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THE PUBLIC AFFAIRS COUNCIL'S NATIONAL
CONFERENCE ON PUBLIC INTEREST CONCERNS,
MAYFLOWER HOTEL, WASHINGTON, D.C., 1 P.M.,
JANUARY 31, 1974

IT IS A SPECIAL PLEASURE TO ADDRESS
A GROUP SUCH AS YOURS AT A TIME WHEN THE
CONCEPTS OF COOPERATION AND CIVIC
RESPONSIBILITY HAVE NEVER BEEN MORE
IMPORTANT.



- 2 -

LAST NIGHT WE HEARD A STRONG PRESIDENT
OUTLINE A STRONG PROGRAM FOR OUR NATION IN
THE YEAR AHEAD.

IT WAS A PROGRAM BUILT AROUND THE
PRESIDENT'S TEN BASIC GOALS FOR AMERICA,
GOALS WHICH CAN INSPIRE EVERY AMERICAN,
REGARDLESS OF PARTY AFFILIATION.



I INTEND TO DO ALL THAT I CAN TO HELP THE PRESIDENT ACHIEVE THESE GOALS -- AND I AM HERE TODAY TO ASK YOU TO HELP. FOR IF WE PUT OUR HEARTS AND MINDS TO THE TASK, WE CAN MAKE 1974 A YEAR OF TRULY DISTINGUISHED ACHIEVEMENT. THIS CAN BE THE YEAR IN WHICH:

--WE BREAK THE BACK OF THE PRESENT ENERGY CRISIS AND LAUNCH PROJECT INDEPENDENCE;

--WE TAKE ANOTHER GIANT STRIDE TOWARD LASTING PEACE IN THE WORLD;



--WE WIND DOWN THE INFLATION THAT HAS
PLAGUED US FOR EIGHT YEARS AND MOVE INTO A
PERIOD OF SUBSTANTIAL ECONOMIC GROWTH;

--WE ESTABLISH A SYSTEM OF
COMPREHENSIVE HEALTH INSURANCE THAT WILL
GUARANTEE EVERY AMERICAN HEALTH CARE THAT
HE OR SHE CAN PAY FOR;

--WE CONTINUE TO CUT THE FEDERAL
STRINGS THAT HAVE BOUND THE HANDS OF STATE



AND LOCAL OFFICIALS IN COMMUNITY AND
ECONOMIC DEVELOPMENT PROGRAMS;

--WE REFORM FEDERAL AID TO EDUCATION;

--WE MAKE A MAJOR BREAKTHROUGH TOWARD
THE LONG-AWAITED GOAL OF EFFICIENT
TRANSPORTATION;

--WE BEGIN A LONG-OVERDUE REFORM
OF OUR OBSOLETE AND MISDIRECTED WELFARE
SYSTEM;



--WE REEXAMINE THE RIGHT OF THE INDIVIDUAL TO PRIVACY, AND DEVELOP SAFEGUARDS AGAINST THE INVASIONS OF THAT PRIVACY BY TWENTIETH-CENTURY TECHNOLOGY;

--AND FINALLY, THROUGH NEGOTIATIONS ON INTERNATIONAL TRADE INVESTMENTS AND MONETARY POLICY, WE HELP ESTABLISH A NEW INTERNATIONAL ECONOMIC FRAMEWORK WHICH WILL INSURE AMERICA A CENTRAL PLACE IN AN EXPANDING WORLDWIDE PROSPERITY.



- 7 -

THESE WERE THE CENTRAL POINTS THAT EMERGED LAST NIGHT AS THE PRESIDENT LAID BEFORE THE NATION HIS DOMESTIC AGENDA. I CAN'T TALK IN DETAIL ABOUT ALL OF THEM IN THE TIME AVAILABLE TO ME TODAY, SO LET ME FOCUS ON ONE MATTER WHICH IS CURRENTLY OF SPECIAL CONCERN TO MOST AMERICANS: HOW BEST TO DEAL WITH THE ENERGY CRISIS.



YOUR GOVERNMENT, I BELIEVE, HAS
ACTED TO MEET THIS CRISIS AS COMPREHENSIVELY
AS POSSIBLE WITHIN THE FRAMEWORK OF THE FREE
ENTERPRISE SYSTEM.

