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George Bush for President

EMBARGOED UNTIL DELIVERY
Thursday, August 18, 1988

CONTACT: 504/762-1820

EXCERPTS OF REMARKS FOR
VICE PRESIDENT GEORGE BUSH
REPUBLICAN NATIONAL CONVENTION
NEW ORLEANS, LOUISIANA
THURSDAY, AUGUST 18, 1988

Thank you. Thank you very much.

I have many friends to thank tonight. I thank the voters who supported me. I thank the gallant men who entered the contest for the presidency this year, and who have honored me with their support. And, for their kind and stirring words, I thank Governor Tom Kean of New Jersey -- Senator Phil Gramm of Texas -- President Gerald Ford -- and my friend, President Ronald Reagan.

I accept your nomination for President. I mean to run hard, to fight hard, to stand on the issues -- and I mean to win.

There are a lot of great stories in politics about the underdog winning -- and this is going to be one of them.

And we're going to win with the help of Senator Dan Quayle of Indiana -- a young leader who has become a forceful voice in preparing America's workers for the labor force of the future. Born in the middle of the century, in the middle of America, and holding the promise of the future -- I'm proud to have Dan Quayle at my side.

Many of you have asked, "When will this campaign really begin?" I have come to this hall to tell you, and to tell America: Tonight is the night.

For seven and a half years I have helped a President conduct the most difficult job on earth. Ronald Reagan asked for, and received, my candor. He never asked for, but he did receive, my loyalty. Those of you who saw the President's speech this week, and listened to the simple truth of his words, will understand my loyalty all these years.

But now you must see me for what I am: The Republican candidate for President of the United States. And now I turn to the American people to share my hopes and intentions, and why -- and where -- I wish to lead.

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And so tonight is for big things. But I'll try to be fair to the other side. I'll try to hold my charisma in check. I reject the temptation to engage in personal references. My approach this evening is, as Sergeant Joe Friday used to say, "Just the facts, ma'am."

After all, the facts are on our side.

I seek the presidency for a single purpose, a purpose that has motivated millions of Americans across the years and the ocean voyages. I seek the presidency to build a better America. It is that simple -- and that big.

I am a man who sees life in terms of missions -- missions defined and missions completed. When I was a torpedo bomber pilot they defined the mission for us. Before we took off we all understood that no matter what, you try to reach the target. There have been other missions for me -- Congress, China, the CIA. But I am here tonight -- and I am your candidate -- because the most important work of my life is to complete the mission we started in 1980. How do we complete it? We build on it.

The stakes are high this year and the choice is crucial, for the differences between the two candidates are as deep and wide as they have ever been in our long history.

Not only two very different men, but two very different ideas of the future will be voted on this election day.

What it all comes down to is this:

My opponent's view of the world sees a long slow decline for our country, an inevitable fall mandated by impersonal historical forces.

But America is not in decline. America is a rising nation.

He sees America as another pleasant country on the U.N. roll call, somewhere between Albania and Zimbabwe. I see America as the leader -- a unique nation with a special role in the world.

This has been called the American Century, because in it we were the dominant force for good in the world. We saved Europe, cured polio, we went to the moon, and lit the world with our culture. Now we are on the verge of a new century, and what country's name will it bear? I say it will be another American century.

Our work is not done -- our force is not spent.

There are those who say there isn't much of a difference this year. But America, don't let 'em fool ya.

Two parties this year ask for your support. Both will speak of growth and peace. But only one has proved it can deliver. Two parties this year ask for your trust, but only one has earned it.

Eight years ago I stood here with Ronald Reagan and we promised, together, to break with the past and return America to her greatness. Eight years later look at what the American people have produced: the highest level of economic growth in our entire history -- and the lowest level of world tensions in more than fifty years.

Some say this isn't an election about ideology, it's an election about competence. Well, it's nice of them to want to play on our field. But this election isn't only about competence, for competence is a narrow ideal. Competence makes the trains run on time but doesn't know where they're going. Competence is the creed of the technocrat who makes sure the gears mesh but doesn't for a second understand the magic of the machine.

The truth is, this election is about the beliefs we share, the values we honor, the principles we hold dear.

But since someone brought up competence....

Consider the size of our triumph: A record high percentage of Americans with jobs, a record high rate of new businesses -- a record high rate of real personal income.

These are facts. And one way you know our opponents know the facts is that to attack the record they have to misrepresent it. They call it a swiss cheese economy. Well, that's the way it may look to the three blind mice. But when they were in charge it was all holes and no cheese.

Inflation was 12 percent when we came in. We got it down to four. Interest rates were more than 21. We cut them in half. Unemployment was up and climbing, now it's the lowest in 14 years.

My friends, eight years ago this economy was flat on its back -- intensive care. We came in and gave it emergency treatment: Got the temperature down by lowering regulation, got the blood pressure down when we lowered taxes. Pretty soon the patient was up, back on his feet, and stronger than ever.

And now who do we hear knocking on the door but the doctors who made him sick. And they're telling us to put them in charge of the case again. My friends, they're lucky we don't hit them with a malpractice suit!

We've created seventeen million new jobs in the past five

years -- more than twice as many as Europe and Japan combined. And they're good jobs. The majority of them created in the past six years paid an average of more than \$22,000 a year. Someone better take 'a message to Michael': Tell him we've been creating good jobs at good wages. The fact is, they talk -- we deliver. They promise -- we perform.

There are millions of young Americans in their 20's who barely remember the days of gas lines and unemployment lines. Now they're marrying and starting careers. To those young people I say, "You have the opportunity you deserve -- and I'm not going to let them take it away from you."

The leaders of the expansion have been the women of America -- who helped create the new jobs, and filled two out of every three of them. To the women of America I say "You know better than anyone that equality begins with economic empowerment. You're gaining economic power -- and I'm not going to let them take it away from you."

There are millions of older Americans who were brutalized by inflation. We arrested it -- and we're not going to let it out on furlough. We're going to keep the social security trust fund sound, and out of reach of the big spenders. To America's elderly I say, "Once again you have the security that is your right -- and I'm not going to let them take it away from you."

