

The original documents are located in Box 13, folder “Energy (7)” of the James M. Cannon Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE
WASHINGTON

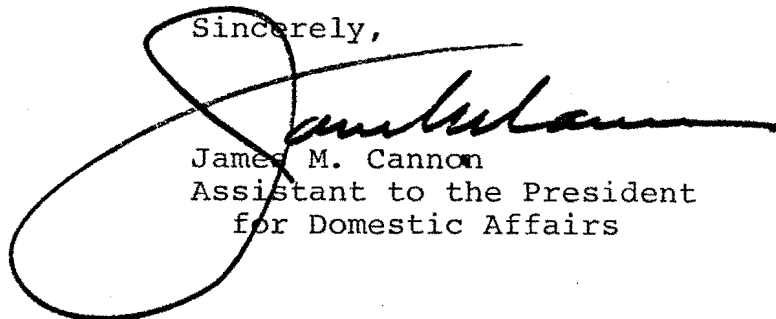
November 1, 1976

Dear Mr. Smiley:

I received your letter of September 28 enclosing an issue of THE LAMP. I would like very much to be added to your mailing list and would like to receive THE LAMP at my home, 1404 - 35th Street, N.W., Washington, D.C. 20007.

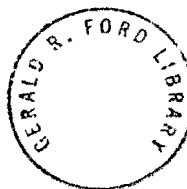
Thank you very much.

Sincerely,

A large, stylized handwritten signature in dark ink, appearing to read "James M. Cannon".

James M. Cannon
Assistant to the President
for Domestic Affairs

Mr. Donald E. Smiley
Exxon Corporation
Suite 1014
1025 Connecticut Avenue, N.W.
Washington, D.C. 20036



EXXON CORPORATION

SUITE 1014, 1025 CONNECTICUT AVENUE, N.W.
WASHINGTON, D.C. 20036

*Cannon
reading.*

833-8100

1976 SEP 30 AM 8 19

September 28, 1976

Mr. James M. Cannon
Assistant to the President for
Domestic Affairs
Executive Office of the President
Washington, D.C. 20500

Dear Mr. Cannon:

Exxon Corporation's strong commitment to a code of integrity and high principle in all of its business dealings is reaffirmed by Board Chairman C.C. Garvin, Jr. in a signed editorial in the current issue of THE LAMP, (copy attached). Mr. Garvin makes it clear that Exxon employees are expected to continuously adhere to such high principles, even if this makes achievement of short-run business goals more difficult.

In other articles in this issue, a scholarly research study examines the flaws in proposals to break up the largest integrated oil companies; ancient attractions and modern progress in Egypt are examined and colorfully illustrated; and the intricate details, vast dimensions and operations of a modern oil refinery are delineated.

Although THE LAMP is published primarily for stockholders and employees of Exxon, the company would be glad to add your name to the regular mailing list. Please let us know whether you prefer to receive it at your office or home.

JMC -

Have them
send to
Scheede?

Sincerely,

Donald E. Smiley
Donald E. Smiley



MR CANNON WOULD
LIKE THIS SENT TO HIS HOME

James Oct 31

093805

file

THE WHITE HOUSE
WASHINGTON

November 2, 1976

MEMO TO: JIM CONNOR
FROM: JIM CANNON *Jm*
SUBJECT: Thank you letters to those
participating in nuclear policy
statement

You know better than anyone how much effort was expended in putting together the final policy statement and back up documents.

I think it would be appropriate to send Presidential acknowledgments to those persons most closely involved with this effort.

Attached are suggested letters to Bob Fri (Tab A), Glenn Schleede (Tab B), and a general letter (Tab C) to those staff persons in the agencies (list at Tab D) who made major contributions.



REQUEST

THE WHITE HOUSE

WASHINGTON

October 30, 1976 ^{976 OCT 30} PM 4 02

TO: JIM CANNON
FROM: *Glenn Schleede* GLENN SCHLEEDE
SUBJECT: LETTERS OF APPRECIATION -
NUCLEAR POLICY REVIEW

- . Tab A is the draft of a proposed letter to Bob Fri.
- . Tab B is the draft of a proposed letter to others participating in the Fri review group and in the drafting of the policy statement.
- . Tab C is a list of the people I believe should get the Tab B type letter. The list is long but warranted in this case.



DOMESTIC COUNCIL

FROM: Schleede (Moore)

SUBJECT:

Thank you letters re: Nuclear Policy

Date: 11/2/76

COMMENTS:

I added a letter to Schleede to the material you saw yesterday.

There is also a cover memo from you to Connor to have these typed and signed.

*Allen
Good
Shuchter*



ACTION:

Date:

THE WHITE HOUSE
WASHINGTON

DRAFT

Dear Bob:

I believe the comprehensive statement on nuclear policy that I issued on October 28, 1976, will provide the basis for the new attitudes and policies in the United States and around the world that are needed to preserve the benefits of nuclear energy while preventing proliferation.

The nation is indebted to you for your willingness to accept the responsibility for leading the review of Administration nuclear policies that made this statement possible. Your assignment was a most difficult one, particularly because it involved both domestic and international policies and because it was necessary to balance carefully such a large number of considerations.

Your successful management of the review effort is a significant addition to your impressive list of contributions during your service in the Federal Government. I know your performance on this assignment has gained for you the special respect of leaders within the Government and the private sector who are aware of the difficult task that you have completed.

I want you to know of my deep personal appreciation for your contributions. Considerable work lies ahead in implementing our new nuclear policies. I look forward to your help on this task and to the other major contributions that I know you will make in the years ahead.

With warm personal regards.

