The original documents are located in Box 15, "9/5/75 - Remarks at the California Host Breakfast, Sacramento, CA" of the President's Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.

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ACKNOWLEDGEMENTS

THANK YOU, CARLYLE REED (BREAKFAST CHAIRM GOVERNOR BROWN STUART DAVIS (CHAMBER OF COMMERCE OF CALIF) MEMBERS OF THE HOST COMMITTEE LADIES AND GENTLEMEN

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CALIFORNIA HOST BREAKFAST

FRIDAY, SEPTEMBER 5, 1975

SACRAMENTO, CALIFORNIA

Market Ma

THIS HAS BEEN A WEEK I WILL LONG REMEMBER

WITH GREAT SATISFACTION. A WEEK THAT FOUND DR. KISSINGER
RETURNING TO WASHINGTON WITH SOME IMPORTANT ANSWERS TO
THE MIDDLE EAST QUESTION. I BELIEVE ALL AMERICANS CAN
TAKE PRIDE IN HIS AND OUR NATION'S CONTINUED AND NOW
SUCCESSFUL EFFORTS TO BRING PEACE TO AN AREA THAT HAS
KNOWN SO LITTLE OF IT.

BUT DR. KISSINGER'S ABILITY TO COME UP WITH

GOOD ANSWERS COMES AS NO SURPRISE TO ME. IN JULY

WHEN WE WERE IN EUROPE, I VISITED ONE OF OUR MILITARY

BASES IN GERMANY -- AND DURING THE TOUR, I PICKED UP

A COPY OF STARS AND STRIPES, THE SERVICE NEWSPAPER.

WELL, THE NEXT MORNING I WAS LOOKING THROUGH IT AND I

SAW A COLUMN ABOUT THE CONTESTANTS IN THE MISS UNIVERSE

CONTEST.

ON A QUESTIONNAIRE THEY WERE ASKED TO NAME THE

GREATEST PERSON IN THE WORLD TODAY -- AND FIFTY PERCENT

OF THE MISS UNIVERSE CONTESTANTS WHO ANSWERED SAID -
HENRY KISSINGER. . . . THEN I LOOKED VERY CAREFULLY

THROUGH THE REST OF THE STORY AND COULDN'T SEE MY NAME

MENTIONED AT ALL . . .

SO I CIRCLED THE STORY AND ASKED A STAFF

MEMBER TO TAKE IT DOWN THE HALL TO SECRETARY KISSINGER

AND ASK HENRY, ONE OF MY MOST ASTUTE ADVISERS, WHY

FIFTY PERCENT OF THE MOST BEAUTIFUL WOMEN IN THE WORLD HAD

VOTED FOR HIM -- AND I DIDN'T EVEN GET A MENTION.

WELL, THE AIDE WALKED DOWN THE HALL, SHOWED

THE STORY TO DR. KISSINGER, WHO WAS EATING BREAKFAST,

AND REPEATED MY QUESTION. AND FOR A LONG WHILE

HENRY DIDN'T SAY ANYTHING. HE JUST SORT OF KEPT

LOOKING AT THE STORY, SMILING TO HIMSELF.

SO MY AIDE, WHO HAD BEEN WAITING FOR DR.

KISSINGER'S ANSWER, CLEARED HIS THROAT AND ASKED,

"WHAT SHOULD I TELL THE PRESIDENT?" AND HENRY JUST

SAID, "TELL HIM TO EAT HIS HEART OUT!"

THIS MORNING, I'VE COME TO CALIFORNIA TO RAISE SOME QUESTIONS THAT ARE FACING THIS NATION -- AND I HOPE YOU WILL FIND THE ANSWERS A <u>BIT MORE RESPONSIVE</u>.

AN ORGANIZATION, SUCH AS YOUR OWN, THAT

MEETS ONCE A YEAR HAS THE TREMENDOUS ADVANTAGE OF

PERSPECTIVE. YOU TEND TO FOCUS ON THE LONG-RANGE

SWEEP OF EVENTS RATHER THAN THE BLUR OF THE MOMENT.

YOUR CRYSTAL BALL, THEREFORE, IS LIKELY TO BE LESS CLOUDED.

