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THE WHITE HOUSE
WASHINGTON

October 1, 1974 - 2:02 p.m.

Mr. Hartmann:

Call from Mr. Harold Hughes (333-0369)
re. the President's volunteer program for
inflation fighters and energy savers.

He suggested that inexpensive buttons
to be given out at various places, for
instances Banks, Post Offices, other places
of business saying "Inflation Fighters"
of "Energy Savers".

Another suggestion that he thinks
would be a wonderful thing would be to have
the different States competing to see which
State could have their citizens send in the
best ideas on saving energy.

He has others, if you are interested.
Just offering these to be helpful.

Think\$ the President's idea for a program
of this type is a good one.

Neta

who is this?



THE WHITE HOUSE

Mr. Hartmann: WASHINGTON

3:30 meeting set up for Paul Theis' office
Room 115 EOB.

Messrs. Theis, Baroody, Seidman and Nessen
will meet with you to discuss the President's
volunteer program for inflation fighters
and energy savers.

Neta

Sept. 30, 1974

P.S. Mr. Baroody will be here at 3:15 p.m.

Mr. H: - Thought you might like to have
the attached memo to take with you to your
3:30 meeting. (Think I've already heard
these suggestions discussed, but . . .)

nm



THE WHITE HOUSE

WASHINGTON

October 4, 1974

There will be a 3:30 meeting in RTH's office:

RTH

Theis ✓

Freeburg ✓

Miller (Bob) (2903) Conf. on Inflation ✓

Baroody ✓



THE WHITE HOUSE
WASHINGTON

From: Robert T. Hartmann

To: _____

meeting in RTM's office

Date: _____

10/3/74

Time _____

a.m.

p.m.

*Freeberg ✓
Theis ✓
Miller ✓
Baroody ✓
Hartmann*



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 4, 1974

ORGANIZATION CHART FOR WHITE HOUSE INFLATION FIGHTER AND ENERGY SAVER CAMPAIGN:

The following have been completed:

1. Central command post established in the White House. Russ Freeburg, Coordinator.
2. Labor/Management Inflation Advisory Committee established and meeting. John Dunlop, Chairman.
3. Advertising Council relationship established. Council has started preparation of media campaign. Lew Schollenberger handling the operation.
4. Bill Baroody moving forward with business involvement.

The following are semi-operational:

1. Working relationship with the American Newspaper Publishers Association.
2. Public Relations Society of America has public service committees throughout the country. Carl Hawver, President, has not been reached as yet.
3. Consumer Federation of America is catch all organization for consumer groups. Carol Tucker Foreman is President. I think we can use her office.
4. Women organizations have no central office. They must be contacted individually, but I believe they could be very helpful.



INFLATION FIGHTERS & ENERGY SAVERS

ADAMS, Mr. Stanley

gr

October 5, 1974

Dear Mr. Adams,

President Ford is delighted with your unhesitating response to help him in our all-out fight against inflation. As I mentioned in our telephone conversation last Friday night, the theme and details of the war against inflation will be explained in the President's address to a joint session of Congress Tuesday. I will send you a copy of the speech as soon as copies are available.

The purpose of a song would be to help create and sustain a battle psychology and a patriotic spirit of fighting a common foe. It would serve as a common bond to rally and and identify the nation with the "Inflation Fighter" and "Energy Saver." The phrases are key ones for the speech. Another key word is "win."

Melodies like "Bridge on the River Kwai" or "Over There" come to mind as spirited marching types that could fill the role. Or, a catchy tune like "Tie a Yellow Ribbon..." is also a possibility. The song should be in a musical range that would make it easy for everyone to sing, hum, or whistle. Would it be feasible to have arrangements for country and rock? These two areas are so popular now. (I'm not a music expert).

The song hopefully would be in the public domain. It could be the property of the government, if this is necessary. Perhaps it could be presented to the government as a public service of ASCAP. We would be willing to give ASCAP and the authors full credit publicly in connection with an "Inflation Fighter" song. The song hopefully would be played and sung at public meetings and used as theme music for public service spots for radio and television dealing with the inflation fight. Perhaps some well known performers will plug it as their contribution to the battle.



We should keep in mind the possibility of the composer (or composers) and the lyricsist (or lyricsists) meeting with President Ford in the White House to introduce the song to the public. Easy name identification for the public would be helpful in this case, but this is not as controlling a factor as quality and speed. (Even though Irving Berlin is the prototype everyone my age thinks of, we probably should have someone younger.)

Many thanks for the interest you have expressed. We will help you in any way we can. Please feel free to call me at any time. The President has asked me to be White House coordinator of this program which will be an all out, nationwide, voluntary effort to whip inflation.

Sincerely,

Russell Freeburg

Mr. Stanley Adams
President
ASCAP (American Society of Composers, Authors and Publishers)
One Lincoln Plaza
New York City, New York 10023

See 10/17/74

THE WHITE HOUSE
WASHINGTON

TO: Bob Hartmann

FROM: PAUL THEIS

FYI-

Paul





Staff Photo by Michael Lloyd

ENERGY SAVERS — President Ford praised the Donald Stevens family of Hillsboro for energy conservation, including eating some meals by candlelight. They

are (from left) Tammy, 10; Andy, 11; Mr. and Mrs. Stevens; Randy, 16, and Mona, 10.

