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**Collection:** Roberts, John G.: Files  
**Folder Title:** JGR/Presidential Remarks, Statements,  
[& Addresses] April 1984  
(1 of 5)  
**Box:** 40

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THE WHITE HOUSE

WASHINGTON

April 9, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Remarks: Ford Claycomo Assembly Plant

Richard Darman has asked that comments on the above-referenced remarks be sent directly to Ben Elliott by 3:00 p.m. today. The remarks discuss the progress of the economic recovery, with particular attention to the auto industry. The remarks reject protectionist solutions, arguing instead that a revitalized American auto industry can compete with any other country's products. At the conclusion of his remarks the President presents an award to Barney Maxon, who has worked for Ford for fifty years.

The first full paragraph on page 4 praises the quality of Ford products, concluding with the Ford slogan, "Quality is Job 1." I have no objection to the President playing to his audience in this fashion. I do not think those hearing the remarks will take them to be a commercial endorsement of Ford, as opposed to General Motors or Chrysler, but simply graciousness by the President to his hosts.

Attachment

THE WHITE HOUSE

WASHINGTON

April 9, 1984

MEMORANDUM FOR BEN ELLIOTT  
DEPUTY ASSISTANT TO THE PRESIDENT  
DIRECTOR, PRESIDENTIAL SPEECHWRITING OFFICE

FROM: FRED F. FIELDING *Orig. signed by FFF*  
COUNSEL TO THE PRESIDENT

SUBJECT: Remarks: Ford Claycomo Assembly Plant

Counsel's Office has reviewed the above-referenced remarks,  
and finds no objection to them from a legal perspective.

cc: Richard G. Darman

FFF:JGR:aea 4/9/84

cc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

April 9, 1984

MEMORANDUM FOR BEN ELLIOTT  
DEPUTY ASSISTANT TO THE PRESIDENT  
DIRECTOR, PRESIDENTIAL SPEECHWRITING OFFICE

FROM: FRED F. FIELDING  
COUNSEL TO THE PRESIDENT

SUBJECT: Remarks: Ford Claycomo Assembly Plant

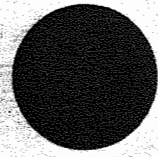
Counsel's Office has reviewed the above-referenced remarks,  
and finds no objection to them from a legal perspective.

cc: Richard G. Darman

FFF:JGR:aea 4/9/84

cc: FFFielding/JGRoberts/Subj/Chron

## WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET



- O - OUTGOING
- H - INTERNAL
- I - INCOMING

Date Correspondence Received (YY/MM/DD) 1/1

Name of Correspondent: Richard Derman

MI Mail Report      User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Remarks: FORD Claycomo Assembly Plant

ROUTE TO:	ACTION	DISPOSITION	
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response      Code      Completion Date YY/MM/DD
<u>CU#HOLL</u>	ORIGINATOR	<u>84,04,09</u>	_____      _____ <u>1 1</u>
<u>CUAT 18</u>	Referral Note: <u>D</u>	<u>84,04,09</u>	_____ <u>5 84,04,09</u> <u>3:00 pm</u>
_____	Referral Note: _____	_____	_____      _____ <u>1 1</u>
_____	Referral Note: _____	_____	_____      _____ <u>1 1</u>
_____	Referral Note: _____	_____	_____      _____ <u>1 1</u>
_____	Referral Note: _____	_____	_____      _____ <u>1 1</u>

**ACTION CODES:**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>A - Appropriate Action</li> <li>C - Comment/Recommendation</li> <li>D - Draft Response</li> <li>F - Furnish Fact Sheet to be used as Enclosure</li> </ul> | <ul style="list-style-type: none"> <li>I - Info Copy Only/No Action Necessary</li> <li>R - Direct Reply w/Copy</li> <li>S - For Signature</li> <li>X - Interim Reply</li> </ul> |
|--|---|

**DISPOSITION CODES:**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>A - Answered</li> <li>B - Non-Special Referral</li> </ul> | <ul style="list-style-type: none"> <li>C - Completed</li> <li>S - Suspended</li> </ul> |
|--|--|

**FOR OUTGOING CORRESPONDENCE:**

- Type of Response = Initials of Signer
- Code = "A"
- Completion Date = Date of Outgoing

Comments: \_\_\_\_\_

Keep this worksheet attached to the original incoming letter.  
 Send all routing updates to Central Reference (Room 75, OEOB).  
 Always return completed correspondence record to Central Files.  
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/9/84 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00 TODAY, 4/9

SUBJECT: REMARKS: FORD CLAYCOMO ASSEMBLY PLANT

(4/9 - 11:30 a.m.)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	McFARLANE	<input type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McMANUS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MURPHY	<input type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	OGLESBY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SPEAKES	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FELDSTEIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SVAHN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FIELDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>	VERSTANDIG	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FULLER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HERRINGTON	<input type="checkbox"/>	<input type="checkbox"/>	ELLIOTT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HICKEY	<input type="checkbox"/>	<input type="checkbox"/>	TUTWILER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
JENKINS	<input type="checkbox"/>	<input type="checkbox"/>	WIRTHLIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			HENKEL	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please provide any comments directly to Ben Elliott by 3:00 p.m. today, April 9th.

