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38TH ANNUAL MEETING OF THE MOBILE HOMES  
MANUFACTURERS ASSOCIATION, WASHINGTON HILTON  
HOTEL, 12:00 NOON, MARCH 28, 1974

I VALUE THIS OPPORTUNITY TO ADDRESS  
THE 38TH ANNUAL MEETING OF THE MOBILE HOMES  
MANUFACTURERS ASSOCIATION AND WOULD LIKE TO  
EXPRESS APPRECIATION TO YOUR PRESIDENT,  
JOHN MARTIN, FOR HIS KIND INVITATION.



IT IS A PLEASURE TO WELCOME TO  
WASHINGTON THE MANY MANUFACTURERS AND  
SUPPLIERS WHO HAVE MADE THE MOBILE HOME  
INDUSTRY SUCH AN ASSET TO THE AMERICAN  
ECONOMY.



OFFICIALS OF THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT TELL ME THAT AN ELEMENT OF MYSTERY IS INVOLVED IN YOUR BUSINESS. IT SEEMS THAT PEOPLE FALL SO MUCH IN LOVE WITH THE MOBILE HOMES PROVIDED THEM AS TEMPORARY HOUSING FOLLOWING FLOODS AND HURRICANES THAT-- AFTER THE EMERGENCY PASSES -- SOME OF THE MOBILE HOMES SIMPLY DISAPPEAR.



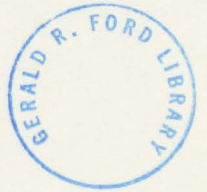
MOBILE HOME DWELLERS LIKED THEIR NEW LIFE-  
STYLE SO MUCH THAT MANY INSISTED ON BUYING  
THE GOVERNMENT-SUPPLIED UNITS THEY OCCUPIED.  
SPECIAL LOANS WERE ARRANGED. PERHAPS YOUR  
ASSOCIATION SHOULD PAY THE GOVERNMENT A  
COMMISSION FOR DEMONSTRATION AND SALES.



IT IS A TRAGEDY WHEN DISASTER STRIKES AND DEPRIVES PEOPLE OF THEIR HOMES. BUT IT IS REASSURING TO KNOW THAT SOME VICTIMS OF THE PENNSYLVANIA FLOODS OF TWO YEARS AGO HAVE BECOME SO ADJUSTED TO TEMPORARY MOBILE HOUSING THAT THEY HAVE REALLY ACCEPTED THE TRANSITION. THIS SPEAKS WELL FOR THE AMERICAN SPIRIT OF ADVENTURE, COURAGE, OPENNESS TO CHANGE, AND ADAPTABILITY ENABLING A COMEBACK FROM ADVERSE CIRCUMSTANCES.



IT ALSO COMMENDS THE INITIATIVE AND INNOVATION  
OF YOUR INDUSTRY WHICH IN A FEW SHORT YEARS  
MADE ITSELF SUCH AN INTEGRAL PART OF THE  
AMERICAN WAY OF LIFE.



MOBILE HOMES NOW HOUSE EIGHT MILLION PEOPLE THROUGHOUT AMERICA. THEY ARE BECOMING SHINING BEACONS OF HOPE TO MANY WHO CANNOT AFFORD CONVENTIONAL HOUSING. LAST YEAR WHEN HOUSING STARTS WERE DECLINING, THE ADMINISTRATION NOTED THAT MOBILE HOME MANUFACTURERS SHIPPED A RECORD 579,960 UNITS AT AN ESTIMATED RETAIL VALUE OF \$4.5 BILLION. ONLY TEN YEARS PREVIOUSLY, THE TOTAL MOBILE HOMES PRODUCED CAME TO **150,000**. YOUR INDUSTRY IS ALIVE AND WELL.





MOBILE HOMES NOW CONSTITUTE 80% OF THE SALES OF SINGLE FAMILY HOMES UNDER \$20,000. YOU ARE MAKING A VITAL CONTRIBUTION TO OUR EFFORT TO PROVIDE SUITABLE HOUSING AT PRICES PEOPLE CAN AFFORD. THE AVERAGE COST OF A MOBILE HOME IN 1973 WAS \$7,780. THIS CONTRASTS WITH THE GENERAL PRICE RISE IN OTHER HOUSING. TRADITIONAL HOMES ARE BEYOND THE MEANS OF ALL TOO MANY.



I FEEL A SPECIAL KINSHIP WITH YOUR INDUSTRY BECAUSE OF THE MANY YEARS I REPRESENTED THE GRAND RAPIDS AREA IN THE CONGRESS. MY DISTRICT INCLUDED PIONEERS OF MOBILE HOME PROGRESS. GRAND RAPIDS BANKS PROVIDED FINANCIAL ASSISTANCE AS EARLY AS THE LATE 1930'S. TODAY I AM VERY PLEASED THAT THE INDUSTRY GENERATES NEW ENERGY AND INITIATIVES AND THAT YOU ARE SO ABLY REPRESENTED IN WASHINGTON BY YOUR ASSOCIATION.