For conservation

Ford speech cites family in Hillsboro

By HARRY BODINE
of The Oregonian staff

The Donald Stevens family

to the White House in a letter.

In his address to the Future Farmers of America

Nursing home sale pending

The Hacienda Nursing Home, 5833 N. Lombard St., under option to Multnomah County for conversion to a work release center for misdemeanor offenders, has been sold to a nursing home

Houston Post
10/17/74

Ford shocks couple by using letter on TV

SAN ANTONIO (P) — Mrs. Ed Monsmon didn't really hear what President Ford said.

The President in his re-

[11/74]

THE WHITE HOUSE

WASHINGTON

Bab -

May I see you

a moment(?)

regarding a telegram
to be sent by

President to Rep.

Gov's Conf. in St.

Louis.

Given



THE WHITE HOUSE
WASHINGTON

TIPS FOR ENERGY SAVERS

IN AND AROUND THE HOME
ON THE ROAD
IN THE MARKETPLACE



DON'T BE FUELISH.

THE WHITE HOUSE

WASHINGTON

My fellow Americans:

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

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

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

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

Richard R. Ford

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

FEDERAL ENERGY ADMINISTRATION

WASHINGTON, D.C. 20461

Dear Energy Saver:

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

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

This is our problem:

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

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

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

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


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

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

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

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

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


Frank G. Zarb
Administrator
Federal Energy Administration

TIPS FOR ENERGY SAVERS

IN AND AROUND THE HOME

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

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

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

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

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

TIPS FOR YEAR-ROUND ENERGY SAVINGS

Rising energy costs make these ever-more sensible.

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

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

INSULATION—Self-protection against heat and cold

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

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

☐ **Caulk and weatherstrip doors and windows.**

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

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

☐ **Install storm windows and doors.**

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

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

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

☐ **Insulate the attic and the walls.**

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

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

ELECTRICITY—The energy that comes to us from generators

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

**IN AND
AROUND
THE
HOME**

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

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

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

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

Careful use of lighting provides the homemaker other conservation opportunities.

To save electricity through wise lighting:

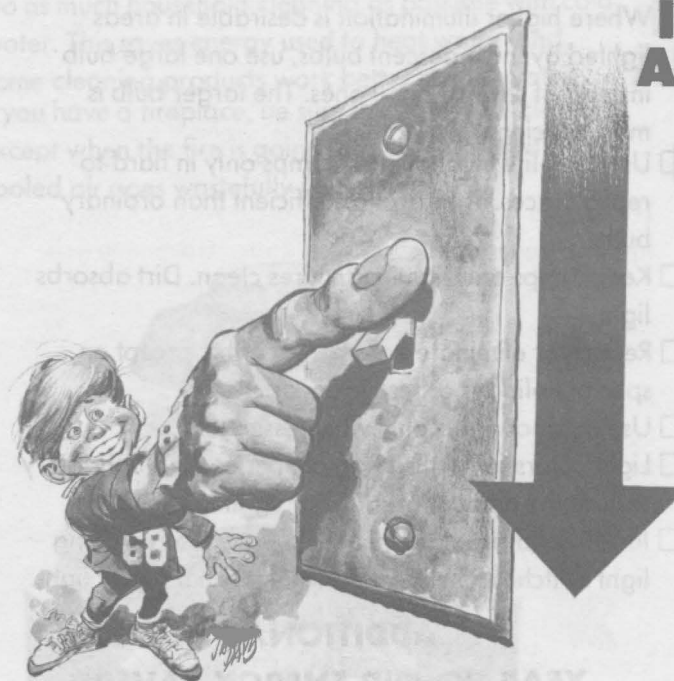
- ☐ **Remove one bulb out of three and replace it with a burned-out bulb for safety; replace others with bulbs of the next lower wattage.**

But be sure to provide adequate lighting for safety (e.g., in stairwells). Concentrate light in reading and working areas, and for safety.

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

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

IN AND AROUND THE HOME



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

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

ADDITIONAL YEAR-ROUND ENERGY SAVERS

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

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

IN AND AROUND THE HOME



HOT WEATHER ENERGY SAVERS

Some special summer, or warm climate saving tips:

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

IN AND AROUND THE HOME

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

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

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

ADDITIONAL HOT WEATHER ENERGY SAVERS

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

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

COLD WEATHER ENERGY SAVERS

To save on heating energy and heating costs:

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



turn it up just before you wake.

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

ADDITIONAL COLD WEATHER ENERGY SAVERS

IN AND AROUND THE HOME

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



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

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

In the kitchen...

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

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

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

In the laundry...

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

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

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

In the bath...

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

THE WORKSHOP, THE YARD, THE GARDEN

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

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

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

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

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

IN AND AROUND THE HOME

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

WHEN BUYING A HOUSE

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

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

USING THE FAMILY CAR

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

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

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

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

DRIVE LESS

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

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

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



your trips with those of friends and neighbors.