Thank you.

**RESPONSE:**

Richard G. Darman  
Assistant to the President  
Ext. 2702

Received S S  
1984 APR -9 PM 12:40

(Church/BE)  
April 9, 1984  
11:30 a.m.

PRESIDENTIAL REMARKS: FORD CLAYCOMO ASSEMBLY PLANT  
KANSAS CITY, MISSOURI  
WEDNESDAY, APRIL 11, 1984

Thank you, Phil Caldwell, and thank you all for welcoming me here today and showing me Kansas City's Ford Claycomo plant. You've not only shown me an exciting success story, you've given me a glimpse of America's future -- and believe me, it looks mighty good.

In this place, in one of our country's basic industries, we can see where America's headed and what lies in store for her great people. Each of you can rightly take pride in helping make us all that we are and all we can be. You've also made me remember how far we've come -- and speaking for myself, that's a long way. We can all think back to our first car. But for most of you, it probably wasn't a Model T.

Well, as I toured your assembly lines, watching how busy the welders, painters, and other workers are, I thought back to the days when America's economy had sputtered and stalled. Only a few years ago, this industry and all America were in the worst economic mess in decades.

It didn't matter who you were or where you came from, double-digit inflation was slamming shut the doors of opportunity. And if you dreamed of owning a home -- or buying that new car -- 21½ percent interest rates were closing the doors on those dreams, too. That's what we faced in January 1981.

An industry which burst onto the scene in the early days of the 20th century and became a vital part of our existence found

itself crippled by too much regulation, too much Government interference, and too much backseat driving by Washington. In 1980 alone, the "Big Three" lost \$4.2 billion. To avoid bankruptcy, one of your competitors, Chrysler, was forced to go to the Congress for federally-guaranteed loans. Plant closings across the country plunged businesses and families into desperate financial straits. Many of those families were uprooted as workers set out across the country looking for jobs.

It was time for a change. So, we charted a new course to rebuild America from the bottom up. We knew Government had to get its own house in order. And, at the same time, we knew Government needed to get out of the way of the people and the spirit of enterprise that encourages risk-taking and rewards innovation.

We also knew it wouldn't be easy. Both the economy and the auto industry were in recession -- the culmination of years of overtaxing, overspending, and overpromising by those who claimed they could spend your earnings better than you could. We knew that progress would come in inches, not miles, but we knew that if we worked together, progress would come.

It hasn't been easy, times have been rough and, yes, the recession was much deeper and longer than almost anyone predicted. But these problems had been building up for 20 years, and we were determined to find a real economic cure, not just resort, as they had so often in the past, to another political quick fix. There's no compassion in snake oil cures. Well, together, we weathered that storm. And now the sun is shining on



a strong and robust economy and an America automobile industry moving forward again.

Inflation, once out of control, has plummeted by nearly two-thirds to about 4½ percent. The prime rate is down by nearly half from when we came to office. Americans' real wages are rising again. And a few weeks ago, we learned that last quarter's gross national product grew at a robust 7.2 percent.

At the same time, more than 5 million more Americans have jobs today than just 16 months ago, and we've had the steepest drop in unemployment in over three decades.

Factory orders, housing starts, and retail sales are up. And -- listen closely to this one -- auto sales are up dramatically. More than 100,000 autoworkers went back to work in 1983. And here at Ford, because of your determination, dedication, and hard work, you sold more cars last year than anytime since 1979. All of us, working together and ignoring the gloomcriers and pundits who said it couldn't be done, have hung tough. Today, as we see the auto industry and the economy humming with activity, aren't we glad we did?

There was a time when Claycomo nearly had to shut down. But today, almost 5,000 people are working two 10-hour shifts, producing 88 cars and trucks an hour, 1600 a day. You're continuing a Ford tradition that began here in Kansas City in 1906, with nearly 7 million cars built in all. You're not getting older, you're getting better.

Your industry and many others have begun to shape up -- your getting lean and mean, and ready to face the challenge of the

future. By the end of this year, some \$50 billion will have been invested in the 1980's by American auto companies -- to modernize plants and design and produce attractive, fuel efficient cars. At this plant, Ford has invested more than \$80 million to modernize and refurbish for the future.

