The original documents are located in Box 30, "4/29/76 - Public Rally, North Park Shopping Mall, Dallas, Texas" of the President's Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.

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THE PRESIDENT HAS SEEN

REMARKS AT DALLAS, TEXAS RALLY,

NORTH PARK SHOPPING MALL

THURSDAY, APRIL 29, 1976

ACKNOWLEDGEMENTS -- NORTH MALL SHOPPING CENTER

THANK YOU, RAY (RAY NASHER, MALL OWNER)

SENATOR TOWER

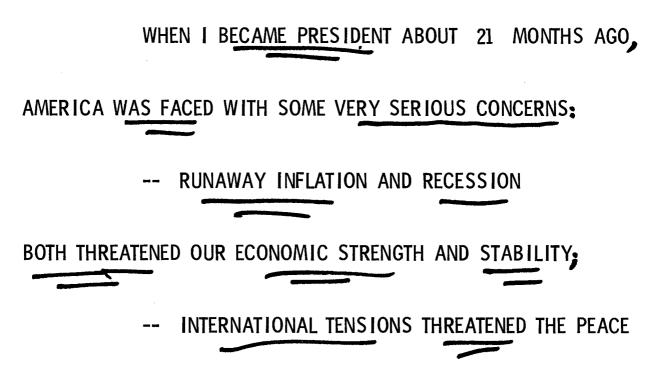
MAYOR BOB FOLSOM MISS TEXAS, MARY-ELLEN RICHARDSON

LADIES AND GENTLEMEN

BEFORE WE GO ANY FURTHER, AS A FORMER FOOTBALL PLAYER, I KNOW HOW MUCH A WINNING TEAM DEPENDS ON A GREAT COACH. AND HERE IN DALLAS, YOU HAVE ONE OF THE GREATEST COACHES IN THE HISTORY OF THE GAME \downarrow TOM LANDRY OF THE SENSATIONAL DALLAS COWBOYS. 1A

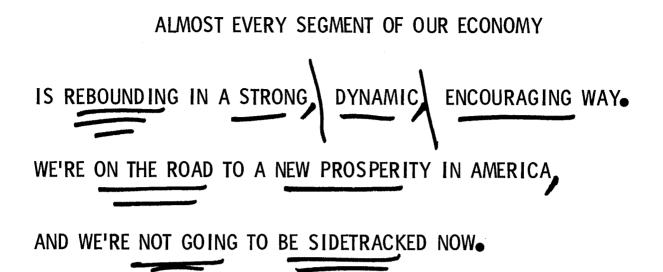
WELL YESTERDAY TOM LANDRY ANNOUNCED

HIS SUPPORT FOR MY CAMPAIGN AND ALL I CAN SAY
TO TOM IS - WITH HIS HELP AND THE HELP OF
MANY, MANY MORE CONCERNED TEXANS LIKE HIM,
WE'RE GOING TO WIN ON SATURDAY, WIN ON
NOVEMBER 2nd, AND GO RIGHT ON WINNING FOR
AMERICA IN THE CHALLENGING YEARS AHEAD.



IN MANY AREAS OF THE WORLD;

-- A CRISIS OF CONFIDENCE IN OUR OWN GOVERNMENT AND IN THE BASIC INSTITUTION OF OUR SOCIETY THREATENED THE PROMISE OF THE 200-YEAR-OLD AMERICAN EXPERIENCE. IT WAS A BLEAK, DEPRESSING PICTURE. IT WAS A TIME THAT CALLED FOR STRONG, AFFIRMATIVE ACTION. TWENTY-ONE MONTHS LATER THE RESULTS ARE THERE FOR ALL AMERICANS TO TAKE PRIDE IN AND FOR ALL THE WORLD TO NOTE. OUR NATIONAL ECONOMY IS GROWING STRONGER AND MORE PROSPEROUS EVERY DAY. BOTH THE BUSINESS COMMUNITY AND YOUR OWN FAMILIES CAN PLAN AHEAD WITH A NEW-FOUND SENSE OF CERTAINTY AND SECURITY. THE ECONOMIC INDICATORS POINT TO GOOD NEWS AHEAD.



