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THE WHITE HOUSE  
WASHINGTON

TO: \_\_\_\_\_

*Bob*

FROM: PAUL THEIS *PT*

*Here's the ad  
along with a copy  
of my earlier memo.*



THE WHITE HOUSE  
WASHINGTON

*File  
up material*

January 20, 1975

MEMORANDUM FOR: ROBERT T. HARTMANN  
FROM: PAUL A. THEIS  
SUBJECT: Conference Board Speech

Re Conference Board speech, attached is a copy of a 1958 ad which deals with the subject of confidence. Suggestion: This could make a good conclusion for the President's speech on Wednesday. He could say something like this:

In my 26 years in this Capital, I have seen at least five recessions of major proportions come and go. Each time, we rebounded and recovered and we will from this one. I was reminded of this from an advertisement which came across my desk the other day from the Wall Street Journal of January 16, 1958, published at a time when this country was undergoing one of the recessions I mentioned. Let me read you this ad (see attached).

(Note: If the President wants to use this, I suggest it not be a part of the released text but be used separately. . . with the President reading from the actual ad copy attached.)

Attachment

# A MAN LIVED BY THE SIDE OF THE ROAD ... and sold hot dogs.

He was hard of hearing, so he had no radio.

He had trouble with his eyes, so he had no newspaper.

But he sold good hot dogs.

He put up a sign on the highway, telling how good they were.

He stood by the side of the road and cried, "Buy a hot dog, mister."

And people bought.

He increased his meat and bun orders and he bought a bigger stove to take care of his trade.

He got his son home from college to help him. But then something happened.

His son said, "Father, haven't you been listening to the radio?"

There's a big depression on. The International situation is terrible, and the Domestic situation is even worse."

Whereupon the father thought, "Well, my-son has been to college. He listens to the radio and reads the papers, so he ought to know."

So, the father cut down on the bun order, took down his advertising signs, and no longer bothered to stand on the highway to sell hot dogs.

His hot dog sales fell almost over night.

"You were right, son," the father said to the boy.

"We are certainly in the middle of a great depression."

*We, like our esteemed neighbors, have laid in a supply of earmuffs and dark glasses for "the duration."*



**QUAKER STATE  
METALS COMPANY  
LANCASTER, PENNSYLVANIA**

Mill Producers of Aluminum Sheet—Coil—  
Tubing and Building Products

Reprinted from  
The Wall Street Journal Jan. 7th

## Gulf Oil Plans Record Capital Outlay in 1958

Firm to Spend \$692 Million  
On Production Expansion,  
Exploration in Americas

Total Was \$655 Million in 1957

By a WALL STREET JOURNAL Staff Reporter  
PITTSBURGH—Gulf Oil Corp. in 1958 will make the largest capital outlay in its 58-year history.

ern Hemisphere, Gulf said.  
Gulf executives prefaced their announcement with a somewhat biting appraisal of current business psychology. They said:  
"The management of Gulf Oil Corp. does not believe that the exile of one Russian dog into outer space, which presumably is colder and even less habitable than Siberia, is the beginning of the end of the world. Nor does it share the gloom into which this, and other events of 1957, seem to have plunged a large portion of the business and financial community in the United States."  
Of the \$128 million to be spent in the search for oil nearly three-quarters will be spent in the United States, the company said.

THE WHITE HOUSE

WASHINGTON

January 15, 1975

*File  
Speech  
Material*

MEMORANDUM FOR: BOB HARTMANN

FROM: PAUL THEIS

SUBJECT: Editorial Office Activity

In connection with your Press Club speech tomorrow the information below may be of use in a context of Editorial activity since GRF became President last August. Since then the Editorial office (which includes Speechwriting, Presidential Messages, Correspondence and Research) prepared approximately 300,000 words for his use in the following ways:

- 162 speeches and talks (including the Monday night telecast and the State of the Union Wednesday)
- 37 messages to Congress requesting legislation
- 28 veto messages to Congress
- 51 statements accompanying bill signings
- 32 proclamations
- 35 executive orders
- 72 miscellaneous statements, messages and letters
- 8 memoranda to heads of Federal departments and agencies
- 105 messages to heads of state
- 480 messages of greeting and otherwise to organizations, conventions and meetings
- 4 magazine articles
- 5 news conferences statements

In addition, the White House Correspondence Division has handled approximately 38,000 letters over the President's signature and about 2,000 telegrams.

NIGHT LD

BY RICHARD E. LERNER

WASHINGTON (UPI) -- PRESIDENT FORD PAID HOMAGE TO THE NATION'S WAR DEAD ON MEMORIAL DAY AND WARNED AMERICANS WOULD RISK THEIR FREEDOM UNLESS THEY MAINTAIN THE MILITARY MIGHT TO DEAL WITH FUTURE INTERNATIONAL LAWBREAKERS.

"ALTHOUGH WE LIVE IN A RAPIDLY CHANGING WORLD, SOME THINGS REMAIN THE SAME," FORD SAID IN NOONTIME CEREMONIES AT ARLINGTON NATIONAL CEMETERY.