Mr. Robert Fri
Deputy Administrator
Energy Research and
Development Administration
20 Massachusetts Avenue, N.W.
Washington, D. C. 20545



THE WHITE HOUSE

WASHINGTON

Dear Glenn:

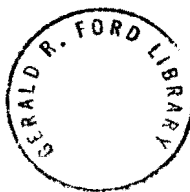
I believe the comprehensive statement on nuclear policy that I issued on October 28, 1976, will provide the basis for the new attitudes and policies in the United States and around the world that are needed to preserve the benefits of nuclear energy while preventing proliferation.

I know that you played a major role in producing the final version of the policy statement and supporting documentation. I fully recognize the complexity of this task, and congratulate you on the quality of the final product.

I know that your efforts required many hours of extra work and personal sacrifice. I am very grateful for your many contributions and look forward to your assistance in the years ahead in implementing our new nuclear policies.

With warm personal regards.

Mr. Glenn Schleede
The White House
Washington, D.C. 20500



THE WHITE HOUSE

WASHINGTON

Dear

The comprehensive statement on nuclear policy that I issued on October 28, 1976, should make clear to all that the United States is committed to preserve the benefits of nuclear energy while preventing proliferation.

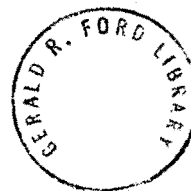
The contributions that you made were very important in developing the policies and programs described in the statement. I know that your efforts required many hours of extra work and personal sacrifice.

I want you to know of my appreciation for your contributions and I look forward to your continued assistance in the years ahead.

With warm personal regards.

Harold Bengelsdorf	State
Jack Flynn	ERDA
Ann Hagenauer	ERDA
Dennis Spurgeon	ERDA
Rodney Weiher	OMB
John Bowright	ACDA
Jerome Kahan	State
Charles Van Dorn	ACDA
Jan Kilicki	State

Joseph Kearney	OMB
Hugh Loweth	OMB
James Nix	OMB
James Mitchell	OMB
David Elliott	NSC



THE WHITE HOUSE
WASHINGTON

November 5, 1976

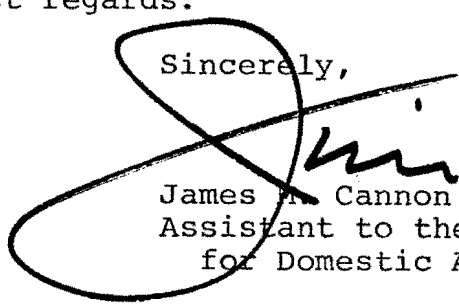
Dear Tom:

Herewith your photograph of the President.

Come to see me again.

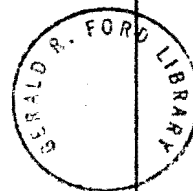
With best regards.

Sincerely,


James A. Cannon
Assistant to the President
for Domestic Affairs

Thomas S. Sedlar
Director
Office of Communications
and Public Affairs
Federal Energy Administration
Washington, D.C. 20461

PS: It's as fun to lose.



Engel

THE WHITE HOUSE
WASHINGTON

TO: ALLEN MOORE
FROM: GLENN SCHLEEDE
SUBJECT: SEDLAR LETTER TO CANNON

Can you assign this out to someone else to get an inscribed photo. I gather that there is some kind of form for doing it and that there are only a few standard inscriptions. As for the photo with the President, I have no idea how to arrange it. That's one of the things I never learned how to arrange around here.

Is Mr. Sedlar a friend of JMC's? I've yet to meet him.



Sherr
See if you
can find out
from Rosemary
how to get
inscribed photos.

10/15/69

THE WHITE HOUSE
WASHINGTON

DATE:

10/6

TO:

Glenn S.

FROM:

ALLEN MOORE

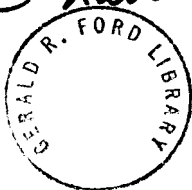
SUBJECT:

ACTION:

FYI:

2531

appropriate handling



FEDERAL ENERGY ADMINISTRATION

WASHINGTON, D.C. 20461

October 4, 1976

575 607 6 PM 12 10

Honorable James M. Cannon
Assistant to the President
for Domestic Affairs
The White House
Washington, D.C. 20500

Dear Jim:

Just a note to say how much I enjoyed our luncheon conversation. Meetings like that are tantamount to my being most effective in my new post. I hope we can do it regularly.

If possible, I would like to have an 11" x 14" photo of the President, with a personal inscription, for my new office. And, if it can be arranged someday soon, a shot with the man during one of those sessions when a lot of people are being run through for campaign photos or the like. Both, I can assure you, would be most beneficial to our future endeavors.

I'll call you soon for another meaningful update.

Sincerely,

Tom

Thomas S. Sedlar
Director
Office of Communications
and Public Affairs





11/5/76 1 3 36

file *cc: Hedrick*
energy

**Sheraton-
Homosassa Springs
Inn**

SHERATON HOTELS AND MOTOR INNS
A WORLDWIDE SERVICE OF **ITT**

U. S. 19, P. O. BOX 8

HOMOSASSA SPRINGS, FLORIDA 32647

TELEPHONE (904) 628-4311

November 5, 1976

Mr. James M. Cannon
Assistant to the President
for Domestic Affairs
The White House
Washington, D. C.

Dear Mr. Cannon:

Thank you very much for your letter of October 29th
regarding the Energy Conservation Plans developed
by the FEA.

It is gratifying to know that our comments do not go
unheeded and especially for a person in your position
to take the time from a busy schedule to answer a
letter.

The tourist industry in America is big business and
we oftentimes feel as though we don't get enough
attention. I guess you might say we're like a bad
child. Again, thanks so much for your personal interest
and should I ever be in a position to be of service
please don't hesitate to call.

Sincerely,

Troy R. Baker
General Manager

TRB/ld



110805

THE WHITE HOUSE
WASHINGTON

November 19, 1976

ACTION
Energy Comm.

