

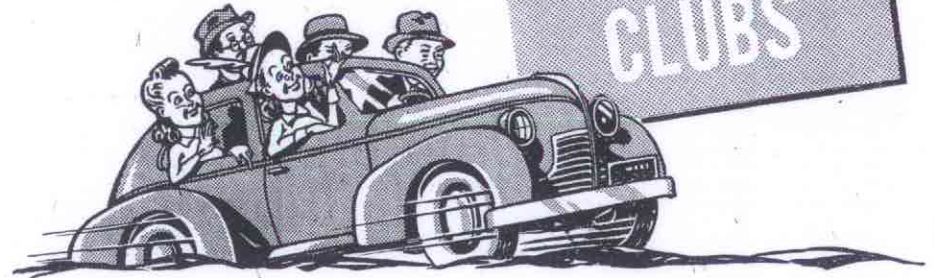


Share the Red

*Supply Dept
Crawford
11-43*

Whys and Hows about

CAR
SHARING
CLUBS



Why

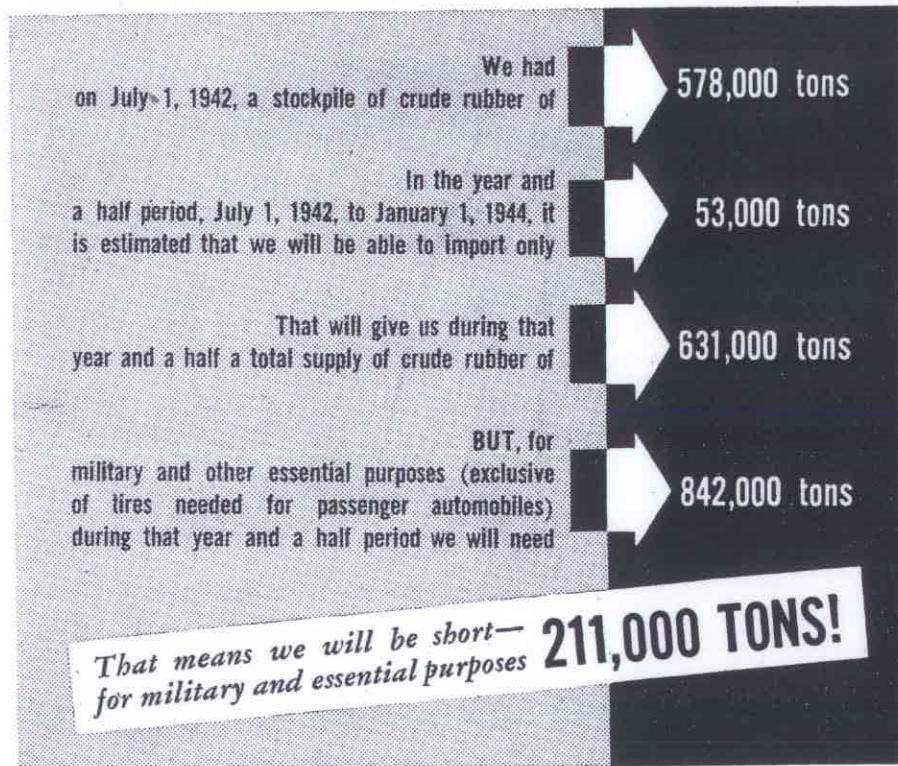
As a Block or Neighborhood Leader, you have already learned from first-hand experience that Americans demand to know *why* when you ask them to do anything. You know also that the battle for cooperation is won as soon as you supply sensible reasons for your requests. Therefore, the more heavily armed you are with facts when you go from neighbor to neighbor asking them to "share and spare" their cars, the more quickly you will get results.

To get these results, you will need only to convince your neighbor that we must rotate the use of our automobiles because we are not going to get rubber or parts for a long time. There just won't be any differentials, axles, or spark plugs after the supply on hand is gone.

The Achilles heel of the United Nations in World War II is a rubber heel. Nine-tenths of the world's rubber supply is in the hands of the Axis. It is strangely but literally true that, because breechclouted brown men slithered through the jungles the length of the Malay Peninsula, and swarmed off landing barges on the shores of Java, automotive movement in America became suddenly a No. 1 problem.

Gasoline is being rationed throughout the United States, not to conserve gasoline (except in the East) but *to save rubber* and every working, moving part of our cars.