"ONE IS THE NEED TO MAINTAIN OUR MILITARY STRENGTH. FOR AS LONG AS THERE ARE LAWBREAKERS IN THE WORLD, WE MUST HAVE THE STRENGTH AND THE RESOLVE TO STAND UP FOR WHAT IS RIGHT."

"IT IS THE PRICE WE HAVE ALWAYS PAID FOR BEING FREE. IT IS THE PRICE WE MUST BE WILLING TO PAY IN THE FUTURE."

A CROWD, ESTIMATED AT ABOUT 4,500 BY CEMETERY OFFICIALS, BROKE INTO APPLAUSE AT THAT POINT IN THE FORD'S BRIEF SPEECH -- DELIVERED IN AN OUTDOOR AMPHITHEATER IMMEDIATELY AFTER THE PRESIDENT HAD PLACED A WREATH OF RED, WHITE AND BLUE FLOWERS ON THE MARBLE TOMB OF THE UNKNOWN SOLDIER.

FORD MADE NO SPECIFIC MENTION OF THE COMMUNIST VICTORIES IN SOUTH VIETNAM AND CAMBODIA, OR OF THE CRISIS TRIGGERED BY THE CAMBODIAN SEIZURE OF THE UNARMED U.S. MERCHANT SHIP MAYAGUEZ.

BUT THE PRESIDENT SAID "THE UNITED STATES WILL NOT FALTER IN ITS DETERMINATION" TO GET AN ACCOUNTING OF AMERICANS STILL LISTED AS "MISSING IN ACTION" LONG AFTER U.S. WITHDRAWAL FROM THE VIETNAM WAR.

AND, IN AN APPARENT REFERENCE TO THE 15 AMERICANS KILLED IN THE MAYAGUEZ RESCUE OPERATION, HE SAID: "TODAY WE PAY TRIBUTE NOT ONLY TO OUR WAR TIME DEAD, BUT TO THOSE WHO MADE THE SAME SACRIFICE IN KEEPING THE PEACE. THEY HAVE PROVEN THAT THE QUALITY OF HEROISM -- OF LOVE OF COUNTRY AND WILLINGNESS TO SERVE IN TIME OF TROUBLES -- BEATS JUST AS STRONG IN AMERICAN HEARTS TODAY AS EVER."

ON THE WAY TO THE CEREMONY, THE PRESIDENT PASSED ROW AFTER ROW OF TOMBSTONES MARKING THE GRAVES OF MORE THAN 165,000 U.S. SERVICEMEN WHO HAVE BEEN BURIED THERE AFTER EVERY WAR SINCE THE REVOLUTION. MINIATURE AMERICAN FLAGS FLUTTERED IN FRONT OF THE GRAVES.

THE PRESIDENT SAID HE HOPED THE NATION COULD ENJOY THE FRUITS OF PEACE MADE POSSIBLE BY THOSE WHO DIED IN SERVICE TO THE COUNTRY. "THEY WILL NOT HAVE DIED IN VAIN--AND THEIR LOVED ONES WILL NOT HAVE SUFFERED IN VAIN--IF WE VOW TO LIVE OUR LIVES IN THE CAUSE OF HONOR, FREEDOM, AND JUSTICE THAT THEY SO GALLANTLY SERVED," HE SAID.

THE MORNING WAS COLD AND GRAY BUT THE WEATHER CLEARED AS THE TRADITIONAL CEREMONY OF REMEMBRANCE BEGAN.

FORD DROVE ACROSS THE POTOMAC RIVER TO THE CEMETERY AFTER HOLDING AN EARLY MORNING MEETING WITH HIS TOP ECONOMIC POLICY ADVISORS IN PREPARATION FOR HIS UPCOMING TRIP TO EUROPE.

FORD WILL LEAVE WEDNESDAY, WITH STOPS IN BRUSSELS AND SPAIN BEFORE GOING TO AUSTRIA TO DISCUSS THE MIDDLE EAST SITUATION WITH EGYPTIAN PRESIDENT ANWAR SADAT. HE WILL HEAD BACK TO WASHINGTON JUNE 3RD AFTER SEEING POPE PAUL IN ROME.

FORD RETURNED TO THE WHITE HOUSE IMMEDIATELY AFTER HIS SPEECH AT THE CEMETERY AND KEPT HIS SCHEDULE FREE OF APPOINTMENTS, EXCEPT FOR A LATE AFTERNOON SESSION WITH ATTORNEY GENERAL EDWARD H. LEVI. AIDES SAID THE MEETING WAS ARRANGED FOR A GENERAL REVIEW OF JUSTICE DEPARTMENT POLICIES.

UPI 05-26 03:01 PED

THE WHITE HOUSE  
WASHINGTON

TO:

Bob Hartmann

FROM: PAUL THEIS

Thanks! We have  
made a copy.





☆U.S. GOVERNMENT PRINTING OFFICE: 1974-535-245

DATE SENT: 9/4/75

STATE - AID - USIA  
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V 1434723

FROM: Frank Zarb Admin. - FEA 3309 NPO  
(Name) (Office Symbol) (Room No.) (Bldg.)