YOU ARE PUTTING MANY LOW AND MODERATE INCOME FAMILIES INTO SAFE, CLEAN AND MODERN HOMES. THIS IS A GREAT SERVICE TO THE CONSUMER AS WELL AS TO THE FREE ENTERPRISE SYSTEM.



YOU ARE ASSUMING THE RESPONSIBILITIES THAT ACCOMPANY THE STATUS YOU HAVE ACHIEVED. THESE RESPONSIBILITIES INCLUDE YOUR COMMITMENT TO BETTER QUALITY CONTROL, YOUR DETERMINATION TO ELIMINATE SAFETY HAZARDS, AND YOUR EFFORTS TO ACHIEVE CONSTRUCTION STANDARDS THAT WILL BE NATIONALLY RECOGNIZED.



YOU DESERVE CREDIT FOR YOUR WORK WITH FEDERAL AGENCIES TO COMBAT FIRE RISK AND TO OTHERWISE IMPROVE YOUR PRODUCT. AND I REFER SPECIFICALLY TO THE MHMA IN TERMS OF THE BETTER BUSINESS PRACTICES I HAVE CITED. YOU ARE ACCEPTING THE CHALLENGE BY STANDING BEHIND YOUR PRODUCT.



LET US NOW LOOK AT THE FUTURE. BY 1976 YOU WILL BE ABLE TO PRODUCE ONE MILLION MOBILE HOMES A YEAR. NEW USES WILL BE FOUND. BEYOND THE REALM OF INEXPENSIVE HOUSING, WE CAN SEE CONSTRUCTION SITES FOR NEW INDUSTRIAL UNDERTAKINGS. A DRAMATIC NEW SCENARIO IS PROJECT INDEPENDENCE WHICH WILL MAKE US SELF-SUFFICIENT IN ENERGY BY THE 1980'S. WE CAN SEE TEMPORARY VILLAGES IN THE WEST, CLUSTERED ABOUT CENTERS WHERE WE EXTRACT OIL FROM SHALE. WE CAN SEE MOBILE HOMES, PORTABLE SCHOOL ROOMS, EVEN MOBILE MEDICAL DISPENSARIES.



YOU ARE ANTICIPATING ENERGY NEEDS. AS OF JANUARY 1, INSULATION REQUIREMENTS WERE DOUBLED ON MOBILE HOMES. YOUR USE OF SO MUCH SHEET ALUMINUM AND FIBRE GLASS MAKES YOU DEPENDENT UPON ENERGY-RELATED PRODUCTS.



I WAS ELATED TO LEARN OF YOUR EFFORTS TO APPLY SOLAR ENERGY TO THE HEATING AND COOLING OF MOBILE HOMES. INDEED, I UNDERSTAND THAT A SOLAR UNIT MAY BE DEMONSTRATED BEFORE THE END OF THIS YEAR. THIS WILL PROVIDE CHEAPER AND MORE EFFICIENT WAYS OF COOLING AND HEATING MOBILE HOMES IN CONFORMITY WITH THE SPIRIT AND AIMS OF THE ADMINISTRATION'S PROGRAM.





YOUR PIONEER WORK IN APPLYING SOLAR ENERGY TO MOBILE HOUSING AND YOUR COOPERATION WITH THE NATIONAL SCIENCE FOUNDATION PROVIDES ENCOURAGEMENT IN TERMS OF WHAT EACH INDUSTRY CAN DO TO COORDINATE ITS OWN UNIQUE ROLE IN THE CONTEXT OF OUR NATIONAL GOAL. AS YOU CONTINUE TO COORDINATE R. & D. ON SOLAR ENERGY WITH YOUR MEMBERS, YOU SHOULD BE AWARE THAT YOU ARE DOING MORE THAN FINDING NEW WAYS TO HEAT AND COOL MOBILE HOUSING UNITS. YOU ARE SERVING THE HIGHEST NATIONAL INTEREST.



THE RESPONSE OF THE AMERICAN PEOPLE TO ENERGY CONSERVATION MEASURES SURPASSED EXPECTATIONS. SO DID THE INGENUITY AND ADAPTABILITY OF OUR FREE ENTERPRISE SYSTEM. FOREIGN OBSERVERS CERTAINLY TOOK INTO ACCOUNT OUR AMERICAN DETERMINATION AND FLEXIBILITY WHEN THE DECISION WAS MADE THIS MONTH TO LIFT THE OIL EMBARGO.



NOW WE ARE ENTERING A POST-EMBARGO ENVIRONMENT. CONTINUED CONSERVATION IS CRITICAL TO OUR NEAR AND LONG-TERM EFFORTS TO BALANCE AMERICA'S ENERGY LEDGER. THE 5-MONTH OIL EMBARGO WAS AN OBJECT LESSON OF THE NEED TO SAFEGUARD THE SUPPLY-DEMAND MECHANISM.



