What you do to save energy is what counts now.

This country's energy problems have gotten worse.

And there's no immediate relief in sight.

What is needed—now—is for each of us to save energy in every way possible.

Exxon would like you to know why energy conservation is more urgent than ever.

Signs of trouble.

Item: The President has proposed far-reaching legislation to deal with the impending fuel crisis.
Item: The government has ordered allocation of heating oil and propane gas.
Item: On the East Coast, utilities are drawing up emergency plans to deal with the interruption of Mid-East oil supplies.
Item: Airlines are canceling flights and using smaller jets on some routes to stretch their fuel supplies.
Item: In many parts of the country, some service stations are closing early. Or closing Sundays. Or both.
Item: Exxon is allocating gasoline to its dealers because we can't get enough imported crude oil and finished products.

The blunt truth.

This country can't get enough energy for all of us to have as much as we want.

We're facing an energy shortage that will change the way we live, travel and work for years to come.

And we're facing the start of it right now. Oil imports on which the U.S. wa depending to meet demand this winter have been interrupted. As a result, supplies of heating oil, heavy fuel oil and gasoline will not be sufficient to meet normal U.S. demand in the months ahead.

Yet most people go right on using energy as freely as if supplies were unlimited.

What can help now?

Even an all-out energy-saving program may not be enough. But it will help keep demand in closer balance with the available supply.

Planned refineries, pipelines, and the discovery and development of new oil fields take 3 to 8 years to complete. Synthetic fuel plants could take even longer. But the problem is now.

We need a national effort to increase efficiencies in energy use by business, industry and the public. However, we don't have to wait for government action.

It's what we do *as individuals* that really counts in any conservation effort.

We can start large savings immediately in a number of ways.

The way we drive.

A fourth of America's energy is used in transportation. Our cars use over half of this.

In fact, the average American car burns its own weight in gasoline every year. A lot of this energy could be saved.

These are some of the things we should be doing now:

1. Voluntary carpooling.
2. Driving slower.
3. Eliminating unnecessary trips.
4. Getting tune-ups and emission control service, keeping tires fully inflated, and doing everything else to make our cars run more efficiently.

Even when we've done all these things, other steps will be necessary. You've probably read about some of the governmental proposals under consideration:

1. Gasoline rationing, with coupons limiting the amount a driver can buy every week.
2. A 50-mile-an-hour highway speed limit.
3. Higher bridge and tunnel tolls for single-occupant cars.
4. Freeway lanes reserved for multi-occupant cars.
5. Penalties on large cars, high horsepower engines.

One way or another, we have to save a lot of energy by the way we use our cars. And there are important savings we can make in our homes, too.

The way we heat and cool.

One-fifth of the nation's energy is used for heating and cooling.

We've all been asked to turn down our thermostats this winter. Every three degrees would save over 63 million barrels of fuel oil and almost 760 billion cubic feet of natural gas.

That's enough oil to heat 2.5 million homes in New York's climate. And enough gas to heat 5.5 million homes in Chicago's climate—about as many homes as there are in the states of Illinois, Indiana and Wisconsin combined.

In the summer, keeping an air-conditioned home a few degrees warmer can make a difference, too. For each degree you turn up the thermostat, you save about 5 percent of your cooling energy.

Right now you should be doing some sensible things like making sure the furnace is operating efficiently, the storm windows are tight, and the fireplace flues are closed when not in use. And are you sure your home has enough insulation?

Thorough insulation will save enough energy to pay for itself in just three or four years. Closing draperies saves additional energy; windows are responsible for about 26 percent of a home's heat loss.

And cutting down on the excess energy we use for comfort saves money as well as energy.

The way we live.

There are important little ways by which we can all save energy every day we live. Little things like turning off unnecessary lights and reducing the use of high-wattage appliances such as room heaters, coffee makers, toasters and hand irons.

Actually the size of an appliance doesn't give you any idea of how much energy it uses. A sandwich grill uses more energy than three ordinary refrigerators.

And a color TV consumes enough energy every hour to light three rooms in your home. Yet some people leave the TV on all day, whether or not anybody is watching.

