income, access to special skills proficiency, and an attractive retirement program with medical and other benefits. For the employer it means greater employee stability, increased proficiency, and development of managerial and executive ability. Employers who have joined the supportive rolls represent nearly 60% of the nation's work force, but there still remains more than 40% who do not have the benefit of employer support. To participate, employers are asked to sign a

Statement of Support for the Guard and Reserve, assuring employees freedom to participate in Guard and Reserve training without loss of job security, promotions or earned vacation time and also to communicate their support throughout the company. Thus the aim of the campaign is to develop and maintain public understanding of the Guard and Reserve Forces and their importance to this nation's defense structure, and to enlist support of American employers in the development of personnel policies which will encourage employee participation in Guard and Reserve programs.

Media materials: For television, two 60-second and one 30-second spot available. Ads for consumer magazines, business press and newspapers are also available, as are car cards, 3-sheet and 24-sheet posters.

For media materials contact: The Ad Council

For further information contact: Colonel Milton E. Mitter, USAF, Assistant to the National Chairman, National Committee for Employer Support of the Guard and Reserve, 400 Army-Navy Drive, Arlington, Virginia 22202. (202) 697-6902.

ENERGY CONSERVATION

**Federal Energy Administration
Office of Energy Conservation**

CARPPOOLING

U. S. Department of Transportation

Volunteer Coordinator: John P. Kelley, Vice President, Goodyear Tire & Rubber Company

Volunteer Advertising Agency—Energy Conservation: Cunningham & Walsh, Inc.

Volunteer Advertising Agency—Carpooling: APCL&K, Philadelphia

Ad Council Campaign Manager—Energy Conservation: Lewis W. Shollenberger

Ad Council Campaign Manager—Carpooling: Collingwood J. Harris

Purpose—Energy Conservation: Americans must continue to conserve energy resources. Spot shortages are expected to occur for some time to come. John C. Sawhill, Administrator of the Federal Energy Office advises, "We must use the critical resources at hand more efficiently and effectively than ever before if we are to compete effectively in world markets, ensure the continued strength of our national economy, and minimize the effects of the energy shortage on our lives."

Purpose—Carpooling: An important solution to the problems of urban congestion, air pollution and energy conservation, is a reduced use of the automobile . . . at least in the form most common to most of us: single passenger occupancy. Nationwide, 50 million automobiles are used for commuting to and from work each day. Yet the average automobile gets only 12.5 miles to a gallon of gasoline and carries only 1.4 passengers on each commuting trip. Increasing the average occupancy for commuting to only 2.0 persons per car would remove 15 million cars from our highways during rush hours, thereby significantly reducing both traffic congestion and air pollution. At the same time, the 2.0 persons-per-car occupancy rate would also result in a savings of five billion gallons of gasoline annually. One of the most attractive features of carpooling is that it can be implemented virtually at a moment's notice and at relatively no cost to the taxpayer.

Media materials—Energy Conservation: Ads available for consumer magazines, business press, and newspapers. Radio: recorded announcements. Television: filmed spots. Car cards, 24-sheet, and 3-sheet posters are available in full color and feature drawings by cartoonist Jack Davis.

Media materials—Carpooling: Radio kit features 60-, 30- and 20-second recorded announcements and live copy. Television kit features 60-, 30- and 10-second filmed spots. Ads available for consumer magazines, business press and newspapers. 3-Sheet: offered for November-December posting; 24-Sheet: offered for November posting.

For campaign materials contact: The Ad Council

For further information—Energy Conservation—contact: Bart J. McGarry, Assistant Director, Office of Energy Conservation, Federal Energy Office, Ben Franklin Station, Room 6435, 12th and Pennsylvania Avenue, N.W., Washington, D.C. 20461. (202) 961-8487.

For further information—Carpooling—contact: Robert S. Marx, Assistant Director of Public Affairs for Broadcast and Audio-Visuals, Office of Public Affairs, Office of the Secretary, U.S. Department of Transportation, 400 7th Street, S.W., Washington, D.C. 20590. (202) 426-4333.

FOOD, NUTRITION AND HEALTH

Office of Consumer Affairs, U. S. Department of Health, Education, and Welfare; U. S. Department of Agriculture; Grocery Manufacturers of America, Inc.

Volunteer Coordinator: F. Kent Mitchel, Vice President,

Corporate Marketing Services, General Foods Corporation

Volunteer Advertising Agency: Young & Rubicam International, Inc.

Ad Council Campaign Manager: George W. Hayden

Purpose: To help improve the nutrition and diets of Americans. A key part of this joint government-industry educational program is the offer of a free copy of a 32-page booklet, "Food Is More Than Just Something to Eat." The booklet states, "In this land of plenty millions of Americans aren't eating wisely. Not because they haven't enough to eat, but because they eat too many of the wrong things or too little of the right. In short: Food is what you eat, nutrition is how your body uses food. And if you aren't eating foods to meet your body needs, you may be suffering from poor nutrition. Some of the damages caused by severe malnutrition may be irreversible." The booklet is designed so that it can be read and understood by young or old. Advertisements are addressed to young men and women, to parents, to dieters, and to women planning to have children. A single FREE copy of the booklet is sent upon request from: Nutrition, Pueblo, Colorado 81009.

