The original documents are located in Box 39, “10/13/76 - Remarks at the Garden State Plaza Shopping Mall, Paramus, NJ” of the President’s Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.

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LET ME THANK ALL OF YOU FOR COMING HERE TODAY.

THOSE PEOPLE WHO SAY AMERICANS AREN'T INTERESTED IN THIS ELECTION SHOULD BE HERE NOW. THEY WOULD SEE THAT IN PARAMUS -- YOU AND YOUR NEIGHBORS CARE WHAT HAPPENS ON NOVEMBER 2nd.
YOU CARE BECAUSE YOU KNOW WHAT IS AT STAKE IN THIS ELECTION. DESPITE THE WAY MY OPPONENT TRIES TO HEDGE HIS POSITIONS -- DESPITE HIS ATTEMPTS TO TAKE BOTH SIDES OF EVERY ISSUE -- THERE IS A CLEAR CHOICE FOR YOU TO MAKE.

THE CHOICE IS THIS -- DO YOU WANT THE FEDERAL GOVERNMENT TO SPEND MORE AND MORE OF YOUR MONEY IN THE NEXT FOUR YEARS?
DO YOU WANT MORE FEDERAL PROGRAMS, MORE INTERFERENCE IN YOUR BUSINESSES AND PRIVATE LIVES? I DON'T THINK YOU DO.

I THINK AMERICANS HAVE HAD ENOUGH OF THE OVERTAXING, OVERSPENDING STYLE OF POLITICS.

AMERICANS HAVE HAD ENOUGH OF DOUBLETALK AND DOUBTFUL PROMISES. AMERICANS WANT A GOVERNMENT THAT WILL PROMISE ONLY WHAT IT CAN DELIVER AND WILL DELIVER EVERYTHING IT PROMISES.
YOU HAVE HEARD MY OPPONENT’S FUZZY RHETORIC.

YOU HAVE HEARD HIM SAY HE WANTS TO BALANCE THE BUDGET --

AND THEN TURN AROUND AND SAY HE FAVORS ONE OR TWO HUNDRED BILLION DOLLARS IN NEW PROGRAMS.

YOU HAVE HEARD HIM SAY HE WANTS BUSINESSMEN TO PAY A BIGGER SHARE -- AND THEN SIT DOWN WITH THEM AND TELL THEM NOT TO WORRY ABOUT IT.

I WORRY ABOUT IT -- AND I KNOW A LOT OF YOU ARE WORRIED ABOUT IT TOO.
THE PEOPLE OF NEW JERSEY KNOW JUST HOW RISKY IT IS WHEN A CANDIDATE SAYS ONE THING ON THE CAMPAIGN TRAIL -- AND THEN DOES SOMETHING ELSE IN OFFICE. YOU HAVE BEEN BURNED BEFORE.

YOU HAVE LEARNED WHAT IT'S LIKE WHEN A CANDIDATE FACES THE VOTERS WITH A SMILE -- AND THEN TURNS HIS BACK ON THEM LATER. YOU LEARN IT AGAIN WITH EVERY DOLLAR YOU PAY FOR YOUR STATE INCOME TAX.
THERE IS AN ALTERNATIVE TO THAT KIND OF ACROBATICS.

YOU KNOW WHERE I STAND.

I STAND FOR THE LITTLE TAX PAYER — NOT THE BIG TAX SPENDER.

—

THAT IS WHY I PROPOSED INCREASING YOUR PERSONAL EXEMPTION

BY ONE-THIRD — FROM 750 DOLLARS TO 1,000 DOLLARS.

I STAND FOR A GOVERNMENT THAT IS STRONG, STABLE AND SECURE.
I stand for a government that doesn't get in the way of the American people -- but that lets them get on with the job.

All Americans can see just how far America has come in the last two years. When I became President, America was troubled. America has made...
IN TWO SHORT YEARS, WE HAVE VASTLY INCREASED THE NUMBER OF AMERICANS WHO ARE WORKING -- THIS YEAR WE HAVE HAD MORE AMERICANS WORKING THAN EVER BEFORE IN OUR HISTORY.