MEMORANDUM FOR: JIM CANNON
~~ALLEN MESSER~~
FROM: DENNIS BARNES
SUBJECT: FEA ENERGY CONSERVATION CONTINGENCY
PLAN LETTERS

Enclosed for Mr. Cannon's signature are five more responses to letters received recently on FEA energy conservation contingency plans.

Mr. Cannon has now sent approximately 500 letters on this subject.

Attachment.



ACTION

THE WHITE HOUSE
WASHINGTON

November 23, 1976

MEMORANDUM FOR:

SIM CANNON
~~ALLEN MOORE~~

FROM:

DENNIS BARNES *Dennis*

SUBJECT:

FEA LETTERS FOR MR. CANNON'S
SIGNATURE

Enclosed for Mr. Cannon's signature are three more letters about the FEA energy conservation contingency plans.

Attachment.



November 22, 1976

my answer.

Dear Mr. Lapp:

Thank you for your recent letter concerning the draft energy conservation contingency plans developed by the Federal Energy Administration (FEA).

The Energy Policy and Conservation Act of 1975 requires that such plans be developed, published for public comment and submitted to the Congress for consideration. If approved, they are kept in readiness for a serious energy supply interruption.

The draft plan you cited is one of five published for comment by FEA. The FEA has received extensive comments and is now considering the problems you and others identified. Because of the need for additional review, none of the plans will be submitted to Congress this year.

It is unfortunate that emergency measures must be considered, but the United States is still vulnerable to serious economic disruption from an embargo. The problem of growing dependence on imported oil will not be solved until the Congress approves additional energy measures.

The President has been committed to pressing for approval of the actions needed to achieve energy independence and to assuring that concerns such as you have expressed are considered before final decisions are made. I appreciate your taking the time to bring the problems to our attention.

Sincerely,

James M. Cannon
Assistant to the President
for Domestic Affairs

Mr. Robert S. Lapp
President
Plain and Fancy Farm and Dining Room
Route 1
Bird-in-Hand, Pennsylvania 17505

JMC:GRS:DWB:gcb





Imagz

86113 8 2 34

November 29, 1976

Mr. James Cannon
Assistant to the President
for Domestic Affairs
The White House
Washington, D. C. 20500

Dear Jim:

Included is a memorandum concerning the energy picture, some parts of which may be of a little use in connection with the State of the Union message. I hope this is something of the kind you wanted.

I shall try to call you while I am in Washington later this week and next week.

Sincerely,

Edward Teller

Enclosure



170308



LAWRENCE LIVERMORE LABORATORY

November 29, 1976

MEMORANDUM

TO: James Cannon
FROM: Edward Teller
SUBJECT: Energy



There is practically no example in the history of the United States where we have depended for a vital necessity on foreign sources. This circumstance was a most important part of our actual economic independence. In the recent past, this independence has been lost in the special case of energy.

It is clear that the energy problem will continue to be a difficult one for years to come, but there are reasons for optimism, as well as reasons for continuing efforts which will require difficult policy decisions. The following specific points should be noted.

The economic recovery of last year has brought about increased energy demand. This demand could not be covered from domestic sources. As a result, our energy imports have increased and have now exceeded a rate where we would pay for the imports more than \$30 billion a year.

Domestic oil production has continued to decline. This is due to the decreased flow from the existing wells. New drillings have increased. Oil found per well drilled remained fairly constant. But, the oil deliveries from newly drilled wells will not become effective for a few years. The present moderate decline in oil production is actually due to the delayed effect of too little development of oil wells prior to 1973.

In our economy there is an obvious relation between price and production. It is urgent to increase domestic oil production. Therefore oil prices should be deregulated. At the same time, an excess profit tax should be imposed on oil companies except in case the profit is reinvested in the energy industry or in related research and development.

Artificially low prices have been particularly bothersome in the case of the \$.52 ceiling price for a 1000-cubic feet of high quality gas in interstate commerce. This price has to be contrasted with the unregulated intrastate prices, which are in the neighborhood of \$1.60. The result was that natural gas has become less and less available in interstate commerce, threatening serious shortages. It also must be noted that gas imported by ship in the form of liquefied natural gas will cost between \$2.00 and \$3.00 per 1000 standard cubic feet, while the cost for gas from coal gasification will probably be even higher when, at a future date, it may become available. For these reasons the Federal Power Commission increased the price ceiling for new gas in interstate commerce to \$1.42. This price corresponds to \$8.50 per barrel of oil and is therefore still below the level of the price of new or imported oil. At the same time, the new ceiling price for gas may be sufficient to stimulate exploration and will help to relieve but not to eliminate the developing gas shortage.

The Alaskan pipeline is progressing and will deliver 2 million barrels of oil per day by the end of this decade.

All this means continuing difficulties in the petroleum supply for the near future, but some relief within a few years could be in sight.

In the period in which we rely heavily on foreign oil imports, a new embargo could have serious effects. For this reason, extensive oil storage should be established which will suffice for several months. Appropriate funding is required.

Coal production has increased by about three percentage points. The increase should continue particularly for low-sulfur coal which is abundant in middle Appalachia and particularly in the western United States. At the same time, methods of de-sulfurization can and are being developed. In the longer run, abundant coal supplies in the United States should make a great contribution toward stabilizing our energy supply.

It is necessary to establish policies which will spell out the conditions under which coal can be produced and used. Lack of agreement on such policies in the past has contributed to uncertainties which tend to slow down the development of the coal industry. Yet, such development is highly desirable since limited capital investment can lead to great increase in coal production.

Generation capacity of electricity from nuclear sources amounts today to 8% which is less than we hoped for. Nuclear energy promises to be the most economic and the most safe source of electricity. It is also essentially non-polluting.

In spite of these facts, an anti-nuclear movement has arisen which managed to put before the voters restrictive measures on nuclear reactors in seven states. It is a highly encouraging fact that all these proposed restrictive measures have been resoundingly defeated due to support from the labor unions and from the business community.