Media Materials: New children's television film in 60- and 30-second lengths featuring the Cookie Monster of Children's Television Workshop and a one minute film featuring Mrs. Virginia Knauer, Consumer Advisor to the President, using the 30-second Cookie Monster film to tell parents about nutrition information aimed at children, to be released in December. Consumer magazines—ads in fourth quarter.

For media materials contact: The Ad Council

For further information contact: Howard Seltzer, Office of Consumer Affairs, Room 3322, U. S. Department of Health, Education, and Welfare, Washington, D.C. 20201, (202) 245-6509; Hal R. Taylor, Deputy Director, Office of Information, U. S. Department of Agriculture, Administration Building, Washington, D. C. (202) 447-7903; Robert Gladioux, Grocery Manufacturers of America, Inc., 1425 K Street, N.W., Washington, D.C. 20005 (202) 638-6100.

REHABILITATION OF HANDICAPPED PEOPLE

U. S. Department of Health, Education and Welfare

Volunteer Coordinator: William P. Gregg, Vice President, Allstate Insurance Company

Volunteer Advertising Agency: Warwick, Welsh & Miller.

Ad Council Campaign Manager: Collingwood J. Harris

Purpose: Almost every city, town and village across the country has its share of people who face greater obstacles to normal living and employment than most of us. They are the nation's 21,000,000 physically and mentally handicapped men and women. But these people can be helped to a life which is productive and self-supporting. They should be brought into the mainstream of life whenever possible. Those who have developed employable skills through vocational rehabilitation should be given an opportunity to contribute to the country's economic growth, and not be a burden to their communities. This campaign is directed to the general public, handicapped people, and the businessmen in your area. It is conducted in cooperation with the State Departments of Vocational Rehabilitation in the 50 states.

Media Materials: Ads available for consumer magazines, business press, and newspapers. 22 x 21, 11 x 21 and 11 x 28 car cards are in full color. For television: 60- and 30-second public service announcements and slides with announcer copy. For radio: announcements in 60-, 30-, 20- and 10-second lengths plus announcer scripts.

For media materials contact: The Ad Council

For further information contact: George Conn, Social and Rehabilitation Service, U. S. Department of Health, Education, and Welfare, Room 4326, Mary Switzer Bldg., Washington, D.C. 20201. (202) 245-0322.

RELIGION IN AMERICAN LIFE

Religion In American Life, Inc.

Volunteer Coordinator: Michael P. Ryan, Vice President, Inmont Corporation

Volunteer Advertising Agency: Compton Advertising, Inc.

Ad Council Campaign Manager: Robert L. Hutton, Jr.

Purpose: To remind people of their religious commitments and urge them to apply their belief in the "community of God" by involving themselves in helping to effect changes which will bring about a greater degree of social justice for all persons. Religion In American Life is a cooperative public service program of 43 major national religious bodies—Catholic, Jewish, Orthodox, and Protestant. The current campaign is built upon a collection of case histories offered to RIAL by its participating religious groups. The examples show how men and women of religious faith, working in and through their congregations, have found effective ways to share the meaning of their faith with victims of social or economic repression.

Media materials: Radio—new kit; Television—new kit; Consumer Magazines—ads included in 4th quarter mail-

ing; Business Press—ads included in 4th quarter mailing; Car Cards—11" x 14" for October-December posting; Newspapers—small space ads offered September 25th under International Newspaper Executives Plan for publication during October; newspaper kit to be available in November.

For media materials contact: The Ad Council

For information about the RIAL Program contact: Jerald Hatfield, Director of Program, Religion in American Life, Inc., 475 Fifth Avenue, New York, N.Y. 10017. (212) 683-5464.

U. S. SAVINGS BONDS

U. S. Savings Bonds Division

Volunteer Coordinator: James S. Fish, Vice President, Consumer Communications, General Mills, Inc.

Volunteer Advertising Agencies: Leo Burnett Co., for consumer, print and radio-TV; Hutchins/D'Arcy for business press.

Ad Council Campaign Manager: Collingwood J. Harris

Purpose: Some 23 million American families presently hold approximately \$63 billion in Savings Bonds and Notes. This widespread ownership of Savings Bonds by individuals helps to spread the public debt over a broader base and to counter the pressures of inflation. All Series E and H Savings Bonds purchased on or after December 1, 1973, earn 6% when held to maturity, while the rate on Savings Bonds and Savings Notes outstanding has been increased proportionately for their remaining term. The advertising campaign is addressed principally to small savers having the opportunity of installment-plan savings through the automatic Payroll Savings Plan. This plan, which is promoted by a top-level committee of business leaders, now accounts for some 60% of all Savings Bonds sales.

