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**Record Group/Collection:** George H.W. Bush Presidential Records  
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<b>G</b>	<b>26</b>	<b>23</b>	<b>1</b>	<b>1</b>

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THE WHITE HOUSE

Office of the Press Secretary  
(Kansas City, Missouri)

For Immediate Release

September 11, 1992

REMARKS BY THE PRESIDENT  
TO STUDENTS AND LOCAL COMMUNITY

Missouri Southern State College  
Joplin, Missouri

9:30 A.M. CDT

THE PRESIDENT: Thank you so very much.

AUDIENCE: Four more years! Four more years! Four more years!

THE PRESIDENT: Thank you all so much. What a welcome. What a great welcome to Southwest Missouri. Thank you all. (Applause.)

First let me salute your -- our -- great Governor John Ashcroft. You are lucky to have this man, and what a job he's done for this state. (Applause.) And thank you, John, for that introduction. May I salute another great citizen of Missouri who is working in Washington. If we had more like him we wouldn't have to clean House -- I'm talking about Kit Bond. Send him back, he's doing a superb job there. (Applause.) And of course, another one, your own Mel Hancock, with whom I work on so many issues. Delighted he's here. (Applause.) And then our next governor, the Attorney General now -- you know who I'm talking about -- Bill Webster, GOP candidate for governor. And may I salute Mayor Johnson, and our host, Dr. Leon.

And I spend my days in the Oval Office in Washington. let me just say it's great to be in The Oval at Missouri Southern State. (Applause.) I think Millie would like it out here in this Oval, I'll tell you. (Applause.)

Four years ago, when I spoke on this campus, our country, our cities, our towns were marked by thumbtacks on a war map inside the Kremlin walls. Today, I stand before you and say something that no President has ever been able to say before: The Cold War is over -- freedom finished first. (Applause.)

And I think young people understand that reducing the fear of nuclear weapons is something that is very, very important. And peace is precious but precarious. We must know its risks to reap its rewards. For America to be safe and strong, we must win the defining challenge of the 1990s: We must win the economic competition. We must be a military superpower, an export superpower, and an economic superpower. And this must be our goal. (Applause.)

Our goal: a \$10-trillion economy by the beginning of the next century. The opposition will tell you we can't cut it. I say anyway you cut it, America can get the job done. We are not pessimists, we are optimists about this greatest country in the world. (Applause.)

Yesterday I released my Agenda for American Renewal. This is my agenda for action. America's a place where ordinary people can do extraordinary things if only they're set free. Here are my keys to unlock the door.

The first unlocks foreign markets; it's called Challenging the World. I want to complete the global trade negotiations and get congressional approval of the North American Free Trade Agreement. (Applause.) Trade with Mexico and Canada already brings \$2 billion into this state each year. Our agreement would turn the entire continent into a gigantic free trade agreement -- free trade zone -- a \$6-trillion market from Manitoba to Mexico City, and create over 300,000 jobs for American workers. So do not let the other side try to scare you into thinking we're not up to the job. (Applause.) I believe that when trade is free and fair American workers can beat the competition fair and square -- anywhere. I'm certain of it. (Applause.)

When it comes to exports, I say this continent is not big enough alone for the American worker. I want a free trade agreement with Chile, Poland, and with Hungary. And we will have these agreements -- and we will lead the world to a new era of commerce -- and we will do it by the end of my second term, the end of the next four years. (Applause.)

AUDIENCE: Four more years! Four more years!

THE PRESIDENT: You know, I'd hope to come here and not talk about my opponent, but I've got to mention this. (Laughter.) I just have to. He used to support the free trade. First he was for the Mexican free trade agreement -- then he wasn't quite so sure. And now he says, "I'm reviewing it carefully, and when I have a definitive opinion I will say so." Now, are there any history students in the audience? You may recall that Walter Lippmann said leadership means guarding -- quote -- "a nation's ideals." And the Roman historian Tacitus defined leadership as -- quote -- "reason and judgment." But, you know, I studied a little history, and I don't recall ever hearing leadership defined as "Please leave a message and we'll get back to you later." (Applause.)

It doesn't work that way in the real world. There's no "call-waiting" on the phone in the Oval Office. (Laughter.) And when you're President, when you're commander in chief -- you have to make decisions." And you have to make decisions whether you're popular or not, and I stand with free trade agreements because they are good for American jobs and American workers. (Applause.)

The second key is Preparing our Children. Developed economies demand developing minds. Our schools must prepare our kids to compete on a world scale. We must raise standards, we must demand accountability, and we must give parents the right to choose their kids' schools. (Applause.) My GI Bill for Kids would give scholarships to your younger brothers and sisters, your children maybe, so that kids can go to the school that their parents choose. Now, both Clinton and I -- Governor Clinton and I -- want to change the schools. He wants to change them a little. I want to change them a lot. (Applause.) My opponent says he's for a variety of school choice. His variety: public, public, public. And I disagree. Whether it's a public school, a private school or a religious school, I believe parents, not government, should choose their children's schools. (Applause.)

The third key must unlock the future: We must Sharpen Businesses' Competitive Edge. My opponent wants to do for American business what he's done for Arkansas businesses. (Laughter.) But if you ask the entrepreneurs of Arkansas, they'll tell you there's been little hope in Little Rock. Private dollars build more businesses. Public dollars build more bureaucracies. Which do you think will help our economy? I believe that we must cut the regulations that turn red tape into pink slips. And we've got to put a restraining order out on our legal system. (Applause.) This country is suing itself silly. But the cost to our competitiveness is no laughing matter.

MORE

Just yesterday, just yesterday on the Senate floor we had a chance to change our product liability system and put an end to these crazy lawsuits that are costing America jobs. But the liberal Democrat leadership heard from their friends, the trial lawyers, and twisted a few arms. When they were finished they wouldn't even let the issue come up to a vote, in spite of the majority wanting to do something about these lawsuits.

Now, ask yourself, which candidate for President will fight against the special interests -- the trial lawyers? When it comes to taking on the trial lawyers, my opponent's over in the other corner, sponging their brow. I want to step into the ring for another round, and strike a blow against frivolous lawsuits. (Applause.)

The fourth key is Promoting Economic Security. That means job training to ease our workers into the new economy. It means health care reform -- proposals that I've introduced to cut almost \$400 billion of health care costs over the next five years so that you and your neighbors can afford it. And I will bring insurance to the poorest of the poor. Everybody should have a shot at insurance, and that's what our plan does. (Applause.)

Governor Clinton's ideas could end up turning 13 percent of our Gross National Product over to the government. I don't like the idea of Uncle Sam, M.D. I don't believe that's the right prescription for America. (Applause.)

And the fifth key -- and it's one I know young people is concerned about -- is Leaving No One Behind. My approach to welfare is not how much we hand out, but how many we help up. The policies of the past put a roof over people's heads, but they forgot to build the door. We must build that door with housing vouchers, enterprise zones, and workfare reforms. You see, I believe that our policies won't work unless people do, too. Workfare not welfare. (Applause.)

The final key is what I call Right-sizing Government. Today the federal government spends almost a quarter of every dollar of the nation's income. Apparently my opponent thinks we're getting off cheap. He's proposed \$150 billion in new taxes and at least \$220 billion in brand new spending -- and that's batteries and spare parts not included. He's promising a rainbow -- but first you've got to hand over the pot of gold.

Recently the people of Missouri voted down a tax increase and sent a message that should echo from coast to coast: government's not taxing too little, it is spending too much. (Applause.) So send that same Missouri message to Washington when you vote this November.

The agenda I published yesterday contains specific proposals to cut the fat: caps on the growth in mandatory spending; a freeze on domestic spending; a balanced budget amendment; a line-item veto. (Applause.) Your Governor, your able Governor -- Governor Ashcroft -- has a line-item veto, and he's used it almost for a quarter of a billion dollars to keep that in your pockets. Imagine what a President could do with the same power. I've also proposed a check-off box on tax returns to allow you, the taxpayer, to earmark 10 percent of your income tax to reduce the budget deficit. If Congress won't do it, let's give the taxpayers their own private veto pen. (Applause.)

I am committed in this campaign to providing serious answers to the questions Americans are asking about our future. And I've diagnosed the problems and offered serious solutions -- not all of which are popular. And I'm asking for a mandate -- to put my solutions into action, and get this country moving. (Applause.)

For now at least, my opponent has chosen a different strategy. Rather than talk about what he wants to do for America, he spends his time belittling my ideas, playing on fears. One example:

I want to talk about limiting the growth of government spending to get the deficit under control -- an idea my opponent says he agrees with. But instead of offering serious ideas of his own, he simply says, watch out senior citizens, watch out veterans, watch out disabled Americans. It won't work. This administration has strengthened Social Security, we have stood beside the nation's veterans, we signed legislation that brought the disabled into our economic mainstream. Do not let this Governor try to scare you, America. (Applause.)

Governor Clinton is running a Freddie Krueger candidacy. (Laughter.) He's more interested in playing on people's fears than in dealing with this country's real problems. I don't want to scare the American people, I want to deal with our real problems -- I want to get America moving forward. (Applause.)

I am confident that I will win this election because I know America doesn't scare easily. We know the future holds its challenges, but we're not cowards, we're not quitters.

Let me tell you a little story about a fellow born not far from here in Commerce -- maybe you know him. Mickey Mantle played in the minors right here in Joplin before he went up the Yankees. His dad was a coal miner -- Mutt Mantle. And he worked all his life in the mines so that Mickey wouldn't have to. And then one day Mutt got a long-distance call from his son. The Yankees were sending Mantle back to Joplin. Mickey said, "Dad, I can't play." Well Mutt just hung up the phone, jumped in his car, drove through the night to Mickey's hotel. Without a word, he started packing his son's suitcase. Mickey said, "What are you doing?" His dad replied, "You can work the mines with me. You can come back and work in the mines with me. I didn't think I raised a quitter." That night Mutt Mantle drove home all alone.

America is like Mickey Mantle: in face of tough challenges we never quit. (Applause.) Confronted with the Cold War we didn't flinch -- and we won. Confronted with the new economic competition, I say this: America will never retreat, we will always compete. And we will win. (Applause.)