Safe temporary storage of nuclear wastes is being practiced. Work in progress guarantees the eventual safe disposal of these wastes.

The price of uranium ore has sharply increased but still corresponds only to \$1.50 per barrel in oil-equivalent. Several lines of research are underway which insures that nuclear fuels will remain in abundant supply.

The one serious difficulty relating to nuclear energy is its connection with proliferation of nuclear explosives. If we abstain from developing nuclear reactors, it will make it less easy for us to contribute to an arrangement by which the problem of proliferation of explosives might be brought under control. The only possible solution is by international agreements. Every effort is being made to bring about such agreements.

Solar energy rightly has the greatest popular support among future possibilities. Correspondingly, research funds have been dramatically increased to more than \$160 million. This will give rise in the near future to production of hot water and space heating by solar energy. Its uses in households have been stimulated by legislation in several states. The use of hot water from solar heating could also have a significant effect in industrial applications.

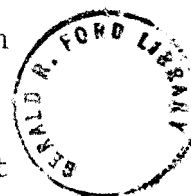
Solar electricity requires exceedingly high capital investment. This promising field demands more research if, in the long run, the needed capital investment is to be brought down sufficiently to make solar electricity economically attractive.

A second great added energy resource is hot water found in geological formations. In a small number of cases this hot water is of sufficiently high temperature and purity to be used by presently available methods. Great additional geothermal resources are available in the form of water of lower temperature and lesser purity but utilization requires research and development.

Relief in the energy situation could be achieved in a short time by more energy conservation. On the one hand, successful efforts have been underway by better insulation of houses. On the other hand, in the most important areas of excessive gasoline consumption in transportation, a beneficial trend has been reversed. In recent car sales, small cars are in lesser demand and there are signs that car pools are used to a diminishing extent as seen by the increased number of cars during commuting hours. Therefore, the question arises whether some action in the form of taxation or regulations may become necessary.

Another method of saving energy is investment by the industries in energy-saving equipment. The progress in this direction is sizable but still may have to be stimulated by appropriate incentives.

The ultimate solution of the energy problem will not come from a single big technological breakthrough. It requires a steady effort along a variety of lines. It is most important to establish the proper partnership between industry and government so that the flexible powers of our industrial society can be used to bring our energy supply and energy demand into reasonable balance.



THE WHITE HOUSE
WASHINGTON

December 1, 1976

JMC

Sent to Schleede for
appropriate handling.

A.M.

A large, stylized handwritten signature in black ink, appearing to read 'Ford'.

cc: Schleede

Greys
Conan Plans

THE WHITE HOUSE

WASHINGTON

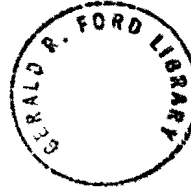
November 30, 1976

MEMORANDUM FOR: JIM CANNON

FROM: JACK MARSH *[Signature]*

I would greatly appreciate your arranging to have a member of your staff handle the attached correspondence directly. I would also appreciate receiving a copy of the communication.

Many thanks.



120101

THE WHITE HOUSE

WASHINGTON

November 30, 1976

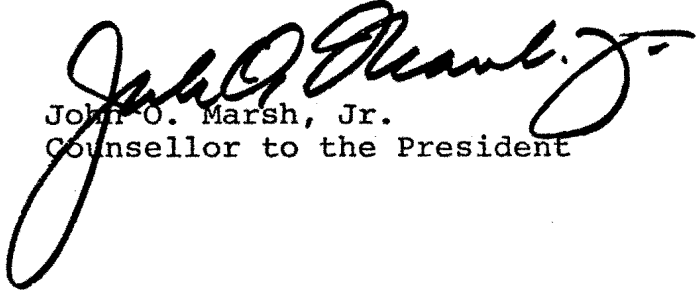
Dear Mr. Lamb:

Many thanks for your recent letter concerning FEA's Energy Conservation Contingency Plan No. 5.

Since this is a matter that does not come under my jurisdiction, I have taken the liberty of forwarding your letter to Mr. James Cannon, Executive Director of the Domestic Council. I have asked that Mr. Cannon or a member of his staff, communicate directly with you concerning this matter.

I am sure you will be hearing from the Domestic Council in the very near future.

Sincerely,



John O. Marsh, Jr.
Counsellor to the President

Mr. John K. Lamb
Lamb & Company, Inc.
1111 Meta Drive
Cincinnati, Ohio 45237

NOV 26 1976

November 23, 1976

Mr. John O. Marsh, Jr.
Counsellor to the President
The White House Office
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Mr. Marsh:

A matter which I am certain will concern the President and yourself is the treatment of small business in the FEA's Energy Conservation Contingency (lighting) Plan No. 5. Under its provisions, small business retailers and automobile oriented businesses which depend upon their on-premise business advertising signs as their means of communication would be denied this right, provided by the First Amendment, or have it forcibly curtailed.

In the face of testimony by the Business Advertising Council, Institute of Signage Research and other qualified sources of information on the subject, clearly showing that on-premise signage does not belong in this Plan (radio, television, or newspaper advertising are not included), it remains with some unrealistic language changes purporting to be a compromise. The fact is that it would not have been included had FEA researched first and planned later, but they wrote it in first and tried to justify it later because they thought it would be a novel idea to turn off all business signs in order to impress the populace with the severity of an energy shortage. FEA candidly admits to this.

1. No worthwhile saving in energy is involved - a few fluorescent tubes per store, totaling some part of 2/10 of 1%, or to use FEA's estimate (which we dispute), only 11,000 bbls. of crude per day.
2. Economic consequences to small businesses, automobile oriented businesses and their employees would be unduly severe in the face of what would already be a critical situation. Recessions begin at the retail level. Small business lacks reserves to survive such double jeopardy.
3. Restraints imposed by Plan No. 5 upon the right of small business to communicate would violate the First Amendment and is certain to be challenged in the courts. It is not hard to understand that signs are communication devices - not lighting, as FEA unwittingly assumed.



