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20 Democratic Party

21 Bobby Ken QUOTE & CLOSER ⑳

PLUS SHORT VERSION ⑰

(NON-PROLIFERATION REAGAN QUOTE)

RONALD REAGAN INDICATED TODAY
THAT HE BELIEVED THE "U.S." SHOULD NOT STAND IN THE WAY
OF COUNTRIES DEVELOPING THEIR OWN NUCLEAR WEAPONS,
SAYING, --QUOTE--"I JUST DON'T THINK IT'S ANY OF OUR BUSINESS."

("THE NEW YORK TIME" -- FEBRUARY 1, 1980)

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NOBODY EVER ACCUSED RONALD REAGAN OF BEING AN ACTOR --
UNTIL HE RAN FOR PRESIDENT.

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(IMPORTANCE OF ELECTION)

(1)

{ THE CHOICE ON NOV. 4 IS NOT JUST BETWEEN ME & GOV. REAGAN --
NOT JUST BETWEEN THE DEMOCRATIC PARTY & THE REPUBLICAN PARTY.

IT IS A CHOICE { BETWEEN 2 VASTLY DIFFERENT SETS OF BELIEFS --
BETWEEN 2 VASTLY DIFFERENT FUTURES FOR AMERICA. /

{ THE MEANING OF THAT CHOICE IS NOT JUST IN WHAT WE SAY,
BUT IN THE CONSEQUENCES OF OUR WORDS,
THE CONSEQUENCES OF WHAT WE BELIEVE,
THE CONSEQUENCES OF WHAT WE WILL DO.

THE CHOICE IS CRUCIAL.
ITS CONSEQUENCES ARE GRAVE. /

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THE PRES. OF THE "U.S." IS NOT ONLY THE SERVANT OF THE PRESENT,^z
BUT ALSO THE GUARDIAN OF THE FUTURE. /

HIS ACTIONS ECHO THROUGH THE YEARS -- IN THE JUDGES HE APPOINTS,
THE REGULATORY BOARD MEMBERS HE NAMES,
THE AGENDA HE SETS FOR THE NATION. /

(=OVER=) (WHEN HE SITS.....)

- 2 -

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{ WHEN HE SITS AS HEAD-OF-STATE WITH OTHER LEADERS,
HE MUST ALWAYS BE AWARE THAT HIS EVERY WORD IS WEIGHED & MEASURED,
HE MUST BE SENSITIVE TO THEIR CONCERNS,
YET ADAMANT IN THE PROTECTION OF AMERICA'S INTERESTS. /

{ AS COMMANDER-IN-CHIEF, THE PRES. HAS IT WITH IN HIS POWER
TO UNLEASH THE MOST AWESOME, DESTRUCTIVE MILITARY FORCE ✓
IN THE HISTORY OF THE WORLD. /

{ IF HE IS SKILLFUL & WISE,
IT IS A TASK -- PRAY GOD -- HE WILL NEVER HAVE TO PERFORM. /

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3

{ AS PRESIDENT, I HAVE HAD TO MAKE SOME DIFFICULT DECISIONS --
& I EXPECT TO MAKE MANY MORE.

I HAVE FOUGHT SOME BITTER FIGHTS AGAINST SPECIAL INTERESTS.

I CARRY SOME SCARS, & I CARRY THEM WITH PRIDE.

I HAVE MADE SOME MISTAKES.

I HAVE TAKEN THE HEAT FOR THEM.

{ I HAVE LEARNED FROM THEM --

& BECAUSE OF THAT, I AM A BETTER PRESIDENT. /

(=OVER=) (A MODERN PRESIDENT.....)

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A MODERN PRESIDENT MUST HAVE PATIENCE, & SOUND JUDGMENT
HE MUST HAVE DEEP COMPASSION, & FOR PEOPLE.

{ WHEN THE TOUGHEST DECISIONS HAVE TO BE MADE, ↗
THE PRESIDENT CANNOT RELY ON ADVISERS.

HE CANNOT RELY ON IDEOLOGY. /

HE MUST HAVE THE JUDGEMENT TO ACT ALONE. /

{ THAT IS WHY THIS CAMPAIGN MUST FOCUS ON THE REAL ISSUES --
& THEIR CONSEQUENCES FOR THE FUTURE OF EVERY HUMAN BEING ON EARTH. /

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4

WE HAVE SERIOUS ECONOMIC CHALLENGES, BUT THE OUTLOOK IS IMPROVING.

- RECOVERY IS UNDERWAY,
- INFLATION HAS BEEN REDUCED,
- THE # OF JOBS IS RISING,
- UNEMPLOYMENT IS FALLING.

{ TO STAY ON THE ROAD TO FULL RECOVERY,
WE HAVE TO KEEP ON ATTACKING THE LONG-RANGE PROBLEMS OF OUR ECONOMY,
ESPECIALLY ENERGY & PRODUCTIVITY. /

(=OVER=) (THIS IS A.....)

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THIS IS A COUNTRY OF BUILDERS.

o I HAVE SEEN THAT BUILDING SPIRIT ACROSS THIS LAND. /

o I HAVE SEEN { A MODERN STEEL PLANT,
A MODERN TEXTILE PLANT,
NEW ENERGY FACILITIES,
HIGH TECHNOLOGY COMPANIES. /

o I'VE SEEN THE FUEL-EFFICIENT 1981 CARS COME OFF THE ASSEMBLY LINE. /

WE ARE GOING TO DO A LOT MORE BUILDING IN THE YEARS AHEAD -- /

o SYN-FUELS PLANTS, ... PORT FACILITIES, ...

o RAILROADS, ... COMPUTERS, ...

o SOLAR HOMES, ... MASS TRANSIT.

A RENAISSANCE OF AMERICAN INDUSTRY! /

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(=NEW CARD=) (MY OPPONENT SAYS.....)

④ MY OPPONENT SAYS THAT THE SOLUTION IS SIMPLE ✓
A MASSIVE TAX CUT FOR THE RICH.
\$15,000 FOR A FAMILY EARNING \$200,000. ✓

A FAMILY MAKING \$12,000 WOULD GET BACK \$175 ✓

ONLY TO LOSE IT IN A WHIRLWIND OF NEW INFLATION. ✓

ONLY 14% OF THAT TAX SCHEME GOES FOR NEW INVESTMENTS.

{ THE REST WOULD POUR OUT HUNDREDS OF BILLIONS OF CONSUMER DOLLARS
WITHOUT FIRST BUILDING THE PRODUCTIVE CAPACITY TO MEET DEMAND.

THE RESULT WOULD BE A TREMENDOUS SURGE OF INFLATION. ✓

(=OVER=) ("BUSINESS WEEK".....)

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"BUSINESS WEEK" & FORMER PRES. FORD OPPOSE THIS PLAN AS INFLATIONARY.
EVEN MY OPPONENT'S RUNNING-MATE CALLED IT "VOODOO ECONOMICS".
HE SAID IT COULD LEAD TO AN INFLATION RATE OF 30%./

THE AMERICAN PEOPLE CAN'T AFFORD THAT! /

#

("COMPLETELY IRRESPONSIBLE INFLATIONARY EXPLOSION Z
THAT WOULD WRECK THIS COUNTRY")

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5

AMERICA IS AT THE RECEIVING END OF A 12,000-MILE SUPPLY LINE.

AT THE OTHER END IS DANGER, & UNCERTAINTY, & TURMOIL. /

{ THE LAST TIME THERE WAS A CRISIS IN THE PERSIAN GULF,
WORLD OIL SUPPLIES WERE CUT BY 4-MILLION-BARRELS-A-DAY.

WE HAD LONG GAS LINES, & FEARS OF WORSE.

{ TODAY, BECAUSE OF THE WAR BETWEEN IRAN & IRAQ,
WORLD SUPPLIES ARE AGAIN BEING CUT BY ABOUT 4-MILLION-BARRELS-A-DAY --
AND WE ARE AHEAD OF THE CRISIS. /

(=OVER=) (WE ARE BUILDING.....)

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WE ARE BUILDING OUR ENERGY SECURITY EVERY DAY.

WE ARE SHOWING

THIS COUNTRY CAN { PRODUCE MORE,
DISCOVER MORE,
& CONSERVE MORE ENERGY --

& THAT WE CAN USE { AMERICAN RESOURCES,
AMERICAN KNOWLEDGE,
& AMERICAN LABOR TO DO IT! /

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RIGHT NOW THERE ARE MORE THAN 3,000 DRILLING RIGS OPERATING IN THE "U.S."
MORE NEW OIL & GAS WELLS ARE BEING DRILLED IN 1980 /

THAN ANY YEAR IN THE HISTORY OF OUR COUNTRY. /

(=NEW CARD=) (WE ARE.....)

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WE ARE CONSERVING MORE ENERGY AS WELL.
OIL IMPORTS ARE DOWN 2-MILLION-BARRELS-PER-DAY.

{ DURING THE MOST RECENT WEEKS
WE HAVE BEEN IMPORTING FULLY ONE-THIRD LESS FOREIGN OIL ^z
THAN AT THIS TIME LAST YEAR. /

IN 1981 ALONE, WE'LL SPEND MORE THAN \$1 BILLION ON SOLAR ENERGY.

{ IN 1975 -- 2 YEARS AFTER THE OIL EMBARGO --
THE PREVIOUS ADMINISTRATION SPENT ONLY ABOUT 5% OF THAT.

{ OUR GOAL IS TO DRAW 20% OF ALL THE ENERGY WE USE
FROM THE SUN BY THE YEAR 2000. /

(=OVER=) (WE HAVE LAUNCHED.....)

- o { WE HAVE LAUNCHED A MASSIVE PROGRAM
TO TURN OUR COAL & SHALE & FARM PRODUCTS
INTO FUEL FOR OUR CARS & TRUCKS. /
- o { WE HAVE MORE OIL LOCKED UP IN OUR SHALE THAN 3 SAUDI ARABIAS PUT TOGETHER --
& EVEN MORE LOCKED UP IN OUR COAL.
- o { THROUGH OUR NEW SYNTHETIC FUEL INDUSTRY
WE ARE BEGINNING TO TAP THOSE RESOURCES. /
- o 18 MONTHS AGO VIRTUALLY NO GASOHOL WAS BEING PRODUCED IN OUR COUNTRY.
WE NOW HAVE THE CAPACITY TO PRODUCE 135 MILLION GALLONS OF ETHANOL.
IN 1981 WE SHOULD REACH 500 MILLION GALLONS OF ETHANOL.
- { MY GOAL IS TO PRODUCE ENOUGH ALCOHOL FUEL BY THE END OF 1990
TO REPLACE 10% OF THE GASOLINE WE USE. /

(=NEW CARD=) (I AM GOING.....)

2

I AM GOING TO MAKE CERTAIN

THAT OUR NATION'S FIRST COMPREHENSIVE ENERGY PROGRAM

DOES NOT COME AT THE EXPENSE OF SMALL ROYALTY OWNERS --

THE INDIVIDUALS

--{ BE THEY WIDOWS, CHILDREN, RETIREES, SMALL FARMERS,
& OTHERS LIKE NON-PROFIT NURSING HOMES --

WHO COLLECT ROYALTY PAYMENTS FOR OIL FOUND & DEVELOPED ON THEIR LAND.

{ I WILL WORK CLOSELY WITH SEN. BENTSEN & SEN. LONG

TO SECURE A PROMPT ENACTMENT OF A TAX CREDIT FOR ROYALTY OWNERS,

SO THEY WILL BE ABLE TO AVOID THE IMPACT OF THE WINDFALL TAX ON THEM.

{ WITH YOUR HELP,

WE CAN PASS THIS CREDIT VERY SHORTLY AFTER CONGRESS COMES BACK.

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(=OVER=) (WE CAN'T.....)

WE CAN'T AFFORD TO THROW AWAY THE PROGRESS ON ENERGY WE HAVE MADE!