And best of all, quality has never been better, reflecting the pride and determination of employees at every level. Your success story is so widespread that industry leaders -- from Europe, China, and, yes, even Japan -- have come half way around the world to see for themselves. They can see, as I have, those Tempo/Topaz cars rolling off the line, with that sticker on the front window: Jointly Dedicated to Quality -- Built with Missouri Pride. From the floor pan to the windshield wiper, you've proven that, at Ford, Quality is Job 1.

We all know that Government, management, and labor had a role to play in the industry's problems that developed during the seventies. And all three have played a role in its resurgence.

Government did its part by reducing regulations and getting the economy rolling again. Shortly after we came to office, our Administration reached an understanding with the Japanese whereby they would voluntarily restrain auto exports. This agreement gave the domestic auto industry the breathing room it needed to build new plants and products, improve quality, increase productivity, and participate in the economic recovery.

Some advocate far harsher measures. They believe we should run up the flag in defense of our markets, embrace protectionism and insulate ourselves from world competition. But we'll never

meet the challenges of the eighties with that kind of defeatist mentality.

I believe if Americans work together to improve quality, become more productive, hold down costs, and invest in tomorrow's technology, then we can out-compete, out-perform, and out-sell the pants off anybody. I believe in America being first because America is best.

If the dream of America is to be preserved, we must not waste the genius of one mind, the strength of one body, or the spirit of one soul. We need all our people -- men and women, young and old, individuals of every race to be healthy, happy, and whole. This is our goal. And we will not rest until all Americans can reach as high as their vision and God-given talents take them.

Thank you again for inviting me, and God bless you.

[AFTER APPLAUSE -- AWARD PRESENTATION]

I have a little surprise this afternoon. One of the things I enjoy most as President is the opportunity to meet people from all walks of life and from every corner of the world. But, I have to tell you that, no matter where I go, there are no finer people than those men and women who raise our food, patrol our streets, man our mines and factories, teach our children, keep our homes and heal us when we're sick. These people are everyday Americans, but they're heroes in their own right.

Today, I'd like to honor one such hero. Barney Maxon, could you come up here for a moment? Barney's someone who's always been there and always given above and beyond what was required of

Page 6

him. Barney, you've given 50 years of dedicated service to Ford Motor Company, and I'd like to present you with (item to be determined).

Thank you again.

## WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

- O - OUTGOING
- H - INTERNAL
- I - INCOMING

Date Correspondence Received (YY/MM/DD) 1 / 1

Name of Correspondent: Richard Dorman

MI Mail Report      User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Presidential speech planning  
Schedule (4/6/84)

ROUTE TO:	ACTION	DISPOSITION	
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response Code Completion Date YY/MM/DD
<u>CUAT 01</u>	ORIGINATOR	<u>84,04,10</u>	<u>1 1</u>
<u>CUAT 04</u>	Referral Note: <u>I</u>	<u>84,04,10</u>	<u>1 1</u>
<u>CUAT 14</u>	Referral Note: <u>I</u>	<u>1 1</u>	<u>1 1</u>
<u>CUAT 19</u>	Referral Note: <u>I</u>	<u>1 1</u>	<u>1 1</u>
<u>CUAT 02</u>	Referral Note: <u>I</u>	<u>1 1</u>	<u>1 1</u>
	Referral Note:		

**ACTION CODES:**

- A - Appropriate Action
- C - Comment/Recommendation
- D - Draft Response
- F - Furnish Fact Sheet  
to be used as Enclosure

- I - Info Copy Only/No Action Necessary
- R - Direct Reply w/Copy
- S - For Signature
- X - Interim Reply

**DISPOSITION CODES:**

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- B - Non-Special Referral
- C - Completed
- S - Suspended

**FOR OUTGOING CORRESPONDENCE:**

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- Code = "A"
- Completion Date = Date of Outgoing

Comments: \_\_\_\_\_

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- O - OUTGOING
- H - INTERNAL
- I - INCOMING  
Date Correspondence Received (YY/MM/DD) 1/1

Name of Correspondent: Richard Darman

MI Mail Report      User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: con't

ROUTE TO:	ACTION	DISPOSITION		
Office/Agency      (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response Code	Completion Date YY/MM/DD
_____	ORIGINATOR	<u>1/1</u>	_____	<u>1/1</u>
<u>CUAT 18</u>	Referral Note: <u>I</u>	<u>8/10/10</u>	_____	<u>1/1</u>
<u>CUAT 09</u>	Referral Note: <u>I</u>	<u>1/1</u>	_____	<u>1/1</u>
<u>CUAT 17</u>	Referral Note: <u>I</u>	<u>1/1</u>	_____	<u>1/1</u>
_____	Referral Note:	<u>1/1</u>	_____	<u>1/1</u>
_____	Referral Note:	_____	_____	_____