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

EMPLOY ENERGY-EFFICIENT DRIVING PRACTICES

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

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

KEEP YOUR CAR IN PRIME CONDITION

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

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

USING THE FAMILY CAR



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

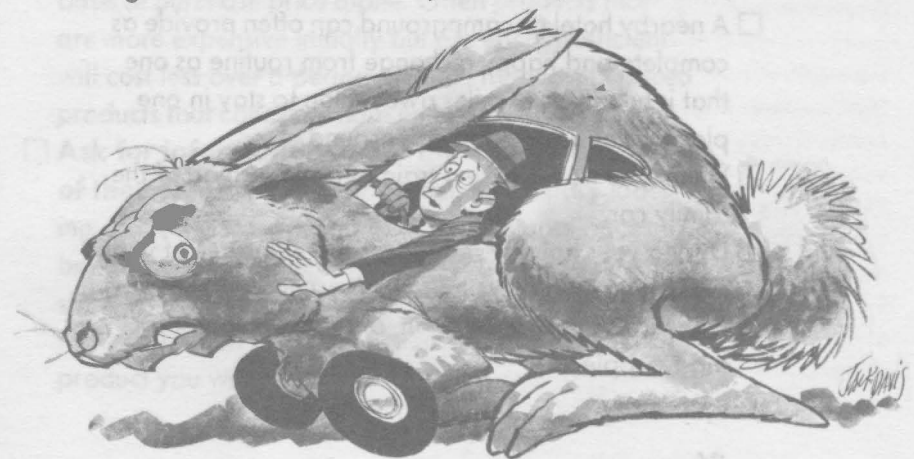
- ☐ Keep the engine air filter clean. An air-starved engine wastes gasoline.
- ☐ Use the octane gasoline and oil grade recommended for your car.
- ☐ Check tire pressures regularly. Under-inflated tires increase gas consumption.
- ☐ Consider steel-belted radials when you buy new tires. They give better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

CHOOSE ACCESSORIES WISELY

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

STUDY THE MARKET BEFORE YOU BUY A NEW CAR

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



IN THE MARKETPLACE

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

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

VACATIONING

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

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

UNDERSTANDING ENERGY—a brief glossary

Chemical energy.

Energy stored in molecules, such as in fossil fuels.

Crude oil or "crude".

Petroleum in its natural state.

Electricity.

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

Energy.

The capacity to perform work.

Fossil fuels.

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

Geothermal energy.

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

Hydropower energy.

Energy created by falling or moving water.

Kinetic energy.

Energy possessed by objects in motion.

Nuclear energy.

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

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

Potential energy.

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

Power.

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

Solar energy.

Energy radiated directly from the sun.

Thermal energy.

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

Wind energy.

Energy derived from the wind.

ENERGY CONSUMPTION IN THE UNITED STATES

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

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

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

ENERGY MEASUREMENTS

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

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

FOLLOWING ARE THE MOST OFTEN USED ENERGY MEASUREMENTS:

barrels (bbls)

1 barrel equals 42 gallons.

British thermal unit (Btu)

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

Watt

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

Kilowatt (kW)

1,000 watts. One kilowatt is the equivalent of about 1½ horsepower.

Kilowatt-hour (kWh)

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

Megawatt (Mw)

One million watts, or 1,000 kilowatts.

Mcf

1,000 cubic feet (of natural gas).

therm

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

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

Energy units translated into Btu's

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

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

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

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

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

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

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

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

THE ETHICS OF ENERGY CONSERVATION

Most observers view energy conservation as a help-mate to environmental quality. Usually the two go hand-in-hand. It has been extravagant use of energy that has pushed man toward heavy exploitation of his natural resources. Domestic oil shortages are forcing us to turn more to coal as an energy source.

Eventually, research will almost certainly lead to development of cleaner ways to mine and burn coal. Research also will lead to greater utilization of energy sources such as geothermal power, solar energy, and others not yet in widespread use and will be both economically and environmentally acceptable. Development of more efficient gasoline engines, improved insulation of buildings, and new industrial processes will enable us to maintain our standard of living with lower energy expenditure. Less energy growth means important environmental savings. Truly, a barrel saved is worth more than a barrel found.

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

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

WIN

IN

WIN

IN

WIN

**WHIP
INFLATION
NOW!**

"Don't buy less, buy smarter"

THE WHITE HOUSE
WASHINGTON

From: Robert T. Hartmann

To: _____

Date: _____

Time _____

a.m.

p.m.

Floyd Hall

have airline fuel cut back

To 90% of 1972 - EAL
going to do it anyway x

Cut down on excess
seat miles - half
planes are empty

~~the~~ talking to Morton
about it

not to other airlines
and planning to inc 16% in '75.

THE WHITE HOUSE
WASHINGTON

From: Robert T. Hartmann

To: Russ Fretting

Date: 11/13

Time

a.m.

p.m.

Have we written
thanks to Floyd
Hall from Pres?

If not, let's do so, and
send carbon to Jim
Reinke x



RTA

BOB HARTMANN —

SEE P-13

J. E. REINKE

VICE PRESIDENT / GOVERNMENT AFFAIRS

Presented 3rd Gil Hodges Award in N.Y.

1,500 Prominent Citizens Honor Community-Minded Businessman

NEW YORK — More than 1,500 prominent New Yorkers in government, medicine, business, journalism and sports gathered Oct. 15 with religious leaders to honor Floyd D. Hall for his many contributions to civic betterment in the metropolitan area.

The occasion was the Third Annual Gil Hodges Memorial Award dinner at which the Bishop of the Brooklyn diocese, Francis J. Mugavero, paid tribute to Mr. Hall "as a man of integrity, a courageous businessman and as a community-minded New Yorker whose various activities in eleemosynary areas have enriched our great city."