TO: Robert Harman White House Ofc.  
(Name) (Office Symbol) (Room No.) (Bldg.)

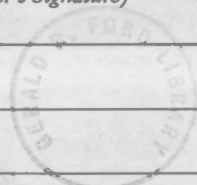
PART I

\_\_\_\_\_  
(Messenger's Signature)

IDENTIFICATION memo w/attachment

FORM JF-6  
2-70  
(Formerly DS-406)

THIS PART IS TO BE FILLED IN AND RETAINED BY  
SENDER UNTIL RETURN OF PART IV AND ATTACHED  
THERE TO





FEDERAL ENERGY ADMINISTRATION

WASHINGTON, D. C. 20461

SEP 4 1975

OFFICE OF THE ADMINISTRATOR

MEMORANDUM FOR BOB HARTMANN

FROM: FRANK G. ZARB

A handwritten signature in cursive script, reading "Frank G. Zarb".

As you requested, I have attached some facts that may be of use in future Presidential speeches. Let me know if I can be of any further assistance.

Attachment

## Vulnerability

- In 1970, the average American householder spent approximately \$45 for foreign oil; last year, the bill was about \$360.
- In the first six months of 1975 direct Arab OPEC crude imports accounted for 30% of total crude imports (1,215 thousand barrels per day) compared with a 1974 average of 20% (or 743 thousand barrels per day). Our dependence on Arab crude oil has increased since the days of the oil embargo.
- Imported petroleum accounted for 17% of total energy use in 1974, compared to less than 11% in 1970.
- Imports of crude oil from Canada have decreased 40% since 1973, increasing our dependence on other oil exporters particularly the Middle East.

## Natural Gas

- Last year 2.0 trillion cubic feet (Tcf) of natural gas, or about 10% of total demand, was curtailed; this year a 45% increase in curtailments is forecast, or about 2.9 Tcf of natural gas, equalling about 15 percent of demand.
- Natural gas production in the U.S. peaked in 1973 at 22.5 Tcf and then declined by almost 6% in 1974 to 21.2 Tcf -- the equivalent of a decline of over 230 million barrels of oil.
- In North Carolina, for example, only 4 percent of industrial natural gas requirements will be met.

## Oil

- Domestic oil production has been declining since 1970 (it is down 11 percent since early 1973) and has declined more than one-half million barrels per day since last year.
- Gasoline consumption has been about constant in the last two years and would have been at least 500,000 barrels per day higher if it hadn't been for higher prices.

- ° Billions of barrels of oil lie beneath the waters in the Atlantic, Pacific, and Gulf of Alaska, but are as yet untapped.

### Coal

- ° Coal production is still at the levels of the 1920's.
- ° We have more coal reserves, than the Middle East has oil.
- ° While coal is our most potentially-abundant source of domestic energy, coal output for domestic consumption fell in 1974 by 16 million tons, or almost 3 percent, compared to 1973 production.

### Electric Power

- ° Last year, about 3/4 of all planned nuclear plants and over one-fourth of all coal plants scheduled to be built, were postponed or cancelled.
- ° Costs for nuclear powerplants continue to increase significantly; a 1000 Mwe plant ordered today for delivery in the early 80's will cost close to one billion dollars, or \$1000/kilowatt; a few years ago, the cost was almost half, or \$500-600/Kwe.

FEDERAL ENERGY ADMINISTRATION  
WASHINGTON, D.C. 20461

POSTAGE AND FEES PAID  
FEDERAL ENERGY ADMINISTRATION



FEA-350

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OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE, \$300

Mr. Robert T. Hartmann  
Counsellor to the President  
The White House Office  
Washington, D. C. 20500



WHITE HOUSE MAIL  
RECEPTION & SECURITY

SEP 4 1975

Processed by:

See 9/17/75

Bob

Two good  
articles on grain  
with perhaps  
some ideas for  
much in Okla.



ORIGINAL RETIRED FOR PRESERVATION

EASTERN EDITION

# THE CHRISTIAN SCIENCE MONITOR

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Wednesday, September 17, 1975

25¢



## West agrees to talk global aid to ward off big oil-price hike

By Harry B. Ellis  
Staff correspondent of  
The Christian Science Monitor

Washington

A concerted Western effort to stave off a fresh hike in the world price of oil lies behind the call by the French for a renewed energy conference in Paris next month.



THE WHITE HOUSE  
WASHINGTON

Bob H / Paul T.

Potential speech material.

9/25/75 - Sent copy of this to Paul Theis.

Neta

THE WALL STREET JOURNAL, FRIDAY, SEPTEMBER 19, 1975

# The Wisdom of Alex Bickel

By ROBERT L. BARTLEY

No public man of our times is likely to

"The people are something else than a

majority registered on election day." Pro-

ceed to substantiate the charge are apt to

proceed to substantiate it."

THE WHITE HOUSE  
WASHINGTON

Bob H

Good speech

material

William F. Buckley Jr.

Moynihan's  
delicious rap  
at 3rd World

