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00:00:08:05 - 00:00:13:24

Broadcast Commentator

The President of the United States. [band music]

00:00:13:24 - 00:00:18:24

Announcer

Ladies and gentlemen, the President of the United States and Dr. Herbert E. Longenecker. [audience applause]

00:00:32:15 - 00:01:16:17

Broadcast Commentator

[inaudible] --the President of the United States but by mistake introduced the President of Tulane University. He must have been very nervous. There's President Ford making his way up to the podium on the speaker's platform. Everybody getting a good laugh out of that faux pas. It'll go down as one of the famous slips of the tongue. President Ford. [audience applause]

00:01:16:17 - 00:01:54:28

Broadcast Commentator

President Gerald Ford getting a standing ovation from the students, faculty, and alumnus here. At Tulane gymnasium, about 9000 strong. Some people in the audience are waving American flags. Now they're settling down. Program is about to begin. Let's go back up to the speaker's platform.

00:01:55:13 - 00:02:14:25

Herbert Longenecker

Ladies and gentlemen, will you rise once again, please, and join in singing the national anthem led by Marilyn Thomas Bernard, a graduate of Newcomb College, and now an instructor at Xavier University.

00:02:14:25 - 00:03:44:00

Marilyn Bernard

[singing "The Star-Spangled Banner"]

♪ Oh, say can you see by the dawn's early light, ♪
♪ What so proudly we hailed at the twilight's last gleaming? ♪
♪ Whose broad stripes and bright stars thru the perilous fight, ♪
♪ O'er the ramparts we watched were so gallantly streaming? ♪
♪ And the rocket's red glare, the bombs bursting in air, ♪
♪ Gave proof through the night that our flag was still there. ♪
♪ Oh, say does that star-spangled banner yet wave, ♪
♪ O'er the land of the free and the home of the brave? ♪

[audience applause]

00:03:47:24 - 00:04:15:23

Herbert Longenecker

Mr. President, members of the Platform Party, members of the Congress of the United States, and particularly the representatives of the First, Second, and Third Congressional Districts, each of whom is a graduate of this university. [audience applause]

00:04:18:12 - 00:04:48:22

Herbert Longenecker

Lieutenant Governor Fitzmorris and other distinguished officials of Louisiana. Members of the Consular Corps. Ladies and gentlemen, Tulane's honored position among America's leading universities is evidenced this evening by the presence of the President of the United States. [audience applause]

00:04:52:15 - 00:05:23:14

Herbert Longenecker

Seven years ago, President Ford participated here in one of the first Direction programs. Mr. President, you will be interested, I believe, to know that this student-organized and student-managed program has continued at Tulane as one of the most outstanding collegiate forums in the United States. [audience applause]

00:05:23:14 - 00:05:38:06

Herbert Longenecker

And I believe that applause as an expression of the student feeling for your participation in that early forum, which has been followed by more successes. [audience applause]

00:05:42:09 - 00:06:26:04

Herbert Longenecker

Tonight, we welcome Gerald Ford once again as the guest of Tulane University. Ladies and gentlemen, the President of the United States. [audience applause]

00:06:26:04 - 00:07:11:03

Gerald Ford

Mr. President, President Hurley, Senator Johnston, my good friends from the House of Representatives, Eddie Hebert, Dave Treen, Lindy Boggs, Lieutenant Governor Fitzmorris, students, faculty, alumni, and guests of Tulane University. It's really a great privilege and a very high honor to have an opportunity of participating again in a student activity at Tulane University, and for this opportunity, I thank you very, very much. [audience applause]

00:07:11:26 - 00:08:08:20

Gerald Ford

Each time that I've been privileged to visit Tulane, I have come away newly impressed with the intense application of the student body to the great issues of our time, and I am pleased tonight to observe that your interest hasn't changed one bit. As we came into the building tonight, I passed a student who looked up from his book and said-- [audience laughs] As I said, he looked up from his book and said, "A journey of a thousand miles begins, but with a single step." [audience laughs]

00:08:08:20 - 00:08:43:03

Gerald Ford

To indicate my interest in him, I asked, "Are you trying to figure out how to get to your goal in life?" He said, "No, I'm trying to figure out how to get to the Superdome in September." [audience laughs, cheers]

00:08:46:18 - 00:09:07:16

Gerald Ford

Well, I don't think there's any doubt in my mind that all of you will get to the Superdome. [audience laughs] And, of course, I hope it's to see the Green Wave have their very best season on the gridiron. [audience applause]

00:09:07:16 - 00:09:29:17

Gerald Ford

I have sort of a feeling that you wouldn't mind making this another year in which you put the Tigers in your tank. [audience cheers]

00:09:29:17 - 00:09:53:02

Gerald Ford

When I had the privilege of speaking here in 1968 at your Directions '68 forum, I had no idea that my own career and our entire nation would move so soon in another direction. And I say again, I'm extremely proud to be invited back.

