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FUTURE FARMERS OF AMERICA
KANSAS CITY, MISSOURI
TUESDAY, OCTOBER 15, 1974

ONE WEEK AGO, I ASKED THE CONGRESS AND THE AMERICAN
PEOPLE TO HELP ME REVITALIZE THE ECONOMY, SLOW INFLATION AND
SAVE ENERGY.

I PROPOSED SPECIFIC AND URGENT ACTIONS.

THE AMERICAN PEOPLE, I CAN REPORT TONIGHT, HAVE
RESPONDED MAGNIFICENTLY. A GREAT CITIZENS' MOBILIZATION HAS
BEGUN. IT IS ALREADY EVIDENT HERE IN THIS EAGER, UP-BEAT
CONVENTION OF THE FUTURE FARMERS OF AMERICA.

I HAVE RECEIVED INFLATION FIGHTER ENLISTMENTS FROM

AMERICANS OF EVERY CONCEIVABLE OCCUPATION, ECONOMIC CIRCUMSTANCE

AND POLITICAL PERSUASION. SUPPORT HAS BEEN FREELY OFFERED BY

ORGANIZATIONS AND GROUPS REPRESENTING ALL AGES, RACES, RELIGIONS

AND REACHING INTO EVERY CORNER OF OUR LAND.

AMERICA IS AROUSING ITSELF AS IT ALWAYS HAS IN TIME
OF GREAT CHALLENGE TO PROVE THAT WE ARE PEOPLE WHO CAN DO
ANYTHING WE WANT TO DO WHEN WE REALLY WANT TO DO IT.

WE ARE GOING TO WIN.

SOME HAVE SAID THAT, ~~INSTEAD~~ OF ASKING CONGRESS AND
THE NATION TO BITE THE BULLET, I OFFERED ONLY A MARSHMALLOW.

WELL, I HAD ALREADY ASKED THE CONGRESS TO POSTPONE FOR THREE
MONTHS A 5.5 PERCENT PAY RAISE FOR FEDERAL GOVERNMENT EMPLOYEES,
WHICH WOULD HAVE SAVED 700 MILLION TAX PAYER DOLLARS.

in 3 months.

CONGRESS WOULDN'T EVEN CHEW THAT "MARSHMALLOW." THEY HAVEN'T

YET SHOWN MUCH APPETITE FOR ^{*several*} THE OTHER "MARSHMALLOWS" IN MY

LATEST MESSAGE. BUT IF THEY DON'T LIKE MY MENU, I MAY BE BACK

WITH SOME TOUGH TURKEY.

DO T DARE MENTION TURKEY HERE IN KANSAS CITY, THE

BASTION OF PRIME BEEF?

I SENSE THAT THE AMERICAN PEOPLE ARE HUNGRY FOR SOME
TOUGHER STUFF TO CHEW ON, TONIGHT. I DON'T KNOW OF ANY BETTER
PLACE TO LOOK THE FUTURE OF AMERICA IN THE FACE THAN RIGHT HERE.
I DON'T SEE ANYONE IN THIS AUDITORIUM WEARING A BUTTON THAT SAYS

"LOSE."

WHEN YOUR STATE ~~NA~~ PRESIDENTS CAME TO WASHINGTON

LAST JULY, DURING A TIME OF TENSION IN OUR NATIONAL AFFAIRS,

I POINTED OUT TO THEM THAT PEOPLE AROUND THE WORLD HAVE FAITH

IN AMERICA. I ASKED FUTURE FARMERS TO HAVE CONFIDENCE IN

THEMSELVES, \ IN OUR SYSTEM OF GOVERNMENT, \ AND IN OUR FREE

COMPETITIVE ECONOMY.

I APPRECIATED YOUR RESPONSE. IT IS WELL EXPRESSED

Future Farmer

IN THE ~~F-F-A'S~~ CREED.

I BELIEVE, WITH YOU, "IN THE FUTURE OF FARMING, WITH A
FAITH BORN NOT OF WORDS BUT DEEDS . . . IN THE PROMISE OF BETTER
DAYS THROUGH BETTER WAYS, EVEN AS THE BETTER THINGS WE NOW ENJOY
HAVE COME TO US FROM THE STRUGGLES OF FORMER YEARS."

