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Sheila, JFJ

THE WHITE HOUSE

WASHINGTON

November 7, 1974

SCHEDULE PROPOSAL FOR MRS. FORD

DATE: November 7, 1974

FROM: Anne Armstrong

VIA: Susan Porter

ALA

MEETING: Drop-by visit to economic briefing for representatives of national women's organizations

DATE: November 20, 1974
9:00 - 11:00 a.m.

PURPOSE: To affirm the important role of women in the current economic situation.

FORMAT: Meeting to be held in Room 450, OEOB
→ Request five minute appearance.
List of organizations invited is attached.

TALKING POINTS: To be provided.

PRESS COVERAGE: No press coverage. Press briefing following meeting.

STAFF: Anne Armstrong

RECOMMEND: Anne Armstrong

BACKGROUND: The purpose of this meeting is to discuss the role of women in the current economic situation, involve organizations in the WIN Program and give these organizations insight into the national effort towards a sound economy.

APPROVE _____

BF will attend

DISAPPROVE _____

Attachment



THE WHITE HOUSE

WASHINGTON

November 14, 1974

MEMORANDUM FOR: WILLIAM SIMON
ROGERS MORTON
ROY ASH
WILLIAM SEIDMAN
SYLVIA PORTER
RUSSELL FREEBURG

FROM: ANNE ARMSTRONG *AA*

SUBJECT: ECONOMIC BRIEFING NOVEMBER 20

I want to thank you for agreeing to participate in our economic briefing for the leaders of the major women's organizations. Your expertise will provide these women with an in-depth explanation of the current economic situation and the Administration's approach to its solution.

Attached is a copy of the preliminary agenda for the briefing to be held on November 20th from 9:00-11:30 a.m. in Room 450, Old Executive Office Building. The topics mentioned for each speaker are merely reference points for the discussion.

The 200 women present at this briefing represent approximately 100 million women in this country. They are leaders of business, professional, civic and religious organizations. Some are economists and will be more knowledgeable about the total economic picture.

I look forward to our meeting and hope that this forum provides an opportunity for a useful exchange of information and ideas about this important issue.

Attachment

PRELIMINARY AGENDA
for
ECONOMIC BRIEFING
November 20, 1974
Room 450, OEOB

- 9:00 a.m. - Anne Armstrong - Welcome and Opening Remarks
- 9:15 a.m. - William Seidman - Administration's Economic Program
- 9:25 a.m. - Roy Ash - 1975 & 1976 Budget
- 9:35 a.m. - William Simon - Financial Outlook
- 9:45 a.m. - Questions and Answers
- 10:15 a.m. - Rogers Morton - Energy and Conservation
- 10:30 a.m. - Questions and Answers
- 10:45 a.m. - Sylvia Porter and - The Voluntary Program
Russell Freeburg
- 11:00 a.m. - Questions and Answers
- 11:25 a.m. - Anne Armstrong - Closing Remarks

* Mrs. Ford is hoping to drop by for a brief visit.

ORGANIZATIONS TO BE INVITED TO THE NOVEMBER 20 ECONOMIC
BRIEFING

President
AFL-CIO National Auxiliaries
815 16th Street, N.W.
Washington, D. C. 20006

President
Alpha Kappa Alpha Sorority
5211 S. Greenwood Avenue
Chicago, Illinois 60615

Miss Muriel Mawer
President
Altrusa International
332 South Michigan Avenue
Chicago, Illinois 60604

Ms. Hazel L. Gallaher, R.N.
President
American Assn. of Industrial Nurses
79 Madison Avenue
New York, N. Y. 10016

President
American Assn. of Medical Record
Librarians
211 East Chicago Avenue
Chicago, Illinois 60611

President
American Assn. of Nurse Anesthetists
Suite 3010, Prudential Plaza
Chicago, Illinois 60601

Dr. Anne Campbell
President
American Association of University
Women
2401 Virginia Avenue, N.W.
Washington, D. C. 20037

President
American Baptist Women
Valley Forge, Pennsylvania 19481

President
American Business Women's Association
9100 Ward Parkway
Kansas City, Missouri 64114

President
American Dental Assistants Assn. Inc.
211 East Chicago Avenue
Chicago, Illinois 60611

Ms. Konnetta Putnam, R.D.H.
President
American Dental Hygienists Assn.
211 East Chicago Avenue
Chicago, Illinois 60611

Ms. Arlene Wilson, R.D.
President
American Dietetic Association
620 N. Michigan Avenue
Chicago, Illinois 60611

President
American Economics Association
Commission on the Status of Women
Wellesley College
Wellesley, Massachusetts 02181

Mrs. Chester Smith
President
American Farm Bureau Federation
Women's Committee
225 West Touhy Avenue
Park Ridge, Illinois 60068

President
American GI Forum Auxiliary
621 Gabaldon Road, N.W.
Albuquerque, New Mexico 87104

Mrs. Margaret Fitch
President
American Home Economics Association
2010 Massachusetts Avenue, N.W.
Washington, D. C. 20036

Mrs. Maurice Kubby, President
American Legion Auxiliary
77 N. Meridian Street
Indianapolis, Indiana 46204

2. ORGANIZATIONS TO BE INVITED TO THE NOVEMBER 20 ECONOMIC BRIEFING

President
American Library Association
50 East Huron Street
Chicago, Illinois 60611

President
American Lutheran Church Women
422 South Fifth Street
Minneapolis, Minnesota 55415

Dr. Margaret P. Sullivan, President
American Medical Women's Assn., Inc.
1740 Broadway
New York, New York 10019

Ms. Jean Rainey, President
American Newspaper Women's Club, Inc.
1607 22nd Street, N.W.
Washington, D. C. 20008

Ms. Rosamond Gabrielson, M.A., R.N.
President
American Nurses Association
2420 Pershing Road
Kansas City, Missouri 64108

President
American Society of Women Accountants
327 South LaSalle Street
Chicago, Illinois 60604

Ms. Patricia Nealin
President
American Women in Radio & TV, Inc.
1321 Connecticut Avenue
Washington, D. C. 20036

Ms. Dorothy Barka
President
American Woman's Association
19 West 44th Street
Suite 1207
New York, N. Y. 10018

President
American Women's Voluntary Services
125 East 65th Street
New York, N. Y. 10021

Mrs. Robert C. Poole
President
Association of Junior Leagues, Inc.
825 Third Avenue
New York, New York 10022

President
Assn. of American Foreign Service
Women
P. O. Box 8068
Washington, D. C. 20024

Dr. Anne Briscoe
President
Association of Women in Science
Suite 1122
1346 Connecticut Avenue, N.W.
Washington, D. C. 20036

President
B'nai B'rith
1640 Rhode Island Ave., N.W.
Washington, D. C. 20036

President
Camp Fire Girls, Inc.
65 Worth Street
New York, N. Y. 10013

Mrs. Theodora Chan Want
President
Chinese Women's Association, Inc.
5432 152nd Street
Flushing, N. Y. 11355

Mrs. Clarie Collins Harvey, President
Church Women United
475 Riverside Drive
New York, N. Y. 10027

3. ORGANIZATIONS TO BE INVITED TO THE NOVEMBER 20 ECONOMIC BRIEFING

Ms. Alison Bell
President
Clearinghouse On Women's Issues
1346 Connecticut Ave., N.W.
Suite 924 - Dupont Circle Bldg.
Washington, D. C. 20036

Ms. Olga Madar
President
Coalition of Labor Union Women
8731 East Jefferson Avenue
Detroit, Michigan 48214

Mrs. Albert Stoutner
Chairman
Country Women's Council, U.S.A.
307 N Fulton
Keota, Iowa 52248

President
Credit Women-International
2051 Railway Exchange Bldg.
St. Louis, Missouri 63101

Mrs. Henry S. Jones
President
Daughters of the American Rev.
1776 D Street, N.W.
Washington, D. C. 20006

Mrs. Esther Strickland
President
Delta Kappa Gamma Society
P. O. Box 1589
Austin, Texas 78767

Mrs. Lillian Benbow
President
Delta Sigma Theta
1707 New Hampshire Ave., N.W.
Washington, D. C. 20009

Ms. Betty Friedan
President
Economic Think Tank for Women
1 Lincoln Plaza
New York, N. W. 10023

President
The Fashion Group
9 Rockefeller Plaza
New York, N. Y. 10020

Ms. Janice Mendenhall
President
Federally Employed Women
1249 National Press Building
Washington, D. C. 20045

Dr. Irene Tinker
President
Federation of Professional
Organizations for Women
1346 Connecticut Avenue, N.W., -Rm1122
Washington, D. C. 20036

Ms. Pat Goltz
President
Feminists for Life, Inc.
P. O. Box 5631
Columbus, Ohio 43221

Ms. Beth Theriot
President
Future Homemakers of America, Inc.
2010 Massachusetts Ave., N.W.
Washington, D. C. 20036

Mrs. Carroll E. Miller
President
General Federation of Women's Clubs
1734 N Street, N. W.
Washington, D. C. 20036

Mrs. William McLeod Ittmann
President
Girl Scouts of the United States
of America
830 Third Avenue
New York, New York 10022

4. ORGANIZATIONS TO BE INVITED TO THE NOVEMBER 20 ECONOMIC BRIEFING

President
Girls Clubs of America, Inc.
133 East 62nd Street
New York, N. Y. 10021

President
Gray Panthers
% Tabernacle Church
3700 Chestnut Street
Philadelphia, Pa. 19104

Ms. Rose Matzkin
President
Hadassah

65 East 52nd Street
New York, N. Y. 10022

Ms. Mary Allen
President
Intercollegiate Assn. of
Women Students
Box 2, 2401 Virginia Ave., N.W.
Washington, D. C. 20036

Ms. Marjorie Sullivan
President
International Assn. of Personnel
Women
358 5th Avenue
New York, N. Y. 10001

President
International Toastmistress Clubs
11301 Long Beach Blvd.
Lynwood, California

Ms. Joy Simonson
President
Interstate Assoc. of State
on the Status of Women
Suite 1249, National Press Bldg.
Washington, D. C. 20004

Mrs. Betty Butler
President
Ladies Auxiliary-Veterans of Foreign
Wars of the United States
406 W 34th Street
Kansas City, Missouri 64111

Mrs. Ruth Clusen
President
League of Women Voters
1730 M Street, N.W.
Washington, D. C.

President
League of United Latin American
Citizens Women Affairs Committee
418 W LaMirada Drive
Phoenix, Arizona 85040

Mrs. Pauline Ellison, President
The Links
2927 N Lexington Street
Arlington, Virginia

President
Lutheran Church Women
2900 Queens Lane
Philadelphia, Penna. 19129

President
Media Women
320 Central Park W
New York, N. Y. 10024

Ms. Jean Wofford
President
National Assn. of Bank Women, Inc.
111 E Wacker Drive
Chicago, Ill. 60601

President
National Assn. of College Women
417 South Davis Avenue
Richmond, Virginia 23220

Ms. Juanita Brown
National Assn. of Colored Women's
Clubs
5808 16th Street, N.W.
Washington, D. C. 20011

5. ORGANIZATIONS TO BE INVITED TO THE NOVEMBER 20 ECONOMIC BRIEFING

Ms. Viola Harris
National Assn. of Educational
Secretaries
1801 North Moore Street
Arlington, Va. 22209

Ms. Gladys Smith
President
National Assn. of Insurance Women
1847 East 15th Street
Tulsa, Oklahoma 74104

President
National Assn. of Legal Secretaries
146 N. San Fernando Blvd.
Burbank, California 91502

Mrs. Rosalie McGuire
President
National Assn. of Negro BPW Clubs
3411 Lynchester Rd.
Baltimore, Md. 21215

Dr. Ann Bromley
President
National Assn. of Women Deans,
Administrators, & Counselors
1028 Connecticut Ave., N.W.
Suite 922
Washington, D. C. 20036

Ms. Eva S. Poling
President
National Assn. of Women in
Construction
5915 Otley Drive
Alexandria, Virginia 22310

President
National Assn. of Women Highway
Safety Leaders, Inc.
1225 Connecticut Ave., N.W.
Washington, D. C. 20036

Mrs. Marjorie Childs
President
National Assn. of Women Lawyers
1155 E 60th Street
Chicago, Illinois 60617

President
National Black Feminist Organization
150 West 94th Street
New York, New York 10025

President
National Committee on
Household Employment
1625 Eye Street, N.W.
Washington, D. C. 20006

Mrs. Paquita Vivo
President
National Conference of Puerto
Rican Women
3502 Taylor Street
Chevy Chase, Maryland 20015

Ms. C. Fern Ritter
President
National Council of Administrative
Women in Education
1815 Fort Myer Drive North
Arlington, Virginia 22209

Mrs. Bernice Zilly
President
National Council of Catholic Women
1312 Massachusetts Ave., N.W.
Washington, D. C. 20005

Ms. Eleanor Marvin
President
National Council of Jewish Women, Inc.
1 West 47th Street
New York, N. Y. 10017

Ms. Dorothy Height
President
National Council of Negro Women
1346 Connecticut Ave., N.W.
Suite 832
Washington, D. C. 20036

Mrs. Phillips Talbot
President
National Council of Women of the U.S.
345 E. 46th Street
New York, N. Y. 10017

President
National Extension Homemakers Council
727 National Street
Vicksburg, Mississippi 39180

Mrs. Marie Bowden
President
National Federation of BPW Clubs
2012 Massachusetts Ave., N.W.
Washington, D. C. 20036

6. ORGANIZATIONS TO BE INVITED TO THE NOVEMBER 20 ECONOMIC BRIEFING

Ms. Rilla Maran Woods
President
National Federation of Democratic
Women
2004 20th Avenue S
Nashville, Tenn. 37212

President
National Federation of Licensed
Practical Nurses
250 W 57th Street
New York, N. Y. 10019

President
National Federation of Press Women
312 Cannon Building
Washington, D. C. 20515

Mrs. Norman Armitage
President
National Federation of Republican
Women
310 First Street, S.E.
Washington, D. C. 20003

Mrs. Mary Lou Rooney
President
National Home Fashions League, Inc.
Dallas Trade Mart
2100 Stemmons Freeway
Dallas, Texas 75207

Ms. Carol Eady
President
National League for Nursing
10 Columbus Circle
New York, N. Y. 10019

Ms. Lee M. Waldrop
President
National League of American Pen
Women, Inc.
1300 17th Street, N.W.
Washington, D. C. 20036

President
National Order of Women Legislators
RFD 2
Lisbon, Connecticut 06351

Ms. Karen DeCrow
President
National Organization for Women
5 South Wabash
Chicago, Illinois 60603

Miss. M. Ursulle Gallerani
President
National Secretaries Association
2440 Pershing Road
Suite G 10 Crown Center
Kansas City, Missouri 64108

Ms. Anna Montoya Muller
Chairman
National Spanish-Speaking Business
Women Association
422 11th Street, N.W.
Albuquerque, New Mexico 87102

Mrs. Fred J. Tooze
President
National Woman's Christian
Temperance Union
1730 Chicago Avenue
Evanston, Illinois 60201

President
National Woman's Relief Corp,
629 South Seventh
Springfield, Ill. 62703

Ms. Elizabeth Chittick, Chairman
National Women's Party
144 Constitution Ave., N.E.
Washington, D. C. 20002

Ms. Frances Farenthold, Chairwoman
National Women's Political Caucus
1921 Pennsylvania Ave., N.W.
Washington, D. C. 20036

Ms. Elizabeth V. Sewell
President
Ninety-Nines, Inc.
International Headquarters
Will Rogers World Airport
P. O. Box 59964
Oklahoma City, Oklahoma 73159

7. ORGANIZATIONS TO BE INVITED TO THE NOVEMBER 20 ECONOMIC BRIEFING

Ms. Agnes Dill
President
North American Indian Women Assn.
Box 314
Isleta, New Mexico 87022

Mrs. Phyllis Manning
President
Pilot Club International
244 College Street
Macon, Georgia 31201

Ms. Adele Lagodzinski
President
Polish Women's Alliance of America
1309 North Ashland Avenue
Chicago, Illinois 60622

Ms. Sheila Tobias
President
Professional Women's Caucus
P. O. Box 1057
Radio City Station
New York, N. Y. 10019

Ms. Helen Turk
President
Quota International
1145 19th Street., N.W.
Washington, D. C. 20026
President
Reorganized Church of Jesus Christ
of Latter Day Saints
General Dept. of Women
The Auditorium
Independence, Missouri 64051

Ms. Carolyn Phillips
President
Society of Women Engineers
United Engineering Center
345 East 47th Street
New York, N. Y. 10017

Ms. Ruth Klotz
President
Sorooptimist Federation of the
Americas, Inc.
1616 Walnut Street
Philadelphia, Pa. 19103

President
Unitarian Universalist Women's
Federation
25 Beacon Street
Boston, Mass. 02108

President
United Daughters of the Confederacy
328 N Boulevard
Richmond, Va. 23220

President
United Methodist Women
Room 1509
475 Riverside Drive
New York, N. Y. 10027

President
Woman's Auxiliary to the American
Medical Association
535 North Dearborn St.
Chicago, Ill. 60610

Mrs. Frederick Light
President
Woman's Auxiliary to the American
Society of Mechanical Engineers
345 East 47th Street
New York, N. Y. 10017



8. ORGANIZATIONS TO BE INVITED TO THE NOVEMBER 20 ECONOMIC BRIEFING

Mrs. Miles Nelson Clair
President
Woman's National Farm and Garden
Association
17 Dorset Road
Waban, Mass.