- ACTION CODES:**
- A - Appropriate Action
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  - C - Comment/Recommendation
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**FOR OUTGOING CORRESPONDENCE:**  
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 Code = "A"  
 Completion Date = Date of Outgoing

Comments: \_\_\_\_\_

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/9/84 ACTION/CONCURRENCE/COMMENT DUE BY: \_\_\_\_\_

SUBJECT: PRESIDENTIAL SPEECH PLANNING SCHEDULE (4/6/84)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	McFARLANE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McMANUS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MURPHY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	OGLESBY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
STOCKMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SPEAKES	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FELDSTEIN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SVAHN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FIELDING	<input type="checkbox"/>	<input checked="" type="checkbox"/>	VERSTANDIG	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FULLER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WHITTLESEY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HERRINGTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>	TUTWILER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HICKEY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WIRTHLIN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
JENKINS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please provide any comments or suggestions to Ben Elliott, with a copy to my office.

Thank you.

**RESPONSE:**

1984 APR -9 PM 4:14

Richard G. Darman  
Assistant to the President  
Ext. 2702



April 6, 1984

PRESIDENTIAL SPEECH PLANNING SCHEDULE

<u>EVENT</u>	<u>DATE</u>	<u>WRITER RESEARCHER</u>	<u>TOPIC/THEME/PURPOSE</u>
<u>A. SPEECHES</u>			
DROPBY FUNDAMENTALIST 1984 CONVENTION	04/13 Friday	Peter Elizabeth	Up with America.
<u>AA. FOREIGN TRIP</u>			
REMARKS: ARRIVAL CEREMONY-HAWAII	04/22 Sunday	Tony Elizabeth	
REMARKS: DEPARTURE STATEMENT- HAWAII	04/24 Tuesday	Ben Elizabeth	
REMARKS: ARRIVAL CEREMONY-GUAM	04/25 Wednesday	Al Kim	
TOAST: PRIVATE DINNER WITH LI AND ZHAO - YANG YUAN HALL (5 min)	04/26 Thursday	Dana Julie	
ADDRESS: GREAT HALL (15-20 min)	04/27 Friday	Ben Misty	
TOAST: WELCOMING BANQUET - GREAT HALL (10 min)	04/27 Friday	Dana Julie	



<u>EVENT</u>	<u>DATE</u>	<u>WRITER RESEARCHER</u>	<u>TOPIC/THEME/PURPOSE</u>
REMARKS: OPENING STATEMENT FOR CCTV INTERVIEW (5 min)	04/28 Saturday	Ben Misty	
REMARKS: RECEPTION FOR AMERICAN COMMUNITY-GREAT WALL HOT. (5 min)	04/28 Saturday	Peter Julie	
TOAST: RECIPROCAL BANQUET - GREAT WALL HOTEL (10 min)	04/28 Saturday	Peter Julie	
RADIO TALK:	04/28 Saturday	Ben	
REMARKS: SIGNING CEREMONY AT GREAT HALL	04/30 Monday	Tony Kim	
REMARKS: FOXBORO-SHANGHAI JOINT VENTURE	04/30 Monday	Al Misty	
REMARKS: OPENING STATEMENT-Q & A's FUDAN UNIV. CLASSROOM	04/30 Monday	Peter Elizabeth	
ADDRESS: FUDAN UNIVERSITY	04/30 Monday	Peggy Julie	
TOAST: BANQUET HOSTED BY SHANGHAI MAYOR	04/30 Monday	Ben Julie	
REMARKS: MEETING WITH THE POPE (Fairbanks, AK)	05/02 Wednesday	Tony Elizabeth	

<u>EVENT</u>	<u>DATE</u>	<u>WRITER RESEARCHER</u>	<u>TOPIC/THEME/PURPOSE</u>
<u>B. RADIO TALKS</u>			
RADIO TALK:	04/14 Saturday	Ben	
RADIO TALK:	04/21 Saturday	Ben	
<u>C. REMARKS</u>			
SIGNING CEREMONY FOR THE 27th LAW DAY, USA PROCLAMATION	04/09 Monday	Tony Kim	
SIGNING CEREMONY FOR FAIR HOUSING MONTH	04/10 Tuesday	Peter Kim	
CEREMONY HONORING NATIONAL TEACHER OF THE YEAR	04/11 Wednesday	Peggy Elizabeth	
RECEPTION FOR NRCC'S REPUBLICAN CONGRESSIONAL LEADERSHIP COUNCIL	04/12 Thursday	Al Misty	
LUNCH WITH CATHOLIC BISHOPS	04/18 Wednesday	Remarks???	
WEYERHAEUSER EVENT (Seattle, WA)	04/19 Thursday	Peggy	

