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Last Updated: 09/12/2024

(Elliott/DD)
September 27, 1984
10:00 a.m.

PRESIDENTIAL TAPING: T.V. SPOT FOR CAMPAIGN
THURSDAY, SEPTEMBER 27, 1984

My fellow Americans, I'd like to speak to you for a moment about the choice you'll be asked to make this November 6th -- Election Day. I believe it's the clearest choice in 50 years on what policies we should have, what direction our country should take for your future and America's.

We've made a New Beginning, now we're being asked to choose. Will we go forward with the courage, common sense and new spirit making America strong again -- giving us new opportunities, and offering, I think, the best hope for all -- including those of you still not back on your feet? Or, will we turn back to policies of high taxing and spending that weakened our economy, reduced opportunities, and brought hardship to so many?

America works best when we trust our people -- trust you as responsible individuals and give you opportunity. When we trust your vision, faith, and courage, when you have opportunities to climb higher and reach for the stars, a million dreams can become the golden dream of America.

But we saw that back when we let Government control our future, America got into serious trouble. We saw a strong Nation staggered by no growth, punishing inflation, record interest rates and taxes, rising unemployment, and weakened defenses.

We saw policies with devastating results: families encouraged to break up; bedrock values of work and strength of neighborhoods undermined; crime going up; our children's

achievement in school going down; confidence in ourselves and our future falling.

America wasn't working very well. Yet those in charge gave us excuses, not solutions, and they blamed the people for their mistakes. When I became custodian of this office, I wanted more than anything to help Americans believe in themselves again. So, we embarked on a new path: greater responsibility in Government, greater confidence in America, and greater opportunity for every American.

We've reduced Government spending growth, which had risen to over 17 percent in 1980; we've gone forward with a long-overdue defense rebuilding program. And, we won the first comprehensive tax rate reduction for the people since President John Kennedy's program: a 25-percent cut for everyone who works and earns; tax indexing to keep Government from profiting from inflation at your expense; estate tax reductions for family farms and small businesses; a reduction in the marriage penalty; an increase in the child-care tax credit; higher rates of return for small savers; and new incentives for I.R.A.'s and Keogh contributions.

And, what do you know -- good things are happening. Four years ago, when Washington was calling the plays, all they ever did was punt. Today, people are back in charge and America is scoring touchdowns again. Inflation is down, but growth, jobs, and investment are up; we're reaching toward new frontiers of science, technology, and space; students are doing better in school, preparing for leadership; crime is down; our people are more united; and America is at peace. I wish I could take the

credit, but it doesn't belong to me; it belongs to all of you. We know, many people still need help. But all of us can and will go forward if we remember the one great driving idea for our future -- economic growth. Lowering your tax rates further will mean more jobs, rising take-home pay, and greater opportunities for all. An Opportunity Society for America is our vision and our challenge.

But not my opponent's. His policies would take us off the path of an Opportunity Society, and put us back on the old path of defeatism, decline, and despair. He fought the idea of your receiving any tax cut. Now, to pay for his spending promises, he'd ~~eliminate~~ ^{add} indexing and raise taxes the equivalent of \$1,800 per household. By the way, this would also eliminate growth and bring back inflation. Some fairness. Some opportunity.

His faith has always been in Government. Ours is in people. He sees America wringing her hands. We see America raising her hands. He sees America divided by envy. We see America inspired and uniting for opportunity. We believe in knowing when opportunity knocks. He seems determined to knock opportunity. Haven't we struggled too hard, come too far, to go back to that unhappy past? If we stick together, we'll keep building something new and much better -- a renewed American spirit with a future of shining opportunities our children can cherish forever. Thank you and God bless you.

6816

(Elliott)
September 26, 1984
3:30 p.m.

PRESIDENTIAL TAPING: T.V. SPOT FOR CAMPAIGN
THURSDAY, SEPTEMBER 27, 1984

My fellow Americans, I'd like to speak to you for a moment about the choice you'll be asked to make this November 6 -- Election Day. I believe it's the clearest choice in 50 years on what policies we should have, what direction our country should take for your future and America's.

World Almanac
Book of Facts
1984 - inside
front cover

We've made a New Beginning, now we're being asked to choose. Will we go forward with the courage, common sense and new spirit making America strong again -- giving us new opportunities, and offering, I think, the best hope for all -- including those of you still not back on your feet? Or, will we turn back to policies of high taxing and spending that weakened our economy, reduced opportunities, and brought hardship to so many?

