

The original documents are located in Box 135, folder “July 6, 1974 - Speech, Dedication of the World Trade Center Building, Dallas, TX” of the Gerald R. Ford Vice Presidential Papers at the Gerald R. Ford Presidential Library.

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OFFICE OF THE VICE PRESIDENT

WASHINGTON, D.C.

July 3, 1974

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cut by
1 page*

To: CHIEF OF STAFF

From: MILT FRIEDMAN

Subject: DALLAS WORLD TRADE CEN TER

Attached is suggested text for VP's remarks on July 6 at the Dallas dedication of new World Trade Center Building of Dallas Market Center . A crowd of 8,000 in huge plaza of new building, gala atmosphere, flags flying, with actual dedication to follow immediately after VP's remarks . As VP finishes, a huge organ will play "God Bless America", glass-enclosed outdoor elevators will ascend, red-white-blue balloons will fly, and champagne will flow.

Milt

REMARKS OF VICE PRESIDENT GERALD R. FORD
DEDICATION OF WORLD TRADE CENTER BUILDING
DALLAS MARKET CENTER
DALLAS, TEXAS



SATURDAY, JULY 6, 1974

1:00 PM

FOR RELEASE P.M. JULY 6TH

The dedication of this magnificent new World Trade Center is appropriately timed on this particular weekend. Dallas is celebrating the 198th anniversary of our independence in a meaningful way. I am very happy to be with you at the opening of this center which is going to stimulate the economy of the Dallas area, of Texas, of the other States of the Union, and of our entire Nation as we expand trade with the rest of the world.

Today's dedication occurs in the week that marks our celebration of the 4th of July. This has been a particularly memorable week. I had the honor to welcome President Nixon back from the Soviet Union. The President went --- as you know --- on a mission of peace to further consolidate relations *between* of the world's two greatest powers. It is a *great experience* ~~thrill~~ for me to end this week here in Dallas at an event so much in harmony with the spirit of the President's trip, with the spirit of Independence Day, and with the new ~~sense~~ of national purpose and improving morale that is becoming evident.

The President's trip demonstrated how we have moved away from the impasse that paralyzed our relations with other nations. We have moved off ~~the~~ dead center in our dealings with the peoples of the Middle East. We are normalizing relations with the People's Republic of China. We have extricated our forces from the war in Vietnam. And we are in creative dialogue with the Soviet Union in an effort to increase trade while decreasing ^e the nuclear build^up.



This center --- with its display of the world's flags --- symbolizes our friendly and open attitude toward all nations . It conveys optimism and inspiration. It manifests new energy and initiative. It demonstrates what Americans can do about their fate at home as well as abroad .

As I travel about America , I am impressed by this and other demonstrations of American vitality. The traditional American spirit of "can do " transcends any negative or pessimistic thinking . We control our own destiny . And we remain a Nation on the move .

The center focuses on a two-way flow of trade --- export as well as import. It relates directly to our economic well-being. Just as the mission control center in Houston guided Americans to the moon, the World Trade Center in Dallas will guide foreign buyers to American products.

Let me ask the many manufacturers assembled here today to help us accomplish our international objectives . Trade is the cement of world peace. The time has come for you to "think export ". And to do more than think . Go out aggressively and drum up business in foreign markets . You will not only help us adjust the balance of payments and trade --- you will make profits, ~~and~~ promote economic stabilization , *and strengthen the fabric of peace* x

The United States has the world's strongest and most productive economy . Our free enterprise system provides unique flexibility to adapt to even the most severe trauma . We are now confronted with the shock of world-wide inflation. And I am very pleased to see the Dallas Market Center accept the challenge .



Inflation is a vexing problem. ~~_____~~

~~_____~~ . Unacceptable levels of inflation have spread throughout the world. We are feeling it here although our own inflationary rate remains one of the world's lowest .

^A cure for inflationary sickness is expansion of supply . I refer especially to ~~manufactured~~ goods . We are now able to compete effectively on world markets. Devaluation of the dollar improved our trade position. The dollar's exaggerated value abroad ^{formerly} amounted to a subsidy for foreign goods entering the United States. It was also a surcharge foreigners had to pay for American goods overseas .

Foreign buyers today are seeking out American products. We are competitive in many new markets. Other peoples are becoming affluent . Our own trade position is improving. Domestic products are more appealing to our own consumers.

This Administration is striving for greater production. We will do all we can to assist ~~the~~ manufacturers to export . We oppose artificial and excessive restraints on exports.

American initiative promoted the reform of the world trading system . But now we find ourselves stalemated as the Trade Reform Act remains pending in the Senate . This legislation would :

---further reduce ~~or remove~~ artificial barriers ^{to trade;} such as tariffs, quotas, embargoes and other restrictions on international trade which prevent each country from producing what it could produce most efficiently in the absence of such barriers ;

the administrative flexibility for



--- provide improved procedures ^{to} ~~for~~ protecting American workers and industries from unfair ~~or injurious~~ foreign competition ;

--- strengthen our hand in dealing with unreasonable ~~or unjustifiable~~ foreign trade practices ~~and barriers~~; and

--- open up new trade opportunities with the Soviet Union and other Eastern European countries .