The Baruch report shows us where we stand on our supplies of rubber without which the war cannot be won:



“Then let’s grow our own rubber!” *Guayule* is already being planted, but it takes several years to grow. Seeds of *cryptostegia*, a wild vine growing in Mexico, will not be available until next year. The famous Russian dandelion, *Kok-saghiz*, is now undergoing test planting here. Therefore, although our own rubber supply is underway, it cannot be counted on for much help for several years.

“Well, let the chemists make synthetic rubber!”

Here again, factories are going up and work is in progress; but, according to the Baruch report, production of synthetic rubber cannot get into full swing until near the end of 1943.

We all demand that our soldiers’ essential needs be filled first. These needs will take all the available stores of rubber. Therefore, the only assurance to the average car owner that he can keep driving his car is that he save the tires he already has.

“When my tires wear out, I’ll ride the bus!”

This would be a fine solution, but unfortunately it is impossible. The private auto has for years now been the keystone of our travel habits. During 1941, 86 percent of all miles traveled by Americans were in private automobiles. Most of these miles were work miles. Our entire transportation system of buses, trains, airplanes, street cars and subways—

as huge as it is—was built for only 14 percent of the total mileage traveled. Furthermore, no more bus or rail transportation equipment is being manufactured. When civilian tires wear out, the 86 percent cannot crowd into the 14!

It is obviously not feasible for workers who live miles from their factories to walk to work. Today, between 78 and 100 percent of all war workers—depending on the locality—rely on private cars to carry them to work each morning. To keep the factories producing the materials which, placed in our soldiers’ hands, will win the war, we must continue to use private cars, but in such a way as to make them last. Each American with a set of rubber tires has become, almost overnight, a co-custodian of the Nation’s largest stockpile of rubber—that on the wheels of 27 million automobiles.

How

As a Block or Neighborhood Leader, it is your job to explain the general transportation problem and to form or improve Car Sharing Clubs in your neighborhood.

Yours will be the work of forming Car Sharing Clubs not already formed in industrial plants.

For your information, the organization of Car Sharing Clubs in industrial plants employing more than 100 employees is under the immediate responsibility of employee-management committees formed in the plants. Employees in establishments of less than 100 should, if possible, establish their own Car Sharing Clubs in the places where they work. If they cannot, then it is your job to try to arrange for them to belong to a club.

You are not called upon to form Car Sharing Clubs for driving to Church. These groups should be formed through or in cooperation with the Churches. Nor are you concerned with the formation of clubs for shopping, which should be done by the homemakers themselves, or driving children to school, which should be worked out by the mothers themselves, or in cooperation with the schools and Parent Teacher Association. You may advise them upon these points, but your responsibility is the formation of Car Sharing Clubs for driving to and from work.

Armed with the facts as to why the Car Sharing plan is necessary, you should visit each car owner in your territory. This plan is designed specifically for car owners because the Nation’s need is primarily to save tires and parts and to keep cars going to work and not merely to provide automotive transportation for persons who usually rely on transportation of another kind.

“Why,” you may be asked, “a face-to-face campaign by Block or Neighborhood Leaders when newspapers, magazines, and radio are ‘pushing’ this Car Sharing Club idea?”

Because in your personal interviews with your neighbors, you explain the whole story of the transportation situation in this country and you

interpret it in terms of individuals, you discuss their individual problems, you answer their individual questions, and you actually put in motion the machinery for organized Car Sharing Clubs.

Because, in the final analysis, you provide a direct, personal contact between your neighbors and the Government. By talking face-to-face with you, they are brought face-to-face with the problem, and it becomes a personal responsibility for them.

1. Describe the general transportation problems in this country today. Transportation is vital to winning this war. Troops and material must be moved and moved quickly. Transportation facilities are taxed today as never before. There are practically no replacements of rolling stock or buses or private passenger cars.

The use of railroad facilities for travel other than that actually connected with the prosecution of the war must be discouraged through every means possible, simply because the railroads are approaching the point where they may find themselves unable to handle all the passenger traffic offered.

The contributing factors to this situation are:

(a) Heavy diversion of passenger traffic from the private automobile due to gasoline and tire rationing.

(b) The necessity for assigning thousands of cars and hundreds of locomotives to the transportation of millions of soldiers.

(c) The vastly increased travel of business men who must ride the trains in connection with their production problems.

(d) The inability of the railroads to secure any further new passenger-car equipment.