I know the liberal democrats are worried about the economy. They're worried it's going to remain strong. And they're right, it is. With the right leadership.

But let's be frank. Things aren't perfect in this country. There are people who haven't tasted the fruits of the expansion. I've talked to farmers about the bills they can't pay. I've been to the factories that feel the strain of change. I've seen the urban children who play amidst the shattered glass and shattered lives. And there are the homeless. And you know, it doesn't do any good to debate endlessly which policy mistake of the '70's is responsible. They're there. We have to help them.

But what we must remember if we are to be responsible -- and compassionate -- is that economic growth is the key to our endeavors.

I want growth that stays, that broadens, and that touches, finally, all Americans, from the hollows of Kentucky to the sunlit streets of Denver, from the suburbs of Chicago to the broad avenues of New York, from the oil fields of Oklahoma to the farms of the great plains.

Can we do it? Of course we can. We know how. We've done it. If we continue to grow at our current rate, we will be able to produce 30 million jobs in the next eight years. We will do

it -- by maintaining our commitment to free and fair trade, by keeping government spending down, and by keeping taxes down.

Our economic life is not the only test of our success. One issue overwhelms all the others, and that is the issue of peace.

Look at the world on this bright August night. The spirit of democracy is sweeping the Pacific rim. China feels the winds of change. New democracies assert themselves in South America. One by one the unfree places fall, not to the force of arms but to the force of an idea: freedom works.

We have a new relationship with the Soviet Union. The INF treaty -- the beginning of the Soviet withdrawal from Afghanistan -- the beginning of the end of the Soviet proxy war in Angola, and with it the independence of Namibia. Iran and Iraq move toward peace.

It is a watershed.

It is no accident.

It happened when we acted on the ancient knowledge that strength and clarity lead to peace -- weakness and ambivalence lead to war. Weakness tempts aggressors. Strength stops them. I will not allow this country to be made weak again.

The tremors in the Soviet world continue. The hard earth here has not yet settled. Perhaps what is happening will change our world forever. Perhaps not. A prudent skepticism is in order. And so is hope. Either way, we're in an unprecedented position to change the nature of our relationship. Not by preemptive concession -- but by keeping our strength. Not by yielding up defense systems with nothing won in return -- but by hard cool engagement in the tug and pull of diplomacy.

My life has been lived in the shadow of war -- I almost lost my life in one.

I hate war.

I love peace.

We have peace.

And I am not going to let anyone take it away from us.

Our economy is strong but not invulnerable, and the peace is broad but can be broken. And now we must decide. We will surely have change this year, but will it be change that moves us forward? Or change that risks retreat?

In 1940, when I was barely more than a boy, Franklin Roosevelt said we shouldn't change horses in midstream.

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My friends, these days the world moves even more quickly, and now, after two great terms, a switch will be made. But when you have to change horses in midstream, doesn't it make sense to switch to the one who's going the same way?

An election that is about ideas and values is also about philosophy. And I have one.

At the bright center is the individual. And radiating out from him or her is the family, the essential unit of closeness and of love. For it is the family that communicates to our children -- to the 21st century -- our culture, our religious faith, our traditions and history.

From the individual to the family to the community, and on out to the town, to the church and school, and, still echoing out, to the county, the state, the nation -- each doing only what it does well, and no more. And I believe that power must always be kept close to the individual -- close to the hands that raise the family and run the home.

I am guided by certain traditions. One is that there is a God and He is good, and His love, while free, has a self imposed cost: We must be good to one another.

I believe in another tradition that is, by now, imbedded in the national soul. It is that learning is good in and of itself. The mothers of the Jewish ghettos of the east would pour honey on a book so the children would know that learning is sweet. And the parents who settled hungry Kansas would take their children in from the fields when a teacher came. That is our history.

And there is another tradition. And that is the idea of community -- a beautiful word with a big meaning. Though liberal democrats have an odd view of it. They see "community" as a limited cluster of interest groups, locked in odd conformity. In this view, the country waits passive while Washington sets the rules.

But that's not what community means -- not to me.

For we are a nation of communities, of thousands and tens of thousands of ethnic, religious, social, business, labor union, neighborhood, regional and other organizations, all of them varied, voluntary and unique.

This is America: the Knights of Columbus, the Grange, Hadassah, the Disabled American Veterans, the Order of Ahepa, the Business and Professional Women of America, the union hall, the bible study group, LULAC, "Holy Name" -- a brilliant diversity spread like stars, like a thousand points of light in a broad and peaceful sky.

Does government have a place? Yes. Government is part of the nation of communities -- not the whole, just a part.

I do not hate government. A government that remembers that the people are its master is a good and needed thing.

I respect old fashioned common sense, and have no great love for the imaginings of social planners. I like what's been tested and found to be true.

For instance:

Should public school teachers be required to lead our children in the pledge of allegiance? My opponent says no -- but I say yes.

Should society be allowed to impose the death penalty on those who commit crimes of extraordinary cruelty and violence? My opponent says no -- but I say yes.

Should our children have the right to say a voluntary prayer, or even observe a moment of silence in the schools? My opponent says no -- but I say yes.

Should free men and women have the right to own a gun to protect their home? My opponent says no -- but I say yes.

Is it right to believe in the sanctity of life and protect the lives of innocent children? My opponent says no -- but I say yes. We must change from abortion -- to adoption. I have an adopted granddaughter. The day of her christening we wept with joy. I thank God her parents chose life.

I'm the one who believes it is a scandal to give a weekend furlough to a hardened first degree killer who hasn't even served enough time to be eligible for parole.

I'm the one who says a drug dealer who is responsible for the death of a policeman should be subject to capital punishment.

I'm the one who won't raise taxes. My opponent now says he'll raise them as a last resort, or a third resort. When a politician talks like that, you know that's one resort he'll be checking into. My opponent won't rule out raising taxes. But I will. The Congress will push me to raise taxes, and I'll say no, and they'll push, and I'll say no, and they'll push again. And all I can say to them is no new taxes, period.

Let me tell you more about the mission.

On jobs, my mission is: 30 in 8. Thirty million jobs in the next eight years.