WHEN THE ARAB OIL EMBARGO WAS ANNOUNCED LAST FALL, WE HEARD THE VOICES OF GLOOM AND DOOM. THEY TOLD US THAT WE WOULD FREEZE IN OUR HOMES, SUFFER POWER BLACKOUTS, ENCOUNTER A HALT IN THE ECONOMY WITH A GRIM DEPRESSION AND AN UNEMPLOYMENT RATE OF AS MUCH AS 10 PERCENT. THEY TOLD US TO IMPOSE GAS RATIONING WITHOUT DELAY TO AVERT PANIC.



WE DID NOT PANIC.

WE DID NOT FREEZE.

WE ARE NOT IN A DEPRESSION.

THE LIGHTS ARE ON.

GASOLINE IS AVAILABLE IN REASONABLE  
QUANTITIES.



WE MADE A POLICY DECISION LAST FALL. WE DECIDED TO PRESERVE JOBS AND ESSENTIAL SERVICES. WE CHOSE TO STOCK SUFFICIENT HEATING OIL. WE DID THIS AT THE EXPENSE OF NOT HAVING AS MUCH GASOLINE AS WE WOULD HAVE LIKED. WE TURNED BACK THERMOSTATS. BUT WE KEPT FACTORIES AND SCHOOLS OPEN.



AMERICA CHOSE BETWEEN UNEMPLOYMENT LINES AND GAS LINES. I AM PLEASED THAT WE MADE THE RIGHT CHOICE. WE GOT THROUGH THE WINTER WITH A MINIMUM OF SUFFERING.

SUPPOSE, FOR A MOMENT, THAT WE HAD GIVEN IN TO PANIC. A RUSH TO RATION WOULD NOW FIND US WITH A BUREAUCRATIC MONSTROSITY INVOLVING 17,000 EMPLOYEES AND COSTING \$1.5 BILLION A YEAR. NOT TO MENTION A BLACK MARKET IN GAS COUPONS.



WE SAVED THE JOBS OF AMERICAN WORKMEN.  
ONLY AN ESTIMATED ONE HALF OF ONE PERCENT  
LOST EMPLOYMENT BECAUSE OF THE ENERGY SITUA-  
TION. TODAY THERE ARE ACTUALLY MORE  
AMERICANS ON THE JOB THAN THERE WERE LAST  
NOVEMBER. UNEMPLOYMENT HAS HELD STEADY AT  
5.2 PERCENT FOR THE SECOND MONTH IN A ROW.





WE ARE CONTINUING TO TAKE STEPS TO ENSURE THAT ENERGY SUPPLIES ARE EQUALLY DISTRIBUTED. INVENTORY DECISIONS MUST BE CONSISTENT WITH MAINTENANCE OF CONTINGENCY SUPPLIES.



INSTEAD OF ALLOWING DEPENDENCE ON ARAB OIL IMPORTS TO GROW, WE MUST DEVELOP OUR OWN CAPACITY FOR ENERGY SELF-SUFFICIENCY. UNTIL WE ACHIEVE THIS GOAL, THE UNITED STATES WILL RISK POTENTIAL EMBARGOES AND PRICE INCREASES.

OUR OPTIONS ARE OBVIOUS. WE TAKE THE NECESSARY ACTIONS TO DEVELOP OUR NATURAL RESOURCES, OR WE SUBJECT OURSELVES TO THE CONTINUOUS POSSIBILITY OF ECONOMIC AND POLITICAL <sup>pressure</sup> ~~BLACKMAIL~~.



THE END OF THE EMBARGO MUST NOT MEAN  
AN END OF PROJECT INDEPENDENCE. INSTEAD,  
PROJECT INDEPENDENCE -- TO ACHIEVE ENERGY  
INDEPENDENCE IN THE 1980'S -- MUST NOW  
REALLY GET GOING.



LET US BEGIN BY RENEWING EFFORTS TO REDUCE DEMAND THROUGH CONSERVATION AND INCREASED ENERGY EFFICIENCY. IF THIS IS TO WORK, IT MUST BECOME A SORT OF CONSERVATION ETHIC -- A VOLUNTARY COMMITMENT THAT SPRINGS FROM THE NATURE OF AMERICAN PATRIOTISM.

SIMULTANEOUSLY, LET US INCREASE DEVELOPMENT OF ALL OUR DOMESTIC ENERGY RESOURCES.



THIS MEANS, IN THE SHORT TERM, SPEEDING UP DEVELOPMENT OF OIL AND NATURAL GAS IN ALASKA AND ON THE OUTER CONTINENTAL SHELF. IT MEANS BOOSTING COAL PRODUCTION AND COAL LIQUEFACTION AND GASIFICATION CAPACITY. IT MEANS DEVELOPING OIL SHALE RESERVES. IT MEANS EXPANSION OF GEOTHERMAL AND NUCLEAR POWER.



