

**The original documents are located in Box 131, folder “Apr. 15, 1974 - Speech,  
Dedication of Senior Center, Palm Springs, CA” of the Gerald R. Ford Vice  
Presidential Papers at the Gerald R. Ford Presidential Library.**

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REMARKS OF VICE PRESIDENT GERALD R. FORD  
AT THE DEDICATION OF THE PALM SPRINGS SENIOR CENTER

APRIL 15, 1974

*Pattis*  
*FOSTER*  
*NOLAN*  
*Dr. Hunt*

*Pleased to participate*

I AM PLEASED TO PARTICIPATE IN THE DEDICATION OF THE NEW PALM SPRINGS  
SENIOR CITIZENS CENTER BECAUSE OF WHAT THE CENTER MEANS TO THE OLDER PEOPLE OF  
THIS COMMUNITY.

WE HAVE HEARD A GREAT DEAL ABOUT THE LIBERATION OF WOMEN AND VARIOUS  
MINORITY GROUPS. THE TIME HAS NOW COME FOR THIS NATION TO AWAKEN TO WHAT WE  
HAVE DONE IN STIGMATIZING, STEREOTYPING, SEGREGATING AND DISCRIMINATING AGAINST  
MILLIONS OF AMERICANS MERELY BECAUSE OF THEIR MATURITY.



THE MAJOR GOALS OF YOUR NEW CENTER SHOULD BE AMERICA'S OBJECTIVE  
ON A NATION-WIDE BASIS.

--- YOU ARE SEEKING TO UPGRADE THE QUALITY OF THE PHYSICAL,  
EMOTIONAL, AND SOCIAL EXISTENCE OF OLDER PEOPLE.

--- YOU ARE CONCERNED WITH THEIR ECONOMIC WELL-BEING.

--- YOU ARE CONCERNED WITH THE ATTITUDES OF OLDER PEOPLE TOWARD  
THEMSELVES -- AND THE ATTITUDE OF THE GENERAL COMMUNITY TOWARD THEM.





--- YOU ARE RE-ORIENTING YOURSELVES TOWARD LIFE AND A FUTURE

AND AWAY FROM DEATH AND HOPELESSNESS.

--- YOU ARE STILL A PART OF AMERICA, A VALUABLE ASSET IN

HUMAN RESOURCES.

BUT THE TIME HAS COME FOR A LIBERATING STRUGGLE AGAINSE THE BIGOTRY

THAT WE HAVE TOO LONG PERMITTED.



*Jerry Pettis*



THE CONGRESSMAN FROM THIS DISTRICT, JERRY PETTIS, HAS HELPED CREATE  
A SHOWCASE OF WHAT CAN BE DONE IN TERMS OF HEALTH CARE AND SERVICE TO THE  
TOTAL HUMAN BEING. I COMMEND CONGRESSMAN PETTIS FOR HIS EXCELLENT RECORD,  
HE HAS POINTED TO A DIRECTION THAT THIS ADMINISTRATION IS TAKING TO ASSURE  
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*Private industry - non discrimination  
Federal Govt must do the same*



THE TIME HAS COME TO STOP PUSHING PEOPLE INTO EXCESSIVELY EARLY

RETIREMENT FROM GOVERNMENT EMPLOYMENT. PRIVATE BUSINESS NOW FOLLOWS FEDERAL  
LAW IN HIRING AND UPGRADING SALARIES AND IS PREVENTED FROM PLACING THE  
MAJOR BURDEN OF LAYOFFS ON OLDER WORKERS. BUT THE FEDERAL BUREAUCRACY,  
INSTEAD OF BEING A MODEL EMPLOYER, HAS ALL TOO OFTEN BEEN CHARGED WITH  
PRESSURING OLDER WORKERS INTO PREMATURE RETIREMENT. WE HAVE DEALT WITH  
"BIG BUSINESS." BUT WHAT ABOUT "BIG GOVERNMENT?"