Every one of our children deserves a first rate school. The liberal democrats want power in the hands of the federal government. I want power in the hands of the parents. I will increase the power of parents. I will encourage merit schools. I will give more kids a Head Start. And I'll make it easier to save for college.

I want a drug free America -- and this will not be easy to achieve. But I want to enlist the help of some people who are rarely included. Tonight I challenge the young people of our country to shut down the drug dealers around the world. Unite with us, work with us. "Zero tolerance" isn't just a policy, it's an attitude. Tell them what you think of people who underwrite the dealers who put poison in our society. And while you're doing that, my administration will be telling the dealers: whatever we have to do we'll do, but your day is over, you're history.

I am going to do whatever it takes to make sure the disabled are included in the mainstream. For too long they've been left out. But they're not going to be left out anymore.

I am going to stop ocean dumping. Our beaches should not be garbage dumps and our harbors should not be cess pools. I am going to have the FBI trace the medical wastes and we are going to punish the people who dump those infected needles into our oceans, lakes and rivers. And we must clean the air. We must reduce the harm done by acid rain.

I will put incentives back into the domestic energy industry, for I know from personal experience there is no security for the United States in further dependence on foreign oil.

In foreign affairs I will continue our policy of peace through strength. I will move toward further cuts in the strategic and conventional arsenals of both the United States and the Soviet Union. I will modernize and preserve our technological edge. I will ban chemical and biological weapons from the face of the earth. And I intend to speak for freedom, stand for freedom, and be a patient friend to anyone, east or west, who will fight for freedom.

It seems to me the Presidency provides an incomparable opportunity for "gentle persuasion."

I hope to stand for a new harmony, a greater tolerance. We've come far, but I think we need a new harmony among the races in our country. We're on a journey to a new century, and we've got to leave the tired old baggage of bigotry behind.

Some people who are enjoying our prosperity have forgotten what it's for. But they diminish our triumph when they act as if wealth is an end in itself.

There are those who have dropped their standards along the way, as if ethics were too heavy and slowed their rise to the top. There's graft in city hall, the greed on Wall Street; there's influence peddling in Washington, and the small corruptions of everyday ambition.

But you see, I believe public service is honorable. And every time I hear that someone has breached the public trust it breaks my heart.

I wonder sometimes if we have forgotten who we are. But we're the people who sundered a nation rather than allow a sin called slavery -- we're the people who rose from the ghettos and the deserts.

We weren't saints -- but we lived by standards. We celebrated the individual -- but we weren't self-centered. We were practical -- but we didn't live only for material things. We believed in getting ahead -- but blind ambition wasn't our way.

The fact is prosperity has a purpose. It is to allow us to pursue "the better angels," to give us time to think and grow. Prosperity with a purpose means taking your idealism and making it concrete by certain acts of goodness. It means helping a child from an unhappy home learn how to read -- and I thank my wife Barbara for all her work in literacy. It means teaching troubled children through your presence that there's such a thing as reliable love. Some would say it's soft and insufficiently tough to care about these things. But where is it written that we must act as if we do not care, as if we are not moved?

Well I am moved. I want a kinder, gentler nation.

Two men this year ask for your support. And you must know us.

As for me, I have held high office and done the work of democracy day by day. My parents were prosperous; their children were lucky. But there were lessons we had to learn about life. John Kennedy discovered poverty when he campaigned in West Virginia; there were children there who had no milk. Young Teddy Roosevelt met the new America when he roamed the immigrant streets of New York. And I learned a few things about life in a place called Texas.

We moved to west Texas 40 years ago. The war was over, and we wanted to get out and make it on our own. Those were exciting days. Lived in a little shotgun house, one room for the three of us. Worked in the oil business, started my own.

In time we had six children. Moved from the shotgun to a duplex apartment to a house. Lived the dream -- high school football on Friday night, Little League, neighborhood barbecue.

People don't see their experience as symbolic of an era -- of course we were. So was everyone else who was taking a chance and pushing into unknown territory with kids and a dog and a car. But the big thing I learned is the satisfaction of creating jobs, which meant creating opportunity, which meant happy families, who in turn could do more to help others and enhance their own lives. I learned that the good done by a single good job can be felt in ways you can't imagine.

I may not be the most eloquent, but I learned early that eloquence won't draw oil from the ground. I may sometimes be a little awkward, but there's nothing self-conscious in my love of country. I am a quiet man -- but I hear the quiet people others don't. The ones who raise the family, pay the taxes, meet the mortgage. I hear them and I am moved, and their concerns are mine.

A President must be many things.

He must be a shrewd protector of America's interests; And he must be an idealist who leads those who move for a freer and more democratic planet.

He must see to it that government intrudes as little as possible in the lives of the people; and yet remember that it is right and proper that a nation's leader take an interest in the nation's character.

And he must be able to define -- and lead -- a mission.

For seven and a half years I have worked with a President -- and I have seen what crosses that big desk. I have seen the unexpected crises that arrive in a cable in a young aide's hand. And I have seen problems that simmer on for decades and suddenly demand resolution. I have seen modest decisions made with anguish, and crucial decisions made with dispatch.

And so I know that what it all comes down to, this election -- what it all comes down to, after all the shouting and the cheers -- is the man at the desk. And who should sit at that desk.

My friends, I am that man.

I say it without boast or bravado; I've fought for my country, I've served, I've built -- and I will go from the hills to the hollows, from the cities to the suburbs to the loneliest town on the quietest street to take our message of hope and growth for every American to every American.

I will keep America moving forward, always forward -- for a better America, for an endless enduring dream and a thousand points of light.

That is my mission. And I will complete it.

Thank you. God bless you.

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THE VICE PRESIDENT
OFFICE OF THE PRESS SECRETARY

FOR IMMEDIATE RELEASE

Tuesday, October 13, 1987

CONTACT: 202/456-6772

EXERPTS OF REMARKS FOR
VICE PRESIDENT GEORGE BUSH
ANNOUNCEMENT CELEBRATION
DES MOINES, IOWA
TUESDAY, OCTOBER 13, 1987

Yesterday I announced my candidacy for the Presidency of the United States. I mean to run hard, to fight hard, to stand on the issues. And I mean to win.

