

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.

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ACKNOWLEDGMENTS

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 *dy*

SWEARING IN OF
ROGERS C. B. MORTON
AS SECRETARY OF COMMERCE

THURSDAY, MAY 1, 1975

THIS IS A VERY SPECIAL DAY FOR ROGERS MORTON.

IN ADDITION TO BECOMING SECRETARY OF COMMERCE, WITH ITS

many
~~ATTENDANT~~ DUTIES AND RESPONSIBILITIES -- I HAVE ALSO ASKED HIM

TO CONTINUE AS CHAIRMAN OF THE ENERGY RESOURCES COUNCIL,

instab
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.

I HAVE KNOWN "ROG" MORTON AS A CONGRESSMAN, AS
A PARTY CHAIRMAN, AND AS A CABINET MEMBER. IN EACH OF THESE
CAPACITIES, HE HAS DONE AN OUTSTANDING JOB. I KNOW
HE WILL CONTINUE THIS STRING OF SUCCESSES AS SECRETARY OF
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
THIS NATION'S PROBLEMS AS WE MOVE INTO ITS THIRD CENTURY.

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.

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
INDIFFERENCE -- 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.

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
ADMINISTER THE OATH.

END OF TEXT