#

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I WANT TO SAY A FEW WORDS ABOUT AGRICULTURE.

I KNOW SOMETHING ABOUT FARMING.

I EVEN KNOW WHAT PARITY MEANS. /

{ WHEN I WAS GROWING UP,

I USED TO WAKE UP BEFORE DAWN

& HOOK UP THE PLOW AS THE FIRST LIGHT WAS BREAKING.

MY FAMILY & I DIDN'T STOP WORKING THE FIELDS UNTIL SUNDOWN. /

{ I REMEMBER

WHAT FRANKLIN ROOSEVELT & THE DEMOCRATIC NEW DEAL DID FOR FARMERS. *LBJ*

SO DO THE REPUBLICANS.

MAYBE THAT IS WHY THEY HAVEN'T MADE AN ISSUE OF FARM POLICY THIS YEAR. /

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(=OVER=) (WHEN I TOOK.....)

WHEN I TOOK OFFICE, AGRICULTURE WAS ONE OF MY HIGHEST PRIORITIES.

{ I BEGAN BY APPOINTING A FARMER -- BOB BERGLAND --
TO BE SECRETARY OF AGRICULTURE. /

{ WE CREATED THE FIRST FARMER-HELD GRAIN RESERVE
TO GET THE GOVERNMENT OUT OF THE GRAIN BUSINESS.

{ THAT PROGRAM HAS KEPT PRICES STRONG IN YEARS OF BUMPER HARVESTS,
& HELPED MAKE THE "U.S." A MORE RELIABLE SUPPLIERS OF EXPORTS.

I MADE A SPECIAL POINT TO EXPAND EXPORT MARKETS.

{ WE MADE EXPORT BREAKTHROUGHS
WITH THE 1ST NEW TRADE TREATY SINCE JOHN KENNEDY WAS PRESIDENT. /

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(=NEW CARD=) (WE OPENED NEW.....)

WE OPENED NEW TRADE OFFICES IN KEY IMPORTING COUNTRIES,

& WE OPENED UP THE VAST NEW MARKET OF CHINA.

6-9MT GRAIN

RIGHT NOW, CHINA IS THE WORLD'S LARGEST SINGLE BUYER OF "U.S." COTTON.

WE HAVE MORE THAN TRIPLED AGRICULTURAL SALES TO MEXICO.

THIS YEAR, WE'LL SELL 10-MILLION-TONS OF GRAIN TO MEXICO.

RICE NIS
KOREA

IN DOING THAT, AMERICAN FARMERS RE-WROTE THE RECORD BOOK

WITH NEW EXPORT RECORDS SET IN EVERY YEAR I'VE BEEN PRESIDENT.

EVEN WITH THE SOVIET EMBARGO,

FARM EXPORTS THIS YEAR WILL BE \$8-BILLION-HIGHER-THAN-LAST-YEAR --

A TOTAL OF \$40 BILLION.

THAT'S NEARLY DOUBLE WHAT THEY WERE 4 YEARS AGO.

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(=OVER=) (& IN THE NEXT.....)

{ AND IN THE NEXT 4 YEARS, I WANT TO BE A PRESIDENT
WHO HELPS AMERICAN FARMERS SET EVEN HIGHER SALES RECORDS. /

WE INCREASED PRICE SUPPORTS & TARGET PRICES ACROSS THE BOARD.
SOME OF THESE LEVELS WOULD BE EVEN HIGHER NOW --
{ BUT PARTISAN REPUBLICANS
HAVE BLOCKED THE NEEDED INCREASES IN LOAN RATES SO FAR THIS YEAR. /

WE EXPANDED FARM CREDIT PROGRAMS.
{ NEARLY HALF OF ALL THE CREDIT
PROVIDED IN THE 45 YEARS OF THE FARMERS HOME ADMINISTRATION
HAS BEEN PROVIDED IN THE LAST 4 YEARS. /

(=NEW CARD=) (IN CONTRAST,.....)

(4)

IN CONTRAST, MY REPUBLICAN OPPONENT OFFERS A HISTORY OF MISUNDERSTANDING THE COMPLEX REALITY OF OUR FARM ECONOMY. /

A MONTH AGO, HE GAVE HIS MAJOR FARM POLICY SPEECH.

THE ONLY THINGS MISSING WERE THE DETAILS. /

o HE DID NOT SAY WHAT HE WOULD DO ABOUT PRICE SUPPORTS.

o HE DID NOT EVEN MENTION GRAIN RESERVES.

o HE SAID LITTLE ABOUT THE ROLE OF AMERICAN FARMERS. z

IN FIGHTING WORLD HUNGER.

THERE WAS NOT ONE CONCRETE IDEA ABOUT THE REAL FARM PROGRAM HE WANTS. /

o "YOU SUBSIDIZE THE INEFFICIENT WHEN YOU PUT A FLOOR UNDER THE PRICE."

o FARMERS "SHOULD START PLANNING FOR AN END TO GOVT. ASSISTANCE. z

IN PRODUCTION & IN THE MARKETPLACE."

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(=OVER=)(I'VE HAD.....)

{ I'VE HAD 4 YEARS TO LEARN THE STRENGTHS & NEEDS OF AMERICAN FARMERS,
AND A LIFETIME TO LEARN WHAT IT'S LIKE TO FARM THE LAND.

LESS THAN 3 MILLION FARMERS WORK THE LAND.

YET THEY HAVE MADE AMERICA THE WORLD'S BREADBASKET. /

{ AMERICAN FARMERS HAVE PROVIDED A STABLE AGRICULTURAL BASE
FOR THE MOST ADVANCED INDUSTRIAL ECONOMY IN THE WORLD.

I WANT TO KEEP IT THAT WAY. /

#

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②
{ AT STAKE IN THE ELECTION
IS WHETHER WE CONTINUE TO BUILD SOCIAL JUSTICE IN OUR COUNTRY.
IT IS CLEAR WHERE I STAND:

- I AM FOR VIGOROUS ENFORCEMENT OF OUR CIVIL RIGHTS LAWS.
- I AM FOR THE OPEN HOUSING AMENDMENTS NOW BEFORE CONGRESS.
- I AM FOR THE EQUAL RIGHTS AMENDMENT.
- I AM FOR NATIONAL HEALTH INSURANCE.
- I AM FOR EXPANDED HOUSING PROGRAMS FOR THE ELDERLY.
- I AM FOR AID TO CITIES.
- I AM FOR AID TO OUR PUBLIC SCHOOLS.
- I AM FOR THE YOUTH BILL.
- I AM FOR TOUGH SAFEGUARDS FOR OUR ENVIRONMENT.
- I AM FOR STRONG CONSUMER PROTECTION.

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(=OVER=) (THAT IS WHAT.....)

THAT IS WHAT I STAND FOR, & THAT IS WHAT THE DEMOCRATIC PARTY STANDS FOR! //

{ MY OPPONENT'S POSITIONS ARE JUST AS CLEAR --
& THEY COULD NOT BE MORE DIFFERENT FROM MINE.

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{ 16 YEARS AGO HE LAUNCHED HIS POLITICAL CAREER
AS A SPOKESMAN FOR THE ANTI-MEDICARE LOBBY --
& CALLED REPEATEDLY FOR MAKING SOCIAL SECURITY VOLUNTARY.

TODAY HE SAYS, --QUOTE--"I AM FIRMLY OPPOSED TO NATIONAL HEALTH INSURANCE." //

{ 15 YEARS AGO, HE SAID THE CIVIL RIGHTS ACT
WAS, --QUOTE--"A BAD PIECE OF LEGISLATION."

{ THIS YEAR HE SAYS, --QUOTE--

"URBAN AID PROGRAMS ARE ONE OF THE BIGGEST PHONIES

THAT WE HAVE IN THE SYSTEM." //

#

(LABOR)

⑧

I BELIEVE THAT WORKING FAMILIES
KNOW WHO IS ON THEIR SIDE IN THIS ELECTION -- THE DEMOCRATIC PARTY!
FOR 5 DECADES, WE HAVE FOUGHT FOR THE RIGHTS OF WORKING PEOPLE.
WE ENACTED THE MINIMUM WAGE,
UNEMPLOYMENT INSURANCE,
THE RIGHT TO BELONG TO A UNION.

IN THE LAST 3½ YEARS WE HAVE FOUGHT TOGETHER FOR COMON SITUS,
FOR LABOR LAW REFORM,
& AGAINST
THE REPEAL OF DAVIS-BACON.

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(=over=) (My Opponent's.....)

MY OPPONENT'S VIEWS ARE A MATTER OF RECORD:

{ HE DESCRIBED PEOPLE DRAWING UNEMPLOYMENT COMPENSATION
AS --QUOTE-- "FREELOADERS WANTING A PRE-PAID VACATION PLAN."

LAST YEAR HE SAID "AMEN" TO A PROPOSAL THAT "OSHA" BE ABOLISHED.

{ THIS YEAR HE SAID,

{ --QUOTE-- "THE MINIMUM WAGE HAS CAUSED MORE MISERY & UNEMPLOYMENT
THAN ANYTHING SINCE THE GREAT DEPRESSION."/

THE MAN WHO SAID THESE THINGS IS PROCLAIMING HIMSELF A GREAT FRIEND OF LABOR.

HE LIKES TO PUT ON A HARDHAT & QUOTE FRANKLIN D. ROOSEVELT.

{ IT IS A NEW SCRIPT,

{ BUT FOR REPUBLICANS IN ELECTION YEARS -- IT IS AN OLD PART. /

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(=NEW CARD=) ("FDR" HIMSELF.....)

⑧ "FDR" HIMSELF DESCRIBED IT PERFECTLY BACK IN 1944.

HE SAID, "WE ALL KNOW THAT THERE ARE CERTAIN PEOPLE

{ WHO MAKE IT A PRACTICE TO DEPRECATE THE ACCOMPLISHMENTS OF LABOR,
WHO EVEN ATTACK LABOR AS UNPATRIOTIC.

THEY KEEP THIS UP USUALLY FOR 3 YEARS & 6 MONTHS IN A ROW.

{ BUT THEN, FOR SOME STRANGE REASON, THEY CHANGE THEIR TUNE --
EVERY 4 YEARS -- JUST BEFORE ELECTION DAY.

{ WHEN VOTES ARE AT STAKE,

THEY SUDDENLY DISCOVER THAT THEY REALLY LOVE LABOR,

& THAT THEY ARE ANXIOUS TO PROTECT LABOR

{ FROM ITS OLD FRIENDS," -- THE DEMOCRATS!

NOW, THAT IS ONE QUOTE FROM "FDR" THAT MY OPPONENT DOESN'T USE!

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26

(EQUAL RIGHTS AMENDMENT)

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ALL AMERICANS DESERVE THE SAME FUNDAMENTAL RIGHTS

{ THOSE RIGHTS SHOULD BE ENSHRINED

{ WHERE THE RIGHTS OF AMERICANS ARE SUPPOSED TO BE ENSHRINED --

IN THE CONSTITUTION OF THE UNITED STATES! /

{ THE EQUAL RIGHTS AMENDMENT IS VERY SIMPLE -- IT SAYS, & I QUOTE:

{ "EQUALITY OF RIGHTS UNDER THE LAW SHALL NOT BE DENIED OR ABRIDGED
BY THE UNITED STATES OR ANY STATE ON ACCOUNT OF SEX. /

THAT IS NOT A THREAT TO ANYTHING.

IT IS A MATTER OF BASIC FAIRNESS & HUMAN RIGHTS.

IT IS ALSO A MATTER OF ECONOMIC JUSTICE. /

(=OVER=) (WOMEN MAKE UP...

WOMEN MAKE UP 43 % OF AMERICA'S WORK FORCE.
MOST FAMILIES NEED THE MONEY WOMEN BRING HOME.

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{ YET FOR EVERY DOLLAR THAT MEN ARE PAID,
WOMEN ARE PAID ONLY 59 CENTS FOR THE SAME AMOUNT OF WORK.