IT MEANS, IN THE LONG RUN, A NEW GENERATION OF ENERGY SOURCES --- BREEDER REACTORS, FUSION, AND SOLAR ENERGY.

NUCLEAR POWER TODAY PROVIDES ONLY ONE PERCENT OF OUR TOTAL ENERGY -- ABOUT THE SAME GENERATED BY BURNING FIREWOOD. SO LET'S GET ON WITH THE NUCLEAR JOB.



MOST OF THE \$10 BILLION BACKING  
PROJECT INDEPENDENCE -- WITH ITS FIVE YEARS  
OF RESEARCH AND DEVELOPMENT -- WOULD BRING  
OUR BEST TECHNOLOGY OUT OF THE LABORATORIES  
AND INTO THE MARKETPLACE. BUT THE PROJECT IS  
ALSO GOING TO REQUIRE MASSIVE NATIONAL  
COMMITMENT. WE HAVE TO FIND WAYS OF UNITING  
AMERICA AROUND THIS CAUSE. IT IS A CAUSE  
THAT CAN BE OUR SALVATION, NOT OUR DOOM.



THE WILL OF AMERICA IS BEING PUT TO  
THE TEST. I BELIEVE IN AMERICA. AND I  
BELIEVE THAT WE WILL MEET THE TEST.

WE WILL ORGANIZE THE MANPOWER, THE  
CAPITAL, THE SKILL AND THE RESOURCES.  
WE WILL PREVAIL.





THE FEDERAL GOVERNMENT MUST SERVE AS  
A CATALYST. WE MUST BRING TOGETHER INDUSTRY,  
LABOR, RESEARCH, AND ALL OF OUR GREAT  
INSTITUTIONS. BUT MOST OF ALL, WE MUST  
REMEMBER THAT THE REAL BOSS IS THE AMERICAN  
CITIZEN. WE GOVERN BY CONSENT OF THE  
GOVERNED.



ACCORDINGLY, I WOULD COUPLE PROJECT INDEPENDENCE WITH A NEW IDEA CALLED "PROJECT PROTECTION". PROJECT PROTECTION IS AN ACTION PLAN THAT TAKES INTO ACCOUNT THE IMPACT OF INCREASED DOMESTIC ENERGY AND AGRICULTURE PRODUCTION ON NATURAL RESOURCES AND LAND USE. ITS OBJECTIVE IS TO MAINTAIN A BALANCE BETWEEN PRESERVATION OF THE ECOLOGY AND RECREATIONAL USE ON ONE HAND, AND RESOURCE DEVELOPMENT ON THE OTHER.



I SUBMIT THAT PROJECT PROTECTION IS  
COMPATIBLE WITH PROJECT INDEPENDENCE.

WE HAVE THE WILL AND THE RESOURCES TO  
PERPETUATE THE AMERICAN WAY OF LIFE. AND WE  
HAVE THE LEADERSHIP. WHEN I SPEAK OF THE  
AMERICAN WAY OF LIFE, I DO NOT REFER TO THE  
AMERICAN WAY OF WASTE. I MEAN THE AMERICAN  
WAY OF CONSERVATION -- AND OF THE CONSECRATION  
OF OUR GREAT LAND AND ALL ITS RESOURCES.



THERE ARE LIMITS TO WHAT A GOVERNMENT CAN DO. THE PEOPLE ARE THE DOERS. THAT IS WHAT THE FREE ENTERPRISE SYSTEM IS ALL ABOUT. IT IS THE MOST EFFECTIVE VEHICLE FOR A JOURNEY THAT CAN BRING US ABUNDANT SOURCES OF CLEAN ENERGY AT A REASONABLE PRICE.



GOVERNMENT CAN ONLY PROVIDE THE  
CONDITIONS UNDER WHICH INDIVIDUALS CAN SOLVE  
THE PROBLEM. GOVERNMENT CAN INSPIRE.  
GOVERNMENT CAN UNIFY. GOVERNMENT CAN SHARE  
REVENUE WITH STATES AND LOCALITIES . BUT  
GOVERNMENT CANNOT REGIMENT AND DICTATE IF  
IT EXPECTS AMERICANS TO RISE TO NEW HEIGHTS.



YES, WE DID TEMPORARILY RUN SHORT OF GASOLINE. YES, WE DO HAVE TEMPORARY DISLOCATIONS AND SHORTAGES. BUT WE NEVER REALLY RAN SHORT OF AMERICAN INITIATIVE. OR COURAGE. OR RESOLVE. OR THE ABILITY TO SOLVE OUR PROBLEMS. I BELIEVE IN THIS COUNTRY. I LOVE THIS COUNTRY. SO, AGAIN, I THANK YOU FOR YOUR GREAT CONTRIBUTIONS TO OUR PROGRESS.