- 1) Social Security
- 2) Pension
- 3) Health

4) Nursing Home Care

5) Social Service / Nutrition

6) Prohibition by federal govt based on AGE

7) Medical "break throughs"

THIS ADMINISTRATION IS SEEKING ACTION FOR THE LIBERATION OF OUR

OLDER CITIZENS.

--- SOCIAL SECURITY BENEFITS HAVE BEEN GREATLY INCREASED OVER

THE LAST 5 YEARS, MOST RECENTLY BY 11 PERCENT.



--- PENSION LEGISLATION TO STRENGTHEN AND SAFEGUARD PRIVATE

PENSIONS IS BEING ACTED UPON BY CONGRESS. WE HOPE THAT IT WILL SOON COME

TO THE PRESIDENT FOR SIGNATURE.





--- A SWEEPING NATIONAL HEALTH PLAN HAS BEEN PRESENTED BY THIS  
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--- THE PRESIDENT HAS ANNOUNCED AN EXTENSIVE PROGRAM FOR  
IMPROVING NURSING HOME CARE.

--- SUPPLEMENTARY SECURITY INCOME NOW FORMS AN INCOME FLOOR  
BENEATH ALL OLDER PEOPLE.

--- THE WHITE HOUSE CONFERENCE ON AGING MADE RECOMMENDATIONS THAT  
ARE BEING IMPLEMENTED, THE PRESIDENT HAS REQUESTED OVER \$200 MILLION FOR  
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--- THE PRESIDENT HAS JUST APPROVED NEW LEGISLATION THAT WOULD  
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THE GOVERNMENT CAN AND WILL TAKE ACTION TO HELP THE LIBERATION  
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CIVILIZATION.

WE NEED YOU TO BE OF SERVICE NOT ONLY TO YOURSELVES BUT TO  
OTHERS. WE NEED YOUR SKILLS, YOUR EXPERIENCE, YOUR WISDOM, YOUR PATRIOTISM,  
YOUR LOVE, AND YOUR EXAMPLE. WE NEED YOUR PARTICIPATION TO MAKE AMERICA  
WORK.





TWO YEARS AGO WHEN I WAS ONE OF THE FIRST AMERICANS, AFTER  
PRESIDENT NIXON, TO VISIT THE PEOPLE'S REPUBLIC OF CHINA, I WAS TOLD OF THE  
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OLDER AMERICANS MUST BE BROUGHT BACK INTO OUR COMMUNITIES AND  
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REMARKS OF VICE PRESIDENT GERALD R. FORD  
AT THE DEDICATION OF THE PALM SPRINGS SENIOR CENTER

For Release on Delivery at 4:30 p.m. Monday  
April 15, 1974



I am pleased to participate in the dedication of the new Palm Springs Senior Citizens Center because of what the center means to the older people of this community.

We have heard a great deal about the liberation of women and various minority groups. The time has now come for this Nation to awaken to what we have done in stigmatizing, stereotyping, segregating, and discriminating against millions of Americans merely because of their maturity.

The major goals of your new center should be America's objective on a nation-wide basis.

--- You are seeking to upgrade the quality of the physical, emotional, and social existence of older people.

--- You are concerned with their economic well-being.

--- You are concerned with the attitudes of older people toward themselves -- and the attitude of the general community toward them.

--- You are re-orienting yourselves toward life and a future and away from death and hopelessness.

--- You are still a part of America, a valuable asset in human resources.

But the time has come for a liberating struggle against the bigotry that we have too long permitted.

The Congressman from this District, Jerry Pettis, has helped create a showcase of what can be done in terms of health care and service to the total human being. I commend Congressman Pettis for his excellent record. He has pointed to a direction that this Administration is taking to assure that older Americans can look to their Government to help them do things that they cannot entirely achieve by themselves.

The time has come to stop pushing people into excessively early retirement from Government employment. Private business now follows Federal law in hiring and upgrading salaries and is prevented from placing the major burden of layoffs on older workers. But the Federal bureaucracy, instead of being a model employer, has all too often been charged with pressuring older workers into premature retirement. We have dealt with "big business." But what about "big government?"

This Administration is seeking action for the liberation of our older citizens.