THAT IS WRONG. /

{ MY 6 PREDECESSORS IN THE OVAL OFFICE, REPUBLICANS & DEMOCRATS,
ALL SUPPORTED THE EQUAL RIGHTS AMENDMENT.

THE REPUBLICAN PARTY ITSELF SUPPORTED IT FOR 40 YEARS -- UNTIL THIS YEAR. /
LIKE MOST AMERICANS, I SUPPORT "E-R-A"

{ TOGETHER, WE ARE GOING TO PERSEVERE UNTIL THE BATTLE IS WON
& THE EQUAL RIGHTS AMENDMENT IS INSCRIBED
IN THE CONSTITUTION OF THE UNITED STATES! /

###

(9)
(EQUAL RIGHTS AMENDMENT)

{ ALL AMERICANS -- MEN & WOMEN ALIKE --
SHOULD HAVE THE SAME FUNDAMENTAL RIGHTS.

{ THOSE RIGHTS SHOULD BE ENSHRINED
WHERE THE RIGHTS OF AMERICANS ARE SUPPOSED TO BE ENSHRINED --
IN THE CONSTITUTION OF THE UNITED STATES. /

THE EQUAL RIGHTS AMENDMENT IS VERY SIMPLE.

{ IT SAYS -- & I QUOTE --

"EQUALITY OF RIGHTS UNDER THE LAW

{ SHALL NOT BE DENIED OR ABRIDGED BY THE UNITED STATES OR ANY STATE, /

ON ACCOUNT OF SEX." /

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(=OVER=) (THIS IS NOT...)

THIS IS NOT A THREAT TO ANYTHING.

IT IS A MATTER OF BASIC FAIRNESS & HUMAN RIGHTS.

IT IS ALSO A MATTER OF ECONOMIC JUSTICE./

WOMEN MAKE UP 43% OF AMERICA'S WORK FORCE.

MOST FAMILIES NEED THE MONEY WOMEN WORKERS BRING HOME.

{ YET FOR EVERY DOLLAR THAT MEN ARE PAID --

{ WOMEN ARE PAID ONLY 59¢ FOR THE SAME AMOUNT OF WORK.

THAT IS WRONG! /

IN MANY PLACES, WOMEN CANNOT WORK,

{ OR BORROW,

{ OR DISPOSE OF THEIR PROPERTY ON EQUAL TERMS.

THAT TOO IS WRONG! /

(=NEW CARD=) (MY 6 PREDECESSORS.....)

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MY 6 PREDECESSORS IN THE WHITE HOUSE -- REPUBLICANS & DEMOCRATS --
ALL SUPPORTED THE EQUAL RIGHTS AMENDMENT.

THE REPUBLICAN PARTY ITSELF SUPPORTED IT FOR 40 YEARS. /

BUT THIS YEAR, THE REPUBLICAN CANDIDATE IS AGAINST IT. /

LIKE MOST AMERICANS -- I SUPPORT "ERA". /

TOGETHER, WE ARE GOING TO PERSEVERE UNTIL THE BATTLE IS WON --
& THE EQUAL RIGHTS AMENDMENT
IS INSCRIBED IN THE CONSTITUTION OF THE UNITED STATES. /

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10

AS LONG AS I AM PRES., WE ARE GOING TO HAVE A STRONG NATION.
ONLY THROUGH STRENGTH CAN WE STAY AT PEACE. /

{ IN 7 OF THE LAST 8 YEARS BEFORE I BECAME PRESIDENT,
WHEN REPUBLICANS WERE IN THE WHITE HOUSE,
WE HAD A DECREASE IN REAL FUNDS FOR OUR NATION'S DEFENSE.

{ SINCE I HAVE BEEN IN OFFICE,
WE HAVE HAD A STEADY, ORDERLY, & EFFECTIVE INCREASE
-- ABOVE & BEYOND INFLATION -- EVERY SINGLE YEAR. /

(=OVER=) (WHEN WE CAME.....)

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WHEN WE CAME INTO OFFICE THERE WAS NO LONG-RANGE CRUISE MISSILE PROGRAM.
NOW WE HAVE ONE. /

THERE WAS NO NEW BATTLE TANK OR MODERN ARMORED FIGHTING VEHICLE.
NOW THEY ARE IN PRODUCTION. /

THERE WAS NO ANSWER TO THE POTENTIAL VULNERABILITY OF OUR "ICBM'S".
NOW THERE IS AN ANSWER -- THE MOBILX MX MISSILE. /

{ OUR PURCHASES OF ARMY EQUIPMENT, JET FIGHTERS, & ATTACK AIRCRAFT
HAD DROPPED BY TWO-THIRDS IN THE 8 YEARS BEFORE I BECAME PRESIDENT.
SINCE THEN, WE HAVE INCREASED THEM BY 50%. /

THE PURPOSE OF MILITARY STRENGTH IS TO KEEP THE PEACE. /

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(=NEW CARD=) (THE STATE OF.....)

THE STATE OF OUR DEFENSE IS A LEGITIMATE SUBJECT FOR POLITICAL DEBATE,
BUT THERE IS NO PLACE IN ANY CAMPAIGN FOR FALSE CHARGES.

{ THE LATEST EXAMPLE IS MY OPPONENT'S CHARGE
{ THAT WE ARE NOT PREPARED TO KEEP OPEN THE STRAITS OF HORMUZ.
THAT CHARGE IS UNTRUE.

{ IN FACT,
{ WE HAVE THE MOST POWERFUL NAVAL FORCE EVER ASSEMBLED IN THE INDIAN OCEAN.

{ WITH 2 CARRIER TASK FORCES IN THAT REGION,
{ WE HAVE OVERWHELMING NAVAL & AIR SUPRIORITY.

WE HAVE PREPOSITIONED { EQUIPMENT FOR 12,000 MARINES
& MUNITIONS FOR 500 AIRCRAFT.

WE HAVE ARRANGED FOR FACILITIES AT 5 DIFFERENT SITES IN THE REGION. /

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(=OVER=) (WHEN I TOOK....)

WHEN I TOOK OFFICE WE HAD VIRTUALLY NO DEFENSE CAPACITY IN THE REGION.
TODAY -- IF WE HAVE TO ACT ^Z

TO KEEP THE STRAITS OPEN TO PROTECT OUR VITAL INTERESTS --

WE ARE READY. /

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11

{ IN ADDITION TO OUR MILITARY PROGRAMS,
WE MUST WORK TO CONTROL THE WEAPONS OF NUCLEAR ANNIHILATION. /

I CONSIDER THIS TO BE AN OVERRIDING ISSUE OF THIS CAMPAIGN. /

{ 35 YEARS AFTER HIROSHIMA,
THE DARK SHADOW OF NUCLEAR TERROR STILL HANGS OVER THE WORLD.

{ WE HAVE LIVED WITH THAT TERROR FOR SO LONG
THAT WE ARE IN DANGER OF BECOMING ALMOST CASUAL ABOUT IT.

WE MUST NOT DO THAT! /

{ OVER THE LAST 20 YEARS,
WE HAVE TAKEN THE FIRST STEPS AWAY FROM THE NUCLEAR PRECIPICE.

WE MUST STAY ON THAT ROAD! /

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(=OVER=) (ON THIS WHOLE.....)

{ ON THIS WHOLE QUESTION OF NUCLEAR ARMS CONTROL,
MY VIEWS & GOV. REAGAN'S COULD NOT BE MORE DIFFERENT. /

{ I SUPPORT NUCLEAR ARMS CONTROL
AS AN INTEGRAL PART OF OUR NATIONAL SECURITY. /

{ MR. REAGAN BOASTS THAT HE WOULD TEAR UP
THE EXISTING NUCLEAR ARMS LIMITATION AGREEMENT. /

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{ HE BELIEVES THAT WE WOULD BE WELL ADVISED TO THREATEN,
--QUOTE--"THE POSSIBILITY OF AN ARMS RACE," --UNQUOTE--
DESPITE THE HORRENDOUS COST, & THE TERRIBLE DANGERS,
& THE CERTAINTY THAT THE SOVIETS WOULD SQUEEZE THEIR PEOPLE
AS HARD AS NECESSARY TO KEEP UP. /

(=NEW CARD=) (MR. REAGAN'S POLICY.....)

①
MR. REAGAN'S POLICY WOULD HAVE US SPEND THE NEXT 10 YEARS
-- OR PERHAPS THE REST OF THIS CENTURY --
TRYING TO SPEND THE RUSSIANS INTO SUBMISSION.
AND AT THE SAME TIME -- I WOULD REMIND YOU --
HE IS CALLING FOR A 30% TAX CUT. /

MR. REAGAN CLAIMS TO SUPPORT THE IDEA OF NUCLEAR ARMS CONTROL.
YET HE { CRITICIZED THE LIMITED NUCLEAR TEST BAN TREATY,
& FOUND FAULT WITH PRES. NIXON'S "SALT I" TREATY,
& OBJECTED TO PRES. FORD'S "VLADIVOSTOK" ACCORDS. /

(=OVER=) (WHAT IS AT.....)

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WHAT IS AT STAKE

IS THE LONG, SLOW PROCESS OF NUCLEAR ARMS CONTROL
THAT HAS GUIDED THIS NATION, ITS PRESIDENTS, & ITS ALLIES --
FOR A GENERATION. /

I ALSO BELIEVE THAT AMERICA MUST LEAD THE EFFORT
TO PREVENT ADDITIONAL NATIONS FROM OBTAINING NUCLEAR WEAPONS. /

MR. REAGAN THINKS -- AS HE SAID THIS YEAR --
THAT NUCLEAR PROLIFERATION IS --QUOTE-- "NONE OF OUR BUSINESS." /

I THINK IT IS OUR BUSINESS,
& THE BUSINESS OF EVERY GOVERNMENT
& EVERY HUMAN BEING ON EARTH. /

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#

(12)

(ISSUE: FOREIGN POLICY)

MILITARY STRENGTH ALONE IS NOT ENOUGH
TO ASSURE OUR SECURITY & BUILD THE KIND OF WORLD WE WANT.
WE MUST ALSO BE STRONG IN OUR DIPLOMACY
& IN OUR COMMITMENT TO OUR OWN VALUES. /

THAT IS HOW WE WON THE HISTORIC CAMP DAVID ACCORDS AND THE TREATY OF PEACE
BETWEEN ISRAEL & HER MOST POWERFUL ARAB NEIGHBOR -- EGYPT. /
INSTEAD OF BULLETS -- EGYPTIANS & ISRAELIS EXCHANGE AMBASSADORS,
INSTEAD OF WARPLANES --
EGYPTIANS & ISRAELIS SEE PASSENGER PLANES FLYING BETWEEN THEM. /
IN ADDN. WE HAVE STEADILY STRENGTHENED OUR ALLIANCES WITH EUROPE & JAPAN.
WE HAVE BUILT A SOLID NEW RELATIONSHIP
WITH THE 1 BILLION PEOPLE WHO LIVE IN CHINA.

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(=OVER=) (WE HAVE PUT.....)

WE HAVE PUT AMERICA BACK ON THE SIDE OF BASIC HUMAN RIGHTS AROUND THE WORLD.
AS LONG AS I AM PRES., AMERICA WILL HOLD HIGH THE BANNER OF HUMAN RIGHTS!

WE HAVE BEEN ACTIVE IN PROMOTING PEACEFUL SETTLEMENTS
OF DISPUTES AROUND THE WORLD.

WE DID IT IN AFRICA -- IN ZIMBABWE.

WE DID IT IN CENTRAL AMERICA -- THROUGH THE PANAMA CANAL TREATIES,
WHICH OPENED A NEW ERA IN INTER-AMERICAN RELATIONS.

EVERY SMALL CONFLICT HOLDS THE SEEDS OF WIDER CONFLICT.