Media materials: A continuous consumer campaign is carried on through newspaper and magazine ads; 24-sheet posters; car cards; live and transcribed radio spots and a weekly program series, "The Grammy Treasure Chest," and both film and live public service announcements. Except for outdoor and transit posters, offered twice annually, the service is on a monthly basis. There is also a special campaign through the business press, bimonthly, appealing to employers to install and promote the Payroll Savings Plan.

For media materials contact: U. S. Savings Bond Division or the Ad Council.

For further information contact: E. J. Linehan, U. S. Savings Bond Division, The Department of the Treasury, Washington, D.C. 20226. (202) 964-2553.

UNITED WAY CAMPAIGN

United Way of America

Volunteer Coordinator: Anthony G. DeLorenzo, Vice President in Charge of Public Relations, General Motors Corporation

Volunteer Advertising Agency: Campbell-Ewald Company

Ad Council Campaign Manager: Gordon C. Kinney

Purpose: To develop public support the United Way for 2,200 local organizations across the United States and Canada, which serve 34,500,000 families annually through 37,000 local, state and national health, welfare and character building agencies.

Media materials: A wide variety of excellent campaign promotional and audio-visual materials for all media is available through your local United Way office. These have been developed primarily by the Communications Division at United Way National Headquarters, with assistance from the Council. The mass media materials include radio spots, television films, transit cards, 24-sheet outdoor posters, newspaper and magazine ads, theater trailers, banners, etc.

For further information and for media materials contact: Your local United Way headquarters, or Mario Pellegrini, Vice President, Communications Division, United Way of America, 801 N. Fairfax Street, Alexandria, Virginia 22313. (703) 836-7100.

A BRIEF LISTING OF OTHER ACTIVE AD COUNCIL CAMPAIGNS

These campaigns, although not scheduled for coverage under the Council's distribution and allocation plans at this time, continue to be important major Council efforts for which media support is requested.

AMERICAN RED CROSS

The American National Red Cross

To continue its work and to meet increasing needs for its services, the Red Cross seeks volunteers—hands and hearts—as well as support in local communities everywhere.

FOREST FIRE PREVENTION

National Association of State Foresters and U. S. Forest Service, U. S. Department of Agriculture

A campaign to prevent the waste of important natural resources by reducing the number of man-made fires.

HEALTH CAREERS

National Health Council, Inc.

A campaign to encourage Americans to put their talent to work in the health field.

JOBS PROGRAM

National Alliance of Businessmen

A campaign to urge employer cooperation in the training and placement of the hard-core unemployed, Vietnam era veterans, ex-offenders and disadvantaged youth in jobs.

POPULATION

Planned Parenthood/World Population

A campaign to inform and educate Americans about the nature of the population problem and to suggest that responsible family planning might be a means to its solution. Free booklet, "How to talk to your teenagers about something that's not easy to talk about," offered in Consumer Magazine ads.

TECHNICAL EDUCATION AND TRAINING

U. S. Office of Education and the Manpower Institute

A campaign to interest high school graduates in technical careers—careers that can start immediately after two years or less of training.

UNITED NEGRO COLLEGE FUND

United Negro College Fund

A campaign to urge greater financial support of 41 private, four year colleges that help more than 45,000 students who would otherwise not have the opportunity to benefit themselves and the nation.

VOLUNTEER CAMPAIGN

National Center for Voluntary Action

A campaign that points out the important role people can play in community services and tells them how to volunteer.

CAMPAIGNS IN PREPARATION

These campaigns are among the major projects of the Council which are either being researched for future advertising or for which programs are being developed by the Council; however, advertising materials on these are not yet ready for distribution.

EXPORT DEVELOPMENT

HELP FIGHT POLLUTION

HIGH BLOOD PRESSURE EDUCATION PROGRAM

MINORITY BUSINESS ENTERPRISE

PRODUCTIVITY

UNITED NATIONS

V.D. AWARENESS

How to
start an
energy
management
program

33*

Money-Saving
Ways to
Conserve
Energy
in Your
Business

Useful free booklets offered in Council business press advertisements.
Available from: U. S. Department of Commerce, Office of Energy Programs, Washington, D.C. 20230.

BULLETIN CAMPAIGNS
NOVEMBER—DECEMBER, 1974

The following additional projects are listed for the information of those wishing to contribute space or time over and above that devoted to the Council's sustaining major campaigns. These projects meet Council criteria.

Please note: The materials for these campaigns are created, produced and distributed to the media by the sponsoring organizations indicated. Advertising messages are required to conform to the statements contained in this Bulletin, introducing no additional themes. We urge that use of these messages be confined to the time periods indicated below.

October 27 - November 2, 1974
AMERICAN EDUCATION WEEK
National Education Association

Purpose: If you live in the United States, educational institutions have an effect on your life. Taxpayers, government, businesses, parents, teachers, and students in a community benefit when a community has good schools. Because of the increasingly great mobility of the American population, a person may suffer the effects of an inadequate school system a thousand miles away. Thus, it becomes everyone's responsibility to *stay involved* in the process of improving our schools. National sponsors of American Education Week activities are the National Education Association, The American Legion, National Congress of Parents and Teachers, and the U.S. Office of Education.