NUMBER ONE OF THE MAJOR POINTS IN MY ADDRESS TO THE

CONGRESS LAST WEEK WAS FOOD. IN A WAR AGAINST INFLATION,

They have done a great job making America the breadbasket of the world.
FARMERS ARE FRONTLINE SOLDIERS. TO HALT HIGHER FOOD PRICES,

WE MUST PRODUCE MORE FOOD. I CALLED UPON EVERY FARMER TO

GROW TO FULL CAPACITY. *In return* I PROMISED EVERY FARMER THE FUEL AND

FERTILIZER HE NEEDS TO DO THE JOB, PLUS A FAIR RETURN FOR HIS CROP.

~~TONIGHT, I HAVE THE ANSWER OF THE FUTURE FARMERS OF
AMERICA. AND I THANK YOU ON BEHALF OF AMERICA. I KNEW WE
COULD COUNT ON YOU.~~

IT IS NOT ONLY THE YOUNG PEOPLE IN THIS AUDITORIUM
WHO MUST LEND THEIR HANDS AND THEIR HEARTS TO THE TASK. I NEED
HELP FROM YOUNG AMERICANS EVERYWHERE. THE CREATIVE ENERGY AND
ENTHUSIASM OF YOUTH IS OUR SURE GUARANTEE OF WINNING.

~~AND~~ YOUTH HAS THE MOST TO GAIN.

RESTORING STABILITY AND STRENGTH TO OUR ECONOMY DOESN'T

CALL FOR SACRIFICES SO MUCH AS FOR CONTRIBUTIONS TO ONE'S OWN

FUTURE WELL-BEING.

LAST SATURDAY, TWENTY-TWO MEMBERS OF THE CITIZENS'

ACTION COMMITTEE TO FIGHT INFLATION MET WITH ME AT THE WHITE HOUSE,

IT WAS A BEAUTIFUL FALL AFTERNOON. I AM SURE WE WOULD ALL

RATHER HAVE BEEN OUTDOORS ENJOYING IT. I AM GRATEFUL TO THE

MEMBERS OF THE COMMITTEE ~~WHO HAVE ALREADY GIVEN SO MUCH OF THEIR~~

~~TIME AND THEMSELVES AND WILL BE CALLED UPON FOR EVEN MORE IN~~

~~THE MONTHS AHEAD.~~

LET ME STRESS THIS POINT: THIS IS A VOLUNTEER WORKING
COMMITTEE, A COMPLETELY NON-PARTISAN GROUP DEALING WITH A
NON-PARTISAN PROBLEM. IT WILL SEEK TO MOBILIZE AMERICA
AGAINST INFLATION AND FOR ENERGY CONSERVATION. I TOLD THE
COMMITTEE THAT, IF THERE WAS A SCINTILLA OF PARTISANSHIP OR IF
THE GROUP SEEMED TO BE MERELY A FRONT FOR THE WHITE HOUSE,
ITS EFFORTS WOULD BE DOOMED TO FAILURE.

COLUMNIST SYLVIA PORTER, WHO HAS AGREED TO SERVE
AS NATIONAL CHAIRPERSON OF THIS COMMITTEE, RESPONDED THAT IF
I TRIED TO MANIPULATE THE COMMITTEE OR SEEK TO INFLUENCE ITS ACTIONS,
SHE AND THE OTHER MEMBERS WOULD NOT PARTICIPATE.

WE UNDERSTAND EACH OTHER.

I AM GREATLY IMPRESSED WITH THE MEMBERSHIP OF THIS
COMMITTEE AND THE CROSS-SECTION OF AMERICA WHICH IT REPRESENTS.

IN ADDITION TO SYLVIA PORTER, THE COMMITTEE ELECTED
FOUR CO-CHAIRMEN AT ITS MEETING ~~LAST SATURDAY AND I WANT TO~~
~~CONGRATULATE THEM AT THIS TIME.~~ THEY ARE: CAROL T. FOREMAN,
EXECUTIVE DIRECTOR OF THE CONSUMER FEDERATION OF AMERICA;
WILLIAM J. MEYER, PRESIDENT OF A SMALL BUSINESS COMPANY IN
LANSDALE, PENNSYLVANIA; LEO PERLIS, DIRECTOR OF COMMUNITY
SERVICE OF THE AFL-CIO, AND FRANK STANTON, PRESIDENT OF THE AMERICAN
NATIONAL RED CROSS.