David L. Yunich, chairman of the Metropolitan Transportation Authority and chairman of the dinner, praised Mr. Hall as one who

had "flown from pilot leadership of one of the nation's great airlines and dedicated career of service mass transportation a concern for people."

Long List of VIPs

Among those joining Bishop Mugavero and Yunich paying tribute to Mr. Hall were Dr. Terence J. Finlay, Rector of St. Bartholomew's Church which Mr. Hall serves as vestryman; Louis Lefkowitz, New York's attorney general; Arthur Levitt, New York State comptroller; Mrs. Malcolm Wilson, wife of New York governor; Dr. John Holloman, health services administrator; Dr. Lowell Bellin, commissioner of health; ABC-TV's Roger Grimsby; William Ellinghaus, president of New York Telephone Co.;

(Continued on Page 8)

Chairman Floyd Hall receives the 1974 Gil Hodges Memorial Award from Francis J. Mugavero, bishop of the Brooklyn diocese. Basketball star Dave DeBusschere, new General Manager of the New York Nets, left, received a special sports award.



Falcon

EASTERN

Vol. 12, No. 16—Published Biweekly for Eastern People—October 28, 1974

Extra Push May Erase Deficit at EAL

Miami United Way Drive Shy Only \$31,157

On the Inside

- Hankies (from EAL) Spur Dolphins Page
- September Loss, 3rd Quarter Profit Page
- 16 Shoot for FAA Safety Award Page
- Salute to Women in Business Pages 8-



It May Take More Than WIN Buttons

Responding to President Ford's request for citizens to enlist as inflation fighters, Eastern began passing out WIN buttons. Here Chairman and President Flyd Hall "pins" Carol Hairston, flight attendant instructor, to launch the program. Our public contact people greet or meet 100,000 people daily and will urge all to Whip Inflation Now.



EAL's 'Small' Miami Orchid Club 2nd in Gold Coast Competition

MIAMI — The Eastern Airlines Orchid Club took a second place in the Eighth Annual Gold Coast Orchid Show Oct. 18-20 at North Miami Armory, the club's best finish yet in this class competition.

Tropical Orchid Service of West Palm Beach led the

the effort. "We're one of the smallest clubs in Florida," he said, "but our group has made some fine showings. Not everyone has orchids in the show every year, but everyone shows up and helps in our display, and that makes a difference."

The club's next outing will

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 25, 1974

MEMORANDUM FOR: Robert Hartmann
THROUGH: William Baroody, Jr.
FROM: Russell Freebur

I met today with the following representatives of the American Automobile Association:

James B. Creal - Executive Vice President
John de Lorenzi - Managing Director of the Public Policy Division
J. Kay Aldous - Managing Director of Public Affairs Division
Louis V. Priebe - Director, Public Relations Department

The AAA is prepared to spearhead a grass roots effort to voluntarily reduce gasoline consumption on behalf of the WIN program. It believes volunteerism will work if citizens can be educated to the balance of trade problems involved in Arab oil imports and if motorists have measurements of their progress or lack of progress.

The AAA would operate the program through its regional offices and information would be made public through the WIN committee as well as by the AAA. The AAA has 16 million members.

One aspect of the proposed AAA plan would be to report consumption figures on a regional basis. This would bring a comparative and competitive tone to the volunteer movement that could be exciting and positive.

The AAA's proposal would also make it possible to fulfill a committee goal - measuring of where the country stands on President Ford's goal of reducing import consumption by one million barrels of oil a day.

The AAA officials are prepared to present the proposal to the AAA board on December 11 - 12. But they need assurances that the President is seriously going the volunteer route and that the administration is preparing to speak with one voice on energy conservation.

The cost of preparations for the AAA system is estimated at \$200,000 and perhaps \$1 million more in implementation. The AAA officials feel this is a major outlay and the program can not be undertaken lightly.

Is such a commitment to them on volunteerism possible?



AMERICAN AUTOMOBILE ASSOCIATION

8111 GATEHOUSE ROAD, FALLS CHURCH, VIRGINIA 22042 • 703 AAA-6111 • CABLE: AMERAUTO • TELEX 89-9485

OFFICE OF THE EXECUTIVE VICE PRESIDENT

November 4, 1974

The President
The White House
Washington, D.C. 20050

Mr. President:

Your priority concern for improving the nation's energy resources, without imposing such regressive measures as a gas tax or rationing, and economy is shared by AAA. As the world's largest voluntary member/consumer organization, we are anxious to make substantive contributions to your announced goals of reducing inflation and conserving energy, particularly gasoline.

You are, I'm sure, somewhat familiar with the structure of AAA, both from your acquaintance with the national organization and from your experience with the Auto Club of Michigan. During the energy crunch, AAA has played a prominent role in helping motorists cope with gasoline shortages and in advising them of practical conservation measures. With 830 offices throughout the United States, AAA possesses a unique grass-roots capability to communicate with its 16.5 million motorists/consumers, a large segment of the American populace you must reach.

Mr. President, we think it is important to meet personally with you to discuss how AAA can maximize usefulness to our vast network of facilities and resources to help solve problems of mutual concern: voluntary reduction of gasoline usage by motorists; effects of economic conditions on the travel industry, one of the nation's largest; impact of certain automotive safety and environmental decisions on the cost of living; and reducing inflation through citizen cooperation.