Contact: Ahron P. Leichtman, Media Relations Coordinator, National Education Association, 1201 16th Street, N.W., Washington, D.C. 20036, telephone (202) 833-4484.

November 1 - December 31
ANNUAL MARCH AGAINST MUSCULAR DYSTROPHY

Muscular Dystrophy Associations of America, Inc.

Purpose: To help alert the public to the tragedy of neuro-muscular diseases. To enlist the help of volunteers. To raise funds to support the Association's programs of patient services and research.

Contact: Muscio F. Delgado, Director of Program Development, Muscular Dystrophy Associations of America, Inc., 810 7th Avenue, New York, N.Y. 10019. (212) 586-0808.

November 1 - December 31
BRING HOME THE WORLD—LIFE SHARE
American Field Service, International Scholarships

Purpose: To locate volunteer host families, school space and financial support from the community for about 3,000 high school students from abroad. It will take families that want to share a year of international learning

and excitement by sharing their homes with students from more than 60 nations. Families and other members of a community are urged to contact AFS International Scholarships for information on how to get involved.

Contact: Curtis G. Weeden, Director, Communications Department, AFS International Scholarships, 313 East 43rd Street, New York, New York 10017. (212) 689-1780.

November 1 - December 31
CARE FOOD CRUSADE
CARE, Inc.

Purpose: The campaign seeks funds to conduct both emergency aid and regularly scheduled programs to help feed millions of needy people around the world during the coming year. Main recipients will be pre-school and schoolchildren. In addition, victims of drought in sub Sahara Africa will be provided food, helped to drill wells and grow their own food. Linked with CARE self-help, medical and disaster reconstruction programs, the Food Crusade helps build future self-sufficiency for people in 36 developing nations of Africa, Asia, Latin America and the Middle East. Local governments contribute toward operating costs, and the U.S. donates agricultural commodities, so that donor dollars are greatly multiplied.

Contact: Jules Evan Baker, Director of Broadcasting and Special Events, CARE, 660 First Avenue, New York, New York 10016. (212) 686-3110 or the nearest CARE Regional Office

November 1 - December 15
MAIL EARLY FOR CHRISTMAS
Office of the Postmaster General

Purpose: This annual program has been extremely helpful in providing the public with a reminder to mail their letters, cards and parcels early during the Christmas season when mail volume doubles. The campaign will call attention to special mailing deadlines for various types of Christmas mail.

Contact: James L. Schorr, Office of the Postmaster General, Washington, D.C. 20260. (202) 961-7908.

November 1-30
NATIONAL RETARDED CITIZENS MONTH
National Association for Retarded Citizens

Purpose: The National Association for Retarded Citizens, formerly the National Association for Retarded Children, conducts its annual fund-raising drive during National Retarded Citizens Month. The Association, organized in 1950, now has more than 250,000 members with more than 1,600 local member units devoted to assisting the six million mentally retarded citizens of the United States. The fund-raising drive each year provides support for programs in research, edu-

cation and vocational rehabilitation and improved institutional facilities.

Contact: John W. Murray, Jr., Director, Public Information, National Association for Retarded Citizens, 2709 Avenue "E" East, Arlington, Texas 76011 or your local association. (817) 261-4961.

November 13 - December 31
68th ANNUAL CHRISTMAS SEAL CAMPAIGN

American Lung Association (formerly, National Tuberculosis and Respiratory Disease Association)

Purpose: Acute and chronic respiratory diseases are a very serious health hazard in the U.S. today—tens of millions of American adults and children suffer from chronic ailments of the lungs. The cost to the nation and individuals of the respiratory diseases is very high—billions in medical expenses and lost income—hundreds of millions of days lost from work. The Association and its more than 325 state and local affiliates strive to educate the public, the community and the medical profession about lung disease; they work with local health departments, community hospitals and other agencies to find, diagnose, treat and rehabilitate sufferers from TB and other lung ailments; they support medical and social research, and work for prevention and control of disease-causing conditions. Christmas Seals, familiar to Americans for half a century, provide most of the funds that pay for the work of the Associations. The Seals, distributed annually through the mails, are widely used to decorate holiday mail and packages. Most of the receipts are retained in the locality where contributed; the rest goes to the National Office for research grants, services and consultation.

