

**The original documents are located in Box 25, “3/11/76 - Remarks at a Rally at the Cherryvale Shopping Mall, Rockford, Illinois” of the President’s Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.**

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THE PRESIDENT HAS SEEN.....

PRESIDENTIAL REMARKS AT CHERRYVALE SHOPPING MALL  
RALLY, ROCKFORD, ILLINOIS, MARCH 11, 1976  
8:00 P.M.

CHERRYVALE MALL ACKNOWLEDGEMENTS

- THANK YOU, JOHN. (Congressman Anderson introduces you.)
- SENATOR PERCY
- GOVERNOR OGILVIE
- DAVE MARTINSON (Illinois PFC District Director)
- LADIES AND GENTLEMEN

FIRST, LET ME THANK THIS FINE GIRL SCOUT BICENTENNIAL CHOIR  
AND THE PROUD AMERICANS SINGING GROUP.

IT'S GOOD TO SEE YOU ALL HERE AT THE  
CHERRYVALE SHOPPING MALL THIS EVENING.

THIS GREAT, NEW MALL IS A MAGNIFICENT  
TESTIMONY TO THE STRENGTH AND VIGOR OF AMERICA'S  
HEARTLAND -- AND I'M PROUD TO BE HERE.

LET ME SAY JUST A FEW WORDS ABOUT THIS  
GREAT COUNTRY OF OURS.

WE HAVE COME THROUGH A VERY ROUGH PERIOD  
IN OUR NATION'S HISTORY. WHEN I TOOK OFFICE,  
CONFIDENCE IN OUR GOVERNMENT WAS AT A LOW EBB.

THE ECONOMY HAD SUFFERED THE SHOCKS OF  
THE FOREIGN OIL EMBARGO AND THE DISLOCATION OF  
ARTIFICIAL WAGE AND PRICE CONTROLS. WE WERE FEELING  
AND SUFFERING FROM THE EFFECTS OF YEARS OF OVER-SPENDING.  
AND WE WERE DISCOURAGED AND DIVIDED BY LONG DRAWN - OUT  
CONFLICTS AT HOME AND ABROAD.

MY FIRST PRIORITY WAS TO RESTORE CONFIDENCE  
AND TRUST IN GOVERNMENT. TO DO THIS, I WAS CANDID  
AND FRANK ABOUT OUR PROBLEMS -- AND I SOUGHT THE  
SUPPORT AND PRAYERS OF MILLIONS OF AMERICANS.  
AND I'M GRATEFUL FOR YOUR SUPPORT AND FOR YOUR  
PRAYERS.

I BELIEVE WE HAVE REGAINED OUR FAITH IN  
THE FUTURE●

AT THE BEGINNING OF 1975 I TOLD YOU THAT  
THE STATE OF THE UNION WAS NOT GOOD●      TODAY I DON'T  
NEED TO TELL YOU IT IS BETTER -- AND WE ARE GOING TO  
MAKE IT BETTER STILL●

WE HAVE MADE A LOT OF PROGRESS IN THE LAST  
YEAR. WE SET A COURSE FOR STEADY ECONOMIC RECOVERY.  
AND WE HAVE SEEN THAT COURSE BRING JOBS BACK TO THE  
PRE-RECESSION LEVEL, WE HAVE SEEN BUSINESS IMPROVE AND  
FARM INCOMES MOVE BACK TOWARD RECORD LEVELS.

I KNOW ROCKFORD WAS ESPECIALLY HARD-HIT  
BY THE RECESSION. AND I KNOW EMPLOYMENT HAS NOT PICKED  
UP AS QUICKLY AS IT HAS IN OTHER PARTS OF THE COUNTRY.  
BUT THE TREND IS UP, AND WE ARE MOVING IN THE RIGHT  
DIRECTION.

IT REMAINS THIS ADMINISTRATION'S POLICY TO  
HELP THOSE GENUINELY IN NEED. WE WANT TO HELP THOSE WHO  
CAN'T HELP THEMSELVES. WE WANT TO HELP THOSE WHO CAN WORK  
BUT JUST CAN'T FIND WORK.

DURING THE PAST YEAR, WE HAVE MADE IT  
POSSIBLE FOR WORKERS TO GET UNEMPLOYMENT COMPENSATION  
FOR MORE WEEKS WHILE THEY SEARCH FOR EMPLOYMENT.

WE HAVE ALSO EXTENDED THIS KIND OF HELP TO WORKERS WHO  
ARE NOT NORMALLY COVERED BY IT / SO THAT THEY TOO HAVE  
PROTECTION WHILE THEY LOOK FOR JOBS. AND MY NEW  
BUDGET CONTINUES FUNDING FOR CETA MANPOWER TRAINING  
PROGRAMS WHICH REACH MANY UNEMPLOYED AND DISADVANTAGED  
WORKERS IN NEED OF THIS KIND OF HELP.

