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12/16/74

THE WHITE HOUSE
WASHINGTON

December 13, 1974

MR. PRESIDENT:

Warren Rustand thought you would
be interested in reading the attached
letter from a former constituent.

Jerry H. Jones
Jerry H. Jones
Staff Secretary

*Pl. send the
write of thanks,
bpc*

9
Audience (open)
Pro. WIN / Related efforts

THE PRESIDENT HAS SEEN. *d.f.*

DALE C. ALEXANDER
December 5, 1974
3137 Naranja Drive
Walnut Creek, California 94598

ACTION
T/D _____
SCHEDULE BD. _____
DATE RECEIVED
DEC 10 1974
TELETYPE _____
CONTAINING BUREAU _____
OTHER _____
NY OFFICE _____

The President
The White House
Washington, D.C.

Dear Mr. President:

On October 16 you made a speech in which you listed twelve suggestions for fighting inflation. Among them was the suggestion to "clean up your plates".

I'm proud and happy to report that our company, Coca-Cola USA, has been active in working on this specific issue with a number of colleges and universities. M.S.U. (if you'll pardon the reference) and Coca-Cola cooperatively developed a program to reduce edible food wastage, which had reached an incredible four tons per day on that campus. The program is showing results at M.S.U. and is expanding to other universities. Kits and materials designed to raise student consciousness of the problem and solution are being made available at our cost to educational institutions throughout the United States.

|| When you were my Congressman, I could have personally laid all the details on your desk. Your accessibility is now understandably limited, so I'll use the mail to advise you of this program and limit myself to these brief comments.

As always, you have my unreserved support in meeting our great National problems. You may continue to expect and receive my admiration, trust and individual effort to help conquer those problems. It's my hope that on one of your visits to the San Francisco Bay Area, I'll have the opportunity to renew our acquaintance.

My very best wishes and warm personal regards to you and Mrs. Ford.

Respectfully,



Dale C. Alexander

DCA:cb

cc: J. Paul Austin
Chairman of the Board
The Coca-Cola Company

DALE C. ALEXANDER



AIR MAIL

The President
The White House
Washington, D.C.

3137 Naranja Drive
Walnut Creek, California 94598

14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

AIR MAIL

THE WHITE HOUSE
WASHINGTON

December 16, 1974

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

WARREN RUSTAND

FROM:

JERRY H. JONES

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

-- Be sure to write and thank.

Please follow-up with the appropriate action and coordinate your response with Paul Theis.

Thank you.

cc: Don Rumsfeld