A TASK FORCE HEADED BY RALPH NADER, ONE OF THE
COMMITTEE'S MEMBERS, CAME UP WITH SUGGESTIONS WHICH COINCIDE
TO A LARGE EXTENT WITH THE VIEWS EMANATING FROM THE CONFERENCE
ON INFLATION ~~LAST MONTH~~ WHICH THE FUTURE FARMERS OF AMERICA
AND MANY OTHER GROUPS ATTENDED. ~~INDEED, LETTERS TO ME FROM~~
~~THOUSANDS OF AMERICANS SOUND SIMILAR THEMES.~~

I HAD TOUCHED UPON SOME OF THE PROPOSALS IN MY MESSAGE
TO CONGRESS ~~A WEEK AGO~~ -- GROW MORE, \ WASTE LESS; \ DRIVE LESS,
HEAT LESS. BUT THE COMMITTEE ADDED SOME GOOD SPECIFICS.

I PROMISED TO PASS THE COMMITTEE'S TEN RECOMMENDATIONS
ALONG TO YOU TONIGHT. I WILL ADD SOME OF THE COMMENTS I HAVE
RECEIVED IN THE MAIL FROM THOUSANDS OF INDIVIDUALS WHO RESPONDED
ENTHUSIASTICALLY TO MY REQUEST AT THE SUMMIT CONFERENCE ON
INFLATION.

COMMITTEE RECOMMENDATION NO. 1: BRING BUDGETING BACK

IN STYLE. BALANCE YOUR FAMILY BUDGET AND EXPECT YOUR
GOVERNMENT OFFICIALS TO DO THE SAME.

~~THE SECOND PART OF THE COMMITTEE'S FIRST RECOMMENDATION
SEEMS TO STRAY A LITTLE INTO THE FORBIDDEN ZONE OF POLITICAL ACTION.~~

~~B~~UT I HAVE ALREADY ASKED CONGRESS TO WORK WITH ME ON THIS AS FAR
AS THE FEDERAL BUDGET IS CONCERNED. AS TO YOUR FAMILY BUDGET;
I KNOW HOW HARD IT IS TO BALANCE, BUT MANY OF YOUR LETTERS PROVE
IT CAN STILL BE DONE.

MR. AND MRS. ROLAND SPAEK (PRONOUNCED: SPAKE)

LIVE IN HOLLAND, MICHIGAN. HE IS A LOCOMOTIVE ENGINEER

WORKING ON A FREIGHT RUN BETWEEN GRAND RAPIDS AND CHICAGO.

MR. AND MRS. SPAEK DESCRIBE IN A LETTER ~~TO ME~~ HOW THEY ARE

CUTTING THEIR HOUSEHOLD BUDGET. THEY URGE THAT "OUR FEDERAL

BUDGET SHOULD BE PARED TO THE BONE."

ROBERT STEWART WRITES FROM WAVERLY, TENNESSEE,
THAT HE HAS A HEART CONDITION AND DRAWS A PENSION OF ONLY
\$251.28 A MONTH. THIS ALLOWS HIM ONLY TWO MEALS A DAY.

"BUT THANK GOD WE AREN'T ON WELFARE," SAYS MR. STEWART.

HE ASKS ME TO "CUT GOVERNMENT SPENDING EXCEPT FOR NATIONAL
DEFENSE."

COMMITTEE RECOMMENDATION NO. 2 WAS STATED TO ME THIS

WAY BY ^{*Sylvia*}~~CHAIRWOMAN~~ PORTER: LEARN HOW TO USE CREDIT WISELY.