BUT AS MANY OF YOU KNOW, FIVE OUT OF  
EVERY SIX JOBS ARE IN THE PRIVATE SECTOR -- AND IT IS  
IN THE PRIVATE SECTOR WHERE WE ARE PROMOTING RECOVERY,  
GROWTH, EXPANSION AND JOB DEVELOPMENT. THAT'S  
WHERE THE REAL JOBS ARE.



ANOTHER HIGH PRIORITY I HAVE STRESSED  
SINCE TAKING OFFICE IS TO REVERSE THE TREND TO BIGGER AND  
BIGGER GOVERNMENT, MORE AND MORE RULES DICTATED FROM  
WASHINGTON, LONGER AND LONGER FORMS TO FILL OUT.  
IN OTHER WORDS, MAKING SURE GOVERNMENT WORKS FOR YOU  
INSTEAD OF THE OTHER WAY AROUND.

I'M DETERMINED TO TURN MAJOR DECISION-MAKING  
BACK TO THE PEOPLE AT THE LOCAL LEVEL WHO KNOW AND  
UNDERSTAND LOCAL CONDITIONS.

THAT'S WHY I SUPPORT A FIVE-YEAR EXTENSION  
OF FEDERAL REVENUE SHARING. TO DATE, ROCKFORD CITY  
HAS RECEIVED NEARLY EIGHT MILLION DOLLARS UNDER THIS  
PROGRAM -- AND WINNEBAGO COUNTY RECEIVED A TOTAL OF  
OVER SIXTEEN MILLION DOLLARS.

WITHOUT THIS PROGRAM, YOUR LOCAL TAXES, ALREADY  
A HEAVY BURDEN, WOULD HAVE TO BE INCREASED OR YOUR  
SERVICES DECREASED.

SUCH FUNDS HAVE BEEN USED WELL IN  
ROCKFORD -- THE RIVERVIEW ICE ARENA IS ONE TANGIBLE  
BENEFIT OF THE PROGRAM. AND COMMUNITY DEVELOPMENT  
FUNDS HAVE GONE INTO REVITALIZING ROCKFORD'S DOWNTOWN  
AREA ●

GOVERNMENT CAN BE MADE TO WORK FOR PEOPLE●  
BUT IT TAKES EXPERIENCE WITH THE COMPLEXITIES OF GOVERNMENT,  
KNOWLEDGE OF THE WAYS OF THE CONGRESS, AND KNOW-HOW  
ABOUT PROGRAMS THAT AFFECT THE PEOPLE TO MAKE IT WORK  
RIGHT●

AND IT TAKES CONFIDENCE BORN OF EXPERIENCE TO MAKE  
DECISIONS THAT WILL HELP DETERMINE THE AMERICA YOU AND  
YOUR CHILDREN WILL EXPERIENCE IN THE YEARS AHEAD.

WITH YOUR HELP, WE WILL CONTINUE ON  
A BALANCED, RESPONSIBLE COURSE TOWARD COMPLETE  
RECOVERY, RENEWED PRODUCTIVITY, AND A GOOD,  
REWARDING JOB FOR EVERY AMERICAN WHO WANTS ONE.

TOGETHER WE WILL BUILD AN EVEN GREATER AMERICA

FOR ALL AMERICANS●

( END OF TEXT )

R. J.

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RALLY, ROCKFORD, ILLINOIS, MARCH II, 1976  
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*19 months*

WE HAVE COME THROUGH A VERY ROUGH PERIOD

1) IN OUR NATION'S HISTORY.

WHEN I TOOK OFFICE,

CONFIDENCE IN OUR GOVERNMENT WAS AT A LOW EBB.

2) THE ECONOMY HAD SUFFERED THE SHOCKS OF

THE FOREIGN OIL EMBARGO AND THE DISLOCATION OF

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PRAYERS.

I BELIEVE WE HAVE REGAINED OUR FAITH IN

THE FUTURE.

*Structure of Govt  
met the Test of Crisis  
Straight talk from W.H.  
cleared the air.*



AT THE BEGINNING OF 1975 I TOLD YOU THAT

THE STATE OF THE UNION WAS NOT GOOD. TODAY I DON'T

NEED TO TELL YOU IT IS BETTER -- AND WE ARE GOING TO

MAKE IT BETTER STILL.

*Rockford heart - hit*  
*NATIONWIDE*  
*Employment - up*  
*Unemployment - down*  
*Inflation -*

-7-

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