FOR EXAMPLE, I RECENTLY SCANNED AN ISSUE OF

"THE SACRAMENTO UNION!" DATED SEPTEMBER 6, 1974 -- AND

IT WAS CONCERNED WITH LAST YEAR'S HOST BREAKFAST. THE

MOOD WAS AN UNCERTAIN ONE. FEELINGS ABOUT THE

ECONOMY RAN ALL THE WAY FROM CAUTIOUS OPTIMISM TO

ALARMED PESSIMISM.

BETTER THAN THE REST OF THE NATION -- BUT FOR HOW LONG,

NO ONE WAS SURE. INTEREST RATES WERE RISING -- SO

WAS THE RATE OF INFLATION AND EVEN WORSE, THE RATE OF

UNEMPLOYMENT. THE AMERICAN ECONOMY WAS ABOUT TO

TAKE A ROLLER COASTER DIP INTO THE FUTURE.

SINCE THAT MEETING, AMERICA -- AND TO A

LARGE EXTENT, THE REST OF THE WORLD, HAS MADE THAT

ECONOMIC DIP. MOST OF THE INDUSTRIAL NATIONS OF

THE WORLD HAVE MUTUALLY EXPERIENCED AN UNNERVING DROP

IN GROSS NATIONAL PRODUCT AND IN LEVELS OF PROSPERITY.

THE DESCENT WAS SUDDEN AND AT TIMES FRIGHTENING -- BUT

OUR VEHICLE, THE AMERICAN FREE ENTERPRISE SYSTEM, HAS

ONCE AGAIN BEEN PROVEN SOUND.

A YEAR LATER FINDS OUR

ECONOMY ON THE STRAIGHTAWAY AND BEGINNING TO CLIMB.

Production

TODAY, 85 MILLION AMERICANS ARE AT WORK -IN JOBS THAT OFFER MORE PAY, MORE FRINGE BENEFITS,

GREATER SECURITY, MORE GENEROUS PENSION PLANS, AND

SAFER WORKING CONDITIONS THAN EVER BEFORE. FROM

MARCH THROUGH JULY OF THIS YEAR ALONE, MORE THAN 1.2

MILLION AMERICANS HAVE FOUND JOBS. AND THE FIGURES

FOR AUGUST RELEASED THIS MORNING ADD ANOTHER 275,000

JOBS TO THIS TOTAL.

THIS IS AN INCREASE IN JOBS THAT WOULD HAVE STRAINED

AN ECONOMIST'S IMAGINATION JUST A FEW DECADES AGO.

WE HAVE PROBLEMS -- BUT A TRUE SENSE OF PERSPECTIVE

ALLOWS US TO SEE OUR ACCOMPLISHMENTS AS WELL.

BUT THE PROBLEMS MUST BE MET AND SOLUTIONS

MUST BE FOUND. THERE IS A PHRASE IN THE JARGON OF

ECONOMICS THAT HAS ALWAYS IRRITATED ME. THE PHRASE

IS "AN ACCEPTABLE RATE OF UNEMPLOYMENT." I KNOW OF

NO ACCEPTABLE RATE OF UNEMPLOYMENT AS LONG AS THE RE IS ANY

AMERICAN WHO WANTS A JOB AND CANNOT FIND ONE.

THERE IS NOTHING THEORETICAL ABOUT UNEMPLOYMENT.

THE GRAPHS, THE CHARTS, THE PERCENTAGES OFTEN TEND TO OBSCURE
THE HUMAN TRAGEDY OF INVOLUNTARY UNEMPLOYMENT.

HOW CAN COLD STATISTICS EVER ADEQUATELY PORTRAY THE

TRAUMA OF LOST JOBS, LOST SAVINGS, AND LOST PRIDE?

AMERICA'S GREATEST NATURAL RESOURCE IS HER PEOPLE -- AND I

INTEND TO SEE THAT THIS RESOURCE IS NOT ENDANGERED.

ONE OF THE PRIME GOALS OF MY ADMINISTRATION IS TO

GET AMERICA OUT OF NEUTRAL AND MOVING AHEAD IN A PATTERN OF

SUSTAINED GROWTH. A WORKING AMERICAN IS A BUYING

AMERICAN, AN INVESTING AMERICAN, A SAVING AMERICAN.