POSTPONE UNNECESSARY BORROWING -- WAIT FOR INTEREST RATES TO

COME DOWN -- AS THEY WILL -- AND PAY DOWN AS MUCH AS YOU CAN,

PAY OFF AS QUICKLY AS YOU CAN. THE CHEAPEST WAY TO BUY ANYTHING,

OF COURSE, IS TO PAY CASH; BUT CREDIT WISELY USED IS ESSENTIAL

TO OUR WAY OF LIVING. ~~TAKE TIME TO LEARN MORE ABOUT IT.~~

COMMITTEE RECOMMENDATION NO. 3 IS TO SAVE AS MUCH

AS YOU CAN -- AND WATCH YOUR MONEY GROW. MRS. FRANK TENNANT

WRITES FROM CLIMAX, MICHIGAN, THAT HER HUSBAND WORKS HARD AND

SHE HELPS ~~TO~~ STRETCH THE PAYCHECK THROUGH SYSTEMATIC SAVINGS.

MR. TENNANT IS A SELF-TAUGHT MACHINIST AND A VETERAN WHO LOST

HIS LEG IN KOREA. BUT IT IS HIS ABILITY RATHER THAN HIS DISABILITY

THAT COMES THROUGH IN HIS WIFE'S LETTER. THE TENNANTS REPORT

THAT THEY DO NOT USE CREDIT CARDS. THEY PUT SOMETHING IN THEIR

CREDIT UNION EACH WEEK AND BUY A GOVERNMENT BOND EVERY MONTH.

JAMES KINCAID OF BELLEVILLE, ILLINOIS, SUGGESTS A NEW
TYPE OF GOVERNMENT ANTI-INFLATION BOND, PURCHASED THROUGH PAYROLL
DEDUCTION, IN WHICH THE INTEREST RATE IS MORE COMPETITIVE.

I HAVE ASKED THE TREASURY DEPARTMENT TO LOOK INTO THE
POSSIBILITY OF ISSUING A NEW SERIES OF WIN BONDS AND REPORT TO ME
ON THE FEASIBILITY OF MR. KINCAID'S IDEA, ~~WHICH WAS SUPPORTED BY~~

~~MANY OTHER LETTER-WRITERS.~~



MEANWHILE, IF YOU CAN SAVE MORE,

home builders + home purchasers

THE HARD-PRESSED HOME-BUILDING MORTGAGE MARKET ¹ NEEDS YOUR

DOLLARS. FOR THOSE WHO CAN'T SAVE MUCH OR ANYTHING NOW, HERE'S

A SIMPLE FORMULA: EVERY TIME THE COST-OF-LIVING INDEX DROPS ONE

PERCENT, PUT ONE PERCENT OF YOUR SPENDABLE INCOME INTO SAVINGS.

COMMITTEE RECOMMENDATION NO. 4: CONSERVE ENERGY.

SAVE ON FUEL AND TAKE THE PRESSURE OFF SCARCE SUPPLIES. THE

COMMITTEE ADVOCATES OBSERVANCE OF THE 55-MILE SPEED LIMIT,

USE OF PUBLIC TRANSIT AND CARPOOLS, AND MORE WALKING.

ENFORCEMENT OF THE 55-MILE PER HOUR SPEED LIMIT IS

LARGELY A STATE AND LOCAL POLICE RESPONSIBILITY, WITH VOLUNTARY
COOPERATION AN ESSENTIAL INGREDIENT. HERE WE CAN SAVE BOTH
GASOLINE AND LIVES. YESTERDAY, I WIRED GOVERNORS AND LOCAL
OFFICIALS URGING THEM TO FOLLOW THIS ~~COMMITTEE~~ RECOMMENDATION.

AT THE SAME TIME, I DIRECTED STRICT ENFORCEMENT OF THE 55-MILE PER ^{speed}
~~HOUR~~ LIMIT, EXCEPT IN EMERGENCIES, ON ALL FEDERAL PROPERTY AND
BY DRIVERS OF ALL FEDERAL GOVERNMENT CARS, INCLUDING MY OWN.

AND I SAY THIS WITH ^{fearlessness & love} ~~SOME~~ TREPIDATION. I WILL ASK FOR VOLUNTARY
COMPLIANCE BY THE FOUR YOUNGER FORDS.

FROM HILLSBORO, OREGON, THE STEVENS FAMILY WRITES

~~THAT~~ THEY ARE FIXING UP THEIR BIKES TO DO ERRANDS. THEY ARE

ALSO USING FEWER ELECTRICAL APPLIANCES, TURNING THE THERMOSTAT

DOWN AND THE LIGHTS OFF.