<u>EVENT</u>	<u>DATE</u>	<u>WRITER RESEARCHER</u>	<u>TOPIC/THEME/PURPOSE</u>
<u>D. FOREIGN VISITS</u>			
STATE VISIT: PRES. BLANCO OF THE DOMINICAN REPUBLIC: ARRIVAL STATE DINNER TOAST & ENTERTAINMENT	04/10 Tuesday	Dana Elizabeth	
P.M. PREM OF THAILAND: DEPARTURE STATEMENT	04/13 Friday	Dana Julie	
<u>E. TAPINGS</u>			
TAPING: PASTORS CONFERENCE, SOUTHERN BAPTIST CONVENTION	04/17 Tuesday	Peter Elizabeth	
TAPING: A.I.D. SMALL BUSINESS CONFERENCE	04/17 Tuesday	Peter Kim	
TAPING: NATIONAL GUARD OF CALIFORNIA DINNER	04/17 Tuesday	Al Elizabeth	
TAPING: MAINE STATE REPUBLICAN CONVENTION	04/17 Tuesday	Dana Misty	
TAPING: BOY SCOUTS OF AMERICA DINNER	04/17 Tuesday	Al Kim	
TAPING: CHAMBER OF COMMERCE	04/17 Tuesday	Peter Kim	

<u>EVENT</u>	<u>DATE</u>	<u>WRITER</u> <u>RESEARCHER</u>	<u>TOPIC/THEME/PURPOSE</u>
TAPING: NATIONAL RIGHT TO LIFE CONVENTION	05/14 Monday	Tony Elizabeth	

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F. OTHER

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DROPBY CHOWDER & MARCHING CLUB GATHERING	04/09 Monday	Dana Elizabeth	
WHITE HOUSE CORRESPONDENTS DINNER	04/13 Friday	Ben Misty	

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THE WHITE HOUSE

Office of the Press Secretary  
(Kansas City, Missouri)

For Immediate Release

April 11, 1984

REMARKS OF THE PRESIDENT  
AT THE FORD CLAYCOMO ASSEMBLY PLANT

Kansas City, Missouri

12:21 P.M. CST

THE PRESIDENT: Thank you, Phil Caldwell, Mr. Nolan, Governor Bond, Congressman Coleman, and you ladies and gentlemen, and thank you all for welcoming me here today and showing me Kansas City's Claycomo plant.

I've heard enough since I've been here to know something that Mr. Caldwell was talking about and that is the relationship -- the communication that takes place here. And you know, I've always believed that a lot of the troubles would disappear if we were talking to each other instead of about each other. And communication really means people having something to say and then the manner in which it's done.

And a favorite story of mine about communication was told to me by Danny Villanueva -- you younger ones won't remember, but he once was the place kicker for the Los Angeles Rams and then he became a sports announcer. And Danny told me that one night he was over having dinner at the home of one of the ball players with the Dodgers. The young wife was bustling about getting dinner ready. They were talking sports, and the baby started to cry. And over her shoulder, she said to her husband, "Change the baby." And he was embarrassed, being a young fellow, in front of Danny. And he said, "What do you mean, change the baby? I'm a ball player. That's not my line of work." She turned around put her hands on her hips, and she communicated. (Laughter.)

She said, "Look, buster, you lay the diamond out like a diaper, you put second base on home plate, put the baby's bottom on the pitcher's mound, hook up first and third, slide home underneath. And if it starts to rain, the game ain't called. You start all over again." (Laughter.) (Applause.)

Well, you communicated since I've been here. You've shown me an exciting success story and given me a glimpse of America's future. And it looks mighty good.

In this place, in one of our country's basic industries, we can see where America's headed and what lies in store for all our people. Each of you can rightly take pride in helping make us all that we are and all that we can be. You've also made me remember how far we've come. And speaking for myself, that's a long way because when I think back to my first car -- I bet it isn't the

MORE

same as yours, a Model-T. Well, as I toured part of your assembly plant just for a short time here and watched how busy the assemblers and the other workers are, I couldn't help but think back to the days when America's economy had sputtered and stalled. Only a few years ago this industry and all America were in the worst economic mess in decades.

It didn't matter who you were or where you came from, double-digit inflation was slamming shut the doors of opportunity. And if you dreamed of owning a home or buying a new car, 21½ interest rates were closing doors on those dreams, too. And that's what we faced in January of 1981.

An industry which burst onto the scene in the early days of the 20th century and became a vital part of our existence found itself crippled by too much regulation, too much government interference, and too much backseat driving by Washington. In 1980 alone, the Big Three lost \$4.2 billion. Plant closings across the country plunged businesses and families into desperate financial straits. Many of those families were uprooted as workers set out across the country looking for jobs.