EMPLOYMENT HAS GONE UP. EIGHTY-SIX MILLION, SEVEN HUNDRED THOUSAND AMERICANS ARE WORKING TODAY --AND THAT MEANS MORE AMERICANS ARE GAINFULLY EMPLOYED NOW THAN EVER BEFORE IN THE HISTORY OF THIS COUNTRY. IT ALSO MEANS THAT WE HAVE GAINED OVER TWO AND A HALF MILLION NEW JOBS IN THE LAST TWELVE MONTHS. UNEMPLOYMENT IS GOING DOWN NOT AS FAST AS I WOULD LIKE BUT IT'S MOVING IN THE RIGHT DIRECTION, AND I'M NOT GOING TO LET UP UNTIL EVERY AMERICAN WHO WANTS A JOB CAN FIND A JOB. DURING 1974, INFLATION WAS RAGING AT AN

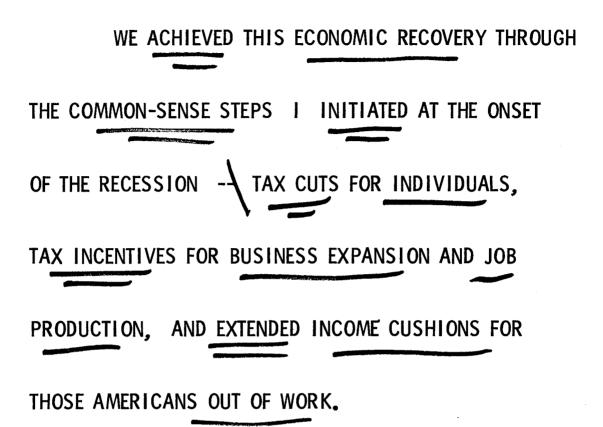
ANNUAL RATE OF MORE THAN TWELVE PERCENT.

BUT THE DEPARTMENT OF COMMERCE ANNOUNCED

JUST LAST WEEK THAT THE CONSUMER PRICE INDEX ROSE AT AN ANNUAL RATE OF ONLY 2.9 PERCENT DURING THE FIRST THREE MONTHS OF 1976 -- THE LOWEST INFLATION RATE SINCE

THE SUMMER OF 1972.

THE LATEST INDEX OF <u>CONSUMER CONFIDENCE</u> --HOW YOU AND YOUR FAMILY AND YOUR NEIGHBORS LOOK AT THE FUTURE -- IS DOUBLE THAT OF A YEAR AGO. REAL EARNINGS FOR THE AVERAGE AMERICAN WORKER HAVE RISEN SIGNIFICANTLY - WELL ABOVE THE RATE OF INFLATION. THAT MEANS YOUR PURCHASING POWER IS ON THE INCREASE.



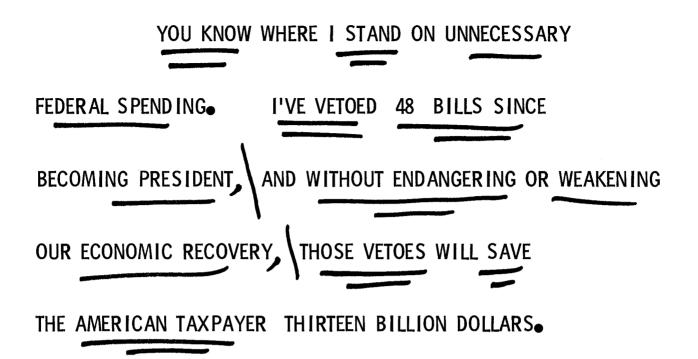
THE PRICE OF AMERICA'S ECONOMIC RECOVERY