BOB CANTRELL, A 14-YEAR-OLD IN PASADENA, CALIFORNIA,

GAVE UP HIS STEREO TO SAVE ENERGY. ~~BOB MADE SOME EXCELLENT~~

~~SUGGESTIONS.~~ ^{Bob} HE URGES THE INITIATION OF HIGH SCHOOL COURSES

THAT TEACH STUDENTS HOW TO CONSERVE ENERGY. HE ADDS,

"IF A KID NAGS HIS PARENTS TO CONSERVE ENERGY LONG ENOUGH, IT

WILL HELP." I MIGHT ADD: "BELIEVE ME, IT WILL."

COMMITTEE RECOMMENDATION NO. 5 IS DIRECTED AT

BUSINESS AND LABOR. IT CALLS ON THEM NOT TO RAISE PRICES OR

WAGES MORE THAN COSTS OR SERVICES ABSOLUTELY REQUIRE.

ADMITTEDLY, THIS VERY COMPLEX SUBJECT CANNOT BE
HANDLED ON A NATIONWIDE BASIS. I BELIEVE THAT LOCAL CITIZENS
ACTION COMMITTEES, INCLUDING LABOR AND MANAGEMENT REPRESENTATIVES,
SHOULD BE SET UP IN EVERY COMMUNITY TO INTERPRET THIS
RECOMMENDATION, SET REALISTIC GOALS FOR THEMSELVES, AND REPORT
BY THANKSGIVING -- SIX WEEKS AWAY -- WHICH PLANTS, STORES OR
OTHER ENTERPRISES ARE DOING THE BEST JOB OF HOLDING THE LINE ON
COSTS AND PRICES.

I WILL THEN AWARD ~~X~~ WIN FLAG^S₁ TO THE MOST OUTSTANDING

~~TO FLY~~ AS PUBLIC RECOGNITION OF THEIR CONTRIBUTION TO THE FIGHT

ON INFLATION. SIMILAR RECOGNITION WILL BE GIVEN OUTSTANDING

ENERGY-SAVERS, BOTH INDIVIDUALS AND GROUPS. SAVING ENERGY IS,

OF COURSE, A MAJOR WAY TO CUT COSTS. THE NATIONAL COMMITTEE

WILL HELP LOCAL GROUPS TO ORGANIZE.

COMMITTEE RECOMMENDATION NO. 6: TO HELP OFFSET PAY

INCREASES, INSIST ON PRODUCTIVITY IMPROVEMENTS WHERE YOU WORK,

FROM THE BOSS ON DOWN THE LINE.

IN SHORT, WORK BETTER, WASTE

LESS OF BOTH TIME AND MATERIALS.

MR. AND MRS. ED MONSON WRITE FROM SAN ANTONIO TO
URGE SUPPORT OF "COMPANIES SHOWING A HIGHER DEGREE OF CONCERN
FOR ENERGY SOLUTIONS AND UNEMPLOYMENT PROBLEMS."

AND MRS. HANNAH FOLSOM OF ^{*O-high*}OJAI (PRONOUNCED O-HIGH),

CALIFORNIA, OFFERS AN ADDITIONAL SUGGESTION. SHE URGES THAT
STEPS BE TAKEN TO CUT DOWN THE PROPORTION OF ADMINISTRATIVE
PERSONNEL TO PRODUCTIVE WORKERS.

^{*this*}
I WILL APPLY ~~YOUR~~ GOOD IDEA TO THE FEDERAL BUREAUCRACY,

~~MRS. FOLSOM.~~

COMMITTEE RECOMMENDATION NO. 7 PROPOSES WE

MAKE ECONOMIZING FASHIONABLE.

SHOP WISELY, LOOK FOR BARGAINS.

GO FOR THE LOWER COST ITEM AND BRAG ABOUT THE FACT YOU ARE A

BARGAIN HUNTER.

THE COMMITTEE CERTAINLY IS NOT SUGGESTING AMERICANS

SHOULD BUY LESS. ~~IT IS SUGGESTING~~ WE SHOULD ALL BUY SMARTER,

stick to a

~~URGING THAT WE ELIMINATE FROM OUR SHOPPING LIST\$ -- AND LISTS~~

~~ARE HELPFUL -- ITEMS OF NO REAL VALUE AND WHICH MAY EVEN~~

~~HARM US.~~

KATHY DALY, A STUDENT AT SACRED HEART HIGH SCHOOL
IN WEYMOUTH, MASSACHUSETTS, HAS ONE FORMULA FOR SHOPPING
WISELY AND SAVING ENERGY. KATHY SUGGESTS BUYING WARMER
CLOTHING THIS WINTER.