I need your help. The next 53 days are going to be difficult. I've never seen a political year like this in my life. And I promise you to continue to advance real issues, and I ask your support -- because our ideas are right for America. My opponent says we're a nation in decline. I say America is always on the rise, if we but make the right choices. (Applause.) So for our great country, for America, it's time to step up to the plate and hit it out of the ballpark.

Thank you. God bless each and every one of you, and may God bless the United States of America. Thank you very, very much. Thank you. (Applause.)

END

9:45 A.M. CDT

Mayor of Joplin  
Crista

(Grossman)  
September 9, 1992  
JOPLIN  
Draft Four

PRESIDENTIAL REMARKS: MISSOURI SOUTHERN STATE COLLEGE  
JOPLIN, MISSOURI  
FRIDAY, SEPTEMBER 11, 1992

Governor Ashcroft, thank you for that introduction.

[Acknowledgements]. ((I spend my days in the Oval Office in Washington, let me just say it's great to be in the Oval at Missouri Southern State. Millie would love this Oval -- she'd have a thousand people to walk her.))

For Four years, when I spoke on this campus, our country, our cities, our towns, were marked by thumbtacks on a war map inside the Kremlin walls. Today, I stand before you and say something no President has ever been able to say before: The Cold War is over -- freedom finished first. \\

Peace is precious but precarious. We must know its risks to reap its rewards. For America to be safe and strong, we must win the defining challenge of the 1990s: we must win the economic competition. We must be a military superpower, an export superpower, and an economic superpower. \\

This must be our goal: a ten trillion dollar economy by the beginning of the next century. The opposition will tell you: we can't cut it. I say anyway you cut it...we can. \\

Yesterday I released my Agenda for American Renewal. This is my agenda for action. America is a place where ordinary people can do extraordinary things if only they are set free. Here are my keys to unlock the door.

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When it comes to exports, I say this continent's not big enough for the American worker. I want a free trade agreement with Poland...and with Hungary. I want an agreement with Czechoslovakia. We will have these agreements by the end of my second term. \\

My opponent used to support free trade. First he was for the Mexican free trade agreement -- then he wasn't so sure. Now he says: "I'm reviewing it carefully; when I have a definitive opinion I will say so." Now are there any history students in the audience? You may recall that Walter Lippman said leadership means guarding, quote, "a nation's ideals." And the Roman historian Tacitus defined leadership as, quote, "reason and judgment." \\ But you know....I don't recall ever hearing leadership defined as "Please leave a message and we'll get back

to you." \\ It doesn't work that way. In the Oval Office, there's no "call-waiting." \\

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lawyers, my opponent's over in their corner, sponging their brow, I want to step into the ring and strike a blow against frivolous lawsuits. \\

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Now I wasn't raised a quitter and I reckon you weren't either. The competition in the coming years will be tough. But let's remember who invented the game. It's not time to pick up our ball and go home, it's time step up to the plate. Thank you, God bless you, and God bless America.

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(c) 1988 Los Angeles Times, February 19, 1988

Bush kicked off a 12-day Southern swing with appearances in the Missouri Ozarks and capped the day with a rally in Dallas.

"Our campaign is alive and well and charging forward," he proclaimed to 2,500 supporters gathered at Missouri Southern State College here.

"I am here today to ask for your support. Whoever wins Super Tuesday will win the presidency of the United States . . . "

#### More Forceful Approach

The trip, scheduled to include stops in most of the states that will elect 800 delegates March 8, highlighted a more forceful approach and a visibly more confident Bush.

Unlike the final scrappy days before the New Hampshire primary, Bush did not take on his chief opponent, Kansas Sen. Bob Dole, by name but he did issue a few backdoor jabs.

"The question is the issues," he said in Dallas, where several hundred supporters gathered in a hotel atrium to welcome him. "Who best to lead the United States of America? Leave aside the one-liners. Leave aside who has the

September 9, 1992

MEMO FOR BINKY  
FROM: MATTHEW  
RE: MISSOURI

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Taxes

o Missouri has line-item veto, used often by Gov. Ashcroft in dealing with a Democratic-controlled legislature. Altogether these vetos have saved taxpayers almost a quarter of a billion dollars (\$240.8 million). Also has a constitutional balanced-budget requirement.

o Partly as a result of these, it's the only midwestern state -- and one of just four states in U.S. -- to have an AAA bond rating. (Source: Governor's Office). It has seen a net gain of 338,000 ~~in~~ jobs under Republican Ashcroft; and an increase of 37 percent in exports over the past three years; more than 100,000 Missouri jobs are directly linked to exports. And it has an unemployment rate 1.2 percent below the national average

o In a recent special referendum voters rejected a state tax increase overwhelmingly.

Economic

o Public Safety, Inc. -- a St. Louis company -- is a good example of relatively small firms entering the global competition. Thirty-five percent of its total annual sales are merchandise exports -- and this has all come about since 1988. It makes the flashing lights for emergency vehicles, exporting these to 42 different countries.

o Multiplex, Inc. in St. Louis, manufactured the soft drink machines used at the MacDonal'd's in Moscow. The machine pours some 20,000 sodas per day.

o Another good example is the company Pres. Bush will visit, Contract Freighters, Inc., just four miles from Missouri Southern. In 1988 it had 1400 employees; today, 2,200 employees. The company is now building a 100,000-sq.-ft. facility. At any given moment, 900 of the company's air-ride trailers (designed to bear cargo over Mexico's poor road system) can be found in that country. Does lots of business w/ Canada, illustrates benefits of NAFTA, etc.

### School Choice

o Gov. has repeatedly pushed for the idea, but the legislature refuses. A compromise was reached last time around, allowing state to experiment with school choice during the summer school session. No stats available on number of parents opting for the plan. Also, a few districts here and there have agreed on testing the reform, and though no stats are available the response is good. Ashcroft promises to keep pressing.

### Environment

o Clinton's posture as an environmentalist, Gov's press sec. tells me, will never sell in Missouri because more waste has flowed from Arkansas into the state (from the White River system) than is annually produced by all of New York City. Claim comes from stories about Ark. pollution in Mar. 22, '92 Wash. Post and April 4, '92 New York Times.

### Misc.

o State motto: "The Welfare of the people shall be the supreme law."

o Voter participation in '88: 70 percent turnout. (Maybe a reference to this as proof of Missourians' demanding "show-me" attitude toward pols?)

o Twain quotes:

--"Change is the handmaiden Nature uses to do her miracles with."

--"What, then, is the true Gospel of consistency? Change."

--"It was without [peer] among swindles. It was perfect, it was rounded, symmetrical, complete, colossal." (To describe Clinton tax plan?)

--"What is the difference between a taxidermist and a tax collector? Answer: A taxidermist takes only your skin."

--"When in doubt tell the truth."

--"Do not tell fish stories where the people know you; but particularly, do not tell them where they know the fish."

Dear President Bush,

I am proud of our country because we stand up for what we believe in and we also fight for what we think is right. Likewhen we won the war in Saudi Arabia. That SHOWS we stand for what we believe in . It told all countries that we won't back out on what we say . that is why I'm proud of our country.

I also think that you should be president again.

sincerely yours'

TRICIA WILL

Tricia  
Will.

St. Louis MO 63129  
Call me 894-7497.

September 9, 1992

MEMO FOR BINKY  
FROM: MATTHEW  
RE: MISSOURI

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### Taxes

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- o Partly as a result of these, it's the only midwestern state -- and one of just four states in U.S. -- to have an AAA bond rating. (Source: Governor's Office). It has seen a net gain of 38 percent in jobs under Republican Ashcroft. And it has an unemployment rate 1.2 percent below the national average
- o In a recent special referendum voters rejected a state tax increase overwhelmingly.

### Economic

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*drinks*

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--[More to come]

ever since: that the world was destined to become a smaller place, no matter what we might do to try to make it otherwise.

And so as President I have tried, in this agenda, to bring our foreign policies and our domestic policies together; to turn our strength as a world power to our advantage as an economic power; to match the security we feel militarily with the economic security we must build at home.

My Agenda for American Renewal calls for action on six interconnected fronts. We face complex problems; no single solution will suffice. The whole of our agenda will be greater than the sum of its parts.

First, Challenging the World. During the Cold War, we built a global security structure with military alliances across the Atlantic and Pacific. In the same way, the post-Cold War era requires a strategic economic and trade policy -- global in scope, and built on our foundation as an economic and export superpower.

We are uniquely positioned to achieve this goal. As the largest fully integrated market in the world, we wield leverage with other countries that want access to our market.

As both a Pacific and a European power, we are tied to the largest and most rapidly growing economies across both oceans.

And as the strongest nation in our hemisphere, we are looked to for leadership by free economies emerging from Chile to Mexico.

Local Color: Joplin, MO

- Metro area includes Joplin, Jasper, Newton City (pop. 141,000)
- within Joplin city limits 40,000 people
- within 10 mile radius 80,000 people
- 350,000 within 50 mile radius - including people from SE Kansas, Northeast Oklahoma, Northern Arkansas

Local Business Information:

Cardinal Scale, Webb City: Founded 1931 by Les Murphy

- first to use welded steel in making scales
- merged with Cardinal President William H. Perry in 1958
- led to more than 20 scale patents for the company
- company attitude: "there is always a better way."

Leggett & Platt, Carthage: founded 1883 by J.P. Leggett and C.B. Platt

- invented coil bed spring
- about to celebrate 100th year
- 1960 sales were approx. \$7 million
- 1981 sales were \$263 million
- 1991 estimated sales \$1.2 billion
- still located in Carthage

FAG Bearings Corporation: a German company

- just completed \$60 million expansion
- employs 405 people
- received federal grants

Contract Freighters, Inc.: POTUS scheduled to visit them

- received President's "E" Award for Export Service Excellence
- first trucking company to receive this award
- strong export ties to Mexico and Canada

PERSONALITIES FROM JOPLIN AREA

- Mickey Mantle, baseball Hall of Famer, grew up 30 miles away in Commerce, OK and played for the Joplin Minors before going to the Yankees.
- Langston Hughes, poet, born in Joplin
- George Washington Carver, born and raised there, slave. The George Washington Carver National Monument is located a few minutes to the SE of Joplin.
- former Congressman Gene Taylor is from nearby Sarcoxie, very popular among the citizens, known for his stories and sense of humor. The Gene Taylor Education and Psychology Building is on the Mo. Southern State College campus.