Ms. Jo-Ann Albers
President
Women in Communications
8305 A Shoal Creek Blvd.
Austin, Texas 78758

President
Women in Community Service
1730 Roade Island, N.W.
Washington, D. C. 20036

Ms. Dorothy Frooks
National Commander
Women World War Veterans
237 Madison Avenue
New York, N. Y. 10016

Miss Dorothy Kickes
President
Women's Army Corp Veterans Association
6049 Amboy Road
Dearborn Heights, Mich, 48127

Miss Patricia Budd Kepler
President
Women's Coalition for the 3rd Century
Harvard Divinity School
Cambridge, Mass. 02138

President
Women's Council of the National Assn,
of Real Estate Boards
155 East Superior Street
Chicago, Ill, 60611

Ms. Arvonne Fraser
President
Women's Equity Action League
538 National Press Bldg.
Washington, D. C, 20004

Ms. Carol Burris
President
Women's Lobby
1345 G Street, S.E.
Washington, D. C. 20003

Mrs. Elizabeth Genne
President
YWCA
600 Lexington Ave.
New York, N. Y. 10022

Ms. Eleanor Jammal
President
Zonta International
59 E Van Buren Street
Chicago, Ill. 60605

THE WHITE HOUSE

WASHINGTON

MRS. FORD

EVENT: Drop-by Economic Briefing for Representatives
of National Women's Organizations

DATE: Wednesday, November 20, 1974

TIME: 10:40 a.m.

PLACE: E.O.B., Room 450

SEQUENCE:

10:35 a.m. Susan Porter will meet you in the Ground Floor Hall
to walk over to the Executive Briefing Room in the
E.O.B.

10:40 a.m. Remove coat in Holding Room outside 450 E.O.B. and
after Anne Armstrong, who is chairing the Briefing,
has introduced you, enter the Briefing Room from
the connecting side stage door and go directly to
the podium.

On stage will be:

-Anne Armstrong

-Frank Zarba (who will represent Secretary Morton
discussing Energy and Conservation)

-Russell Freeburg (who will represent Sylvia Porter
discussing the Voluntary Program).

10:44 a.m. At the conclusion of your brief greetings and remarks,
return to little holding room via the same door.

10:45 a.m. Leave 450 E.O.B. for Residence.

10:50 a.m. Return to Residence.

NOTE: There will be press coverage and White House photographer.

BACKGROUND

MATERIAL: Coming. Prepared by Patti Matson.

Susan Porter
November 19, 1974

PRELIMINARY AGENDA
for
ECONOMIC BRIEFING
November 20, 1974
Room 450, OEOB

9:00 a.m.	-	Anne Armstrong	-	Welcome and Opening Remarks
9:15 a.m.	-	William Seidman	-	Administration's Economic Program
9:25 a.m.	-	Roy Ash	-	1975 and 1976 Budget
9:35 a.m.	-	William Simon	-	Financial Outlook
9:45 a.m.	-	Questions and Answers		
10:15 a.m.	-	Frank Zarba	-	Energy and Conservation
10:30 a.m.	-	Questions and Answers		
10:40 a.m.	-	Mrs. Ford Drop-By		
10:45 a.m.	-	Russell Freeburg	-	The Voluntary Program
11:00 a.m.	-	Questions and Answers		
11:25 a.m.	-	Anne Armstrong	-	Closing Remarks

WOMENS ECONOMIC CONFERENCE

NOVEMBER 20, 1974

GOOD MORNING. I'M DELIGHTED TO BE HERE TODAY TO WELCOME YOU AND TO BRING YOU A FEW WORDS FROM MY HUSBAND -- LONG DISTANCE-- OF COURSE....AS YOU KNOW HE IS IN JAPAN THIS WEEK. I TALKED TO HIM EARLIER, AND HE SOUNDED JUST GREAT -- VERY MUCH LIKE THE JOB IS STILL AGREEING WITH HIM! AND I WANT YOU TO KNOW THAT IN SPITE OF THE HECTIC PACE OF JAPAN, HE HAS FOUND TIME TO SEND ME TWO POST CARDS!

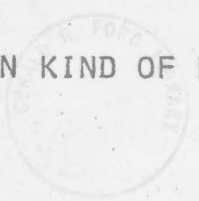
HE DID ASK ME TO LET YOU KNOW THIS MORNING HOW VERY SIGNIFICANT HE CONSIDERS THIS MEETING AND HOW VERY NECESSARY HE FEELS IT IS TO GET YOUR ORGANIZATIONS INVOLVED IN THE FIGHT AGAINST INFLATION. WE ARE ALL AFFECTED BY IT, AND IT'S IMPORTANT THAT ALL OF US JOIN IN THE FIGHT AGAINST IT. THAT'S WHERE EACH ONE OF YOU CAN BE INSTRUMENTAL, IN CONVEYING THE MESSAGE IN A PERSONAL WAY TO YOUR INDIVIDUAL GROUPS.



LAST WEEK, JERRY AND I SIGNED A CONSUMERS' PLEDGE, AND BECAUSE I FEEL STRONGLY THAT THE PLEDGE WAS MUCH MORE THAN A PIECE OF PAPER, I'D LIKE TO READ IT TO YOU.

"I PLEDGE TO MY FELLOW CITIZENS THAT I WILL BUY, WHEN POSSIBLE, ONLY THOSE PRODUCTS AND SERVICES PRICED AT OR BELOW PRESENT LEVELS. I ALSO PROMISE TO CONSERVE ENERGY, AND I URGE OTHERS TO SIGN THIS PLEDGE." THE PLEDGE IS SIMPLE -- TWO SHORT SENTENCES -- AND I THINK IT'S APPROPRIATE, BECAUSE MOST OF THE THINGS WE CAN DO TO HELP ARE VERY SIMPLE.

WHEN JERRY AND I SIGNED THE CONSUMER PLEDGE, HE TALKED ABOUT THE IMPORTANCE OF PEOPLE CLEANING THEIR PLATES AT MEALTIME. YESTERDAY, SOMEBODY ASKED ME IF HE DOES THAT HIMSELF, AND I HONESTLY HAD TO TELL THEM HE WOULD EAT THE PLATE IF THEY DIDN'T TAKE IT AWAY! WELL, THAT'S A LITTLE EXAGGERATED; BUT WE HAVE ALWAYS STRESSED TAKING ONLY WHAT YOU CAN EAT, AND WE'RE EVEN MORE CONSCIOUS OF THAT NOW. JERRY IS A FIRM BELIEVER THAT IT'S UP TO US TO SET THE EXAMPLE, AND WE'VE FOUND THAT IT'S EVEN KIND OF FUN.



ONE THING THAT HAS BEEN TREMENDOUSLY ENCOURAGING IS THE INTEREST SHOWN IN FIGHTING INFLATION AND CONSERVING ENERGY FROM EVERY PART OF THE COUNTRY. DO YOU REALIZE THAT IN THE LAST MONTH, WE HAVE RECEIVED MORE THAN 200,000 LETTERS EITHER ENLISTING IN THE WIN PROGRAM OR SHARING THOUGHTS AND SUGGESTIONS ON HOW TO CONSERVE? I THINK THIS SHOWS THAT PEOPLE THROUGHOUT THE COUNTRY ARE SERIOUSLY INTERESTED IN COMING UP WITH POSITIVE WAYS OF FIGHTING THIS PROBLEM. AND THAT'S A VERY IMPORTANT BEGINNING.

IT'S IMPORTANT THAT WE, AS WOMEN, TAKE A LEAD IN THIS FIGHT BECAUSE WE ARE THE CONSUMERS. WE ARE THE PEOPLE WHO DECIDE HOW OUR FAMILIES SPEND THEIR MONEY. WE FEEL THE PINCH PERHAPS MORE ACUTELY THAN ANY OTHER MEMBER OF OUR FAMILY, AND WE NEED TO BE AS KNOWLEDGEABLE ON EVERY ASPECT OF THE ECONOMY AS POSSIBLE. I URGE EACH ONE OF YOU TO GET YOUR ORGANIZATIONS INVOLVED AND THINKING,



BUT JUST TO SHOW YOU THAT WINNING CAN BE FUN, I THOUGHT, IN CONCLUSION, THAT YOU MIGHT ENJOY SOME OF THE SUGGESTIONS I'VE BEEN GETTING FROM WRITERS:

ONE: WHEN YOU LET YOUR DOG OUT, OPEN YOUR DOOR FOR JUST 10 SECONDS. AND IF HE DOESN'T MOVE, GIVE HIM A QUICK, GENTLE SHOVE!

TWO: DON'T HAVE SO MANY DAYS OF SCHOOL--THAT'S FROM A STUDENT, NATURALLY.

AND THREE: IF YOU DON'T HAVE A HOT WATER BOTTLE...TRY SLEEPING WITH YOUR CAT!

IT HAS BEEN A PLEASURE MEETING WITH YOU THIS MORNING --
THANK YOU VERY MUCH.

#



NOVEMBER 20, 1974

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE
ECONOMIC BRIEFING FOR
THE NATIONAL WOMEN'S ORGANIZATIONS

BY

ANNE L. ARMSTRONG,
COUNSELLOR TO THE PRESIDENT;
WILLIAM SEIDMAN,
ASSISTANT TO THE PRESIDENT FOR ECONOMIC AFFAIRS;
ROY L. ASH,
DIRECTOR, OFFICE OF MANAGEMENT AND BUDGET;
WILLIAM E. SIMON,
SECRETARY OF THE TREASURY;
RUSSELL FREEBURG,
WHITE HOUSE COORDINATOR TO THE WIN PROGRAM;
FRANK ZARB,
ASSOCIATE DIRECTOR, OFFICE OF MANAGEMENT AND BUDGET;
THE FIRST LADY, MRS. GERALD R. FORD.

ROOM 450

EXECUTIVE OFFICE BUILDING

AT 9:06 A.M. EST

COUNSELLOR ARMSTRONG: Good morning everybody. I am delighted to welcome you to this briefing to address the number one issue, not only of our own country, but of the world: the economy.

President Ford feels very strongly that women should be integrated into every aspect of our programs to combat our number one problem, inflation, recession, whatever you want to call it. We won't get into a semantics battle. We have problems. He was particularly pleased that before the economic summit itself, during the so-called mini pre-summits, at the summit and in the follow-through to the summit, some of the very finest contributions were made by women as individuals with expertise within their particular fields. Economists, elected officials, business leaders, labor leaders, lots of unknown names to you, some famous ones such as Mary Wells Lawrence, who made a great speech at the summit; Sylvia Porter, who made an excellent contribution, and who is Chairman of the voluntary WIN program to combat inflation and to conserve energy.

But he also felt it would be very useful to us and we hope to you to have the women leaders of our country meet separately, because there are some areas of particular concern to women. So, you were good enough to accept our invitation to come here today -- many of you from very far away -- and we have two goals: We want to give you briefings from the very best minds on the economy in the Administration and equally important in the discussion periods we want to elicit from you the very best thinking of the women leaders in our country.

Now, before we get to the main body of our program, I would like to give you a brief report on something that is very much a part of what we are going to be discussing today. My report on the World Food Conference, which was held in Rome November 5 through 16 -- I was honored to have been asked by the President to have been one of the three U.S. representatives to that Conference.

MORE

I came away Sunday feeling that it was a first big step toward eliminating hunger, which is not only the number one problem of the world in terms of the economy, but I think it is the number one problem in terms of humanitarianism, too.

Implementation of what was agreed on in Rome in two very busy weeks is yet to come, but I feel the structure was laid. I think the emphasis there was proper. We must do a better job of increasing food production and of bettering its distribution. Otherwise, if we cannot increase production, particularly in the less developed countries by 1985, it is estimated that there will be a gap between what they need and what they can produce themselves of 85 million tons. We can't go on sharing shortages. We can't go on lurching from crisis to crisis, from tragedy to tragedy, and I feel that this World Food Conference came up with the right approach, a long-term approach, a shared approach, one that all nations in the world will work for shoulder to shoulder rather than relying on just a handful of nations to bear the brunt.

I think you would have been very pleased with United States leadership at that World Food Conference. As you know, Secretary Kissinger first proposed it about a year ago. He outlined the President's policies in a brilliant speech on the opening day of that Conference; it was extremely well received, not only by the nations there, the great majority of them, but by the voluntary organizations such as the ones most of you represent.

The non-government organizations there sent very fine letters of congratulations to President Ford following Secretary Kissinger's speech commending him on his approach to solving this problem of global hunger and I think you also would have been pleased that the Secretary General of the Conference, a Mr. Marei of Egypt, in effect the Chairman of the Conference, said at the close of it that he felt the U.S. leadership had been very strong and very positive. You have already read or heard about the World Food Council, an umbrella organization, which will coordinate under U. N. auspices the grain reserve systems that the nations agreed on, the food information and early warning system, the increase and broadening of food aid, and the improvement of agricultural financing and distribution techniques in order to improve productivity.

Now, I did have one disappointment at the World Food Conference. It did not have to do with the substance of the final declaration and resolutions, but it did have to do with statements by a handful of U. S. representatives. And I think that it temporarily diverted -- I don't think it did long-term harm, but I think it did temporarily divert -- the attention in this country away from the main accomplishments of the Conference, and I think this may have emanated from a misunderstanding of the goals of this World Food Conference.

It was not to overnight solve the short-term heart-rending problem of starvation in the world today. If that had been its aim, we would have been better off staying home and sending the money to the needy countries.

But this conference was meant to be a long-term investment in the future, and I think it was a sound long-term investment. I also think it was unfortunate that the statements of these handful of representatives did have the effect in an international forum of painting the United States as ungenerous and unresponsive, and it is not just my opinion. That doesn't count much, but it is the record that this nation is overwhelmingly the most compassionate in history and just to cite one figure in the last 20 years, over three-quarters of the food aid to the entire world has come from the United States. And, while we were right there in Rome, the United States announced that it was increasing its food aid to Bangladesh by 100,000 tons of wheat.

We did have considerations that we will continue to have in this country when we measure the human needs of hungry people around this world with considerations here at home, but we will be continually reviewing those in light of the availability of our stocks--our next crop estimates won't be complete until December--in light of the impact it has on the budgets of American consumers already tightly stretched to meet the needs of our families, of the impact it has on world grain prices, and what avail is it if we drive up the price of grain and thereby have to reduce the tonnage that we can deliver on commitments we have already made because the price has risen. Also, we must consider that increases in our budget are inflationary.

In sum, I think it was immensely encouraging that over 130 nations around the globe had input, too; from scores, actually hundreds of non-governmental organizations, we were able to lay a new structure to solve what I think we would all agree is humanity's most elemental problem.

In closing, before I get to our real first speaker, I would like to just end with something I think will be of particular interest to you. We will have this resolution that was passed by the World Food Conference on the table where we will have all our fact sheets for you as you leave today.

This had to do with the area of women's rights, a resolution particularly called "Women and Food". A draft resolution had been introduced by a number of countries. The U. S. thought it was an excellent resolution. However, we felt it should be strengthened. We co-sponsored it, but we asked that a void be filled in the draft resolution.

While it did recognize that women across the world make a tremendous contribution in the battle against hunger -- in fact, in the developing nations, they are responsible for over 50 percent of agricultural production and distribution, and while it addressed itself to women in specific fields, such as their access to technical training, to nutrition classes, to a few other things, we felt that the resolution should be broadened.

We felt that to the extent that women are denied equal rights in any segment of society, their effectiveness in the battle against hunger is impaired.

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We introduced a resolution to that effect. It was unanimously accepted and our delegation's leadership was certainly recognized in this field of women's rights. I think you would be interested to hear that the only argument that came up against it was from the Congo Delegation and we couldn't quite figure out what was going on until it was made clear that in the Congo's translation of our U.S. amendment, rather than "equal" it said "superior for women".

We will bide our time on that one.

Now it is my great pleasure to introduce to you somebody for whom I have the most tremendous respect and so does our President, Mr. William Seidman, Assistant to the President for Economic Affairs, who will speak on the Administration's economic program.

MR. SEIDMAN: Thank you, Anne.

Among the many merits that Anne brought to the World Food Conference was a clear illustration that all of us Americans are not overstuffed with our own products that we have slim, trim, people who can represent us very ably and I am sure she had many other merits, but that was certainly one of them.

We were all very proud to have her representing us at the Conference.

I am going to have just a very few minutes, so I am going to try to highlight a couple of basics in terms of the Administration's look at the economy and try to give you, from the background of the summit conference, the kind of philosophy that went into the program that the Administration has suggested.

I think to look at our economic problem, we have to look at three basic difficulties. First, we know that we have inflation at the highest rate in our history. Second, we know we have a stagnant economy. We are not growing the way we are used to. Third, we have an energy problem, and particularly our dependence on energy with a high cost and uncertain foreign source.

So, in looking at the kind of situation that we find ourselves in, we had three basic kinds of problems. They are all related, but they are also all separate, and I think that in looking at a program it should be judged in the context of these three interrelated but separate kinds of problems.

Many people, I think, have taken the view that the program should be recession-minded, or it should be inflation-minded or energy-minded. I think the fact of the matter is that to get to a solution it has to attack all three of our economic problems which we have in this country today, and that is the basic thrust of the program that was presented. That is why it is a 31-point program, somewhat complicated because it is working on all the various areas that I have mentioned.

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Let me give you some illustrations.

On the inflation side, first and foremost in our rising cost of living, is food. The program is designed to maximize the production of food because, clearly, if we can do that, we will have a chance to stabilize food prices and this is the biggest single factor in inflation.

Therefore, we need a program to make sure that farmers have enough fertilizer, that crop limitations are done away with, that the various kinds of restrictions and regulations which have held down production are removed, and also give the assurance to the farmers that if they do go all out in production, they will receive a fair price for their product. So, food was a key issue on that side.

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Energy is another part of the program. Obviously, our energy situation requires a maximized effort to produce energy in this country, from coal, new oil, from geothermal sources, from all the various areas that will ultimately get us out of dependence on the uncertain sources of energy, which we have at this time.

I think it should be noted in that regard, that many suggestions were made that the energy policy was not tough enough, and I think this is a good area to illustrate the kind of complicated problem that we look at. There were many suggestions that an arbitrary mandate immediately reducing our imports by a million barrels a day of oil would really begin to solve our dependence on foreign oil, and I think a fair evaluation of that is, yes, it certainly would help in that area.

But, let's look at the other two sides of the problem. An immediate reduction in oil imports would obviously have a depressing effect on the economy. It did when we were under the embargo. It would be bad for the automobile business, which is not very good and was foreseen that it wasn't going to be very good.