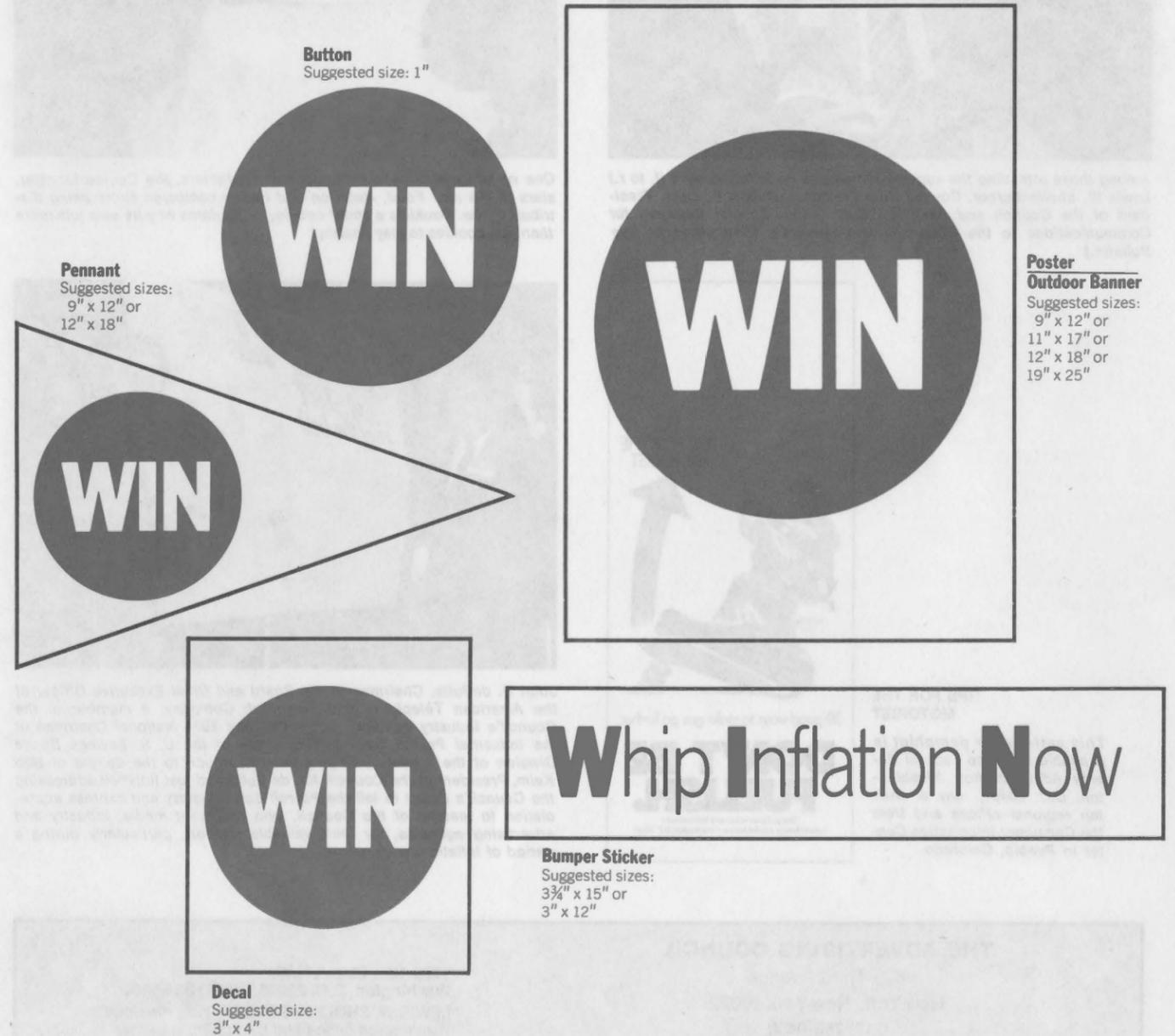
Contact: Milton Robertson, Director, Audio-Visual Department, American Lung Association, 1740 Broadway, New York, New York 10019. (212) 245-8000.

November 17-23
DIABETES WEEK
American Diabetes Association, Inc.

Purpose: To inform the American public that diabetes is the second leading cause of new cases of blindness and the fifth leading cause of death by disease in this country. The incidence of diabetes is increasing. Those most likely to have it are relatives of diabetics, people who are overweight, people over forty years of age. However, no one is immune and early detection improves the prospects of proper control. It is in everyone's interest to be tested and contribute.

Contact: Dr. Ernest M. Frost, Executive Vice President, The American Diabetes Association, Inc., 1 West 48th Street, New York, N.Y. 10020, (212) 541-4310 or the closest Affiliate Diabetes Association or state and local Medical Society.

Here's your official artwork for making your **WIN** materials!



Button
Suggested size: 1"

Pennant
Suggested sizes:
9" x 12" or
12" x 18"

Poster
Outdoor Banner
Suggested sizes:
9" x 12" or
11" x 17" or
12" x 18" or
19" x 25"

Bumper Sticker
Suggested sizes:
3 3/4" x 15" or
3" x 12"

Decal
Suggested size:
3" x 4"

Your local suppliers, using the official **WIN** artwork shown above, can easily reproduce the above materials, the suggested color to use is PMS Red No. 185.



Among those attending the summit conference on inflation were (l. to r.) Lewis W. Shollenberger, Council Vice President, Robert P. Keim, President of the Council and Basil R. "Bud" Littin, Special Assistant for Communications to the Secretary of Commerce. (See cover of this Bulletin.)