00:09:53:02 - 00:10:30:03

Gerald Ford

I'm impressed, as I undoubtedly said before, but I would reiterate it tonight, by Tulane's unique distinction as one of the only American universities to be converted from state sponsorship to private status. And I'm also impressed by the Tulane graduates who serve in the United States Congress, Bennett Johnston, Lindy Boggs, Dave Treen. [audience applause]

00:10:32:11 - 00:10:39:29

Gerald Ford

Eddie Hebert, when I asked him the question whether he was or not, and he said he got a special degree-- drop out '28. [audience laughs]

00:10:44:14 - 00:10:59:16

Gerald Ford

But I think the fact that you have these three outstanding graduates testifies to the academic excellence and the inspiration of this historic university rooted in the past, with its eyes on the future.

00:10:59:16 - 00:11:14:05

Gerald Ford

Just as Tulane has made a great transition from the past to the future, so has New Orleans, the legendary city, that has made such a unique contribution to our great America.

00:11:15:12 - 00:11:40:17

Gerald Ford

New Orleans is more, as I see it, than weathered bricks and cast iron balconies. It's a state of mind, a melting pot that represents the very, very best of America's evolution, and the example of retention of a very special culture and a progressive environment of modern change.

00:11:40:17 - 00:12:11:18

Gerald Ford

On January 8th, 1815, a monumental American victory was achieved here-- The battle of New Orleans. Louisiana had been a state for less than three years, but outnumbered Americans innovated, outnumbered Americans used the tactics of the frontier, to defeat a veteran British force trained in the strategy of the Napoleonic wars.

00:12:11:18 - 00:12:32:06

Gerald Ford

We, as a nation, had suffered humiliation and a measure of defeat in the War of 1812. Our national capital in Washington had been captured and burned. So the illustrious victory in the Battle of New Orleans was a powerful restorative to our national pride.

00:12:33:26 - 00:12:58:16

Gerald Ford

Yet, the victory at New Orleans actually took place two weeks after the signing of the Armistice in Europe. Thousands died although a peace had been negotiated. The combatants had not gotten the word, yet the epic struggle nevertheless restored America's pride.

00:12:58:16 - 00:13:35:02

Gerald Ford

Today, America can regain the sense of pride that existed before Vietnam, but it cannot be achieved by refighting a war that is finished as far as America is concerned. [audience applause]

00:13:35:02 - 00:13:49:29

Gerald Ford

As I see it, the time has come to look forward to an agenda for the future, to unify, to bind up the nations wounds, and to restore its health and its optimistic self-confidence.

00:13:49:29 - 00:14:14:16

Gerald Ford

In New Orleans, a great battle was fought after a war was over. In New Orleans tonight, we can begin a great national reconciliation. The first engagement must be with the problems of today, but just as importantly, the problems of the future.

00:14:14:16 - 00:14:28:21

Gerald Ford

That is why I think it is so appropriate that I find myself tonight at a university which addresses itself to preparing young people for the challenge of tomorrow.

00:14:28:21 - 00:15:03:29

Gerald Ford

I ask that we stop refighting the battles and the recriminations of the past. I ask that we look now at what is right with America, at our possibilities and our potentialities for change and growth, and achievement and sharing. I ask that we accept the responsibility of leadership as a good neighbor to all peoples and an enemy of none.

00:15:03:29 - 00:15:22:00

Gerald Ford

I ask that we strive to become, in the finest American tradition, something more tomorrow than we are today.
[audience applause]

00:15:27:13 - 00:16:11:23

Gerald Ford

Instead of my addressing the image of America, I prefer to consider the reality of America. It is true that we have launched our Bicentennial celebration without having achieved human perfection, but we have attained a very remarkable, self-governed society that possesses the flexibility and the dynamism to grow and undertake an entirely new agenda, an agenda for America's third century.

00:16:12:00 - 00:16:40:25

Gerald Ford

So, I ask you to join me in helping to write that agenda. I am as determined as a president can be to seek national rediscovery of the belief in ourselves that characterized the most creative periods in our nation's history. The greatest challenge of creativity, as I see it, lies ahead.

00:16:40:25 - 00:17:10:15

Gerald Ford

We, of course, are saddened indeed by the events in Indochina, but these events, tragic as they are, portend neither the end of the world, nor of America's leadership in the world. How so? [audience applause]

00:17:12:28 - 00:17:31:26

Gerald Ford

Let me put it this way, if I might. Some tend to feel that if we do not succeed in everything everywhere, then we have succeeded in nothing anywhere.