The reduction in supply would have a tendency to push up prices so that when you did one thing for energy, it obviously, if not done in the right way, would have a very detrimental effect on the other two sides of the problem, inflation and a stagnant economy. So, these kinds of things had to be balanced.

That is why I think, in many of the solutions that were suggested by the Administration, you will see an attempt to balance the various problems we have and come out with a balanced solution. Balanced solutions tend not to be sensational. They tend to be a very finely tuned approach to the three sides of our problem.

I think the energy situation is a good illustration of that. Still, it doesn't make for anything very sensational. A good balance normally doesn't command the kind of attention that some very abrupt kind of program might do.

You will see parts of the program designed on the inflation side, a part for the energy problem and part for the stagnant economy. I am just going to give you some illustrations because we don't have a lot of time this morning.

But, in inflation, there are problems of regulation and the ways that our Government has increased prices and what can we do to make sure that by our own actions we are not making ourselves inefficient and thereby adding to our inflation problem. On the other side, we look at the problems of the

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stagnant economy. One of the things we need to do, obviously, is improve our capital markets, get more money into business, provide more jobs through having industry have more capital, which is the essence of producing more jobs. We need an unemployment program, a program to take care of those who are out of work through no fault of their own during this economic adjustment. We need suggestions for reforming financial institutions, to provide more and better capital.

The housing suggests we aid housing during this period because housing is always the industry that is hardest hit when we get into high interest rates, and high interest rates are the result of inflation.

I think the key to any efforts to recovery, to inflation, is to get interest rates down, and you can't get interest rates down if you have high inflation. So, again, those are related.

These are just illustrations, I think, of the attempt to have a balanced program between our three problems. I would just say that a perfect part of that kind of balance is in the WIN Program.

I hope that you all heard the President, when he was in Las Vegas the other day, talk about what he means by buying wisely. He made it very clear that the program is not to stop buying, the program is not to reduce our standard of living. The program is to buy wisely, sell well, and end up with the consumer getting a better bargain and the producer producing a better product.

Certainly, this is true in the automobile business. Basically, today, the cars you buy will have better gas mileage and will cause less pollution; that helps in all areas.

So, again, I think a balanced approach is what is required, and I think that the WIN program, in its own discussion of buying, is taking that same view. I don't think that has been well understood, and we shall do everything we can to make that clear.

Overall, we ask you, then, in taking a look at the program, look at it in terms of the three basic problems we have and the specifics designed to help with each of those problems.

Thank you.

COUNSELLOR ARMSTRONG: Thank you, very much, Mr. Seidman.

We will now have our second speaker, and, then, we will have a question and answer period, directed to the first two speakers.

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Our second speaker this morning is Mr. Roy Ash, Director of the Office of Management and Budget, who will speak on the 1975 and 1976 Budget.

MR. ASH: Thank you, Ann This is indeed refreshing. So often I address audiences and look around to see if I can spot at least one lady, so I can say "Ladies and gentlemen." Now, I have to see if I can spot one man, so I can address you "Ladies and gentlemen."

(Laughter.)

Any discussion of the economy that we might have certainly focuses on Government spending because it does have a central role, either as the culprit in economic affairs, or sometimes as the savior.

To hear the critics, we either spend too much or too little of the taxpayers' money. We never spend just the right amount.

Let me tell you a little of how much we are spending of your money. It is your money. There is no such thing as Government money -- and then discuss some of the central policies that are involved in doing so.

First, a billion dollars is a big number, and it is hard to relate our personal lives to a billion dollars, so, I will bring it down to some other numbers that may be closer to our daily lives. We in the Federal Government spend the taxpayers' money in an amount equal to \$10,000 per second.

If you wake up at 3:00 o'clock next Sunday morning wake up to count sheep, count them at the rate of one a second, and think that even at that hour of the night and weekend we are still spending money at a rate of \$10,000 a second. If I come out on time in the comments I am going to make now, we will be spending about \$6 million in the meantime.

We spend \$800 million a day. Next year it will be about \$900 million a day and the year after it will be about a billion dollars a day. But to bring it even closer home that is equivalent to \$500 a month to every average family of four, and if you add state and local government expenditures on top of that, that is another

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or so a month. So, obviously a lot of money is being spent by the government. Even though these add up to a great number of dollars--certainly the \$300 billion that we intend to spend this year is a lot of money--the main issue is what it is being spent for. By only understanding the fact of what we spend the money for, can we really determine what changes we want to make in government spending and how we intend to make them.

The federal government from the day it was formed many years ago, almost 200 years ago, for its first 150 years cumulatively spent \$100 billion. We got up to 1930 spending \$100 billion through wars, through recessions and worse, made a lot of land acquisitions but in total we spent \$100 billion cumulative for the first 150 years of this Republic.

In 1962, we were spending \$100 billion annually. In 1971, we were spending \$200 billion annually. This year, we are spending \$300 billion annually. So, you can see this is a vivid example of exponential growth at work.

It is frightening to some, particularly when you extrapolate ahead, this rate of spending the taxpayers' money. I am sure we would all agree there are some major problems in the government spending, but I would like to convey to you that maybe those problems are not what they seem to be.

Let's take the period of the last 15 years, say, 1961 through 1975, and divide it in two halves, the 1961 through 1968 and since 1968, not for political reasons, but because there were some very important economic changes that took place in this 15-year-period and particularly took place beginning from that point of 1968.

The federal government measured by the dollars that it spent, even adjusting out inflation and the changing value of the dollar, grew by about 50 percent from 1961 to 1968, largely an increase from the Vietnam War and some space expenditures, but nevertheless it grew at a rapid rate in real dollars from 1961 to 1968.

There were increases in the domestic programs added on to it. Yet, when the war was over and space expenditures went down, government spending didn't come down with those facts. Government spending continued on anyway and, from 1968 on the spending by the federal government again measured in constant dollars, that is, adjusting out inflation, continued about flat, even after the war was over.

So, what has been happening? Well, year by year reductions in defense that have been taking place since 1968 and in space since 1968 have all been spent increasing domestic programs, and especially in what we call transfer payments. This is the income redistribution where the Federal Government collects the cash from one group of taxpayers and in turns pay-
out cash to other groups of beneficiaries.

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I have in mind just to identify these programs, and certainly not to create any implication as to what government policy or policy changes might be but merely to identify that class of program, to list for you social security, supplemental security income, retirement programs of a number of kinds, aid to families with dependent children, Medicare, Medicaid, many of these programs have been the ones that have been increasing over the years.

That has been national policy, and for that matter, as to some of these programs, the national policy for a number of years. But the critical point is this year we have come to a watershed. Defense can go down no longer. It is the lowest percentage of the Gross National Product in 25 years. In effect, the public of this country is being asked to give up less of the goods and services that it otherwise could privately consume for its security than at any time since 1951. Space is way down. But these other programs, these transfer programs I have identified continue to go up at a nine percent per year compounded rate of growth -- this is built into the legislation -- nine percent in real dollars, that is real dollars adjusted for inflation. They go up at a rate of nine percent per year after paying for the higher cost of inflation.

So, the choices for the future are very few and they must be made now. We can allow these kinds of programs to grow at the same rate they have been growing over the years and holding all others at the near minimum at which they are today.

If we take that course, and that is a course that is possible and available to us, the inevitable consequences are very simply either considerably higher taxes or considerably greater deficits and more inflation that goes along with it.

Furthermore, whichever of these we take, higher taxes or higher inflation, if we project that course through to the year 2000, by that time two-thirds of the Gross National Product will be represented by government; that is, the Federal Government in the programs it carries out, in the transfer payments it would be making, along with the state and local governments and their governmental activities, would be taking out of this society two-thirds of all that it produced and redistributing it back through the federal system.

Obviously, it would change the very nature of our society if government became two-thirds of what it was all about.

Or, we can reexamine all of these transfer payment programs and continue at a rate of growth that we can afford.

Well, this is the big question, this is the big issue, this is the President's challenge, this is the challenge to the Congress.

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It is a challenge of this year, not 1980. It is a challenge to the American people. The politics of the issue are not easy, you can see, even as I have identified some of these programs. Yet the course we are presently on is a very clear one. Now is the time to decide whether we wish to go this course to a society that is two-thirds Government by the year 2000 or to take another course. It is that simple.

You will be hearing more of this, both the economics of it, the politics of it and the social implications of it as the years go on, as the months go on, as the weeks and days go on, because it is an issue for right now. I think all I want to do with this discussion is to suggest that you keep your eyes and ears open and think about this, because it is one of the most important issues we together have to face and we have to face it right now.

Thank you.

COUNSELLOR ARMSTRONG: Thanks, Roy, and now Bill Seidman and Roy Ash will be delighted to take questions.

The gentleman who will be back shortly is Bill Simon, Secretary of the Treasury. He, too, will have a question and answer period after his brief presentation.

Now for the first question and address it to either one of these men.

Q Martha Blaxall from the American Economic Association.

Mr. Ash, two questions: First of all, I am wondering whether or not now that the President has officially labeled our economic situation as a recession whether or not there has been a shift in the policy of the Administration with respect to the size of the budget for 1975 and 1976, and, secondly, whether or not there is any activity going on to test feasibility of changes in the position on tax increases?

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MR. ASH: The President has indicated in recent speeches and his interview for U.S. News that we have a two-front battle that we need to fight. One, of course, is that of inflation, a very important one, one to which he has committed a tremendous amount of his own energies to fight, but at the same time, to deal with the problems that come from a declining economy -- recession if you will. The programs that were formulated and put forth by the President on October 8 had in them actions that would deal with both aspects of this very difficult battle.

As it relates to government spending -- that is, of course, always a part of dealing with the economy -- the President has recently said as to fiscal year 1976 -- the budget is now being prepared for that year -- that we probably will not have a balanced budget. It will not be balanced because, among other things, the economy will not be producing the revenues that it would if it were running at full steam but at the same time there are some programs that the President himself has introduced to add to outlays because it is his intention especially to relieve some of the burdens of a declining economy that must be borne by the people that are unemployed, especially, and in the process of forming programs to do so, this is added to expenditures.

So, there are some changes in fiscal policy that are being put into place for housing, for unemployed particularly, and I am sure that others will unfold as we go that especially deal with those most hard hit by the economy.

The second question dealt with tax policy and tax changes. As you know, the Ways and Means Committee even now is considering in this lame duck session of Congress a tax package that has as one of its features the relief of some of the taxes that are imposed on the lower income taxpayers. That feature of the legislation is one that I am sure not only will get good public support but good support from both the Congressional and Executive Branches. We need to see the whole bill when it comes down, but certainly that feature is one that has good support and will, I am sure, deal with this very subject of the changing economy in the direction of a recession even as we are fighting inflation.

Q I am Joyce Miller with the Coalition of Labor Union Women. One of the things that disturbs us greatly in terms of the WIN program is that when one of the gentlemen spoke -- I think it was Mr. Seidman -- in terms of buying wisely, because when people have no jobs they have no money and if they have no money they can't buy wisely.

The groups that I represent are concerned about buying at all. Mr. Ash referred to providing jobs which we think is the answer in terms of people having money so they can begin to make decisions on buying wisely.

It particularly affects women, because women being the last hired in many industries are the first laid off in terms of seniority, et cetera.

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I would like to hear more specific kinds of plans in terms of the job programs that the President has in mind.

MR. SEIDMAN: The matter you bring up is obviously a concern. Before I get to the question of dealing with those who don't have a job, I think it is important to point out, at least based on the latest statistics, employment in this country today is at the highest level it has ever been. I think we should look at our problems, but I think we should not panic about them. The fact of the matter is that 94 percent of the labor force is employed and this particular statement with respect to buying was obviously addressed to those and also to the unemployed, for instance, in the automobile business today.

Those who are unfortunately unemployed at this time are receiving income somewhere around 90 percent of what they would have had if they were at work. Now, that is not good and satisfactory, but nevertheless, those people do have funds and I think we need to think about the whole picture which does not take us from the fact that unemployment is a problem, and it is a problem with women.

We have proposed a specific program in that area and since Roy Ash was importantly involved in the details of this program, I would like to have him speak to you about that a second.

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MR. ASH: You may remember that part of the President's program in October was to propose to the Congress not only changes in unemployment compensation, but at the same time, the creation of a community improvement corps.

The change to unemployment compensation was basically to extend such compensation benefits to employees otherwise not covered -- and there are millions in this country -- or otherwise not covered by existing unemployment compensation programs. I have in mind agricultural workers, domestic workers and others, and it would extend compensation to those groups.

At the same time, he proposed the creation of a community improvement corps, and the purpose was, there, to provide opportunities for those who were unemployed to take up temporary employment with state and local government. The Federal Government would furnish the financing to help carry out some of the backlog of tasks they always have there to deal with.

It would be particularly triggered in those areas where unemployment was especially high. There would be temporary jobs rather than permanent, but ones that would provide income, and income at a reasonably level to those who otherwise would have no opportunity to find their own employment.

These two programs could well add up to \$5 billion of Federal expenditures next year, because it is our basic belief as a matter of policy that the best way to deal with an economy that is suffering from both inflation on the one-hand and the recession on the other is to have broad programs that deal with inflation. But have specifically designed programs to deal with those that are harmed by the kinds of policy that otherwise somewhat dampen inflationary pressures. Unemployment is especially one.

So, we have set as our goal to aim a very substantial portion of Federal expenditures to those people that you have identified, those people who are unemployed and to relieve some of the burden that they otherwise would have to carry.

We would hope the Congress would concur with the President's program. We put it right up in the top priority of those we have asked them to act on in this particular session. We wouldn't at all object if anybody helps up on the Hill by getting them to see that program as we have seen it and as we have proposed it.

Q Anne Briscoe, from the Association of Women in Science.

My question is for Mr. Ash. I want to know if you have any idea how decreased Government spending will affect the appropriations for such agencies as the Office of Civil Rights, the Equal Employment Opportunity Commission, agencies

who are mandated to enforce the laws against discrimination, because, even now, the appropriations for those agencies are inadequate to do the job that they were supposed to be doing.

MR. ASH: I don't see them impairing the activities of those agencies at all. In fact, last year's budget review, where my office has the responsibility of working with each department and agency as to the amounts they will spend for various programs, led to an increase initiated by ourselves in one of those programs.

We go over, with each of the agencies, the amounts they intend to spend. There are many places throughout all of Government, without singling out any particular agencies, where more work can be done with the same appropriations. So, we, particularly, don't equate dollars spent with work accomplished necessarily, but we certainly believe and support and provide adequate budgetary resources, at least in our judgment, and there have been many other judgments applied along with ours, to carry out those very important missions.

We are going through, right now, the review processes for the next year, and in doing so, I have yet to come across any problem areas of that kind in the reviews that I know of.

Q Could you tell us, then, if we see these problems, what the avenue of approach is for us?

MR. ASH: I think the avenue of approach is with the departments and agencies administering the programs, that the process works something like this: the departments and agencies propose to us what they intend to spend and the accomplishments that they intend to achieve with those expenditures.

During the last two or three months, there has been considerable analysis going on by hundreds of people across the Government, out of which come some final conclusions, sometimes total agreement between ourselves and the agencies, sometimes no agreement.

If there is no agreement, I make a tentative finding; the departments and agencies then may appeal that and appeal that directly to the President. So that, if you have any thoughts one way or the other about any programs, the place and way to express them is with the department and agency. They all end up in the President's office, and I am sure that they put forth the best possible case they can reflecting any views you put in their hands.

Q My name is Jo Benoit, and I am part of the N.B.F.O.

I want to direct one question, first of all, to you, Mrs. Armstrong. Barbara Watson was recently fired, one of the highest positioned blacks in the Government, and I am curious as to why she was fired? That is the number one.

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The second one is directed towards Mr. Seidman, and you were talking about WIN. We already have a program that is called WIN, and to me, there was such a contradiction. Why do we have to have another one?

And there was another thing --

COUNSELLOR ARMSTRONG: I think, in all fairness, so that other people can get questions too, if you don't mind making it just a two-part question.

I will be happy to try to answer the first part of the question, which related to Barbara Watson. Barbara Watson was under the previous Administration, and her resignation was accepted. She did not feel happy with that.

I do happen to know that she was offered at least two other posts, which I considered good posts, that would have used her considerable talents. She, for whatever reasons, turned those offers down.

She has been in Government, I think, six years. I think all of us tend to stultify at the same job after a number of years, and it is my hope that Barbara Watson, whom I do respect, who has a great deal to offer, whether to Government or to the private sector, will continue to use her capabilities for the benefit of others. And we appreciate her service.

It is just felt that it was time for a change after a number of years.

Now, Mr. Seidman, would you take the second question?

MR. SEIDMAN: We are aware of the Labor Department's program, and I guess all we can say in that regard is there is really nothing wrong with WINning in two areas instead of one, so that is what we are trying to do.

Q I am Shirley Lans, Professor of Economics at Vassar, and one of the cofounders of what is a very new organization called the Economic Think Tank for Women.

I am not bothered by this dire prediction of the state we will be in by the year 2000, because I am wondering, when you talk about two-thirds of the national product being turned over to the Government sector, what rate of productivity you are assuming, what rate of growth and what rate of inflation, and I would wonder if we don't have to, in this period of recession, be very careful to distinguish cyclical and secular programs and it might make a lot of sense, even at this high rate of increased cost, not to discontinue them at this time, but at the same time, be rethinking the priorities for the long run.

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MR. ASH: That is probably the very central question, and it is the question we have asked ourselves; what rate of growth do we expect?

As we forecast, by the year 2000, the Government will, in one way or the other, spend two-thirds of the gross national product. Should we look at individual programs and prioritize them some way? Should we, at this moment, maybe, suggest no change? I think those are all the very good questions, and I hadn't, as you saw earlier, posed any answers, because, at this stage, they are in front of us.

But I will answer some parts of it that I think are very critical here. We do look forward to a rate of economic growth in the country on the average over the next 25 years of, say, three and one-half to four percent in real growth.