With respect to the bus situation, there again no new equipment is available and the facilities in this service long ago reached the saturation point. Buses are especially in demand by service men on week-end furloughs and by families of service men traveling to and from the camps.

In view of these transportation problems, here is a list of Don'ts for people:

Don't take any unnecessary trips; don't use railroads and buses on week ends and during holiday seasons unless absolutely imperative.

Don't use public conveyances during rush hours unless absolutely necessary.

Don't order small packages delivered.

Don't wear your car out by non-essential driving.

Don't drive faster than 35 miles per hour. Rubber wears out much faster the faster the car is driven.

Don't forget that safe driving not only helps to save lives and to protect people from injuries but also is a mighty important factor in prolonging the life of the rubber and the parts of the car. A smashed-up car is a total casualty.

Don't neglect the upkeep of your car and the proper inflation of your tires.

2. Assure the car owner that the Government does not want him to stop using his car for essential needs. If everyone began using the buses

at once, our transportation system would simply break down. Workers could not get to work and war production would stop.

3. Explain to the car owner that Car Sharing is the best way to prolong the life of cars and to conserve rubber so vital to winning the war.

4. Show him that by joining with other car owners and rotating the use of his car with theirs he will continue to get to work by car and will conserve his tires, and prolong the life of his automobile. By this means he may be able to make his car last for the duration.

5. Ascertain if the person's place of business changes, or if his working hours change from time to time, or if he frequently works overtime. In any of these cases, he is not a likely prospect for a Car Sharing Club.

6. Fill out the Car Sharing card.

CAR SHARING CARD			
Residence zone		
Name		
Has car and is willing to share it	(Yes or no)	Capacity	(Passengers)
Does not have car but desires to be a passenger	(Yes or no)	
Home address		
Home phone or nearest phone		
Works at		
Business phone	(Name and address of place of business)		
Home-to-work route		
.....			
Time leaving for work: Mon.-Fri.		A. M.	A. M.
		P. M.	P. M.
Time leaving for home: Mon.-Fri.		A. M.	A. M.
		P. M.	P. M.
OCD Form No. 709			

7. Take the filled-in Car Sharing cards and on the basis of information which they provide try to pool the car owners and passengers into groups of at least four. You should bear in mind that safety requires that no coupé should carry more than three passengers including the driver.

8. You may still have some car owners who cannot arrange clubs with their near neighbors. Take their cards with you to a meeting of other Block or Neighborhood Leaders in your sector who also will have names of car owners looking for Car Sharing Club members. Here you will be able to match your cards and thus form more groups.

9. Those cards which are unmatched after the sector meeting of the Block or Neighborhood Leaders should be forwarded to the nearest Car Sharing Club Exchange. On your initial visit you should inform your neighbors that, unless within a specified length of time they are placed in a Car Sharing Club, they should go to their nearest Car Sharing Club Exchange to complete arrangements for joining a Car Sharing Club. Give them the address and telephone number of their nearest Car Sharing Club Exchange.

Block or Neighborhood Leaders are asked a hundred different kinds of questions about every war campaign they wage. You will be asked as many about the Car Sharing plan. No one can possibly anticipate all of them, but here are a few which have come up most frequently:

1. *Will Car Sharing really do any good?*

You are darned right it will do some good. Our rubber stockpile must be saved, our cars must be conserved, and sharing cars is the best way to do this.

2. *Suppose I am carrying a passenger and have an accident. Am I liable for his injuries?*

The answer varies with the different States. You should find out in advance from your Defense Council what the law is in your area. Your Defense Council will give you, if possible, an authoritative statement from an insurance company.

3. *Do I have to get a special license, either for my car or for myself, if I accept any payment?*

The answer here also will vary with the locality. In some places the driver may be regarded as a public carrier if he carries passengers for payment. The local Defense Council will give you instruction on this point.

4. *If I join a club, will I have to stand around and wait?*

There will certainly be some sacrifices of convenience. If this were peacetime, this plan would not be necessary. But the inconvenience of waiting can be avoided by the members of the Car Sharing Club entering into a strict agreement that the car waits 5 minutes and then goes on. If a person knows in advance that he will have to be late, he should telephone the driver and make arrangements accordingly.