THERE HAVE BEEN NUMEROUS CRISES SINCE I BECAME PRESIDENT.

EACH TIME ONE OCCURS -- AT WHATEVER HOUR OF THE DAY OR NIGHT --

ONE PERSON ALONE -- THE PRESIDENT OF THE UNITED STATES --

MUST DETERMINE WHAT OUR REAL INTERESTS REQUIRE

& WHAT ACTION OUR COUNTRY MUST TAKE.

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(=NEW CARD=) (I AM DEEPLY.....)

(12)

I AM DEEPLY GRATEFUL

THAT THROUGHOUT ALL THAT HAS HAPPENED -- WE HAVE HAD NO WAR. /

THAT IS NO ACCIDENT.

IT IS THE RESULT

OF THE CAREFUL EXERCISE OF ALL FORMS OF AMERICAN NATIONAL STRENGTH. /

I AM PASSIONATELY COMMITTED TO PEACE IN THE FUTURE.

ALL AMERICANS WANT PEACE. /

I AM SURE THAT INCLUDES MY Oponent.

BUT AMERICANS MUST CONSIDER THE POSSIBLE CONSEQUENCES

OF HIS HABIT OF CALLING FOR THE USE OF FORCE. /

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(=OVER=) (IN 1975,)

IN 1975 -- HE CALLED FOR SENDING AMERICAN FORCES TO ECUADOR & ANGOLA.
IN 1976 IT WAS RHODESIA & CYPRUS.
THIS YEAR -- SO FAR -- IT WAS CUBA, PAKISTAN, & THE MIDDLE EAST. /

A POLICY THAT EFFECTIVELY SERVES OUR NATIONAL INTERESTS
MUST BE BASED NOT ONLY ON OUR STRENGTH --
BUT ALSO ON OUR WISDOM,
& JUDGEMENT IN USING THAT STRENGTH. /

#

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(13)

{ A BALANCED, MODERATE APPROACH
IS THE ONLY KIND THAT MAKES SENSE IN THE COMPLEX WORLD OF TODAY.
{ POLICIES THAT LOOK AT JUST ONE SIDE OF A QUESTION DON'T WORK --
JUST AS A PLANE WITH ONLY ONE WING CAN'T FLY. /

o IN ENERGY -- WE NEED BOTH PRODUCTION & CONSERVATION.

o IN OUR ECONOMY -- WE NEED BOTH { PRIVATE INVESTMENT IN TOOLS & FACTORIES,
& PUBLIC INVESTMENT IN PORTS & MASS TRANSIT.

o IN NATIONAL DEFENSE,

{ WE NEED BOTH { MILITARY STRENGTH
& MUTUAL, BALANCED NUCLEAR ARMS CONTROL. /

(=OVER=) (OUR PROBLEMS.....)

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OUR PROBLEMS ARE COMPLEX.

THAT DOES NOT MEAN THEY CANNOT BE SOLVED. /

BUT IT DOES MEAN THAT SIMPLISTIC, ONE-SIDED SOLUTIONS,
ARE NO SOLUTION AT ALL. /

I THINK I STAND WHERE MOST AMERICANS STAND ON THE ISSUES --
{ FOR A BALANCED APPROACH,
A MODERATE APPROACH,
AN APPROACH THAT TAKES THE BEST FROM BOTH SIDES. /

#

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{ THE REPUBLICAN CANDIDATE IN 1980 SAYS THAT
--QUOTE-- "FASCISM WAS REALLY THE BASIS FOR THE NEW DEAL."

{ DO YOU THINK THAT "FDR" -- THE FATHER OF THE NEW DEAL --
WOULD HAVE WANTED TO BE QUOTED BY THAT CANDIDATE? /

{ THE REPUBLICAN CANDIDATE IN 1980 SAYS,
--QUOTE-- "I'M OPPOSED TO NATIONAL HEALTH INSURANCE.
THERE IS NO HEALTH CRISIS IN AMERICA."

{ DO YOU THINK THAT HARRY TRUMAN -- WHO FIRST PROPOSED NATL. HEALTH INS. --
WOULD BE ROOTING FOR THAT CANDIDATE TODAY? /

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(=OVER=) (THE REUPBLICAN CANDIDATE.....)

{ THE REPUBLICAN CANDIDATE IN 1980 SAYS
WE SHOULD THREATEN A NEW NUCLEAR ARMS RACE.

{ DO YOU IMAGINE THAT JOHN F. KENNEDY
-- WHO NEGOTIATED THE NUCLEAR TEST BAN TREATY --
WOULD HAVE AGREED WITH THAT? /

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{ OF COURSE NOT --
AND NEITHER WOULD ANY OF OUR PRESIDENTS SINCE TRUMAN
-- REPUBLICAN OR DEMOCRATIC --
BECAUSE ALL OF THEM SOUGHT TO CONTROL THE TERRIBLE WEAPONS ^Z
OF NUCLEAR ANNIHILATION.

#

(16)

(WHAT YOU MUST DO)

I APPRECIATE WHAT YOU HAVE DONE OVER THE YEARS.

I CONGRATULATE YOU & I THANK YOU.

YOU HAVE GIVEN THIS PARTY YOUR CONTRIBUTIONS & YOUR HEARTS.

{ BUT NONE OF US CAN WALK AWAY SATISFIED,
/

THAT WE HAVE FULFILLED OUR OBLIGATIONS.

THE JOB IS NOT YET DONE.

WE STILL MUST HAVE { YOUR LEADERSHIP,

YOUR VOICE,

YOUR DEDICATION,

YOUR ENERGY,

& YOUR SPIRIT,
/

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GIVE US ALL THAT -- & WORKING TOGETHER, WE WILL WIN NOVEMBER 4!
/

(=OVER=) (IN 1960,.....)

{ IN 1960, IF JUST 28,000 PEOPLE IN TEXAS
& A FEW THOUSAND IN ILLINOIS HAD VOTED DIFFERENTLY --
JOHN F. KENNEDY WOULD NEVER HAVE SERVED IN THE WHITE HOUSE. / LBJ

{ IN 1968, IF ALL OF US HAD DONE JUST A LITTLE MORE --
HUBERT HUMPHREY WOULD HAVE BEEN OUR PRESIDENT,
INSTEAD OF RICHARD NIXON. /

IN 1980 THERE IS MORE AT STAKE THAN EVER.

{ SO LET'S WIN A VICTORY --
NOT JUST FOR OURSELVES, BUT FOR OUR NATION.

#

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17

I HAVE DESCRIBED THE ELECTION OF 1980 AS A CHOICE BETWEEN 2 FUTURES.
HERE IS WHAT I SEE IN THE FUTURE WE ARE FIGHTING FOR TOGETHER --

◦ I SEE A NATION AT PEACE --

◦ A NATION STRONG ENOUGH TO BE SECURE

IN ITS PURSUIT OF PROGRESS FOR PEOPLE;

◦ A NATION WHERE EVERYONE CAN HAVE THE DIGNITY OF A DECENT JOB,
WHERE NEW INDUSTRIES

CREATE A NEW GENERATION OF AMERICAN BUILDINGS & VEHICLES

THAT WILL HOUSE US & MOVE US IN COMFORT ON A LOT LESS ENERGY;

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(=OVER=) (◦ A NATION WHERE.....)

o A NATION WHERE CHILDREN ARE EDUCATED TO THEIR MAXIMUM POTENTIAL,
WHERE THE ELDERLY ARE TREATED WITH THE RESPECT THEY HAVE EARNED,
WHERE FAMILIES ARE INTACT & SECURE.

I HAVE A VISION OF A NATION { FREE ENOUGH TO ATTRACT
& STRONG ENOUGH TO WELCOME
THE DEPRIVED FROM OTHER PARTS OF THE WORLD --
A NATION OF LIBERTY, & JUSTICE, & LOVE.

I NEED YOUR HELP TO MAKE THIS VISION A REALITY.

TOGETHER, LET US MAKE THE GREATEST NATION ON EARTH.

EVEN GREATER!

#

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18

SHORT VERSION

STUMP SPEECH -- SHORT VERSION

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{ THE CHOICE IN THIS ELECTION
IS NOT A MATTER OF PERSONALITIES OR INTENTIONS.

{ THIS ELECTION IS ABOUT CONSEQUENCES --
THE CONSEQUENCES OF THE POLICIES OUR NATION WILL FOLLOW
FOR THE NEXT 4 YEARS.

THAT IS WHY THIS ELECTION IS A CHOICE BETWEEN TWO FUTURES. /

{ IT IS A CRITICAL CHOICE.
IT COULD NOT BE MORE CRITICAL -- & IT COULD NOT BE CLEARER. /

(OVER)

[ON ONE SIDE...

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{ ON ONE SIDE IS A REPUBLICAN CANDIDATE
WHO SAID JUST A FEW MONTHS AGO, QUOTE,
"URBAN AID PROGRAMS ARE ONE OF THE BIGGEST PHONIES
THAT WE HAVE IN THE SYSTEM." /

{ ON THE OTHER SIDE IS A DEMOCRATIC ADMINISTRATION
THAT HAS PUSHED THROUGH
THE FIRST COMPREHENSIVE NATIONAL URBAN POLICY IN OUR HISTORY. /

(NEW CARD)

[ON ONE SIDE...

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ON ONE SIDE IS A REPUBLICAN CANDIDATE
WHO PROMISES IDEOLOGICAL LOYALTY TESTS FOR PROSPECTIVE JUDGES,
INCLUDING MEMBERS OF THE SUPREME COURT. /

ON THE OTHER SIDE IS A DEMOCRATIC ADMINISTRATION
PLEGED TO THE KIND OF INDEPENDENT, QUALIFIED JUDICIARY
THE FOUNDERS OF OUR NATION ENVISIONED.

I HAVE BEEN FAITHFUL TO THAT PLEDGE FOR 4 YEARS --
AND I WILL REMAIN FAITHFUL TO IT IF I HAVE THE OPPORTUNITY
TO APPOINT MEMBERS OF THE UNITED STATES SUPREME COURT! /

(OVER)

[ON ONE SIDE...

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ON ONE SIDE IS A REPUBLICAN CANDIDATE
 WHO LAUNCHED HIS POLITICAL CAREER
 AS A SPOKESMAN FOR THE ANTI-MEDICARE LOBBY --
 & WHO NOW SAYS, QUOTE,
 "I AM FIRMLY OPPOSED TO NATIONAL HEALTH INSURANCE."/>

ON THE OTHER SIDE IS A DEMOCRATIC ADMINISTRATION
 THAT IS COMMITTED NOT ONLY TO A NATIONAL HEALTH PLAN
 BUT ALSO TO ALL THE GREAT PROGRAMS OF SOCIAL BETTERMENT
 THIS COUNTRY HAS ADOPTED
 UNDER DEMOCRATIC PRESIDENTS EVER SINCE "F-D-R."/>

(NEW CARD)

[ON ONE SIDE...

{ ON ONE SIDE IS A REPUBLICAN CANDIDATE
WHO HAS TURNED HIS BACK ON 40 YEARS OF HIS OWN PARTY'S SUPPORT
FOR THE EQUAL RIGHTS AMENDMENT. /

{ ON THE OTHER SIDE IS A DEMOCRATIC PRESIDENT
WHO BELIEVES THAT "E-R-A" IS A MATTER OF FUNDAMENTAL HUMAN RIGHTS --
& WHO HAS PLEDGED TO FIGHT UNTIL THE RIGHTS OF WOMEN,
LIKE THE RIGHTS OF MEN,
ARE INSCRIBED IN THE CONSTITUTION OF THE UNITED STATES! /

(OVER)

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[ON ONE SIDE...

