

The original documents are located in Box D29, folder “S.T.O.P. Earth Day Program, Grand Rapids, MI, April 22, 1970” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.

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S.T.O.P. EARTH DAY PROGRAM, CIVIC
AUDITORIUM, GRAND RAPIDS, MICH.,
8 P.M. WEDNESDAY, APRIL 22, 1970.

WE ARE HERE AS PART OF A
NATIONWIDE DECLARATION THAT AMERICA MUST
CHANGE ITS WAY OF LIVING OR SMOTHER IN ITS
OWN WASTES.

WE HAVE COME TARDILY TO THE
TREMENDOUS TASK OF CLEANING UP OUR
ENVIRONMENT. WE SHOULD HAVE MOVED WITH
SIMILAR ZEAL AT LEAST A DECADE AGO. BUT
NO PURPOSE IS SERVED BY POST-MORTEMES. WITH
VISIONARY ZEAL BUT THE GREATEST REALISM,
WE MUST NOW ADDRESS OURSELVES TO THE VAST
PROBLEMS THAT CONFRONT US.

EARTH DAY IS BEING BILLED ACROSS
THE NATION AS A DAY SET ASIDE FOR POLLUTION
PROTESTS. ^{Some argue} ~~TO MY MIND,~~ ALL OF THE ENERGIES
BEING CHanneled INTO PROTESTS, ^{Today} WOULD BE



BETTER UTILIZED IN PLANNING WHAT WE MUST DO TO MASTER OUR ENVIRONMENTAL PROBLEMS.

*2 design
The Earth
Day activities
are contained*

However

WE MUST ~~ALSO~~ ASK OURSELVES WHETHER WE ARE WILLING TO PAY THE HORRENDOUS COST IN PERSONAL ENERGY, INDIVIDUAL DEDICATION, SCIENTIFIC KNOWHOW AND TAX AND CONSUMER DOLLARS. *WE MUST.*

WE SHOULD FOCUS, ~~IN MY VIEW~~, ON WHAT I CALL AN F. A. A. PROGRAM -- A PROGRAM FOR ALL AMERICANS.

THAT PROGRAM WOULD HAVE THREE PRINCIPAL POINTS: FIXING RESPONSIBILITY -- IN OTHER WORDS, PINPOINTING JUST WHERE RESPONSIBILITY FOR THE VARIOUS KINDS OF ENVIRONMENTAL POLLUTION LIES; ACCEPTING RESPONSIBILITY -- SHOULDERING THE JOB AND THE COST OF REDUCING OR ELIMINATING VARIOUS KINDS OF POLLUTION; AND ADOPTING A REVERENCE FOR NATURE -- MANIFESTING LOVE FOR NATURE TO A DEGREE THAT WILL PREVENT POLLUTION.



ALL AMERICAN MUST TAKE THE PLEDGE -- THAT
WE WILL RIGHT MAN'S WRONGS AGAINST NATURE.

~~THANK GOD~~ ^{over} THE DAY IS GONE WHEN
CONCERN FOR THE LAND, THE AIR AND THE WATER
WAS THE SOLE PROVINCE OF THE CONSERVATIONIST,
THE WILDERNESS ENTHUSIAST, THE BIRD WATCHER,
AND THE ENVIRONMENTAL SCIENTIST.

^{with these exceptions} WE HAVE ALL BEEN DERELICT -- ALL
SEGMENTS OF GOVERNMENT AND PRIVATE CITIZENS
AS WELL. WHAT CAN BE DONE NOW TO ATONE
FOR PAST SINS?

WE CAN JOIN IN A NATIONAL
MOBILIZATION THAT TAKES IN GOVERNMENT AT
EVERY LEVEL AND THE HELPING HANDS OF EVERY
CITIZEN -- A CRUSADE THAT ENLISTS THE HELP
OF MILLIONS OF AMERICANS.

THIS IS A NATIONAL STRUGGLE. JUST
AS OUR AIR AND OUR WATER BELONG TO ALL OF
OUR CITIZENS, JUST AS MICHIGAN AIR AND
WATER FLOW INTO AND INTERMINGLE WITH THE

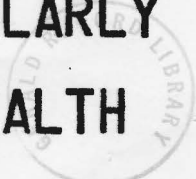
AIR AND WATER OF THE OTHER STATES AND OF THE NATIONS OF THE WORLD, SO OUR BATTLE TO SAVE OUR ENVIRONMENT IS NATIONAL AND OUR COMMITMENT AND ENFORCEMENT MUST BE NATIONWIDE.

