

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

~~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.

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.

6. I AM TOLD THIS IS "PREPOSTEROUS." THAT IS
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.

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.

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
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