--- Social Security benefits have been greatly increased over the last 5 years, most recently by 11 percent.





--- Pension legislation to strengthen and safeguard private pensions is being acted upon by Congress. We hope that it will soon come to the President for signature.

--- A sweeping national health plan has been presented by this Administration to Congress. The chances for its enactment are good.

--- The President has announced an extensive program for improving nursing home care.

--- Supplementary Security Income now forms an income floor beneath all older people.

--- The White House Conference on Aging made recommendations that are being implemented. The President has requested over \$200 million for social service and nutrition programs for the elderly.

--- The President has just approved new legislation that would prohibit age discrimination in Federal and state employment.

The Government can and will take action to help the liberation struggle of the elderly. Doctors can provide new drugs and treatment that extend our lifespan. But it is the human quality of the individual's life that counts.

We need our older people to perfect our American form of civilization.



We need you to be of service not only to yourselves but to others. We need your skills, your experience, your wisdom, your patriotism, your love, and your example. We need your participation to make America work.



Two years ago when I was one of the first Americans, after President Nixon, to visit the People's Republic of China, I was told of the ancient Chinese teaching that a civilization is judged by the role and status of its older members. The Chinese, with their massive population, have always found an honored place for their senior citizens. The United States, with its greater resources, can and must do even more.

Older Americans must be brought back into our communities and not condemned to invisible ghettos. This liberating process will renew the lives of millions who have been put out to pasture. It will give them new goals. And it will help to improve the quality and restore the vigor of the total American community, the American family, and the American way of life.

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OFFICE OF THE VICE PRESIDENT  
WASHINGTON

April 11, 1974

MEMORANDUM FOR SCHEDULING AND APPOINTMENTS

FROM: Ralph Martin

Following are revised flying times and clock times for the Vice President's mission during the period April 13 - 21, 1974:

<u>ITINERARY</u>	<u>TYPE ACFT</u>	<u>FLT TIME</u>	<u>CLOCK TIME</u>
Andrews to Richards- Gebaur AFB <i>dept. 9:30</i>	VC-137	2:30	1:30
Richards-Gebaur to Palm Springs <i>dept. 9:10</i>	VC-137	3:00	1:00
Palm Springs to Monterrey <i>dept. 8:00 am</i>	C-131H	1:30	1:30
Monterrey to Palm Springs <i>dept. 9:15</i>	C-131H	1:20	1:20
Palm Springs to San Jose <i>dept. 8:15</i>	C-131H	1:45	1:45
San Jose to Palm Springs <i>dept. 3:30 pm</i>	C-131H	1:35	1:35
Palm Springs to Salt Lake City <i>dept. 12:00 pm</i>	VC-137	1:25	2:25
Salt Lake City to Andrews	VC-137	3:45	5:45



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THEY CANNOT ENTIRELY ACHIEVE BY THEMSELVES.





5  
*Private industry - non discrimination  
Federal Govt must do the same*

THE TIME HAS COME TO STOP PUSHING PEOPLE INTO EXCESSIVELY EARLY

RETIREMENT FROM GOVERNMENT EMPLOYMENT, PRIVATE BUSINESS NOW FOLLOWS FEDERAL

LAW IN HIRING AND UPGRADING SALARIES AND IS PREVENTED FROM PLACING THE

MAJOR BURDEN OF LAYOFFS ON OLDER WORKERS. BUT THE FEDERAL BUREAUCRACY,

INSTEAD OF BEING A MODEL EMPLOYER, HAS ALL TOO OFTEN BEEN CHARGED WITH

PRESSURING OLDER WORKERS INTO PREMATURE RETIREMENT. WE HAVE DEALT WITH

"BIG BUSINESS." BUT WHAT ABOUT "BIG GOVERNMENT?"



- 1) Social Security
- 2) Pension
- 3) Health

- 4) Nursing Home Care
- 5) Social Service

- 6) Prohibition by federal govt based on AGE
- 7) Medical "break through"

THIS ADMINISTRATION IS SEEKING ACTION FOR THE LIBERATION OF OUR

OLDER CITIZENS.