00:17:31:26 - 00:18:06:23

Gerald Ford

I reject categorically such polarized thinking. We can, and we should help others to help themselves, but the fate of responsible men and women everywhere in the final decision rests in their own hands, not in ours. [audience applause]

00:18:06:23 - 00:18:21:03

Gerald Ford

America's future depends upon Americans, especially your generation, which is now equipping itself to assume the challenges of the future, to help write the agenda for America.

00:18:21:03 - 00:18:51:13

Gerald Ford

Earlier today, in this great community, I spoke about the need to maintain our defenses. Tonight, I would like to talk about another kind of strength, the true source of American power that transcends all of the deterrent powers for peace of our armed forces. I am speaking here of our belief in ourselves and our belief in our nation.

00:18:51:13 - 00:19:22:03

Gerald Ford

Abraham Lincoln asked, in his own words, and I quote, "What constitutes the bulwark of our own liberty and independence?" And he answered, "It is not our frowning battlements, or bristling seacoasts, our Army, or our Navy. Our defense is in the spirit which has prized liberty as the heritage of all men, in all lands everywhere."

00:19:23:10 - 00:19:37:12

Gerald Ford

It is in this spirit that we must now move beyond the discords of the past decade. It is in this spirit that I ask you to join me in writing an agenda for the future.

00:19:37:12 - 00:19:59:13

Gerald Ford

I welcome your invitation, particularly tonight, because I know it is at Tulane and other centers of thought throughout our great country that much consideration is being given to the kind of future Americans want, and just as importantly, will work for.

00:19:59:13 - 00:20:18:07

Gerald Ford

Each of you are preparing yourselves for the future, and I am deeply interested in your preparations and your opinions and your goals. However, tonight, with your indulgence, let me share with you my own views.

00:20:18:07 - 00:20:47:21

Gerald Ford

I envision a creative program that goes as far as our courage and our capacities can take us, both at home and abroad. My goal is for a cooperative world at peace, using its resources to build, not to destroy. [audience applause]

00:20:48:29 - 00:21:05:17

Gerald Ford

As President, I am determined to offer leadership to overcome our current economic problems. My goal is for jobs for all who want to work, and economic opportunity for all who want to achieve.

00:21:05:17 - 00:21:39:23

Gerald Ford

I am determined to seek self-sufficiency in energy as an urgent national priority. My goal is to make America independent of foreign energy sources by 1985. [audience applause] Of course, I will pursue interdependence with other nations and a reformed international economic system.

00:21:39:23 - 00:22:08:03

Gerald Ford

My goal is for a world in which consuming and producing nations achieve a working balance. I will address the humanitarian issues of hunger and famine, of health and of healing. My goal is to achieve or to assure basic needs and an effective system to achieve this result.

00:22:08:09 - 00:22:36:17

Gerald Ford

I recognize the need for technology that enriches life while preserving our natural environment. My goal is to stimulate productivity, but use technology to redeem, not to destroy our environment. [audience applause]

00:22:40:15 - 00:23:08:26

Gerald Ford

I will strive for new cooperation rather than conflict in the peaceful exploration of our oceans and our space. My goal is to use resources for peaceful progress, rather than war and destruction. [audience applause]

00:23:08:26 - 00:23:33:25

Gerald Ford

Let America symbolize humanity's struggle to conquer nature and master technology. The time has now come for our government to facilitate the individual's control over his or her future and of the future of America. [audience applause]

00:23:35:01 - 00:24:02:15

Gerald Ford

But the future requires more than Americans congratulating themselves on how much we know and how many products that we can produce. It requires new knowledge to meet new problems. We must not only be motivated to build a better America, we must know how to do it.

00:24:02:15 - 00:24:36:13

Gerald Ford

If we really want a humane America that will, for instance, contribute to the alleviation of world's hunger, we must realize that good intentions do not feed people. Some problems, as anyone who served in the Congress knows, are complex. There are no easy answers. Willpower alone does not grow food.

00:24:36:13 - 00:25:15:03

Gerald Ford

We thought, in a well-intentioned past, that we could export our technology lock, stock, and barrel to developing nations. We did it with the best of intentions, but we are now learning that a strain of rice that grows in one place will not grow in another; that factories that produce at 100% in one nation produce less than half as much in a society where temperament and work habits are somewhat different.

00:25:15:03 - 00:25:41:15

Gerald Ford

Yet, the world economy has become interdependent. Not only food technology, but money management, natural resources and energy, research and development. All kinds of this group require an organized world society that makes the maximum effective use of the world's resources.

00:25:43:00 - 00:26:09:20

Gerald Ford

I want to tell the world: let's grow food together, but let's also learn more about nutrition, about weather forecasting, about irrigation, about the many other specialties involved in helping people to help themselves. [audience applause]

00:26:14:05 - 00:26:50:14

Gerald Ford

We must learn more about people, about the development of communities, architecture, engineering, education, motivation, productivity, public health and medicine, arts and sciences, political, legal, and social organization. All of these specialties and many, many more are required if young people like you are to help this nation develop an agenda for our future, your future, our country's future.