MO. SOUTHERN STATE COLLEGE INFO

- diverse campus, approx. 6,000 students
- 13-15% are non-traditional students
- teams are the Lions
- Lions football team won first game last week, beating Cameron University

- Rod Smith, wide receiver on football team, All-American last year, pre-season All-America this year
- Woman's Softball Team Defending Divison II National champions.
- chief rival is nearby Pittsburg State, they play them Oct. 24
- Sigma Pi is "big" frat on campus
- Larry Seneker is Class President

The purchasing power of Americans gives us the highest standard of living in the world.

We enjoy the highest home ownership rate of all major industrialized countries.

We send 68 percent of our children on to higher education - more than any other country -- and well above Germany's 32 percent and Japan's 30 percent.

And with 5 percent of the world's population, we produce 25 percent of the world's total output.

I do not mean to suggest that all is well -- that we do not need to lead and manage the changes transforming our economy. But you can't chart the stars if you think the sky is falling. Over the past 12 years we have almost doubled the size of our economy. It's as if we created two extra economies the size of Germany's from scratch.

How will we meet our goals? Before you hear the specifics of my agenda, let me tell you a little bit about what I believe - - because change, if it is to be a force for good, must be guided by principles. And the principles that must guide change are the principles that never change.

I believe we are a nation of special individuals, not special interests.

I haven't always been in government. I spent half my life before public service out in Texas. And I learned that if you want the heartbeat of our country, if you want to find what makes

it tick, you'll find it in Waco, not Washington -- you listen to Carthage, not Capitol Hill.

*but from* And I ~~believe~~ individuals draw their enduring strength from their families, from their neighbors and communities, ~~(not the from~~ government) } So I believe we <sup>should never ask</sup> ~~have to keep~~ government ~~smaller,~~ never asking ~~it to~~ <sup>to</sup> do what families and neighbors and individuals can better do for themselves and for one another.

I believe -- because I've seen it -- that economic growth comes from the small businesswoman who takes a risk on a new product, from the computer hacker working in a lonely garage, from the merit scholar in South Central L.A. with a future as big as his dreams.

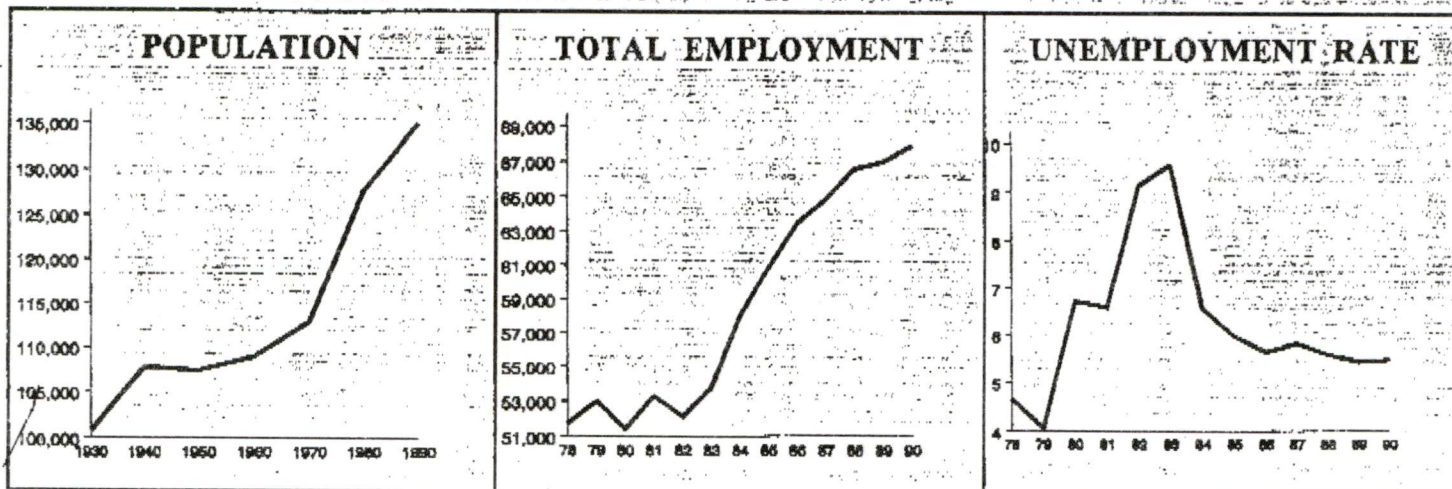
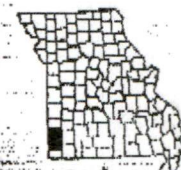
*(S. J. G.)* And I ~~believe~~ government owes it to these people to keep tax rates low and make them lower; to keep money sound; to limit its own spending and regulations; and to open the way for greater competition, and freer trade.

But I do not believe, as some might, that government's obligation ends there. As a conservative I believe that government can help people -- offer them hope and opportunity -- by giving them the means and the confidence to make the decisions that matter in life.

As a young man I saw the world -- a bit more of it than I wanted to, in fact. I was a pilot, but thanks to the best efforts of a Japanese fighter plane I ended up for a time on a submarine -- spent some long nights in the tower standing watch. And I remember thinking then what I have seen over and over again

# JOPLIN MSA

## 1991 LABOR MARKET INFORMATION



### POPULATION

#### TOTAL POPULATION

#### 1990 Race & Ethnic Group Population

1990 1980 1970 1960

WHITE BLACK AMER INDIAN  
ESKIMO & ALEUT ASIAN & PACIFIC ISLANDER OTHER RACES HISPANIC ORIGIN TOTAL MINORITY

	1990	1980	1970	1960	WHITE	BLACK	AMER INDIAN ESKIMO & ALEUT	ASIAN & PACIFIC ISLANDER	OTHER RACES	HISPANIC ORIGIN	TOTAL MINORITY
<b>JOPLIN MSA<sup>1</sup></b>	134,910	127,513	112,833	108,956	130,093	1,327	2,452	751	287	1,150	5,623
<b>JASPER COUNTY</b>	90,465	86,958	79,852	78,863	87,093	1,153	1,504	516	199	797	3,936
Joplin <sup>2</sup>	40,961	38,893	39,256	38,958	38,927	872	773	262	127	477	2,355
Carthage	10,747	11,104	11,035	11,264	10,216	236	102	177	16	63	573
<b>NEWTON COUNTY</b>	44,445	40,555	32,981	30,093	43,000	174	948	235	88	353	1,688
Neosho	9,254	9,493	7,517	7,452	8,821	99	190	121	23	86	487

1. Data in this table and above graph based on current MSA definition  
2. Includes part in Newton County

### LABOR FORCE

1990 1989 1988 1987 1986 1985 1984 1983 1982 1981 1980 1979 1978

LABOR FORCE	71,749	70,791	70,483	68,826	67,225	64,668	62,055	59,447	57,319	57,011	55,077	55,211	54,250
EMPLOYMENT	67,827	66,947	66,555	64,827	63,443	60,812	57,985	53,765	52,085	53,258	51,380	52,973	51,728
UNEMPLOYMENT	3,922	3,844	3,928	3,999	3,782	3,856	4,070	5,682	5,234	3,753	3,697	2,238	2,522
RATE	5.5	5.4	5.6	5.8	5.6	6.0	6.6	9.6	9.1	6.6	6.7	4.1	4.6



MISSOURI DEPARTMENT OF LABOR & INDUSTRIAL RELATIONS  
DIVISION OF EMPLOYMENT SECURITY  
P O BOX 59  
JEFFERSON CITY, MO 65104-0059

Research & Analysis  
(314) 751-3595

Post-It™ brand fax transmittal memo 7671 # of pages 11

To: Lars Pierson From: Cecilia Mims

## ECONOMIC INDICATORS - Joplin Area: 1991 - 1992

\* - Month of JULY

\*\* - Year To Date

Area of Survey		1992	1991	DIFFERENCE	PERCENT DIFF.
* Bank Demand Deposits	(000)	\$94,832	\$79,235	15,596	19.7%
* Bank Time & Savings Dep.	(000)	\$492,840	\$404,550	88,290	21.8%
* Total Joplin Bank Dep.	(000)	\$587,672	\$483,785	103,887	21.5%
**Checks Cashed	(000)	\$5,545,430	\$5,153,409	392,021	7.6%
**Bank Clearings	(000)	\$569,526	\$524,188	45,338	8.6%
**Total Building Permits	(000)	\$34,786	\$14,682	20,103	136.9%
**Mortgages Recorded	(000)	\$535,491	\$250,790	284,701	113.5%
**Retail Sales Tax Rec.	(000)	\$3,583	\$3,292	292	8.9%
**Postal Receipts	(000)	\$3,275	\$3,233	42	1.3%
* Total Labor Force		76,146	72,493	3,653	5.0%
* Number Employed		70,687	67,605	3,082	4.6% INCREASE
* Number Unemployed		5,459	4,888	571	11.7%
**Elect Energy Generated	M/kwh	408,018	425,216	(17,198)	-4.0%
* Electric Meters In Service		27,765	27,370	395	1.4%
* Gas Meters in Service		N/A	19,033	(19,033)	-100.0%

## WHAT RECESSION? ALL SIGNS POINT TO STRONG GROWTH!

Joplin appears to be in for a great 1992-93, with a surge of construction activity on a number of different fronts. City of Joplin Public Works Director Harold McCoy said "in my 33 years here, I have never seen the level of broad-based activity we're now experiencing."

City of Joplin Director of Planning and Zoning Richard Largeant said his office is swamped with projects. Much of that has dealt with plats for housing. "We're working on about 10 plats representing about 400 lots, and we hear there are three or four other plats to come to us in the near future."

City Hall will also be busy in 1992 with a number of improvements to meet the demands that certain developments will place on them. Among others, Maiden Lane is being widened to 4-lanes from 4th Street north, and the City has a \$2 million sewer expansion project south of Interstate 44 which is opening excellent land for development.