We need the authority to increase market access. Without this vital bill, barriers will multiply . ^a ~~The~~ President must have the necessary flexibility to make the Dallas World Trade Center --- and other centers --- into two-way streets in ~~global~~ terms *of global trade.*

I hope that the Senate , in the wake of the President's return from the Soviet Union, will take appropriate action *on the Trade bill* ~~Trade is vital for the building of trust and cooperation on an international scale. It is a weapon in the war against inflation. Mutual advantage flows from trade. It promotes universal peace and progress.~~ Trade is essential to consolidate the great strides that we have made in the last five years toward a new world partnership .

We must make more of the world's goods available to more of the world's people . I ^{Concur} ~~agree~~ with Secretary of State Kissinger's view that improving the quality of life has become a universal political demand, a technical possibility, and a moral imperative .

~~We promote idealism and patriotism but do not overlook profit. We need more income from export sales to meet the rising costs of imported oil. Foreign income is essential to maintain the strength of the dollar.~~

~~1973 tripled our export growth rate. We achieved an unprecedented \$8 billion swing in our trade balance. We went from a \$6.4 billion deficit in 1972 to a \$1.2 billion surplus in 1973.~~

~~We have taken action to produce a coordinated, aggressive export expansion program. It is enhanced by a free market trade policy environment, strong export stimulation at home, and effective marketing assistance abroad.~~



~~an estimated~~
~~I am troubled because 92 percent~~
~~of our manufacturers do not export at all. Why should this be? We must~~
~~consider that world trade means to American business in terms of profits, to~~
~~American workers in terms of jobs, and to the entire national economy in terms of~~
~~balance.~~

American prosperity ---individual or corporate --- is no longer tied to a particular area of the United States. It is now linked to nations throughout the world. . That underscores the importance of the Dallas World Trade Center.

At no time in history has man achieved ^a higher standard of living than in today's United States. The greater our success, the greater our responsibilities. One ^a great responsibility is the need to seek ^a more open and equitable world trading system. Another is to assure America a fair chance to compete in the world's markets.

~~But the main responsibility is to retain confidence in ourselves. I have asked you to help promote and sell American products abroad. I have not asked you to sell America to the American people. It is my conviction that despite differences over the Watergate issue, despite inflationary problems, and despite ^{deep domestic political} ^{an unfortunate} tendency to turn inward away from the world, the American people remain sold on the United States.~~

You have demonstrated here in Dallas a new sense of what is right and good about America. You have shown a new pride and a new optimism. You are not turning inward, ~~like~~ but outward toward the world, ~~like~~ proud Americans.

DEMONSTRATES

The center we are dedicating today ~~is~~ pride, ~~its~~ involvement, ~~its~~ imagination, ~~its~~ enthusiasm, ~~its~~ action. ~~its~~
 ~~in fact~~ All those American qualities that demonstrate to me that this
 Nation is not collapsing are here today. ~~_____~~

You are justified in being proud of America. Of course, there is ^{some}
 pessimism. ~~_____~~ ^{There are a few skeptics.} ~~_____~~ There is a
 seemingly endless political controversy in process in Washington. But
 this Nation is ~~_____~~ marching on. I have traveled from coast to
 coast many times since becoming Vice President. The energy of the
 people and places I visit gives me new vitality. The spirit of
 "can do" that I observe, ~~_____~~ tells me that this
 Nation is sound.

The United States has never been better equipped, in a material
 sense, to achieve high aims. ~~[Yet we --- as a Nation --- are too~~
 ~~divided and confused over objectives and priorities. Nevertheless,~~
 ~~we will transcend that _____ division, and confusion. We will go from~~
 ~~frustration to effectiveness, from instability to reliability, from confusion~~
 ~~to unity, and from _____ to excellence.~~ ^{hesitancy}

We are told in the Book of Proverbs: "Where there is no vision, the
 people perish." ^{America has} ~~We have~~ the vision. We will not perish. Not
 only do we have vision, we have the determination to commit ourselves to
 a new morality, a new belief in our future, a new standing among the nations
 of the world, and a new image of ourselves in our own eyes.

I see an American future in which this Nation will be ~~stronger~~ even
 stronger, our families closer, and ourselves better men and women. And I
 say, with deepest conviction, God Bless America.



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REMARKS OF VICE PRESIDENT GERALD R. FORD
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DALLAS MARKET CENTER
DALLAS, TEXAS
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FOR RELEASE P.M.'S JULY 6TH

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- provide administrative flexibility for improved procedures to protect American workers and industries from unfair foreign competition;

- strengthen our hand in dealing with unreasonable foreign trade practices; and
- open up new trade opportunities with the Soviet Union and other Eastern European countries.

We need the authority to increase market access. Without this vital bill, barriers will multiply. A President must have the necessary flexibility to make the Dallas World Trade Center — and other centers — into two-way streets in terms of global trade.

I hope that the Senate, in the wake of the President's return from the Soviet Union, will take appropriate action on the Trade bill. Trade is essential to consolidate the great strides that we have made in the last five years toward a new world partnership.

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