The President
November 4, 1974
Page 2

Our 15-member Board of Directors will be meeting in Washington on December 11 and 12 and would hope to meet with you at any time on either day. Present will be men of considerable expertise and who represent motorists in every major geographical region of this country.

It is our sincere hope that we can explore with you how the strengths of AAA can best be put to use in reducing oil imports and relieving our balance of payments problem.

We are looking forward to receiving word as to the possibility of such a meeting.

Respectfully yours,


J. B. Creal
Executive Vice President

JBC/nb

cc: Messrs. Rogers C. B. Morton
William E. Simon
Kenneth R. Cole, Jr.
William J. Baroody, Jr.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 25, 1974

MEMORANDUM FOR: Robert Hartmann

THROUGH: William Baroody, Jr.

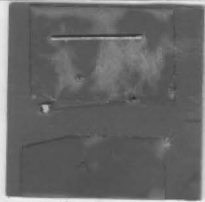
FROM:

Russell Freeburg *RF*

Attached is the poster brought down to me today from New York City, that will be used by the American Home Sewing Council to promote WIN. The council kit will be going to retailers and media in mid-December. Some 22,000 retailers across the country have signed up for the program as have 175 manufacturers with interest in the home sewing market. 100,000 of these posters will appear in shop windows in February. "I'm an Inflation Fighter" WIN buttons will be distributed to sales personnel.

I have had a preliminary discussion with Sheila Rabb Weidenfeld, Mrs. Ford's Press Secretary, about Mrs. Ford introducing the campaign.

One possibility would be for a home sewer to report briefly to Mrs. Ford in person on how home sewing helps fight inflation. Some examples could be shown to Mrs. Ford. Sheila and I will discuss this now in detail. The ceremony, open to press, should take place by mid-December or before.



THE WHITE HOUSE
WASHINGTON



Bob,

Here is the
Rosenthal letter
and our press
release that is
ready to go

Russ Frechman

1 11/26/74

CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION

P.O. BOX 19188

Washington, D. C. 20036

**FOR RELEASE:
November 27, 1974**

**CONTACT: WIN Committee
(202) 456-6466**

STATEMENT OF THE CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION

The Citizens' Action Committee to Fight Inflation would like to correct certain misconceptions of its role. The committee is nonpartisan, as outlined in its statement of principle, adopted October 12, 1974, which follows:

" The Citizens' Action Committee to Fight Inflation is a non-partisan, 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."

The WIN program operated by the committee is a nonpolitical, volunteer effort on the part of local volunteers around the country and a group of citizens who volunteered to serve at President Ford's invitation on the Citizens' Action Committee. As President Ford said in Kansas City on October 15th:

"I told the committee that if there was a scintilla of partisanship or if the group seemed to be merely a front for the White House, it would be doomed to failure. Columnist Sylvia Porter, who has agreed to serve as national chairperson of this committee, responded that if I tried to manipulate the committee or seek to influence its actions, she and the other members would not participate. We understand each other."

The public-spirited men and women of the committee have various political affiliations. They have agreed to give their time and energy to this effort because they feel strongly that the voluntary cooperation of all Americans is needed to attack and conquer the cancer of inflation.

In no way do they endorse or oppose President Ford's legislative proposals or any other specific Congressional proposal as a committee. Each has his or her private convictions concerning government actions. The reason they have come together as a Citizens' Action Committee is because they agree that the public must be made aware of the perils of inflation and because they believe the American citizen wants to be shown what each individual can do about it. They ask that all citizens pledge to become inflation fighters and energy savers in a national purpose above partisanship and politics.

####

CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION

**Post Office Box 19188
Washington, D. C. 20036**

Committee Members

| | |
|-----------------------------------|---|
| Sylvia Porter, Chairperson | Columnist |
| Willis W. Alexander | Executive Vice President, American Bankers Association |
| Mayor Joseph Alioto | Chairman, U. S. Conference of Mayors |
| Charles L. Andes | President, Franklin Mint |
| Arch Booth | President, Chamber of Commerce of the United States |
| Ronald Brown | Executive Director, National Urban League |
| John P. Condon | President, The National Alliance of Businessmen |
| Roger Fellows | 4-H, University of Minnesota |
| Carol T. Foreman | Executive Director, Consumer Federation of America |
| William H. G. France | Chairman, National Motor Sports Committee |
| David L. Hale | President, United States Jaycees |
| James A. Harris | President, National Education Association |
| Mrs. Lillie Herndon | President, National Congress of Parents and Teachers |
| Robert P. Keim | President, The Advertising Council |
| Stephen Kelly | President, Magazine Publishers' Association |
| E. Douglas Kenna | President, National Association of Manufacturers |
| William J. Meyer | President, Central Automatic Sprinkler Company |
| Mrs. Carroll E. Miller | President, General Federation of Women's Clubs |
| George Myers | President, Consumer Federation of America |
| Ralph Nader | Private Citizen |
| Richard E. Ohendalski | Boy Scouts of America |
| Leo Perlis | Director of Community Service, AFL-CIO |
| Governor Calvin Rampton | Chairman, National Governors' Conference |
| George Romney | Chairman of the Board, National Center for Voluntary Action |
| Theodore A. Serrill | Executive Director, National Newspaper Association |
| Stanford Smith | President, American Newspaper Publishers' Association |
| Stanley Smoot | President, National Association of Counties |
| Frank Stanton | Chairman, American National Red Cross |
| Vincent T. Wasilewski | President, National Association of Broadcasters |
| Roy Wilkins | Executive Director, National Association for the Advancement of Colored People |
| Douglas Woodruff | President, National Association of Retired People |