For nearly seven years I have been Vice President. This week I begin a new challenge -- running for the biggest job in America. Now it's time to define my own agenda.

We have much to do. We are in the midst of our longest peacetime economic expansion on record. We have made great strides in the economy, but there is new ground to be won. Our triumph is real -- but it is incomplete.

There are those who need help; there are those who've been hurt -- and as far as I'm concerned, we will never be a truly prosperous nation until all within it prosper.

I seek a prosperity that endures and, finally, touches all Americans -- from the hollows of Kentucky to the sunlit streets of Denver, from the suburbs of Chicago to the glass canyons of New York, from the farms of Iowa to the oil fields of Texas.

We must reduce the barriers to economic growth -- and that includes the federal budget deficit. There is much to be done in this area -- and an impasse to be broken on Capitol Hill. But I will not break it by breaking you.

There are those who say we must balance the budget on the backs of the workers -- and raise taxes again. But they are wrong. All we would get with higher taxes is higher federal spending.

The people of this country backed tax reform on the promise that if we removed their shelters, we would not then turn around and raise their rates. And I am not going to betray that trust. I am not going to raise taxes. Period:

In the past seven years, we've worked to dismantle what was wrong in our government; now our job is to build the kind of

government we want -- a government that serves the people ethically and effectively and economically, a government that remembers the people are its master, not its servant.

Let me add that we have seen too many people, in public and private life, who have discarded their moral compass on the way to the top. I will tell you frankly that I feel angry and disgusted and betrayed when I see those who have held high political office turn their power into profit. They shame themselves; they shame our government; their actions are unacceptable.

Jobs, growth, a sound economy, and a sound government -- these are great and good goals. But they are not enough. For our prosperity means little if it lacks purpose. When wealth becomes an end in itself, our economic triumph becomes hollow.

Prosperity is not an end, but a beginning. It has a point: It gives us time to think and reach beyond ourselves. It frees us to learn, to grow, to be better than we are.

Prosperity with a purpose means giving -- giving back to the country that has given you so much -- and giving to help those who have not been as lucky or as blessed.

Prosperity with a purpose means helping a child from a dysfunctional home learn how to read, and teaching him through your presence that there is someone who cares.

Prosperity with a purpose means taking your idealism and making it real by making life better for the people of your community. It means helping your church when it asks for volunteers; it means helping a civic group build a library or a theater. It means pitching in and building up.

And prosperity with a purpose means taking time after high school or college, whatever your background, to serve and protect our nation in the Armed Forces of the United States.

Prosperity with a purpose means helping your brothers and sisters -- whoever they are, wherever they are, whatever their needs.

I have learned these past seven years that the Presidency provides an incomparable opportunity for moral leadership. A President must set an agenda, yes, and talk about the great policy questions of the day. But a President can also speak of justice and decency, tolerance and charity, fairness and faith.

I mean to stand for a new harmony, a greater tolerance, and a renewed recognition that this country is and always has been a partnership of all the people.

Let us start by eliminating the tensions of bigotry and bias in America. We are on a journey to a new century, and we need the contribution of everyone in our society -- white, black, and Hispanic; male and female; and the physically handicapped. As President, I will use the full power of my office to ensure equality of opportunity for all Americans.

I will not discuss with you today all the issues before us -- many of them very close to my heart. That will have to await another occasion, as I spell out my hopes and dreams in the days ahead. I have chosen instead to talk about our country's values. But one issue overwhelms the rest -- and that is the issue of peace.

Today, we are on the verge of an historic arms agreement with the Soviets. It didn't come cheap, and it didn't come easy. We waited them out, we increased our strength, and we refused to budge until the agreement was good. Some people used that against us, saying we didn't really want a treaty at all -- when the truth was we just didn't want a bad one.

If this treaty is finalized, we will, for the first time in the nuclear age, actually reduce -- not just limit, but reduce -- the number of nuclear weapons in the world. It is a new beginning -- and it was born of the stability and strength we have shown for nearly seven years.

Today I lay down this challenge to the other candidates for President: Tell us where you stand on the proposed agreement -- Are you for it, or against it?

I think it's hard-headed, verifiable, and in the best interests of our national security and peace.

In the years ahead, we must build on the progress that we have made. We must reduce the number of strategic weapons -- the intercontinental missiles that can destroy the Earth. We must regain a balance in conventional forces in Europe, where the Soviet bloc has a huge advantage. And we must eliminate chemical and biological weapons altogether. These are steps we must take for peace.

And so we have much ahead of us -- a triumph to complete, challenges to meet, and the essential question of who will lead.

Many this year will ask for your support; much will be made of our characters, our abilities, and our histories. And this is good. If I have learned anything in a lifetime in politics and government, it is the truth of the famous phrase, "History is biography." Decisions are made by people, based on what they know of the world and how they understand it. This is true of everyone, including Presidents. So you must know us.

As for me, I have held high office and done the work of democracy day by day. I am a practical man; I like what works. I'm not much for the airy and abstract; I like what's real. I am not a mystic, and I do not yearn to lead a crusade; my ambitions are perhaps less dramatic, but they are no less profound.

For seven years now, I have been close to the President -- and I know what crosses his desk. I have seen the unexpected crises that arrive in an urgent cable. I have seen the problems that simmer on for decades and suddenly demand a resolution. I have seen modest decisions made with anguish, and crucial decisions made with dispatch.

The Presidency isn't like anything else. It isn't like the Senate, and it isn't like a governorship. A presidency can shape an era -- and it can change our lives. A successful presidency can give meaning to an age; a failed presidency can give us problems it takes generations to undo.

And so I know that what it all comes down to, this election -- what it all comes down to, after all the shouting and the cheers -- is the man at the desk -- who should he be.

I love my country too much -- I love my children and grandchildren too much -- to run for the job if I didn't think -- if I didn't know -- that I am the best man for the job.

I ask for your help.

Will you join me?

Come -- and we'll do it together, with trust in the future, with trust in each other -- together -- as one nation -- under God.

Thank you all -- thank you very much.