G. M. KNAPP, OF TUSCON, ARIZONA, PUTS IT THIS
WAY: "ONLY YOU CAN STOP INFLATION. BUY ONLY IF YOU NEED IT."

COMMITTEE RECOMMENDATION NO. 8 ASKS AMERICANS TO

WORK WITH OTHERS TO ELIMINATE OUTMODED REGULATIONS THAT KEEP

COSTS OF GOODS AND SERVICES HIGH, AND TO ENFORCE REGULATIONS

THAT ADVANCE EFFICIENCY, HEALTH, AND SAFETY.

W. A. TAYLOR, IN CAMBRIDGE, MASSACHUSETTS, POINTS
OUT THAT BECAUSE OF INTERSTATE COMMERCE COMMISSION REGULATIONS,
MANY TRUCKS RETURN EMPTY, I HAVE ALREADY ASKED CONGRESS TO
UNDERTAKE A JOINT REVIEW OF RESTRICTIVE AND OUTDATED RULES BY THE
FEDERAL GOVERNMENT AND ITS INDEPENDENT REGULATORY AGENCIES.
YESTERDAY, I CALLED UPON ALL STATE GOVERNORS AND LOCAL OFFICIALS
TO DO THE SAME.

COMMITTEE RECOMMENDATION NO. 9 IS DO IT YOURSELF.

PLANT WIN GARDENS FOR YOURSELF OR WITHIN YOUR COMMUNITY.

POOL ~~OTHER~~ DO-IT-YOURSELF SKILLS.

SYLVIA PORTER TELLS ME THAT TEN DOLLARS WORTH OF SEEDS

²⁵ ON A TWENTY-FIVE BY THIRTY FOOT PLOT WILL GROW ³⁰ 290 DOLLARS WORTH

OF VEGETABLES. SHE SAYS COMMUNITY GARDENS CAN GROW EVEN IN

THE INNER CITIES. MANY LETTERS TO THE WHITE HOUSE ALSO

PROPOSE WIN GARDENS.

RICK JACOBSEN IN THE FIFTH GRADE AT SAULT STE. MARIE,
MICHIGAN, WRITES THE WHITE HOUSE THAT "WE PLANTED OUR OWN
GARDEN SO WE COULD SAVE ON VEGETABLES." IN THE SOUTHERN AREAS
OF THE COUNTRY, THERE'S STILL PLENTY OF TIME TO PLANT WIN GARDENS.
THE REST OF US CAN PLAN THEM FOR NEXT SPRING.

COMMITTEE RECOMMENDATION NO. 10 ASKS AMERICANS TO
ASSIST IN RECYCLING PROGRAMS AND THE RE-USE OF SCRAP MATERIALS.

MARGARET AND WILLIAM DALTON OF HIGH FALLS,
NEW YORK, WRITE ME ON RECYCLED PAPER THAT ONE TON OF RECYCLED
FIBRES SAVES SEVENTEEN LIVE TREES AND A TON OF WASTE.

TALBERT AND ELAINE STEIN OF DETROIT ASK FOR MORE
RECYCLING CENTERS AT LOCAL SITES "SO YOU DON'T HAVE TO TRAVEL SO
FAR TO DEPOSIT A FEW CANS OR BOTTLES."

MR. LAIRD H. BARBER OF MORRIS, MINNESOTA, WANTS TO
KNOW IF A NATIONAL PROGRAM CAN BE ORGANIZED TO COLLECT CANS, GLASS,
AND NEWSPAPERS. ~~A NATIONAL PROGRAM MIGHT BE CUMBERSOME,~~
such programs
~~BUT~~ THE CITIZENS COMMITTEE WANTS ~~THEM~~ FOR EVERY COMMUNITY.

THESE ARE TYPICAL OF THE THOUSANDS AND THOUSANDS OF
CREATIVE SUGGESTIONS FROM AMERICANS IN ALL FIFTY STATES.