THE PRESIDENT'S GOAL IS CLEAR. HE
INTENDS, WITH THE COOPERATION OF THE CONGRESS,
INDUSTRY, AND EACH INDIVIDUAL CITIZEN, TO
BRING THE IMMEDIATE CRISIS UNDER FIRM CONTROL.
AND, THROUGH PROJECT INDEPENDENCE, HE INTENDS
TO INSURE LONG-TERM SELF-SUFFICIENCY IN
ENERGY SOURCES.



LAST WEEK THE PRESIDENT SENT TO THE CONGRESS A COMPREHENSIVE MESSAGE AIMED AT CONTAINING THE CRISIS AND SETTING PROJECT INDEPENDENCE IN MOTION. IN ADDITION, HE HAS ASKED THE CONGRESS TO ESTABLISH THE FEDERAL ENERGY ADMINISTRATION AND THE ENERGY RESEARCH AND DEVELOPMENT ADMINISTRATION.

THE ROAD TO ENERGY INDEPENDENCE WILL NOT BE AN EASY ONE, FOR IT INVOLVES SLOWING THE RISE IN ENERGY CONSUMPTION WHILE AT THE SAME TIME SHARPLY INCREASING DOMESTIC PRODUCTION.



TO ACHIEVE THESE GOALS, WE MUST CONFRONT TOGETHER A SERIES OF CHALLENGING TASKS. WE MUST DEVELOP ALTERNATIVE FORMS OF ENERGY. WE MUST SHIFT FROM SCARCER FUELS TO MORE PLENTIFUL BUT MORE EXPENSIVE FUELS. AND WE MUST INCREASE INCENTIVES FOR BOTH EXPLORATION AND PRODUCTION OF FUELS. THAT MEANS, OF COURSE, THAT WE MUST AVOID ACTIONS WHICH WOULD CRIPPLE PRIVATE INITIATIVE WITH PUNITIVE LEGISLATION.



THROUGHOUT OUR HISTORY, IN TIMES OF GREAT NATIONAL NEED, AMERICANS HAVE TURNED TO SCIENTISTS AND ENGINEERS FOR BOLD AND IMAGINATIVE SOLUTIONS. NOW DURING THIS CRISIS WE ARE CALLING UPON THEM ONCE AGAIN-- BOTH IN GOVERNMENT AND IN THE PRIVATE SECTOR. AND I AM CONFIDENT THAT ONCE AGAIN THEY WILL RESPOND IMPRESSIVELY.



TO HELP IN THIS EFFORT, THE PRESIDENT HAS SENT TO THE CONGRESS AS PART OF HIS FIVE-YEAR, \$10 BILLION RESEARCH AND DEVELOPMENT EFFORT IN ENERGY, A \$1.8 BILLION ENERGY INITIATIVE FOR THE COMING YEAR ALONE. THINK OF WHAT THIS MONEY CAN DO. IT CAN HELP US, FOR EXAMPLE, TO ACCELERATE THE DEVELOPMENT OF NUCLEAR POWER SYSTEMS, TO DEVELOP THE ENORMOUS, EXCITING POTENTIAL OF SOLAR ENERGY, AND TO DEVISE WAYS TO UTILIZE MORE COMPLETELY, WITH MINIMAL ENVIRONMENTAL DISTURBANCE, OUR ABUNDANT SUPPLIES OF COAL.



IN THE END, OF COURSE, WE DEPEND HEAVILY IN ALL OF THESE EFFORTS ON THE EXPERTISE OF CORPORATE AMERICA. ENERGY INDEPENDENCE WILL REQUIRE LARGE-SCALE CAPITAL INVESTMENT AND INTENSIVE RESEARCH AND DEVELOPMENT PROJECTS. WE REALIZE, OF COURSE, THAT YOU WILL UNDERTAKE THESE INVESTMENTS ONLY IF YOU ARE CONVINCED THAT YOUR RETURNS WILL BE ADEQUATE IN THE LONG RUN TO JUSTIFY YOUR EXPENDITURES.



I CERTAINLY HOPE THAT NO CONFUSION EXISTS ON THIS POINT. THIS ADMINISTRATION IS CLEARLY ON RECORD AS OPPOSING EXCESSIVE PROFITS. BUT YOUR GROUP, DISTINGUISHED AS IT IS BY A DEEP CONCERN FOR CORPORATE SOCIAL RESPONSIBILITY, UNDERSTANDS THAT PROFITS WHICH DERIVE FROM THE MISFORTUNE OF OTHERS PROFIT NO ONE IN THE LONG RUN.