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George Bush for President

OFFICE OF THE PRESS SECRETARIAN

CONTACT: Alixe Glen
202/842-1988

FOR IMMEDIATE RELEASE

Sunday, June 12, 1988

EXCERPTS OF REMARKS FOR
VICE PRESIDENT GEORGE BUSH
CENTRAL STATE UNIVERSITY
WILBERFORCE, OHIO
SUNDAY, JUNE 12, 1988

I am honored to be with you today, and I am honored to receive this degree.

I want to talk to you today about the idea of risk and reward.

Politics is all about risk and reward. One risk you always face in politics is that you're going to lose. In my own career, I've won a few and lost a few, and losing is never easy. But the reward is great if you succeed -- the opportunity to make a difference and give something back to this country that has given us all so much, to have a disproportionate chance to shape events, to fight for the principles you believe in. I hope some of you at some time will go into the political arena.

Of course, you don't have to be in politics to make a difference. Look at Josh Smith. One day he decided, as he said later, "I had to be in a position where there are no limits."

So he went to work. He said, "I didn't have the money to go out and take business courses, so I figured I'd just better learn on the job." He watched and he studied and he learned new skills, and then one day he quit -- to become an entrepreneur, to start out on his own.

He could have fallen flat on his face. But he didn't. From one employee -- Josh Smith -- 10 years ago, Maxima has grown to \$60 million a year in sales and 1,500 employees. Risk and reward. An American success story.

When I graduated from college, I went to Texas to learn the oil business, and before long I started a company. I did well financially, but that wasn't the only reward. The bigger reward was building something on my own, contributing something real to the productive capacity of this country. We created 215 jobs for 215 families. I called it a private benefit for a public good -- and I still do.

Risk-taking is the heartbeat of the American dream. Whether as a business or an individual, you have to take chances to grow. And when people take chances -- expanding an existing business or creating a new one -- the whole economy grows. The rewards flow not just to investors, but to the society as a whole -- in the form of jobs and economic growth.

And economic growth is important because it means that the people just sitting down at the table -- like you students graduating today -- can get a piece of the pie without taking it away from someone who's already there.

America has been successful because we are a nation of risk-takers, going back to the pioneers who pushed back the frontiers. They took risks in search of great reward -- in pursuit of freedom or financial gain or simply the opportunity to own their own land.

We are still risk-takers, starting more than a million new businesses every year, businesses which in turn create more than three-quarters of all new jobs. We've created 16 million new jobs in the last five and a half years, most of them good jobs in fast-growing service industries, like health care and computers, insurance and transportation.

Continued growth means continued opportunity. Those who are sitting farthest from the pie gain the most when it grows. That's why minority employment has increased so much faster than white employment since 1982.

Business may seem daunting to some of you, especially entrepreneurial business. But consider this: The very challenge you have experienced in getting this far is exactly what equips you to go farther. You have a special advantage -- you have had to show the flexibility, the resourcefulness, the hard work, and the grit to get to where you are today. And those are precisely the qualities that are valued in the business world.

These are qualities that will serve you well whether or not you start your own business. They're the qualities that propelled Ronald Goldsberry to the top levels of the corporate world. They're the qualities that helped Dr. Thomas attract the attention of people from Bill Cosby to President Diouf of Senegal, for the benefit of Central State.

You all faced risks growing up. The risk of failure looms large for any child. Some of you may have had to deal with poverty, broken homes, inadequate schools, the threat of drugs and violence.

Your presence here today proves that you overcame all that. You didn't give up. You took the risk, and you prevailed. And I say, congratulations.

Now you start out all over again. You leave this campus, and you go to work, and you start to make your own life. You may think: I've made it this far, I'm going to get a good, safe, steady job. That's fine.

But there's one risk I don't want you to take: Don't risk getting bored. Don't opt for security just to avoid risk. Continue the lifelong work of education, developing your skills and building your knowledge, and you can find security in your own abilities, not in a particular job.

More than anyone else, you have the skills to succeed in a risky environment. As Josh says, "The tougher you train, the tougher you are in the game."

You've taken the most important first step -- a solid education. Education is the key that opens the door of economic opportunity. The jobs will be there for those who are prepared.

For the first time in our history, more than half of all the new jobs that will be created between now and the end of the century will require a college education. The real challenge of the future will not be finding jobs for the people, but finding people for the jobs. That's why education is so important.

I am committed to improving the education system in this country so that kids aren't handicapped by inadequate schools. I am committed to improving financial access to college through Pell grants, student aid, and the college work-study program.

I salute the magnificent scholarship offer that Central State has made to students in Dayton and Cincinnati to encourage them to maintain good grades. I have proposed helping you save for your kids' tuition through a tax-free College Savings Bond.

Most important, I believe we must make what Dr. Thomas calls "A Commitment to Excellence." Central State's emphasis on quality, repeated testing, and five-year program to raise student scores are exactly the right way to go.

Some of you will become teachers -- a profession with its own set of risks and rewards. You will shape the minds that will shape the destiny of America. Let me just say to you that I believe education must include the teaching of values -- so that the next generation understands the importance of work, the difference between right and wrong.

All across this country I have met teachers and principals who do just that, who give their students more than just textbooks and tests; who give of themselves and make a difference in their students' lives; who transmit the values that lead to a successful life. These values must be taught not just in our schools, but in our churches, our communities, and especially in our homes. Wouldn't it be nice if we could find a way of rewarding those special teachers who teach best and care most?

This is a day for family. I look out at a sea of mothers and dads who are beaming at your achievement. I'm sure you agree they deserve a lot of the credit on this happy day.

You have made it, but many have not -- friends from your neighborhood, even friends who started out here, full of hope, four years ago.

Our children need schools where they can learn, places where discipline is in and drugs are out, places where they will acquire the knowledge and the values that will prepare them for the jobs of the future.

Good schools with tough standards mean opportunity for all students, but particularly for those who need it the most -- because the poor are not served by automatic promotion and graduation. They are served by real preparation for the real demands of real life.

To make the playing field level, we should provide more support for Head Start, and more assistance to the disadvantaged. And we should undertake a major assault on illiteracy. I salute the research you're doing here on that. Every kid in America should be able to read and write English.

