

**The original documents are located in Box 27, “4/2/76 - Remarks to the Wisconsin Association of Manufacturers and Commerce, Milwaukee, Wisconsin” of the President’s Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.**

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THE PRESIDENT HAS SEEN . . .

REMARKS TO WISCONSIN ASSOCIATION OF

MANUFACTURERS AND COMMERCE,

MILWAUKEE, WISCONSIN

FRIDAY, APRIL 2, 1976

ACKNOWLEDGEMENTS

WISCONSIN ASSOCIATION OF MANUFACTURERS AND COMMERCE

THANK YOU, ORVILLE.

(Orville Mertz is Chairman of the  
WAM&C)

PAUL HASSETT

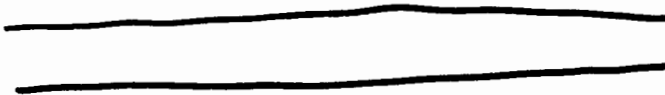
(President, WAM&C)

CONGRESSMAN BILL STEIGER

GOVERNOR WARREN KNOWLES

MEMBERS AND GUESTS OF THE WISCONSIN ASSOCIATION  
OF MANUFACTURERS AND COMMERCE

I AM VERY HAPPY TO BE HERE THIS AFTERNOON WITH  
THE WISCONSIN ASSOCIATION OF MANUFACTURERS AND COMMERCE.  
YOU AND YOUR ORGANIZATION REPRESENT THE FORCES OF BUSINESS  
AND INDUSTRY THAT HAVE CONTRIBUTED SO MUCH, NOT JUST TO THE  
WELL-BEING OF THIS GREAT STATE, BUT TO THE WELL-BEING AND  
PROSPERITY OF ALL THE UNITED STATES AND OF ALL AMERICANS.



LET ME TAKE THIS OPPORTUNITY TO SAY HOW IT

SADDENED ME TO HEAR OF THE DEATH OF WISCONSIN'S DISTINGUISHED

EX-GOVERNOR, WALTER J. KOHLER. MR. KOHLER WAS A MAN

WHO WORKED HARD AND ACHIEVED MUCH IN BOTH PUBLIC SERVICE

AND PRIVATE ENTERPRISE, AND I BELIEVE HE SET AN EXAMPLE

FOR ALL OF US TO FOLLOW.

\_\_\_\_\_  
\_\_\_\_\_

I LOOK FORWARD TO ANSWERING SOME OF YOUR

QUESTIONS -- BUT FIRST, LET ME MAKE A FEW BRIEF REMARKS.

AS I'M SURE YOU KNOW, WE HAVE HAD QUITE A BIT OF GOOD NEWS ABOUT OUR ECONOMY RECENTLY. TODAY THE RATE OF INFLATION IS ONLY HALF OF WHAT IT WAS IN 1974, AND WE'VE WON BACK ALL THE JOBS THAT HAD BEEN LOST TO THE RECESSION.

*Unemployment 8.9*  
*Jobs 7.5*  
*96.7*  
*2,600,000 - increase*  
*395,000 March 1975*  
*all time high*

*In addition*

JUST LAST WEEK, WE SAW THE FOURTH CONSECUTIVE

MONTHLY INCREASE IN OUR INDEX OF LEADING ECONOMIC INDICATORS•

*and the facts*

THE STATISTICS <sup>↑</sup> SHOW THAT OUR ECONOMY IS WELL

ON ITS WAY TO A FULL RECOVERY - AND WE'RE GOING TO KEEP

IT MOVING THAT WAY•

HERE'S HOW I SEE THE GOOD NEWS FROM THE

PERSPECTIVE OF THE OVAL OFFICE•

I THINK THE STORY BEHIND THOSE STATISTICS IS EVERY

BIT AS ENCOURAGING AS THE FIGURES THEMSELVES. IT IS THE

STORY OF A STRONG REVIVAL IN AMERICA'S CONFIDENCE.

NOT ONLY ARE THINGS GETTING BETTER -- THE AMERICAN PEOPLE

KNOW THINGS ARE GETTING BETTER, AND THEY ARE ACTING ON

THAT KNOWLEDGE.



THE STATISTICS SAY REAL INCOME IS RISING•

TO AMERICAN CONSUMERS, THAT MEANS THEY HAVE GOTTEN OFF THE  
TREADMILL OF INFLATION AND ARE MAKING REAL PROGRESS•

THE FIGURES SAY UNEMPLOYMENT AND THE LAY-OFF

RATE ARE DOWN, / WAY DOWN• TO AMERICAN WORKERS, THAT

MEANS THAT INSTEAD OF HAVING TO WORRY ABOUT TOMORROW

THEY CAN LOOK FORWARD TO IT•

THE FIGURES SAY RETAIL SALES, HOUSING STARTS,

AND NEW ORDERS RECEIVED BY MANUFACTURERS ARE UP•

TO AMERICAN BUSINESSMEN LIKE YOURSELVES, THAT MEANS NEW

BUSINESSES CAN BE STARTED, AND CURRENT BUSINESSES EXPANDED

AND IMPROVED•

THE STATISTICS ARE GOOD -- BUT THE UNITED STATES  
OF AMERICA ISN'T COMPOSED OF STATISTICS -- IT'S COMPOSED  
OF PEOPLE. AND WHEN THOSE PEOPLE FEEL GOOD ABOUT WHERE  
THEY ARE GOING -- AS THEY DO NOW -- THEN THIS COUNTRY  
IS CLEARLY HEADED IN THE RIGHT DIRECTION.