Mr. John O. Marsh, Jr.

November 23, 1976

4. Suppression of small business advertising would cause prospective customers to bypass small business and go to the big business retailers whose communication via radio, television, and newspapers remains unrestrained - certainly not equal treatment under law, as provided by the Fourteenth Amendment.
5. Inclusion in the federal plan, regardless of the language used, will create problems for small business entrepreneurs with which they cannot cope, i. e., it will suggest to fifty state legislatures, even in those states in which electricity is produced by non-oil sources, that on-premise signage should be curtailed or further restricted. Small business people, who can ill-afford time off to get to city council meetings when issues affecting them are discussed, simply do not have the capability of fighting federally induced restrictions in fifty state legislatures, agencies, etc.
6. Finally - motive. By their own admission, FEA included and has retained on-premise signage in the Plan 5 solely to bolster FEA's credibility if they proclaim an energy emergency - a shameful exploitation of small business by an agency of the U. S. Government.



Let me make it clear, small business is not seeking exemption. We have suggested a plan under which all commercial establishments would bear the burden by saving an equal percentage, but leaving it to management to determine how to conserve in ways that would do the least harm and cause the least disruption. Such a plan is under study now by the FEA.

FEA has been made aware of plans for merchants to communicate to their customers that they are saving energy. The FEA has been shown small non-illuminated signs for store windows and doors, placards for counters, and mailing inserts for those who send statements, all explaining the store's energy saving program, to allay the fears of anyone who feels the merchants can't explain the need for using their signs. This will be done by the merchants themselves, who will not need assistance from the government to communicate with their customers.

Meanwhile, Plan 5 is being prepared with small language changes for submission to Congress, under the new FEA Administrator, early next year.

It is my understanding that your counsel may be sought on this subject and for this reason I hope you will give consideration to the views and facts expressed herein. It is only small business on-premise signage, which advertises the business and goods or services available at that location, which we assert does not belong in FEA Energy Conservation Contingency Plan 5. Mr. Zarb seems to equate this with lighting used car lots, billboards, and Las Vegas spectacles, which is obviously a quite different use of energy. If the matter is to come

Mr. John O. Marsh, Jr.

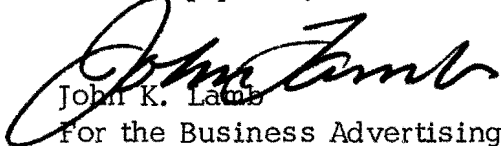
November 23, 1976

before the President for decision, we would want the facts about on-premise signage as an essential communication device for small business clearly understood.

Roughly, one out of every six working Americans is employed in retailing. More make their living in retail supporting activities. You can readily see how vitally important it is to them that this information reach the President. We do not believe the President would want his administration to be on the record as making scapegoats of small business for the benefit of Mr. Zarb's agency, as the FEA plan provides. Our last hope for small business is that the President will advise Mr. Zarb to remove on-premise signs from the FEA's Energy Conservation Contingency Plan No. 5, regardless of the fate of the rest of the Plan.

We will be grateful for your help.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "John K. Ladd", is written over the typed name.

John K. Ladd
For the Business Advertising Council

JKL:lm

December 3, 1976

Copy

Energy

MEMORANDUM FOR: JIM CANNON
FROM: GLENN SCHLEEDE
SUBJECT: Enrico Fermi Award

I recommend that you support approval of Seamans' selection of William L. Russell for the Fermi Award.

I am checking further on the desirability of the President's presentation of the award. I am inclined toward such a presentation, particularly in view of the work for which the award is being made. However, some would object to the expenditure of \$25,000 of tax payer money for the award. If it looks advisable, I will draft a schedule proposal and send it to you for consideration.

Attachment.



MEMORANDUM FOR: JIM CONNOR
FROM: JIM CANNON
SUBJECT: Enrico Fermi Award

I recommend approval of Dr. Seamans' proposed selection of William L. Russell for the Fermi Award.

We are checking further on the advisability of the award being presented by the President. It may be submitted as a schedule proposal.





UNITED STATES
ENERGY RESEARCH AND DEVELOPMENT ADMINISTRATION
WASHINGTON, D.C. 20545

NOV 26 1976

The President
The White House
Washington, D. C. 20500

Dear Mr. President:

I am happy to inform you that after consultation with the General Advisory Committee I am recommending that the 1976 Enrico Fermi Award be granted to Dr. William L. Russell. A summary of Dr. Russell's accomplishments is attached.

This award, which carries a \$25,000 prize, must, in accordance with the provisions of Section 157(b)3 of the AEC Act of 1954, be approved by the President.

I hope you will agree with me that Dr. Russell's accomplishments warrant his selection for this year's award.

If you approve the selection, it would be our intention to make the presentation at the ERDA awards ceremony in January. However, should you wish it, you could make the presentation personally at the White House.

Respectfully yours,

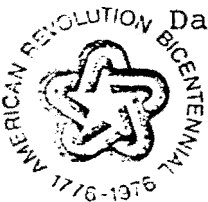
Robert C. Seamans, Jr.
Administrator

Attachment

Approved: _____

Disapproved: _____

Dated: _____



Enrico Fermi Award

SUMMARY OF ACCOMPLISHMENTS OF WILLIAM L. RUSSELL

Dr. William L. Russell prepared himself for subsequent scientific investigation as a graduate of Oxford University and the University of Chicago, the latter granting his Ph.D. in 1936. He organized and for 28 years has been in charge of the world's largest study of genetic effects of radiation in mammals, the Mammalian Genetics Section of the Biology Division, Oak Ridge National Laboratory.

