The original documents are located in Box D20, folder “Wisconsin Republican Finance Committee Diner, Milwaukee, WI, June 18, 1966” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.

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Ladies and gentlemen,

I come before you tonight with a program that is calculated to win every vote in the country, a program which is made up of thoroughly unattainable objectives.

If the goals in this program are enacted into law by the Congress, every man in America will live in a split level house on a country estate, there will be two cars in every garage, T-bone steaks--prime, naturally--sizzling on the patio every night, rock and roll music for every teenager in the country from dawn to midnight, and free ear plugs for every adult. In short, we will have all the goodies Mao Tse-tung promised the peasants during the Great Leap Forward.

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What nobler statement can be made than that of the Democrats two years ago when they said: "We are slowly but surely approaching the point where effective international (MORE)
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In 1964 the Democrats were interested in economy and in using wisely every dollar of the taxpayer's money—or so they said.

We Republicans herewith renew our continuing pledge to treat every dollar of tax money as though it were our own. If we were presently in power, we could borrow the words of the Democrats who promised in 1964 to "continue a frugal government, getting a dollar's value for a dollar spent."

Of course, the war on poverty as conceived by LBJ, Sargent Shriver, and Adam Clayton Powell had not been launched at that time, and the Democratic Platform writers of two years ago had no idea that $1.75 billion would be spent so economically in the war on poverty that there would be very little to show for it.

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Prices...we have to say something in the Republican program about keeping prices in line. Let's see now...how did the Democrats phrase their platform promise in 1964? Here it is: "Our enviable record of price stability must be maintained. Stability is essential to protect our citizens--particularly the retired and handicapped--from the ravages of inflation."

What a shame that the 1957-59 dollar now is worth only 86 cents! The Democrats sure are going to have a hard time convincing the old folks that they're being protected from the ravages of inflation. I guess they'll just have to promise them another Social Security increase. Oh yes, Lyndon's already done that, hasn't he?
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(MORE)
His principal conclusion was that by 1975, if all of the goals were pursued simultaneously, their cost that year would be $150 billion more than the estimated gross national product of approximately one trillion dollars. That's what I said—a trillion dollars.

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LADIES AND GENTLEMEN,

I COME BEFORE YOU TONIGHT WITH A PROGRAM THAT IS CALCULATED TO WIN EVERY VOTE IN THE COUNTRY, A PROGRAM WHICH IS MADE UP OF THOROUGHLY UNATTAINABLE OBJECTIVES.

IF THE GOALS IN THIS PROGRAM ARE ENACTED INTO LAW BY THE CONGRESS, EVERY MAN IN AMERICA WILL LIVE IN A SPLIT LEVEL HOUSE ON A COUNTRY ESTATE, THERE WILL BE TWO CARS IN EVERY GARAGE, T-BONE STEAKS--PRIME, NATURALLY--SIZZLING ON THE PATIO EVERY NIGHT, ROCK-AND-ROLL MUSIC FOR EVERY TEENAGER IN THE COUNTRY FROM DAWN TO MIDNIGHT, AND FREE EAR PLUGS FOR EVERY ADULT. IN SHORT, WE WILL HAVE ALL THE GOODIES MAO TSE-TUNG PROMISED THE PEASANTS DURING THE GREAT LEAP FORWARD.
THIS IS A PROGRAM BASED ON THE DEMOCRATS' VICTORY FORMULA THAT SAYS THERE IS NO POLITICAL SUBSTITUTE FOR SOMETHING FOR NOTHING, EVEN THOUGH THE PEOPLE NEVER GET IT. 

Tonight I HAVE PUT THIS NEW PROGRAM TOGETHER FROM THE DEMOCRATS' 1964 PLATFORM, WHICH THEY NATURALLY REJECTED RIGHT AFTER THEY WERE ELECTED.

MANY OF THESE DEMOCRATIC PLATFORM PLANKS NEED NO COMMENTARY, BUT WHERE IT BETTER SERVES THE INTERESTS OF THE REPUBLICAN PARTY TO DO A BIT OF EMBELLISHING, YOU CAN BE CERTAIN I'LL DO JUST THAT.

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(GO INTO MAIN TEXT OF SPEECH)
AND ALL THE REPUBLICANS HAVE TO OFFER IS A SOUND DOLLAR!

and for eight years under Eisenhower + Nixon we did have level prices, no inflation.

WHAT ABOUT THE FARMER? WE REPUBLICANS ARE DEDICATED TO "THE GOALS OF HIGHER INCOMES TO THE FARM AND RANCH, PARTICULARLY THE FAMILY-SIZED FARM, LOWER PRICES FOR THE CONSUMER, AND LOWER COSTS TO THE GOVERNMENT."

THE DEMOCRATS USED THOSE WORDS IN 1964, BUT THAT'S ALL RIGHT. OF COURSE, IT SO HAPPENS THAT, ON THE FARM, FARM PRICES ARE SIX PER CENT LOWER NOW THAN THEY WERE IN 1951. AT THE SAME TIME THE IRRATE HOUSEWIFE PAYS 16 PER CENT MORE AT THE SUPERMARKET. SO TO APPEASE HOUSEWIVES ANGERED BY HIGH FOOD PRICES, THE DEMOCRATS BEAT DOWN PRICES RECEIVED BY THE FARMER. AND TO LOWER COSTS TO THE GOVERNMENT, THE DEMOCRATS SUBSTITUTED MARGARINE FOR BUTTER IN ALL THE FOOD
WELFARE PROGRAMS AND THE MENUS OF THE ARMY, MARINES AND AIR FORCE.