Will this be expensive? Well, consider this: The chairman of Xerox estimates that businesses spend \$25 billion each year to train workers who "can't read, can't write, and can't count." The best investment we can make is in our children.

On this issue of education, and on others like drugs, crime, and expanding economic opportunity, there is a tremendous need for new leaders and new ideas.

I was in Los Angeles recently talking to teachers and police about their effort to curb drug abuse. As I went into a classroom, the police chief, Daryl Gates, said to me, "Look at those beautiful young faces of the children and ask yourself: 'What happens that turns them into monsters hooked on drugs, and what are we going to do to stop it?'"

We need your contribution if we are to answer that question. We need your help, especially, on problems that disproportionately affect black Americans. We need your help to grow and learn and fulfill the dream of America, the dream of tolerance and harmony and prosperity for all.

I am committed to reaching out to all Americans to participate in the governance of this country.

The ideals of this country are the best of any country on the face of the Earth, but they have not been applied equally to all. We must take specific steps to include those who have been excluded, whether from government itself or from the opportunity to succeed in a free society.

To me, this is not just a matter of social policy, but of fundamental right -- the inherent equality of all men and women. Who we are as a people can be measured by how we uphold and defend the rights of all. And it is our willingness to respect these rights even when it is difficult that sets America apart from every other nation on Earth.

We must have a positive civil rights agenda, one that protects the civil rights of every American. We must never be afraid to speak out against racial hatred and bigotry.

But just protecting civil rights does not assure equality of economic opportunity. We must also knock down the walls of indifference and other barriers that result in economic exclusion.

I support strongly increased minority business development efforts by the federal government: We must bring black Americans and other minorities into the free enterprise system, as we must into the government -- not just because it is right, but because it is good for us -- all of us.

As we prepare for the year 2000, America will have to field a full team if we're going to remain competitive. It's not just in the interest of blacks; it's not just in the interest of Hispanics; it's not just in the interest of women; it's in the interest of America to help economically empower all.

I have been talking this morning about risk and reward, but there is no risk to this effort, and the rewards of success are enormous.

Members of the graduating class, I urge you to be bold in the face of risk and eager to pursue reward -- for society's gain as well as for your own. I am confident of your success. Godspeed.

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George Bush for President

FOR IMMEDIATE RELEASE
Tuesday, July 12, 1988

CONTACT: ALIXE GLEN
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EXCERPTS OF REMARKS FOR
VICE PRESIDENT GEORGE BUSH
79TH ANNUAL CONVENTION
NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE
WASHINGTON, D.C.
TUESDAY, JULY 12, 1988

It's an honor for me to be here today, and an important moment for me personally. Speaking here represents both a challenge and an opportunity. Before you go forward from this hall and carry out the convention theme of "Vote: Be Heard," I want to "be heard" because I do not intend to concede the vote of any American.

Dr. Martin Luther King once said, "The most important walk we can take is that short walk to the ballot box," and that is no less true today. For nearly 80 years, the NAACP has fought for the right to make that walk, going back to the case of Guinn v. United States in 1910.

You have led the way toward greater justice and equality for all Americans -- from W.E.B. DuBois and the Niagara Movement to Thurgood Marshall and the majestic triumph of Brown v. Board of Education; from the courage of Rosa Parks in the front of the bus to the tragic murder of Medgar Evers just 25 years ago -- with strong and determined leaders like Roy Wilkins and Benjamin Hooks.

Yours is a proud history, but the name of my autobiography is Looking Forward, and that is what I intend to do today. I'm a candidate for President now. I'm not in the on-deck circle any more, I'm at the plate. And let me just say: It's a new day.

I am here to tell you who I, George Bush, am, and where I want to take this country.

I will have a positive civil rights agenda. I guarantee you, I will be personally involved in protecting the civil rights of all Americans. This effort will be at the top of the agenda of my attorney general, and he or she will be directly accountable to me for results.

To me, this is not just a matter of social policy, but of fundamental right -- the inherent equality of all men and women. Who we are as a people can be measured by how we uphold and

defend the rights of all. And it is our willingness to respect and uphold these rights -- even when it is difficult -- that sets America apart from every other nation on Earth.

As I said nine months ago when I announced my candidacy for President, I intend to stand for a new harmony among the races. We are on a journey to a new century, and we must finally leave the tired old baggage of bigotry behind us. Wherever racism rears its ugly head -- Howard Beach, Forsyth County, wherever -- we must be there to cut it off.

I intend to attract to government and to the Republican Party, the party of Lincoln, the broadest base of Americans possible. I will have minority men and women of excellence as full-scale partners in my Administration.

Ben Hooks was at my house last month, along with several other black leaders to give me their counsel and advice. I told them then, and I tell you today, they will always be welcome at my house, even when my house is your house -- the White House.

The challenge we face in the years ahead is to go beyond the notion of merely upholding and enforcing the law -- to go beyond the protection of rights to the creation of opportunity.

For the past seven and a half years this Administration has been building a record of economic success -- the longest peacetime economic expansion we have ever enjoyed. Unemployment is now at its lowest level in 14 years. Since November 1982, we've created more than 17 million new jobs, and more Americans are at work today than ever before.

That economic growth means more opportunity for all Americans. Those 17 million jobs have put more than \$250 billion a year in the hands of those who were unemployed. The jobless rate for black teenagers is lower than it's been since 1973.

If we continue our rate of job creation, we will create 30 million new jobs in the next eight years -- more than \$450 billion in additional annual income. And that's my goal -- 30 million new jobs.

In recent years, we've seen explosive growth in the black middle class. A third of all black families today earn more than \$25,000 a year.

But there's much more left to be done. We've cut the poverty rate below where it was when we took office, but it's still too high. Some people are so far down, they can't see or feel the change. We must do better. We must help those who are

You know the numbers as well as I do. Black families are three times as likely to be poor. Forty-three per cent of them are headed by single mothers. Nearly half of all black children are born into poverty. Black teenagers are twice as likely to become pregnant and twice as likely to drop out of school.

The answer to these problems involves the government, but not just the government. The answer also lies in the values that are passed on from generation to generation -- values like family, faith, education, the importance of work.

