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PRESIDENT GERALD R. FORD
GUEST EDITORIAL FOR WATER & SEWER WORKS

As a Representative from Michigan I was, for many years, particularly concerned with the efforts being made to clean up the waters of the Great Lakes and to reduce the pollution caused by cars and trucks. During the past year I have had the opportunity to look at our environmental problems from a national and international aspect. And I am pleased and encouraged by what I see.

The United States is working with Canada to improve the water quality of the Great Lakes, as well as the Red, Rainy and St. Croix Rivers, and to reduce air pollution in the Detroit-Windsor metropolitan area. We are lowering the saline content of the Colorado River, caused by various projects in this country, so that fresher water will flow into Mexican farmlands. We are also helping Mexico on air pollution monitoring and in training water quality personnel. The United States is exchanging ideas and technical information with Japan and the Soviet Union and is cooperating with France in planning Le Vaudreuil, a pollution-free city.

Without at all implying that air pollution is not a serious problem in this country, those of us from the pre-World War II generations realize that we've come a long way

in improving the air quality in most of America's large cities. This came about largely because we were able to switch from burning coal to cleaner natural gas and low-sulfur oil. Today we're in an energy bind and prudence dictates that we switch back to a greater reliance on our domestic coal reserves. In doing so, however, we need not and must not sacrifice the clean air gains we have made. Coal can be, and I'm confident will be, burned in ways that will protect the health and welfare of the American people.

The tremendous increase in automotive traffic in the past twenty-five years--we now have one car for every two persons--was undeniably beginning to overwhelm the air in many of our large cities. But in recent years we've turned that around. Each year the anti-pollution controls on our vehicles become more efficient and, of course, each year a greater percentage of the vehicles on the road have better controls. The manufacturers tell us that the 1975 models not only will be cleaner than before but many models will get considerably better gasoline mileage.

During these same post-war years, unfortunately, the quality of our water has steadily deteriorated. Many of us can remember that as youngsters the rivers flowing through our cities were great places to swim. There are few American

cities where that is true today. However, in the past several years we have laid the essential foundation for a concerted effort to clean up water pollution and there have already been a number of local successes. It will take a decade to restore our urban rivers to where they can be safely used for recreation but we are on our way.

Better management of our water resources is one of our most pressing needs. Nature supplies this country with about 700 billion gallons of readily recoverable water every day. That's enough today but by the turn of the century we'll need much more. This doesn't mean we're going to run dry but to have an adequate supply of clean water we will have to conserve our supplies, use them more efficiently, and recycle wherever it is safe and practical to do so. Such tasks are not beyond our means if we have the alertness to see the opportunities and the ingenuity to make the most of them.

Our fabulous resources enabled us to become the richest and strongest nation in the world. Air and water pollution control, solid waste recycling, noise abatement, careful use of pesticides, thoughtful land planning, and energy efficiencies will help us get the most out of these resources in the future. We are making a substantial investment in pollution control and beginning in the 1980's we can expect

to get substantial dividends in terms of higher industrial and social productivity.

Recently I met with the Administrator of the Environmental Protection Agency, Russell E. Train. I told him that I want to hear all sides of environmental issues and that I would like to work with him directly, and regularly, on the problems of implementing control laws. I don't want to be cut off by staff or elaborate option papers. We agreed that simple solutions for environmental problems were not at hand and that it was important to press ahead, prudently, with pollution control programs that we know are essential to the health and welfare of this country over the next several decades.

We should not expect over-night miracles. Pollution control costs money, takes time, and can cause inconveniences. But there is no inherent conflict between environmental rehabilitation and protection and the Nation's other needs. Better management of our water, air and land resources is an essential element in creating a sounder, more stable economy; an economy in which the needs of our own time as well as the well-being of future generations are treated with equal importance.

As leaders in the water treatment field you are playing a vital role in this effort. And I know that you join me in welcoming these great challenges and opportunities.

THE WHITE HOUSE

WASHINGTON

September 19, 1974

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

PAUL MILTICH

FROM:

JERRY H. JONES



The President has reviewed the attached guest editorial for Water & Sewer Works and has made the following notation:

-- Seems ok. Double check.

Therefore, will you please ensure that before finalization this draft is concurred in by the appropriate people on the Domestic Council and OMB, Mike Duval and Frank Zarb respectively.

Thank you.

cc: Al Haig
Mike Duval
Frank Zarb