I MUST ADD, HOWEVER, THAT I HAVE NOTED SOME TENDENCY IN RECENT DISCUSSIONS TO SIMPLY DISCREDIT THE WHOLE NOTION OF PROFITS, IN AND OF THEMSELVES, WITHOUT DISTINGUISHING BETWEEN FAIR AND NECESSARY PROFITS ON THE ONE HAND AND UNFAIR, EXCESSIVE PROFITS ON THE OTHER.

LET ME HERE JUST BRIEFLY REAFFIRM THE ADMINISTRATION'S BELIEF IN THE ABSOLUTE NECESSITY OF RESONABLE PROFITS.



THIS NATION WAS BUILT UPON A SOLID BELIEF IN THE VALUE OF WORK--AND OF REWARDING WORK IN THE TANGIBLE FORM OF PROFITS. THE PROFIT MOTIVE ENCOURAGES PEOPLE TO TRY A LITTLE HARDER, TO EXPEND THAT EXTRA EFFORT, TO TAKE RISKS, TO AVOID CARELESSNESS, TO PRIZE CREATIVITY. THESE ARE AMONG THE QUALITIES THAT HAVE MADE OURS THE GREATEST NATION IN THE WORLD. WE HAVE SEEN



WHAT OFTEN HAPPENS IN THOSE GREY, SPIRITLESS NATIONS IN WHICH ALL REWARDS ARE ABSOLUTELY EQUAL, WHERE THERE IS NO INCENTIVE TO EXCEL. THEIR WAY OF LIFE IS DRAB, THEIR PRODUCTS SCARCE AND SHODDY, THEIR WILL TO SUCCEED DISCOURAGED. BUT THAT WILL NEVER HAPPEN IN AMERICA, LADIES AND GENTLEMEN, FOR THE BEAUTY OF OUR SYSTEM IS THAT IT REWARDS THOSE WHO STRIVE FOR EXCELLENCE.



THE TIME AHEAD WILL BE A TIME OF
EARNEST STRIVING. BUT, INSTEAD OF VIEWING
OUR CHALLENGES WITH APPREHENSION, I BELIEVE
WE SHOULD WELCOME THEM. THE CRUNCH WE FACE
WAS A LONG TIME COMING, BUT IT WAS, AFTER
ALL, INEVITABLE. PERHAPS WE SHOULD BE
GRATEFUL, IN A SENSE, THAT THE MIDDLE EAST
OIL CUTOFF SERVED AS A CATALYST AND GAVE US
A WARNING, FORCING US FINALLY TO FACE SOME
PROBLEMS TODAY THAT WE HAD BEEN PUTTING OFF
UNTIL TOMORROW. SUDDENLY TOMORROW IS ON US
TODAY, AND WE HAVE TO BEGIN ^{TO} ~~A~~ DEAL WITH NEW
REALITIES.

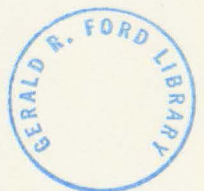


THE HOUSING INDUSTRY PRESENTS AN
EXAMPLE OF HOW THE NEED TO CONSERVE ENERGY
IS BEING MET BY NEW PRODUCTS AND NEW
PROCESSES. I WOULD GUESS, IN FACT, THAT THERE
ARE VERY FEW BUSINESSES AND INDUSTRIES
REPRESENTED IN THIS ROOM WHERE THE ENERGY
CRUNCH HAS NOT RESULTED IN MAJOR AND OFTEN
BENEFICIAL ADJUSTMENTS.



I AM POSITIVE THAT AMERICAN INGENUITY WILL BE EQUAL TO THE CHALLENGES OF THE 1970'S, FOR THE AMERICAN CHARACTER IS AT ITS FINEST WHEN FACED WITH A CRISIS.

WE ARE A FIERCELY INDIVIDUALISTIC NATION, PROUD OF THOSE THINGS THAT MAKE US DIFFERENT, AND AT TIMES WE BECOME EXUBERANT IN OUR INDIVIDUALISM. BUT WHEN THE WELL-BEING OF OUR NATION IS AT STAKE, WE ALWAYS PULL TOGETHER, EMPHASIZING THOSE THINGS THAT UNITE US.



