

The original documents are located in Box 21, “1/16/76 - Taping: National Association of Home Builders” of the President’s Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.

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THE PRESIDENT HAS SEEN . . .

TAPING BY THE PRESIDENT

NATIONAL ASSOCIATION OF HOME BUILDERS

FRIDAY, JANUARY 16, 1976

I AM DELIGHTED TO GREET YOU AS YOU ASSEMBLE
FOR THE 32ND ANNUAL CONVENTION OF THE NATIONAL ASSOCIATION
OF HOME BUILDERS. I DEEPLY REGRET NOT BEING ABLE TO
BE WITH YOU IN PERSON. BUT I DO APPRECIATE THE
OPPORTUNITY TO USE THIS MEANS OF TALKING TO YOU WHO
REPRESENT YOUR APPROXIMATELY 77,000 MEMEBERS.

AS OUR NATION ENTERS ITS 200TH YEAR, ITS HOPES
AND EXPECTATIONS RIDE TO A VERY GREAT EXTENT ON THE VISION,
THE IMAGINATION AND THE GOOD WILL OF THE NATION'S BUILDERS•

BY YOUR LEADERSHIP AND EXAMPLE, YOU NOT ONLY DESIGN AND
CONSTRUCT THE HOMES IN WHICH OUR PEOPLE LIVE -- YOU RENEW
THEIR FAITH IN THIS NATION'S SYSTEM OF FREE ENTERPRISE•

YOU KEEP ALIVE AMERICA'S OLDEST AND MOST CHERISHED DREAM:
THE REALISTIC HOPE OF HOME OWNERSHIP• BECAUSE OF THIS,

YOU ARE, PERHAPS, CLOSER TO THE HEART OF THE AMERICAN FAMILY
THAN ANY OF OUR OTHER GREAT INSTITUTIONS•

I NEED HARDLY TELL YOU THAT OUR NATION IS EMERGING

ONLY NOW FROM AN ECONOMIC CRISIS IN WHICH A LONG

INFLATIONARY SPIRAL -- COUPLED WITH A PAINFUL RECESSION --

COMBINED TO CLOSE DOWN, OR CURTAIL, MANY BUSINESS

OPERATIONS. BECAUSE YOUR INDUSTRY IS CENTRAL TO THE

ECONOMIC WELL-BEING OF AMERICA, YOU HAVE SUFFERED ONE

OF THE ROUGHEST TIMES IN HOME BUILDING'S RECENT HISTORY.

YOU HAVE WEATHERED THE WORST OF THE STORM.

YOU CAN NOW SEE AHEAD A BETTER YEAR IN 1976. THAT SAYS

A GREAT DEAL FOR THE THE SPIRIT AND STRENGTH OF YOUR INDUSTRY --

AND IT SAYS VOLUMES FOR OUR NATION.

THE BRIGHT SIGNS OF UPTURN THAT ARE EVIDENT

IN ALL SECTORS OF THE AMERICAN ECONOMY TODAY ARE A TRIBUTE

TO YOU - AND TO ALL INDUSTRY. YOU ARE TO BE COMMENDED

FOR HOLDING THE LINE AGAINST AN INFLATIONARY FORCE

THAT THREATENED OUR ECONOMIC SURVIVAL. YOU OVERCAME

THE AGGRAVATING PROBLEMS OF THE IMMEDIATE PAST --

THE UPS AND DOWNS OF THE MARKET AND THE TIGHTNESS

OF MORTGAGE MONEY.

AS WE LOOK AHEAD, I CAN ASSURE YOU THAT

MY ENTIRE ECONOMIC PROGRAM IS DESIGNED TO PROVIDE THE

NECESSARY ECONOMIC STABILITY FOR AMERICAN INDUSTRY.

AND A KEY PART OF THAT PROGRAM IS TO CONTINUE TO SEEK

WAYS TO INSULATE THE HOUSING INDUSTRY FROM THOSE JAGGED

PEAKS AND VALLEYS THAT HAVE HURT IT SO DEEPLY.

LET ME EMPHASIZE: ~~THE UNITED STATES GOVERNMENT~~

DOES HAVE A ROLE IN HELPING THE HOUSING INDUSTRY MAKE

A FULL RECOVERY. YOU NEED IT. THE AMERICAN PEOPLE

NEED IT.

THAT ASSISTANCE WILL CONTINUE AS, WHEN AND
WHERE NEEDED, AS WE HAVE SHOWN OVER THE PAST YEAR,
AND AS EVIDENCED JUST THIS MONTH BY OUR RELEASE OF THREE
BILLION DOLLARS IN ADDITIONAL "GINNY MAE" TANDEM
MORTGAGE SUPPORT•

I INTEND TO BE RESPONSIVE TO THE NEEDS OF YOUR

INDUSTRY. SO DOES ONE OF YOUR GREATEST ADVOCATES,

SECRETARY CARLA HILLS.

THANK YOU FOR THIS OPPORTUNITY TO SHARE MY
THOUGHTS WITH YOU. MY CONGRATULATIONS TO
MICKEY NORMAN FOR HIS GREAT LEADERSHIP DURING A VERY
CRITICAL YEAR. MY SINCERE BEST WISHES TO JOHN HART
AS HE SHOULDERS THE WHEEL OF PRESIDENTIAL RESPONSIBILITY.

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