There are neighborhoods that have tackled their problems and reduced teen pregnancies, stopped gang members from killing each other, and forced out the drug dealers. They have done it by working together, by reasserting moral authority over their children, and by instilling in them discipline and respect -- for themselves and others. We can learn from them.

Government functions best as a catalyst, not a cure. We need a smarter, more effective government, not a bigger one.

I am a practical man; I like what works. Policies of opening up economic growth and opportunity can work and will work because they help people help themselves.

A Bush administration will begin with education, because education is the key to opportunity. In the NAACP you've recognized this with your program, "Back to School/Stay in School," and your theme, "Knowledge is Power."

As W.E.B. DuBois once wrote, "Education and work are the levers to uplift a people. Work alone will not do it unless inspired by the right ideals and guided by intelligence."

Give any American kid an equal place at the starting line, and just watch what that kid can do. But too many kids are denied that equal chance, particularly if they are black and poor.

Head Start helps kids get that equal place at the starting line. It's a federal program that works. But it doesn't reach all the kids it should.

If the child is lost, so is the adult -- and paying for the damage is much more expensive than preventing it. Every dollar you spend in preschool, you get back as much as seven times. I pledge to you today: In my first budget, I will ask that funding for Head Start be increased sharply.

We should also provide more assistance to the disadvantaged with better targeting of federal education funds through

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I have also proposed a "merit schools" program that would provide \$500 million a year to reward significant improvement by schools that primarily serve disadvantaged students.

And we should undertake a major assault on illiteracy. Every kid in America should be able to read and write English.

Can we afford it? Well, consider this: The chairman of Xerox estimates that businesses spend \$25 billion each year to train workers who "can't read, can't write, and can't count." We can't afford not to do better.

The challenge of the future will not be finding jobs for our people -- it will be finding people for our jobs. Our world is evolving rapidly into a high-tech, information-based workplace that demands a good education.

In the years ahead, three out of four new jobs will require at least a high school education. Young people who turn their backs on school not only lose their place at the starting line, they take themselves out of the game, and our whole society suffers. The best investment we can make is in our children.

We must also encourage the teaching of values in our schools -- because too often, in too many families, those values aren't being passed on at home. We must teach kids the difference between right and wrong. We must teach them how to say no to drugs and no to teenage pregnancy. We must stop the cycle of babies having babies. And we must emphasize the importance of family and work and education.

Because if they don't understand these things, if they don't share these values, how will they ever have the strength to say no to the drug dealer who seduces them with quick and easy money? No matter how many jobs we create, we can't compete with that pay scale.

These drug dealers -- these urban terrorists -- are poisoning our children. We should throw them in jail and keep them there. Every child -- every family -- should have the opportunity to grow up in a safe and peaceful neighborhood. Our country was founded to secure the right to life, liberty, and the pursuit of happiness, and that should be the first responsibility of our government.

In some schools, policemen patrol lunchrooms. Ambulance services park outside school yards, knowing they will be called. Children carry knives and guns as if they were pocket combs. Teachers worry more about their lives than about their lessons.

... better. We can encourage programs that work -- like the ones at Ivy

Carolina, George Washington Prep in L.A. These are schools that achieve more because they demand more of their students -- more academically, and more in the way of discipline.

Providing education and training and teaching self-responsibility are the first steps to getting the next generation out of poverty, to breaking the cycle of dependency.

For those who can not "do" for themselves, society must respond -- in a generous, adequate way. And where the family is divided, we must insist that the absent parent carry a fair share of the load. But we also need to bring people who can care for themselves into the mainstream, not because we want to save money, but because it is morally right, and because it works.

Three key principles should guide our efforts on welfare reform: We should seek to keep families together, not split them apart; move recipients from dependence to independence -- off welfare and into the world of work; and involve the private sector.

The welfare reform bill that passed the Senate reflects these principles, and I urge Congress to take prompt action on these long-overdue reforms.

As President, I also will seek decent, affordable housing for all Americans. In this context, let me commend the action the House took last month to strengthen enforcement of the open housing law, a law I voted for when I was in Congress 20 years ago.

I will work toward policies to enable every American to have the opportunity to own or manage their own home, to have a piece of the American dream. The legislation passed earlier this year -- allowing public housing residents to manage or buy their own projects -- is a dramatic step in the right direction.

It is just one of the steps we should take to help bring black Americans and other minorities more fully into the free enterprise system -- steps we should take not just because they are right, but because it's in the best interest of America to help economically empower everyone.

I want to help more black Americans and other minorities experience the pride and dignity of ownership, of building something in the private sector.

It's been nearly 20 years since the Office of Minority Business Enterprise was created at the Commerce Department. In the years ahead, I aim to restore and reinvigorate the vision behind OMBE.

Government can't do it alone. But government certainly can lead in this area. Government can work with the private sector to provide technical assistance, loan guarantees, and new capital sources.

A Bush Administration will help build the bridge of capitalism and entrepreneurship to the black community.

The first responsibility of any President is to work for peace in the world and prosperity at home, and so it will be for me. But I offer you as well my strong commitment to do whatever it takes to ensure the full participation of all Americans in our economy and our government.

To reach these goals, I will need your help. I know I will get your constructive criticism. I promise you, you will be called upon, and you will be heard. You will be partners in my Presidency. By working together -- and only by working together -- we can finally be one nation under God, indivisible, with liberty and justice for all.

Let this be our legacy -- for our children and our children's children -- so that they might, in the words of Isaiah, "mount up with wings like eagles... run and not be weary... walk and not faint."

Thank you, and God bless you all.

Bush 88 Quayle

FOR IMMEDIATE RELEASE
Monday, March 21, 1988

CONTACT: 202/ 842-1988

EXCERPTS OF REMARKS FOR
VICE PRESIDENT GEORGE BUSH
BLACK AMERICANS SALUTE TO GEORGE BUSH
WASHINGTON, D.C.
MONDAY, MARCH 21, 1988

When I was in New Jersey today, I'm happy to say, I picked up the support of Governor Tom Kean. He has done a remarkable job of reaching out not only to fellow Republicans, but to traditional Democrats -- black voters in particular. His success is an inspiration for what we can accomplish nationally as a party.