TODAY, LADIES AND GENTLEMEN, OUR NATION HAS ENTERED ONE OF THOSE DIFFICULT PERIODS. AND I AM CONFIDENT THAT ONCE AGAIN WE WILL PUT ASIDE OUR DIFFERENCES AND JOIN TO MEET THE COMMON ENEMY. I AM CONFIDENT THAT OUR MANUFACTURERS AND INDUSTRIALISTS WILL PROVIDE TECHNOLOGICAL AND SCIENTIFIC RESOURCES WHICH WILL HELP US SURMOUNT OUR PROBLEMS. I AM CONFIDENT THAT OUR ELECTED REPRESENTATIVES WILL TRANSCEND POLITICAL



PARTISANSHIP AND RISE TO THE SPECIAL CHALLENGES WE FACE. AND, OF COURSE, WE TRUST THE AMERICAN PEOPLE TO MAKE SMALL SACRIFICES TODAY SO THAT PROFOUND SACRIFICES WILL NOT BE REQUIRED OF THEIR CHILDREN.

NOTHING HAS BEEN MORE HEARTENING IN RECENT MONTHS THAN THE RESPONSE OF THE AMERICAN PEOPLE TO THE PRESIDENT'S CALL FOR ENERGY CONSERVATION. PEOPLE HAVE BEEN DRIVING LESS. THEY HAVE BEEN LOWERING THEIR



THERMOSTATS AND CUTTING BACK ON POWER USAGE. GOVERNMENT HAS BEEN MOVING TO COMBAT THE CURRENT CRISIS, AS HAS INDUSTRY. BUT WHEN WE HAND OUT THE THANK-YOUs, I THINK WE SHOULD HAND THEM FIRST OF ALL TO THE INDIVIDUAL AMERICAN CITIZEN.



THE ENERGY CRISIS IS A REAL CRISIS.
BUT IT CAN ALSO BE AN EXCITING CHALLENGE.
BY MEETING THAT CHALLENGE TOGETHER, I AM
CONVINCED THAT WE WILL BUILD A TOUGHER,
STRONGER AND PROUDER AMERICA.

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REMARKS BY VICE PRESIDENT GERALD R. FORD
AT THE PUBLIC AFFAIRS COUNCIL'S
NATIONAL CONFERENCE ON PUBLIC INTEREST CONCERNS
AT THE MAYFLOWER HOTEL
WASHINGTON, D. C.
1 p.m. THURSDAY, JANUARY 31, 1974



ADVANCE FOR RELEASE AT 1 p.m. THURSDAY

It is a special pleasure to address a group such as yours at a time when the concepts of cooperation and civic responsibility have never been more important.

Last night we heard a strong President outline a strong program for our Nation in the year ahead.

It was a program built around the President's ten basic goals for America, goals which can inspire every American, regardless of party affiliation.

I intend to do all that I can to help the President achieve these goals -- and I am here today to ask you to help. For if we put our hearts and minds to the task, we can make 1974 a year of truly distinguished achievement. This can be the year in which:

-- We break the back of the present energy crisis and launch Project Independence.

-- We take another giant stride toward lasting peace in the world.

-- We wind down the inflation that has plagued us for eight years and move into a period of substantial economic growth.

-- We establish a system of comprehensive health insurance that will guarantee every American health care that he or she can pay for.

-- We continue to cut the Federal strings that have bound the hands of State and local officials in community and economic development programs.

-- We reform Federal aid to education.

-- We make a major breakthrough toward the long-awaited goal of efficient transportation.

-- We begin a long-overdue reform of our obsolete and misdirected welfare system.

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-- We reexamine the right of the individual to privacy, and develop safeguards against the invasions of that privacy by twentieth-century technology.

-- And finally, through negotiations on international trade, investments and monetary policy, we help establish a new international economic framework which will insure America a central place in an expanding worldwide prosperity.

These were the central points that emerged last night as the President laid before the Nation his domestic agenda. I can't talk in detail about all of them in the time available to me today so let me focus on one matter which is currently of special concern to most Americans: how best to deal with the energy crisis.

Your Government, I believe, has acted to meet this crisis as comprehensively as possible within the framework of the free enterprise system.

The President's goal is clear. He intends, with the cooperation of the Congress, industry, and each individual citizen, to bring the immediate crisis under firm control. And, through Project Independence, he intends to insure long-term self-sufficiency in energy sources.