— SOCIAL SECURITY BENEFITS HAVE BEEN GREATLY INCREASED OVER THE LAST 5 YEARS, MOST RECENTLY BY 11 PERCENT.

— PENSION LEGISLATION TO STRENGTHEN AND SAFEGUARD PRIVATE PENSIONS IS BEING ACTED UPON BY CONGRESS. WE HOPE THAT IT WILL SOON COME TO THE PRESIDENT FOR SIGNATURE.



— A SWEEPING NATIONAL HEALTH PLAN HAS BEEN PRESENTED BY THIS ADMINISTRATION TO CONGRESS. THE CHANCES FOR ITS ENACTMENT ARE GOOD.

— THE PRESIDENT HAS ANNOUNCED AN EXTENSIVE PROGRAM FOR IMPROVING NURSING HOME CARE.

— SUPPLEMENTARY SECURITY INCOME NOW FORMS AN INCOME FLOOR BENEATH ALL OLDER PEOPLE.

— THE WHITE HOUSE CONFERENCE ON AGING MADE RECOMMENDATIONS THAT ARE BEING IMPLEMENTED. THE PRESIDENT HAS REQUESTED OVER \$200 MILLION FOR SOCIAL SERVICE AND NUTRITION PROGRAMS FOR THE ELDERLY.

— THE PRESIDENT HAS JUST APPROVED NEW LEGISLATION THAT WOULD  
PROHIBIT AGE DISCRIMINATION IN FEDERAL AND STATE EMPLOYMENT.

THE GOVERNMENT CAN AND WILL TAKE ACTION TO HELP THE LIBERATION  
STRUGGLE OF THE ELDEPLY. DOCTORS CAN PROVIDE NEW DRUGS AND TREATMENT THAT  
EXTEND OUR LIFESPAN. BUT IT IS THE HUMAN QUALITY OF THE INDIVIDUAL'S LIFE  
THAT COUNTS.



WE NEED OUR OLDER PEOPLE TO PERFECT OUR AMERICAN FORM OF  
CIVILIZATION.

WE NEED YOU TO BE OF SERVICE NOT ONLY TO YOURSELVES BUT TO  
OTHERS. WE NEED YOUR SKILLS, YOUR EXPERIENCE, YOUR WISDOM, YOUR PATRIOTISM,  
YOUR LOVE, AND YOUR EXAMPLE. WE NEED YOUR PARTICIPATION TO MAKE AMERICA  
WORK.

TWO YEARS AGO WHEN I WAS ONE OF THE FIRST AMERICANS, AFTER  
PRESIDENT NIXON, TO VISIT THE PEOPLE'S REPUBLIC OF CHINA, I WAS TOLD OF THE  
ANCIENT CHINESE TEACHING THAT A CIVILIZATION IS JUDGED BY THE ROLE AND  
STATUS OF ITS OLDER MEMBERS. THE CHINESE, WITH THEIR MASSIVE POPULATION,  
HAVE ALWAYS FOUND AN HONORED PLACE FOR THEIR SENIOR CITIZENS. THE UNITED  
STATES, WITH ITS GREATER RESOURCES, CAN AND MUST DO EVEN MORE.

OLDER AMERICANS MUST BE BROUGHT BACK INTO OUR COMMUNITIES AND  
NOT CONDEMNED TO INVISIBLE GHETTOS. THIS LIBERATING PROCESS WILL RENEW  
THE LIVES OF MILLIONS WHO HAVE BEEN PUT OUT TO PASTURE. IT WILL GIVE THEM  
NEW GOALS. AND IT WILL HELP TO IMPROVE THE QUALITY AND RESTORE THE VIGOR  
OF THE TOTAL AMERICAN FAMILY, AND THE AMERICAN WAY OF LIFE.

REMARKS OF VICE PRESIDENT GERALD R. FORD

AT THE DEDICATION OF THE PALM SPRINGS SENIOR CENTER

For Release on Delivery at 4:30 p.m. Monday  
April 15, 1974



we?  
I am pleased to participate in the dedication of the new Palm Springs Senior Citizens Center because of what the center means to the older people of this community.