ON ONE SIDE IS A REPUBLICAN CANDIDATE WHO SAYS, QUOTE,
"WHAT NEEDS TO BE DONE
IS FOR THE GOVERNMENT TO REPEAL THE ENERGY LEGISLATION
& THEN TURN THE INDUSTRY LOOSE." /

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ON THE OTHER SIDE IS A DEMOCRATIC ADMINISTRATION
THAT FOUGHT SUCCESSFULLY FOR THE WINDFALL PROFITS TAX
& FOR A MASSIVE NEW ENERGY PROGRAM THAT HAS ALREADY REDUCED
OUR OIL IMPORTS BY ONE-THIRD COMPARED TO THIS TIME LAST YEAR.

EVERY DROP OF OIL THAT WE DO NOT HAVE TO BUY FROM OPEC
INCREASES OUR ECONOMIC SECURITY & OUR NATIONAL SECURITY.

WE MUST NOT ALLOW OUR PROGRESS ON ENERGY TO BE REVERSED! /

(NEW CARD)

[ON ONE SIDE...

ON ONE SIDE IS A REPUBLICAN CANDIDATE WHO PROMISES

- A MASSIVE TAX CUT FOR THE RICH --
- HUGE INCREASES IN DEFENSE SPENDING --
- & A BALANCED BUDGET, ALL AT ONCE --

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A PROGRAM HIS OWN RUNNING MATE DESCRIBED AS "VOODOO ECONOMICS." /

ON THE OTHER SIDE IS A DEMOCRATIC ADMINISTRATION

- THAT HAS CREATED 8 MILLION NEW JOBS --
- THAT HAS TAKEN ON THE # 1 CAUSE OF INFLATION, FOREIGN OIL DEPENDENCE,
- & THAT IS FIGHTING FOR AN ECONOMIC PROGRAM

THAT WILL PUT AMERICANS TO WORK ↴

- IN NEW INDUSTRIES --
- IN NEW FACTORIES --
- WITH NEW TECHNOLOGIES & MODERN TOOLS. /

(OVER)

[ON ONE SIDE...

{ ON ONE SIDE IS A REPUBLICAN CANDIDATE
WHO IS RUNNING ON A PLATFORM OF WEAKENING THE CLEAN AIR ACT.

HE BLAMES AIR POLLUTION ON TREES & VOLCANOES.

{ AFTER TAKING 3 DIFFERENT POSITIONS IN A SINGLE DAY,
HE DECIDED THAT THE PROBLEM OF AIR POLLUTION HAS BEEN SOLVED.

THE NEXT DAY, HIS PLANE COULDN'T LAND BECAUSE OF THE SMOG. /

ON THE OTHER SIDE IS A DEMOCRATIC ADMINISTRATION

Q WHICH HAS STRENGTHENED, NOT WEAKENED, THE CLEAN AIR ACT;

Q WHICH HAS DOUBLED THE SIZE OF THE NATIONAL PARKS SYSTEM;

Q WHICH HAS SAVED THE ALASKAN WILDERNESS FOR FUTURE GENERATIONS;

Q & WHICH HAS WON THE SUPPORT

OF VIRTUALLY EVERY ENVIRONMENTAL GROUP & LEADER! /

(NEW CARD)

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[ON ONE SIDE...

{ ON ONE SIDE IS A REPUBLICAN CANDIDATE
WHO IS UTTERLY WITHOUT FOREIGN POLICY EXPERIENCE
& WHO HAS REPEATEDLY CALLED FOR SENDING AMERICAN MILITARY FORCES
TO TROUBLE SPOTS AROUND THE WORLD.

④ IN 1975, IT WAS ECUADOR & ANGOLA; IN 1976, RHODESIA & CYPRUS.

④ THIS YEAR -- SO FAR -- IT WAS CUBA, PAKISTAN, & THE MIDEAST. /

{ ON THE OTHER SIDE IS AN EXPERIENCED DEMOCRATIC ADMINISTRATION
◦ THAT HAS STRENGTHENED OUR ALLIANCES --
◦ THAT HAS BUILT A NEW & FRUITFUL RELATIONSHIP WITH CHINA --
◦ THAT HAS BEEN ACTIVE IN PROMOTING PEACEFUL SETTLEMENTS
TO DISPUTES AROUND THE WORLD. /

(OVER)

[WE DID IT...

WE DID IT IN AFRICA, IN ZIMBABWE-RHODESIA.

WE DID IT IN CENTRAL AMERICA,
THROUGH THE PANAMA CANAL TREATIES,
WHICH OPENED A NEW ERA IN INTER-AMERICAN RELATIONS. /

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ABOVE ALL, WE DID IT IN THE MIDDLE EAST,
WHERE WE HELPED BRING ABOUT A TREATY OF PEACE BETWEEN ISRAEL & EGYPT --
THE FIRST-EVER PEACE BETWEEN ISRAEL & ONE OF HER NEIGHBORS! /

A BITTER WAR IS NOW GOING ON IN THE PERSIAN GULF,
FURTHER COMPLICATING OUR EFFORTS TO OBTAIN THE RELEASE OF OUR HOSTAGES.

BUT THINK HOW MUCH MORE DANGEROUS THAT WAR WOULD BE
IF WE DID NOT HAVE PEACE BETWEEN ISRAEL & EGYPT. /

(NEW CARD)

[ON ONE SIDE...

{ ON ONE SIDE IS A REPUBLICAN CANDIDATE
WHO HAS CRITICIZED OUR HUMAN RIGHTS POLICY
AS BEING AGAINST THE BEST INTERESTS OF THE UNITED STATES. /

{ ON THE OTHER SIDE IS A DEMOCRATIC ADMINISTRATION
THAT BELIEVES THE AMERICA SHOULD STAND FOR AMERICAN VALUES.

{ AS LONG AS I AM PRESIDENT
WE WILL HOLD HIGH THE BANNER OF HUMAN RIGHTS! /

(OVER)

[ON ONE SIDE...

ON ONE SIDE IS A REPUBLICAN CANDIDATE WHO SAYS IN THE YEAR 1980 --
AT A TIME OF GROWING CONCERN THAT NATIONS LIKE IRAQ
MIGHT BE DEVELOPING NUCLEAR WEAPONS --
THAT NUCLEAR PROLIFERATION IS, QUOTE, "NONE OF OUR BUSINESS."

ON THE OTHER SIDE IS A DEMOCRATIC ADMINISTRATION
PLEGGED TO HALTING THE DANGEROUS SPREAD
OF NUCLEAR WEAPONS TO NATIONS THAT DO NOT NOW HAVE THEM --
NATIONS THAT MAY BE HIGHLY UNSTABLE & IRRESPONSIBLE.

THAT IS THE BUSINESS NOT ONLY OF THE UNITED STATES GOVERNMENT
BUT OF EVERY GOVERNMENT
& EVERY HUMAN BEING
ON EARTH!

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(NEW CARD)

[ON ONE SIDE...

{ ON ONE SIDE IS A REPUBLICAN CANDIDATE
WHO SAYS THAT THE BEST APPROACH TO NUCLEAR ARMS NEGOTIATIONS
WOULD BE TO THREATEN, QUOTE, "THE POSSIBILITY OF AN ARMS RACE." /

{ ON THE OTHER SIDE IS A DEMOCRATIC ADMINISTRATION
THAT IS COMMITTED TO MUTUAL & BALANCED CONTROLS
ON THE TERRIBLE WEAPONS OF NUCLEAR ANNIHILATION.

I CONSIDER THIS TO BE AN OVERRIDING ISSUE OF THIS CAMPAIGN.

{ OVER THE LAST 20 YEARS WE HAVE TAKEN THE FIRST LONG STEPS
AWAY FROM THE NUCLEAR PRECIPICE.

{ WE MUST STAY ON THAT ROAD UNTIL THE SHADOW OF NUCLEAR HOLOCAUST
IS LIFTED FROM THE PEOPLE OF THIS EARTH! /

(OVER)

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[ON ISSUE AFTER ISSUE...]

{ ON ISSUE AFTER ISSUE, THE CHOICE IS CLEAR --
& THE STAKES FOR OUR COUNTRY ARE VERY HIGH. /

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THIS IS A TOUGH RACE. THE POLLS SAY WE ARE BEHIND.

THE REPUBLICANS ARE OUTSPENDING US BY MANY MILLIONS OF DOLLARS.

FRITZ MONDALE & I ARE GOING TO NEED THE HELP OF EVERY ONE OF YOU.

THIS STATE IS VERY IMPORTANT IN THIS EFFORT. /

{ FOR THE SAKE OF EVERYTHING WE HAVE DONE TOGETHER IN THE PAST,

FOR THE SAKE OF EVERYTHING WE WILL DO TOGETHER IN THE FUTURE,

LET'S WIN A VICTORY --

FOR JIMMY CARTER & WALTER MONDALE --

FOR THE WHOLE DEMOCRATIC TICKET -- & MOST IMPORTANT OF ALL

FOR THE BELIEFS & CONVICTIONS & IDEALS WE ALL SHARE. /

END

19

4 YEARS -AT PEACE^(PEACE)

EVERY AMERICAN WANTS PEACE -- I AM SURE MY OPPONENT DOES.

{ BUT YOU MUST CAREFULLY CONSIDER THE CONSEQUENCES
OF HIS HABIT OF CALLING FOR THE USE OF ARMED FORCE.

◦ IN 1975, HE CALLED FOR SENDING "U.S." FORCES TO ECUADOR & ANGOLA.

◦ IN 1976 IT WAS RHODESIA & CYPRUS.

◦ THIS YEAR -- SO FAR -- IT WAS CUBA, PAKISTAN, & THE MIDDLE EAST.

{ LET'S MAKE SURE

{ WE DON'T HAVE TO FIND OUT WHAT HIS CHOICES ARE FOR NEXT YEAR! /

(=OVER=) (EVERY PRESIDENT.....)

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EVERY PRESIDENT SINCE "WORLD WAR II"
HAS SOUGHT AGREEMENTS TO LIMIT NUCLEAR ARMS.
THE TEST BAN TREATY UNDER PRES. KENNEDY.
THE ANTI-BALLISTIC MISSILE TREATY UNDER PRES. NIXON.
THE VLADIVOSTOK ACCORDS UNDER PRES. FORD.
THE NUCLEAR ARMS LIMITATION AGREEMENT
NEGOTIATED OVER 7 YEARS BY MY TWO PREDECESSORS & MYSELF.

GOV. REAGAN HAS NEVER SUPPORTED A SINGLE ONE OF THESE AGREEMENTS.
INSTEAD, HE PROPOSES TO TEAR UP THE EXISTING AGREEMENT,
& THREATEN A MASSIVE NEW NUCLEAR ARMS RACE.

(=NEW CARD=) (HE ALSO SAYS...)

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(17) HE ALSO SAYS THAT WHEN OTHER COUNTRIES LIKE LIBYA
TRY TO DEVELOP & BUILD THEIR OWN NUCLEAR WEAPONS,
IT IS NONE OF OUR BUSINESS.

DURING THE DEBATE LAST WEEK, HE FLATLY DENIED HE HAD EVER SAID THAT.
YET THE NEW YORK TIMES, THE WASHINGTON POST, & THE WASHINGTON STAR
ALL REPORTED THAT HE DID.

HERE IS WHAT THE NEW YORK TIMES SAID ON FEBRUARY 1, 1980:

"RONALD REAGAN INDICATED TODAY
THAT HE BELIEVED THE "U.S." SHOULD NOT STAND IN THE WAY
OF COUNTRIES DEVELOPING THEIR OWN NUCLEAR WEAPONS,
SAYING --QUOTE-- 'I JUST DON'T THINK IT'S ANY OF OUR BUSINESS.'"

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(=OVER=) (I SAY.....)

I SAY THAT'S WRONG.

I BELIEVE THAT HALTING THE SPREAD OF NUCLEAR WEAPONS TO ALL NATIONS
-- & ESPECIALLY TO NATIONS THAT HARBOR TERRORISTS
OR MAY EVEN ENGAGE IN TERRORISM THEMSELVES -- IS OUR BUSINESS. /

AND WITH YOUR HELP & SUPPORT,

OUR NATION WILL MAINTAIN THAT COMMITMENT IN THE FUTURE. /

#

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I BELIEVE IN THE DEMOCRATIC PARTY.