Furthermore, if I adjusted out inflation in all of this, it makes no difference what rate the inflation is, because the facts will be the same anyway.

Thirdly, this rate of growth of transfer programs has been at about a nine percent per year compounded adjusting out for inflation. Whether we take a period, 1968 through 1975, 1961 through 1975, 1951 through 1975, it is the course we are on, no matter which base you take off from, not because each program grows at that rate, but because we have been sufficiently creative to add new programs, year-by-year, so that the aggregate of all have been growing at that rate.

Now, what I have done in my extrapolation out to the year 2000 is say, let's just assume we continue at the nine percent per year rate, not just with existing programs, but add new ones, because there are candidates for new ones. Let's assume that we are just as creative, just as interested in doing that kind of thing for the next 25 years, as we were for the last 25 years. Let's assume that is Government policy. Where will we be? And merely calculating it, and it takes no more than a calculator at this point, we will be at the point where two-thirds of all the gross national product in this country will be either spent by, or spent through, Government.

So, it is a hypothetical extrapolation of what has been a series of facts that have characterized the last 25 years, and not merely asking the question, "Is that the course we wish to be on for the next 25, or do we wish to be on some other course? If we do wish to be on some other course or even on that course, now is the time to make the decision -- I don't mean that this year's programs have to be adjusted one-way or the other, especially not but we must make the decision for the long run as to which course we want to be on.

If we make no decisions as to which course we want to be on, we know which course we will be on. So, we have the questions in front of us. We don't have the answers.

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But if you want to join us in seeking the answers, we can certainly use the work of such organizations as you represent.

COUNSELLOR ARMSTRONG: Thank you, Roy and Bill.

Now, they will be leaving, and we will have Bill Simon, the Secretary of the Treasury.

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SECRETARY SIMON: Thank you very much, Anne.

I am delighted to have the opportunity to come and speak to a group of ladies. I can assure you that I am not unaware of the women's point of view. I am the father of five vocal daughters, and a vocal wife who keep me well informed as to the feminine point of view. (Laughter).

As I walked in this morning outside I was handed a manila envelope and I opened it up and inside was a book and it was written, I am told, by Miss Dorothy Frooms, who is in the audience here now, and it is entitled, "Are You a Happy American?" I will look forward to reading it probably when I get back to my other world again, because I don't have an opportunity to read very much other than all the government material that we get in such volume down here.

It sort of made me think for a second about some of the problems we have in our country, away from the real problems that we are here to discuss this morning. It is called confidence and what has happened to confidence in really the last decade. This isn't just a recent phenomenon, where all the institutions that you and I were brought up to revere, our respect for these institutions or the respect of the American people is at the lowest ebb in history. And this has been occurring over the last decade. We have had many shocks, Watergate certainly not one of the least. We had the Vietnam War, the student riots, all the rest of the problems.

So, during all of this period while confidence was declining, your government was growing and doing a more inefficient job than usual and today we find the American people basically are frightened and with this confidence shaken, they are faced with the cultural shocks of really the last year, the gasoline shortfall, the explosive rise in food and fuel, the scarcity and high cost of mortgage credit, double-digit inflation, the decline in the economy and the inability of your government to control federal spending, and now, of course, the threats of unemployment.

Well, these were the factors that faced all of us when we sat down to draw up the President's economic policy. If we used to have fairly simple problems, by comparison of inflation on the one hand or recession on the other, we could deal with that in a rather straight-forward fashion. For the one you could put on demand restraint programs and in a very reasonable period of time, you could bring the inflation into what we might call a reasonable range. Or, if it were a recession, one could do the opposite, and adopt expansionary policies.

But, unfortunately, this problem was more complex. We are not only dealing with severe imbalance in our economy, but with the problem of inflation and recession. Now we know the cures. There is no mystery, contrary to what some people write. There is no mystery about what caused our present problems nor what has to be done to cure them. There is also no mystery that it is going to take time to cure. There aren't any instant solutions or quick fixes. They have been tried by governments before.

Over the history of civilization they have been tried and we believe that we have the tried and true formula in place now, without dramatics and without any attempt at the artificial quick fixes.

Now, what caused the inflation? Well, there were the special factors and the special factors really were the agricultural shortfall which caused the explosion in prices and that was primarily created by bad weather in 1972 and 1974. Two, the arbitrary quadrupling of oil prices, a commodity that the world is just so critically dependent on. The energy requirements for the United States as far as oil and natural gas are concerned, 78 percent of our energy requirements are in oil and natural gas.

So, we are an oil economy, just as the rest of the world is. For the world as a whole, it is 68 percent.

And then a much overlooked fact is the simultaneous boom that was going on in all of the industrial countries of the world which created such tremendous demand for industrially traded raw materials, therefore pushing the price up; our two devaluations of the dollar which we had purposefully kept over-valued for many years after World War II in order to strengthen the other countries of the world. Well, that policy went on too long and while it was needed, it has short-run inflationary problems.

Now, these are the special factors and, ordinarily, when special factors occur as they did in 1950 and 1951 -- two of these factors -- as they worked their way through the economy, the inflation rate, the price rise would decline to, what you and I would call a reasonable level. But unfortunately this time they are not going to decline to what you and I might call a reasonable level and that is because we have had excessive fiscal and monetary policies in this country for well over a decade. We have had massive budget deficits in 14 of the last 15 years, including this one, and these policies must be reversed.

Roy spoke of this, so I am not going to speak at great length about the deficit problem, but just take a look at the explosion in federal spending. It took us 185 years to get to the first \$100 billion in our budget. It seems yesterday I was in the banking business when the argument was going on down here in Washington -- I believe it was with President Johnson -- about whether or not the budget should cross over \$100 billion.

Well, it took us another eight years to get to \$200 billion, another four years to get to \$300 billion, and at this rate we will be at \$400 billion in two and one-half years and so on and so on.

This is an 11-1/2 percent increase each year in federal spending over the last 10 years versus a little under six percent increase in Federal spending in the decade before that when we enjoyed reasonable price stability.

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The other culprit is monetary expansion, the creation of money by the Fed and by your government, money obviously needed partially to finance the deficit, money expanded at a rate slightly in excess of six percent. Now that is versus the two and one-half percent in the decade before.

So, really, looking at these factors, looking at the causes and discerning the solutions that Bill Seidman I know went into, and I want to leave time for questions and answers. We believe we have a balanced program, one that is going to require some sacrifice, one that also recognizes that in our society being compassionate people we have to have humane policies, recognizing that we must assist those who bear a disproportionate burden of the fight against inflation.

That is why we have the public service unemployment programs and the expanded unemployment program.

Recent polls have talked about approximately 45 percent of the people who think we are now entering into a depression and, you know, this is the wrong conclusion. It really doesn't take into account the enormous structural changes that have occurred in our economy in the last 40 years.

Today we have federal insurance of bank deposits recently increased to \$40,000 for individuals, a Federal Reserve System that operates as a lender of last resort that today is in a posture of monetary expansion.

Money contracted at 33 percent during the Depression years, which compounded the problems of that time enormously. We have unemployment today at six percent, and while it is projected to rise, by no means can that be compared to the 25 percent unemployment that we had during the Depression.

You have an Administration, a Government that is committed to full employment in the Full Employment Act of 1946, a strong unemployment compensation system, a public service employment program and all of the income maintenance programs such as social security, SSI, food stamps and all the other programs that you are well aware of.

Also, a large part of our work force is in less cyclically sensitive industries and occupations such as Government, where they are more or less insulated from a decline in business activity.

So, for these reasons the economy, in our judgment, is just not vulnerable to the people who are saying this is a depression.

I understand full well, believe me, that it is a depression for the individual who is out of work. But, we do have great strengths in this economy. They are often overlooked.

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I heard Bill Seidman talk about the highest unemployment which we have in history today. We have capital spending rising at a 13 percent record. We have many of our basic industries operating at full capacity in our economy right now.

Fine, but we also have economic difficulties, so we have what is popularly called now stagflation. It is a combination of the sluggish economic activity, rising unemployment and the worst inflation in our peacetime history and they are inextricably bound together.

One thing people don't really understand is that inflation is the culprit for a major portion of our economy's problems. Inflation caused the financial instability pushing up interest rates that created the flow of funds out of savings institutions and sent housing into a tailspin.

Double-digit inflation that frightens the American people caused an erosion, a destruction perhaps in consumer confidence and, therefore, we have the greatest decline in consumer spending in post-World War II. But our problem, really -- and Roy sort of began to allude to it, and we don't have much time -- our problem, really, is more basic than that because of years of policies in this government that promoted consumption at the expense of savings and investment. This is what has to be reversed.

For many years we have been indulging in a consumption binge, using up our inheritance and also borrowing from the future at the same time as illustrated by our burgeoning debt. In effect, we have been burning the candle at both ends and the candle is growing much shorter. It is clear that once and for all we have to begin to attack the causes for our problem rather than continuing to attack the symptoms or the results which really is what overnment does so well, just attacks the results.

I am being critical and I have lived through a couple of crises down here firsthand and the first response is to scream hysterically at the problem and then everybody demands more government action and the third thing that happens usually is we throw money at it and we end up with worse problems than before instead of really screwing down and getting the problems solved right at the cause of it.

So, everybody has a different cure for this and it falls probably in three categories: One, the people who wish to say inflation is not our problem, and, my God, how can you be so inhumane as to fight recession with unemployment. We are not fighting recession with unemployment.

This is one of the myths. If we allow inflation to continue at anywhere near this double-digit, we are going to end up with higher inflation, larger unemployment and this is what is really going to be cruel.

So, we are not fighting it. What we are trying to do is increase productive capacity in this country to bring back normal price stability and this is what is going to give the confidence back and create more jobs in our economy.

So the people who are asking for more expansionary policies at this time, well, they are the very ones who have won every time in the past when we have missed the opportunities.

When I was sitting out there in your seat just as a plain businessman and every time for the seemingly short run attractive option of stimulating the economy, we end up with more inflation.

Just look back to 1966. I can remember coming down and testifying in Congress about the path we were on financially at that time and it obviously had to do with the budget, too.

I often say little did I know I would be unfortunate enough to be Secretary of the Treasury when a lot of the things I warned about finally happened. But, that is all right. (Laughter).

We have been on this path for a long time, and, therefore, if you realize it has taken a long time to create this problem that we have, then it is going to take us time to get back to reasonable price stability.

The second option, of course, is controls. Well, we have tried that. They have been tried for thousands of years in different kinds of economic circumstances by different countries in every conceivable form.

Let me assure you they have never worked in any conceivable form. They distort, create inequities, shortages, and ultimately more inflation and more unemployment. I ask the people who want to change our system a question and I say, "What economic system in the history of the world has given its people the greatest prosperity, the highest standard of living and the greatest personal freedom of any system in history?" And let's not take that personal freedom bit too lightly. It is not only our right as Americans, but in an economic sense it is also extremely efficient.

It is ours and unfortunately it is the system that is less appreciated and least understood. We have to fight to maintain this system. So, curing inflation by keeping demand below our ability to produce while at the same time we are expanding productive capacity is a critical requirement necessary to bring back price stability in this country and it doesn't, as I said, mean a depression.

Quite the contrary, growth will continue to grow after this recession is over or will resume, I should say, but it does mean putting off increases in Federal spending in some areas, with credit less easily available, with business profit growth more moderate for a time.

I have talked a little longer than I wanted to. I am sorry, but I get wound up on this subject. I have been heartened recently by a Harris Poll which came out and showed the public is fed up with empty campaign promises and more than anything else it wants effective action.

I thought in case you had missed it, I would read you a couple of percentages. By '79 to 16 percent, the public feels they are paying too much in taxes and not getting their money's worth. Well, boy, nothing could be further from the truth.

I guess Will Rogers put it best when he said, "Thank God, we only get half the government we pay for," and that is a truism. Actually, one might even argue it would be worse if we got more, but I won't go into that.

By '77 to 13 percent they believe the trouble with government hand-outs is the fact you have to pay for it four or five times over in government taxes.

By '69 to 19 percent they feel that the kind of politician who promises one group of people something from government more than most other candidates ought not to be trusted.

Gee, I hope this isn't just a passing thought that is going through the American people's minds and I hope that they will continue to be concerned about this. After this present inflation rate begins to decline to normal levels, I hope the American people will remain vigilant about the problem of controlling government, because they need to be controlled, and they can only be controlled by you people out there who guide their destinies and vote for them.

We are your servants.

Now, with that, I would like to answer your questions for the few seconds I have left.

Q Mr. Simon, may I ask you a question. I am Dorothy Fooks.

SECRETARY SIMON: Thank you for the nice book. I will read it on the beach some day, assuming I live through this job.

Q I think you will find some constructive ideas there to help the economy of our country by creating employment. Now, I feel that we have a country that is worth saving. I happen to be a veteran of two wars. I am National Commander of the Women World War Veterans. I feel that we should watch Congress. Congress is inconsistent with some of its laws.

For instance, they have a minimum wage law which prevents youth, prevents unskilled labor from becoming employed and I think they should change something to make it possible for people to get jobs. And also we have the unions that have closed shops and if we can get Congress to compel all workers to have a right to work, I think we will do away with inflation.

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Have you thought of that?

SECRETARY SIMON: God bless you, Mrs. Frooms. You sound very like I do when I am up testifying before Congress and what we need is more American people to get this across, because what you are calling for is just what we attempt to do and it is extremely difficult in this great democracy.

Indeed, we have a country worth saving and we have, as I say, great strengths and we should talk about these great strengths in our economy, recognizing our weaknesses because I am not the proponent of the good news machine.

I like to tell people exactly what our problems are and what we have to do is make sure our government is more responsive to sound policies rather than special-interest groups.

Q I am Mary Keyserling, representing the Interstate Association of the Commission on the Status of Women. I am disturbed to have you emphasize the need for further expansion in production capacity and the curtailment of consumption. I would point out, Mr. Simon, that if you will look at the figures of the average take-home pay of all the non-supervisory workers, and non-farm employment, we find that the average weekly take-home pay of workers with three dependents is down to what it was in real purchasing power terms back to what it was in 1964, so that for 10 years the great bulk of our average workers has had no increase in real purchasing power while our productive capacity is very much higher.

And I would submit that what we need to do, quite contrary to the last speaker whom you applauded, is to build the purchasing power of the average consumer.

SECRETARY SIMON: You know, we are saying the same thing.

Q Then let's make it quite clear. The automobile industry is quite aware of the fact that people don't have purchasing power. They are not selling autos. The housing industry is quite aware that people don't have purchasing power. They can't buy houses. They simply haven't had the increase in purchasing power and I would say, thank God, for what our unions have done in helping us sustain the purchasing power of our people and if it hadn't been for them, what they have been able to do to sustain it, I think our recession would be far deeper.

And, thank heaven's for the fact that our Congress by an overwhelming vote obviously reflecting the bulk of public opinion in the country, raised the minimum wage rate, not enough to keep up with the rising prices, because by raising the minimum wage from \$1.60 to its present level, isn't even sufficient to keep up with the increasing cost of living.

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SECRETARY SIMON: Why don't we just go about it and attack that problem at the cause. That is why I say you and I are saying the same thing in different ways, because when we increase production capacity and increase goods and services in this country, when we reverse, for instances, our agricultural policies, which has great set-asides, which restricted food production in this country, and that keeps prices high.

Well, now, we don't have those things any more. When we produce more of everything that people demand, then they not only get everything they want, but they get it at a cheaper price. And this is what is important. So, we are both saying the same thing.

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Q Janice Mendenhall, President of the Federally Employed Women.

I have a question about revenue sharing, which is directly under your control as Secretary of the Treasury. As you probably know, women have a higher unemployment rate than men, and in the regulations about revenue sharing, there are certain provisions for nondiscrimination or these funds may not be used to deny anyone civil rights. I was wondering if these antidiscrimination provisions have ever been invoked, and secondly, is the Office of Revenue Sharing Staff large enough to monitor this to see that funds are not given to a city which refuses to hire women as policemen and firemen?

SECRETARY SIMON: The Office of Revenue Sharing could not do that job alone. We give them support assistance in the law enforcement area and within my administrative area within the Treasury Department, to make sure that is enforced. We consider that critically important, but I would love to know, I tell you, because we cannot know everything first-hand, and I am sure there are abuses in every single area, and I don't mean to pay lip service to you.

If any of you ladies every know any of the specifics of these abuses, I wish you would personally bring them to my attention. You will find, when you write a letter to Bill Simon at the Treasury Department, I read them all, and you will hear from me with an explicit answer.

Q Mary Ebinger, United Methodist Women.

We realize there are a lot of problems, and we are well aware of them and we know there are no quick cures. But here we are, women from all over the country, and I would like to ask if some type of specific guidelines could be given to us to get to the local organizations through the national organizations for specific action and study, so that we here, who have come today, can do something, even if maybe they are only small measures.

SECRETARY SIMON: I think a lot of what we have talked about already applies, there again, remembering there is not quick fix, that we are all going to have to work together to work out of it. I think the WIN program that I believe Mr. Freeburg is going to talk to you about can be a great conduit to work from the Government to the American people as a whole.

The American people really are akey to the solution of this problem, in the understanding of the problem and what brought it about, and I mean a very deep understanding. We can do many things in the area of conservation and avoiding waste, whether it is electricity, or other energy resources, avoidance of waste in food consumption and support productivity in the office. We can buy smart and resist price gouging, and we can demand an end to Government deficit spending as well.

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This is where, as I said, you can be a tremendous influence upon your Congressman because, until we get back to balancing revenues and expenditures, we are not going to enjoy price stability in this country for a sustained period of time. And that is the most important and largest step we can do to regain the confidence of the American people in their Government, and it is going to be a battle. And that is what we are trying to do.

Thank you.

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COUNSELLOR ARMSTRONG: Thank you, Secretary Simon.

Now we do have a speaker whom I think can give some good answers to your question of what you can do to help wage this fight against inflation and recession and to take part in the very important problem of conservation. So, I would like to call on Mr. Russ Freeburg, who is the coordinator, the liaison to the WIN program. Russ.