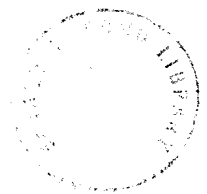


I SAY TO THE MANUFACTURERS OF MOBILE HOMES THAT WE ALL DWELL TOGETHER IN OUR NATIONAL HOME. IT IS EVEN A MOBILE HOME IN THE SENSE THAT AMERICA CAN MOVE AND CAN CHANGE.

LET'S WORK TOGETHER. I THANK YOU.



REMARKS BY VICE PRESIDENT GERALD R. FORD  
AT THE 38TH ANNUAL MEETING  
OF THE  
MOBILE HOMES MANUFACTURERS ASSOCIATION  
WASHINGTON HILTON HOTEL  
12 NOON, THURSDAY, MARCH 28, 1974



FOR RELEASE IN THURSDAY P.M.'S

I value this opportunity to address the 38th Annual Meeting of the Mobile Homes Manufacturers Association and would like to express appreciation to your president, John Martin, for his kind invitation.

It is a pleasure to welcome to Washington the many manufacturers and suppliers who have made the mobile home industry such an asset to the American economy.

Officials of the Department of Housing and Urban Development tell me that an element of mystery is involved in your business. It seems that people fall so much in love with the mobile homes provided them as temporary housing following floods and hurricanes that -- after the emergency passes -- some of the mobile homes simply disappear. Mobile home dwellers liked their new lifestyle so much that many insisted on buying the Government-supplied units they occupied. Special loans were arranged. Perhaps your association should pay the Government a commission for demonstration and sales.

It is a tragedy when disaster strikes and deprives people of their homes. But it is reassuring to know that some victims of the Pennsylvania floods of two years ago have become so adjusted to temporary mobile housing that they have really accepted the transition. This speaks well for the American spirit of adventure, courage, openness to change, and adaptability enabling a comeback from adverse circumstances. It also commends the initiative and innovation of your industry which in a few short years made itself such an integral part of the American way of life.

Mobile homes now house eight million people throughout America. They are becoming shining beacons of hope to many who cannot afford conventional housing. Last year, when housing starts were declining, the Administration noted that mobile home

(more)



manufacturers shipped a record 579,960 units at an estimated retail value of \$4.5 billion. Only ten years previously, the total mobile homes produced came to 150,000. Your industry is alive and well.

Mobile homes now constitute 80% of the sales of single family homes under \$20,000. You are making a vital contribution to our effort to provide suitable housing at prices people can afford. The average cost of a mobile home in 1973 was \$7,780. This contrasts with the general price rise in other housing. Traditional homes are beyond the means of all too many.

I feel a special kinship with your industry because of the many years I represented the Grand Rapids area in the Congress. My district included pioneers of mobile home progress. Grand Rapids banks provided financial assistance as early as the late 1930's. Today I am very pleased that the industry generates new energy and initiatives and that you are so ably represented in Washington by your association.

You are putting many low and moderate income families into safe, clean and modern homes. This is a great service to the consumer as well as to the free enterprise system.

You are assuming the responsibilities that accompany the status you have achieved. These responsibilities include your commitment to better quality control, your determination to eliminate safety hazards, and your efforts to achieve construction standards that will be nationally recognized. You deserve credit for your work with Federal agencies to combat fire risk and to otherwise improve your product. And I refer specifically to the MHMA in terms of the better business practices I have cited. You are accepting the challenge by standing behind your product.

Let us now look at the future. By 1976 you will be able to produce 1 million mobile homes a year. New uses will be found. Beyond the realm of inexpensive housing, we can see construction sites for new industrial undertakings. A dramatic new scenario is Project Independence which will make us self-sufficient in energy by the 1980's. We can see temporary villages in the West, clustered about centers where we extract oil from shale. We can see mobile homes, portable school rooms, even mobile medical dispensaries.

(more)

You are anticipating energy needs. As of January 1, insulation requirements were doubled on mobile homes. Your use of so much sheet aluminum and fiber glass makes you dependent upon energy-related products.

I was elated to learn of your efforts to apply solar energy to the heating and cooling of mobile homes. Indeed, I understand that a solar unit may be demonstrated before the end of this year. This will provide cheaper and more efficient ways of cooling and heating mobile homes in conformity with the spirit and aims of the Administration's program.

Your pioneer work in applying solar energy to mobile housing and your cooperation with the National Science Foundation provide encouragement in terms of what each industry can do to coordinate its own unique role in the context of our national goal. As you continue to coordinate R. & D. on solar energy with your members, you should be aware that you are doing more than finding new ways to heat and cool mobile housing units. You are serving the highest national interest.

The word "mobile" connotes dependence on energy. It is therefore fitting that we take this opportunity to look at the whole spectrum of the energy situation. You have already indicated awareness of how all of us will have to integrate economic and energy policy.