1980 -- I happened for a particular reason to be in a number of cities at that time and a number of them where automobiles were assembled and made. And in city after city I was told when I arrived that the inflation rate was 20 percent -- or I mean inflation -- I mean the unemployment rate was 20 percent or more.

It was time for a change. So we charted a new course to rebuild America from the bottom up. And we knew that to do that, government had to get its own house in order. And, at the same time, we knew that government needed to get out of the way of the people and the spirit of enterprise that encourages risk-taking and rewards innovation.

And we knew it wouldn't be easy. Both the economy and the auto industry were in recession, the culmination of years of overtaxing, overspending, and overpromising by those who claimed they could spend your earnings better than you could. We knew that progress would come in inches, not in miles, but we knew that if we worked together, progress would come.

It hasn't been easy, times have been rough and, yes, the recession was much deeper and longer than anyone had predicted. But these problems had been building up for 20 years and we were determined to find a real economic cure, not just resort, as they had so often in the past, to another political quick fix. There have been eight recessions since World War II and seven of those was the political quick fix. There's no compassion in snake oil cures. We weathered the storm together and now the sun is shining on a strong economy and an American automobile industry that's moving forward again.

Inflation, once out of control, has plummeted by nearly two-thirds. For two years it's been under 4 percent -- right now it's in the neighborhood of 4 percent or a little above, probably, because of some weather conditions that changed food prices and so forth. The prime rate is down by nearly half from when we came to office. And a few weeks ago, we learned that last quarter's gross national product grew at a healthy 7.2 percent.

At the same time -- and this is the

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greatest figure of all -- 5.1 million more Americans have jobs today than had jobs just sixteen months ago. We've had the steepest drop in unemployment in over 30 years. Factory orders, housing starts and retail sales are up and -- listen closely to this one -- auto sales are up dramatically. (Applause.) More than 100,000 of you auto workers went back to work in 1983 with more expected back this year. And right now there are 85,000 more people working in the automobile industry in general than were working there in 1980 in that period I was telling you about. The unemployment rate we know in America across the country, the average is 7.7 percent. I think you'd be happy to know that in the automobile industry, the unemployment rate is down to 5.5 percent. And I hope it's going down lower than that.

Here at Ford, because of your determination, dedication and hard work, you sold more cars last year than any time since 1979. All of us, working together and ignoring the gloom criers and the pundits who said it couldn't be done, all of us have hung tough. And today, as we see the auto industry and the economy humming with activity, aren't we glad we did?

There was a time when Claycomo nearly had to shut down. But today, almost 5,000 people -- 4,500 or more -- are working two 10-hour shifts, producing 86 cars and trucks an hour, 1,600 a day. You're continuing a Ford tradition that began here in Kansas City, as Chairman Caldwell told you, in 1906 with nearly 7 million cars built in all. And whatever you may have heard about my age, I wasn't here at that time. (Laughter.) But you're not getting older, you're getting better. (Applause.)

Your industry and many others have begun to shape up. You're getting lean and mean and ready to face the challenge of the future. By the end of this year, some \$50 billion will have been invested in the 1980's by American automobile companies to modernize plants and design and produce attractive, fuel-efficient cars. At this plant, Ford has invested almost \$200 million to modernize and refurbish for the future.

And best of all, the quality of American automobiles has never been better, reflecting the pride and determination of employees at every level. Your success story is so widespread that industry leaders from Europe, China and, yes, even Japan, have come halfway around the world to see for themselves. Everyone can see these Tempo/Topaz cars rolling off the line with that sticker on the front window: "Jointly Dedicated to Quality -- Built with Missouri Pride." (Applause.)

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We all know that government, management and labor had a role to play in the industries problems that developed during the '70s. And all three have played a role in its resurgence.

I think government did its part by reducing regulations and getting the economy rolling again. Shortly after we came into office, our administration discussed the auto industry's problems with the Japanese. They offered to voluntarily restrain auto exports to the United States. And this gave the domestic auto industry the breathing room it needed to build new plants and products, improve quality, increase productivity, and participate in the economic recovery.

Now, some advocate far harsher methods. They believe we should run up the flag in defense of our markets, embrace protectionism and insulate ourselves from world competition. But we'll never meet the challenges of the '80s with that kind of defeatist mentality.

In there having lunch, I told just a few of you my own experience when I entered the job market back in the early '30s at the very depths of the Great Depression. Twenty-six percent unemployment; the government putting radio ads on -- Don't leave home looking for work, there is none -- and a great deal of that was due to what somebody thought might be an answer to our Depression problems, the Smoot-Hawley Tariff Bill, which literally destroyed free trade worldwide and perpetuated the Depression at that time, which, incidentally, was only cured then by World War II.