5. *Do I get more gas by joining a club?*

Although Car Sharing does not in itself assure additional gasoline rations, very few supplemental "B" or "C" books will be issued to persons who have not first joined Car Sharing Clubs. Supplemental mileage rations (except in 16 Eastern States) are given only to those who prove that they must drive over 150 miles per month for occupational purposes. In the 16 Eastern States where the monthly "A" ration book has been reduced to 3-gallon coupons, supplemental rations are given to persons who must drive more than 90 miles per month for occupational purposes. In addition they must prove that they are carrying at least 4 passengers including the driver and that bus, subway, elevated railroad, and railroad commutation service are not adequate. Or that it is impossible for them to form a Car Sharing Club and that adequate alternative means of transportation are not available.

6. *What kind of ration book am I eligible for if I am a member of a Car Sharing Club and I drive 150 miles (90 miles in 16 Eastern States) or less per month for occupational purposes?*

You are eligible for an "A" ration book to save your tires and your car and the cost of upkeep and gasoline.

7. *What is the total monthly mileage provided for by the "A" ration book?*

240 miles per month; of this, 90 miles is for family necessity and 150 is for occupational use (except in the 16 Eastern States where the total is 180 miles, 90 miles of which is for occupational driving.)

8. *What kind of supplemental ration book is given to me if I belong to a Car Sharing Club and I must drive more than 150 miles (or more than 90 miles in the Eastern area) per month for occupational purposes?*

You may get a "B" book entitling you to drive up to 470 miles per month for occupational purposes. The expiration date is on the cover of the book. The local Rationing Board decides how long the "B" book must be used, basing its decision on the actual mileage needs of the holder. The book is "tailored" to the needs of the applicant.

9. *What kind of supplemental ration is given if I belong to a Car Sharing Club and must drive over 470 miles per month?*

You will not be given a ration that will entitle you to drive over 470 miles per month unless you are a member of a preferred group of drivers whose work is considered most essential to the war effort or public welfare. There are 20 categories of such drivers. They include doctors, ministers, firemen, etc.

10. *What kind of supplemental ration do these special categories of users get?*

If they must drive over 470 miles per month for occupational purposes and can prove their need, they may get a "C" ration.

11. *Do they get both a "B" ration and a "C" ration?*

No, they get a "C" ration and an "A" ration.

12. *Do holders of a "B" ration get an "A" ration too?*

Yes.

13. *Suppose Mr. A and Mr. B drive the same distance to and from work and each belongs to a Car Sharing Club. Mr. A drives his car to work every day and carries four passengers. Mr. B drives with four other persons who each have a car so that he uses his car only one day in five. Will both Mr. A and Mr. B receive the same gasoline ration?*

No. Mr. A will receive a larger ration than Mr. B. The ration

is based on the actual occupational driving needs of the applicant and it is "tailored" to fit his particular need.

14. *Can a person who drives a roadster get a supplemental ration if he has only one or two persons sharing the ride with him?*

Yes, the regulations provide that a supplemental ration can be given if the driver of the car can prove that it is impossible to carry four persons.

15. *If I don't get more gas, why should I join?*

To save your tires and your car. Although it is the intention of the new tire rationing and tire inspection plan to make tires available to all motorists for essential driving, the success of this program depends upon the cooperation of every motorist in making his tires last as long as possible. If it is not possible to make tires available to all motorists before synthetic rubber gets into production, tires will be made available first to those in definitely preferred occupational groups essential to the war effort or public health. It is wise, therefore, to save your cars and tires by belonging to a Car Sharing Club.

General Pointers

TELL THE WHOLE STORY STRAIGHT. Avoid gruesome warnings about the dire consequences of failure to form a Car Sharing Club. Explain, don't lecture. Above all avoid goading the American people with such phrases as "wake up, there's a war on!" The American people know there's a war on—they know it only too well. Remember, there is hardly a family in the country that does not have a son, a nephew, a grandson or a lifelong friend or neighbor in the Army, Navy, or Marine Corps. Service flags wave by the dozen on every block. Remember, also, that this is not the only Government campaign appealing for the attention of the American people. By radio, by press, by poster, by movie, by pamphlet and by every other media of advertising and publicity, the American people are being asked to do something—Buy Bonds, Save Fat, Register for Mileage Rations, Save Fuel, Give Blood, etc. They will do all these things and more provided they know it is necessary. They want information and the background story on these appeals. Give them this and they will gladly do anything their country asks. But don't insult the man who buys bonds on payday, donates blood the next, attends an air raid class the next, sees his son off to camp the next, sighs over his tax bill the next, and sells his tires to the Government the next, by telling him to wake up and realize there's a war on. He knows it—and how he knows it!



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