00:26:50:14 - 00:27:18:03

Gerald Ford

I challenge, for example, the medical students in this audience to put on their agenda the achievement of a cure for cancer. I challenge the engineers in this audience to devise new techniques for developing cheap, clean, and plentiful energy and as a byproduct, to control floods.

00:27:18:03 - 00:27:32:06

Gerald Ford

I challenge the law students in this audience to find ways to speed the administration of equal justice and make good citizens out of convicted criminals.

00:27:32:06 - 00:27:43:23

Gerald Ford

I challenge education, those of you as education majors, to do real teaching for real life.

00:27:44:02 - 00:28:01:00

Gerald Ford

I challenge the art majors in this audience to compose the great American symphony, to write the great American novel, and to enrich and inspire our daily lives.

00:28:01:00 - 00:28:12:11

Gerald Ford

America's leadership is essential. America's resources are vast. America's opportunities are unprecedented.

00:28:12:11 - 00:28:36:29

Gerald Ford

As we strive together to perfect a new agenda, I put high on the list of important points the maintenance of alliances and partnerships with other people and other nations. These do provide a basis of shared values, even as we stand up with determination for what we believe.

00:28:36:29 - 00:28:53:16

Gerald Ford

This, of course, requires a continuing commitment to peace and a determination to use our good offices wherever possible to promote better relations between nations of this world.

00:28:53:16 - 00:29:13:07

Gerald Ford

The new agenda, that which is developed by you and by us, must place a high priority on the need to stop the spread of nuclear weapons and to work for the mutual reduction in strategic arms and control of other weapons.

00:29:14:08 - 00:29:25:25

Gerald Ford

And I must say parenthetically, the successful negotiations at Vladivostok, in my opinion, are just a beginning.

00:29:25:25 - 00:29:52:06

Gerald Ford

Your generation of Americans is uniquely endowed by history to give new meaning to the pride and spirit of America. The magnetism of an American society, confident of its own strength, will attract the good will and the esteem of all people, wherever they might be in this globe in which we live.

00:29:53:08 - 00:30:10:02

Gerald Ford

And it will enhance our own perception of ourselves and our pride in being an American. We can. We can, and I say with emphasis, write a new agenda for our future.

00:30:10:02 - 00:30:50:01

Gerald Ford

I am glad that Tulane University and other great American educational institutions are reaching out to others in programs to work with developing nations, and I look forward, with confidence, to your participation in every aspect of America's future, and I urge Americans of all ages to unite in this Bicentennial year, to take responsibilities for themselves, as our ancestors did.

00:30:50:01 - 00:31:03:25

Gerald Ford

Let us resolve tonight to rediscover the old virtues of confidence and self-reliance and capability that characterized our forefathers two centuries ago.

00:31:03:25 - 00:31:33:16

Gerald Ford

I pledge, as I know you do, each one of us, to do our part. Let the beacon light of the past shine forth from historic New Orleans, and from Tulane University, and from every other corner of this land to illuminate a boundless future for all Americans and a peace for all mankind.

00:31:33:16 - 00:32:31:14

Gerald Ford

Thank you very much. [audience applause]

00:32:31:14 - 00:33:20:10

Herbert Longenecker

Mr. President. [audience applause] President Ford, I know that reaction from this great audience tonight bespeaks the warmth in which you've been received here, and the appreciation that all of us have for making this a third address that you've given in New Orleans today. We are most appreciative of your visit. [audience applause]

00:33:22:13 - 00:33:50:05

Herbert Longenecker

Ladies and gentlemen, the president has had a long day in New Orleans. His plane is going to leave very shortly to take him back to Washington. There are some members of the platform party who will be going with him and I'll ask them to join us as we now leave this platform. And well, I'll ask you, please, to remain seated until the president's party has left the area completely.

00:33:50:21 - 00:34:10:11

Herbert Longenecker

I call upon Dean Gordon, Dean of the College of Arts and Sciences, to give you a signal when it will be appropriate for you to leave this hall. Thank you all for coming. [audience applause]

00:34:13:08 - 00:34:27:03

Broadcast Commentator

President Ford and some of the Louisiana congressional delegation, now leaving the gymnasium at Tulane University after addressing 9000 students.

00:34:27:03 - 00:35:06:13

Broadcast Commentator

Mr. Ford talked about an agenda for the future, an agenda to unify, to bind up the nation's wounds, and to restore it to health and optimistic self-confidence, but perhaps the most frenzied applause came when the president said that cannot be achieved by refighting a war that is finished as far as America is concerned.