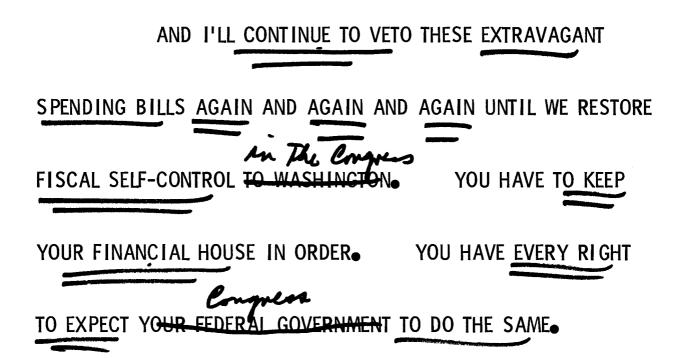
WAS NOT A NEW ROUND OF DOUBLE-DIGIT INFLATION,

IT WAS NOT ANOTHER FRUSTRATING EXPERIMENT WITH WAGE

AND PRICE CONTROLS, NOR WAS IT BILLIONS AND BILLIONS

OF EXTRA DOLLARS FROM THE FEDERAL TAXPAYER.





AND IF WE CAN HOLD THE LINE ON FEDERAL SPENDING, IF WE CAN KEEP THE BUDGET BUSTERS IN THE CONGRESS UNDER CONTROL, THEN ANOTHER MAJOR TAX CUT WILL BE ENTIPELY POSSIBLE BY 1979. WE HAVE A STRONG ECONOMY AND I INTEND TO

MAKE IT EVEN STRONGER.

I WANT MORE JOBS FOR MORE AMERICANS, AND I WANT THOSE JOBS TO PROVIDE AMERICANS WITH A FUTURE -- TO GIVE YOU PRIDE AS WELL AS A PAYCHECK.

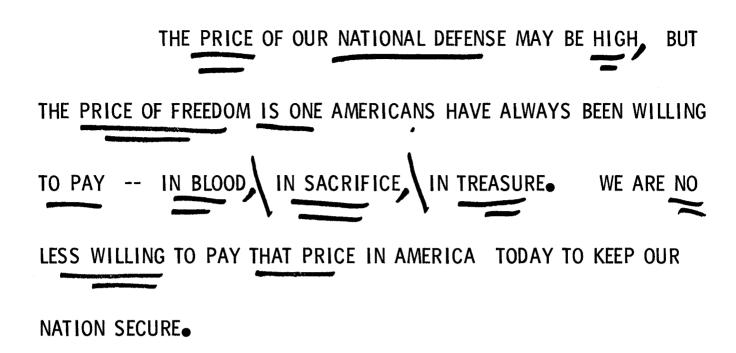
I WANT TO MAKE SUSTAINED PROSPERITY NOT ONLY A GOAL

BUT ECONOMIC PROGRESS IS NOT THE ONLY PROGRESS

WE HAVE MADE.