One of Sesame Street's most popular characters, the Cookie Monster, stars in the new Food, Nutrition and Health campaign spots being distributed now. Cookie's a smart cookie. He explains why he eats lots more than just cookies to stay healthy!

TIPS FOR THE
MOTORIST

30 good ways to make gas go further.

DON'T BE FUELISH.

Energy Conservation and Environment •
Federal Energy Administration • Washington, D.C. 20461

**TIPS FOR THE
MOTORIST**

This self-mailer pamphlet is available from the Federal Energy Administration, Washington, D.C. 20461, any of their ten regional offices and from the Consumer Information Center in Pueblo, Colorado.



John D. deButts, Chairman of the Board and Chief Executive Officer of the American Telephone and Telegraph Company, a member of the Council's Industry Advisory Committee and 1974 National Chairman of the Industrial Payroll Savings Committee of the U. S. Savings Bonds Division of the Treasury, ringing the bell, much to the delight of Bob Keim, President of the Council. Mr. de Butts had just finished addressing the Council's Board to tell the Payroll Savings story and express appreciation to leaders of the Council, who represent media, industry and advertising agencies, for their valuable support, particularly during a period of inflationary pressures.

THE ADVERTISING COUNCIL

825 Third Avenue
New York, New York 10022
(212) 758-0400

ROBERT P. KEIM, *President*
DEAN H. FRITCHEN, *Vice President, Media Administration*
GORDON C. KINNEY, *Vice President, Campaign Administration*
A. C. PODESTA, *Vice President, Financial Development*
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1717 N. Highland Avenue
Los Angeles, California 90028 (213) 462-0988
CELESTE MEAKIN, *Manager Los Angeles Office*



THE WASHINGTON POST

B 8 Thursday, Nov. 14, 1974
... R

PEOPLE

With an Eye Toward Economizing

By Dorothy McCardle

First Lady Betty Ford

"I knew I couldn't sleep until I had told her how much I appreciated all she

Her dress for the Kreisky dinner—a blue and silver gown—was "not new."

liam O. Douglas on the list for the Kreisky dinner.

She and Mrs. Ford had a

Security Escort for Nancy Kissinger

By Maxine Cheshire

Secretary of State Henry Kissinger's wife, Nancy, a possible target for terrorists and kidnapers, now has her own detail of bodyguards.

Mrs. Kissinger is the first Secretary of State's wife to require such protection on a full-time basis, he said.

Guarding the Kissingers has created some budgetary problems for the State Department and the Secret Service, according to other sources. Although Congress

ment under the Foreign Gifts and Decorations Act of 1966 if they had indeed come from a foreign official.

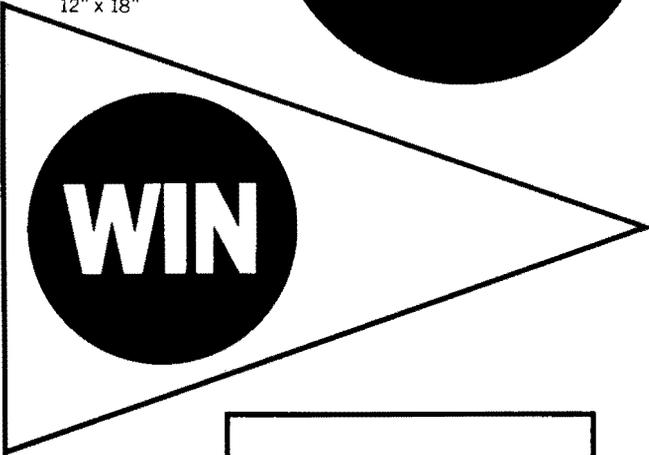
It took weeks for the White House and the State Department to set the record straight. But a spokesman announced that the donor was actually a private

Here's your official artwork for making your **WIN** materials!

Button
Suggested size: 1"



Pennant
Suggested sizes:
9" x 12" or
12" x 18"



Poster
Outdoor Banner
Suggested sizes:
9" x 12" or
11" x 17" or
12" x 18" or
19" x 25"



Decal
Suggested size:
3" x 4"



Bumper Sticker
Suggested sizes:
3 3/4" x 15" or
3" x 12"

Your local suppliers,
using the official **WIN** artwork shown above,
can easily reproduce the above materials,
the suggested color to use is PMS Red No. 185.

B&B

Benton & Bowles, Inc.
909 Third Ave.
New York, N.Y. 10022

Citizens' Action Committee to Fight Inflation, Washington, D.C. 20500

**Ad
Council**

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
AT THE
SIGNING OF THE WIN CONSUMER PROCLAMATION

THE CABINET ROOM

FL

1:13 P.M. EST

THE PRESIDENT: Before signing, I would like to read a statement that has been prepared.

Mrs. Ford and I are signing today the first Consumer's Pledge prepared for Americans by the Non-partisan Citizens Committee to Fight Inflation. The WIN committee is asking mayors and principal county officials across this country to set up local action committees for distribution in the near future of similar pledges for citizens to sign in a concerted mass effort to stop inflation.