Just to give you an idea of how important the savings can be, last year small appliances burned up an amount of energy equivalent to 1.5 *billion* gallons of oil. Enough to run all the passenger cars in Massachusetts for an entire year.

What else is needed?

Everyone has got to do his share. If industrial and commercial businesses started right away to take steps to conserve energy, over 146,000,000 barrels of petroleum per year could be saved.

Improving boiler efficiencies and recovering waste heat are among the conservation measures they should be taking now.

Reducing heating, cooling, and lighting levels and shutting off decorative lighting are examples of what stores and offices should be doing. Business firms will need your help and understanding.

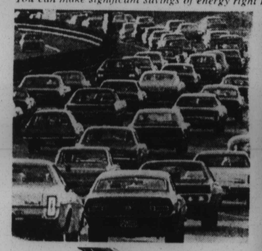
Exxon is doing its share. Our current energy conservation program will save enough to light a city the size of Chattanooga every day. And we're working to improve those savings.

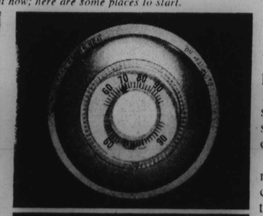
We know sacrifices of convenience, comfort or time will be required to save energy. But we also know this:

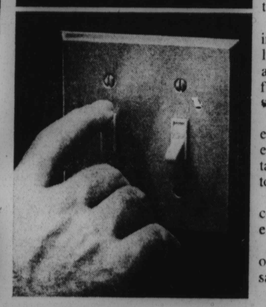
It will take us all, working together in our homes, businesses and factories, to save the energy we need.

And we've got to start doing it now.

You can make significant savings of energy right now; here are some places to start.







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BALTIMORE'S FINEST—Honored at Bon Secours Hospital's "Salute to Baltimore's Finest." The following are some that attended. (From Left) Sgt. Clarence M. McGee, Off. Fred Wallace, Maj. Clarence Ray, Off. Kenith L. Blackwell, Off. Lonnie E. Blackwell, Off. Wallace is the brother-in-law of AFRO Editor Moses Newson.

Living is expensive? Wait until you die!

By Bill Rhoden

Thomas Mann once wrote: "A man's dying is more the survivors' affair than his own."

He should have added, "Especially when it comes to paying for the funeral."

* * *

Since 1963, the cost of dying has risen approximately 10-per cent, and although funeral costs vary from business to business, it is commonly agreed that the chances of "buying a respectable funeral" for under $600 are as good as buying nickel candy bars or 10 cents cokes.

Interestingly enough, the rising price in funerals since 1963 has been paralleled by an increasing number of cremations.

For general information, cremation is the term applied to an alternate type of "burial" in which the corpse is burned to ashes.

In 1963, there were over 67,000 cremations performed in this country. By 1970, that figure had skyrocketed to 88,605, including 11,500 in the South Atlantic States alone.

* * *

(According to one source, lack of space is leading to more cremations and within the next 10 years, the space problem will make cremations in this country mandatory.

The source adds that in certain parts of New York, no space is available, making burial impossible unless one owns property. He also says that in England, nearly 50 percent of deceased persons are cremated (due to the same problem).

* * *

So why are cremations becoming more popular each year? "Money," says one funeral director who feels people are less inclined nowadays to "bury" their hard earned money or the money left behind by the deceased.

A complete 'body-in-the-casket' type funeral will run the buyer anywhere from $600 to $2,00, the average cost centering somewhere in the neighborhood of $1,00

Not included in the $1,000 figure is purchase of the burial lot, headstone and other related items.

Of course, there are some unscrupulous funeral directors who prey on sentiment in order to boost their sales, but most of them, according to a popular director, make no suggestions either way. "They just turn them loose, go in another room, get on their knees and pray that the family will choose the most expensive arrangements."

* * *

How much will it cost to have one cremated? The price varies, but a major proponent of cremation says his charge for direct cremation is under $400.

Of course, if the family wishes to buy a casket and hold the same services as would be held had the body not been cremated, the cost will remain the same (as a regular funeral).