At the onset of the Oak Ridge program, virtually nothing was known about the genetic effects of radiation in mammals, and it was doubtful that results from lower organisms could be extrapolated to man. The innovative work of Russell and his co-workers soon provided the data in animals that, over the years, have formed a major basis for estimating genetic hazards of radiation to man.

Russell's early findings that mammals are much more sensitive than the fruitfly, *Drosophila*, to radiation-induced mutation formed the basis on which the National Academy of Sciences Committee, in its 1956 report, recommended a reduction in the permissible dose. Two years later, the group reported another finding that radically changed human risk estimates: namely, a marked effect of dose rate. Russell and co-workers discovered that, contrary to a "basic tenet" derived from results of lower organisms, the mutation rate in mouse spermatogonia was lower when a given dose was protracted than when it was delivered at high radiation dose rate. His deduction that dose-rate effect was due to intracellular repair of mutational or premutational damage was subsequently supported by the independent discovery of mutational repair in lower organisms and at the molecular level; this conclusion profoundly stimulated new fields of investigation. Numerous other results in radiation genetics can be attributed to the Russell group in Oak Ridge.

Data produced by Russell and co-workers has had important practical applications with regard to estimates of human risk from radiation and provides a rational basis for the setting of standards and regulations to protect man as nuclear energy develops. Recommendations made by national and international committees, e.g., the National Academy of Sciences Advisory Committee on the Biological Effects of Ionizing Radiation and the United Nations Scientific Committee on the Effects of Atomic Radiation, are based primarily on their results. He has served on numerous national and international scientific committees concerned with radiation genetics or with setting radiation standards and has been an advisor to many, including the Federal Radiation Council and the National Council on Radiation Protection and Measurements.



While the work on the genetic effects of radiation was in progress, Russell and his group also made several contributions to basic genetics. Best known among these was the important discovery of the genetic mechanism for sex determination in the mouse: it was found (on the basis of both genetic and cytological evidence) that the Y chromosome is positively male-determining, rather than inert, as is the case in *Drosophila*. Other investigators subsequently found the same situation to exist in humans.

Russell's research in radiation genetics is still very active. Over the past few years this has been combined with research in chemical mutagenesis. As expected, the complexities in this field are turning out to be even greater than in radiation mutagenesis. However, the methods developed by Russell that have proved so informative in mammalian radiation genetics are proving equally useful in mutagenesis studies with chemicals, including those related to energy production.

Dr. Russell, who is perhaps the world's authority on mammalian mutagenesis, has received numerous honors, among them his election to the U. S. National Academy of Sciences in 1973. In the same year he shared the International Roentgen Medal with his wife, Liane, also a distinguished geneticist, for "outstanding contributions to the progress of research and applied science based on Roentgen's discovery." Russell is also the recipient of the Health Physics Society's Distinguished Achievement Award this year. He was President of the Genetics Society of America in 1965.



Enrico Fermi Award

CITATION OF WILLIAM L. RUSSELL

For his outstanding contributions during a long and distinguished career to the quantitative evaluation of the genetic effects of radiation in mammals which serve as a major scientific base for national and international standards for radiation protection of human populations; for his major contributions to the principles of genetic theory; and, most recently, for his vigorous efforts to evaluate in animals the mutagenic potential of chemical pollutants arising from nonnuclear energy sources.



Energy

THE WHITE HOUSE
WASHINGTON

December 3, 1976

Dear Bill:

I welcome this opportunity to congratulate you upon receiving the American Chemical Society's Charles Lathrop Parsons Award.

You represent the highest standards of the American scientist and engineer. The distinction you have achieved in your chosen field and the willingness you have displayed in offering your talents and energies in service to the public good make you a much-admired leader in your profession.

Your sound advice has been most helpful to me personally and to four Presidents before me. Our nation owes you a great deal. I am sure that all who know you appreciate the initiative of the American Chemical Society in calling attention to your many outstanding contributions to the well-being of our society.

I send you my very best wishes on this occasion and for the years ahead.

Sincerely,

Gerald R. Ford

The Honorable William O. Baker
President
Bell Laboratories
Murray Hill, New Jersey 07974

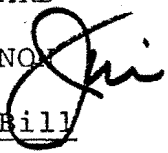


THE WHITE HOUSE

WASHINGTON

December 8, 1975

MEMORANDUM FOR: FRANK ZARB

FROM: JIM CANNON 

SUBJECT: Energy Bill

On its merits, the legislation seems right on the margin of whether it is good enough to sign, or so bad it has to be vetoed.

From the standpoint of the President's policy decision to reduce the Federal government, the bill is bad because it would increase Federal intervention.

However, I believe there is a larger question throughout the country: "Will Washington ever get together on an energy program?"

At Domestic Council hearings in five cities, we have heard repeatedly that the President and the Congress ought to agree on some kind of a plan to end the uncertainty about energy.

Consequently, I recommend that the President sign this imperfect bill with a candid message pointing out the good and the bad in the bill, and stating that amendments will be sent to Congress to correct these faults.

THE WHITE HOUSE
WASHINGTON

76 [DATE: December 8, 1976
1976

TO: JIM CANNON

FROM: JIM CAVANAUGH

SUBJ: John K. Lamb Correspondence

FYI _____

ACTION X

November 30, 1976

*I wish -
you have the first
letter Lambert sent
to Dick.
Kocher*

Mr. Richard B. Cheney
Deputy Assistant to the President
The White House Office
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Mr. Cheney:

On November 23 I wrote concerning certain aspects of the FEA Energy Conservation Contingency Plan No. 5 which selects small business for regulation but leaves big business untouched. The provision causing concern regulates the use of small business merchants' on-premise business advertising signs, which are, in most cases, their only means of communication.

We have now obtained a copy of the Summary of Demand Reduction chart by FEA which indicates their current estimate of reduction in oil demand for all types of signage to be 5300 barrels per day, and I therefore wish to correct the 11,000 barrels per day figure which I cited in my letter.