THE FIRST STEP IS TO LAY DOWN NATIONAL WATER AND AIR QUALITY STANDARDS, ~~AND~~ THEN WE MUST ENFORCE THOSE STANDARDS FAIRLY AND VIGOROUSLY.

WE MUST LAY DOWN PRECISE EFFLUENT STANDARDS FOR ALL POLLUTERS OF OUR WATER -- BOTH INDUSTRIAL AND MUNICIPAL.

WE MUST TAKE SWIFT COURT ACTION WHEN THOSE WATER QUALITY STANDARDS ARE VIOLATED AND WE MUST EXTEND FEDERAL POLLUTION CONTROL AUTHORITY TO INCLUDE ALL NAVIGABLE WATERS.

WE MUST ESTABLISH STRINGENT NATIONAL AIR QUALITY STANDARDS, PARTICULARLY FOR POLLUTANTS THAT ARE HAZARDOUS TO HEALTH



AND WE MUST CRACK DOWN ON VIOLATION OF THOSE AIR QUALITY STANDARDS, WITH FINES OF UP TO \$10,000 A DAY.


AT THE SAME TIME, WE MUST MOVE AS SWIFTLY AS POSSIBLE TO GREATLY REDUCE AIR POLLUTION FROM THE INTERNAL COMBUSTION ENGINE -- WHAT SOME WOULD CALL THE INFERNAL COMBUSTION ENGINE. ~~WHETHER 1973 OR 1975 ARE EARLY ENOUGH GOALS IS OPEN TO QUESTION.~~

I REMIND YOU THAT THE PRESIDENT IS MARSHALLING BOTH GOVERNMENT AND PRIVATE RESEARCH TO PRODUCE AN UNCONVENTIONALLY-POWERED, VIRTUALLY POLLUTION-FREE AUTOMOBILE WITHIN FIVE YEARS. THIS SHOULD SERVE AS A POWERFUL STIMULANT TO DETROIT TO ELIMINATE POLLUTION FROM THE INTERNAL COMBUSTION ENGINE IN LESS THAN FIVE YEARS. USE OF LEAD-FREE GASOLINES IN ALL CARS, ~~AS NOW ENVISAGED~~, CERTAINLY WOULD BE A GREAT CONTRIBUTION. AS YOU MAY KNOW, AUTO




MANUFACTURERS ARE PLANNING TO PUT ON THE MARKET BY 1972 AUTOMOBILES WHICH WILL USE ONLY UNLEADED GASOLINE.

WE HAVE OUR MOVING AIR POLLUTERS -- THE MOTOR VEHICLE -- AND WE HAVE OUR STATIONARY AIR POLLUTERS -- POWER PLANTS, FURNACES, AND INCINERATORS. IN HIGHLY INDUSTRIALIZED AREAS, BREATHING CAN LITERALLY BE HAZARDOUS TO YOUR HEALTH. WE MUST REMEDY THIS SITUATION THROUGH ADOPTION OF A FEDERAL CLEAN AIR ACT WHICH WILL GREATLY EXPAND THE PRESENT SCOPE OF POLLUTION CONTROL.

 I HAVE SPOKEN OF THE ENACTMENT OF NATIONAL AIR AND WATER QUALITY STANDARDS AND OF OTHER LEGISLATION DESIGNED TO IMPLEMENT THE WAR ON POLLUTION. THE WAR, OF COURSE, IS ALREADY IN PROGRESS.

WASHINGTON ALREADY IS CRACKING DOWN ON AIR AND WATER POLLUTION BY U.S. INDUSTRY.



ON MARCH 24 HEW SECRETARY FINCH PUT PRESSURE ON THE OIL INDUSTRY TO REMOVE LEAD FROM GASOLINE.

ON MARCH 24 AND 25 THE SENATE AND HOUSE APPROVED A BILL IMPOSING ABSOLUTE LIABILITY ON THOSE RESPONSIBLE FOR OIL SPILLS IN U.S. WATERS, AND THE PRESIDENT HAS SIGNED THAT BILL INTO LAW.

ON MARCH 25, FEDERAL OFFICIALS MOVED TO PROSECUTE THE COMPANY INVOLVED IN A SPECTACULAR OIL SPILL AND FIRE IN THE GULF OF MEXICO.

ON MARCH 26 INTERIOR SECRETARY HICKEL WARNED A GERMAN FIRM PLANNING TO BUILD A CHEMICAL PLANT IN BEAUFORT COUNTY, SOUTH CAROLINA, HE WOULD OPPOSE THE PROJECT UNLESS THE COMPANY PROVIDES "ENVIRONMENTAL SAFEGUARDS."