BENJAMIN S. ROSENTHAL
8TH DISTRICT, NEW YORK

WASHINGTON OFFICE:
ROOM 2453, RAYBURN BUILDING
WASHINGTON, D.C. 20515
TELEPHONE: (202) 225-2501

Congress of the United States
House of Representatives
Washington, D.C. 20515

COMMITTEES:
FOREIGN AFFAIRS
GOVERNMENT OPERATIONS

DISTRICT OFFICE:
U.S. POST OFFICE
41-65 MAIN STREET
FLUSHING, NEW YORK 11351
TELEPHONE: (212) 836-8200

November 14, 1974

Dear Democratic Colleague:

I am writing to ask that you join with me in heading off a massive advertising promotion of President Ford's highly controversial WIN anti-inflation program, which will be offered to print and electronic media across the country under the guise of public service messages!

This proposed multi-media campaign blitz "to rally the country behind the President's" economic program, is being spear-headed by the tax-exempt and ostensibly non-partisan National Advertising Council, an organization of large advertising agencies, big business and major media.

By undertaking this campaign, the Ad Council is becoming a propaganda organ for a partisan political point of view. The ad campaign will clearly address only one side of a highly controversial issue of public importance, namely what actions the federal government and the public should take to curb the nation's dangerous stagflation.

I cannot overemphasize the importance of taking a vigorous position on this matter. It is important that a large number of Democratic Members of Congress join in this action. The WIN campaign is a dangerous precedent because a working relationship on major controversial issues between the White House and the mass media seems, to me, to be anathema to notions of a free press. Moreover, there also are serious political implications for the Congress and the Democratic Party in this case of obviously highly partisan presidential propagandizing.

Enclosed are copies of letters to the Ad Council and the three major networks expressing our objections and pointing up the controversial nature of the proposed campaign. If you agree that the print and broadcast media should not be giving free space and time to promote the President's economic program without offering an opportunity for the expression of opposing viewpoints, I invite you to join me in protesting the WIN ad campaign.

If you wish to co-sign these letters, please call Doug Bloomfield of my staff at x52601 by 5 p.m., Thursday, November 21. The letters have been prepared with the help of Media Access Project, a non-profit public interest law firm specializing in broadcast media law.

Ben Rosenthal

LETTER TO ADVERTISING COUNCIL

We are writing to protest the Advertising Council's efforts to promote President Ford's "WIN" anti-inflation program, efforts which you state will constitute an "over-all campaign to rally the country behind the President's measures" (Advertising Age, October 7, 1974). As legislators deeply concerned with effectively combating the nation's economic woes, we are disturbed that the Ad Council is serving as a propaganda vehicle for a partisan scheme which the New York Times deems so vacuous "that Congress will have to step into the void Mr. Ford has left in his program for fighting inflation" (Editorial, November 11, 1974).

It is improper for the Ad Council, a tax exempt organization which brings together big business, the big media, and the big advertising agencies, to become involved in partisan politics on a burning public issue. However, the unseemly becomes the fraudulent when viewed in light of the Council's by-laws, which state that you will "accept no subsidy from Government and (will) remain independent of it" and will "remain non-partisan and non-political."

We are especially disturbed that while the Ad Council contends it seeks to avoid taking sides on controversial issues it is now propagandizing one side of the biggest controversy in America today. We do not feel that a viewpoint should be denied Council service simply because it is controversial -- indeed many important voices on controversial issues do not reach the public because they cannot afford the type of professional services provided by the Council. However, for the Council to waive its non-controversiality rule only for the President in the case of a highly partisan as well as vital public issue, makes a mockery of the Council's by-laws.

Even a cursory reading of daily newspapers reveals that Mr. Ford's so-called "WIN" campaign is immensely controversial. Senator Henry Jackson (D. Wash.) labelled the President's failure to impose meaningful controls on energy use "frankly indefensible" (Washington Post, October 11, 1974); Patrick Gorman of the Amalgamated Meat Cutters states that Mr. Ford "made promises to every segment in the country, but the little he did was all for big business" (Wall Street Journal, October 8, 1974; compare "Business sees no ill effects from Ford anti-inflation plan," Advertising Age, October 21, 1974); Senator Mike Mansfield (D. Mont.) labelled the Ford program a continuation of the Nixon economic scheme which has "long proved to be inadequate to meet the emergency" (New York Times, October 16, 1974); and Professor Walter Heller, former Chairman of the Council of Economic Advisors, stated that he would give Mr. Ford's program a "D" grade (New York Times, October 9, 1974). Even members of the President's own party have strenuously objected to parts of the "WIN" program. Senator Richard Schweiker (R. Pa.) called the proposed 5% tax surcharge "a travesty" and even conservative Representative Joel Broyhill (R. Va.) stated that he was "not going to sit still any longer for efforts to get more tax blood out of the so-called middle earners" (New York Times, October 9, 1974).