UNEMPLOYMENT CHECKS ARE TO MAINTAIN LIFE. PAYCHECKS

ARE TO ENRICH LIFE. NO AMERICAN CAN SUCCESSFULLY ENGAGE

IN THE PURSUIT OF HAPPINESS UNTIL THE NEEDS OF ADEQUATE FOOD,

CLOTHING, SHELTER, EDUCATION AND EMPLOYMENT ARE MET.

OUR EXPANDING POPULATION, BY THE YEAR 1980 WE MUST CREATE

OVER II MILLION NEW JOBS! ELEVEN MILLION NEW JOBS TO BUILD

THE HOUSES, HARVEST THE FIELDS, MANUFACTURE THE PRODUCTS

AND EARN THE SALARIES THAT PAY FOR IT ALL. ELEVEN MILLION

NEW JOBS TO SHOW THE REST OF THE WORLD THAT THE AMERICAN

DREAM FUNCTIONS BEST WHEN WE ARE WIDE AWAKE.

HOW DO WE DO IT? WELL FIRST, LET ME TELL YOU

HOW IT CAN'T BE DONE. IN RECENT YEARS, A DISPROPORTIONATE

PERCENTAGE OF NEW JOBS HAS COME FROM THE PUBLIC SECTOR --

RATHER THAN THE PRIVATE. THE RESULT HAS BEEN THE CREATION OF

A BUREAUCRACY THAT CONTRIBUTES LITTLE TO AMERICA'S PROSPERITY

AND PRODUCTIVITY -- IT JUST SHARES IN IT.

THEREFORE, IF THE UNITED STATES IS TO GROW IN

A SUBSTANTIAL, MEANINGFUL WAY, THE IMPETUS HAS TO COME

FROM THE PRIVATE SECTOR. JOBS ARE THE SYMBOL OF A HEALTHY

FREE ENTERPRISE SYSTEM. JOBS, PARTICULARLY IN THE PRIVATE

SECTOR, ARE THE FUEL THAT MAKES OUR ECONOMY RUN.

OBVIOUSLY. TO ACHIEVE THE FULL ECONOMIC POTENTIAL OF AMERICA AND AMERICANS, WE MUST MAKE IT POSSIBLE FOR OUR INDUSTRY TO MAINTAIN ITS COMPETITIVE EDGE IN WORLD. AS WELL AS DOMESTIC TRADE. WE EMERGED FROM WORLD WAR TWO WITH AN INDUSTRIAL CAPACITY AND PRODUCTIVITY THAT WAS WITHOUT CHALLENGE. TODAY THAT LEAD HAS NARROWED SIGNIFICANTLY. FRIEND AND FORMER FOE ALIKE HAVE USED THE LAST THREE DECADES TO REBUILD THEIR WAR-RAVAGED **ECONOMIES.**

THEIR INDUSTRIAL PLANTS EMBODYING THE NEWEST AND MOST

SOPHISTICATED TECHNIQUES AND TECHNOLOGIES, NOW COMPETE

WITH AMERICAN PRODUCTS -- OFTEN PRODUCED BY OLDER,

LESS EFFICIENT METHODS. WE ARE STILL NUMBER ONE,

BUT THROUGHOUT THE WORLD, A LOT OF NUMBER TWO'S ARE

TRYING HARDER.

WE HAVE NO CHOICE BUT TO COMPETE AND TO EXCEL.

PERSONALLY, I HAVE NO DOUBT THAT WE CAN DO IT,

IF THE PRIVATE SECTOR IS GIVEN THE OPPORTUNITY TO MODERNIZE,

EXPAND AND SECURE THE TOOLS AND TECHNOLOGIES THAT A FIRST CLASS ECONOMIC MACHINE REQUIRES.

TOTAL INVESTMENT REQUIREMENT IN THE COMING YEARS, AT THE

ASTONISHING FIGURE OF FOUR TRILLION DOLLARS! EVEN THE

FIGURE IS IMPOSING. IT'S FOUR -- FOLLOWED BY TWELVE ZEROS!