MR. FREEBURG: Thank you, Anne, very much. I appreciate this opportunity that you are giving the WIN Committee to explain briefly what it is undertaking. I think I could start right away and ask what is the WIN Committee.

We have been in operation now approximately 5-1/2 weeks. It has been shortened already to the WIN Committee, but it is actually the Citizens Action Committee to Fight Inflation. This was formed by President Ford on October 8 in his address to Congress. The WIN program is actually a citizen's mobilization to fight inflation and to save energy. It is nonpartisan. There are Democrats on the Committee. There are Republicans on the Committee. I think you do have a list of the Committee membership to date. This is your program as citizens and it is one avenue that citizens can use to help slow inflation and to save energy.

You can help organize it and operate it in your local community. One of the first things that the WIN Committee has done is to plan and start to put in operation local action committees. In the last ten days, we have been in the process of mailing to mayors and county executives across the country -- 10,000 in all, and I hope the mailing will be completed in another five days -- specific suggestions to them and a plea to them to take the leadership in organizing these local committees.

I see in the audience today Mary Kathryn Miller, President of the American Federation of Women's Clubs. She has already spent many hours as the Chairman of the Committee's task force or subcommittee in the organization of these local action committees.

These committees should have the same cross-section of people that the national committee has and anyone who wants to join one of these local committees, or if the mayor is reluctant in forming one, take the lead yourself in forming it, and get underway.

I think you also have some material that shows the pledges that local action committees developed and has the approval of the committee; businessman and business woman's pledge, the consumers' pledge and the workers' pledge. These local action committees can work to hold the line on prices and if we can do that, we can help stabilize the economy.

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You have already talked about productivity but they can work to increase productivity and the workers' pledge has the backing of the AFL-CIO. It talks about eliminating waste, but what we are talking about is increasing productivity.

The Committee is also going to have a task force and is beginning to work on forming what has been referred to as WIN gardens. There are interested individual gardens but also they are very interested in looking at community gardens and they want to study the legality of using some of these vast tracts of empty land where the buildings have been leveled for urban renewal to see if it would be legal to use these lands and also if the soil would be agreeable to gardens. They may be filled with bricks, we don't know. But they want to look at that and see if this program can be underway by next summer. Later on, they would like to get into recycling and see if some type of national coordination can be developed in operating recycling programs. I mentioned conserving energy and, of course, one of the goals that the Committee would hope we can achieve is reducing the consumption in this country of the one million barrels of oil a day.

The Committee is very aware that people ask for specifics and it is going to take the Committee time to try to develop specifics. We can't talk about the one million barrels of oil a day, if we can get associations that are familiar -- the automobile association and so on, other associations -- that can tell us specifically what one individual can do.

If we can cut back on gasoline consumption by two gallons a week, if that is what the answer is, then we can give a specific to an individual. But, I think the Committee also realizes very early that you can make appeals to individuals but perhaps the best way to carry this out is through associations and through organizations rather than just making an appeal to an individual and also try to get to specifics.

Let me ask another question. Why the WIN program? I think there are two reasons. One is short-term and I have said the short-term is to stop inflation; stop a recession from plunging deeper.

If you can stabilize prices, maybe we will come out somewhere in the middle. What is the long-term reason for a WIN program in asking for citizen involvement? We are in the early stages of restructuring of our society, not only in this country but in the world. We live in a computerized age where you can determine supply and demand ahead for 20 or 30 years. I think you have to consider this and we have to save for our children in the future and this is going to require a restructuring of our society and, as I said, we are in the first stages of this with oil, food, population. And, in the end a citizen is going to play the important part in this and you are going to have to restructure your own life to meet these new world demands.

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I think we are giving out buttons today, the WIN button, which Mrs. Armstrong is wearing and I am wearing. I have been told that the button manufacturers are estimating there are 10 million to 12 million of these buttons in production or being distributed across the country. The Committee hopes that this button will be a badge that people will wear to show that they do have the spirit and want to rally to solve this problem, and if one wears it and the other wears it, they know they have a common bond and they are working toward the same goal.

Inflation is a common enemy of everyone in this country. It is hurting everyone. The WIN type of program was conceived at the Economic Summit Meeting, and advisers that President Ford has on various economic committees at the White House talked about this problem and the necessity to rally this country to a common goal or a national purpose, which would be to stop inflation and conserve energy. This is one place where there is a common ground, and this is one place where we can pick up the pieces from the last decade and do something for ourselves that will help us to have a more stable economy and a more stable country.

What is needed to succeed? I think, first, what is needed to succeed is the leadership of business in this country. If the corporations and businessmen will just make the attempt to hold the line on prices, if the consumer will make the attempt to buy where the price line is being held and if the worker will help to lower costs in the economy by increasing the productivity -- and we are all workers, every one of us. We are all consumers, every one of us. When the businessman goes home, he is a consumer; he is no longer a businessman.

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COUNSELLOR ARMSTRONG: Russ, there are very few people I would interrupt you for. We will have your Q and A later.

I am delighted to tell you that our First Lady is coming to say hello to you.

MRS. FORD: Thank you very much.

If I am a little out of breath, it is because we ran over here, and I had to stop outside and grab a glass of water, so please excuse me.

I did prepare a few words for you because I think this is one of the most important meetings and one of the most important conferences that we have in Washington at this time.

I am delighted to be here today, and I am delighted to welcome you and particularly bring you a few words from my husband, long distance, of course, because you know he is in Japan.

I fortunately do hear from him via telephone, and although the pace in Japan has been very hectic, he told me the other night that he had time to write to me two post cards, and I was so amused because I had never received a post card from him before. You see, it pays to have your husband get to be President. (Laughter.)

But, in a more serious vein, he did ask me to let you know this morning how very significant he considers this meeting and how very necessary he feels it is to get your organizations involved in the fight against inflation. We are all effected by it, and it is important to all of us to to join in the fight against it.

This is where each one of you can be instrumental in conveying the message in a personal way to your own individual groups when you return.

Last week, Gerry and I signed a consumer's pledge, and because I feel so strongly that this message was not just a piece of paper, I would like to read it to you.

"I pledge to my fellow citizens that I will buy when possible only those products and services priced at or below present levels. I also promise to conserve energy, and I urge others to sign this pledge."

Now, the pledge is simple, two short sentences, and I think it is appropriate because most of the things that we can do to help are simple.

When Gerry and I signed the consumer's pledge, he talked about the importance of people cleaning their plates. This, of course, I think most families know, if you have children, is always very important, and someone asked me the other day whether Gerry really does, and I honestly had to answer them that, yes, indeed, he certainly cleans his plate.

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And if they didn't take it away, I am afraid he would eat the plate also. (Laughter.) But, this is just an example, and it is a little exaggerated.

However, we have always stressed that the children should also take that which they can eat and not waste food by throwing it away, and I think this is more important than ever. Gerry is a firm believer in this, and he is a firm believer that it is up to us to set the example.

Really and truly, we have found it sort of fun doing and working at it. One thing that has been tremendously encouraging is the interest shown in fighting inflation and conserving energy from every part of the country.

Do you realize that, last month, we received more than 200,000 letters, either enlisting in the WIN program or sharing thoughts and suggestions on how to conserve. I think this shows that people throughout the country are seriously interested in coming up with positive ways of fighting inflation, and that is a very important beginning.

It is important that we, as women, take a lead in this fight because we are the consumers, we are the people who decide how our families spend their money. We feel the pinch perhaps more acutely than any other member of our family, and we need to be as knowledgeable of every respect of the economy as possible.

I urge each one of you to get your organizations involved in thinking and working on just this problem.

Just to show you how WINning can be fun, I thought, in conclusion, you might enjoy some of the rather amusing suggestions I have been getting from writers across the country.

One, "When you let your dog out, open your door for just 10 seconds, and if he doesn't move, give him a quick, gentle shove." (Laughter.)

Two, "Don't have so many days of school." This was, of course, from a student. (Laughter.)

And three, "If you don't have a hot-water bottle, why don't you try sleeping with your cat?" (Laughter.)

I want you to know it has really been a great pleasure being here this morning and having the opportunity to meet with you, and I appreciate Mrs. Armstrong inviting me and I want to thank you all for being so kind.

Thank you.

COUNSELLOR ARMSTRONG: I think Mrs. Ford can inspire us in many fields, as well as what we can do in the economy.

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Russ, did you have some more presentation, or would you like to take Q and A now, having been upstaged.

MR. FREEBURG: It doesn't matter to me.

I remember years ago when Jack Paar walked out on his program in a contract dispute, and he came back three weeks later and started out by saying, "As I was saying."
(Laughter.)

I was just about at the end of my formal remarks, and I could go to questions.

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Q I have a question; Mary Jo Binder, from the National Organization of Women's Task Force on Women in Poverty.

I would like to ask you a question concerning guidelines that you have developed for the local WIN Action Committee on safeguarding against the negative effects of the fight against inflation on poor women, and, specifically, I would be interested in hearing from you if you have any plans to encourage citizen committees to watch-dog not only excessive energy consumption in the form of turning off your lights and that kind of thing, but also to safeguard against excessive costs to the consumer of the increased rates in utilities? This, particularly, impinges very heavily on women and particularly women who receive public assistance. And I would like to know what kind of guidelines you have for citizen groups to act vigorously against local public utility companies when they raise the rates?

MR. FREEBURG: I think it is a two-part answer. The National Committee decided very early that they should leave to the local committees as much autonomy as possible and the local committees can act and feel where they think it is important.

But, secondly, the Committee also decided that it did not feel that the National Committee should become involved in legislative matters, and if this involved hearings on utility rate increases, I think it would be the feeling of the Committee that the local committees should not get involved in that as a local action committee. But the member organizations of those local action committees, of course, are still free to act on their own.

Q Mildred Talbot, President of the National Council of Women.

I would like to urge just the opposite. I would like to urge more suggestions from the national standpoint as to what the individual can do. I support this lady right here, who wanted to go back and tell her organization what to do.

In New York, recently, where we are headquartered, we had a big conference on counter attack on hunger and person after person from organizations got up and said, "But what can we do? What can we do?"

Now, I got up and made a suggestion that everybody laughed at, but I still think it is a good one. Instead of just not eating on Thursday, why not lose 10 pounds for the country of your choice? We are not all as svelte as Mrs. Armstrong, and I really feel that the individual American is compassionate.

Our associations and organizations do want to help, but everytime we meet, someone says, what should we do. We will get organized in New York some way or other, but we are still

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going to come to individual meetings with this, and I think it best start at the top and filter down.

MR. FREEBURG: I agree that the question that is asked, "What should we do," and the Committee knows this is a problem and knows it has to get to the specifics.

COUNSELLOR ARMSTRONG: Russ, I might make the suggestion, we are going to send all of you a transcript of this meeting, and hopefully by then, within the next few days, we will have some specifics.

If Russ doesn't have some, I will make up some, because I have been getting a lot of good ideas myself. Russ has given us, to give out, the material he mentioned - the membership of the Advisory Council of WIN, headed by Sylvia Porter, and with that same piece of paper are a few specific ideas of what organizations can do to help get across the WIN program. But we will get you some additional specifics when we send you the transcript of our briefing here.

Q Adrian Barth of the National Council of Jewish Women.

Now, I have two questions -- I only had one before. If we lose 10 pounds for the country of our choice, how do we get the food there, and the other is, will you speak more to restricting our society and our individual lives, which you sort of passed over?

MR. FREEBURG: That is just one of the ideas that occurred to me, as I have watched this develop over the last five and one-half weeks, as I have gotten into the WIN Committee. This is something that sort of occurred within me by osmosis, because I have seen this.

I think this is what we are getting into, and I think you can see this with oil and I hate to bring in things like the recycling of petroleum dollars, but I think you are getting into a rebalancing of the power in this world. You are getting into a position where we know that we have only so much that we can use to live with. We know that there is only so much money that is available, and I think Secretary Simon mentioned this, the monetary expansion, which has contributed so much to this society -- and I am speaking personally here -- I think there is going to have to be a pull back of some sort to gain a society in which we might live a little more simply than we do now.

I think we are in the first stages of that.

COUNSELLOR ARMSTRONG: Thank you ever so much, Russ, and thank you for the fine job of liaison you do with this most important program. I am delighted with the interest and the demand for specifics here. I think it is great.

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Our next and final speaker, I think, you will find a most informative one in a subject of prime interest here, energy. We have with us Mr. Frank Zarb, who wears two hats.

He is the Associate Director of OMB for National Resources, Energy and Science, and he is also Executive Director of the Energy Resources Council. He will have a presentation, and then he will be available for your questions.

MR. ZARB: Thank you for having me with you this morning. I hope that you will go along with a program where I speak very little and then we can talk about the things that are on your mind. I think that is good for two reasons.

First, if you wanted to know the gospel according to the Administration, all you have to do is read U. S. News and World Report, or Irving R. Levine, whom I saw here a few moments ago. So, I don't think I will just pass along the party line as it relates to energy and energy philosophy, but would rather spend the time we have together on the precise subjects that may be on your mind and I would like to listen a little to, maybe even, some of the thoughts that you have.

The national energy problem is one that is, I think, fairly well-known to everyone. I won't repeat what some of the earlier heavies may have reported to you this morning.

We have two main problems with energy. One relates to the issue of independence or so-called independence, and the other relates to the cost of energy. These are independent and interrelated.

The fact that we pay a lot for our oil now is primarily based upon the fact that there are a few guys out there in the world who have a massive reserve in the ground, and as a result, have the ability to change price at will.

So, the price of oil went from \$3 a barrel, something less than that, to current levels of \$11 a barrel, and \$13 a barrel during the embargo. When you have that kind of adjustment in the world of energy economy, that is quite a jolt, and it has had quite a meaningful impact here in this country with some regions of the country being more seriously affected than others. So, the price of energy is a key factor from the standpoint of its place in the economy, its place within the balance of payments, its place within the stress it places on the financial market.

The other issue is more perhaps a political one, but has a direct bearing on the price question. To the extent that we become further independent in the ability to support ourselves energy-wise, we lessen our vulnerability to price blackmail by other suppliers, so the more we can do ourselves the less we are going to have to pay in the world market for petroleum and the more pressure we can bring to bear upon the other producers to bring down their price.

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Now, it isn't as simple as all that, however, because we could make a national determination now that we are going to do everything we can to bring down price -- and let's assume that using the variety of political and economic weapons at our command, that we were able to bring down the price of oil coming from the cartel countries, and let's just assume that tomorrow -- wouldn't that be nice -- the Arabs said, "We are going to start selling you oil at \$5 a barrel," it would seem to me that we as a nation would have another issue to join.

Now that we can get all we want at \$5 a barrel and gasoline at the pump was back to 32 cents, should we stop, or should we do the necessary things to continue our drive toward independence, so that never again are we going to be in a position whereby the cartel countries could turn the valve.

So, the issues of price first, independence second and price independence get rather complicated. There are those who would solve it rather glibly with conservation. "Let's conserve," they say, and I think that is pretty neat. And some would say that is the real answer.

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Now, that has some unusual problems if you treat it as the only answer. If you treat it as part of the answer, you have a winner. If you treat it as the only answer it has real problems. I usually ask those who say, "Let's conserve," how, remembering that Bill Simon and I worked night and day for three months back to back during the embargo period and, remembering the hardship that came to Washington from those who were put out of jobs because of abrupt change in supply, one that was not ordered.

I am still fairly sensitive to the guy who came to me and said, "You know, I work in the tourist business and you just put me out of a job and maybe you think steel is more important than tourism, but I think my job is as important as the guy who works on steel."

So, the national trade-offs in making this policy have to be very, very carefully calculated. Conservation is indeed one major element of the direction we are headed in, but the American people are winners, they are instinctively winners, and they don't want to see a plan that is going to conserve them into some sixth-rate power always at the beck and call of some other group of nations.

They won't mind conserving or doing the things that are tough, but they want to see where we are coming out of this, where is the program, where is the plan that within five years or ten years is going to bring us out of this in an independent way so if we have to conserve unusually over the short term, we know that it is all for a worthwhile effort.

And those, it seems to me, are the two dimensions of our national energy policy. You may or may not be familiar with the Project Independence staff work that has been done over the last six months. It is a compendium of pages that are thousands and thousands of pages long, but what that does is take apart most all of these issues and it raises the options available to the President that says, in effect, this: You can get "X" independence in five years and "Y" independence in eight years, but to do that you have to do the following things now and the following things over the next five and eight-year-period. And, those things relate both to conservation and to resource development.

Now, the variations of options start, then, with where do we want to be and at what period of time. How independent do we want to be and at what period of time? Do we want to be 100 percent independent in ten years? That is doable, but there are prices you pay. Do you want to be virtually independent with only five percent of our dependence -- we are now 15 percent dependent -- only five percent dependent upon foreign sources, and become ten percent independent?

Well, then, the paper says, "Mr. President, here are the various options that are available to you and the steps you need to take now to get to that point." We will be spending the next six to eight weeks not only staffing this work to isolate the issues and fine-tune them and check some of the facts for accuracy, but also in hearings.

I will take that word back. Hearings are a bad word; meetings. We will meet with consumer groups, we will meet with environmental groups, we will meet with big oil companies, we will meet with independent oil companies, we will meet with little independent fuel oil dealers. We will meet with a cross-section of the American society who have now had the benefit of this book being distributed and the availability to look at the issues within that book as it affects their lives and they will have an opportunity to come to Washington and tell us a little about what they think is right or what they think is wrong because these decisions each will be hard and each will affect all of us.

When that process is completed by the turn of the year, we will have on the President's desk a final set of options for his decision and by the end of January that will turn into a national energy plan and it will address a wide spectrum of issues that reach into mandatory conservation, voluntary conservation, those that lie somewhat in between.

Automobile manufacturers, do we legislate that they need to come in with a fleet mix or technology within five years that is 20 miles per gallon or is it going to be done voluntarily? If so, how can we be sure? Coal, how do we get maximum coal conversion? Coal is kind of an interesting energy source in this country. We have the biggest supply of coal in the entire world. We have some constraints. Getting the coal out of the ground isn't all that easy because we have let that technology dry up over the last five or ten years. Getting coal from where it is mined to where it can be burned isn't all that easy because we haven't provided the transportation network over the last ten or twenty years that facilitates coal transportation.