The committee has also prepared a businessman and businesswoman's pledge and a worker's pledge for local distribution. Each Governor is being asked to establish one Statewide committee to determine ways and means to slow inflation and to save energy in each State.

If all Americans will pull together to hold down prices, to buy wisely, to increase productivity and to save energy, this citizen's mobilization to slow inflation can and will work. Inflation is sapping the economic strength of this country, and it must be brought under control.

So, at this point Betty will sign the first pledge and I will join her.

Q Mr. President, what are you going to do to carry out this plan?

THE PRESIDENT: Well, the things that I buy, I will be very careful in purchasing. I think we have got to increase our productivity -- that includes me. We have to be Yankee traders when we buy, and we have to cooperate individually and collectively, and Mrs. Ford has pledged to me as well as here she will do the same.

END (AT 1:16 P.M. EST)

Betty Ford Pleased By Some Things New

By Isabelle Shelton
Star-News Staff Writer

Betty Ford was so pleased with her innovations at Tuesday's state dinner for Austrian Chancellor Bruno Kreisky that she couldn't wait to tell her social secretary Nancy Lemmerding.

Chase Smith of Maine protested for years to no avail.

● Substituting abstract pieces of Steuben glassware for the usual floral arrangements.

Betty Ford also talked more about how inflation would affect future White



DEPARTMENT.

UPI 11-13 07:13 PES

UP-144

(BETTY)

WASHINGTON (UPI) -- BETTY FORD SAYS SHE FEELS "GREAT" AND WILL FIGHT INFLATION BY CUTTING SPENDING ON WHITE HOUSE PARTIES AND WEARING A NON-DESIGNER FASHION WARDROBE.

THE FIRST LADY, WHO IS RECUPERATING FROM BREAST CANCER SURGERY, POPPED IN ON A NEWS CONFERENCE IN THE MAP ROOM BEING HELD BY HER NEW SOCIAL SECRETARY, NANCY LAMMERDING.

MRS. FORD CAME IN TO PRAISE MISS LAMMERDING'S DEBUT AS A WHITE HOUSE PARTY GIVER AND SAID THAT SHE COULD NOT GO TO SLEEP LAST NIGHT BEFORE THANKING THE SOCIAL SECRETARY FOR THE "FUN" STATE DINNER HONORING AUSTRIAN CHANCELLOR BRUNO KREISKY.

EARLIER IN THE DAY, MRS. FORD, ALONG WITH THE PRESIDENT, HAD PUBLICLY SIGNED A PLEDGE TO HOLD DOWN PERSONAL SPENDING TO FIGHT INFLATION.

"THERE WILL BE PARTIES DEFINITELY KEYED TO THE PROBLEM OF INFLATION," SHE TOLD REPORTERS. "HOWEVER, I THINK THE WORLD HAS TO GO ON BUT WE CAN DO IT (ENTERTAIN) WITH MORE CONSIDERATION OF COSTS."

"I THINK THAT WE CAN DO VERY GLAMOROUS AND ELEGANT THINGS WITHOUT HAVING IT SO EXPENSIVE," SHE SAID AND ADDED THAT SHE WILL STRESS AMERICAN HANDICRAFTS IN PARTIES AIMED AT SPOTLIGHTING THE BICENTENNIAL CELEBRATION.

WHEN A REPORTER REMARKED THAT MRS. FORD HAD WORN A LOVELY BLUE AND GOLD BROCADE EVENING GOWN FOR THE KREISKY DINNER SHE GRINNED AND SAID, "IT WASN'T NEW. I CAN PUT ON MY WIN (WHIP INFLATION NOW) BUTTON."

SHE ADDED THAT SHE HAS BEEN THINKING OF HOW SHE COULD CURB SPENDING ON HER WARDROBE. "I LIKE CLOTHES," SHE ADMITTED. "BUT I THINK I CAN DO IT WITHOUT DESIGNER" LABELS.

AS FOR HER HEALTH, THE PRESIDENT'S WIFE SAID, "I FEEL GREAT. I WAS GOING ALL DAY."