### HOUSING

Ron Wheeler, President of the Home Builders Association of Southwest Missouri said "housing starts in the first quarter were at their greatest level since 1960. There are a lot of factors built into that, but our members tell us it looks like a very good year."

Mark Mayberry of Mayberry Brothers Construction reports that Deer Run Estates, open for sale for about one year, should sell the last six of its original 16 lots by the end of summer. Homes must be at least 2,000 sq.ft. on these lots, which sell for \$20,000-25,000. He reports that duplexes are selling well in different locations of the city.

Randy Anderson of R.S. Anderson, Inc. and Heartland Homes has been Webb City's busiest developer/homebuilder, and he's bringing some of that action to Joplin. He just bought about 60 acres south of Zora between Main and St. Louis. His plan is to put in more than 200 homes. Forest Ridge will offer homes in the \$60's. Groundbreaking on Phase I, scheduled for June, will include 15 homes.

Hidden Valley, south of Interstate 44 and west of Connecticut, may have some of Joplin's newest and largest homes. Opened by Tom Prince just a few years ago, only a few lots remain.

Bob and Kathleen Martz are partners with Kevin and Tania Locke on The Highlands, south of Wildwood. Annexed into Joplin in 1962, it is the furthest point south in the City. The initial plat opened with 16 lots 3 months ago, and eight are already sold, with three homes under construction. Plat #2 will have 18 lots. These 1/2 acre-plus lots sell for \$19,000-\$25,000.

Joplin Square is being platted with 91 lots at 36th & Brownell (behind the nursing home at 34th & Texas). Nick Pitts is the developer.

Joplin Globe, July 5, 1992

Joplin Globe, July 12, 1992

## Joplin Construction Hits Best Start in Six Years

From the standpoint of estimated dollar commitments, Joplin building construction and improvement is off to its best start in years.

Work started during the first six months of this year totals \$19.6 million in estimated construction cost, up 55 percent from the corresponding period last year, according to city building permit records. The \$19.6 million is the highest amount for the first half of the year since the record high of \$29 million was set in 1986.

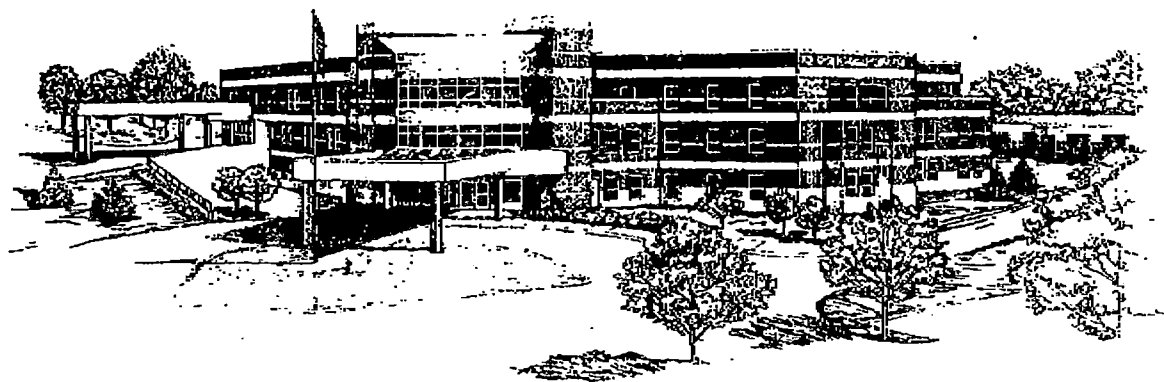
The permits reflect the start of 125 dwelling units during the first half of the year, the highest number for the first half of the year since 139 were started in 1987. That includes both single-family residences and multiple-family structures. Permits for single-family residences totaled 87 during the first half of the year, up two from the corresponding period of last year. Thirty-eight units are reflected in permits covering multiple-family dwellings.

The \$3.8 million in estimated construction cost covering six building permits for new commercial buildings issued during the first half of the year was the highest for the category since the corresponding portion of 1987, when the total for 13 permits was \$6.8 million.

Permits in the second quarter totaled \$12.4 million in estimated cost of all types of construction, about twice the amount for the corresponding quarter of 1991, and was the greatest for any second quarter since 1986.

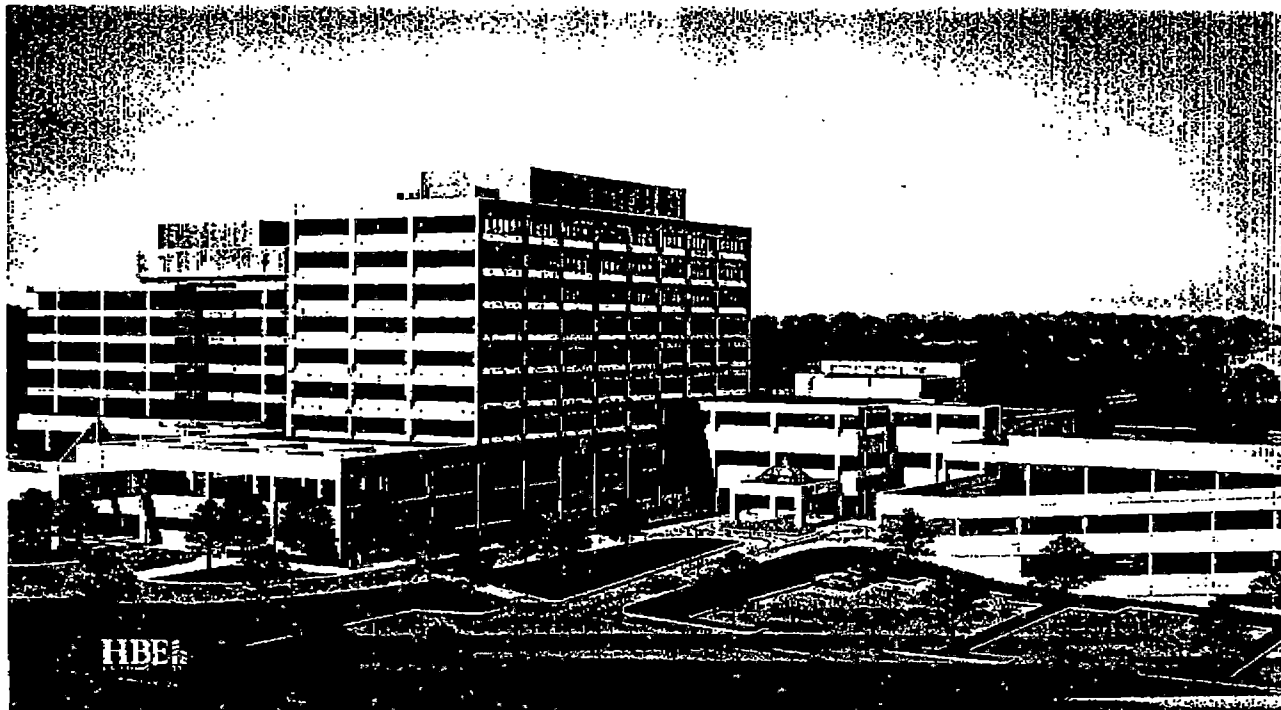
## Future Building Contracts Up

Contracts for future building construction in the two-county Joplin Metropolitan Statistical Area totaled \$38.8 million during the first five months of 1992, according to F.W. Dodge Division of McGraw-Hill Inc. This represents an increase of 60 percent over the corresponding period of 1991.



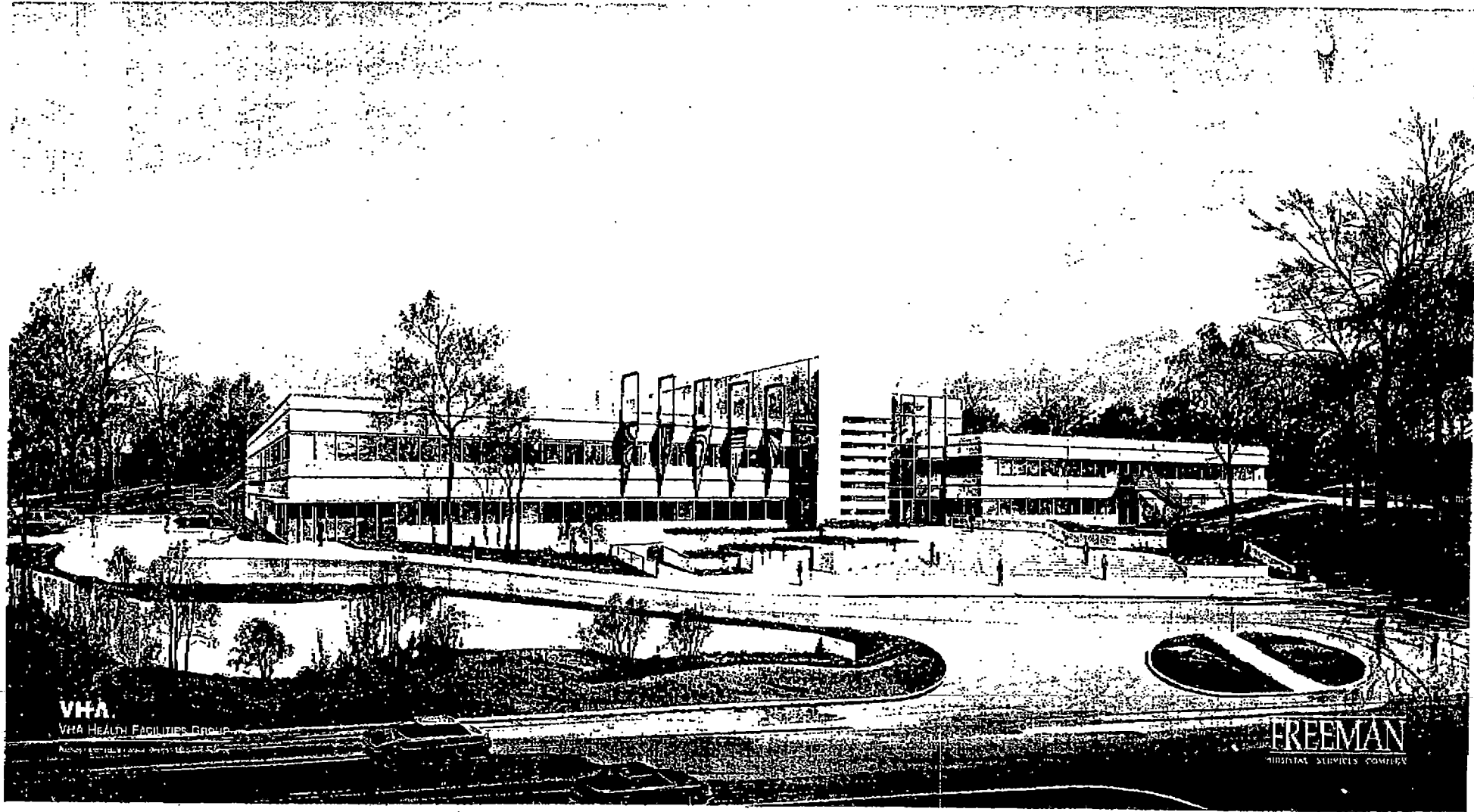
Oak Hill Hospital broke ground March 1 on a \$9 million, three-story expansion that will more than double the hospital's floor space. The project will add 95,000 square feet to the hospital, which has 85,000 square feet. The addition will be on the west end of the existing building.