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I BELIEVE IN THE LEGACY OF THE DEMOCRATIC PARTY.

I BELIEVE IN THE MISSION OF THE DEMOCRATIC PARTY.

EVERY GREAT ADVANCE IN OUR COUNTRY FOR HALF A CENTURY --

FROM COLLECTIVE BARGAINING TO THE MINIMUM WAGE,

TO SOCIAL SECURITY,

TO MEDICARE & MEDICAID --

EVERY SINGLE ONE OF THEM WAS MADE POSSIBLE BY DEMOCRATS.

I AM PROUD TO BE A DEMOCRAT.

I AM PROUD BECAUSE OUR PARTY STANDS FOR PROGRESS.

IT STANDS FOR JUSTICE.

(=OVER=) (WHEN WORKERS.....)

- WHEN WORKERS SOUGHT THE RIGHT TO ORGANIZE, THEY LOOKED TO THE DEMOCRATS.
 - WHEN OLDER AMERICANS NEEDED SECURITY FOR THEIR RETIREMENT,
THEY CALLED ON THE DEMOCRATS.
 - WHEN AMERICANS HAVE WANTED JUSTICE & OPPORTUNITY & BASIC RIGHTS,
THEY HAVE ALWAYS COUNTED ON THE DEMOCRATS --
& THE DEMOCRATS HAVE ALWAYS COME THROUGH!
TODAY AMERICANS ARE LOOKING ONCE AGAIN TO THE DEMOCRATS --
 - FOR NATIONAL HEALTH INSURANCE,
 - FOR JOBS & TRAINING FOR OUR YOUTH,
 - FOR A STRONG NEW ECONOMIC FUTURE,
 - FOR HUMAN RIGHTS & EQUAL RIGHTS.
- AND WITH YOUR HELP, WE DEMOCRATS WILL COME THROUGH AGAIN ON NOVEMBER 4!
#

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{ SEN. ROBERT KENNEDY MADE A SPEECH ON THE LAST DAY
OF WHAT WAS TO BE HIS FINAL CAMPAIGN.

IT WAS IN THE PRESIDENTIAL PRIMARY IN CALIFORNIA IN 1968.

I WOULD LIKE TO SHARE HIS CLOSING LINE WITH YOU TODAY: /

{ "I ASK YOU TO RECOGNIZE

{ THE HARD & DIFFICULT ROAD TO A BETTER AMERICA.

AND I ASK YOU TO VOTE FOR YOURSELVES.

THE PEOPLE MUST DECIDE THIS ELECTION.

{ THEY MUST DECIDE

{ SO THAT NO LEADER HAS ANY DOUBT ABOUT WHAT THE PEOPLE WANT.

FOR YOUR SAKE -- & FOR THE SAKE OF YOUR CHILDREN -- VOTE FOR YOURSELVES." /

#

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22

(CLOSER)

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I HAVE BEEN PRESIDENT NOW FOR ALMOST 4 YEARS.

I HAVE MADE THOUSANDS OF DECISIONS,
& EACH ONE OF THOSE DECISIONS HAS BEEN A LEARNING PROCESS.

EVERY DECISION I MAKE LEAVES ME BETTER PREPARED FOR THE NEXT ONE.

WHAT I'VE LEARNED HAS MADE ME A BETTER PRESIDENT
& WILL MAKE ME A BETTER PRESIDENT IN MY 2ND TERM.

I CONSIDER MYSELF TO BE IN THE MAINSTREAM OF THE DEMOCRATIC PARTY
& ALSO THE MAINSTREAM OF THE BI-PARTISAN LIST OF PRESIDENTS,

WHO HAVE SERVED BEFORE ME.

LIKE THEM, I BELIEVE THAT THE UNITED STATES MUST BE A NATION STRONG.

THE UNITED STATES MUST BE A NATION SECURE.

WE MUST HAVE A SOCIETY THAT IS JUST & FAIR.

AND WE MUST DARE TO STRUGGLE FOR A PEACEFUL WORLD.

(=OVER=) (THERE HAVE BEEN.....)

THERE HAVE BEEN MANY TIMES OF CRISIS & CONFLICT DURING THESE YEARS.
{ IN EACH CASE, I ALONE HAVE HAD TO DETERMINE THE INTEREST OF OUR COUNTRY
& THE DEGREE OF INVOLVEMENT OF OUR COUNTRY.
{ I'VE LEARNED THAT THE MORE DIFFICULT THE DECISION,
THE MORE LIKELY IT IS THAT ADVISERS & EXPERTS WILL BE DIVIDED 50-50.
THE FINAL JUDGMENT HAS TO BE MADE BY THE MAN IN THE OVAl OFFICE.
{ SOMETIMES IT'S A LONELY JOB,
BUT WITH THE INVOLVEMENT OF THE AMERICAN PEOPLE --
IT'S A GRATIFYING JOB./

(=NEW CARD=) (EACH ONE OF YOU.....)

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22

(CLOSER)

I HAVE BEEN PRESIDENT NOW FOR ALMOST 4 YEARS.

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I HAVE MADE THOUSANDS OF DECISIONS,

& EACH ONE OF THOSE DECISIONS HAS BEEN A LEARNING PROCESS.

EVERY DECISION I MAKE LEAVES ME BETTER PREPARED FOR THE NEXT ONE.

WHAT I'VE LEARNED HAS MADE ME A BETTER PRESIDENT

& WILL MAKE ME A BETTER PRESIDENT IN MY 2ND TERM.

I CONSIDER MYSELF TO BE IN THE MAINSTREAM OF THE DEMOCRATIC PARTY

& ALSO THE MAINSTREAM OF THE BI-PARTISAN LIST OF PRESIDENTS,

WHO HAVE SERVED BEFORE ME.

LIKE THEM, I BELIEVE THAT THE UNITED STATES MUST BE A NATION STRONG.

THE UNITED STATES MUST BE A NATION SECURE.

WE MUST HAVE A SOCIETY THAT IS JUST & FAIR.

AND WE MUST DARE TO STRUGGLE FOR A PEACEFUL WORLD.

(=OVER=) (THERE HAVE BEEN.....)

THERE HAVE BEEN MANY TIMES OF CRISIS & CONFLICT DURING THESE YEARS.

{ IN EACH CASE, I ALONE HAVE HAD TO DETERMINE THE INTEREST OF OUR COUNTRY
& THE DEGREE OF INVOLVEMENT OF OUR COUNTRY.

{ I'VE LEARNED THAT THE MORE DIFFICULT THE DECISION,
THE MORE LIKELY IT IS THAT ADVISERS & EXPERTS WILL BE DIVIDED 50-50.

THE FINAL JUDGMENT HAS TO BE MADE BY THE MAN IN THE OVAL OFFICE.

{ SOMETIMES IT'S A LONELY JOB,
BUT WITH THE INVOLVEMENT OF THE AMERICAN PEOPLE --
IT'S A GRATIFYING JOB. /

(=NEW CARD=) (EACH ONE OF YOU.....)

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EACH ONE OF YOU FACES A LONELY DECISION NEXT TUESDAY IN THAT VOTING BOOTH.
YOUR DECISION MAKES A DIFFERENCE.

{ REMEMBER -- IF JUST ONE VOTE PER PRECINCT HAD CHANGED IN 1960,
JOHN F. KENNEDY WOULD NEVER HAVE BEEN PRESIDENT OF OUR COUNTRY.

{ IF JUST A FEW MORE PEOPLE -- A FEW MORE DEMOCRATS --
HAD GONE TO THE POLLS IN 1968,
HUBERT HUMPHREY WOULD HAVE BEEN PRESIDENT --
& HE WOULD HAVE BEEN ONE OF THE GREATEST PRESIDENTS OF ALL TIME.

TRUMAN - 48

#

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I AM PROUD TO HAVE APPOINTED THREE TIMES AS MANY HISPANIC
JUDGES AS ALL PREVIOUS AMERICAN PRESIDENTS PUT TOGETHER.
ONE OF THEM AS YOU KNOW WAS RINALDO GARZA. HE NOW SITS
AS A JUDGE ON THE FIFTH CIRCUIT COURT OF APPEALS.
BUT MANY OF YOU MAY NOT KNOW ABOUT THE FIRST JOB I
OFFERED TO JUDGE GARZA IN JANUARY OF 1977 --- ATTORNEY
GENERAL OF THE UNITED STATES. I REGRET THAT THE COUNTRY
DID NOT HAVE THE BENEFIT OF HIS TALENTS IN THAT JOB,
AS THE FIRST HISPANIC ATTORNEY GENERAL IN THE HISTORY
OF OUR COUNTRY. BUT I AM PROUD OF THE JOB HE IS NOW DOING
ON THE FEDERAL BENCH.

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I KNOW THAT THIS AREA OF TEXAS HAS BORNE A DISPROPORTINATE BURDEN IN PROVIDING THE RESOURCES NEEDED TO EDUCATE THE CHILDREN OF UNDOCUMENTED WORKERS. I SHARE YOUR CONCERN ABOUT THE HIGH COST INVOLVED IN DOING THIS. FOR THAT REASON, I WILL BE WORKING VERY CLOSELY WITH SENATOR BENTSEN AND YOUR CONGRESSIONAL DELEGATION TO PASS PROMPTLY LEGISLATION TO PROVIDE THIS AREA WITH \$45 MILLION IN FUNDS FOR THE CONSTRUCTION OF NEW SCHOOLS--SCHOOLS NEEDED TO RELIEVE OVERCROWDING AND TO ENSURE THAT ALL CHILDREN IN THIS AREA AND IN TEXAS RECEIVED A SOUND EDUCATION.

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MILWAUKEE RALLY

NOVEMBER 1, 1980

THANK YOU FOR THIS TREMENDOUS WELCOME!

I SAVED THE BEST FOR LAST -- & THAT'S WHY I'M HERE.

MILW + 57,000

MAYOR HENRY MEIER, COUNTY EXECUTIVE BILL O'DONNELL, CONG. CLEM ZABLOCKI --

I CAN'T THANK YOU ENOUGH FOR YOUR HARD WORK

FOR THIS CITY, & FOR THE DEMOCRATIC PARTY.

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I WANT TO THANK SEN. BILL PROXMIRE FOR HIS HELP.

I WANT TO WISH CONG. HENRY REUSS A SPEEDY RECOVERY.

AND I WANT YOU TO SEND ANOTHER DEMOCRAT BACK TO WASHINGTON --

SEN. GAYLORD NELSON.

Houston - Brownsville

SAN ANT - ABILENE (=OVER=) (GAYLORD NELSON IS...)

FT WORTH - MILW → CHICAGO

GAYLORD NELSON IS A MAN OF INTEGRITY & COURAGE.

ON ISSUE AFTER ISSUE -- THE ETHICS CODE, THE ENVIRONMENT, SMALL BUSINESS,
DAIRY PRICE SUPPORTS, THE AUTO INDUSTRY --

GAYLORD NELSON HAS STOOD BY THE PEOPLE.

PEACE

WISCONSIN & THIS NATION NEED THIS MAN IN THE SENATE.

I WANT ALL DEMOCRATS OF THIS STATE

TO REALIZE THAT THE REPUBLICAN PARTY IS NOT OUR ENEMY IN THIS ELECTION.

REPUBLICANS CAN'T BEAT US -- BUT APATHY CAN.

APATHY & A LOW TURNOUT ON TUESDAY ARE OUR GREATEST ENEMIES.