I CONSIDER THIS A FOUR TRILLION DOLLAR VOTE OF

CONFIDENCE IN THE FUTURE OF UNITED STATES INDUSTRY, BUSINESS

AND AGRICULTURE. ECONOMISTS CALL IT "CAPITAL FORMATION"

BUT I PREFER A MUCH MORE BASIC TERM. TO ME THIS MONEY

MEANS "JOB CREATION."

AND THE MACHINERY THAT IN TURN REQUIRES THE SKILLS AND EFFORTS

OF AN AMERICAN LABOR FORCE SECOND TO NONE. IT IS WHAT WE

NEED TO GET ALL OF AMERICA BACK TO WORK AGAIN!

THE REFORMS THIS ADMINISTRATION HAS ALREADY

PROPOSED TO THE CONGRESS WILL ESTABLISH THE TAXING POLICIES

WHICH WILL HELP TO BRING ABOUT THIS CAPITAL FORMATION AND JOB

CREATION. THEY WILL GIVE UNITED STATES BUSINESS AND

INDUSTRY SOME OF THE INCENTIVES OUR ECONOMIC EXPANSION

REQUIRES. THEY WILL GIVE JOB-SEEKERS A PAYCHECK INSTEAD

OF A RAINCHECK.

THE TIME TO ACT HAS COME. BECAUSE OF RECESSION,

OUR PLANTS AND FACTORIES ARE UNDER-UTILIZED. BUT THE SIGNS

ARE CLEAR FOR ALL TO SEE THAT AMERICA'S ECONOMY IS PICKING

UP SPEED. THE WHEELS ARE BEGINNING TO TURN.

THE ORDER BOOKS ARE BEGINNING TO OPEN. THE MUSCLES OF OUR

NATION'S INDUSTRIES ARE BEGINNING TO FLEX AND WE MUST MAKE

CERTAIN THEY WILL BE ABLE TO DO THEIR JOB.

NOW IS THE TIME TO ELIMINATE THE PRODUCTION

BOTTLENECKS AND POTENTIAL SHORTAGES THAT WILL SURELY OCCUR -UNLESS WE PLAN FOR THE FUTURE BEFORE IT IS HERE. FOUR
TRILLION DOLLARS IS A LOT OF MONEY. IT WON'T BE RAISED BY
THE BOARD OF DIRECTORS SKIPPING LUNCHES.

TWO ASPECTS OF THIS MULTI-FACETED PROBLEM. THERE ARE OTHER

IMPORTANT WAYS TO IMPROVE OUR NATION'S BUSINESS CLIMATE.

WE CAN HELP BY GETTING GOVERNMENT OUT OF THE WAY OF BUSINESS

WHEN ALL THAT GOVERNMENT CONTRIBUTES IS ADDED COST,

CONTRADICTION AND CONFUSION.

AND CONFUSION THERE IS. THE CONSUMER

PRODUCT SAFETY COMMISSION BOUGHT 80,000 LAPEL BUTTONS

WITH A MESSAGE PROMOTING TOY SAFETY. BUT IT DEVELOPED

THAT A LEAD PAINT HAD BEEN USED ON THE BUTTONS --

AND THERE WAS THE DANGER OF LEAD POISONING IF THEY WERE

LICKED BY CHILDREN. SO THE CONSUMER PRODUCT

SAFETY COMMISSION HAD TO BAN ITS OWN BUTTONS!

IT'S STORIES LIKE THAT, THAT ARE ENOUGH TO MAKE

YOU LOSE YOUR BUTTONS.

COMPETITION -- THE DESIRE AND THE ECONOMIC

NECESSITY TO BUILD A BETTER MOUSETRAP -- IS WHAT MADE OUR

COUNTRY THE ENVY OF THE WORLD. IF YOU DOUBT IT, THE

NEXT TIME YOU TRAVEL TO PARTS OF THE WORLD WHERE THE FREE

ENTERPRISE SYSTEM DOES NOT EXIST, GO INTO A DEPARTMENT STORE.