The response of the American people to energy conservation measures surpassed expectations. So did the ingenuity and adaptability of our free enterprise system. Foreign observers certainly took into account our American determination and flexibility when the decision was made this month to lift the oil embargo.

Now we are entering a post-embargo environment. Continued conservation is critical to our near and long-term efforts to balance America's energy ledger. The 5-month oil embargo was an object lesson of the need to safeguard the supply-demand mechanism.

When the Arab oil embargo was announced last fall, we heard the voices of gloom and doom. They told us that we would freeze in our homes, suffer power blackouts, encounter a halt in the economy with a grim depression and an unemployment rate of as much as 10 percent. They told us to impose gas rationing without delay to

(more)

avert panic.

We did not panic.

We did not freeze.

We are not in a depression.

The lights are on.

Gasoline is available in reasonable quantities.

We made a policy decision last fall. We decided to preserve jobs and essential services. We chose to stock sufficient heating oil. We did this at the expense of not having as much gasoline as we would have liked. We turned back thermostats. But we kept factories and schools open.

America chose between unemployment lines and gas lines. I am pleased that we made the right choice. We got through the winter with a minimum of suffering.

Suppose, for a moment, that we had given in to panic. A rush to ration would now find us with a bureaucratic monstrosity involving 17,000 employees and costing \$1.5 billion a year. Not to mention a black market in gas coupons.

We saved the jobs of American workmen. Only an estimated one half of one percent lost employment because of the energy situation. Today there are actually more Americans on the job than there were last November. Unemployment has held steady at 5.2 per cent for the second month in a row.

We are continuing to take steps to ensure that energy supplies are equally distributed. Inventory decisions must be consistent with maintenance of contingency supplies.

Instead of allowing dependence on Arab oil imports to grow, we must develop our own capacity for energy self-sufficiency. Until we achieve this goal, the United States will risk potential embargoes and price increases.

Our options are obvious. We take the necessary actions to develop our natural resources. Or we subject ourselves to the continuous possibility of economic and political ~~blackmail~~ <sup>pressure</sup>.

The end of the embargo must not mean an end of Project Independence. Instead, Project Independence -- to achieve energy independence in the 1980's -- must now really get going.

(more)

Let us begin by renewing efforts to reduce demand through conservation and increased energy efficiency. If this is to work, it must become a sort of conservation ethic -- a voluntary commitment that springs from the nature of American patriotism.

Simultaneously, let us increase development of all our domestic energy resources.

This means, in the short term, speeding up development of oil and natural gas in Alaska and on the Outer Continental Shelf. It means boosting coal production and coal liquefaction and gasification capacity. It means developing oil shale reserves. It means expansion of geothermal and nuclear power.

It means, in the long run, a new generation of energy sources -- breeder reactors, fusion, and solar energy.

Nuclear power today provides only one percent of our total energy -- about the same generated by burning firewood. So let's get on with the nuclear job.

Most of the \$10 billion backing Project Independence -- with its five years of research and development -- would bring our best technology out of the laboratories and into the marketplace. But the project is also going to require massive national commitment. We have to find ways of uniting America around this cause. It is a cause that can be our salvation, not our doom.

The will of America is being put to the test. I believe in America. And I believe that we will meet the test.

We will organize the manpower, the capital, the skill, and the resources. We will prevail.

The Federal Government must serve as a catalyst. We must bring together industry, labor, research, and all of our great institutions. But most of all, we must remember that the real boss is the American citizen. We govern by consent of the governed.

Accordingly, I would couple Project Independence with a new idea called "Project Protection." Project Protection is an action plan that takes into account the impact of increased domestic energy and agriculture production on natural resources and land use. Its objective is to maintain a balance between preservation of the ecology and recreational use on one hand, and resource development on the other.

(more)

I submit that Project Protection is compatible with Project Independence.

We have the will and the resources to perpetuate the American way of life. And we have the leadership. When I speak of the American way of life, I do not refer to the American way of waste. I mean the American way of conservation -- and of the consecration of our great land and all its resources.

There are limits to what a government can do. The people are the doers. That is what the free enterprise system is all about. It is the most effective vehicle for a journey that can bring us abundant sources of clean energy at a reasonable price.

Government can only provide the conditions under which individuals can solve the problem. Government can inspire, Government can unify. Government can share revenue with states and localities. But Government cannot regiment and dictate if it expects Americans to rise to new heights.

Yes, we did temporarily run short of gasoline. Yes, we do have temporary dislocations and shortages. But we never really ran short of American initiative. Or courage. Or resolve. Or the ability to solve our problems. I believe in this country. I love this country. So, again, I thank you for your great contributions to our progress.

I say to the manufacturers of mobile homes that we all dwell together in our national home. It is even a mobile home in the sense that America can move and can change.

Let's work together. I thank you.