A DRIVE TO CLEAN UP LAKE MICHIGAN FROM INDUSTRIAL POLLUTION HAS BEEN UNDER

WAY FOR SEVERAL MONTHS, WITH FEDERAL AND ILLINOIS AGENCIES WORKING TOGETHER TO PRODUCE NEARLY TWO DOZEN INDICTMENTS.

LOCAL COMMUNITIES ARE THEMSELVES, OF COURSE, SOMETIMES THE BIGGEST OFFENDERS. AND THE FEDERAL GOVERNMENT HAS NOT BEEN BLAMELESS IN THE PAST. ~~[A TREMENDOUS CLEANUP JOB FACES OUR GOVERNMENTS IN THE AREA OF WATER POLLUTION.]~~

WHETHER PRESIDENT NIXON'S \$10 BILLION WATER CLEANUP PROGRAM IS ADEQUATE WILL BE MUCH DEBATED IN THE WEEKS AHEAD. I CERTAINLY APPLAUD HIS RECENT MOVE TO HALT THE DUMPING OF POLLUTED DREDGED MATERIAL BACK INTO LAKE MICHIGAN.

~~[I HAVE BEEN ABLE TO TOUCH ONLY BRIEFLY ON THE DANGERS TO OUR ENVIRONMENT AND A FEW OF THE SOLUTIONS I SEE.]~~ I HAVE SAID NOTHING UP TO THIS POINT, FOR INSTANCE, ABOUT THE SOLID WASTE PROBLEM -- AND YET



THIS PROBLEM IS PERHAPS MORE DIFFICULT THAN AIR AND WATER POLLUTION. ~~[I HAVE ALSO SAID NOTHING AS YET ABOUT]~~ ONE OF THE MOST OBVIOUS APPROACHES TO POLLUTION, ^{has not been mentioned} -- THE NEED TO LIMIT POPULATION GROWTH SO AS TO HOLD DOWN THE NUMBER OF POLLUTERS.

THROUGH ALL OF THESE PROBLEMS RUNS A COMMON THREAD -- THE NEED FOR MORE KNOWLEDGE, THE NEED FOR RESEARCH, THE NEED FOR EXPERIMENTATION. WE ARE, ~~[AFTER ALL]~~ GRAPPLING WITH A MISSION WHICH IS FAR MORE DIFFICULT THAN REACHING THE MOON.

WE MUST ASK OURSELVES COUNTLESS QUESTIONS: WHAT IS THE BEST METHOD OF SEWAGE TREATMENT? HOW DO WE ATTACK THE PROBLEM OF SOLID WASTE? DO WE IMPOSE A PRODUCT TAX TO PAY FOR THE COST OF DISPOSING OF PACKAGES AND OTHER SUCH MATERIALS? IS IT POSSIBLE TO GET EVERY HOUSEHOLDER TO SEGREGATE TRASH SO THAT WE CAN MOST



EASILY ADAPT IT TO RECYCLING? SHOULD WE SET UP A FEDERAL DEPARTMENT ON THE ENVIRONMENT OR WOULD THIS SIMPLY BE ANOTHER BUREAUCRATIC MONSTROSITY?

WHATEVER THE ANSWERS TO THESE AND OTHER QUESTIONS, I DO NOT THINK THE CURRENT CAMPAIGN AGAINST POLLUTION IS A PASSING FANCY. IT MUST NOT BE. WE ARE, ALL OF US, IN THIS FIGHT TO STAY.

WE MUST LICK POLLUTION DURING THIS DECADE BUT THE BATTLE WILL NEVER REALLY BE WON. WE MUST REMAIN EVER VIGILANT, EVER ON GUARD AGAINST THOSE WHO WOULD WITTINGLY OR UNWITTINGLY DESPOIL OUR ENVIRONMENT. WE MUST KEEP EVER CLOSE TO OUR HEARTS OUR REVERENCE FOR NATURE AND LOOK UPON ALL WHO WOULD ASSAULT HER AS VIOLATORS OF THE PUBLIC PRESERVE.



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AT THE S.T.O.P. EARTH DAY PROGRAM
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We are here as part of a nationwide declaration that America must change its way of living or smother in its own wastes.

We have come tardily to the tremendous task of cleaning up our environment. We should have moved with similar zeal at least a decade ago. But no purpose is served by post-mortems. With visionary zeal but the greatest realism, we must now address ourselves to the vast problems that confront us.