IN TWO SHORT YEARS, WE HAVE CUT INFLATION IN HALF.
IN TWO SHORT YEARS, WE HAVE RESTORED AMERICA'S TRUST IN THE WHITE HOUSE -- AND AMERICA'S PRIDE IN ITSELF.
TODAY, AMERICA IS AT PEACE. NOT A SINGLE YOUNG
AMERICAN IS FIGHTING AND DYING ON ANY FOREIGN BATTLEFIELD

TODAY -- AND I INTEND TO KEEP IT THAT WAY.

WE ARE AT PEACE BECAUSE WE ARE STRONG -- AND OUR
ALLIES AND ADVERSARIES KNOW IT. LET'S KEEP AMERICA
STRONG.
MY OPPONENT THINKS IT WOULD BE A GOOD IDEA TO CUT BILLIONS FROM OUR DEFENSE BUDGET. HE HAS SAID SO MANY TIMES. I THINK IT WOULD BE A VERY BAD IDEA -- AND A DANGEROUS IDEA AS WELL.

WHAT WE SAVE IN DOLLARS TODAY WE MIGHT HAVE TO MAKE UP IN AMERICAN LIVES TOMORROW -- AND THAT WOULD BE NO BARGAIN. THE NEXT FOUR YEARS ARE GOING TO PRESENT NEW CHALLENGES TO THIS COUNTRY.
THEY WILL DEMAND A PERSON WITH A STEADY HAND WITH BROAD EXPERIENCE IN NATIONAL AND INTERNATIONAL AFFAIRS -- SOMEONE WHO KNOWS HOW TO DEAL WITH THE CONGRESS -- WHO KNOWS HOW TO HANDLE OUR ADVERSARIES -- AND WHO KNOWS HOW TO GET THE JOB DONE.

MY OPPONENT KEEPS TALKING ABOUT COMPASSION AND LOVE AND TRUST. WE ALL KNOW THE VALUE OF THOSE QUALITIES. BUT A PRESIDENT OF THE UNITED STATES HAS TO BE A LOT TOUGHER AND A LOT MORE SPECIFIC.
JUST WHAT DOES MY OPPONENT THINK COMPASSION MEANS?

LET HIM ASK AN OLDER PERSON ON SOCIAL SECURITY -- LET HIM
ASK A TAXPAYER TRYING TO FEED HIS FAMILY AND EDUCATE HIS
CHILDREN -- THEY WILL TELL HIM COMPASSION MEANS HOLDING
DOWN FEDERAL SPENDING SO AMERICANS AREN'T HIT WITH HIGHER
TAXES AND HIGHER INFLATION.
JUST HOW FAR DOES MY OPPONENT THINK A POLICY OF LOVE ALONE WILL GET US IN THE TOUGH TOP LEVELS OF WORLD DIPLOMACY?

I HAVE SAT AT THE NEGOTIATING TABLE AND I KNOW -- THOSE PEOPLE AREN'T PLAYING FOR PEANUTS.

WE HAVE HEARD A GREAT DEAL ABOUT TRUST IN THIS CAMPAIGN BUT IT IS NOT ENOUGH FOR ANYONE TO SAY "TRUST ME."

TRUST MUST BE EARNED.

TRUST IS NOT HAVING TO GUESS WHAT A CANDIDATE MEANS.
Trust is leveling with the people before the election about what you're going to do after the election.

Trust is not being all things to all people, but being the same thing to all people.

Trust is saying what you mean and meaning what you say.

In two years as president, I have earned the trust of the American people. Now I need your help and I need your vote so we can finish the job we have begun together.
WE CAN TURN ASIDE FROM THE TIRED OLD POLICIES OF
OVERTAXING AND OVERTAXING ON NOVEMBER 2nd, YOUR
VOTE FOR ME CAN HELP KEEP AMERICA ON A SOUND AND STEADY
COURSE FOR AN EVEN GREATER FUTURE.

I PROMISE YOU, I WON'T LET YOU DOWN.
THANK YOU VERY MUCH.

END OF TEXT