"All types of signage" include illuminated billboards, Times Square and Las Vegas type spectaculars, highway directional signs, as well as on-premise signs. Off-premise is shown as consuming 2100 barrels per day; therefore, on-premise uses only 3200 barrels per day. Also, since certain uses will now be permitted, we are really discussing the regulation of small business retailers to save some part of 3200 barrels, as against 17,000,000 barrels of total daily consumption.

In terms of monetary cost, manpower, and energy expended for programming, promulgation, and enforcement, have you ever heard of anything so counter productive?

The FEA has not attempted in any other plan to seek out such an infinitesimal saving. Doesn't this suggest then that on-premise signage was not included to save energy, as purported by FEA, and therefore does not belong in the Plan?

Inclusion would place a continuing burden on small business at every government level. If the federal government publishes such a plan, even though modified, it will create legislative problems with Congress, fifty state

Mr. Richard B. Cheney

November 30, 1976

legislatures, and innumerable county and municipal governments, with which small business is unable to cope. Once a regulation is promulgated there will always be someone to introduce legislation to regulate a little more.

I submit that although FEA originally thought it would be a novel idea to regulate on-premise signage solely for the psychology of bolstering the FEA's credibility should they proclaim an energy emergency, its inclusion was not justified then nor is it justified now.

May I reiterate the point that small business is not seeking exemption. As stated in my previous letter, they want to share equally with all business. They seek only equal treatment at the hands of their government. They want out of this Plan because they do not belong in it by any standard.

Can we count on your support in presenting this aspect of the Plan to the President before whom this issue has finally been laid for decision? We believe he will understand.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "John K. Lamb". The signature is fluid and cursive, with a large initial "J".

John K. Lamb
For the Business Advertising Council

JKL:lm
Enclosures

P. S. Thank you for accepting my call this morning. Because you had not seen my letter of November 23rd, a copy is enclosed.

J. K. L.

APPENDIX

C. ESTIMATION OF REDUCTION IN ENERGY DEMAND

1. On-Premise Advertising Signs and Window Displays

According to sources cited in Energy Conservation Paper, Number 18,¹ prepared for the Federal Energy Administration by Ross and Baruzzini, Inc., the energy used for lighting accounts for some 20% of the total electrical energy generated in the United States.

Of this amount, the pattern of consumption for 1973 was estimated by the same source to be:

<u>Sector</u>	<u>Consumption of Total Lighting Energy</u>
Residential	20%
Stores	19
Industrial	19
Offices	10
Outdoor	8
Streets and Highways	3
All Other	<u>21</u>
	100%

For purposes of estimating the demand reduction associated with the on-premise advertising and window display measure, it is assumed that the retail sector (labeled as "Stores") will be impacted most heavily; and further that the impact on the remaining sectors will be small, if not negligible.²

1 Conservation Paper Number 18, "Lighting and Thermal Operations", prepared for FEA by Ross and Baruzzini, Inc., Consulting Engineers, April 15, 1975, page III-1.

2 This assumption is made in order to maintain a conservative posture from the standpoint of estimating energy demand reduction. For example, industrial concerns commonly use illuminated signs which rightfully fall under the category of "advertising". While these signs will be affected by the measure, their contribution to energy demand reduction will be excluded for lack of a suitable base for estimating the energy consumed for these purposes.

Using the energy consumption estimates outlined in the cited FEA report, and the additional assumption that 10%¹ of the lighting consumption in the retail sector is accounted for by advertising on-premise signs and window displays, the estimated reduction in energy demand is calculated to be as follows:

o Total Consumption of Electricity (1974) ²	19.965 quads ³
o Estimated Consumption for Lighting (20%)	3.93 quads
o Estimated Usage in the Retail Sector (19%)	.75 quads
o Estimated Usage for Illuminated Advertising and Window Displays (10%)	.075 quads
o Estimated Energy Reduction (Barrels of Oil Equivalents Per Year) ⁴	13 million
o Estimated Energy Reduction (Barrels of Oil Equivalent Per Day)	35,000 BOEPD
o Estimated Energy Reduction (Barrels of Oil Per Day) ⁵	5,000 BOEPD

2. Illuminated Off-Premise Advertising Signs

Based on information provided by the Outdoor Advertising Association of America, a study by the Rand Corporation⁶

-
- 1 To our knowledge there are no published statistics relating to the segment of energy consumption for lighting in the retail sector which is accounted for by advertising signs. The 10% estimate appears to be a reasonable assumption.
 - 2 "Monthly Energy Review", Federal Energy Administration, January, 1976 issue (includes power generation and distribution losses).
 - 3 Quadrillion BTU of Energy (10^{15} BTU).
 - 4 Using the conversion rate of 5.8 million BTU per barrel.
 - 5 Assuming 15% of the energy used in generating electricity is derived from oil.
 - 6 A Preliminary Assessment of Energy Conservation in Lighting, The Rand Corporation, May, 1974, page 8.

estimated that there were some 277,000 illuminated off-premise advertising signs in the United States. Utilizing the results of statistics compiled by advertisers' associations in the state of California, the Rand study placed the total electricity consumption of the off-premise advertising signs in the United States at 430 million kilowatt hours annually. Applying the standard conversion factors for electricity, the implementation of the off-premise advertising sign measure is expected to reduce energy consumption by 2,100 barrels of oil equivalents per day.