# # #



REMARKS BY  
ADDRESS OF VICE PRESIDENT GERALD R. FORD  
AT THE 38TH ANNUAL MEETING OF THE MOBILE HOME MANUFACTURERS ASSN.

Washington Hilton Hotel  
12 noon, Monday, March 28, 1974



For Release on Thursday P.M.'s

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It is a pleasure to welcome to Washington the many manufacturers and suppliers who ~~so instrumental in making~~ <sup>have made</sup> the mobile home industry such an asset to the American economy.

Officials of the Department of Housing and Urban Development tell me that an element of mystery is involved in your business ~~even though we no longer associate mobile homes with gypsy caravans.~~ It seems that people fall so much in love with the mobile homes provided them as temporary housing following floods and hurricanes that --- after the emergency passes --- some of the mobile homes simply disappear.

~~Some~~ <sup>home</sup> mobile dwellers liked their new lifestyle so much ~~that~~ <sup>THAT MANY</sup> insisted on buying the ~~units they occupied.~~ <sup>Government-supplied</sup> Special loans were arranged. Perhaps your association should pay the Government a commission for demonstration and sales.

It is a tragedy when disaster strikes and deprives people of their homes. But <sup>it</sup> is reassuring to know that some victims of the Pennsylvania floods of two years ago have become so adjusted to temporary mobile housing that they <sup>REALLY</sup> have accepted the transition. This speaks well for the American spirit of adventure, courage, openness to change, and adaptability enabling a comeback

from adverse circumstances . It also commends the initiative and  
in a few short years  
innovation of your industry which ~~made itself~~ ~~XXXXXXXXXX~~  
such an integral part of the American way of life .



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~~They~~ are becoming shining beacons of hope to many who cannot afford  
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Administration noted that mobile home manufacturers shipped a record 579,960

units ~~at~~ at an estimated retail value of \$4.5 billion . Only ten years ~~ago~~

<sup>PREVIOUSLY,</sup> the total mobile homes produced, ~~in 1963~~ came to 150,000 .

Your industry is alive and well .

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<sup>GENERATES NEW ENERGY AND</sup> industry ~~is~~ initiatives and that you are so ably

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You are putting ~~many~~ many low and moderate income  
families into safe, clean and modern homes . This is a great service to

the consumer as well as the free enterprise system .

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~~I explained that~~ <sup>Y</sup> you are assuming the responsibilities that accompany the status you have achieved . These responsibilities include your commitment to better quality control , your determination to eliminate safety hazards , and your efforts to ~~XXXXXXXXXXXXXXXXXXXX~~ achieve construction standards ~~XXXXXXXXXXXXXXXXXXXX~~ ~~XXXXXXXXXXXXXXXXXXXX~~ that will be nationally recognized . You deserve credit for your work with Federal agencies to combat fire ~~XXXXXXXXXXXX~~ and to otherwise improve your product . And I refer specifically to the MHMA in terms of <sup>THE</sup> better business practices I have cited . You are accepting the challenge by standing behind your product .

Let us now look at the future . By 1976 you will be able to produce 1 million mobile homes a year . New uses will be found . Beyond the realm of inexpensive housing , we can see construction sites for new industrial undertakings . <sup>As a</sup> ~~XXXXXXXXXXXX~~ *dramatic new scenario is* Project Independence which will make us self-sufficient in energy by the 1980's . We can see temporary villages in the West , clustered about centers where we extract oil from shale . We can see mobile homes, portable school rooms, even mobile medical dispensaries .

You are anticipating energy needs . As of January 1, insulation requirements were doubled on mobile homes . Your use of <sup>so</sup> much sheet aluminum and fibre glass upon makes you dependent <sup>^</sup> on energy-related products . ~~I am consequently delighted to learn of your decision to ~~XXXXXX~~ solar energy research to seek ~~XXXXXX~~ cheaper and more efficient ways of cooling and heating mobile homes~~

~~The word "mobile " connotes dependence on energy. ~~XXXXXXXXXXXX~~ parked units draw from the same energy sources as traditional homes . It is therefore fitting that we look at the energy <sup>situation.</sup> ~~XXXXXXXXXXXX~~ . We will have to integrate economic and energy policy.~~





~~NOF YOUR EFFORTS TO APPLY~~

I was elated to learn that ~~announcement may soon be made of~~  
the ~~application of~~ solar energy to the heating and ~~and~~ cooling of mobile  
homes . Indeed, I understand that a solar unit may be demonstrated  
before the end of this year . This will provide cheaper and more efficient  
ways of cooling and heating mobile homes in conformity with the spirit and  
aims of the Administration's program .

Your pioneer work in ~~the~~ applying solar energy to mobile housing  
and your cooperation with the National Science Foundation provides encouragement  
in terms of what <sup>EACH</sup> industry can do to coordinate <sup>ITS OWN</sup> ~~a~~ unique role in the context of  
our national ~~objective~~ goal . As you continue to coordinate R. & D. on  
solar ener<sup>gy</sup> with your members, you should be aware that you <sup>are</sup> ~~are~~  
doing more than finding new ways to  
~~heat~~ heat and cool mobile housing units . You are serving ~~the~~ the highest  
national interest .