THE AMERICAN PEOPLE ARE SHOWING THEIR FAITH

AND CONFIDENCE IN THE SOUND AND STEADY LONG-TERM POLICIES

WE HAVE PROPOSED AND WE HAVE FOLLOWED•

WE'RE GOING TO KEEP UP THOSE REALISTIC POLICIES

FOR HEALTHY, NON-INFLATIONARY GROWTH•

WE'RE NOT GOING TO BE THROWN OFF THE TRACK.

I PROMISE YOU WE'RE NOT GOING TO RISK THE PROGRESS WE'VE

ALREADY MADE / BY GIVING WAY TO THE RENEWED ONSLAUGHT OF

THE BIG SPENDERS IN THE CONGRESS IN AN ELECTION YEAR.

I'VE ALREADY VETOED 46 BILLS -- THEY TELL ME

THAT'S A RECORD. AND THE CONGRESS SUSTAINED 39 OF

THOSE VETOES, SAVING YOU AND ALL AMERICAN TAXPAYERS

13 BILLION DOLLARS.

OUR FIGHT TO HOLD DOWN FEDERAL SPENDING HAS BEEN

COUPLED WITH MAJOR TAX CUTS, TO PUT MORE MONEY BACK INTO

THE HANDS OF THE AMERICAN CONSUMER. AND MY

ADMINISTRATION HAS TAKEN OTHER STEPS AS WELL, STEPS AIMED

AT ENCOURAGING THE BUSINESS INVESTMENT THAT WILL BE SO VITAL

TO OUR ECONOMIC FUTURE.

IN ADDITION TO SUBSTANTIAL PERSONAL INCOME TAX

REDUCTIONS, I HAVE URGED THE CONGRESS TO LOWER THE CORPORATE

TAX RATE FROM 48 PERCENT TO 46 PERCENT. I HAVE ALSO

PROPOSED PHASING OUT THE DOUBLE TAXATION OF DIVIDENDS,

BROADENING STOCK OWNERSHIP, AND EASING THE BURDEN OF ESTATE

TAXES ON SMALL PRIVATE BUSINESSES AND FARMS.



ONE ISSUE THAT ESPECIALLY CONCERNS ME IS THE

EXCESSIVE FEDERAL PAPERWORK REQUIRED OF THE AMERICAN PEOPLE

AND THE AMERICAN BUSINESS COMMUNITY. ON MARCH FIRST,

I SENT A LETTER TO THE HEADS OF ALL FEDERAL AGENCIES AND

DEPARTMENTS, DIRECTING THEM TO REDUCE THE NUMBER OF REPORTS

WHICH COLLECT INFORMATION FROM THE PUBLIC / BY AT LEAST

10 PERCENT BY JUNE 30th.

I TOLD THEM I EXPECT PROMPT RESULTS -- AND

I MEAN IT. I'M HAPPY TO REPORT THAT EVEN BEFORE I SENT

THAT LETTER, WE HAD ALREADY ACHIEVED A NET REDUCTION OF

108 FEDERAL FORMS. THIS IS GOING TO BE A CONTINUING

PROGRAM UNDER MY ADMINISTRATION -- BECAUSE WHAT AMERICA

NEEDS IS PRODUCTIVITY, / NOT PAPERWORK.

NEXT THURSDAY I WILL BE MEETING WITH THE HEADS  
OF THE INDEPENDENT REGULATORY AGENCIES, AND I'M GOING TO  
ASK THEM FOR THEIR COOPERATION AS WELL. IN ADDITION TO  
REDUCING PAPERWORK, WE'RE GOING TO KEEP ON WORKING TO  
LIGHTEN THE BURDEN OF FEDERAL REGULATION, AND TO MAKE  
SURE THAT THE RULES ARE APPLIED FAIRLY AND UNIFORMLY.

REGULATION IS MEANT TO BE IN THE PUBLIC INTEREST.

BUT HAM-STRINGING BUSINESS, \ TYING IT UP IN KNOTS OF RED TAPE

HAS NEVER BEEN IN THE INTEREST OF THE AMERICAN PUBLIC --

AND NEVER WILL BE.

WE'RE GOING TO DO EVERYTHING WE CAN TO KEEP

AMERICA'S GREAT FREE ENTERPRISE SYSTEM STRONG AND HEALTHY•

WE'RE OFF TO A GOOD START IN 1976 -- AND WE'RE GOING TO KEEP

UP THE PACE•

NOW I WILL BE HAPPY TO ANSWER YOUR QUESTIONS•

END OF TEXT