#

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WITH A GRANT OF \$6~~5~~ MILLION
FROM ^{MY} ~~THE~~ URBAN DEVELOPMENT ACTION GRANT PROGRAM,
WHICH ~~MY ADMINISTRATION STARTED~~,
WE HAVE BROUGHT \$48 MILLION IN PRIVATE MONEY TO SAN ANTONIO.
MORE THAN 800 PERMANENT JOBS WILL BE CREATED IN ADDITION TO MANY NEW
SMALL BUSINESSES.

AND THAT IS NOT ALL.

THE ALAMO PLAZA PROJECT WILL DO MORE
THAN JUST BRING GOVERNMENT AND BUSINESS TOGETHER.

IT WILL ALSO USE THE TALENTS OF THE LOCAL COMMUNITY,
& WILL TARGET SOME OF THE MONEY THE PROJECT EARNS FOR HOUSING,
HEALTH & OTHER SOCIAL SERVICE NEEDS.

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#

BROWNSVILLE RALLY (TEXAS)

NOVEMBER 1, 1980

MAYOR HERNANDEZ - ^{LGov HOBBS} KIRA DE LA GARZA

9 am

I AM HAPPY TO BE THE 1st PRES. TO VISIT BROWNSVILLE.

Unemp ~ 1/2

{ ZACHARY TAYLOR WAS HERE,

+ 5900

BUT THAT DOES NOT COUNT -- HE CAME AS A GENERAL.

I UNDERSTAND HE ESTABLISHED THE BUILDINGS AROUND US AS AN ARMY POST.

WE'VE COME A LONG WAY SINCE THEN.

{ THE BUILDINGS OF THE FORT ARE A SCHOOL NOW --

A COLLEGE WHERE THE LATE DR. ARNULFO OLIVEIRA (O-LEE-VAY=RAH) WAS PRES.

DR. OLIVEIRA WILL BE SORELY MISSED.

WIFE ELOISA

FOR DECADES, HE WORKED FOR PROGRESS & ENLIGHTENMENT.

HE INSPIRED A GENERATION OF STUDENTS WITH HIS EXAMPLE.

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(=OVER=) (AND HE DID MUCH.....)

AND HE DID MUCH TO ENHANCE THE QUALITY OF EDUCATION IN TEXAS --
IN PART BY HELPING TO ENSURE EQUAL ACCESS TO EDUCATIONAL OPPORTUNITY
FOR CHILDREN & YOUNG PEOPLE FROM SPANISH-SPEAKING HOMES.

GOV. REAGAN DOES NOT SHARE DR. OLIVEIRA'S COMMITMENT -- & MY OWN --
TO BILINGUAL EDUCATION. *BETTER EDUCATION -*

ACCORDING TO HIM IT TEACHES THE FOREIGN-BORN,
--QUOTE--"HOW TO BE DIFFERENT

& REMAIN APART FROM THE MAINSTREAM OF AMERICA LIVING."

GOV. REAGAN SHARES VERY LITTLE OF MY COMMITMENT TO EDUCATION.

(=NEW CARD=) (MY ADMINISTRATION.....)

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- o ~~MY ADMINISTRATION HAS DOUBLED FUNDS FOR BILINGUAL EDUCATION.~~
- o WE HAVE DOUBLED FUNDS FOR STUDENT AID PROGRAMS.
- o WE HAVE INCREASED AID TO HEAD START,
& EXPANDED IT TO INCLUDE MIGRANT CHILDREN.
- o WE ARE WORKING HARD WITH SEN. BENTSEN & KIKI DE LA GARZA
TO MAKE AS MUCH AS \$45 MILLION IN FEDERAL MONEY
AVAILABLE TO BORDER DISTRICTS --
TO HELP WITH THE INCREASE
IN THE # OF MEXICAN SCHOOL CHILDREN WHO RESIDE HERE LEGALLY --
BECAUSE DECENT EDUCATION IS A NATIONAL ISSUE. /

{ GOV. REAGAN'S COMMITMENT
IS TO ABOLISH THE DEPARTMENT OF EDUCATION. /

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(=OVER=) (IN ANOTHER AREA, . . .)

{ IN ANOTHER AREA, TOO,
RONALD REAGAN & I COULD NOT HAVE MORE CONTRASTING VIEWS -- HEALTH.
GOV. REAGAN SAYS,
--QUOTE--"VIRTUALLY ALL AMERICANS HAVE ACCESS TO MEDICAL CARE TODAY."
YET IN SOUTH TEXAS, 13 COUNTIES WITH 22% OF THE POPULATION
HAVE ONLY 3% OF THE PHYSICIANS.

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{ THAT IS WHY --

IN THE TRADITION OF PRESIDENTS TRUMAN, KENNEDY, & JOHNSON ,
V.P. HUMPHREY, & ~~SEN. TED KENNEDY~~

I AM COMMITTED TO NATIONAL HEALTH INSURANCE,
WHICH WOULD PROVIDE COMPREHENSIVE MEDICAL COVERAGE
FOR AN ADDITIONAL THREE-QUARTER-MILLION-PEOPLE IN SOUTH TEXAS.

(=NEW CARD=) (THAT IS WHY.....)

{ THAT IS WHY WE HAVE FUNDED
7 NEW CONSUMER-RUN PRIMARY CARE CENTERS IN SOUTH TEXAS.

{ THERE IS SOMETHING ELSE I AM COMMITTED TO
THIS SPANISH SAYING: "DIME CON QUIEN ANDAS Y TE DIRE QUIEN ERES."
("A MAN IS KNOWN BY THE COMPANY HE KEEPS.")

AND I THINK I'VE BEEN KEEPING SOME PRETTY GOOD COMPANY THESE 3½ YEARS.

{ I AM PROUD THAT WE HAVE APPOINTED
MORE THAN 200 HISPANIC-AMERICANS TO SENIOR GOVERNMENT POSITIONS --
MORE THAN ANY PREVIOUS ADMINISTRATION.

#

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ISSUE: CONSEQUENCES

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THE ELECTION IS CLOSE.

AS A CANDIDATE FOR RE-ELECTION, I WILL BATTLE TO THE WIRE.

THIS CAMPAIGN MEANS A LOT TO ME PERSONALLY.

BUT WHAT MATTERS MOST IS NOT WHAT IT MEANS TO THE CANDIDATES,

BUT WHAT IT MEANS TO MILLIONS OF AMERICANS ACROSS OUR COUNTRY.

THINK ABOUT THE CONSEQUENCES FOR A MOMENT.

THINK ABOUT THE CONSEQUENCES TO WORKING PEOPLE --

OF A REPUBLICAN ADMINISTRATION HOSTILE TO THEIR MOST BASIC RIGHTS.

THE CONSEQUENCES FOR WORKING WOMEN, OF AN ADMINISTRATION --

THAT WOULD DENY THEM BASIC CONSTITUTIONAL PROTECTIONS,

THE RIGHT TO EQUAL PAY FOR EQUAL WORK.

(MORE)

(THINK ABOUT THE CONSEQUENCES...

THINK ABOUT THE CONSEQUENCES FOR OLDER AMERICANS,
FOR MINORITIES
FOR THE ENVIRONMENT

THINK ABOUT WHAT IT WILL MEAN TO THE PHILOSOPHY --
OF THE SUPREME COURT.

THINK ABOUT THE CONSEQUENCES ~~TO THE NUCLEAR ARMS RACE~~,
TO THE CONTROL OF NUCLEAR WEAPONS,
TO OUR ABILITY TO CONTROL
THEIR SPREAD.

THINK ABOUT THE CONSEQUENCES TO OUR CHILDREN AND GRANDCHILDREN.

(END)

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AMERICAN AGRICULTURE
USE STRENGTH OF AMERICA TO
PRESERVE THE PEACE

HOUSTON RALLY

MAYOR McCONN

THIS IS A CITY OF SUPERLATIVES.
IT IS THE FASTEST GROWING CITY IN THE NATION --
THE BIGGEST CITY IN THE BIGGEST COUNTY
IN THE BIGGEST CONTINENTAL STATE.

Tx + 914,000
+ 266,000

IT IS ALSO THE HOME OF BOB ECKHARDT,
OF MIKE ANDREWS WHO ^{WILL BE A NEW} ~~IS RUNNING AGAINST~~ CONGRESSMAN ~~RON PAUL,~~
& OF MICKY LELAND, WHO IS RUNNING FOR HIS ~~SECOND TERM,~~ ^{RELECTION -}
~~AFTER A VERY SUCCESSFUL FRESHMAN TERM.~~

(=OVER=)

[BOB ECKHARDT HAS BEEN ...

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BOB ECKHARDT HAS BEEN CITED AS CONGRESS' LEADING CONSUMER ADVOCATE.
YOUR CONCERNS ARE HIS CONCERNS.

HE HAS WORKED HARD FOR CONSUMER LAWS, FOR DEREGULATION,
TO HELP WORKING PEOPLE THROUGHOUT THIS COUNTRY.

I DON'T KNOW WHICH OF HIS TIES ARE STRONGER,
TO TEXAS -- WHERE HIS FAMILY HAS LIVED FOR A CENTURY AND A HALF --
OR TO THE DEMOCRATIC PARTY -- WHICH HE HAS SERVED IN CONGRESS
FOR ALMOST A DECADE AND A HALF.

I CAN'T THINK OF A BETTER COMBINATION.

THE TEXAN TRADITION IS TO DO THINGS IN A BIG WAY.

THAT'S WHAT WE DEMOCRATS ARE WORKING FOR NOVEMBER 4 -- A BIG WIN.

(=NEW CARD=)

[THEY TELL ME ...

THEY TELL ME THIS ELECTION IS CLOSE.

I DON'T REALLY UNDERSTAND THAT, BECAUSE ON ISSUE AFTER ISSUE,
RONALD REAGAN AND I ARE NOT CLOSE AT ALL.

ON LABOR -- WE ARE NOT CLOSE.

MIN WAGE ECON - BUS WK RKR
NUCLEAR WEAPONS

ERRS -
Infl ExPL
IMPOSED

ON HEALTH CARE -- WE ARE NOT CLOSE. *M' CARE*

ON EQUAL RIGHTS -- WE ARE NOT CLOSE. *AG*

ON MASS TRANSIT -- WE ARE NOT CLOSE.

(=OVER=)

[RECENTLY, SPEAKING ON ...

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RECENTLY, SPEAKING ON BEHALF OF GOVERNOR REAGAN,
REP. JOHN RHODES OF ARIZONA SAID THAT THE REPUBLICAN LEADERSHIP
WILL NOT SUPPORT RAIL/TRANSIT PROJECTS IN THE FUTURE.
NOTHING COULD CONTRAST MORE WITH MY PLANS FOR THE FUTURE,
AND OUR URBAN DEVELOPMENT PROGRAM.

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WE ARE MOVING AHEAD ON RAIL PROJECTS LIKE THE SOUTHWEST/WEST PARK
CORRIDOR [IN HOUSTON]
AND ON STUDYING ALTERNATIVES FOR THE HARDY CORRIDOR [ALSO IN HOUSTON].

PICK UP REPS + DEMS [ESPECIALLY IMPORTANT TO HOUSTON -- SOCIAL
SECURITY, MEDICARE AND EDUCATION], REAGAN QUOTES, LABOR,
DEFENSE AND/OR ARMS CONTROL, ELECTION, WHAT YOU DO

#

GOVERNOR CLEMENTS

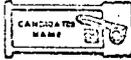
(THIS COULD BE USED FOLLOWING THE PART ON REAGAN QUOTES),

YOU NOTICE THAT I LIKE TO QUOTE GOVERNOR REAGAN,
I WOULD LIKE TO QUOTE YOUR GOVERNOR,
BUT IF I'M AFRAID IF I ^{DID} ~~USED HIS KIND OF LANGUAGE,~~
MISS LILLIAN WOULD WASH MY MOUTH OUT.

