#### The original documents are located in Box 18, "10/15/75 - Talking Points: National Association of Food Chains' Executives' Annual Meetings" of the President's Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.

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#### THE PRESIDENT HAS SEEN .....

#### TALKING POINTS

#### NATIONAL ASSOCIATION OF FOOD CHAINS'

#### EXECUTIVES' ANNUAL MEETING

WEDNESDAY, OCTOBER 15, 1975

- 1 - THE PRESIDENT HAS SEEN .....

THANK YOU VERY MUCH FOR YOUR INVITATION TO JOIN YOU

TODAY -- AND IN THE SPIRIT OF THE EXPRESS CHECK-OUT LINE,

I WILL DO SOMETHING THAT IS VERY DIFFICULT FOR ANYONE IN POLITICS:

I WILL TRY TO LIMIT MY REMARKS TO EIGHT ITEMS OR LESS.

## I KNOW THAT YOU HAVE A FULL SCHEDULE, AND I FIND

THAT MY OWN TIME IS VERY LIMITED AS WELL. IN ADDITION TO A

NUMBER OF MEETINGS WITH MEMBERS OF THE CABINET, THE CONGRESS

AND THE PRESS -- I STILL HAVE TO GET ESTIMATES FROM THREE

DIFFERENT BODY AND FENDER REPAIR SHOPS.

# 2. I AM DELIGHTED TO BE HERE WITH THE MEN AND

# WOMEN WHO COMPETE IN OUR DAILY MARKETPLACE. THIS IS

WHERE THE NEW IDEAS, TECHNIQUES AND INNOVATION OF AMERICAN

#### BUSINESS AND INDUSTRY TAKES PLACE.

THE AMERICAN MARKETPLACE -- YOUR MARKETPLACE -- LITERALLY

CHANGES BY THE DAY, WEEK AND MONTH. I COMMEND YOUR

EFFORTS TO STAY AHEAD OF THE MARKET.

3. AS YOU KNOW, MANY OF THE INNOVATIONS YOU

HAVE DEVELOPED ARE IMITATED ABROAD -- FOR INSTANCE,

YOUR IMAGINATIVE MARKETING METHODS WHICH I OBSERVED IN

USE WHEN I VISITED YUGOSLAVIA SOME TIME AGO.

#### AMERICAN INGENUITY OBVIOUSLY HAS A READY MARKET -- BOTH

AT HOME AND ABROAD -- AND IT ALWAYS WILL HAVE.

#### 4. NOT ALL AMERICANS ARE AWARE OF THE

#### EXTRAORDINARY COMPETITION THAT CHARACTERIZES YOUR INDUSTRY

#### TODAY -- COMPETITION IN EVERY FACET OF YOUR ACTIVITIES.

THOSE OF YOU WHO ARE COMPETING EFFECTIVELY STRIVE AS NEVER

BEFORE FOR COST EFFICIENCY IN TRANSPORTATION, WAREHOUSING

AND LABOR.

# YOU ARE CUTTING COSTS TO HOLD THE LINE ON PRICES. KEEP

IT UP -- WE NEED THAT KIND OF EFFORT TO KEEP THE COST OF

LIVING IN LINE.



5. I HAVE ALREADY DRAWN THE LINE ON FEDERAL SPENDING.

# I HAVE PROPOSED A 28 BILLION DOLLAR PERMANENT TAX CUT FOR ALL

# AMERICANS AND A MATCHING CUT IN FEDERAL SPENDING GROWTH.

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THE TWO ARE INSEPARABLE. I CALL IT FISCAL RESPONSIBILITY.

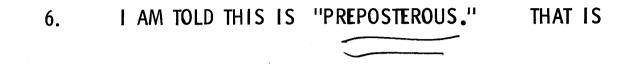
SOME OF YOU MIGHT CALL IT PRICE AND PRIDE. SOARING

GOVERNMENT SPENDING MUST STOP.

#### THE GOVERNMENT CANNOT TAKE MORE AND MORE AND EXPECT YOU

AND THE AMERICAN PEOPLE TO LIVE AND OPERATE ON LESS AND

LESS.



ONE CHARACTERIZATION I HAVE HEARD FROM CAPITOL HILL. MY

ANSWER TO THAT CRITICISM IS THIS: I BELIEVE IT IS PREPOSTEROUS

FOR THE CONGRESS TO EXPECT THE AMERICAN PEOPLE TO CONTINUE TO

PAY AND PAY IN HIGH TAXES FOR PROGRAMS TOO OFTEN OF LITTLE OR

NO VALUE.

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## 7. I BELIEVE IN YOUR DYNAMISM. I BELIEVE IN

#### THE COMPETITION OF THE MARKETPLACE. THIS IS THE REAL

#### INFLATION-FIGHTER THAT WILL EVENTUALLY WIN THE BATTLE OF

## ECONOMIC RECOVERY -- NOT MORE GOVERNMENT SPENDING ON THE

ONE HAND AND MORE REGULATION ON THE OTHER.

I REJECT THIS APPROACH. AND AS MUCH AS POSSIBLE, I

WANT TO GET THE GOVERNMENT OFF YOUR BACK -- AND OUT OF

YOUR POCKETBOOK.

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# 8. I AM PARTICULARLY CONCERNED ABOUT THE

#### MOUNTAIN OF PAPERWORK DESCENDING ON YOU FROM THE FEDERAL

GOVERNMENT. ALTOGETHER, THERE ARE SOME 5,000 DIFFERENT

#### TYPES OF FORMS POURING OUT OF THE EXECUTIVE BRANCH.



# BUSINESSMEN AND OTHERS SPEND NEARLY 130 MILLION MAN HOURS TO

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## COMPLETE THESE FORMS EACH YEAR. A COMMISSION ON FEDERAL

# PAPERWORK HAS BEEN ESTABLISHED AND ITS MISSION IS TO REVIEW

AND REJECT AS MANY OF THESE TIME-WASTERS AS POSSIBLE.

9. AT THE SAME TIME, I AM WORKING TO ELIMINATE

# OR SUBSTANTIALLY REVISE THE OUTDATED REGULATIONS OF

#### GOVERNMENT WHICH OVER-CONTROL AND OVER-REGULATE AMERICAN

BUSINESS. TOO OFTEN IN THE PAST, GOVERNMENT HAS STIFLED

COMPETITION IN THE NAME OF ECONOMIC REGULATION -- TO THE

DETRIMENT OF THE CONSUMER.

#### I HAVE ASKED CONGRESS TO WORK WITH ME IN REFORM OF THIS

REGULATORY PROCESS -- A JOB CONGRESS FINDS HARD TO TAKE

ON. IF YOU ARE AS CONCERNED AS I AM ABOUT THIS PROBLEM,

LET YOUR REPRESENTATIVE IN CONGRESS KNOW HOW YOU FEEL.

# 10. AS I AM SURE YOU HAVE NOTICED, A BROAD

## BUSINESS UPSWING IS UNDERWAY. INDUSTRIAL PRODUCTION,

RETAIL SALES AND EMPLOYMENT -- ALL ARE ON THE RISE.

OUR FARM CROP OUTLOOK IS EXCELLENT.

# NOW WE NEED A CONTINUED SURGE IN CONSUMER CONFIDENCE AND

# THE COUNTRY WILL BE WELL ON THE WAY TO RECOVERY. YOU CAN

HELP PROVIDE THAT CONFIDENCE.

END OF TEXT