LOOK AT THE VARIETY OF GOODS, THE QUALITY OF WORKMANSHIP,

THE IMAGINATION OF DESIGN AND PACKAGING -- BUT ABOVE ALL,

LOOK AT THE PRICE. THEN CONSIDER THIS PRICE IN TERMS OF

WHAT AN AVERAGE WORKER IN THAT COUNTRY EARNS. SUCH A

VISIT WILL ONLY TAKE A FEW MINUTES BUT IT WILL BE THE BEST

LESSON IN INSTANT ECONOMICS AND THE PRODUCTIVE GENIUS OF

AMERICAN INDUSTRY, YOU COULD EVER SIGN UP FOR.

THE FREE MARKET PLACE AND THE FREE ENTERPRISE

SYSTEM IS THE AMERICAN CONSUMER'S BEST INSURANCE THAT WHAT

HE OR SHE BUYS WILL WORK, WILL LAST, AND WILL BE AT THE

BEST COMPETITIVE PRICE. WITH THE POSSIBLE EXCEPTION OF

WHEN BIG GOVERNMENT TRIES TO HELP.

THE FEDERAL GOVERNMENT HAS ONLY BEEN IN THE REGULATORY BUSINESS FOR ABOUT NINETY YEARS BUT IT HAS MORE THAN MADE UP FOR THIS RELATIVELY LATE START.

Mr. Davis

STARTING FROM POINT ZERO NOT QUITE A CENTURY AGO, THE

FEDERAL GOVERNMENT NOW EMPLOYS OVER 100,000 PEOPLE WHOSE

SOLE RESPONSIBILITY IS THE WRITING, REVIEWING AND ENFORCING

OF SOME TYPE OF REGULATION! ONE HUNDRED THOUSAND PEOPLE

WHOSE PRINCIPAL JOB IS TELLING YOU HOW TO DO YOUR JOB.

IT'S A BUREAUCRAT'S DREAM OF HEAVEN BUT IT'S A NIGHTMARE

FOR THOSE WHO HAVE TO BEAR THE BURDEN.

JUST TO LIST ALL OF THE RULES AND REGULATIONS

ESTABLISHED LAST YEAR REQUIRED 45,000 PAGES OF VERY SMALL

PRINT IN THE FEDERAL REGISTER.

I MOURN FOR THE TREES

THAT WERE FELLED IN AMERICA'S FORESTS TO MAKE THIS EXERCISE

IN GOVERNMENTAL NAGGING POSSIBLE.

FEDERAL REGULATION BEGAN WITH THE LOFTIEST OF

MOTIVES -- BUT THE NATURE OF REGULATORY BODIES IS TO REGULATE

EVEN WHEN PRUDENCE AND CHANGING CIRCUMSTANCE WOULD

INDICATE THEIR JOB IS OVER. IN MANY INDUSTRIES --

TRANSPORTATION, ENERGY, COMMUNICATION -- FEDERAL REGULATORY

COMMISSIONS HAVE VIRTUALLY RULED OUT COMPETITION.

WHAT WAS BEGUN AS A <u>PROTECTION FOR CONSUMERS NOW</u>
GUARANTEES THAT IN MANY CASES THEY WILL PAY PRICES HIGHER
THAN A FREE MARKET WOULD CALL FOR.

EVEN WORSE, THIS MULLIGAN STEW OF GOVERNMENT

RULES AND REGULATIONS -- ONE OFTEN CONFLICTING WITH ANOTHER --HAS CREATED A NIGHTMARE OF RED TAPE, PAPER SHUFFLING, AND

NEW HEIGHTS IN COUNTER-PRODUCTIVITY. I AM DETERMINED

THAT OUR NATION'S CONSUMERS AND BUSINESSMEN BE RELIEVED OF

THIS GRATUITIOUS BURDEN.

BUT REMEMBER, THESE REGULATIONS AND REGULATORY

BODIES ARE THE CREATION OF CONGRESS. THEY ARE MANDATED

BY LAW. AS PRESIDENT, I CAN PROPOSE, I CAN URGE,

I CAN NEEDLE - BUT IT IS ONLY THE CONGRESS THAT CAN ACT.

THE REGULATORY REFORM LEGISLATION I PROPOSE

WILL SEEK TO ELIMINATE THE OBSOLETE, THE UNNECESSARY, THE

IMPRACTICAL, AND THE IMPOSSIBLE. LET'S RETAIN WHAT IS

TRULY HELPFUL AND REQUIRED IN FEDERAL REGULATIONS.