*The Joplin Globe*  
February 23, 1992



St. John's Regional Medical Center Completed a \$18.25 million expansion and renovation project, which included a parking garage and a surgery center. Construction cost \$15.5 million, and equipment, \$2.75 million.

*The Joplin Globe*  
February 23, 1992



Freeman Hospital is adding a 39,000 square foot Sports Medicine and Orthopedics Center. The \$3.2 million office building is to be connected to the hospital via a tunnel.

*The Joplin Globe*  
February 23, 1992

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To: <i>Lars Pierson</i>	From: <i>Cecilia Mims</i>		
Co.	Co.		
Dept.	Phone #		
Fax # <i>202-456-6218</i>	Fax #		

Page 2

### HOUSING (continued)

**Bob Landis of Landis Construction** is developing one of the last remaining Roanoke tracts. The first home is nearly complete and already sold, and nine homes will be added.

**Northbrook** subdivision has 32 homes between and \$60-85,000. Phase 2 is underway this year, with an estimated six new homes. This **Ed Loyd** subdivision will eventually have up to 173 homes, on lots priced from \$10,500 to \$14,500 for 100' frontage.

**Oak Pointe**, off of South Jackson, continues with brisk activity for executive home construction. Developed by **Ruestman Construction**, phase two is going very well, with several new homes by various builders under construction.

**Rainbow Estates** is **Gene Anderson's** new development at 30th and Patterson, with more than thirty lots being developed with homes in the \$80,000 range.

**South Hampton**, at 30th and McConnell, has 18 lots for homes from the upper \$70's, with one home near completion, with more coming out of the ground this summer.

**Sunset Ridge** by **Ed Loyd** will have 83 homes when fully developed. Thirteen are up, with three under contract and 3 more to build this year. Homes are priced at \$165,000 and up. Lots are priced between \$22,000 and \$32,500 for 1/2 to 1 1/4 acres.

**Wildwood**, **Tom Prince's** large development west of south Range Line, has added several executive homes in the past year.

**Woodland Hills** features wooded lots, some with creek frontage, selling for \$20,000 to \$28,000. This subdivision was recently platted with 100 lots ranging from 1/2 acre to 1 acre. Phase 1 will have 45 lots, with 6 lots already sold with one home under construction. Phase 2 will add 55 lots. Homes will average about \$100,000, according to **Steve Smith**, President of **Joplin Construction Design and Management**.

Pending approval from Planning and Zoning on April 27, **Zelleken Hills** will be platted at 44th & Indiana, south of I-44. **Mike Buckingham** said the completed **BBP Development, Inc.** project will include 90 residential lots on 32 acres for all-brick homes. **Buckingham** is the great grandson of **Edward Zelleken**, who built the first and second brick homes in Joplin.

Phase one calls for six lots, with an entrance off of 44th Street across from **Hidden Valley Estates**. **Buckingham** said he has contracts for three houses immediately, with two pending. He said the 1,500 sq.ft. minimum homes will sell for \$80-140,000.

Small multi-family projects are on the drawing boards around the city, but no major apartment projects have been announced.

Page 3

### COMMERCIAL PROPERTY

Joplin Chamber President Gary Tonjes said that activity has picked up. "We are seeing interest from large developers who have been in town looking around, and we have been pleased with the response we're getting from our marketing efforts. I think you will see a number of large commercial projects announced in 1992-93."

On 32nd Street, Smitty's and Food-4-Less will have more than 100,000 square foot of new grocery space between them when they open later this year. A commercial strip center across at 32nd & Wisconsin and a planned 37,000 square foot strip center just west of Smitty's are good projects in the works.

On Range Line, David Myers of Woodmont reports that they are close to signing three additional national tenants for the new Northpoint Center. Phar-Mor and Ryan's Steak House are to open within the next few months, giving the new Toys-R-Us some company. The highway department offices will be torn down in early 1993.

Construction will begin soon on the 193,000 square foot Wal-Mart Supercenter, and at least two more large commercial developments on Range Line are in the works. Braum's will open this spring its third Joplin store.

Northpark Mall's Greg Sims gives a good report. Total sales are up over a year ago, and new stores are being added. Everything is \$1.00 opened April 15, The Buckle is expanding and remodeling, sporting goods store and Kinney's subsidiary Champs will open in about 60 days, one new women's clothing store is coming to, and another women's store expanding in, the mall.

Downtown is benefitting from a few projects, as well, including The Sports Page restaurant and bar, Champ's expansion, a planned Guccione's expansion, and a relocation to downtown by Electronic Security Systems.

Retail sales tax receipts are up 7% over a year ago, and the outlook is good for continued growth.

### ESTABLISHED MANUFACTURERS

Several Joplin area manufacturers are expanding. A special feature will be included in an upcoming edition of the Joplin Report.

### HEALTH CARE

Health Care continues to provide Joplin with much of its growth and building construction activity. Major projects are underway at all three hospitals. Freeman Hospital is adding a 39,000 sq. ft. Sports Medicine and Orthopedics Center, Oak Hill Hospital is adding 95,000 square feet in a \$9 million expansion, and St. John's Regional Medical Center just completed an \$18.25 million expansion and renovation project. All three report they will be bringing more health care professionals to Joplin.

Spring River Christian Village behind Northpark Mall is nearing completion on its major expansion.

Page 4

### TRANSPORTATION/TRAVEL

Joplin's trucking community still represents a good avenue of growth. The largest expansion on the board is Contract Freighters, Inc.'s move to a new \$20 million complex, but other carriers continue to expand.

There's much speculation about another large truck stop complex, as well as a newcomer to the lodging business. The Chamber has talked with a couple of developers interested in building new motels.

A new highway 71 from I-44 south will likely bring road construction jobs within a year, and help fuel future growth for the Joplin area. The Missouri Highway and Transportation Department District 7 Headquarters at 32nd St. and Duquesne will be complete around the end of the 1992.

While US Air Express' future in Joplin is uncertain, the Lone Star connections to DFW and St. Louis have improved the air travel market. Beginning this month, Lone Star offers a round trip from Joplin to St. Louis for \$165.

### CHURCHES

Several congregations must be feeling good about Joplin. A new church with family life center is under construction at 44th & Silver Creek for Christ's Community United Methodist Church. St. Paul's United Methodist Church members have their new church home being built on W. 26th near Cecil Floyd Elementary. Villa Heights Christian Church has a major expansion in progress on East 7th, and First United Methodist Church razed the block at 4th and Moffet for its new Family Life Center.

202-456-6218

\* FAX \*

Date 10 SEPT 92

TO: MR LARS PIERSON

\*\*\*\*\*

FROM:

DR R. C. BROWN Department Academic Affairs

MISSOURI SOUTHERN STATE COLLEGE

3950 Newman Road - Joplin, MO 64801-1595

FAX: (417) 625-3121 PHONE: (417) 625-9394

MESSAGE: Info Attached As discussed.

PLEASE CALL IF YOU HAVE QUESTIONS.

Transmitting a total of 9 pages including this page. Please contact us immediately if you do not receive all the pages.

## MISSOURI SOUTHERN STATE COLLEGE (MSSC)

\*\*\*\*\* THIS IS THE SECOND VISIT TO MSSC BY PRESIDENT BUSH. FIRST TIME WAS DURING THE 1988 PRIMARIES, AS VICE-PRESIDENT.

\*\*\*\*\* VICE-PRESIDENT QUAYLE ALSO VISITED MSSC IN 1988 AS A VICE PRESIDENTIAL CANDIDATE.

\*\*\*\*\* MISSOURI SOUTHERN STATE COLLEGE IS A STATE SUPPORTED UNDERGRADUATE LIBERAL ARTS COLLEGE.

ENROLLMENT ..... 6,000 STUDENTS  
55 % WOMEN.... 45 % MEN  
AVERAGE AGE.... 27 YEARS  
MANY STUDENTS PART-TIME (38 %) WORK FULL-  
OR PART-TIME.

\*\*\*\*\* COLLEGE HAS AN INTERNATIONAL EDUCATION EMPHASIS. FOREIGN LANGUAGES TAUGHT AT THE COLLEGE: RUSSIAN, JAPANESE, CHINESE, ARABIC, FRENCH, SPANISH, GERMAN.

\*\*\*\*\* MANY PROFESSORS ARE FROM OTHER COUNTRIES. COLLEGE PRESIDENT WAS BORN AND EDUCATED IN CHILE. HIS WIFE IS FROM HONG KONG. FACULTY REGULARLY TRAVEL AND STUDY ABROAD. COLLEGE HAS OUTSTANDING HONORS PROGRAM AND SENDS 20 TO 30 STUDENTS EVERY SUMMER TO STUDY AT OXFORD UNIVERSITY AND SALAMANCA, SPAIN.