Last week the President sent to the Congress a comprehensive message aimed at containing the crisis and setting Project Independence in motion. In addition, he has asked the Congress to establish the Federal Energy Administration and the Energy Research and Development Administration.

The road to energy independence will not be an easy one, for it involves slowing the rise in energy consumption while at the same time sharply increasing domestic production.

To achieve these goals, we must confront together a series of challenging tasks. We must develop alternative forms of energy. We must shift from scarcer fuels to more plentiful but more expensive fuels. And we must increase incentives for both exploration and production of fuels. That means, of course, that we must avoid actions which would cripple private initiative with punitive legislation.

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Throughout our history, in times of great national need, Americans have turned to scientists and engineers for bold and imaginative solutions. Now during this crisis we are calling upon them once again -- both in Government and in the private sector. And I am confident that once again they will respond impressively.

To help in this effort, the President has sent to the Congress as part of his five-year, \$10 billion research and development effort in energy, a \$1.8 billion energy initiative for the coming year alone. Think of what this money can do. It can help us, for example, to accelerate the development of nuclear power systems, to develop the enormous, exciting potential of solar energy, and to devise ways to utilize more completely, with minimal environmental disturbance, our abundant supplies of coal.

In the end, of course, we depend heavily in all of these efforts on the expertise of corporate America. Energy independence will require large-scale capital investment and intensive research and development projects. We realize, of course, that you will undertake these investments only if you are convinced that your returns will be adequate in the long run to justify your expenditures.

I certainly hope that no confusion exists on this point. This Administration is clearly on record as opposing excessive profits. But your group, distinguished as it is by a deep concern for corporate social responsibility, understands that profits which derive from the misfortune of others profit no one in the long run.

I must add, however, that I have noted some tendency in recent discussions to simply discredit the whole notion of profits, in and of themselves, without distinguishing between fair and necessary profits on the one hand and unfair, excessive profits on the other.

Let me here just briefly reaffirm the Administration's belief in the absolute necessity of reasonable profits.

This Nation was built upon a solid belief in the value of work -- and of rewarding work in the tangible form of profits. The

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profit motive encourages people to try a little harder, to expend that extra effort, to take risks, to avoid carelessness, to prize creativity. These are among the qualities that have made ours the greatest Nation in the world. We have seen what often happens in those grey, spiritless nations in which all rewards are absolutely equal, where there is no incentive to excel. Their way of life is drab, their products scarce and shoddy, their will to succeed discouraged. But that will never happen in America, ladies and gentlemen, for the beauty of our system is that it rewards those who strive for excellence.

The time ahead will be a time of earnest striving. But, instead of viewing our challenges with apprehension, I believe we should welcome them. The crunch we face was a long time coming, but it was, after all, inevitable. Perhaps we should be grateful, in a sense, that the Middle East oil cutoff served as a catalyst and gave us a warning, forcing us finally to face some problems today that we had been putting off until tomorrow. Suddenly tomorrow is on us today, and we have to begin to deal with new realities.

The housing industry presents an example of how the need to conserve energy is being met by new products and new processes. I would guess, in fact, that there are very few businesses and industries represented in this room where the energy crunch has not resulted in major and often beneficial adjustments.

I am positive that American ingenuity will be equal to the challenges of the 1970s, for the American character is at its finest when faced with a crisis.

We are a fiercely individualistic Nation, proud of those things that make us different, and at times we become exuberant in our individualism. But when the well-being of our Nation is at stake, we always pull together, emphasizing those things that unite us.

Today, ladies and gentlemen, our Nation has entered one of those difficult periods. And I am confident that once again we will put aside our differences and join to meet the common enemy. I am confident that our manufacturers and industrialists will provide

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technological and scientific resources which will help us surmount our problems. I am confident that our elected representatives will transcend political partisanship and rise to the special challenges we face. And, of course, we trust the American people to make small sacrifices today so that profound sacrifices will not be required of their children.

Nothing has been more heartening in recent months than the response of the American people to the President's call for energy conservation. People have been driving less. They have been lowering their thermostats and cutting back on power usage. Government has been moving to combat the current crisis, as has industry. But when we hand out the thank-yous, I think we should hand them first of all to the individual American citizen.

The energy crisis is a real crisis. But it can also be an exciting challenge. By meeting that challenge together, I am convinced that we will build a tougher, stronger and prouder America.

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