Burning coal isn't that easy so we don't have a demand for coal for two reasons: Everything that we have done over the last 15 or 20 years has propelled the burners of coal to switch to oil and the other reason is the environmental questions that we placed on the burnage of coal. So, we need to look at what we can do to burn coal in an environmentally acceptable way to create the demand. How we fix the transportation problems; how we fix the deep mining problem. That is perhaps in the five-to-eight-year-period.

Now, while that is occurring there is another thing happening which is pretty encouraging. Coal can be liquified through a liquefaction process. When we liquify coal, we make it into a synthetic oil. It can be burned cleanly and efficiently without the down side of high sulphur coal. The state of the art there is in demonstration. We have several demonstration projects in the country now. In eight years, we will go into commercial production, 12 years it will be pretty massive.

Nuclear has some hope. Nuclear has some problems, environmental problems which slow up the ability to bring it on quickly. Solar has some hope. We have made great strides in the ability to use sun for energy. That is ten to fifteen years away in any meaningful dimension.

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In five years homes our southern U.S. and western U.S. will indeed have solar equipment, but before it makes a meaningful impact on the total energy picture, it will be 10 to 15 years. So, if I had to guess now, and I hate to do it because it is almost like looking into a crystal ball, I would suggest that our national energy plan is going to reflect over the near term an effective conservation system which calculates within it an economic impact that also has a resource development program. This takes care of resource development over the next five to eight years in a way which would be short-term in planning, but pushing our long-term plan in energy R&D to bring into line nuclear, solar, clean coal and geothermal.

If we create our plan solidly, correctly, if we do it openly so that we get all elements of American society to participate in building it, if we then bow our back and put ourselves in a posture somewhat similar to putting our footprints on the moon, and if we work with the Congress, we can do it.

Now I am confident, but I am cautiously confident, because a lot of hard decisions have to be made and a lot of hard work needs to go into its completion. But this is America and we have always done it in America and if you look at what is available to us to do it over a period of time, it is there. It is a question of recognizing that there are a lot of interests in this program, they all need to be looked at, and balanced into the total effort.

I hope as time goes on that we can convince the American public that it can be done.

Now I would like to answer your questions.

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Q Is it all right for Press to ask questions here?

MR. ZARB: You betcha. (Laughter.)

Q Mr. Zarb, I am wondering why you said we have to wait until February 25th to get a specific plan? I know you have done a lot of work on this thing, and it seems to me winter will be largely over by then. I wonder why you can't tell us today what we need to do?

MR. ZARB: Okay, I think that is a legitimate question and I wish I could, and perhaps I could, in a glib way -- and I don't mean that the way it sounded -- in a way that might be cosmetic answers. But the solutions may not be as deeply thought out as they should be.

As I look back now over the last year -- and believe me, I remember the scar days of the embargo -- we didn't really begin to focus on this issue of energy, until we were in the middle of a very desperate situation. We really didn't, and I admit to you that for the first several months of that effort, I spent 100 percent of my time, as did my colleagues, in taking care of the immediate.

What are we going to do to take care of the gasoline lines and fuel supplies and the unemployment that was springing around the country? It wasn't until after that wave that we began to think about what issues need to be examined to establish a long-range energy policy, which was nothing like we have ever had before.

Now, I would be mighty pleased to have a piece of paper now, which says, "Here are the answers and here is what you have to do."

The answer to your question is that the sub-topics of the major questions have to be asked and answers gotten, and we need to be confident that they are pretty carefully thought out.

Equally important, it seems to me, is that before we tell the American people what they have to do, we have to go over some of the options available to us in terms of decision-making before those decisions are made, because there are differences of opinion.

The consumer interest of America, the environmental interest of America, the energy interest of America, all feel they rightfully have a place in making this policy, and I believe they do. So, a good part of the next four weeks is going to be taken up going over these options which have been presented and distributed as of last week. To go any earlier, it seems to me, would just be wrong to save the extra four or five weeks.

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Q I am Sara Mayer, representing the National Organization for Women. I am interested in your position on expanding the Office of Consumer Affairs for the Federal Energy Administration and creating one which does not now exist for the Energy Resources Council. I am also very concerned that the public hearings -- and I like the word "hearings" -- which were held for Project Independent Blueprint. The results of those hearings were not incorporated into the report, and I am very concerned that the testimony and the summary and the recommendations that will be coming out of the hearings be incorporated in the report. And I want to know how interested you are in real public input into these policies?

MR. ZARB: I think you asked two questions; right?

Q Several.

MR. ZARB: Several -- three. Let me answer them the best I can. If I leave something out, you let me know. I am not sure about the size of the Consumer Affairs Department at FEA, and I can't talk to it intelligently at this moment. I don't know how big it is now, and how big it should be.

Q It has been cut.

MR. ZARB: Okay, let me say this. The important place for those who represent a group such as consumer interest is in the process of the management. For a beginning, I think, yesterday, or the day before, I wrote to Virginia Knauer, that I had made arrangements for the Staff of the Energy Resources Council to tie into her Staff, and my interest there is to be sure that as the work is progressing, as the information comes in and the Staff sits down and does analysis work and the economists do their thing and the oil guys do their thing and it starts to take shape as a policy, that those people who could both contribute the consumer point of view and can monitor from a consumer point of view are part of that process.

So, my hope with the ERC is to be sure that we have at minimum a Staff presence as things are developing, because, what often happens -- and it isn't only true in consumer interest -- when all the Staff work is done, and the final plan goes to the decision-makers for a decision, it is a lot less easy to impact the shape of that plan at that moment in time than if you had an earlier start.

Now, with respect to FEA -- and I honestly don't know how it works now -- it would be my view that there should be a sufficient presence of consumer interest representation to become a part of the full-time operations of the agency, so that they are not in the position of always reacting to what some other guy put out in final print, but are in a position to participate as these programs are being developed.

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I think I answered your questions. Did I miss something?

Q I am interested in whether you are going to have public hearings before the report is written, instead of after it has gone to print?

MR. ZARB: I didn't mean to pass that one up. I have made it as part of the program right from the beginning that this blueprint that has now been published and distributed as of last week, that after a minimum of one week seep-in time, we will have meetings, which you prefer to call hearings, which will give consumers and others who have a real interest in our society an opportunity to come in and have a chat with us about it.

Now, how will this be different from the other hearings or meetings that were held? I wasn't too close to that process while it was occurring, but I did see it from an arm's length. The difference here is that this book that is available -- it is about this thick -- as you leaf through it and leaf through the index, each element of society can pick out the areas that most affect their world, and they feel most compelled to have an impact on. So, when they come in and meet with us this time, they will be saying, "Hey, Mr. energy guy, on page 43, you say one of the options is to do this, and we think that is completely inconsistent with the best interest of the poor people of the country, because that option may solve your problem here, but the poor people of the country are going to be affected in a negative way." Or the environmental people will come in with a laundry list that will index quite a few pages and say, "Any one of these options are unacceptable to us unless you can prove to us they are absolutely essential for a firm program."

The same would apply to consumer interest, whether they become part of the final product or the thinking becomes part of the final product. It is at least my intention to make sure that the President understands the final options that he has to pick from, the impact of each option and the impact as it may affect various parts of our society. And we will do our best, which is the best we can do to make sure that thinking reaches the final document.

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Q I am Inez Kaiser, President of the National Association of Minority Women in Business. I would like to ask you a question, please.

What will be the net effects of the oil to be brought in from the North Slope in Alaska and the offshore drilling which is proposed for the fields which may be off the east and west coast of the country?

MR. ZARB: The first question relates to our ability to bring oil through the Alaska Pipeline which is due to come in 1980. It will probably slip a year or two. At that moment in time that oil will simply replace the declining production on the mainland. Our oil production, or the ability to take oil out of the ground here in the U.S. started to decline in the late 1950's which means that our main wells are declining in output.

By the time the Alaska Pipeline comes on line it will merely replace what we lost between now and then. That is one reason why the OCS question needs to be addressed and addressed very carefully.

Now, OCS is an area for energy; it gets back to our discussion here a moment ago, the interest of the country. There are those who believe that environmentally we should not do this thing -- drill offshore.

There are those who say, "We think it is an environmental risk. We want to see what your total plan is before we come along and then maybe with the right environmental protections we will support your drilling in the Outer Continental Shelf."

There are those who say it is environmentally acceptable. Governor Edwards from Louisiana is the best salesman on that point, and he says, "Come on down and I will show you. We have been doing it for years and it works well and you can't see the stuff, it is so far out."

I think we need to look at all these issues. I think OCS is a vital area of reserve or potential reserve because you don't know it is out there until you have drilled and you have to drill one hole and sometimes eight holes before you know what you thought is out there is really out there.

It is fairly clear that that area of development is a very important one for us to explore as a nation, and it seems to me equally clear that with the right safeguards the drilling of offshore oil, as Governor Edwards will tell you, is safer than having tankers come in to deep water terminals.

So, I think it is a meaningful dimension and we should examine it very carefully. But here again we need to have all elements of society that feel they have something to say about this come in and go on the record.

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Q Randy Baca, National Spanish-Speaking Businesswomen's Association. I live in New Mexico, and my home State is very intricately involved in solar, geothermal, nuclear energy and the construction of a coal gassification plant in the four corners area is very immense.

Do you foresee R&D money from the Federal Government being an impetus, on R&D money going toward this kind of energy solution, the research and development necessary to make these viable alternatives to our energy supplies now? And also, do you foresee any incentives in the area of home mortgage money, for instance, in those areas where solar energy is already a good possibility to help the mortgage market in an area where you have a choice?

If, for instance, you want to buy a house that is heated by solar energy versus one that is not?

MR. ZARB: Okay, two good questions.

In answer to your first question, we have put an extra billion dollars in the 1975 budget, \$1 billion for energy R&D. A very sizeable chunk of that -- I think \$4- to \$5 million is going to fossil fuel R&D, and \$1.2 billion extra, which will bring our total to be \$2.2 billion probably in 1976, will give us over a five-year period about \$10 billion in energy research and development.

Our problem has been getting the system to absorb that many new dollars quickly and efficiently. One of the frustrating things you learn when you do my job for any length of time is you can't solve many problems by burying them in dollars. It doesn't work. So our problem has been to get the dollars used effectively, but we will be spending an extra \$2 billion over a two-year-period and that will make it \$10 billion over a five-year-period.

The answer to your second question in terms of mortgage incentives to get home owners to put solar equipment in their homes rather than going the conventional route is an area that is being explored pretty carefully, but keep in mind a potential problem: A \$35,000 to \$40,000 house in your part of the country right now would cost, first, in capital commitment about \$6,000 to equip with solar heating. Now we couldn't equip it with solar cooling because the technology isn't there yet.

It would only be solar heating -- \$6,000 capital as compared to about \$1300 to \$1600 conventional equipment. The biggest obstacle we have perceived so far hasn't been in the credit availability to do this, but has been in the buyer resistance to putting this extra capital investment into a house they are not sure they are going to get it out of.

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If the critical path to getting this done were some sort of mortgage incentive, I think you would find that the government would have a very sympathetic view in that direction.

But it just hasn't turned out that way. You get this kind of response: "I may only be in this house for three years and if I put this \$6,000 gizmo in and my neighbor put \$1100 or \$1200 equipment in, I am going to have a capital investment more sizeable and we are going to have the same house. It will look the same and have the same number of rooms. I will never get my money out of this because solar heat isn't valid yet in society and I can't sell the long-term savings to the next buyer."

I think that is a buyer-resistor problem we can get over, over a period of time and I think every other step the Government has at its disposal to get this breakthrough will be taken.

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COUNSELLOR ARMSTRONG: Thank you ever so much, Frank.

I want to thank you all. We are going to have to wind up now. I have a plane to catch, right now, for that nice, sunny neighbor state of yours, Arizona.

As always in these meetings, when you get people with good thoughts together, good probing questions, there is not enough time, but what I would like to do is read the list of speakers over to you again so if you want to write or call any one of these speakers, or me, please feel free to do so.

We have some good suggestions, some by implication, out of the questions today, but we would like to get more.

The first one was Mr. William Seidman of the White House, Assistant to the President for Economic Affairs. Second was Roy Ash, of the White House, Director of the Office of Management and Budget. Next was William Simon, Secretary of the Treasury. Then, we had the speaker on the WIN program, Russell Freeburg, White House Coordinator to the WIN program. And, finally, Mr. Frank Zarb, Associate Director of Office of Management and Budget.

Q Mrs. Armstrong, I did want to ask you a question about continuing meetings of this particular group. I am very concerned with the absence here today of the Secretary of Labor and the Secretary of HEW.

Recently in the paper, we had evidence that there was going to be a \$4 billion cut in the HEW Budget, which comprises 90 percent of the \$5 billion cut, which is supposed to be made to fight inflation. I think that we have a right, as representatives of the women's community throughout the country, to question these people. I do not believe that in the speakers we heard today we have had an adequate opportunity to hear about the plans for job development and for maintaining, particularly, women, who, with their children, comprise 70 percent of the poverty level population in this country.

We have not had an opportunity to hear what plans are being made for this. If you have no plans for this, I would strongly urge that the White House bring these people in so we may begin to question them in the way we did these people.

COUNSELLOR ARMSTRONG: I am sure there are others who had particular interest in the field of civil rights and equal employment opportunities. There are any number of things that I know you wish you could have heard about, and I am delighted that you are eager to hear more.

If you are willing to continue the sacrifice that it takes you in time and money to come to Washington, D. C., we will certainly give you the speakers that you are interested in hearing. This is one thing that I would ask

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you to write me about. We would be delighted to have subsequent meetings of this type, and you let me know what you want to hear about.

A final thank you.

Obviously there are different avenues; there is diversity of opinion about how we get to where we want to go. I think there is unity in what our aim is, combating inflation, combating recession, conserving energy, putting this country on a track to sound prosperity, and I think we can work on this in unity, each approaching it in our own way.

I would urge you to pick up the information there on the tables, and also, you will be hearing from us with our transcript, our specific WIN suggestions, and I hope -- and so do our other speakers hope -- to hear from you.

Thanks a million.

END

(AT 11:25 A.M. EST)

THE WHITE HOUSE
WASHINGTON

Patsy,

Here are
additional members
of committee.



WIN
CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION
P. O. Box 19188
Washington, D. C. 20036

FOR RELEASE:
November , 1974

CONTACT:

Sylvia Porter, Chairperson of the Citizens' Action Committee to Fight Inflation, announced today that the following persons have agreed to serve as members of the full committee:

Willis W. Alexander, Ex. Vice President, American Bankers Association
Charles L. Andes, President, Franklin Mint
John P. Condon, President, National Alliance of Businessmen
James A. Harris, President, National Education Association
E. Douglas Kenna, President, National Association of Manufacturers

WILLIAM H. G. FRANCE, CHAIRMAN, NATIONAL MOTOR SPORTS
The Citizens' Action Committee to Fight Inflation is a nonpartisan, committee

volunteer working committee set up to develop public understanding and participation in a nationwide effort to control inflation and save energy.

Committee members assist in policy formation for the WIN (Whip Inflation Now) program. Including the new members, 30 persons serve on the full committee.

Ms. Porter commended the new members on their voluntary spirit.

"Your participation in the effort of this Committee is evidence of a personal commitment to assist in our national battle to fight inflation and save energy. It is critical that we enlist the voluntary support of all Americans to conquer this nationwide problem," she said. "Individual cooperation is essential. Effective mobilization at the local level is the target."

Ms. Porter added that additional committee members will be named in the future.

#

Agnes Sarvis
2194

energy

10 suggest

Ann Higgins

"Sleep with your cat."

writing on both sides of paper at
school

don't make more drive when you walk
~~walk~~

Sept 29

~~Joint session Oct 18~~ - pls send in
#s to send 18,000+ ~~suggest~~ letters

joint sess Oct 18-

WIN enlistment program → 175,000 replies

energy savers, inflat fighters

express views (over 10,000)

enlist as an ^{inflat ftr} energy sav

200,000

I will fight inflat

sharing their thoughts on economy I will do
offering suggestions + the best car for
+ enlisting in pres' WIN program America

keep the door

open just 10 secs if give gentle push

store your brooms upside down so they
don't warp

possible
most freq-

break back of inflat

turn thermostat down / turn lights out

55 mph

repair old clothes

Vict gardens

vs

combine

emph 1

re-cycle

car pools, put

mail

shop from groc list

bal fed budget /



put windmills on every 3rd tel pole
let all the grass grow to hay + harvest
tax ex dog + cat food

shower w/ a friend
recycle bath water
at least 2 consent adults shld take a
bath together

take a shower quickly, not use as much
toothpaste
electric toothbrushes do less brushes
don't use iron, other clothes instead
eat hot dogs
hand ne. downs
hands instead of dishwasher
close door on freezer fast
don't open refriq to see if jello is ready



FOR IMMEDIATE RELEASE

OCTOBER 15, 1974

OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(Kansas City, Missouri)

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
TO THE
FUTURE FARMERS OF AMERICA

MUNICIPAL AUDITORIUM

7:05 P.M. CDT

Thank you very, very much, President Mark Mayfield, the 13,000 Future Farmers of America registered for this wonderful 47th Convention, the 500,000 Future Farmers of America in every State of the Union, and your guests, it is a great privilege, a very high honor to have the opportunity of participating in this wonderful convention, and I thank you.

And I thank you on behalf of Betty because she wanted me to come, too.

One week ago I asked the Congress and the American people to help me revitalize the economy, slow inflation, and save energy. At that time I proposed specific and urgent actions.

The American people, I can report tonight, have responded magnificently. A great citizens' mobilization has begun and is beginning to roll. It is already evident here in this eager, up-beat convention of the Future Farmers of America. And I thank you from the bottom of my heart.