I believe if Americans work together to improve quality, become more productive, hold down costs, and invest in tomorrow's technology, then we can out-compete, out-perform, and out-sell the pants off anybody. (Applause.)

And, Mr. Caldwell, I believe in America being first because America is best. (Applause.)

Now, if the dream of America is to be preserved, we mustn't waste the genius of one mind, the strength of one body, or the spirit of one soul. We need all our people, men and women, young and old, individuals of every race to be healthy, happy, and whole. This is our goal. And we will not rest until all Americans can reach as high as their vision and God-given talents take them.

I thank you again for inviting me, and God bless all of you. (Applause.)

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Don't worry, I'm not going to do an encore, but one of the things that I enjoy most in this job is the opportunity to get out of Washington and to meet people from every walk of life and from every corner of the world. But I have to tell you that no matter where I go, there are no more finer people than those men and women who raise our food and patrol our streets and man our mines and factories and teach our children, keep our homes and heal us when we're sick. These people are everyday Americans, but they're heroes in their own right. They're the unsung heroes of America.

And today I'd like to honor one such hero. Barney Maxon, could you and your wife, Jewell -- I thought your daughter, Carol, was with you. Carol, come on up here. (Applause.) Today I'd like to honor one of those heroes I was talking about, Barney Maxon. Barney's someone who's always been there, given above and beyond what was required of him and, Barney, Chairman Caldwell and I would like to present you with a plaque in honor of the 50 years of loyal and dedicated service you've given to the Ford Motor Company. (Applause.)

Congratulations, Barney -- thank you, again. (Applause.)

Well, again, God bless you and thank you all. It's good to be here. (Applause.)

END

12:38 P.M. CST

THE WHITE HOUSE

WASHINGTON

April 11, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM:

JOHN G. ROBERTS *JGR*

SUBJECT:

Presidential Remarks: Departure  
Statement/Honolulu, Hawaii, Tuesday,  
April 24, 1984 (4/10 -- 6:30 p.m. draft)

Richard Darman has asked that comments on the above-referenced remarks be sent directly to Ben Elliott by 2:00 p.m. today. The remarks, to be delivered on the President's departure from Hawaii, preview the President's trip to China, and reiterate the theme of his arrival statement, that America is a Pacific power. I have reviewed the remarks and have no objections.

Attachment

THE WHITE HOUSE

WASHINGTON

April 11, 1984

MEMORANDUM FOR BEN ELLIOTT  
DEPUTY ASSISTANT TO THE PRESIDENT  
DIRECTOR, PRESIDENTIAL SPEECHWRITING OFFICE

FROM: FRED F. FIELDING *FFF/RAH*  
COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: Departure  
Statement/Honolulu, Hawaii, Tuesday,  
April 24, 1984 (4/10 -- 6:30 p.m. draft)

Counsel's Office has reviewed the above-referenced remarks,  
and finds no objection to them from a legal perspective.

cc: Richard G. Darman

FFF:JGR:aea 4/11/84

cc: FFFielding/JGRoberts/Subject/Chron.

THE WHITE HOUSE

WASHINGTON

April 11, 1984

MEMORANDUM FOR BEN ELLIOTT  
DEPUTY ASSISTANT TO THE PRESIDENT  
DIRECTOR, PRESIDENTIAL SPEECHWRITING OFFICE

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COUNSEL TO THE PRESIDENT

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FFF:JGR:aea 4/11/84

cc: FFFielding/JGRoberts/Subject/Chron.

**WHITE HOUSE  
CORRESPONDENCE TRACKING WORKSHEET**



- O - OUTGOING
  - H - INTERNAL
  - I - INCOMING
- Date Correspondence Received (YY/MM/DD) 1 1

Name of Correspondent: Richard Dorman

MI Mail Report User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Presidential Remarks: Departure Statement / Honolulu, Hawaii, Tues., April 24, 1984 (4/10 - 6:30pm)

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code Tracking Date YY/MM/DD	Type of Response Code Completion Date YY/MM/DD
<u>CU HOLL</u>	ORIGINATOR <u>84 04 11</u>	<u>1 1</u>
<u>CUAT 18</u>	D <u>84 04 11</u>	<u>84 10 11</u> <u>2:00pm</u>
<u>CUAT 17</u>	I <u>84 10 11</u>	<u>1 1</u>
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- ACTION CODES:**
- A - Appropriate Action
  - C - Comment/Recommendation
  - D - Draft Response
  - F - Furnish Fact Sheet to be used as Enclosure
  - I - Info Copy Only/No Action Necessary
  - R - Direct Reply w/Copy
  - S - For Signature
  - X - Interim Reply
- DISPOSITION CODES:**
- A - Answered
  - B - Non-Special Referral
  - C - Completed
  - S - Suspended
- FOR OUTGOING CORRESPONDENCE:**
- Type of Response = Initials of Signer
  - Code = "A"
  - Completion Date = Date of Outgoing