I WOULD LIKE TO ADD TWO POINTS OF MY OWN TO THE
COMMITTEE'S TEN AND ROUND IT OUT TO A DAILY DOZEN RECOMMENDATIONS
FOR ALL AMERICANS.

NUMBER ELEVEN: WASTE LESS IN EVERY WAY.

UNFORTUNATELY, AMERICANS HAVE AN INTERNATIONAL
REPUTATION AS THE WORLD'S WORST WASTERS. WE WASTE FOOD,
GASOLINE, PAPER, ELECTRICITY, NATURAL RESOURCES -- IN FACT,
WE WASTE ALMOST EVERYTHING. WE LITTER OUR STREETS AND
COUNTRYSIDE WITH WASTE. ONE FRIEND TOLD ME WE COULD
PROBABLY WHIP INFLATION WITH THE CONTENTS OF OUR TRASH CANS.
IN YOUR OWN HOME, TAKE JUST AN HOUR TO MAKE A WASTE INVENTORY.

IN THE LETTERS I HAVE RECEIVED ARE THOUSANDS OF GOOD SUGGESTIONS.

FOR INSTANCE, TAKE ALL YOU WANT, BUT EAT ALL YOU TAKE. THE

FIRST WORDS I CAN REMEMBER WERE: CLEAN UP YOUR PLATE! WHEN

YOU AREN'T USING THEM, TURN OFF THE LIGHTS, TURN OFF THE TELEVISION,

TURN OFF THE RADIO, TURN OFF THE HEATER. USE LESS HOT WATER.

INSULATE ATTICS AND WINDOWS. SHUT DOORS, KEEP ROOMS AT

68 DEGREES IN THE WINTERTIME WHEN YOU'RE AWAKE AND AT LOWER

TEMPERATURES WHEN YOU SLEEP, REDUCING WASTE CAN SAVE MONEY

AND ENERGY AT THE SAME TIME; IT IS A DOUBLE DUTY FOR INFLATION

FIGHTERS.

MY 12TH AND FINAL POINT IS AN IMPORTANT ONE:

GUARD YOUR HEALTH. ONE OF THE WORST WASTES WE HAVE IN
AMERICA IS DAYS LOST THROUGH SICKNESS. STATISTICALLY, WE
ARE ONE OF THE HEALTHIEST OF ALL NATIONS, AND YOUR GOVERNMENTS
AND THE MEDICAL PROFESSION ARE CONSTANTLY TRYING TO IMPROVE
PUBLIC HEALTH AND DISEASE PREVENTION. BUT WE CAN DO BETTER.

THIS WILL MATERIALLY STRENGTHEN OUR ATTACK ON INFLATION --

BY INCREASING INDIVIDUAL PRODUCTIVITY, \ BY REDUCING DEMAND FOR

HEALTH CARE AND THUS CHECKING ITS SOARING COST, \ BY HELPING

BALANCE THE FAMILY BUDGET IN THIS ESSENTIAL BUT UNPREDICTABLE

COST ITEM.

omit

THE AMERICAN RED CROSS AND OTHER AGENCIES ARE

READY TO OFFER YOU HOME HEALTH AND SAFETY INSTRUCTIONS. ~~STUDY~~

~~AND PRACTICE THEM.~~ ADEQUATE REST AND RECREATION ARE ESSENTIAL.

~~ELEMENTS OF GOOD HEALTH AND EFFICIENT PERFORMANCE.~~ VACATION

TRIPS OR SOCIAL VISITS NEED NOT BE COMPLETELY CUT OUT. BUT WE CAN

ALL PLAN BETTER FOR OUR FUN AND SIMPLIFY OUR STYLE OF ENTERTAINING.

FOR EXAMPLE, I LIKE TO SWIM AND PLAY GOLF. BUT WHEN I CAN, I

PLAY CLOSE TO HOME. EACH AMERICAN KNOWS BEST HOW TO KEEP

MENTALLY AND PHYSICALLY FIT; LET'S ALL DO IT.