Moreover, we have learned from both White House and Ad Council sources that the WIN materials being produced by the Ad Council will be based on President Ford's October 15th speech before the Future Farmers of America in Kansas City, Missouri. The extreme controversiality of the subject matter of that speech is indicated by the fact that at least one network (NBC) gave Senator Edmund Muskie, as representative of the Democratic Party, free airtime to respond. Senator Muskie "struck a recurrent theme among Democrats -- that President Ford's voluntary program, coupled with tax increases, won't solve problems of inflation and recession." (Washington Post, October 23, 1974).

We are also disturbed by the Ad Council's role prior to the October 8, 1974 speech which unveiled Mr. Ford's program to "WIN" the war against inflation. You are quoted as telling the President

Advertising Council
Page Two

on September 27th that the Ad Council would "assist in any way possible." (New York Times, October 9, 1974). Apparently working closely with the White House, you went to work immediately; by October 9th the Council had lined up a major agency, Benton & Bowles, to handle the "WIN" campaign, and you personally were named by Mr. Ford to the Citizen's Action Committee to Fight Inflation, along with several persons with strong media ties: Frank Stanton, former president of C.B.S.; Vincent Wasilewski, president of the National Association of Broadcasters; and Stanford Smith, president of the American Newspaper Publishers Association. With such an alignment of media interests working for the President, the constitutional guarantee of a press which is truly free from government influence seems to ring hollow.

Our concern is that the Ad Council's "WIN" campaign, with its combination of buttons, bumper stickers, decals and posters, along with the type of slick media advertising for which the Council is famous, will have several undesirable consequences: (1) it may persuade many citizens that the nation should, in fact, rally behind Mr. Ford's program, rather than seeking other more effective ways to combat inflation; (2) by placing primary responsibility for battling inflation on the consumer, rather than on special interests like those industries which raise prices in the face of declining demand, the "WIN" campaign may divert public attention away from many of the real causes of inflation; (3) it will distort the national debate on pressing economic matters by giving enormous publicity as well as support to the President's program while monopolizing free "public service" time and space; (4) it will afford no exposure to the views of legislators like ourselves, even though the President's indecisive program has placed the primary responsibility for fighting inflation on the Congress; (5) it makes the Ad Council a partisan propaganda arm of the executive branch, in plain violation of the Council's by-laws and at the expense of the basic First Amendment notion that America's press must be free from government influence so that it will expose the public fully and fairly to all sides of the important public issues.

We realize that the Ad Council has over the years served increasingly as the federal government's free advertising agency. Many Council campaigns -- like Smokey the Bear, Help Prevent Crime (by locking your car), MESBIC and Food, Nutrition and Health (co-sponsored by the Department of Health, Education and Welfare and the Grocery Manufacturers of America) -- have a tendency to paper over ineffective governmental action in dealing with root social problems. This type of bland political public relations should be stopped. However, the "WIN" campaign is far worse, both in degree and in kind: the issue is probably the most important and controversial in America today and the public must be protected from propaganda which travels under the guise of non-partisan, non-political public service advertising.

We have written to the presidents of the major networks indicating our intention to demand that they afford response time under the F.C.C.'s fairness doctrine if they carry any "WIN" materials. We protest your continued efforts on behalf of the "WIN" program, which we regard as a flagrant abuse of the Ad Council's tax-deductible status and the notion of public service and urge that the Council withdraw from the campaign.

We would appreciate your immediate attention to this matter and look forward to a prompt reply.

Sincerely,

MEMBERS OF CONGRESS

LETTER TO NETWORK PRESIDENTS

Dear Network President:

I am writing on behalf of (Members of Congress) to bring to your attention a potential fairness doctrine problem. The enclosed letter from the legislators to Mr. Robert Keim, President of the Advertising Council, Inc., is self-explanatory; it makes clear that the "WIN" spot announcements being prepared by the Council address one side of a highly controversial issue of public importance -- to wit, what actions the federal government and the American people should take to curb the nation's dangerous inflation and related recession. The WIN campaign presents President Ford's viewpoint on that question.

We would expect (network) to refrain from carrying any of the WIN spots as public service announcements (PSAs), in accordance with its "policy" against carrying spot announcements dealing with controversial matters. Regardless of the merits of that policy in general, it would be extremely dangerous to waive it in the case of materials which take the President's perspective on a questions as profoundly and politically controversial as the nation's economic inflation and recession. Moreover, it would be eminently unfair for (network) to turn over free air-time to the President's position because you regularly make free air-time available to the President whenever he deems it desirable to address the American people. For a recent example see "Media Manipulation by the President?" (Broadcasting, October 21, 1974).

If (network) does elect to carry the WIN spots, we would expect you to honor your fairness doctrine obligations. The FCC has made clear that a broadcaster's overall programming must afford a reasonable opportunity for the presentation of contrasting viewpoints on controversial issues of public importance. Thus, to counter the WIN materials, (network) must seek out contrasting speakers who are true "partisan voices" on the other side(s) and afford them a comparable opportunity to reach comparable audiences. Fairness Report, 39 Fed. Reg. 36372, 36378 (1974). If WIN spots are added to the President's regular exposure on (network) -- news programs, news conferences, and special appearances -- (network) must afford spot time to persons with contrasting views on the inflation question if it is to comply with its fairness doctrine obligations.

Those persons must include members of Congress; in campaign appearances, the President repeatedly sought to lay responsibility for causing inflation as well as solving it on the legislature's doorstep. Moreover, representatives of the Democratic party would also seem necessary respondents due to the highly partisan nature of much of the controversy surrounding the WIN program.