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Econ. Indic.
Aug. 1984
GNP 1980 - .3%
CPI 1980 12.9%
2 1/2 % prime
rate in Dec 1980
Jan 1981 -
record for prime
rates record
in Michael
Espinoza
OMB x 5805
unemp. 1979 5.8
1980 7.1
Econ. Indic.
8/84; p. 12

But we saw that back when we let Government control our future, America got into serious trouble. We saw a strong Nation staggered by no growth, punishing inflation, record interest rates and taxes, rising unemployment, and weakened defenses.

We saw policies with devastating results: families encouraged to break up; bedrock values of work and strength of neighborhoods undermined; crime going up; our children's

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x 3120

CRIME ↑

achievement in school going down; confidence in ourselves and our future falling.

America wasn't working very well. Yet those in charge wouldn't admit they had robbed us of opportunity. Instead, they blamed the people and stirred up envy and resentment.

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Malaysia
Entire front
GAP 15 - Pres
D. J. 15, 1979

REAGAN by
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comp. 1982

Govt. spending
note by 17, 400
1980 - Budget
FY'85, p. 11-

1st comp.
tax reduce
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Michael V
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Roosevelt Tax
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JFK see:
Warren Brook
The Economy
1982, p. 56

ALMAVAC
1981, pp 192-
94

refers to
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CFI - 1980 12
AUG 1 1981 412
P. 24
GNP 1980 - .3
1984 13.6

P. 3
#Emp 1981 99,951
8/84 105,000
P. 11

see National
Economic
Club - 12/1/84

SAT scores
up 4 points
per Fitzgerald
release

better in school, preparing for leadership; crime is down; our people are more united; and America is at peace. Uniform Crime Reports

Yet, many people still need help, still need jobs, still need hope. All of us can and will go forward if we remember the one great driving idea for our future, economic growth. Lowering your tax rates will mean more jobs, rising take-home pay, and greater opportunities for all. An American Opportunity Society is our vision and our challenge. \$543,000
unemployment
ECON. - 11-13
Aug 11, 1980

But not my opponent's. His policies would take us off the path of an Opportunity Society, and put us back on the old path of defeatism, decline, and despair. He fought the idea of your receiving any tax cut. Now, to pay for his spending promises, he'd ~~eliminate~~ attack indexing and raise taxes the equivalent of \$1,800 per household. which By the way, this would also eliminate growth and bring back inflation. Some fairness. Some opportunity. Walter Mondale
Vital Speeches
Sept. 15, 1980

Mondale
Ferraro
Press release
Sept. 10, 1984

His faith has always been in Government. Ours is in people. He sees America wringing her hands. We see America raising her hands. He sees America divided by envy. We see America inspired and united by opportunity. We believe in knowing when opportunity knocks. He seems determined to knock opportunity. Haven't we struggled too hard, come too far, to see our progress lost by returning to that unhappy past? If we stick together, we can build something new and much better -- a renewed American spirit with a future of opportunities that our children will cherish forever. Thank you and God bless you.

Mondale
Ferraro
Speech - Labor
Day weekend

4 min. 28 sec.
(slower pace)

RR's

(Elliott/DD)
September 27, 1984
10:00 a.m.

KW

PRESIDENTIAL TAPING: T.V. SPOT FOR CAMPAIGN
THURSDAY, SEPTEMBER 27, 1984

My fellow Americans, I'd like to speak to you for a moment about the choice you'll be asked to make this November 6th -- Election Day. I believe it's the clearest choice in 50 years on what policies we should have, what direction our country should take for your future and America's.

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credit, but it doesn't belong to me; it belongs to all of you. We know, many people still need help. But all of us can and will go forward if we remember the one great driving idea for our future -- economic growth. Lowering your tax rates further will mean more jobs, rising take-home pay, and greater opportunities for all. An Opportunity Society for America is our vision and our challenge.

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KW

(Elliott/DD)
September 26, 1984
5:00 p.m. *KE*

PRESIDENTIAL TAPING: T.V. SPOT FOR CAMPAIGN
THURSDAY, SEPTEMBER 27, 1984

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(Elliott)
September 26, 1984
11:00 a.m.

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PRESIDENTIAL TAPING: T.V. SPOT FOR CAMPAIGN
THURSDAY, SEPTEMBER 27, 1984

My fellow Americans, I'd like to speak to you for a moment about the choice you'll be asked to make this November 6 -- Election Day. I believe it's the clearest choice in 50 years on what kind of policies we should have, and what direction our country should take -- for your future and America's.