3. Gas Lights

According to the American Gas Association there are an estimated 2-4 million natural gas ornamental lights in the residential sector in the U.S., each capable of consuming an estimated 18,000 cubic feet of natural gas per year. The energy demand reduction associated with the gas light measure is thus estimated as follows:

- o Potential energy consumed by an
estimated 3 million gas lights: 5.4×10^{10} Cu. Ft.
(Natural Gas)
- o Potential demand reduction, as-
suming that 40% of the gas
lights are not presently in use: 3.24×10^{10} Cu. Ft.
(Natural Gas)
- o Equivalent reduction in barrels
of oil per year (assuming
1,021 BTU per cubic foot): 5.7 million
- o Equivalent reduction in barrels
of oil per day: 16,000 BOEPD

SUMMARY OF DEMAND REDUCTION

<u>Emergency Measure</u>	<u>Direct Reduction in Oil Demand (Barrels Per Day)</u>	<u>Additional Reduction in Oil Equivalents (Barrels Per Day)</u>	<u>Total Reduction in Energy Demand (Equiv. Barrels of Oil Per Day)</u>
Advertising Signs and Window Displays (on-premise and off-premise)	5,300	31,800	37,100
Gas Lighting	--	16,000	16,000
	<u>5,300</u>	<u>47,800</u>	<u>53,100</u>

5,300
 Less off-premise
 see per 2 2,100
3,200 is total for on-premise

November 23, 1976

Mr. Richard B. Cheney
Deputy Assistant to the President
The White House Office
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Mr. Cheney:

A matter which I am certain will concern the President and yourself is the treatment of small business in the FEA's Energy Conservation Contingency (lighting) Plan No. 5. Under its provisions, small business retailers and automobile oriented businesses which depend upon their on-premise business advertising signs as their means of communication would be denied this right, provided by the First Amendment, or have it forcibly curtailed.

In the face of testimony by the Business Advertising Council, Institute of Signage Research and other qualified sources of information on the subject, clearly showing that on-premise signage does not belong in this Plan (radio, television, or newspaper advertising are not included), it remains, with some unrealistic language changes purporting to be a compromise. The fact is that it would not have been included had FEA researched first and planned later, but they wrote it in first and tried to justify it later, because they thought it would be a novel idea to turn off all business signs in order to impress the populace with the severity of an energy shortage. FEA candidly admits to this.

1. No worthwhile saving in energy is involved - a few fluorescent tubes per store, totaling some part of 2/10 of 1%, or to use FEA's estimate (which we dispute), only 11,000 bbls. of crude per day.
2. Economic consequences to small businesses, automobile oriented businesses and their employees would be unduly severe in the face of what would already be a critical situation. Recessions begin at the retail level. Small business lacks reserves to survive such double jeopardy.
3. Restraints imposed by Plan No. 5 upon the right of small business to communicate would violate the First Amendment and is certain to be challenged in the courts. It is not hard to understand that signs are communication devices - not lighting, as FEA unwittingly assumed.

Mr. Richard B. Cheney

November 23, 1976

4. Suppression of small business advertising would cause prospective customers to bypass small business and go to the big business retailers whose communication via radio, television, and newspapers remains unrestrained - certainly not equal treatment under law, as provided by the Fourteenth Amendment.
5. Inclusion in the federal plan, regardless of the language used, will create problems for small business entrepreneurs with which they cannot cope, i. e., it will suggest to fifty state legislatures, even those in states in which electricity is produced by non-oil sources, that on-premise signage should be curtailed or further restricted. Small business people, who can ill-afford time off to get to city council meetings when issues affecting them are discussed, simply do not have the capability of fighting federally induced restrictions in fifty state legislatures, agencies, etc.
6. Finally - motive. By their own admission, FEA included and has retained on-premise signage in the Plan 5 solely to bolster FEA's credibility if they proclaim an energy emergency - a shameful exploitation of small business by an agency of the U. S. Government.

Let me make it clear, small business is not seeking exemption. We have suggested a plan under which all commercial establishments would bear the burden by saving an equal percentage, but leaving it to management to determine how to conserve in ways that would do the least harm and cause the least disruption. Such a plan is under study now by FEA.

FEA has been made aware of plans for merchants to communicate to their customers that they are saving energy. The FEA has been shown small non-illuminated signs for store windows and doors, placards for counters, and mailing inserts for those who send statements, all explaining the store's energy saving program, to allay the fears of anyone who feels the merchants can't explain the need for using their signs. This will be done by the merchants themselves, who will not need assistance from the government to communicate with their customers.

Meanwhile, Plan 5 is being prepared with small language changes for submission to Congress, under the new FEA Administrator, early next year.

It is my understanding that your counsel may be sought on this subject and for this reason I hope you will give consideration to the views and facts expressed herein. It is only small business on-premise signage, which advertises the business and goods or services available at that location, which we assert does not belong in FEA Energy Conservation Contingency Plan 5. Mr. Zarb seems to equate this with lighting used car lots, billboards, and Las Vegas spectacles, which is obviously a quite different use of energy. If the matter is to come

Mr. Richard B. Cheney

November 23, 1976

before the President for decision, we would want the facts about on-premise signage as an essential communication device for small business clearly understood.

Roughly, one out of every six working Americans is employed in retailing. More make their livings in retail supporting activities. You can readily see how vitally important it is to them that this information reach the President. We do not believe the President would want his administration to be on the record as making scapegoats of small business for the benefit of Mr. Zarb's agency, as the FEA plan provides. Our last hope for small business is that the President will advise Mr. Zarb to remove on-premise signs from the FEA's Energy Conservation Contingency Plan No. 5, regardless of the fate of the rest of the Plan.

We will be grateful for your help.

Sincerely yours,

John K. Lamb
For the Business Advertising Council

JKL:lm

November 23, 1976

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November 23, 1976

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We will be grateful for your help.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "John K. Lamb", written in a cursive style.

For the Business Advertising Council

JKL:lm



1111 Meta Drive • Cincinnati, Ohio 45237



Mr. Richard B. Cheney
Deputy Assistant to the President
The White House Office
1600 Pennsylvania Avenue
Washington, D. C. 20500

AIR MAIL

SPECIAL DELIVERY



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