The word "mobile " connotes dependence on energy. It is therefore  
fitting that we take this opportunity to look at the whole spectrum of the energy  
situation . You have already indicated awareness of how all of us will have  
to integrate economic and energy policy .



The response of the American people to energy conservation measures surpassed expectations . So did the ingenuity and adaptability of ~~the American~~ <sup>OUR</sup> free enterprise system . Foreign observers certainly took into account <sup>MADE THIS MONTH</sup> our <sup>American</sup> determination and flexibility when the decision was ~~made~~ to lift the oil embargo .

Now we are entering a post-embargo environment . Continued conservation is critical to our near and long-term efforts to balance America's energy ledger . The 5-month oil embargo was an object lesson of the need to safeguard the supply-demand mechanism .

When the Arab oil embargo was announced last fall, we heard the voices of gloom and doom . They told us that we would freeze in our homes, suffer power blackouts , encounter a halt in the economy with a grim depression and ~~unemployment~~ <sup>UN</sup> of as much as 10 percent . They told us to impose gas rationing without delay to avert panic .

We did not panic .

We did not freeze.

We are not in a depression.

The lights are on.

Gasoline is available in reasonable quantities .



We made a policy decision ~~in~~<sup>LAST</sup> fall. We decided to preserve jobs and essential services. WE chose to stock sufficient heating oil. We did this at the expense of not having as much gasoline as we would have liked. We turned back thermostats. But we kept factories and schools open.

America chose between unemployment lines and gas lines. I am pleased that we made the right choice. We got through the winter with a minimum of suffering.

Suppose, for a moment, that we had given in to panic. A rush to ration would now find us with a bureaucratic monstrosity involving 17,000 employees and costing \$1.5 billion a year. Not to mention a black market in gas coupons.

We saved the jobs of American workmen. ~~an~~<sup>ONLY</sup> estimated one half <sup>Today</sup> of one percent lost employment because of the energy situation. ~~There~~ actually are/more Americans on the job ~~today~~ than there were last November. Unemployment has held steady at 5.2 percent for the second month in a row.

We are continuing to take steps to ensure that energy supplies are equally distributed. Inventory decisions must be consistent with maintenance of <sup>N</sup>contingency supplies.

Instead of allowing dependence on Arab oil imports to grow, we must develop our own capacity for energy self-sufficiency. Until we achieve this goal, the United States will risk potential embargoes and price increases.



Our options are obvious . We take the necessary actions to develop our ~~resources~~ natural resources. Or we subject our selves to ~~the~~ continuous possibility of economic and political blackmail .

The end of the embargo must not mean an end of Project Independence . Instead, Project Independence -- to achieve energy independence in ~~the~~ the 1980's --- must now really get going .

Let us begin by renewing efforts to reduce demand through ~~con~~ conservation and increased energy efficiency. ~~It~~ If this is to work, it must become a sort of conservation ethic --- a voluntary commitment that springs from the nature of American patriotism .

~~Simultaneously~~ Simultaneously , let us increase development of all our domestic energy resources .

This means, in the short term, speeding up development of oil and natural gas in Alaska and on the Outer Continental Shelf . It means boosting coal production and coal liquefaction and gasification capacity. It means developing oil shale reserves. It means expansion of geothermal and nuclear power .

It means, in the ~~long~~ long run, a new generation of energy sources ----- breeder reactors, fusion, and solar energy .

Nuclear power today provides only one percent of our total energy --- about the same generated by burning firewood. So Let's get on with the nuclear job .





We have the will and the resources to perpetuate the American way of life . And we have the leadership . When I speak of the American way of life, I do not refer to the American way of waste . I mean the American way of conservation  -- and of ~~of~~ <sup>THE</sup> consecration of our great land and all its resources .

There are limits to what a government can do . The people are the doers . That is what the free enterprise system is all about . It is the most effective vehicle for a journey that can bring us abundant sources of clean energy at a reasonable price .

Government can only provide the conditions under which individuals can solve the problem . Government can inspire, Government can unify . Government can share revenue with states and localities . But Government cannot regiment and dictate if it expects Americans to rise to new heights .

Yes, we did temporarily run short of gasoline. Yes, we do have temporary dislocations and shortages . But we never really ran short of American initiative. Or courage. Or resolve . Or ~~ability~~ <sup>the</sup>  to solve our problems . I believe in this country . ~~and~~ I love this country . So, again, I thank you for your great contributions to our progress .

~~and~~ I say to the manufacturers of mobile homes that we all dwell together in our national home . It is even a mobile home in the sense that America can move and can change .

Let's work together . I thank you .

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