\*\*\*\*\* PRESIDENT BUSH SENT GREETINGS TO PARTICIPANTS IN THE MISSOURI SOUTHERN INTERNATIONAL PIANO COMPETITION. A RECOGNIZED INTERNATIONAL COMPETITION THAT ATTRACTS OUTSTANDING PIANISTS FROM ALL OVER THE WORLD. THE WINNER THIS YEAR IS A YOUNG PIANIST FROM RUSSIA WHO WILL, AS PART OF HER GRAND PRIZE, MAKE HER DEBUT IN CARNEGIE HALL THIS OCTOBER.

\*\*\*\*\* THE COLLEGE EMPHASIZES TEACHING. ALL CLASSES ARE SMALL. TUITION IS THE SECOND LOWEST IN MISSOURI AND AMONG THE LOWEST IN THE NATION.

- \*\*\*\*\* AS PART OF PRESIDENT BUSH EDUCATIONAL GOALS FOR THE YEAR 2,000, THERE IS AN OBJECTIVE THAT CALLS FOR COLLEGES AND UNIVERSITIES TO ASSESS THE LEARNING OF COLLEGE GRADUATES TO INSURE THE COMPETITIVENESS OF OUR EDUCATED WORKFORCE. MISSOURI SOUTHERN STATE COLLEGE HAS HAD A STRONG ASSESSMENT OF OUTCOMES PROGRAM SINCE 1986 WHERE ALL GRADUATING SENIORS ARE TESTED IN BOTH GENERAL EDUCATION AND IN THEIR MAJOR FIELD OF STUDY.
- \*\*\*\*\* THE RESULTS OF THE ASSESSMENT OF LEARNING ARE PUBLISHED IN THE COLLEGE CATALOG (A REPORT CARD, SO TO SPEAK) AND IN THE PRESS FOR ALL PROSPECTIVE STUDENTS, PARENTS AND PUBLIC TO SEE.
- \*\*\*\*\* THE CAMPUS IS WELL MAINTAINED AND IS ONE OF THE MOST BEAUTIFUL COLLEGE CAMPUSES IN THE NATION.

# QUALITY IN GRADUATING SENIORS

Southern also is setting an impressive pace with the quality of its graduating seniors.

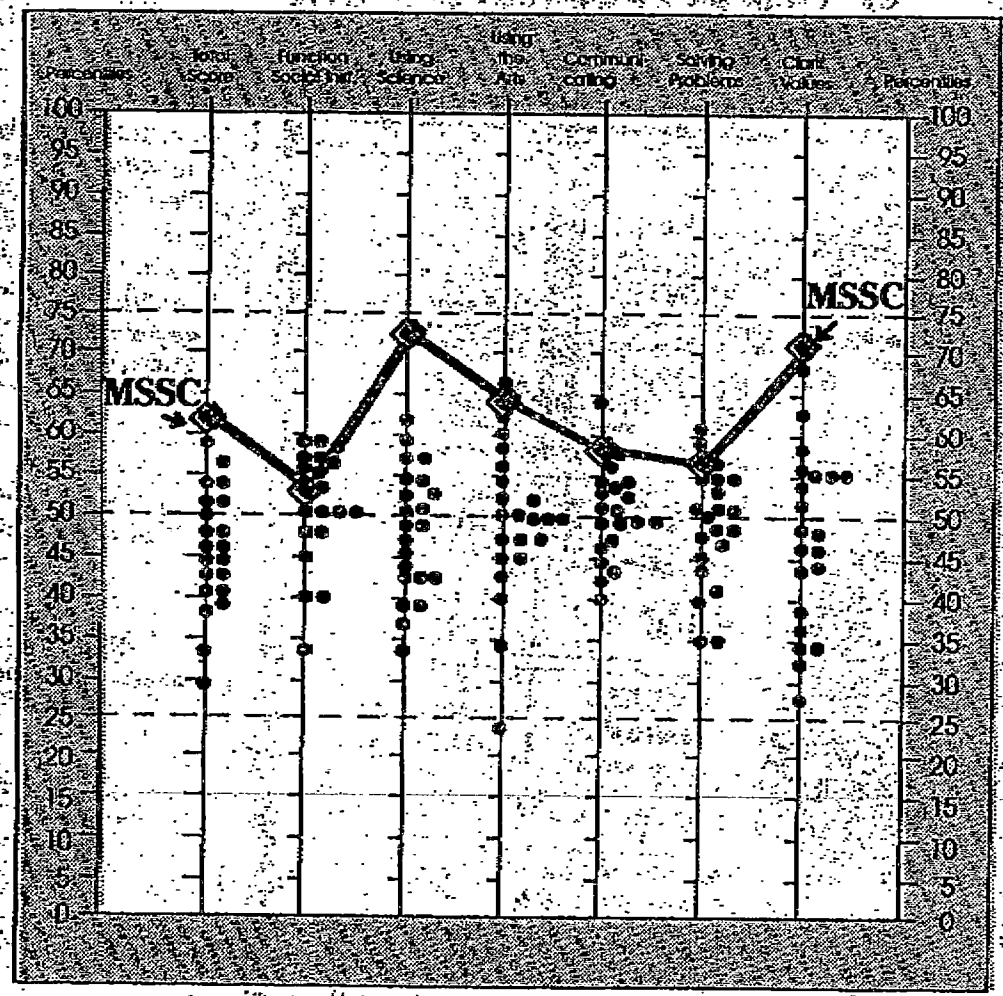
In February, 488 Southern seniors took a nationally normed examination (the ACT-COMP) along with some 31,000 other graduating seniors from colleges and universities across the United States.

The ACT-COMP is a comprehensive 4-hour examination that measures the level of General Education acquired by college students. As such, it is an important measure of the students' ability to communicate, to solve problems, to function effectively in social institutions, to effectively use the sciences and the arts, and to clarify values. General Education is considered to be the most important component of the curriculum for a college education.

Missouri-Southern seniors performed extremely well in this measure of educational performance! In fact, ACT, the testing service company, compared the performance of Missouri-Southern seniors to the performance of seniors from 20 other colleges and universities whose seniors had entering levels of achievement similar to or slightly lower than MSSC seniors and concluded that

*"This performance by your senior sample compares quite favorably with the performances of senior samples in the reference group and indicates an effective program at MSSC in fostering acquisition of the general education skills and knowledge assessed by the ACT-COMP."*

**TABLE 2 Comparison of ACT-COMP results**



**TABLE 3 Appropriation per FTE student and Percent of 1990-1991 State Average**

University of Missouri	\$7,185
Harris-Stowe State College	5,693
Lincoln University	4,520
Northeast Missouri State University	5,031
Southeast Missouri State University	4,536
Central Missouri State University	4,218
Missouri Western State College	3,744
Northwest Missouri State University	3,783
Southwest Missouri State University	3,299
<b>Missouri Southern State College</b>	<b>3,060</b>
<b>Average</b>	<b>5,339</b>

*Table 1 to the right shows the 20 colleges and universities to which the performance of MSSC seniors was compared, while Table 2 shows the actual results. Note how the MSSC students (depicted by the diamond symbol) generally outperform the results of seniors at the other 20 colleges and universities identified in the table by the black bullets. Specially noteworthy are the results in the Total Score, Using Science and Clarifying Values columns.*

*Missouri Southern is extremely proud of the general education skills and knowledge provided by our Core Curriculum. The quality of education our students receive prepares them to function competitively in a world where breadth of knowledge, critical thinking and problem solving skills are the keys to success.*

*As Table 3 shows, Missouri Southern receives the lowest state appropriation per full-time equivalent student in the state (57 percent of the state average). Given the performance results by our seniors in the ACT-COMP and the level of state support received by MSSC, one can say that MSSC educational programs YIELD RESULTS EQUAL TO OR BETTER THAN MANY OTHER STATE INSTITUTIONS AT HALF THE COST TO THE STATE OF MISSOURI!!!*

## **TABLE 1** **Colleges/Universities compared with MSSC**

University of Missouri-Kansas City  
 University of Missouri-St. Louis  
 Northwest Missouri State University  
 Southeast Missouri State University  
 Colorado State University  
 Ohio University  
 South Dakota State University  
 University of Tennessee-Knoxville  
 Washington and Jefferson College  
 Bemidji State University  
 Tennessee Technological University  
 University of Wisconsin-La Crosse  
 Fort Lewis College  
 Morehead State University  
 Old Dominion University  
 University of Montevallo  
 Western Michigan University  
 Memphis State University  
 Murray State University  
 University of North Carolina-Charlotte

# BUSH 92 QUAYLE

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

7:30 Precious Moments Group BEGIN

7:50 Precious Moments END

7:55 C.J. & Cass BEGIN

8:10 C.J. & Cass END

8:15 Southern Exposure BEGIN

8:35 Southern Exposure END

(Pastor and children go onstage together)

8:40 Prayer & Pledge of Allegiance

Dr. Phillip McClendon - Calvary Baptist Church  
Area Children saying the Pledge

8:45 National Anthem Sung

Sung by Cassandra Goade

8:50 Bill Webster BEGIN

-as M.C.-to intro platform comm. (come up and be  
seated as introduced)

8:59 Mel Hancock addresses crowd (after intro from Webster)  
then throws back to Webster.