Tom Kean is one of the nation's most successful and popular governors. There's a reason for that. He's not just an outstanding governor... he's an outstanding politician. He symbolizes what we must strive for -- the politics of inclusion.

If I am the Republican nominee, and I believe I will be, I want to attract to this party, the party of Lincoln, the broadest base of Americans possible... and that includes blacks, Hispanics, and all minorities.

And why not? We are the party of hope and opportunity. We are the party of economic growth and freedom. If I'm elected President, my administration will stand for better educational opportunity, more training, better jobs. We must help those who are trapped in poverty break out and break free.

There are principles that our party should stand for, and that is why as National Chairman, with the help of Art Fletcher, Stan Scott, and so many others, we worked to open the Republican Party's door to all minorities. And under a Bush Administration, opening up the party to all will be a key priority.

Success in government and politics calls for straight talk, the establishment of principled objectives, and the courage to lead. The future of our nation depends almost solely on how well educated are our young people, how disciplined they are, what values they hold, and what ideals they establish as standards to lead America. And it all begins with basics.

I believe that everyone should have a chance to take part in all that's good about this country. I believe any individual should be able to rise and prosper on the basis of talent and grit. I believe everyone should have an equal place at the starting line.

The starting line begins with education. Our children need schools where they can learn... places where discipline is in and drugs are out... places where they will acquire not just the knowledge but the values that will prepare them for the future.

We should demand more from students -- higher academic standards, with more emphasis on core courses like English, math, science, and history -- and more homework. We should test students, early and often, to make sure they are learning what they should. We should put a stop to automatic promotion and graduation.

By demanding these things, we will provide more opportunity... for all students, but particularly for those who have the farthest to go -- because the poor are not served by meaningless diplomas. They are served by real preparation for the real demands of real life.

At the same time, we should provide more -- more support for Head Start, and more assistance to the disadvantaged through Chapter I. We can reach more than 80 percent of the black children in this country by targeting just four percent of the school districts.

And we should undertake a major assault on illiteracy. Every kid in America should be able to read and speak English.

Will this be expensive? Well, consider this: The chairman of Xerox estimates that businesses spend \$25 billion each year to train workers who "can't read, can't write, and can't count." The best investment we can make is in our children.

Coupled with education is the necessity of teaching values -- values of respect, of faith and family. There is nothing as important as the family structure to a child looking for stability, guidance, example. These values must be inculcated into our children not just in school, but in our churches, our communities, and especially in our homes.

And we must lead our nation in this direction.

And where family is split, divided, federal law must insist that the absent parent fulfill his responsibilities to his kids and spouse.

And where family is so weak that a kid literally has no chance at home, we must support programs like Cities in Schools; we must support good teachers, good principals, so that every kid has someone who knows his name -- who really cares.

Coupled with the importance of education is the protection of your freedom... your civil rights.

To me, this is not just a matter of social policy, but of fundamental right -- the inherent equality of all men and women. Who we are as a people can be measured by how we uphold and defend the rights of all. And it is our willingness to respect these rights even when it is difficult that sets America apart from every other nation on Earth.

I will have a positive civil rights agenda. I guarantee you, I will personally get involved in protecting the civil rights of every American. This effort will be at the top of the agenda of my attorney general, and he or she will be directly accountable to me for results.

Let me be very frank with you: The legislation on Grove City is imperfect, and the imperfections should be corrected. Having said that, however, the federal government must require that organizations that get tax dollars comply with our civil rights laws. That's fundamental.

But just protecting civil rights does not assure equality of economic opportunity. We must knock down the walls of indifference and other barriers that result in economic exclusion.

Our society -- historically, politically, and economically -- is built on inclusion. We have grown to greatness precisely because we have accepted the contribution of all who have come to our shores.

Now we need to bring in those who are already here, but who have been left out. We must bring black Americans and other minorities into the free enterprise system, into the government, into the Republican Party -- not just because it is right, but because it is good for us -- all of us.

As we prepare for the year 2000, America will have to field a full team if we're going to remain competitive. It's not just in the interest of blacks... it's not just in the interest of Hispanics... it's not just in the interest of women... it's in the interest of America to help economically empower all.

A strong and growing economy is the key to this effort... one that turns loose the power of the private sector to create jobs and new opportunities.

We have turned that power loose in this Administration, and the result is more than 15 million new jobs since the recovery began. The longest peacetime expansion ever. Inflation down. Interest rates down. Personal income up.

Some would have you believe that only the rich have prospered. That's nonsense. We've seen explosive growth in the black middle class. A third of all black families today earn more than \$25,000 a year. But these gains are fragile, and there's much more left to do.

It's been nearly 20 years since President Nixon issued an executive order to establish the Office of Minority Business Enterprise at the Commerce Department. In the years ahead, I aim to restore and reinvigorate the vision that originally led to the creation of OMBE.

I want to help more black Americans and other minorities experience the pride and dignity of ownership, of building something in the private sector.

Government cannot do it alone. But government certainly can lead in this area. Government can work with the private sector to provide technical assistance, loan guarantees, and new capital sources.

A Bush Administration will help build the bridge of capitalism and entrepreneurship to the black community. Let's commit ourselves tonight to building that bridge.

I was a businessman before I was a politician. I started a business from scratch, and I know how tough it can be to take risks, to meet a payroll, to produce. But you know that. You've been out there on the cutting edge -- getting the job done, providing opportunity for others.

You can tell me what we need to do to even up the odds, to help you get the access to the money and the people that can get new businesses off the ground.

What I am saying tonight -- to those of you who have the courage and the conviction to be with me tonight and to stand with the Republican Party -- and I know it hasn't always been easy -- what I'm saying tonight is that I will listen. In my Administration, I will have high-level black and minority men and women of excellence to tell it as it is -- to help me understand, to help me lead.

To reach these goals, I will need your help and the help of all black Americans. You will be called upon, and you will be heard. By working together -- and only by working together -- we can finally achieve the dream of one nation, under God, with liberty and justice for all. We can make America truly free.

Thank you very much.

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