The original documents are located in Box 8, folder "5/1/75 - Swearing In of Rogers C. B. Morton as Secretary of Commerce" of the President's Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

ĂCKNOWLEDGMENTŠ

THANK YOU FRED, (FRED DENT INTRODUCES YOU) MR-VICE PRESIDENT SECRETARY MORTON

MRS. MORTON

MR. JUSTICE POWELL

MEMBERS OF THE HOUSE AND SENATE

DISTINGUISHED GUESTS

LADIES AND GENTLEMEN

THE PRESIDENT HAS SEEN

SWEARING IN OF

ROGERS C. B. MORTON

AS SECRETARY OF COMMERCE

THURSDAY, MAY 1, 1975

IT IS A PLEASURE TO BE HERE THIS AFTERNOON TO PAY

MY RESPECTS TO A VITAL DEPARTMENT OF THE GOVERNMENT AND TO A DEVOTED PUBLIC SERVANT I HAVE WORKED WITH AND RESPECTED FOR MANY YEARS.

٠

THIS IS A VERY SPECIAL DAY FOR ROGERS MORTON.

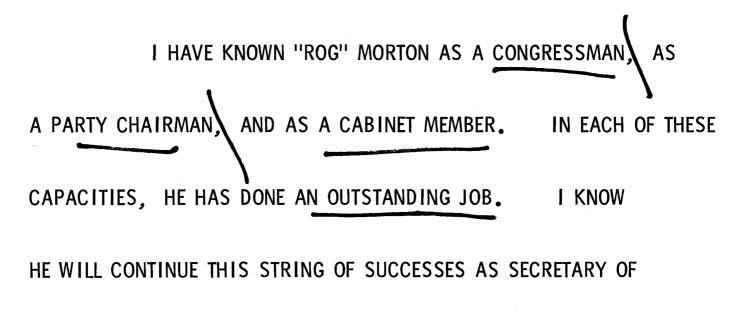
IN ADD ITION TO BECOMING SECRETARY OF COMMERCE, WITH ITS ATTENDANT DUTIES AND RESPONSIBILITIES -- I HAVE ALSO ASKED HIM TO CONTINUE AS CHAIRMAN OF THE ENERGY RESOURCES COUNCIL, WITH ALL ITS ATTENDANT DUTIES AND RESPONSIBILITIES. I HAVE A FEELING THERE'S GOING TO BE AN AWFUL LOT OF ENERGY CONSERVED --BUT IT'S NOT GOING TO BE BY ROGERS. BECAUSE OF THIS DUAL RESPONSIBILITY, ROG WILL BE

WEARING TWO HATS -- AND HE CAN DO IT. BY THAT I DON'T

MEAN HE HAS A BIG HEAD -- JUST A BIG TALENT.

٠,

٠



COMMERCE.

WITH THE END OF THE VIETNAM ERA, TRAGIC AS IT WAS, IT IS TIME FOR AMERICA TO LOOK AHEAD -- TO MOVE FORWARD WITH A NEW AGENDA FOR THE FUTURE -- AN AGENDA DESIGNED TO SOLVE

.

A TOP ITEM ON THAT AGENDA IS THE RESTORATION OF A

DYNAMIC AND EFFECTIVE ECONOMY AND A REVITALIZED FREE ENTERPRISE SYSTEM. AND THE SECRETARY AND STAFF OF THE DEPARTMENT OF COMMERCE MUST PLAY A KEY ROLE IN BRINGING THIS ABOUT.

٠

LET'S NOT KID OURSELVES. DESPITE THE ENORMOUS

MATERIAL PROGRESS AND INDIVIDUAL FREEDOM WE HAVE ATTAINED IN AMERICA THROUGH THE FREE ENTERPRISE SYSTEM, CONFIDENCE IN THE SYSTEM IS TODAY CONSIDERABLY LOWER THAN IT SHOULD BE.

.

ONE REASON IS INADEQUATE EDUCATION AND LACK OF

UNDERSTANDING OF THE FREE ENTERPRISE SYSTEM WHICH HAS PRODUCED FOR OUR CITIZENS THE HIGHEST STANDARD OF LIVING IN THE WORLD TODAY. BECAUSE IT HAS WORKED SO WELL FOR SO LONG FOR SO MANY, WE HAVE TENDED TO TAKE IT FOR GRANTED. WE CAN DO SO NO LONGER. WE MUST MAKE SURE WE DO NOT LOSE THIS LEGACY OF FREEDOM AND PROGRESS AND PROSPERITY THROUGH APATHY OR IND IFFERENCE -- OR EVEN IGNORANCE.

AND THAT IS WHERE THIS DEPARTMENT AND THIS MAN WHO

IS ABOUT TO BE SWORN IN AS ITS NEW SECRETARY COME IN.

ROG MORTON, IT'S UP TO YOU AND YOUR DEPARTMENT --

ALONG WITH THE BUSINESS COMMUNITY -- TO GET THE FACTS TO THE

PEOPLE, TO RE-SELL AMERICANS ON THE MOST PRODUCTIVE AND MOST

•

RESPONSIVE ECONOMIC SYSTEM THE WORLD HAS EVER SEEN.

.

100 V 1915 - 100

IT WILL ALSO BE YOUR TASK TO HELP RESTORE THE CONFIDENCE OF

THE BUSINESS COMMUNITY IN GOVERNMENT AND THE PUBLIC CONFIDENCE

IN THE BUSINESS WORLD. I WILL DO MY PART.

.

AS YOU TAKE OVER THESE NEW AND VAST RESPONSIBILITIES,

ROG, I WANT TO WISH YOU SUCCESS IN PURSUING THIS VITAL

NEW GOAL. I AM FULLY CONFIDENT THAT THIS DEPARTMENT, AND

ITS NEW SECRETARY, HAVE THE ENERGY, THE ABILITY, THE CHARACTER

AND THE INTEGRITY TO DO THIS IMPORTANT JOB.

I WOULD NOW LIKE TO CALL ON JUSTICE POWELL TO

END OF TEXT