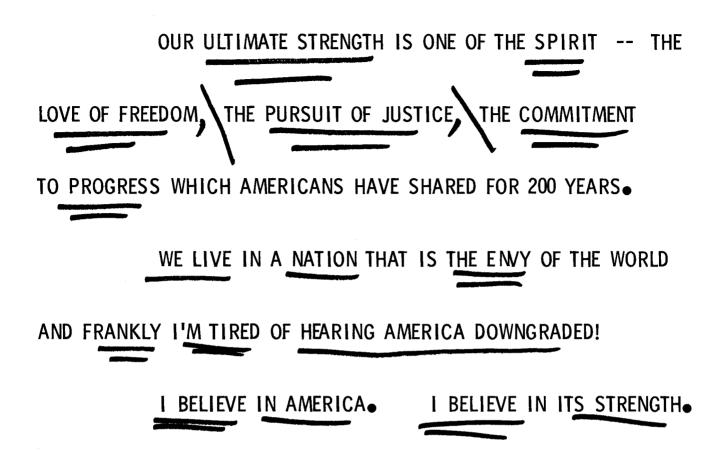
TODAY AMERICA IS AT PEACE. TODAY THERE ARE NO AMERICANS FIGHTING ANYWHERE IN THE WORLD, AND I WARE TO KEEP IT THAT WAY. I BELIEVE IN PEACE THROUGH STRENGTH. WE WILL STAND TALL AND STRONG AND KEEP OUR POWDER DRY. SO THE UNITED STATES CAN NEGOTIATE FROM A POSITION THAT COMMANDS RESPECT AND INVITES COOPERATION. I HAVE TAKEN FIRM STEPS TO ENSURE THAT OUR AND OUR ALLIANCES ARE STRONG OUR COMMITMENTS ARE WORTHWHILE AND OUR DEFENSES ARE WITHOUT EQUAL IN THE WORLD. I HAVE PROPOSED THE TWO LARGEST DEFENSE BUDGETS IN AMERICA'S HISTORY, REVERSING A TREND THAT WAS REDUCING OUR DEFENSE EXPENDITURES YEAR BY YEAR TO LEVELS THAT WERE

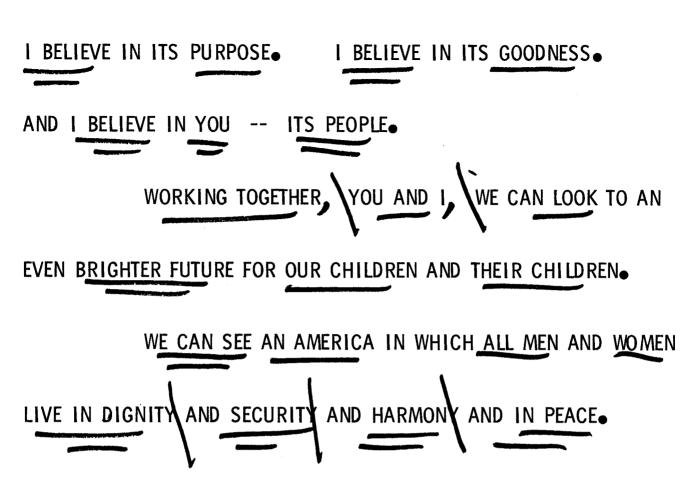
DANGEROUSLY LOW.

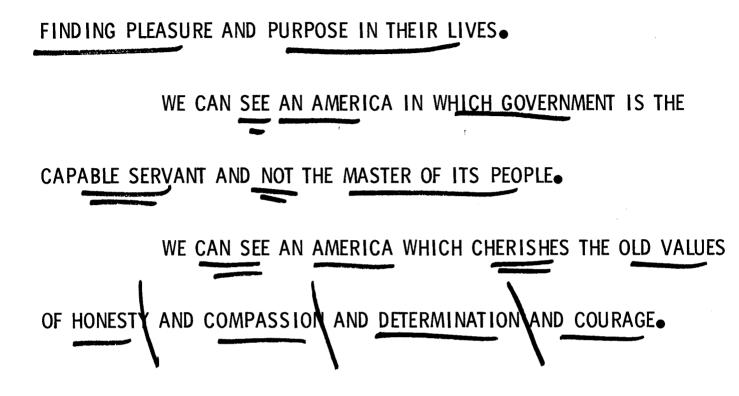


BUT AMERICA'S SECURITY RESTS ON MORE THAN

ARMAMENTS ALONE.







WE CAN SEE PEOPLE TAKING PRIDE IN THEIR WORK AND

WE CAN SEE AN AMERICA IN WHICH DREAMS STILL COME



THAT IS MY GOAL, AND THAT IS WHY I ASK FOR YOUR

SUPPORT IN THE CHALLENGING YEARS AHEAD.

END OF TEXT