We have heard a great deal about the liberation of women and various minority groups. The time has now come for this Nation to awaken to what we have done in stigmatizing, stereotyping, segregating, and discriminating against millions of Americans merely because of their maturity.

The major goals of your new center should be America's objective on a nation-wide basis.

--- You are seeking to upgrade the quality of the physical, emotional, and social existence of older people.

--- You are concerned with their economic well-being.

--- You are concerned with the attitudes of older people toward themselves -- and the attitude of the general community toward them.

--- You are re-orienting yourselves toward life and a future and away from death and hopelessness.





--- You are still a part of America, a valuable asset in human resources.

But the time has come for a liberating struggle against the bigotry that we have too long permitted.

The Congressman from this District, Jerry Pettis, has helped create a showcase of what can be done in terms of health care and service to the total human being. I commend Congressman Pettis for his excellent record. He has pointed to a direction that this Administration is taking to assure that older Americans can look to their Government to help them do things that they cannot entirely achieve by themselves.

The time has come to stop pushing people into excessively early retirement from Government employment. Private business now follows Federal law in hiring and upgrading salaries and is prevented from placing the major burden of layoffs on older workers. But the Federal bureaucracy, instead of being a model employer, has all too often been charged with pressuring older workers into premature retirement. We have dealt with "big business." But what about "big government?"

This Administration is seeking action for the liberation of our older citizens.

--- Social Security benefits have been greatly increased over the last 5 years, most recently by 11 percent.



--- Pension legislation to strengthen and safeguard private pensions is being acted upon by Congress. We hope that it will soon come to the President for signature.

--- A sweeping national health plan has been presented by this Administration to Congress. The chances for its enactment are good.

--- The President has announced an extensive program for improving nursing home care.

--- Supplementary Security Income now forms an income floor beneath all older people.

--- The White House Conference on Aging made recommendations that are being implemented. The President has requested over \$200 million for social service and nutrition programs for the elderly.

--- The President has just approved new legislation that would prohibit age discrimination in Federal and state employment.

The Government can and will take action to help the liberation struggle of the elderly. Doctors can provide new drugs and treatment that extend our lifespan. But it is the human quality of the individual's life that counts.

We need our older people to perfect our American form of civilization.

We need you to be of service not only to yourselves but to others. We need your skills, your experience, your wisdom, your patriotism, your love, and your example. We need your participation to make America work.



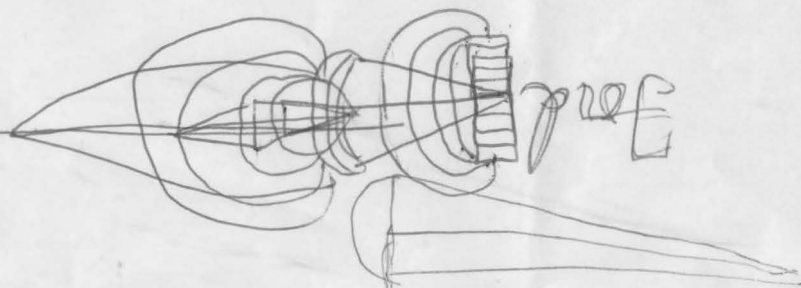
Two years ago when I was one of the first Americans, after President Nixon, to visit the People's Republic of China, I was told of the ancient Chinese teaching that a civilization is judged by the role and status of its older members. The Chinese, with their massive population, have always found an honored place for their senior citizens. The United States, with its greater resources, can and must do even more.

Older Americans must be brought back into our communities and not condemned to invisible ghettos. This liberating process will renew the lives of millions who have been put out to pasture. It will give them new goals. And it will help to improve the quality and restore the vigor of the total American community, the American family, and the American way of life.

KCRA-TV  
Channel 3 - Sacramento -  
10-min interview in  
San Jose - at airport  
or Hyatt House.

- Mary Murphy

(916) 444-7316



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John Moorehead



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