Earth Day is being billed across the Nation as a day set aside for pollution protests. To my mind, all of the energies being channeled into protests would be better utilized in planning what we must do to master our environmental problems. We must also ask ourselves whether we are willing to pay the horrendous cost in personal energy, individual dedication, scientific knowhow and tax and consumer dollars.

We should focus, in my view, on what I call an F. A. A. Program -- a Program For All Americans.

That program would have three principal points: Fixing responsibility -- in other words, pinpointing just where responsibility for the various kinds of environmental pollution lies; Accepting responsibility -- shouldering the job and the cost of reducing or eliminating various kinds of pollution; and Adopting a reverence for nature -- manifesting love for nature to a degree that will prevent pollution. All Americans must take the pledge -- that we will right man's wrongs against nature.

Thank God the day is gone when concern for the land, the air and the water was the sole province of the conservationist, the wilderness enthusiast, the bird watcher, and the environmental scientist.

We have all been derelict -- all segments of government and private citizens as well. What can be done now to atone for past sins?

We can join in a national mobilization that takes in government at every level and the helping hands of every citizen -- a crusade that enlists the help

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of millions of Americans.

This is a national struggle. Just as our air and our water belong to all of our citizens, just as Michigan air and water flow into and intermingle with the air and water of the other states and of the nations of the world, so our battle to save our environment is national and our commitment and enforcement must be nationwide.

The first step is to lay down national water and air quality standards, and then we must enforce those standards fairly and vigorously.

We must lay down precise effluent standards for all polluters of our water -- both industrial and municipal.

We must take swift court action when those water quality standards are violated and we must extend Federal pollution control authority to include all navigable waters.

We must establish stringent national air quality standards, particularly for pollutants that are hazardous to health. And we must crack down on violation of those air quality standards with fines of up to \$10,000 a day.

At the same time, we must move as swiftly as possible to greatly reduce air pollution from the internal combustion engine -- what some would call the infernal combustion engine. Whether 1973 or 1975 are early enough goals is open to question.

I remind you that the President is marshalling both government and private research to produce an unconventionally-powered, virtually pollution-free automobile within five years. This should serve as a powerful stimulant to Detroit to eliminate pollution from the internal combustion engine in less than five years. Use of lead-free gasolines in all cars, as now envisaged, certainly would be a great contribution. As you may know, auto manufacturers are planning to put on the market by 1972 automobiles which will use only unleaded gasoline.

We have our moving air polluters -- the motor vehicle -- and we have our stationary air polluters -- power plants, furnaces, and incinerators. In highly industrialized areas, breathing can literally be hazardous to your health. We must remedy this situation through adoption of a Federal Clean Air Act which will greatly expand the present scope of pollution control.

I have spoken of the enactment of national air and water quality standards and of other legislation designed to implement the war on pollution. The war, of course, is already in progress.

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A drive to clean up Lake Michigan from industrial pollution has been under way for several months, with Federal and Illinois agencies working together to produce nearly two dozen indictments.

Local communities are themselves, of course, sometimes the biggest offenders. And the Federal Government has not been blameless in the past. A tremendous cleanup job faces our governments in the area of water pollution.

Whether President Nixon's \$10 billion water cleanup program is adequate will be much debated in the weeks ahead. I certainly applaud his recent move to halt the dumping of polluted dredged material back into Lake Michigan.

I have been able to touch only briefly on the dangers to our environment and a few of the solutions I see. I have said nothing up to this point, for instance, about the solid waste problem -- and yet this problem is perhaps more difficult than air and water pollution. I have also said nothing as yet about one of the most obvious approaches to pollution -- the need to limit population growth so as to hold down the number of polluters.

Through all of these problems runs a common thread -- the need for more knowledge, the need for research, the need for experimentation. We are, after all, grappling with a mission which is far more difficult than reaching the moon.

We must ask ourselves countless questions: What is the best method of sewage treatment? How do we attack the problem of solid waste? Do we impose a product tax to pay for the cost of disposing of packages and other such materials? Is it possible to get every householder to segregate trash so that we can most easily adapt it to recycling? Should we set up a Federal Department on the Environment or would this simply be another bureaucratic monstrosity?

Whatever the answers to these and other questions, I do not think the

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current campaign against pollution is a passing fancy. It must not be. We are, all of us, in this fight to stay.

We may lick pollution during this decade but the battle will never really be won. We must remain ever vigilatn, ever on guard against those who would wittingly or unwittingly despoil our environment. We must keep ever close to our hearts our reverence for nature and look upon all who would assault her as violators of the public preserve.

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