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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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 – TOM LANDRY OF THE SENSATIONAL DALLAS COWBOYS.
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.
WHEN I BECAME PRESIDENT ABOUT 21 MONTHS AGO,

AMERICA WAS FACED WITH SOME VERY SERIOUS CONCERNS:

-- RUNAWAY INFLATION AND RECESSION

BOTH THREATENED OUR ECONOMIC STRENGTH AND STABILITY;

-- INTERNATIONAL TENSIONS THREATENED THE PEACE

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.
ALMOST EVERY SEGMENT OF OUR ECONOMY IS REBOUNDING IN A STRONG, DYNAMIC, ENCOURAGING WAY.

WE’RE ON THE ROAD TO A NEW PROSPERITY IN AMERICA,

AND WE’RE NOT GOING TO BE SIDETRACKED NOW.
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

THE LATEST INDEX OF **CONSUMER CONFIDENCE** --

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.**
WE ACHIEVED THIS ECONOMIC RECOVERY THROUGH THE COMMON-SENSE STEPS I INITIATED AT THE ONSET OF THE RECESSION — TAX CUTS FOR INDIVIDUALS, TAX INCENTIVES FOR BUSINESS EXPANSION AND JOB PRODUCTION, AND EXTENDED INCOME CUSHIONS FOR THOSE AMERICANS OUT OF WORK.
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.
YOU KNOW WHERE I STAND ON UNNECESSARY FEDERAL SPENDING. I'VE VETOED 48 BILLS SINCE BECOMING PRESIDENT, AND WITHOUT ENDANGERING OR WEAKENING OUR ECONOMIC RECOVERY, THOSE VETOES WILL SAVE THE AMERICAN TAXPAYER THIRTEEN BILLION DOLLARS.
AND I'LL CONTINUE TO VETO THESE EXTRAVAGANT SPENDING BILLS AGAIN AND AGAIN AND AGAIN UNTIL WE RESTORE FISCAL SELF-CONTROL TO WASHINGTON. YOU HAVE TO KEEP YOUR FINANCIAL HOUSE IN ORDER. YOU HAVE EVERY RIGHT TO EXPECT YOUR FEDERAL GOVERNMENT TO DO THE SAME.
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

ENTIRELY 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 a fact of life in the United States of America.

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 WILL 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 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.
THE PRICE OF OUR NATIONAL DEFENSE MAY BE HIGH, BUT
THE PRICE OF FREEDOM IS ONE AMERICANS HAVE ALWAYS BEEN WILLING
TO PAY -- IN BLOOD, IN SACRIFICE, IN TREASURE. WE ARE NO
LESS WILLING TO PAY THAT PRICE IN AMERICA TODAY TO KEEP OUR
NATION SECURE.

BUT AMERICA'S SECURITY RESTS ON MORE THAN
ARMAMENTS ALONE.
OUR ULTIMATE STRENGTH IS ONE OF THE SPIRIT -- THE


TO PROGRESS WHICH AMERICANS HAVE SHARED FOR 200 YEARS.

WE LIVE IN A NATION THAT IS THE ENVY OF THE WORLD

AND FRANKLY I'M TIRED OF HEARING AMERICA DOWNGRADED!

I BELIEVE IN AMERICA. I BELIEVE IN ITS STRENGTH.
I believe in its purpose. I believe in its goodness.

And I believe in you -- its people.

Working together, you and I, we can look to an even brighter future for our children and their children.

We can see an America in which all men and women live in dignity and security and harmony and peace.
WE CAN SEE PEOPLE TAKING PRIDE IN THEIR WORK AND FINDING PLEASURE AND PURPOSE IN THEIR LIVES.

WE CAN SEE AN AMERICA IN WHICH GOVERNMENT IS THE CAPABLE SERVANT AND NOT THE MASTER OF ITS PEOPLE.

WE CAN SEE AN AMERICA WHICH CHERISHES THE OLD VALUES OF HONESTY AND COMPASSION AND DETERMINATION AND COURAGE.
WE CAN SEE AN AMERICA IN WHICH DREAMS STILL COME TRUE.

THAT IS MY GOAL, AND THAT IS WHY I ASK FOR YOUR SUPPORT IN THE CHALLENGING YEARS AHEAD.

END OF TEXT