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Cannon
FYI

THE WHITE HOUSE
WASHINGTON

SIGNING CEREMONY FOR
H.R. 6971, REPEAL OF FAIR TRADE LAWS

Friday, December 12, 1975
10:00 a.m. (10 minutes)
The Cabinet Room
From: James Cannon

I. PURPOSE

To emphasize the significance of regulatory reform legislation, of which this bill is an important example.

II. BACKGROUND, PARTICIPANTS, AND PRESS PLAN

A. Background:

This bill would repeal the current antitrust exemption which permits States to authorize agreements between manufacturers and retailers to fix the prices at which certain goods are sold to consumers. You have publicly supported this legislation on several occasions as an important part of your regulatory reform program. Its passage was facilitated by excellent bipartisan cooperation within the Congress.

B. Participants:

Final attendee list will be confirmed early Friday morning.

C. Press Plan:

White House Press Corps, photo opportunity.
Meeting to be announced.

III. TALKING POINTS

-- I'm pleased to welcome you to the signing of this very important piece of consumer legislation.

- I'd especially like to congratulate Ed Brooke, who first introduced this bill.
- Repeal of the fair trade laws will allow consumers to benefit from discount prices.
- I am particularly pleased with the bipartisan support that this legislation has had and the swift consideration given to its passage by the Congress.
- This is one of the prime examples of how I intend to work with the Congress to get the Government out of the business of setting prices and return that function to the marketplace and consumers.
- The best way to ensure that consumers are paying the most reasonable price for consumer products is to restore competition.
- I look forward to working with the Congress to restore competition to other areas of the economy now under Government regulation.
- I have already submitted legislation to reform the regulation of:
 - financial institutions
 - trucking and rail transportation
 - airlines
 - energy
- Progress toward the reform of obsolete and inefficient Government regulations is the best kind of protection we can offer the consumer.