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INSTRUCTIONS TO VOTERS

LEAVE X'S SHOWING
LIKE THIS →



1ST TURN SWITCH RIGHT TO CLOSE CURTAINS
2ND MARK YOUR BALLOT AND LEAVE MARKS SHOWING →



WARNING - YOUR X MARKS MUST BE SHOWING FOR VOTE TO REGISTER
3RD TURN SWITCH LEFT

PRESIDENT AND VICE-PRESIDENT (PRESIDENTE Y VICE PRESIDENTE)
UNITED STATES REPRESENTATIVE, 15TH DISTRICT (REPRESENTANTE DE LOS ESTADOS UNIDOS, DISTRITO NUM. 15)
RAILROAD COMMISSIONER (COMISIONADO DE FERROCARRILES)
(RAILROAD COMMISSIONER (UNEXPIRED TERM) (COMISIONADO DE FERROCARRILES, TERMINO NO EXPIRIDO)
ASSOCIATE JUSTICE, SUPREME COURT, PLACE NO. 1 (JUEZ ASOCIADO, CORTE SUPREMA, LUGAR NUM. 1)
ASSOCIATE JUSTICE, SUPREME COURT, PLACE NO. 2 (JUEZ ASOCIADO, CORTE SUPREMA, LUGAR NUM. 2)
ASSOCIATE JUSTICE, SUPREME COURT, PLACE NO. 3 (JUEZ ASOCIADO, CORTE SUPREMA, LUGAR NUM. 3)
ASSOCIATE JUSTICE, SUPREME COURT, PLACE NO. 4 (UNEXPIRED TERM) (JUEZ ASOCIADO, CORTE SUPREMA, LUGAR NUM. 4) (TERMINO NO EXPIRIDO)
JUDGE, COURT OF CRIMINAL APPEALS, PLACE NO. 1 (JUEZ, CORTE DE APELACIONES CRIMINALES, LUGAR NUM. 1)
JUDGE, COURT OF CRIMINAL APPEALS, PLACE NO. 2 (JUEZ, CORTE DE APELACIONES CRIMINALES, LUGAR NUM. 2)
JUDGE, COURT OF CRIMINAL APPEALS, PLACE NO. 3 (JUEZ, CORTE DE APELACIONES CRIMINALES, LUGAR NUM. 3)
STATE REPRESENTATIVE, DISTRICT NO. 51 (REPRESENTANTE ESTATAL, DISTRITO NUM. 51)
ASSOCIATE JUSTICE, COURT OF CIVIL APPEALS, DISTRICT NO. 13 (JUEZ ASOCIADO DE LA CORTE DE APELACION CIVIL, DISTRITO NUM. 13)
DISTRICT JUDGE, 107TH JUDICIAL DISTRICT (UNEXPIRED TERM) (JUEZ DEL DISTRITO, DISTRITO JUDICIAL NUM. 107) (TERMINO NO EXPIRIDO)
DISTRICT JUDGE, 138TH JUDICIAL DISTRICT (JUEZ DEL DISTRITO, DISTRITO JUDICIAL, NUM. 138)
CRIMINAL DISTRICT ATTORNEY (COUNTY) (PROCURADOR CRIMINAL DEL DISTRITO) (CONDADO)
JUDGE, COUNTY COURT AT-LAW, NO. 2 (UNEXPIRED TERM) (JUEZ DE LA CORTE DE LEY DEL CONDADO NUM. 2) (TERMINO NO EXPIRIDO)
DISTRICT CLERK (UNEXPIRED TERM) (SECRETARIO DEL DISTRITO) (TERMINO NO EXPIRIDO)
SHERIFF (SHERIFE)
COUNTY TAX ASSESSOR COLLECTOR (ASESOR-COLECTOR DE IMPUESTOS DEL CONDADO)
JUSTICE OF THE PEACE, PRECINCT NO. 5 (UNEXPIRED TERM) (JUEZ DE PAC, PRECINCTO NUM. 5) (TERMINO NO EXPIRIDO)

VOTAN DEMOCRATA—JALE LA SEGUNDA PALANCA!

Pre
Quij suena
11/1/80

GENERAL ELECTION
(ELECCION GENERAL)
(CONDADO DE)
CAMERON COUNTY,
TEXAS
NOVEMBER 4, 1980
(4 DE NOVIEMBRE DE 1980)
DEMOCRATIC PARTY
COLUMN 2



PRESIDENT JIMMY CARTER

FACT:

Appointed more Hispanic Federal Judges than all other Presidents combined.

FACT:

Appointed (1) Hon. Judge Filemon Vela (2) Hon. Judge James De Anda (3) Hon. Judge Reynaldo G. Garza to 5th Circuit Court of Appeals.

To Bill Hobby

VOTE NOVEMBER 4th

JIMMY CARTER	
WALTER MONDALE	<input checked="" type="checkbox"/>
E. (Kika) DE LA GARZA	<input checked="" type="checkbox"/>
Buddy TEMPLE	<input checked="" type="checkbox"/>
James E. (Jim) NUGENT	<input checked="" type="checkbox"/>
James P. "Jim" WALLACE	<input checked="" type="checkbox"/>
Sears MCGEE	<input checked="" type="checkbox"/>
Robert M. CAMPBELL	<input checked="" type="checkbox"/>
C. L. RAY	<input checked="" type="checkbox"/>
Marvin O. TEAGUE	<input checked="" type="checkbox"/>
Mike McCORMICK	<input checked="" type="checkbox"/>
Tom DAVIS	<input checked="" type="checkbox"/>
Don LEE	<input checked="" type="checkbox"/>
Gerald T. BISSETT	<input checked="" type="checkbox"/>
Melchor CHAVEZ	<input checked="" type="checkbox"/>
Harry LEWIS	<input checked="" type="checkbox"/>
Rey CANTU	<input checked="" type="checkbox"/>
Menton MURRAY, JR.	<input checked="" type="checkbox"/>
Aurora DE LA GARZA	<input checked="" type="checkbox"/>
Marshall ROUSSEAU	<input checked="" type="checkbox"/>
Hugh H. RILEY, SR.	<input checked="" type="checkbox"/>
Roberto R. MARTINEZ	<input checked="" type="checkbox"/>



JOHN F. KENNEDY

FACT: Appointed first Mexican American Federal Judge—Hon. Reynaldo G. Garza.

*WENTSEN
FROST*

SAN ANTONIO RALLY

12:15 pm

*MAYOR LILA COCKRELL
LT Gov HOBBY*

I'M GLAD TO BE BACK IN SAN ANTONIO.
IN WASHINGTON IT'S HARD TO FORGET YOU.
HENRY B. GONZALES AND CHICK KAZEN WON'T LET US.

+ 46,800

IN THE BEST DEMOCRATIC TRADITION, HENRY B. GONZALES
HAS WORKED TO IMPROVE THE QUALITY OF LIFE IN SAN ANTONIO.
AND WHILE HE HAS DONE MUCH FOR THE BUSINESS OF SAN ANTONIO --
FROM BRINGING IT THE WORLD FAIR IN 1968
TO HELPING KEEP IT CROWDED WITH CONVENTIONS TODAY --
HE HAS DONE EVEN MORE TO BRING DIGNITY TO THE LIVES OF ALL AMERICANS
& TO GAIN EQUALITY OF OPPORTUNITY FOR ALL OUR CITIZENS.

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(=OVER=)

[HE IS LIVING...]

HE IS LIVING PROOF OF THE DISTANCE WE HAVE COME SO FAR.
 A U.S. CONGRESSMAN, HE IS THE SON OF A MEXICAN MAYOR.
 & I UNDERSTAND THAT CONGRESSMAN KAZEN,
 WHO COMES FROM A LEBANESE-AMERICAN FAMILY,
 SPOKE SPANISH BEFORE ENGLISH.

THIS IS AN AREA RICH IN ITS DIVERSITY -- & HISTORY.

COURAGE

IN FACT, ^{THIS} ~~THE~~ HISTORIC SITE WE ARE STANDING IN FRONT OF
 -- THE ALAMO -- WILL SOON SEE NEW ACTION -- REDEVELOPMENT.
 IT WILL BE LINKED TO ANOTHER HISTORIC SITE --
 THE SAN ANTONIO RIVER.

(=NEW CARD=) [WITH A GRANT...]

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GONZALEZ
ABILENE RALLY

OMAR BURRESON 3:35 pm
SEN BENTSEN

I THINK I JUST FOUND OUT WHERE I WENT WRONG. LEON HOBBS 3-7 7/80
IF I'D FOLLOWED CONGRESSMAN ^{CHARLES} STENHOLM'S EXAMPLE +8500
& RAISED COTTON & HOGS INSTEAD OF PEANUTS,
I MIGHT BE RUNNING FOR OFFICE UNOPPOSED TODAY. LIKE HE IS -

I KNOW I'VE COME TO THE RIGHT PART OF TEXAS --
I UNDERSTAND YOU ALL LIKE GEORGIANS UP HERE.
ALBANY, TEXAS WAS NAMED FOR ALBANY, GEORGIA,
& I UNDERSTAND THAT SHACKLEFORD COUNTY TO THE NORTHEAST WAS

NAMED FOR A GEORGIA DOCTOR - CAPT JOHN SHACKLEFORD

(=OVER=)

[GEORGIA WAS THE ONLY... WHO LED

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~~THE ONLY~~ WHO LED
~~ANY STATE SENT~~
VOLUNTEER GA. TROOPS

GOV CLEMENTS
3rd Commandment
& warning it.

~~GEORGIA WAS THE ONLY STATE TO SEND VOLUNTEERS~~
TO HELP TEXAS WIN INDEPENDENCE.
& I KNOW ONE GEORGIAN WHO'S STILL FIGHTING FOR TEXAS.
BUT, THIS TIME I NEED YOUR HELP.

#

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This historic area
being rebuilt & preserved by local
EDA

Lloyd Bentsen
JIM WRIGHT MARTIN J. ROSS 5:15
BILL HOBBY CHARLES STENHOLM
GONZALEZ

FORT WORTH RALLY

WAS THE STARTING POINT OF THE CATTLE
HISTORICALLY, FORT WORTH ~~MAY HAVE BEEN AT THE END OF ONE TRAIL.~~
TODAY, YOU ARE AT THE HEAD OF ANOTHER.

YOU ARE ON THE CUTTING EDGE OF AMERICAN INDUSTRY & BUSINESS.
YOU HAVE ONE OF THE LOWEST RATES OF UNEMPLOYMENT IN THE COUNTRY.
~~I UNDERSTAND YOU CONSIDER YOURSELVES THE GATEWAY TO THE WEST.~~
~~I LIKE TO THINK OF YOU THAT WAY, TOO.~~

(=OVER=)

[HOME TO MAJOR...

LOUIS ZAPATA

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UNEMP 4%
DAL-FW + 294,400
46,000 FW City

HOME TO MAJOR AMERICAN COMPANIES,
YOU ARE ALSO HOME TO THE HOUSE MAJORITY LEADER, JIM WRIGHT.
IN THE GREAT TEXAN TRADITION OF LYNDON JOHNSON & SAM RAYBURN,
JIM WRIGHT HAS BEEN CALLED THE MOST RESPECTED MEMBER OF CONGRESS.
YOU COULD NOT HAVE A FINER REPRESENTATIVE.

MY OWN REPRESENTATIVE WAS HERE LAST MONTH -- ROSALYNN.
UNFORTUNATELY, THE DAY SHE WAS HERE IT RAINED
& THE PICNIC THAT WAS PLANNED FOR OUTDOORS HAD TO BE HELD INSIDE.
BUT THAT'S ALRIGHT.

WE'VE GOT ANOTHER FIELD DAY PLANNED -- NEXT TUESDAY.

#

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11/1/80

SHOULD BE RECOGNIZED:

JOE SAMBITO, PITCHER, HOUSTON ASTROS Western Division Baseball Champs

JOE NIEKRO, PITCHER, HOUSTON ASTROS Western Division Baseball Champs

DAVE CASPER, TIGHTEND, HOUSTON OILERS, National Football League

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