In this last week, I have received inflation-fighter enlistments from Americans of every conceivable occupation, economic circumstances, and political persuasion. Support has been freely offered by organizations and groups representing all ages, races, religions, and reaching into every corner of our great land.

America is arousing itself, as it always does, in time of great challenge, to prove that we are people who can do anything we want to do when we really want to do it. We are going to win in America.

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(OVER)

Now some have said that instead of asking Congress and the Nation to bite the bullet, I offered only a marshmallow. Well, I had already asked the Congress to postpone for three months a 5.5 percent pay increase for Federal Government employees which would have saved \$700 million. Congress wouldn't even chew that marshmallow. They haven't, as yet, shown much appetite for some of the other "marshmallows" in my latest message.

But if they don't like the menu, I may be back with some tough turkey.

It is my observation and view that the American people are hungry for some tough stuff to chew on in this crisis. I don't know of any better place to look to the future of America than right here in the 13,000 faces of the Future Farmers of America.

I don't see anyone in this auditorium, not one, wearing a button that says "lose". You ought to win and we are going to win.

When your State Presidents came to Washington last July during a time of tension in our national affairs, I pointed out to them that people around the world have great faith in America.

I asked Future Farmers to have confidence in themselves, in our system of Government, and in our free competitive society. I appreciated their response. I think it is well expressed in the creed of the Future Farmers.

I believe with you, for example, in the future of farming with a faith born not of words but of faith in the promise of better days through better ways, even as the better things we now enjoy have come to us from the struggles of former years. It couldn't be expressed better.

Number one of the major points in my address to the Congress last week was food. In a war against inflation, farmers are the front line soldiers. They have done a great job in America, making our country the bread basket of the world.

To halt higher food prices, obviously they must produce more food. I called upon in that message every farmer to grow to full capacity, and in return ~~for~~ and properly so -- I promised every farmer the fuel and fertilizer that he needs to do the job, plus a fair return for the crops that he produces.

MORE

It is not only the young people in this auditorium who must lend their hand and their hearts to this task. I need help from young Americans all over this great land. The creative energy and the enthusiasm of youth in my judgment is a sure guarantee of winning.

But in all honesty, youth has the most to gain. Restoring stability and strength to our economy doesn't call for sacrifices so much as for contributions to one's own future well-being.

Last Saturday, 22 members of the Citizens' Action Committee to Fight Inflation met with me at the White House. It was a beautiful fall afternoon and I am sure many would have preferred on that committee to watch their favorite football game or play some golf or be with their families.

But I am deeply grateful that this fine committee took the time and made the effort to join with me on a Saturday to work on our national enemy number one.

Let me stress this point, if I could. This is a volunteer working committee, a completely non-partisan group dealing with a non-partisan problem. It will seek to mobilize America against inflation and for energy conservation.

I told the committee that if there was a scintilla of partisanship or if the group seemed to be merely a front for the White House, it would be doomed to failure.

Columnist Sylvia Porter, who has agreed to serve as national chairperson of this committee, responded that if I tried to manipulate the committee or seek to influence its actions, she and the other members would not participate. We understand each other.

And I say with all conviction that I have that I was greatly impressed with the membership of this committee and the cross-section of America which it represents.

Let me illustrate, if I might, in addition to Sylvia Porter, the committee elected four co-chairmen at its meeting last Saturday, and I want to congratulate them at this time.

MORE

They are Carol T. Foreman, executive director of the Consumer Federation of America; William J. Meyer, president of a small business company in Lansdale, Pennsylvania; Leo Perlis, director of Community Service, AFL-CIO, and Frank Stanton, president of the National Red Cross.

A task force headed by Ralph Nader, one of the committee's members, came up with suggestions which coincide to a large extent with the views emanating from the Conference on Inflation which the Future Farmers of America and many other groups attended, and your fine President, Mark Mayfield, was one of the participants, and made a substantial contribution on behalf of all of you.

I had touched upon some of the proposals in my message to Congress a week ago -- grow more, waste less, drive less, and heat less. But the committee last Saturday added a few suggestions of their own. And I promised to pass the committee's recommendations along to all of you here tonight.

I will add some of the comments I have received, for example, in the mail at the White House from thousands upon thousands of individuals who responded enthusiastically to my request at the summit Conference on Inflation.

MORE

Committee recommendation number one: bring budgeting back in style. Balance your family budget and expect your Government officials to do exactly the same thing.

I have already asked the Congress to work with me on this, the handling appropriately of the Federal budget. As to your family budget, I know how hard it is to balance, but many of your letters prove that it can be done. For example, Mr. and Mrs. Roland Spaek live in Holland, Michigan. He is a locomotive engineer working on a freight run between Grand Rapids and Chicago. Mr. and Mrs. Spaek describe in their letter to me how they are cutting their household budget, but they urge, and I quote, "Our Federal budget should be pared to the bone." Don't we all agree?

Robert Stewart writes from Waverly, Tennessee that he has a heart condition, unfortunately, and draws a pension of only \$251.28 a month. This allows him just two meals a day. "But thank God, we are not on welfare," says Mr. Stewart. He asks me, and again I quote, "Cut our Government spending except for national defense." Again, I think his example is a good one for all of us to observe.

Committee recommendation number two was stated to me this way by Sylvia Porter: Learn how to use credit wisely. Postpone unnecessary borrowing. Wait for interest rates to come down, as they will, and pay down as much as you can and pay off as quickly as you can. The cheapest way to buy anything, we all know, is to pay cash. But credit wisely used is essential to our way of life in America.

Committee recommendation number three is to save as much as you can and watch your money grow, which it will. Mrs. Frank Tennant writes from Climax, Michigan that her husband works hard and she helps stretch the paycheck through systematic savings. Mr. Tennant is a self-taught machinist and a veteran who lost his leg in Korea. But it is his ability rather than his disability that comes through in his dear wife's letter. The Tennants report they do not use credit cards. They put something in their credit union each week and buy a Government bond every month. They should be applauded.

James Kincaid of Belleville, Illinois, suggests a new type of Government anti-inflation bond, purchased through payroll deduction in which the interest rate is more competitive.

MORE

Because I received many communications in this area, I have asked the Treasury Department to look at the possibility of issuing a new series of WIN bonds and report to me the feasibility of Mr. Kincaid's idea.

Meanwhile, if you can save more, the hard-pressed mortgage market, homebuilders and home-purchasers need your dollars. For those who can't save much, or anything, under the present circumstances, here is a very simple formula -- everytime the cost of living drops one percent in the Index, put just one percent of your spendable income into savings.

Committee recommendation number four: Conserve energy, save on fuel and take the pressure off scarce supplies. The committee advocates observance of the 55 mile speed limit. It urges that we use public transit and carpools. And they respectfully suggest that all of us walk a bit more.

Enforcement of the 55 mile speed limit is largely a State and local responsibility with volunteer cooperation from all of you which is an essential ingredient. Here, we can save both gasoline and lives.

Yesterday, I wired every Governor and many local officials urging them to follow through on this recommendation. At the same time, I directed the strict enforcement of the 55 mile speed limit, except in emergencies, on all Federal property and by drivers of all Federal Government cars, including my own.

And I say this now, with some firmness, but some trepidation, I will ask for volunteer cooperation and compliance from the four younger Fords in our family.

From Hillsboro, Oregon, the Stevens family writes they are fixing up their bikes to do the family errands, they are also using fewer electrical appliances, turning the thermostats down and the lights off.

Bob Cantrell, a 14-year-old in Pasadena, California, gave up his stereo to save energy. Bob urges the initiation of high school courses that teach students how to conserve energy. He adds, and I quote, "If a kid nags his parents to conserve energy long enough, it will help."

And I might add from my own experiences, believe me, it will.

MORE

Committee recommendation number five is directed at business and labor. It calls upon them not to raise prices or wages more than costs or services absolutely require.

Admittedly, this is a very complex subject, and it cannot be handled on a nationwide basis. I believe that local citizen action committees, including labor and management representation, should be set up in every community to interpret this recommendation, set realistic goals for themselves and to report by Thanksgiving -- just six weeks away -- which plants, which stores, or other enterprises are doing the best job of holding the line in their community on costs and on prices.

If they do a good job and we find the winners around the country in every community in every State, I will then award WIN flags to the most outstanding as public recognition of their contribution to the fight on inflation.

Similar recognition will be given to outstanding energy savers, both individual and groups. Saving energy is, of course, a major way to save costs.

The national committee will help local groups to organize.

Committee recommendation number six: To help offset pay increases, insist on productivity improvements where you work from the boss on down the line. In short, work better, waste less, both of time and material.

And there is not a place where business is done or activity is undertaken where the boss and everyone else can't work better and save more. And we should urge them to do it as soon as possible.

Now, Mr. and Mrs. Ed Monson write from San Antonio to urge support of companies showing a higher degree of concern for energy solutions and the unemployment problems.

Mrs. Hannah Folsom of Ojai, California, offers an additional suggestion. She urges that steps be taken to cut down on the proportion of administrative personnel to productive workers in plants and stores and the like. I think this is a great idea.

MORE

And let me say to Mrs. Folsom, I will apply this good idea to the Federal bureaucracy.

Committee recommendation number seven proposes we make economizing fashionable. Let me repeat that -- economizing fashionable. Shop wisely, look for bargains, go for the lowest-cost item, and most importantly, brag about the fact that you are a bargain hunter. You should be proud of it.

The committee certainly is not suggesting Americans should buy less. We should all buy smarter, stick to a shopping list. The experts tell us that is the best way to get a real bargain.

Kathy Daly, a student at Sacred Heart High School in Weymouth, Massachusetts, has one formula for shopping wisely and saving energy. Kathy suggests buying warmer clothes this winter.

G. M. Knapp of Tuscon, Arizona, puts it this way: "Only you can stop inflation. Buy only if you need it."

Committee recommendation number eight asks Americans to work with others to eliminate outmoded regulations that keep the cost of goods and services high, and to enforce regulations that advance efficiency, health and safety.

W. A. Taylor of Cambridge, Massachusetts, points out that because of Interstate Commerce Commission regulations, many, many trucks return empty, deadheading, so to speak. I have already asked the Congress to undertake a joint review of restrictive and outdated rules by the Federal Government and its independent regulatory agencies.

Yesterday I called upon Governors and mayors and others to do the same thing.

Committee recommendation number nine is do it yourself. Plant WIN gardens for yourself or within your community. Pool other do-it-yourself skills, and you can.

Sylvia Porter tells me that \$10 worth of seeds on a 25-by-30 plot will grow \$290 worth of vegetables. And she contends that community gardens can grow even in the inner cities of our major metropolitan areas.

MORE

Many letters to the White House propose WIN gardens.

Rick Jacobsen of the Fifth Grade at Sault St. Marie, Michigan, writes the White House that "we planted our own garden so we could save on vegetables." In southern areas of our country, there is still plenty of time to plant WIN gardens. The rest of us who come from the northern States can plan for the next spring.

Committee recommendation number ten asks Americans to assist in recycling programs and the reuse of scrap metals.

Margaret and Bill Dolton of High Falls, New York, write me on recycled paper that one ton of recycled fibers saves 17 live trees and a ton of waste.

Talbert and Elaine Stein of Detroit ask for more recycling centers at local sites so you don't have to travel so far to deposit a few cans or bottles.

Mrs. Laird Barber of Morris, Minnesota, wants to know if a national program can be organized to collect cans, glass, newspapers. The Citizens' Committee is going to stimulate local organizations throughout our country in this regard.

I cite these because they are typical of thousands and thousands of creative suggestions from Americans in all 50 States.

I would like to add, if I might, just two points on my own to round out the committee's ten to make it a daily dozen.

Number eleven, waste less in every way. Unfortunately, Americans have an international reputation as the world's worst wasters. We waste food, gasoline, paper, electricity, natural resources. As a matter of fact we waste most everything. We litter our streets and countryside with waste.

One friend told me we could probably whip -- understand this -- whip inflation with the contents of our trash cans.

In your own home, let me make a simple suggestion. Just take one hour to make a trash inventory. In the letters that I have received at the White House are thousands of good suggestions. For instance, take all you want, but eat all you take.

The first words I can remember in my dad's house were very simple but very direct. Clean up your plate before you get up from the table. And that is still pretty good advice.

MORE

When you aren't using them, turn off the lights, turn off the television, turn off the radio, turn off the water, use less hot water, insulate attics and windows, shut doors, keep rooms at 68 degrees in wintertime when you are awake, and at lower temperatures when you sleep.

Reducing waste, we know, can save money and energy. At the very same time, it is a double duty for inflation fighters.

My 12th and final point is an important one to every one of us: Guard your health. One of the worst wastes we have in America is days lost through sickness. Statistically, we are one of the healthiest nations in the world and your Government and the medical profession are constantly trying to improve public health and disease prevention.

But the facts are we can do much better. This will materially strengthen our attack on inflation by increasing individual productivity, by reducing demand for health care and the checking of its soaring costs, by helping balance the family budget in this essential but unpredictable cost item.

The success of cooperative volunteer action will depend on a mutuality of effort, a sense of fairness and a widespread support of goals. The benefits of such action will lead to greater civic efforts by millions of Americans and a focused awareness of what directions public policy should take for economic justice for all.

I have requested the Governors of every State and the governing authorities of our territories, and the District of Columbia, to form WIN committees on the State and local levels. It is my observation that a chain reaction has started. Our Government will not dictate this drive but will use its existing mechanisms to assure the cumulative effort.

I have asked the Federal Energy Administration to continue and make public, to exhibit for all of us to look at, monthly reports on gasoline consumption so we can make sure that we save that one million barrels per day from foreign imports.

Earlier, I asked every American to drive or to cut his car mileage by five percent. That is not very hard. That would save one-fourth of the 1975 goal for petroleum savings.

MORE

Tonight, I ask, I ask those who can, to make it ten percent and I am ordering an even larger reduction for all Federal vehicles.

A national reporting system will be instituted before this year ends to assure a new year of less inflation and greater self-confidence for all Americans. We will know exactly where we are going and how fast we are getting there.

As I listen and travel, I hear each day of new and exciting efforts by individual and volunteer groups in our great country. This is the real WIN spirit of America. I am greatly encouraged. I think we are on our way.

With your help, each new day will bring more good news than bad news for our economy. Yes, there will be some setbacks. We will not be out of the economic trenches by Christmas, but I remind you, if I might, of just one fact: Every battle in history has been won by the side that held on for just five minutes longer. Our enemy in this battle has been called inflation. But perhaps Pogo was wiser when he said, "I have met the enemy and he is us."

If we, the people, can overcome ourselves as we have other enemies in our history, we will surely overcome our economic difficulties and come out a happier and a better people.

Let me close by reading you an energy-saving suggestion of an eight-year-old girl in Bristol, Virginia. Her name is Lurette Brumheller and here is what she wrote:

"Turn off lights when not needed and if you are scared when you go to bed without the light, tell your mother or father and they will do something about it."

Lurette, we are not going to be scared of the dark, any of us, because we are all in this together -- mothers and fathers, grandparents and great, great grandparents, sisters and brothers -- until together, we turn back on the lights of the brighter tomorrow in America.

Thank you very, very much.

END (AT 7:38 P.M. CDT)

196 EOB

high level

concerned that women are in deces-mktg.
levels

things Fords are doing to solve mfl
it is critical

women are the consumers, spend the family
\$ & do feel the pinch crucially.

briefing is excellent idea

need a briefing from the top - they are
critically involve

shld have very best advice



THE WHITE HOUSE
WASHINGTON

Patsy,

This is
material released
to press Nov. 11,
1974.

Russ Inceby

CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION

Post Office Box 19188
Washington, D. C. 20036

Committee Members

Sylvia Porter, Chairperson	Columnist
Mayor Joseph Alioto	Chairman, U. S. Conference of Mayors
Arch Booth	President, Chamber of Commerce of the United States
Ronald Brown	Executive Director, National Urban League
Roger Fellows	4-H, University of Minnesota
Carol T. Foreman	Executive Director, Consumer Federation of America
David L. Hale	President, United States Jaycees
Mrs. Lillie Herndon	President, National Congress of Parents and Teachers
Robert P. Keim	President, The Advertising Council
Stephen Kelly	Magazine Publishers' Association, President
William J. Meyer	President, Central Automatic Sprinkler Company
Mrs. Carroll E. Miller	President, General Federation of Women's Clubs
George Myers	President, Consumer Federation of America
Ralph Nader	Private Citizen
Richard E. Ohendalski	Boy Scouts of America
Leo Perlis	Director of Community Service, AFL-CIO
Governor Calvin Rampton	Chairman, National Governors' Conference
George Romney	Chairman of the Board, National Center for Voluntary Action
Theodore A. Serrill	Executive Director, National Newspaper Association
Stanford Smith	President, American Newspaper Publishers' Association
Stanley Smoot	President, National Association of Counties
Frank Stanton	Chairman, American National Red Cross
Vincent T. Wasilewski	President, National Association of Broadcasters
Roy Wilkins	Executive Director, National Association for the Advancement of Colored People
Douglas Woodruff	President, National Association of Retired People

CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION
Washington, D. C.

FOR RELEASE: 2 p. m. (EST)
November 11, 1974

CONTACT: Mrs. Carroll E. Miller
(202) 456-6466

The following letter is being sent to 10,000 Mayors and principal county officials in the United States.

Dear _____:

As chairperson of the Citizens' Action Committee to Fight Inflation, I am asking you today to take the leadership in forming a local Citizens' Action Committee for the non-partisan WIN Program to fight inflation. The principal county executives are being asked to form committees in areas outside the boundaries of incorporated municipalities and co-operation with them. In some instances, cities and counties might decide locally to join together to have a county-wide or metropolitan WIN, which is a matter for local decision.

A membership list is enclosed of the National Citizens' Action Committee to Fight Inflation, which was formed by President Ford on October 8, 1974. This Committee's composition can serve as a guideline for the formation of your own local committee.

The National Committee's start-up suggestions for your local group are also enclosed. Citizens' mobilizing together to slow inflation can be an important force in conquering this Nationwide problem.