9:03 - Kit Bond addresses crowd (after intro from Webster)  
then throws back to Webster

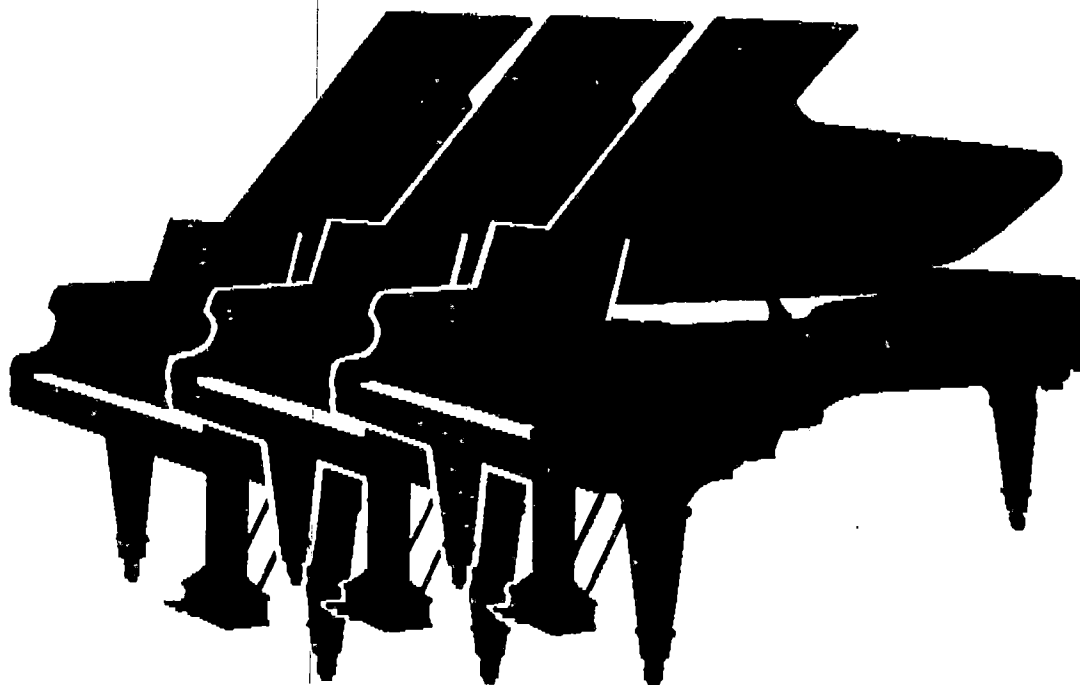
9:07 Webster addresses crowd

9:12 ~~Gov. Ashcroft~~ <sup>Gov. Ashcroft</sup> or Bill Webster builds up crowd.

9:15 President Bush walks up on stage and begins speaking.  
(BAND PLAYS)

9:30/35 Pres. Bush finishes speaking and brings Sen. Bond  
and Attorney Gen. Bill Webster (Cong. Hancock)  
back on stage with arms raised.

The Fourth  
MISSOURI SOUTHERN INTERNATIONAL  
**PIANO  
COMPETITION**



April 21-25, 1992  
Taylor Performing Arts Center  
Missouri Southern State College



THE WHITE HOUSE  
WASHINGTON

March 10, 1992



I am pleased to send greetings to the participants in the Fourth Missouri Southern International Piano Competition.

Whether embellishing an orchestra in a concerto, accompanying a singer, or providing the lone voice in a sonata, the piano has long been acclaimed for its beauty, versatility, and range. Artists who have mastered this remarkable instrument bring a special touch to the world of music, and I salute the outstanding young pianists who are taking part in this event. Through years of training and practice, you have developed your natural talent and your innate love of music into a high degree of proficiency and skill. I am sure that, regardless of the outcome of this competition, each of you will enrich the lives of countless others through your unique contributions to the performing arts.

Congratulations on your individual accomplishments, and best wishes for a memorable competition.

*Bill Clinton*



New building named for  
Atty Gen Bill Webster's father (grad. of  
Mo. South  
St.)

State Sen. Richard Webster

Republican Candidate for Gov.  
will be Inceel.

---

In front of POTUS  
North & slightly east of  
where Pres. speaks - ~~shiny~~ shiny  
building.

(Grossman)  
September 9, 1992  
JOPLIN  
Draft One

PRESIDENTIAL REMARKS: MISSOURI SOUTHERN STATE COLLEGE  
FRED HUGHES STADIUM  
FRIDAY, SEPTEMBER 11, 1992

(Acknowledgements) [local color, jokes.]

Unfortunately, in some quarters, this race has degenerated to the level of a food fight. I am the man that braved the broccoli. Of course, some of my younger staff wanted to retaliate. But they couldn't find any kind of food my opponent didn't like. \\

*cut?* [ I've got a message for the cafeteria campaigners: Stop playing with your food -- sit up straight and pay attention. \\

Yesterday I took this debate on to higher ground. I released my Agenda for American Renewal -- an agenda that diagnoses our problems, and defines our principles. This is my agenda for action. Our country stands at the edge of a century. This is my bridge to the other shore.

First let's take a step back. Take a look at where we've come from and where we are. For the first time in half a decade, America is a nation at peace. Some Americans paid for that peace with their lives. Others, with their labor. All, with their taxes. Peace is precious but precarious. We must know its risks to reap its rewards.

For America to be safe and strong, we must win the defining challenge of the 1990s: to win the economic competition -- to win the peace. \\ We must be a military superpower, an economic superpower, and an export superpower. We must look outward -- to

open new markets and prepare our people to meet international competition. We must look forward -- to strengthen our families -- to save and invest -- so we can win.

My opponent calls for change. But from where I stand, he makes about as much sense as a rainmaker in the middle of a rainstorm. Change is here, it is all around us.

When I read my mail, I hear each American describing a little part of a big picture. For some, the changes have been painful: the defense worker laid off from his job. The college senior wondering if she <sup>So</sup> ~~has~~ the skills to take her from the classroom to the board room. Others changes are hopeful: a fourth grader giving me tips on my computer lessons. Small business people telling me about how exports are bringing their companies back to life.

America has changed and is changing still. My opponent's like the doctor who diagnoses the growing pains, and advises the patient to stop growing. I want America to grow bigger and better -- stronger and smarter. I am looking forward to the future, because I understand the past.

I understand how many Americans feel that we won the Cold War, only to lose the very jobs that made victory possible. We must ease our transition to a peacetime economy -- but we must also look forward to the future: freeing up our skills and technologies for peacetime growth.

I understand how our industries are changing -- our economy, evolving. We are witnessing the greatest economic transformation since the Industrial Revolution. But like all revolutions, this

one has had its casualties....and we will take care of our own.  
But the smoke will clear on a new economy -- bigger, better, and  
ready to take on the world. \\  
>

I understand that while the 80s brought the greatest  
peacetime expansion in our history, it also boosted debt.  
Companies have been paying it down while gearing themselves up -  
-getting ready for greater profits when growth resumes.

Our financial system has changed too. We entered the 80s  
with a banking system designed before Ozzie and Harriet started  
dating. Our system has evolved and the fittest have survived --  
banks will be more efficient, capital will be more available,  
and credit will be more affordable.

~~Finally~~ <sup>And</sup>, I understand that when we changed the world, the  
world would change us too. No nation is an island today. All  
around the world, countries have been freed, markets are being  
opened. Only America has the energy, the attitude, and the  
resources to take advantage of this opportunity. If we can look  
outward, we will move forward.

The other side has conveniently skipped over our strengths  
and on to our weaknesses. Some folks will tell you that the sky  
is falling just so they can promise you the moon. But you can't  
build on your strengths unless you know what they are. Inflation's  
~~is~~ down, interest rates are at a twenty year low, and our  
purchasing power gives us the highest standard of living in the  
world.

<sup>this is America, and</sup>  
These are good signs. But good's just not good enough.  
Over the past 12 years we've almost doubled the size of our

economy. It's as if we created two economies the size of Germany's from scratch. So this is my goal: by the beginning of the next century we will bring this economy to ten trillion dollars strong.

How will we do it? I will tell you the program, but first listen to the principles. Our approach will be flexible, ready to meet the challenges of a changing world. (But the principles that must guide change, are the ones that must never change.)

I believe that we are a nation of special individuals, not special interests. (That the future of our democracy is not in bureaucracy -- but in our communities, our neighborhoods, ourselves.)

I believe that economic growth flows from Main Street to Wall Street -- not the other way around. That small business is the anatomy of the American Dream.

I believe that government must keep tax rates low and make them lower. It must keep money sound, keep spending and regulations down, and keep trade free and fair.

But I do not believe, as some might, that government's obligation ends there. As a conservative I believe that government can help people to help themselves, to empower them to make the decisions that matter in life.

Ordinary people can do extraordinary things if only they are set free. Here are my keys to unlock the door.

The first must unlock the markets of the world. The United States is the largest fully integrated market in the world. This is the bait we must use to cast lines overseas. Right here in

*Sample: The opposition sings the same old song: Hold on, you're not first.*

*They'll tell you we can't do it.*

*They're right: try, can't, and will.*

*America is a place where*

-- an increase of almost 40%  
over the past four years.

Missouri, exports support over 150,000 jobs.<sup>^</sup> Trade with Mexico  
and Canada brings Missouri two billion dollars<sup>^</sup> a year. With  
congressional approval of NAFTA, those dollars could double in  
\_\_\_\_\_ years.

For small business, bigger exports can mean big business.

Think about it: people in Moscow, lining up at McDonald's to buy  
soda<sup>pop</sup> from ~~soft-drink~~ machines made right here in Missouri. <sup>Think of the ambulances</sup> Last  
time I was here, I visited ~~Public Safety, Inc. in St. Louis.~~ <sup>in Israel or the police cars in Peru -- clearly the streets w/ sirens made in St. Louis, Today they</sup> It  
~~going to Contract Foreigners~~ <sup>is going to be talking to the folks that send trucks over the</sup> makes flashing emergency lights for export to 42 countries around  
~~the world.~~ <sup>by ways of Canada & the busy back roads of Mexico, They've created 800 jobs in just</sup> four years.

we've got to lead abroad. \ \

The second key must unlock ~~American~~ <sup>our minds + unleash our</sup> potential.

~~Developed economies demand developing minds in our schools must~~  
~~International competition means more than playing by the same~~  
~~rules -- it means competing with the same tools. Job training -~~  
~~to keep our workers ahead of the curve of change. Education~~

~~reform -- to prepare our kids for the competition.~~ <sup>My opponent has got to</sup>  
~~won't solve our problems -- except for Switzerland, We spend more~~ <sup>Money alone</sup>  
~~money per pupil than any other country in the world.~~ <sup>almost</sup> Whether <sup>We must raise standards, we must involve</sup>  
it's public, private or religious -- parents, not government, <sup>The committee,</sup>  
should choose their <sup>children's</sup> kids schools. <sup>and we must give</sup>  
<sup>parents</sup> school choice.