"I tell people that it doesn't make sense to spend their hard earned money (or money left by the deceased) on a funeral," says an outspoken director.

"I'm going to be cremated" he enthused, adding that he wasn't about to put his hard earned money "in the ground."

If you've been wondering how the cremation process operates (but didn't want to ask for fear of being called morbid the answer is, "simple."

The corpse is placed in a firebrick lined chamber. After closing the door, also lined with firebrick, a gas flame is turned on and within two-and-one half hours, the process is finished, (time depending on body size).

When asked what reservations most of his customers, and most people in general have regarding cremation, the director sited religious beliefs as major stambling blocks.

"Many of the people don't want cremation because they believe in the resurrection of the body and that type of thing."

Speaking of funerals, did you know that every year we spend: $10 billion on liquor, $17 million on recreation, 6,900,000 on tobacco, $4,255,00,000 on personal care and $1,555,000 on funerals.

Dying may be expensive but as Frank M. Hubbard observed: "I think some folks are foolish to pay what it costs to live!"

3 members on Mandel law board

Milton B. Allen, state's attorney for Baltimore City, is among the 30 members of the Governor's Commission on Law Enforcement and the Administration of Justice.

Also on the committee are Robert Hilson, director of the State Department of Juvenile Services, and James Jordan, commissioner of the Division of Correction.

The commission was established by Gov. Spiro Agnew in June, 1967 and charged with providing the executive and legislative branches of state government with criminal justice planning information and recommendations for improving the criminal justice system.

It was also charged with evaluating recommendations of the U.S. Law Enforcement and Administration of Justice Commission.

A GOOD CITIZEN is registered and prepared to VOTE. Do s oTODAY at Supervisors of Elections, People's Court Building, Fayette and Gay Sts. Next election is Sept., 1974. Register from — 8:30 to 4:30 p.m. Mondays through Fridays.

10,000 extra prizes in the Lottery's great HOLIDAY BONUS Giveaway!

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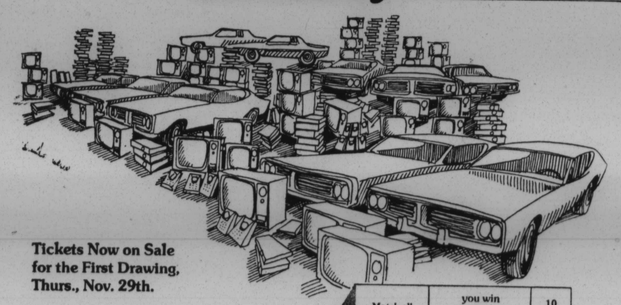

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Each week, for six weeks, from November 29th thru January 4 ALL LOTTERY TICKETS WILL BE RED AND GREEN . . . and each week TWO Winning Numbers will be drawn. Compare the FIRST Winning Number to your Lottery Number or Serial Number to see if you have won a CASH Prize.

The SECOND Winning Number drawn will be the HOLIDAY BONUS NUMBER. Compare it to the Lottery Number on your SAME TICKET to see if you have won a MERCHANDISE Prize, as shown at right.

We're almost doubling your chances of winning—so you may even want to buy twice as many tickets. And don't forget—Lottery Tickets make great stocking stuffers.

Match all 6 Digits in Exact Order . . .	you win 1974 Dodge Charger	10 to be given away!
Match the last 5 Digits in Exact Order . . .	you win Zenith 16" Color TV	90 to be given away!
Match the last 4 Digits in Exact Order . . .	you win Kodak Pocket Instamatic Camera Kit	900 to be given away!
Match the last 3 Digits in Exact Order . . .	you win Transistor Radio	9000 to be given away!

Prize availability based on projected ticket sales. Regular Lottery cash prizes, Scramble prizes and Millionaire Qualifiers apply to Winning Weekly Number only. Merchandise prizes apply to Holiday Bonus Number only and must be claimed by Monday, March 18, 1974.

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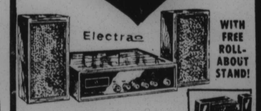

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