THE SUCCESS OF COOPERATIVE VOLUNTARY ACTION WILL
DEPEND ON A MUTUALITY OF EFFORT, A SENSE OF FAIRNESS AND
WIDESPREAD SUPPORT OF GOALS. THE BENEFITS OF SUCH ACTION
WILL LEAD TO GREATER CIVIC EFFORTS BY MILLIONS OF AMERICANS
AND A FOCUSED AWARENESS OF WHAT DIRECTIONS PUBLIC POLICY SHOULD
TAKE TOWARD ECONOMIC JUSTICE FOR ALL.

I HAVE REQUESTED THE GOVERNOR OF EACH STATE AND
THE GOVERNING AUTHORITIES OF THE TERRITORIES AND THE
DISTRICT OF COLUMBIA TO FORM WIN COMMITTEES, ON THE STATE AND
LOCAL LEVELS. A CHAIN REACTION HAS STARTED.

OUR GOVERNMENT WILL NOT DICTATE THIS DRIVE BUT WILL

USE EXISTING MECHANISMS TO MEASURE THE CUMULATIVE EFFECT. ~~FOR~~

~~INSTANCE,~~ I HAVE ASKED THE FEDERAL ENERGY ADMINISTRATION TO

CONTINUE UP-TO-DATE MONTHLY REPORTS ON GASOLINE CONSUMPTION.

EARLIER, I ASKED EVERY AMERICAN DRIVER TO CUT HIS CAR
MILEAGE BY FIVE PERCENT. THAT WOULD SAVE ONE-FOURTH OF OUR
1975 GOAL FOR PETROLEUM SAVINGS. TONIGHT, I ASK THOSE WHO CAN
TO MAKE IT TEN PERCENT -- AND I AM ORDERING AN EVEN LARGER
REDUCTION FOR ALL FEDERAL VEHICLES.

A NATIONAL REPORTING SYSTEM WILL BE INSTITUTED BEFORE
THIS YEAR ENDS TO ASSURE A NEW YEAR OF LESS INFLATION AND GREATER
SELF-CONFIDENCE FOR ALL AMERICANS. WE WILL KNOW HOW WE'RE
DOING.

EACH DAY I HEAR OF NEW AND EXCITING EFFORTS BY
INDIVIDUALS AND VOLUNTEER GROUPS. THIS IS THE REAL WIN SPIRIT
OF AMERICA.

I AM GREATLY ENCOURAGED.

WE ARE ON OUR WAY!

.

WITH YOUR HELP, EACH NEW DAY WILL BRING MORE GOOD
NEWS THAN BAD NEWS FOR OUR ECONOMY.

THERE WILL BE SOME SETBACKS. WE WILL NOT BE OUT
OF THE ECONOMIC TRENCHES BY CHRISTMAS. BUT I REMIND YOU OF
ONE FACT:

EVERY BATTLE IN HISTORY HAS BEEN WON BY THE SIDE THAT
HELD ON JUST FIVE MINUTES LONGER.

OUR ENEMY IN THIS BATTLE HAS BEEN CALLED INFLATION.

BUT PERHAPS POGO WAS WISER WHEN HE SAID: I HAVE MET THE ENEMY
AND HE IS US.

IF WE, THE PEOPLE, CAN OVERCOME OURSELVES AS WE HAVE
OTHER ENEMIES, WE WILL SURELY OVERCOME OUR ECONOMIC DIFFICULTIES
AND COME OUT A HAPPIER AND BETTER PEOPLE.

LET ME CLOSE BY READING YOU AN ENERGY-SAVING SUGGESTION

OF AN 8-YEAR OLD GIRL IN BRISTOL, VIRGINIA. HER NAME IS

LUETTE DRUMHELLER:

"TURN OFF LIGHTS WHEN NOT NEEDED, AND IF YOU ARE

SCARED WHEN YOU GO TO BED WITHOUT THE LIGHT ON, TELL YOUR

MOTHER OR FATHER AND THEY WILL DO SOMETHING ABOUT IT."

LUETTE, WE ARE NOT GOING TO BE SCARED OF THE DARK,
ANY OF US. BECAUSE WE ARE ALL IN THIS TOGETHER -- MOTHERS AND
FATHERS, GRANDPARENTS AND GREAT GRANDPARENTS, SISTERS AND
BROTHERS -- UNTIL TOGETHER WE TURN BACK ON THE LIGHTS OF A
BRIGHTER TOMORROW.

#