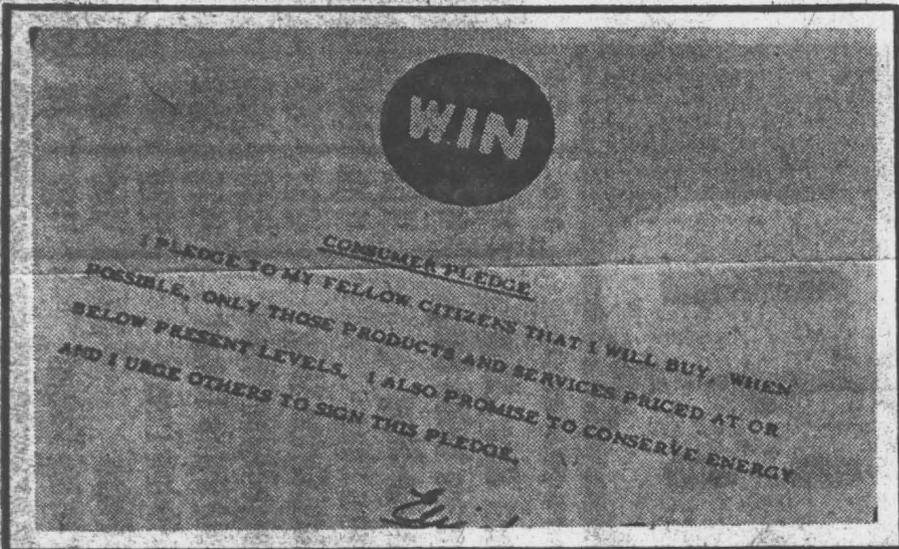
Thursday, November 14, 1974

Flint, Michigan



—AP Wirephoto

President and Mrs. Betty Ford sign consumer pledge



The Fords pledge to spend wisely

WASHINGTON (AP) — President and Mrs. Betty Ford signed a consumer

strength of this country and it must be brought under control."

R

WIN

WASHINGTON (AP) -- PRESIDENT FORD'S WIN CAMPAIGN HAS BEEN DISMANTLED, AND THE GROUP THAT HE APPOINTED TO RUN IT DOESN'T WANT TO TALK ABOUT THE IMPACT OF THE ADMINISTRATION'S FIGHT AGAINST INFLATION.

"IT WASN'T OUR GIMMICK," SAID COLUMNIST SYLVIA PORTER, HEAD OF FORD'S CITIZENS' ACTION COMMITTEE.

"WE WERE GOING TO BUILD A PROGRAM AND THEN THE PRESIDENT WOULD ANNOUNCE IT," SHE SAID. "BUT THE PRESIDENT ANNOUNCED IT FIRST ... WE WERE LEFT WITH THE JOB OF BUILDING AN AIRPLANE IN THE AIR."

"WIN IS DEAD AS A BUTTON AND AN ACRONYM ... GOD BLESS IT," SHE SAID SATURDAY. HER COMMITTEE NOW WILL SHIFT ITS EMPHASIS TO CONSERVATION OF ENERGY.

MISS PORTER AND OTHER MEMBERS AVOIDED ASSESSING THE SUCCESS OF WIN, WHICH WAS SET UP LAST FALL. SEVERAL MEMBERS READILY AGREED THAT THE INFLATION OF WHIP INFLATION NOW WILL NO DOUBT BE BACK.

03-10-75 12:56EDT

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CHAMPAGNE OUT AS FORDS BITE BULLET

WASHINGTON (AP)—The White House, also, has learned to cut back and sacrifice.

The fish course has been dropped in favor of soup. French champagne is out.

And instead of fresh flowers for centerpieces, the White House has substituted borrowed antique duck decoys.

There must be a recession.

When he visited the President, British Prime Minister Harold Wilson had to settle for turtle soup and sherry. Pakistani Prime Minister Zulfikar Ali Bhutto was served consomme and brandy.

The savings? "It's hard to calculate," says Sheila Rabb Weidenfeld, First Lady Betty Ford's press secretary. "The chef has figured that soup is less expensive than fish. But it depends on the kind."

And, "Certainly you don't use your best brandy . . ."

"We're trying to be terribly chic and still economize," says Nancy Lammerding, White House social secretary. "We're not even using French champagne."

Mrs. Ford goes over the menus.

"She has instructed the waiters not to waste meat by serving large portions," Mrs. Weidenfeld said.

Thrift is 'in' in Washington

esm
2/11

Washington

The recession has apparently hit Washington's diplomatic circuit.

- The White House has dropped its fish course.
- The Iranian Embassy has cut back on caviar.
- The State Department is limiting the use of chauffeured cars.

"We're trying to be terribly chic and still economize," says Nancy Lammerding, White House social secretary.

First Lady Betty Ford "has instructed the waiters not to waste meat by serving large portions," press secretary Sheila Weidenfeld says. "At state dinners, people are asked to serve themselves so they don't have to take things they don't want or like."

Word about the caviar cutback comes from the Ambassador's secretary at the Iranian Embassy. Iran is noted for its caviar, but the Embassy is limiting the amount it serves at its parties, the secretary says.

Middle-level employees at the State Department have been asked to take taxis instead of chauffeured cars from the State Department to Blair House. "It costs more than that to take a car out," says Lucy Winchester, an assistant chief of protocol. Blair House is guest quarters for visiting dignitaries.

21, 1974

rv and Gives Consumer a Penny Break

y dial from the right will register at one. And so on, for dial four, which measures in thousands, up to 10,000.

In the example shown in the accompanying drawing, the proper reading is 9,484 kilowatt-hours. Now, you

the lower number should be read. The only exception to this would be when, as is the case with dial four, the needle is between 9 and zero. Actually, the zero represents 10, so that the nine should be read.

One final caution: don't overlook the fact that two of the dials must be read clockwise, and the other two counter-clockwise.

heard:
achine has
l my life!"

in-kitchen and to my mind