A public announcement of these plans for local action committees will be made November 11, 1974.

Sincerely,

Sylvia Porter

CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION
Washington, D. C.

FOR RELEASE: 2 p.m. (EST)
November 11, 1974

CONTACT: Mrs. Carroll E. Miller
(202) 456-6466

The following pledges are suggested for use by local action committees:

Businessman's and Businesswoman's Pledge:

I pledge to my customers that to the very best of my ability I will hold or reduce prices and will buy whenever possible from those who have pledged to do the same. I also pledge to be an energy saver. This signed pledge is evidence of my participation in, and support of, the WIN Program.

Consumer Pledge

I pledge to my fellow citizens that I will buy, when possible, only those products and services priced at or below present levels. I also promise to conserve energy and I urge others to sign this pledge.

Worker Pledge:

I pledge that I -- through my union -- will join with my fellow workers and my employer in seeking ways to conserve energy and eliminate waste on the job. I also promise to urge others to sign this pledge. *

* See item three of thoughts for local WIN committees.

CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION
Washington, D.C.

FOR RELEASE: 2 p.m. (EST)
November 11, 1974

CONTACT: Mrs. Carroll E. Miller
(202) 456-6466

The following is the statement of principle of the Citizens' Action
Committee to Fight Inflation.

The Citizens' Action Committee to Fight Inflation is a nonpartisan,
volunteer working committee. The committee will develop public under-
standing and participation in a nationwide effort to control inflation and
save energy. This nonpartisan committee dealing with a nonpartisan
problem will mobilize the nation through all of its people. The committee
calls on every American, on Federal, state and local governments,
organizations, business and labor to WIN the fight against inflation.

-Adopted October 12, 1974
at the White House

CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION
Washington, D. C.

FOR RELEASE: 2 p.m. (EST)
November 11, 1974

CONTACT: Mrs. Carroll E. Miller
(202) 456-6466

The items below are offered as suggestions for getting underway once a broadly representative WIN Committee has been set up as per our letter to your Mayor or County Executive. They are suggestions only: Feel free to amend them as your own imagination or local conditions indicate.

1. Provide for your city/county/metropolitan WIN Committee to handle at least four function: Awards, Ideas, Participation, and Public Relations. Don't forget to arrange for a bulk-mail permit and a press-release writer.
2. Set up small (4-5 members) "sector-participation" groups along the lines of the campaign committees used by your area Community Chest, Givers Fund, or United Way. Promote "percent-of-sector" participating competition; i. e., pit the sector-committee for "light industries" against that for "retail merchants" to see who can get the higher percentage of their sector's firms participating in WIN.
3. The official WIN pledges are enclosed for your use. Some suggestions on format:
 - A. Lay out the business pledges so they can be receipts-signed or stamped by the overall participation committee for display, and make them available through the mayor's office, the Chamber of Commerce, the Retail Merchants' Association, farm organizations, etc.
 - B. Format the consumer pledges for distribution via newspapers (printing in color or reverse if possible) and also, if desired, for distribution through banks, groceries, schools and colleges, serve organizations, union locals and shop stewards, utility offices, etc.
 - C. The parenthetical phrase "through my union" can be deleted from the worker pledge to make it directly applicable to non-union employee groups. Note that the union label on locally produced materials (buttons, flyers, pledge-forms, etc.) will quite often generate additional community support.
4. Secure WIN endorsements from local organizations, schools, and colleges. Suggest also that they have at least one WIN-orientation program for their people.
5. In plants, stores, and service firms (such as hospitals) set up joint labor-management committees reporting to their related sector-participation sub-committees; where appropriate, consider special "employee-to-management" or vice versa awards.
6. Arrange for regularly-scheduled and placed WIN "new participants" and "awards" announcements in print and electronic media; include house-organs and plant-newspapers here, too.
7. Run newspaper and suggestion-box columns and contests for ideas that will help WIN work, being sure to involve schools, Boy Scouts, 4-H, etc. radio stations can devote call-in show time to these, too.
8. Arrange well-publicized monthly sessions of the city/county/metropolitan WIN Committee for participation and idea awards; initial recommendations of winners could come from groups and individuals within the participation sectors.

CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION
Washington, D. C.

FOR RELEASE: 2 p.m. (EST)
November 11, 1974

CONTACT: Mrs. Carroll E. Miller
(202) 456-6466

The following letter has been sent to 54 Governors.

Dear Governor:

We are asking you today to take the leadership to form a statewide nonpartisan Citizens' Action Committee to Fight Inflation.

One of the first actions of this committee could be to determine ways and means to slow inflation and save energy statewide. Mayors in your state today are being asked to take the leadership in forming local committees. We encourage the state committee to work with the local committees to assure a coordinated effort.

One of the most effective things your state committee can do would be to establish a mechanism for measuring and reporting progress within your state in slowing inflation and saving energy. You could report this progress to your constituents and to the nonpartisan National Citizens' Action Committee, which was formed by President Ford on October 8, 1974.

Several Governors have indicated to the President that they are calling special meetings of their department heads to review ways and means of assessing the potential inflationary impact of new state programs, rules and regulations. These efforts, if undertaken by all, could surely result in significant developments which could produce great progress in stabilizing the economy.

A public announcement of these plans for local action committees will be made November 11, 1974.

Thank you in advance for your cooperation.

Sincerely,

Sylvia Porter, Chairperson

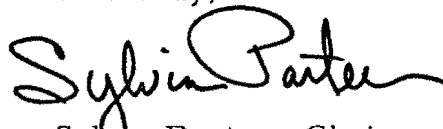
THE WHITE HOUSE
WASHINGTON

November 20, 1974

Attached is background information in regard to the Citizens' Action Committee to Fight Inflation. The Committee's goal is to stop inflation and save energy through a citizens' mobilization. If this effort can succeed it is obvious that no further steps such as mandatory government controls would be necessary.

The attached information was prepared specifically for guidance to civic and trade associations. Associations can play an important role in the citizens' effort by mobilizing their own members. Associations have made important contributions to public service in the past. Your backing of the WIN Program would again be an important support mechanism.

Sincerely,



Sylvia Porter, Chairperson
Citizens' Action Committee
to Fight Inflation

Patry
this type of material
is going to trade and
civic associations
Rus - J re Juy



CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION

FACT SHEET

The Citizens' Action Committee to Fight Inflation (the WIN Program) is a nonpartisan, volunteer working committee. It is an outgrowth of suggestions made at the September 27-28, 1974 Conference on Inflation in Washington, D. C. In his address to the Joint Session of Congress on October 8, President Ford announced the enlistment of a group of distinguished Americans to help plan for citizen and group participation as members of the Committee.

Purpose: The committee will develop public understanding and participation in a nationwide effort to control inflation and save energy. This nonpartisan committee dealing with a nonpartisan program will mobilize the nation through all of its people. The committee calls on every American, on Federal, state and local governments, organizations, business and labor to WIN the fight against inflation.

Chairperson: Sylvia Porter serves as the National chairperson of the Committee. Co-chairmen are Carol T. Foreman, Ex. Dir. of the Consumer Federation of America; William J. Meyer, President, Central Automatic Sprinkler Company in Lansdale, Pennsylvania; Leo Perlis, Dir. of Community Service, AFL-CIO and Frank Stanton, Chairman of the American National Red Cross.

Task Forces: The Committee has two task forces in operation: the Task Force on State and Local Action Committees and the Task Force on Public Awareness.

Inquiries: Inquiries to the Citizens' Action Committee to Fight Inflation may be addressed to P. O. Box 19188, Washington, D. C. 20036 or phone (202) 456-6466.



CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION
Washington, D. C.

IMPORTANT POINTS FOR EDITORIAL COMMENT OR SPEECH USE

The Citizens' Action Committee to Fight Inflation (the WIN Program) is an outgrowth of suggestions made at the September 27-28, 1974 Conference on Inflation for a nationwide citizens' mobilization against inflation and to save energy. In his address to the Joint Session of Congress on October 8, 1974, President Ford announced the enlistment of a group of distinguished Americans to help plan for citizen and group participation in the effort as members of the Committee.

In an initial meeting with President Ford at the White House on October 12, the Committee adopted a Statement of Principle: To organize as a non-partisan working committee.

While representative of a cross-section of American life, the Citizens' Action Committee recognizes the complexity and diversity of our national community. Accordingly, it does not advocate a single pattern of citizen participation for the country but rather seeks to encourage local autonomy and initiative in program development and operation.

The cumulative effect of millions of Americans pulling together can be enormous. Each community, each company, each union, each trade association can cooperate to establish a national purpose to WIN. Inflation is the common enemy of all of us. It touches everyone and everything as it erodes and saps the economic strength of this country.

At a press conference on November 11, 1974, the Task Force on State and Local Action Committees announced that letters were being sent to 54 Governors and 10,000 Mayors and principal county officials in the United States by Sylvia Porter, Committee Chairperson, to enlist their assistance in the formation of statewide and local nonpartisan Citizens' Action Committees to Fight Inflation and Save Energy. At that time, the following pledges designed for individual action were suggested for use by local action committees:

Businessman's and Businesswoman's Pledge:

I pledge to my customers that to the very best of my ability I will hold or reduce prices and will buy whenever possible from those who have pledged to do the same. I also pledge to be an energy saver. This signed pledge is evidence of my participation, and support of, the WIN Program.

Consumer Pledge

I pledge to my fellow citizens that I will buy, when possible, only those products and services priced at or below present levels. I also promise to conserve energy and I urge others to sign this pledge.

Worker Pledge:

I pledge that I--through my union--will join with my fellow workers and my employer in seeking ways to conserve energy and eliminate waste on the job. I also promise to urge others to sign this pledge.



CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION

P. O. Box 19188

Washington, D. C. 20036

HOW ASSOCIATIONS CAN HELP

- ** Endorsement of WIN Program by Chief Executive Officer calling on all members to support efforts of their governors, mayors and local WIN Committees. Endorsement letters encouraging support of WIN pledges can be sent to members by special mailings and announcement made through house organs, such as newsletters, releases, etc.
- ** Encourage pledge displays in organization offices on bulletin boards in high traffic areas and on outside windows. Support community pledge displays in plants, stores and service firms (hospitals).
- ** Sponsor competitions among members for ideas on energy conservation and ways to whip inflation. Set up a special column in newsletter to publicize suggestions and their impact.
- ** Sponsor award programs for member groups having highest percentage of WIN participants.
- ** Encourage chief executives and spokesmen to include organization's WIN-related activities in public addresses.
- ** Sponsor newspaper ads and TV and radio announcements to publicize your support and to call on others to participate.
- ** Use WIN logo on letters and other mailings.

The Citizens' Action Committee to Fight Inflation invites all associations and organizations to participate in this effort. For full information and prompt cooperation, please phone or write:

Citizens' Action Committee to Fight Inflation
P. O. Box 19188
Washington, D. C. 20036

PHONE: (202) 456-6466

BACKGROUND on Economic Meeting

These women represent the top womens groups throughout the country (list of invitees attached). Although 200 were invited, because of the distances involved and the problems of getting to D.C., they expect between 150-175 attendees.

Anne Armstrong's office feels it's important to stress that women are very important in this effort; that each of them individually are crucial to making WIN work and in fighting inflation; and that it's important for each of them to carry their economic knowledge back and share it with their groups. They felt it was important to have your visit as an endorsement of the importance of this meeting.

The auditorium, room 450 EOB, is a very intimate room and looks like it only seats 50-100 people (an optical illusion - seats 198). At any rate, the atmosphere is informal and cozy, given the numbers, and the setup is a podium just one-step up and close to the audience. Press will be in the back row to your left.

Because most of the subjects preceding you are dry, probably any humor will be doubly appreciated if you think it's appropriate. You will be sort of the human interest focus and I think those attending will look to you to get a reading of just how strongly the President feels about this. (i.e., is this all a PR program, or is there something to it, etc.)

DON'T FORGET YOUR WIN BUTTON!!

Jatti



Mrs. Ford

Womens Economic Conference, Nov. 20, 1974

Executive Office Building

Good morning. I'm delighted to be here today to welcome you and to bring you a few words from my husband -- long distance -- as well. (... you may have heard that he's out-of-town this week). I talked to him earlier, and he sounded just great -- very much like the job is still agreeing with him! And I want you to know that in spite of the hectic pace of Japan, he has found time to send me two post cards!

He did ask me to let you know this morning how significant he considers this meeting and how very necessary he feels it is to get your organizations involved in the fight against inflation. He is very interested in the outcome of this meeting, and I know both Mrs. Armstrong and I will be filling him in next week when he returns.

Looking at the program, I know you have been getting some of the top-of-the-line information this morning. The people you've talked with are certainly experts in their fields, and I know have answered many of your questions. I can't talk to you today as an expert of any kind in formal economics. But I think I can talk to you as someone who, like you, has shopped to feed a growing family for 25 years and watched the prices go up year by year -- and more recently, month by month and week by week. As simply as I know how to say it, inflation is devastating.

-more-



We are all affected by it, and it's important that all of us join in the fight against it. It may be the Number One Priority in my husband's Administration, but real progress in the battle cannot take place unless each of us makes it our individual Number One Priority as well. That's where each one of you can be instrumental, in conveying the message in a personal way to your groups.

Last week, Jerry and I signed a consumers' pledge, and because I feel strongly that the pledge was much more than a piece of paper, I'd like to read it to you and let you know some of the ways we've been trying to apply those words to our family and our way of life.

It reads, "I pledge to my fellow citizens that I will buy, when possible, only those products and services priced at or below present levels. I also promise to conserve energy, and I urge others to sign this pledge." The pledge is simple -- two short sentences -- and I think it's appropriate, because most of the things we can do to help are very simple.

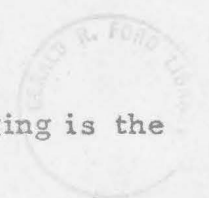
On a personal level, let me mention some of the things I've been doing, some of which are obvious and I'm sure you do as well. One thing that all of us can relate to are our shoes. For example, both Jerry and I have our shoes soled and resoled till our shoe man puts his foot down... I dye and re-dye all my evening shoes, and in fact -- and I'm not sure I should confess this -- I have one pair that's been redyed five times! I also dye white shoes once they've turned that tattletale color. Also, for evening shoes -- you know, when you only see the toes

anyway -- I always buy the least expensive ones I can.

I've made no secret about the fact I like clothes. But I'm very conscious, particularly now, of having things made when possible, and wearing basic colors that I can easily switch accessories with -- add scarves or jewelry, wear blouses underneath, and so on. On makeup, I've always been one to buy the larger bottle that costs less per ounce, and I make an even bigger effort to do that now.

When Jerry and I signed the consumer pledge, he talked about the importance of people cleaning their plates at mealtime. Yesterday, somebody asked me if he does that himself, and I had to tell them he'd eat the plate if they didn't take it away! Well, that's a little exaggerated; but we have always stressed taking only what you can eat, and we're even more conscious of that now. We've asked the housekeeper at the White House to shop the specials, and our menus are planned around items that are a good buy at the store during that week. We're trying to stress economy in all our meals, from those we serve at State dinners to those we serve our personal guests. One of our close friends came recently -- it was his first time at the White House -- and he got stuffed green peppers! Jerry is a firm believer that it's up to us to set the example, and we've found that it's even kind of fun. We're trying to go easy on sugar as well, and with a family of dieters, it has probably been good for us.

One thing that has been tremendously encouraging is the



interest we've had in fighting inflation and conserving energy from every part of the country. Do you know that in the last month-and-a-half we've gotten more than 200,000 letters either enlisting in the WIN Program or sharing thoughts and suggestions on how to conserve? I think this shows that people throughout the country are seriously interested in coming up with positive ways of fighting this problem. And that's a very important beginning.

I think it's important that we, as women, take a lead in this fight because we are the consumers. We are the people who decide how our families spend their money. We feel the pinch perhaps more acutely than any other member of our family, and we need to be as knowledgeable on every aspect of the economy as possible. We can be very influential in this effort, and I urge each one of you to get your organizations involved and thinking.

I feel personally that I'm making a conscious effort and feel justified in being able to wear my WIN button! I want you to know it's a good feeling, and I want to spread it around!

I suspect that Mr. Freeburg is going to share some of the suggestions he's been getting on how people can help in the WIN effort. But just to show you that WINning can be fun, I thought, in conclusion, that you might enjoy some of the suggestions I've been getting from writers: One) When you let your cat in, open your door for just 10 seconds. And if he doesn't come, give him a quick, gentle shove! Two) Don't have so

many days of school (that from a student, I suspect), [3) Make it a rule

ex if you have doubts

that there has to be at least two people under every electric blanket!]

And finally, if you don't have a hot water bottle... sleep with your cat!

Thank you very much.

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THE WHITE HOUSE
WASHINGTON

Patsy,

The President
read this statement
the day he and Mrs
Dore signed the
consumer pledge in
white House

Russ Truehey

Mrs. Ford and I are signing today the consumer pledge prepared for Americans by the non-partisan Citizens' Action Committee to Fight Inflation.

The WIN Committee is asking Mayors and principal County officials across the Country to set up local action committees for distribution of similar pledges for citizens to sign in a concerted mass effort to stop inflation. The Committee has also prepared a businessman's and businesswoman's pledge and a worker's pledge for local distribution. Each Governor is being asked to establish one state-wide committee to determine ways and means to slow inflation and save energy state wide.

If all Americans will pull together to hold the line on prices or reduce prices, to increase productivity, and to save energy, this citizens' mobilization to slow inflation can work. Inflation is sapping the economic strength of this Country and it must be brought under control.



FROM THURSDAY'S PAPERS

Nov. 21, '74

Baltimore Sun: Betty Ford urged about 200 women's organization leaders yesterday to join the fight against inflation by following the first family in taking the "consumer pledge." The women, representing dozens of women's groups, were given administration briefs on the economy by Roy L. Ash, the budget director; L. William Seidman, assistant to the President for economic affairs; and William E. Simon, Secretary of the Treasury.