

**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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54  
• THANK YOU, SENATOR CASE

2:30 p.m.

• DISTINGUISHED GUESTS

• LADIES AND GENTLEMEN

THE PRESIDENT HAS SEEN....

PRESIDENT'S REMARKS AT GARDEN STATE PLAZA

SHOPPING MALL,

PARAMUS, NEW JERSEY, WEDNESDAY, OCT. 13, 1976

-|-

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.

*political*

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.

*The Middle income tax  
ranges - about change*

~~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 OVERSPENDING•

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