AFTER DUMPING COMMODITY CREDIT CORPORATION GRAIN ON THE MARKET TO FORCE DOWN GRAIN PRICES, THE GOVERNMENT NOW IS BUTTERING UP THE WHEAT FARMER BY ANNOUNCING A 15 PER CENT INCREASE IN WHEAT ACREAGE ALLOTMENTS. BUT IF THE FARMER IS CONFUSED, ALL HE HAS TO DO IS GO BACK AND READ THE 1964 DEMOCRATIC PLATFORM AND THAT WILL STRAIGHTEN HIM OUT.

NOW, LET'S BE FAIR ABOUT THIS. THERE ARE SOME DEMOCRATS WHO ARE WORRIED ABOUT WHERE THEIR LEADER IS TAKING THEM, WHETHER THE GREAT SOCIETY IS A GOOD SOCIETY, AND WHO IS GOING TO PAY THE BILLS.
IT WAS A DEMOCRAT--THE SENATE MAJORITY LEADER, NO LESS--WHO SAID LAST FALL UPON ADJOURNMENT OF CONGRESS THAT IN '66 CONGRESS SHOULD "SPEND LESS TIME ON NEW LEGISLATION AND MORE TIME CORRECTING OVERSIGHTS IN LEGISLATION WE HAVE JUST PASSED."

AND "HONEST MIKE" MANSFIELD CONTINUED: "WE HAVE PASSED A LOT OF MAJOR BILLS AT THIS SESSION, SOME OF THEM VERY HASTILY, AND THEY STAND IN EXTREME NEED OF A GOING-OVER FOR LOOHOLES, ROUGH CORNERS, AND PARTICULARLY FOR AN ASSESSMENT OF CURRENT AND ULTIMATE COST IN THE FRAMEWORK OF OUR CAPACITY TO MEET IT."

HAVE THE DEMOCRATS IN THE 89TH CONGRESS DONE WHAT MIKE MANSFIELD PROMISED? SINCE THERE ARE LADIES PRESENT, I'LL ANSWER THAT QUESTION WITH JUST ONE WORD INSTEAD OF TWO---NO!
MY COLLEAGUES IN THE HOUSE HAVE HAMMERED AWAY AT THE DEMOCRATS TO GET THEM TO IMPROVE ON SOME OF LYNDON’S LULUS, LIKE THE POVERTY PROGRAM I JUST GOT THROUGH TALKING ABOUT, BUT WE JUST DON’T HAVE THE TROOPS RIGHT NOW TO MAKE IT STICK. HOW ABOUT GIVING US SOME HELP IN NOVEMBER?

HONEST MIKE MANSFIELD WAS WORRIED ABOUT THE PRICE TAG ON GREAT SOCIETY LEGISLATION. ONE OF THE DIRECTORS OF THE NATIONAL PLANNING ASSOCIATION HAS COME UP WITH THE ANSWER AFTER A TWO-YEAR STUDY OF 16 PROPOSED GREAT SOCIETY GOALS AND THEIR COST IN 1962 DOLLARS.

HIS PRINCIPAL CONCLUSION WAS THAT BY 1975, IF ALL OF THE GOALS WERE PURSUED SIMULTANEOUSLY, THEIR COST THAT YEAR WOULD BE $150 BILLION MORE THAN THE ESTIMATED GROSS NATIONAL PRODUCT OF APPROXIMATELY ONE TRILLION DOLLARS.
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THANK YOU

END OF SPEECH
SPEECH BY HOUSE MINORITY LEADER GERALD R. FORD, R-MICHIGAN

DEMOCRATIC FALLIES AND PALLACIES

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The Democrats pledged prosperity in 1964 and in doing so stressed the importance of "low interest rates."

That was before Lyndon Johnson hit on the idea of pooling government loans and selling $5,000 shares in them to big-wheel operators who will get juicy returns from the government for the use of their money.

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SPEECH EXCERPTS

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SPEECH EXCERPTS

We Republicans herewith renew our continuing pledge to treat every dollar of tax money as though it were our own. If we were presently in power, we could use the words the Democrats have forgotten when they promised in 1964 to "continue a frugal government, getting a dollar's value for a dollar spent."

Of course, the war on poverty as developed by Lyndon Johnson, Sargent Shriver and Adam Clayton Powell had not been conceived at that time, and the Democratic Platform writers of nearly two years ago had no idea that $1.75 billion would be spent so economically on the War on Poverty that there would be very little to show for it.

We Republicans would like to take over the job of fighting poverty, since the Democratic warriors obviously are bobbling it and falling far short of their pledge to use the taxpayers' dollars wisely.

We promise, if elected, to launch an Opportunity Crusade that will cost the federal government hundreds of millions of dollars less but accomplish far more.

We promise, if elected, to enter into an anti-poverty war alliance with the states and private enterprise that will muster more than an additional half billion dollars annually for the assault on poverty while costing the taxpayers far less.

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What about prices? How did the Democrats phrase their price stability pledge in 1964? They said: "Our enviable record of price stability must be maintained. Stability is essential to protect our citizens--particularly the retired and handicapped--from the ravages of inflation."

What a shame that the 1957-59 dollar now is worth only about 86 cents! The Democrats are going to have a hard time convincing the old folks that they're being protected from the ravages of inflation.

* * *

The Democrats in 1964 said they were dedicated to "the goals of higher incomes to the farm and ranch, particularly the family-sized farm, lower prices for the consumer, and lower costs to the government." That sounds a little ridiculous now, doesn't it?

It so happens that prices on the farm are six per cent lower than they were in 1951. And the prices paid by the irate housewife are 16 per cent higher at the supermarket.

What have the Democrats done to achieve their 1964 Platform goals?

To appease the housewife angered by high retail food prices, the Democrats beat down farm prices. And to lower costs to the government, the Democrats substituted margarine for butter in all the food welfare programs and the menus of the Army, Marines and Air Force.

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