LET'S GET RID OF THE REST -- AND SOON!

IF I HAD TO CAPSULIZE MY VIEWS ON GOVERNMENT,

IT WOULD BE SIMPLY THIS: BIGGER IS NOT NECESSARILY BETTER.

INDEED, BIGGER IS OFTEN THE REASON IT ISN'T BETTER.

IN MY TWENTY-SIX YEARS IN WASHINGTON, I HAVE
SEEN FIRST HAND THE ASTONISHING GROWTH OF THE FEDERAL
GOVERNMENT'S INVOLVEMENT IN OUR LIVES.

FEW MILLION DOLLARS THAT ARE NOW INSTITUTIONALIZED AND WHOSE EXISTENCE IS UNQUESTIONED AS THEIR BUDGETS CLIMB INTO THE BILLIONS. YES, I HAVE SEEN MANY FEDERAL PROGRAMS AND AGENCIES AND DEPARTMENTS BEGUN. I HAVE SEEN VERY FEW ENDED.

THERE IS A SPIRIT HERE IN CALIFORNIA THAT HAS ITS

ROOTS IN THE CHARACTER OF THE PIONEERS WHO FIRST SETTLED HERE.

IT IS A SPIRIT OF FIERCE INDEPENDENCE AND SELF-RELIANCE.

IT IS A ZEST FOR INNOVATION AND IMAGINATION. IT IS

ESSENTIALLY THE SPIRIT OF AMERICA -- THE SPIRIT OF 1776,

1876 1976 AND THE YEARS BEYOND.

AMERICANS WHO HAVE OVERCOME THE TOWERING OBSTACLES

OF THE PAST, NEED FEAR NO PROBLEMS IN THE FUTURE IF WE ARE FREE
TO UTILIZE OUR FULL POTENTIAL.

WE CAN GET THE AMERICAN

ECONOMY OFF THE ROLLER COASTER OF BOOM AND BUST CYCLES --

AND INTO A SUSTAINED AND SUSTAINABLE PATTERN OF GROWTH&

WE CAN CREATE JOBS FOR ALL WHO WANT THEM AND INCOMES FOR ALL

WHO NEED THEM. WE CAN LIVE THE FUTURE OUR FOREFATHERS

DREAMED FOR US.

HELP ME - HELP YOUR REPRESENTATIVES IN THE CONGRESS - FREE THE FREE ENTERPRISE SYSTEM.

GIVE AMERICA THE MEANS AND AMERICANS WILL FIND THE WAYS.

THANK YOU VERY MUCH.

END OF TEXT

THE PRESIDENT HAS SEEN....

CLEARANCE FORM FOR PRESIDENTIAL SPEECH MATERIAL

TO:		THE PRESIDENT
VLA	:	ROBERT HARTMANN
FRO	OM:	PAUL A. THEIS
SUE	BJECT:	Remarks to the 1975 Sacramento Host
		Breakfast
TIME, DATE AND PLACE OF PRESIDENTIAL USE:		
7 a.m., Friday, September 5, 1975, Sacramento, Calif.		
SPEECHWRITER: Orben		
EDITED BY: Theis		
BASIC RESEARCH/SPEECH MATERIAL SUPPLIED BY:		
Scheduling, Research and Sacramento Host Breakfast Comm.		
CLEARED BY (Please initial):		
(X)	OPERATIO	NS (Rumsfeld)
		ONAL/PUBLIC LIAISON (Marsh)
(X)	PRESS (Nessen) W. Greener	
()	LEGAL (Bu	chen)
		POLICY BOARD (Seidman)
(X)	OFFICE OF	MANAGEMENT AND BUDGET (Lynn) I fue for
()	DOMESTIC	COUNCIL (Cannon)
		SECURITY COUNCIL (Scowcroft)
(X)	RESEARCH (Waldron) $\not\prec \omega$	
('	MARGITA V	WHITE (FYI)
		ESOURCES COUNCIL (Zarb)
		F ECONOMIC ADVISERS (Greenspan)
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