We've made a New Beginning, and now we're being asked to choose. Will we keep going forward with the courage, common sense, and new spirit that are making America strong again -- giving us new opportunities, and offering, I think, the best hope for all of you who are still not back on your feet? Or, will we turn back to policies of high taxing and spending that weakened our economy, reduced opportunities, and brought hardship to so many?

All my years in this great land have convinced me America works best when we trust our people -- trust you as responsible adults and give you opportunity. When we trust your vision, faith, judgement, and courage, when you have opportunity to climb higher -- and reach life's prizes -- seeds of progress are planted, and a million dreams grow into the golden dream of America.

Now, we saw pretty convincing proof in the recent past that, when we let Government take control of our future, America got into serious trouble. We saw a once strong Nation staggered by

no growth, punishing inflation, record interest rates and taxes, rising unemployment, and weakened defenses.

We saw policies encouraging families to break up; bedrock values of work and strength of neighborhoods undermined; crime in our streets going up; our children's achievement and test scores in school going down.

America wasn't working very well. Yet those in charge wouldn't admit they had robbed us of opportunity. Instead, they blamed the people and stirred up envy and resentment among us.

When I became custodian of this office, I wanted more than anything to help Americans believe in themselves again. So, we embarked on a new path: greater responsibility in Government, and greater opportunity for every American.

We've reduced Government spending growth, which had risen to over 17 percent in 1980 alone; we've gone forward with a long-overdue defense rebuilding program. And, we fought for the first comprehensive tax rate reduction since the Kennedy Administration: a 25-percent tax rate cut for everyone who works and earns; tax indexing to keep Government from profiting from inflation at your expense; family farm and small business estate tax reductions; a reduction in the marriage penalty; an increase in the child-care tax credit; higher rates of return for small savers; and new incentives for I.R.A.'s and Keogh contributions.

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Yet, many people still need help, still need jobs, still need hope. All of us can and will go forward if we remember the one great driving idea for our future -- economic growth -- lowering your tax rates will mean more jobs, rising take-home pay, and greater opportunities for all. An American Opportunity Society is our vision and our challenge.

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His faith has always been in Government. Ours is in people. He sees America wringing her hands. We see America raising her hands. He sees America divided by envy, each of us challenging our neighbor's success. We see an America inspired by opportunity, all of us challenging the best in ourselves. We believe in knowing when opportunity knocks. He goes out of his way to knock opportunity. I believe we've struggled too hard, come too far, to see our progress ruined by returning to that unhappy past. If we stick together, we can build something new

and much better -- a future of opportunities that our children will cherish forever. Thank you and God bless you.

KW

(Elliott)
September 25, 1984
7:00 p.m. - DD

PRESIDENTIAL TAPING: T.V. SPOT FOR CAMPAIGN
THURSDAY, SEPTEMBER 27, 1984

My fellow Americans, I'd like to speak to you for a few moments about the choice you'll be asked to make this November 6 -- Election Day, 1984. I believe this election offers the clearest choice in 50 years on what kind of policies we should have, and what direction our country should take -- for your future and America's.

We've made a New Beginning, and now we're being asked to choose. Will we keep going forward with the courage, sense, and new spirit that are making America strong again -- giving us new opportunities, and offering, I think, the best hope for all of you who are still not back on your feet? Or, will we turn back to policies of high taxing and spending that weakened our economy, reduced opportunities, and brought hardship to so many?

All my years in this great land have convinced me that America works best when we trust our people -- trust you as responsible adults and give you opportunity. When we trust your vision, faith, judgement, and courage, when we enable you to earn more and keep more of what you earn -- that's when seeds of progress are planted, and a million dreams grow into the golden dream of America.

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America wasn't working very well. Yet those in charge wouldn't admit they had robbed us of opportunity. Instead, they blamed the people and stirred up envy and resentment among us.

When I became custodian of this office, I wanted more than anything to help Americans believe in themselves again. So, we asked the people to embark on a new path of greater common sense in Government, and greater opportunity for every American.

We've reduced Government spending growth, which had risen to over 17 percent in 1980 alone; we've gone forward with a long-overdue defense rebuilding program. And, we fought for the first comprehensive tax rate reduction since the Kennedy Administration: a 25-percent tax rate cut for everyone who works and earns; tax indexing to keep Government from profiting from inflation at your expense; family farm and small business estate tax reductions; a reduction in the marriage penalty; an increase in the child-care tax credit; higher rates of return for small savers; and new incentives for I.R.A.'s and Keogh contributions.

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