Comments: \_\_\_\_\_

Keep this worksheet attached to the original incoming letter.  
 Send all routing updates to Central Reference (Room 75, OEOB).  
 Always return completed correspondence record to Central Files.  
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/10/84 ACTION/CONCURRENCE/COMMENT DUE BY: 2:00 p.m. WEDNESDAY, 4/11

SUBJECT: PRESIDENTIAL REMARKS: DEPARTURE STATEMENT  
HONOLULU, HAWAII  
TUESDAY, APRIL 24/ 1984 (4/10/84; 6:30 pm)

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	McFARLANE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McMANUS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MURPHY	<input type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	OGLESBY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SPEAKES	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FELDSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	SWAHN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FIELDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>	VERSTANDIG	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FULLER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HERRINGTON	<input type="checkbox"/>	<input type="checkbox"/>	TUTWILER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HICKEY	<input type="checkbox"/>	<input type="checkbox"/>	WIRTHLIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
JENKINS	<input type="checkbox"/>	<input type="checkbox"/>	ELLIOTT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			HENKEL	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			FISCHER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
			ROSEBUSH	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please forward any edits/comments directly to Ben Elliott in room 100 by 2:00 p.m. WEDNESDAY, April 11, with an information copy to my office.

Thank you.

**RESPONSE:**

Richard G. Darman  
 Assistant to the President  
 Ext. 2702

1984 APR 10 PM 8:46

(State/Elliott)  
April 10, 1984  
6:30 p.m.

APR 10 1984 7:10

PRESIDENTIAL REMARKS: DEPARTURE STATEMENT  
HONOLULU, HAWAII  
TUESDAY, APRIL 24, 1984

Ladies and Gentlemen:

Nancy and I have greatly enjoyed our brief stay in Hawaii. We wish to thank Governor and Mrs. Ariyoshi and all the people of Hawaii for their warm and gracious hospitality.

We are about to embark on the next important phase of our relations with the nations of the Pacific Basin, with this second visit to Asia in 6 months. Our next stop will be Guam where we will meet with the governors of Guam, American Samoa, and the Northern Mariana Islands, and the presidents of the Marshalls, Palau, and the Federated States of Micronesia. These islands occupy a broad expanse of the Pacific Ocean, equivalent in size to the continental United States.

From Guam we will go to China -- first to the capital of Beijing where I will meet with Chinese leaders; afterwards, we will visit Xi'an to see something of ancient China and also the Chinese countryside, and then on to Shanghai, China's largest city, busiest seaport, and commercial center.

Our trip will reciprocate the visit paid to our country 3 months ago by Chinese Premier Zhao, which began right here in Honolulu. This will be the first visit to China by an American President since President Ford's trip in 1975. Our trip symbolizes the maturing of the United States' relationship with China, which was given a new beginning 12 years ago by President

Nixon after 22 years of isolation, and then carried forward by Presidents Ford and Carter.

It is fitting that we should depart for China from these enchanting islands. Residents of Hawaii are keenly aware of the great stakes America has in East Asia. From your unique viewpoint, you see the importance of America's responsibilities as a Pacific power -- both for our security, and for our own economic well-being.

We trade more with East Asia today than with any other region of the world, including Europe. We must work with our friends to keep the Pacific truly peaceful -- an ocean for commerce, not conflict.

America and her Pacific neighbors are nations of the future. Together, we can go forward in a mighty enterprise to make tomorrow better, by building dynamic growth economies, and by making the world safer, working for peace and jointly opposing expansionist aggression. That is what our trip to China is all about.

We journey to China in the spirit of peace and friendship, realistic about our differences, but desiring to build upon our common interests. The American people have always held the achievements of Chinese civilization in the highest esteem. And we have the warmest feelings of friendship for the Chinese people. Last January, when Premier Zhao travelled around America, he was struck by the warmth Americans feel toward the Chinese.



We go to China to convey this respect and friendship directly to the Chinese people, to hear their hopes and concerns, and to help China in her ambitious efforts to modernize her economy.

In the days ahead, I will be holding a number of significant meetings with China's leaders. We will have the chance to review our respective positions on a variety of international concerns and to discuss the state of our bilateral relations. We hope to chart the direction of our relationship for the months and years to come.

U.S.-China relations are good, and I believe they can and will get better. Close ties between our countries serve the interests of both our peoples. A stable and enduring U.S.-China relationship provides a vital contribution to the peace and well-being of all the peoples of East Asia and an important building block in the structure of world peace.

We will carry with us your good wishes and those of the American people. Aloha, and God bless you all.