Indeed, the WIN program has already stirred up a political fairness doctrine problem. After the networks acceded to the President's demand for coverage of his October 13, 1974, speech before the Future Farmers of America in Kansas City, Missouri (see "Media Manipulation by the President?" supra), at least one network (NBC) felt obliged to provide free response time to Senator Edmund Muskie as representative of the Democratic party. It is noteworthy that both Ad Council and White House sources have indicated that the WIN spot announcements will be based on the President's Kansas City speech. The partisan nature of the controversy is indicated by the fact that, in the NBC response, Senator "Muskie struck a recurrent theme among Democrats --that President Ford's voluntary program, coupled with tax increases, won't solve problems of inflation and recession" (Washington Post, October 23, 1974).

In sum, we face the very danger articulated by the U.S. Court of Appeals in Columbia Broadcasting System v. F.C.C., 454 F. 2d 1018, 1020 (D.C. Cir. 1971):

Network Presidents
Page Two

[I]f the words and views of the President become a monolithic force, if they constitute not just the most powerful voice in the land but the only voice, then the delicate mechanism through which an enlightened public opinion is distilled, far from being strengthened, is thrown dangerously off balance. Public opinion becomes not informed and enlightened, but instructed and dominated.

We would appreciate your immediate attention to this matter and look forward to a prompt reply.

Sincerely,

THOMAS R. ASHER
Attorney for the above-named
Members of Congress

JOIN THE INFLATION FIGHTERS

&
WIN



FEBRUARY IS
SEW & SAVE
MONTH

Sponsored By THE AMERICAN HOME SEWING COUNCIL

Times of TV News Items
Monday, December 2, 1974

| | <u>ABC</u> | <u>NBC</u> | <u>CBS</u> |
|--|---------------|--------------------------|----------------------------------|
| <u>A. ADMINISTRATION NEWS</u> | | | |
| 11:30 Channel 2 ↓ 1. Pres/News conference | 1:30(lead) | 1:35 (#2) | :15 (of lead) |
| 2. White House staff/Burch | :10 (of lead) | -- | -- |
| 3. Vladivostok Pact | -- | 1:00 (#3) | 1:15 (lead +2:40 Sevareid) |
| 4. Rockefeller | -- | -- | :30 (#14) |
| 5. WIN Theme Song | -- | -- | 1:35 (#20) |
| <u>B. OTHER MAJOR NEWS</u> | | | |
| 1. Hill Leadership | 2:05 (#2) | :55 (lead) +:35 (#19) | 1:25 (#11) |
| 2. Mills | :40 (#3) | 1:30 (#2) | :15 (#12) |
| 3. Bad Weather | 1:40 (#4) | :55 (#4) | :40 (#15) |
| 4. Air Crashes | 2:15 (#5) | 2:15 (#5) | :20 (#16) |
| 5. UMW Voting | 1:40 (#6) | 2:10 (#7) | 1:55 (#2) |
| 6. Sugar Prices | :25 (#7) | -- | :15 (#4) |
| 7. Watergate Trial | 2:25 (#9, 10) | 2:10 (#17) | 1:15 (13) |
| 8. Pioneer 11 | 2:00 (#10) | -- | -- |
| 9. Soyuz 16 | 1:05 (#12) | 1:00 (#11) | :15 (#17) |
| 10. Ethiopian bombs | :25 (#13) | :12 (#15) | :20 (#10) |
| 11. Mail Theft | :30 (#14) | -- | :20 (#19) |
| 12. Santa Claus | 2:30 (#15) | -- | -- |
| 13. Oil prices/Mideast | 1:35 (#16) | -- | -- |
| 14. Proxmire | -- | :20 (#9) | -- |
| 15. West German radicals | -- | 2:35 (#13) | -- |
| 16. Nuclear power in Mideast | -- | :35 (#12) | :15 (#9) |
| 17. Kuwait/Daimler-Benz | -- | :25 (#14) | :10 (#7) |
| 18. Miki of Japan | -- | :12 (#16) | -- |
| 19. Food Prices | -- | -- | 3:00 (#3) |



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

FOR RELEASE:
December 4, 1974

CONTACT: WIN Committee
(202) 456-6466

WIN BRIEFS

Kroger company president James P. Herring expressed his support of the WIN program in a telegram saying: "We share and support your committment to Whip Inflation Now." Herring said Kroger's action brings public focus on the steps business can take voluntarily to demonstrate concern with high prices and the welfare of their customers. Kroger has frozen prices on 1100 grocery items for sixty days in their 1250 supermarkets located in twenty states.

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The Orange, New Jersey, Public Library is helping users cope with the inflation problem according to Library Director Marvin H. Scilken. Library services that enable consumers to "Fight Inflation with Information" include a Consumer Bulletin Board; mass transit schedules; reference guides to automobiles, food, and homerepairs; a free movie series; and circulating collections of the latest books and phonograph records. Utilizing the library's reference services will make consumers better prepared to deal with the day-to-day economic situation, Mr. Scilken noted. The Library is also distrubuting free WIN buttons to Orange residents.

The Towne House Health Center, Fort Wayne, Indiana, has announced a reduction in its rates from \$33 to \$26 per person in a semi-private room on a daily basis. The action was taken in response to President Ford's request that private corporations make every effort to hold back their prices, said Towne House Administrator Neil Litzenberger.