The third key: <sup>must unlock the future:</sup> Sharpening businesses' competitive edge. Our

ultimate success as an economic superpower depends on the  
performance of our private businesses -- on our success in  
encouraging entrepreneurial capitalism. People need to be  
allowed to keep more of what they produce. When you tax more of  
something, you get less of it: less capital, fewer profits, and  
slower growth.

That's why I want enterprise zones in our inner cities and rural areas; a permanent R&D tax credit; and a cut in the capital gains tax, indexed for inflation.

We must strengthen small business by cutting taxes and ensuring that credit is available. We must cut the regulations that turn red tape into pink slips. [And when our legal system gets under people's skin -- we've got to get it under control.]

The fourth component of my agenda is Promoting Economic Security. That means job training to ease our workers into the new economy. It means a reform of our health care system. And it means retirement security.

And <sup>by support work</sup> when it comes to helping our poor in ~~the opposite~~ <sup>with</sup> ~~build~~ <sup>the</sup> a new ~~view~~.

~~The fifth key: Leaving No One Behind.~~ My approach to <sup>wait to slip</sup> welfare is not how much we hand out -- but how many we help up. <sup>the the legs</sup>

The welfare policies of the past put a roof over people's heads, but they forgot to build ~~the~~ a door. ~~Our goal should not be greater government dependence -- but rather a new Declaration of~~

~~Independence.~~ <sup>believe</sup> in housing vouchers, ~~An~~ Enterprise Zones, ~~An~~ experimentation with workfare reforms. Our policies won't work unless people do too.

<sup>The final key is called</sup> ~~I call the final component of my Agenda: Rightsizing~~ Government. At a time when companies across the country have been restructuring, cutting fat, increasing efficiency -- all to prepare for the economic competition of tomorrow -- the federal government has an obligation to do the same. Today the federal government spends almost a quarter of every dollar of the

On August ~~the~~ <sup>the</sup> people of MO voted down a tax increase <sup>it taxing too little -- it is</sup> ~~sends a message that should echo coast to coast~~ <sup>ing</sup> ~~nation's income.~~ Government is <sup>is</sup> too big and spends too much. ~~An~~ <sup>I think that</sup>

<sup>Same message to Washington when you vote in November 11</sup> ~~overweight federal government, serving itself seconds before~~

~~-serving the people first, will weigh us down in our race for the future.~~

The agenda I published yesterday contains specific proposals to cut the fat: caps on the growth in mandatory spending and a freeze on domestic spending; a balanced budget amendment and a line-item veto. Governor Ashcroft has a line-item veto -- and he's used it to keep over \$240 in your pockets. Imagine what a President could do with the same power. I've also proposed a check-off box on tax returns -- to give the taxpayers their own private veto pen. <sup>Some editorialist chuckle at my check-off idea.</sup> ~~I want to give the taxpayers a chance to write~~

~~their own ending to the federal debt.~~ <sup>As usual ... they know best.</sup>  
<sup>But Americans seem to like the idea.</sup>  
<sup>As usual ... they know better.</sup>

10 trillion dollar economy. Some say that's optimistic. I say, so  
13 Mississippi  
~~and~~. Some say that's ambitious. I say so is America. My opponent & I  
have agreed to disagree.  
He says America is  
like "underdeveloped around  
the world." He thinks ...

August 4, 1992

MEMORANDUM FOR RAY PRICE

FROM: JENNIFER GROSSMAN  
SUBJECT: THOUGHTS ON CLINTON

SLICK WILLIE

--Clinton was born with a silver soundbite in his mouth

--They've run a campaign of safe bets and sound bites.

--During a political season in Great Britain, Margaret Thatcher once remarked: "We were told that our campaign wasn't sufficiently slick. We regard that as a compliment."

--I've got to hand it to my opponents....they're two very promising young men. \\ I'm sure they'll keep on promising till November.

--He says he'd make a model president. I don't know. He might make a good model, though.

--would you buy a used car from this man?

SPIN NEGATIVE SPIN

--when we call a spade a spade...the Clinton camp demands a retraction.

CHANGE CANDIDATES

--The other side talks of change. They just don't get it. The fact is, we are the change. The Democratic Platform speaks of the "Revolution of '92" -- a revolution in which the Democrats are leading the charge. Kind of reminds me of the old con man's advice to the new kid on the block: "Son," he said, "When you're bein' run outta town, just get in front and make it look like a parade."

--New Covenant/Born-Again Democratic Party: During this campaign, the Democrats have promised that their born-again. But they're really like the guy who goes to church on Sunday to repent what he did on Saturday...and will probably do on Monday.

--Different views on a kinder gentler America: Their America will be kinder to enemies abroad....gentler to criminals at home. Kinder to bureaucracy....gentler to the special interests.

--I want to throw out the garbage....they want to change the air freshener.

## BABY BOOM BOYS

--Bill Clinton: leadership for the 1970's.

--And when his country called on him to serve....Hell no, he wouldn't go.

## JOKES

--Maybe he's just having a bad hair day.

--Barbara keeps a copy of Clinton's economic plan on her bedside table. She says she loves a good mystery.

--Some of you may have heard that the Baby Boom Boys took a cross-country tour. Well, they ran into a little problem. An officer pulled them over and wrote them a ticket. Turns out they were trying to smuggle a little liberalism across the Mason-Dixon line.

--From copy-cat covenants...to counterfeit cookies -- there's just no end to what some people will try to pull. I think there should be a roadside warning on the Democratic campaign trail. It should read: "Slippery When Wet."

## PHILOSOPHICAL DIFFERENCES

--he has offered XX in new spending....but America is not for sale.

--I believe in equal rights...not special privileges.

--When it comes to taxes, Bill Clinton will put you out of pocket. When it comes to his economic policy, Bill Clinton will put you out of your job. When it comes to leadership, America, Bill Clinton will put you out of your misery.

--We have enough Liberal Bills coming out of Washington DC. We don't need one more. ((or: Think of it this way -- If you put one Liberal Bill in Washington....you'll get one-hundred out.))

--Clinton's economic plan: Paying Your Bill.

--Now I may be showing my age -- but even I remember a time when the White House was occupied territory -- occupied by the Democrats. It was a time when foreign policy was conducted through capitulation. The flag was a quaint relic. Patriotism was passe. And freedom was just another word for nothing left to lose. When the Democrats ran the county, America was...a joke.

At home, their slogan was: "Government Knows Best." They told us that government knows best how to spend our money. That government knows best how to make our choices. That government knows best where our kids should go to school. Government always

knew best. But all that time -- the American people....knew better.

((John Major on Labor Government: "It was a world in which we were told that government knows best. They knew best how to spend our money -- how to make our choices. They knew best who should own homes and run businesses...Through all that time...the people of Britain knew better.))

--They say you can tell a man's character by the kind of company he keeps. Well I think you can say the same about Bill Clinton. He's the posterchild of the pundits...the babydoll of big labor...the sweetheart of the NEA...the darling of the law lobby.

#### THEIR LEAD

--Don't despair, America. We're going to win. Don't start crying before you're hurt.

## GOVERNMENT

--THE GREATEST PERVERSION OF DEMOCRACY IN OUR TIME HAS BEEN THE MISCONCEPTION OF THE ROLE OF GOVERNMENT.

--government must return to its limits: do things right and do the right things.

--government can make good laws....but it can't make men good.

--government must act to help families -- not replace them.

--We want a weightwatcher government. They want to watch and wait.

--You don't fix a broken car by giving it more gas. You don't fix a broken program by feuling it with more money.

--Programs building castles in the sand.

## EDUC

--When it comes to challenging the education establishment, the Democrats have become the party of the shameless teacher's pets -  
- repeating everything they're told by the teachers' unions.  
It's time to stop polishing bad apples.

--Your kid gets sent home from school for breaking the rules.  
When a drug dealer confronted him, he was caught praying for his life.

--"Developed economies demand developing minds."

--when kids have to punch a picture of a hamburger to order lunch because they can't read

--I don't want an America where our kids have to say their prayers in their head and the pledge under their breath.

## FOREIGN POLICY

### DEFENSE

--beware of sheep in wolves' clothing.

--for the Democrats: "freedom's just another word for nothing left to lose."

--double dutch defense policy

--our national symbol's the American Eagle....not the clay pigeon.

### COLD WAR

--when my predecessor, Ronald Reagan, called the Soviet Union the "evil empire," we were roundly ridiculed by our critics. When the empire fell last year, one Russian citizen put it this way: "It was evil. Thank God we have finally been delivered from it."

--never again will a child have to go to bed wondering if he'll ever wake up. The doomsday clocks, the bomb shelters, the duck and cover drills....those days are over.

### MIDDLE EAST

--"where peace still roams as the region's prodigal son"

--"turn the cycle of demanding an eye for an eye into one of offering a hand for a hand."

### GULF WAR

--When the Bagdad Butcher invaded Kuwait....I bit the bullet, while some folks in Congress bit their nails.

### PHILOSOPHICAL

--when we do the hard work of freedom...freedom works.

### NEW WORLD ORDER

--We have won the war. Now we must wage the peace.

August 18, 1992

MEMORANDUM FOR STEVE PROVOST

FROM: JENNIFER GROSSMAN  
SUBJECT: MORE LANGUAGE

DEM'S CONVENTION

--you put your left foot in, you put your left foot out, you put your left foot in -- then you stick it in your mouth. (Hokie Pokie)

CHARACTER

--character is what you are when no one is looking...it's what you say when you think no one is listening.

--you've got to give the other side credit. They say: if you've got it....flaunt it. Well -- they've got the second part down pat.

--I'll tell you a little something I learned from my old navy days: the guy who blows his horn the loudest is usually in a fog.

IF YOU LIKED CARTER...YOU'LL LOVE CLINTON

(On why we're revisiting the Carter era) "Those who cannot remember the past are condemned to repeat it." -- Santayana

--My opponent says this election is about change...but how will he change America, when he can't even change his own party.

--after the last liberal has left the world stage....the Democratic Party will be there to turn out the light.

--Double-digit inflation: if you told your girl she looked like a million bucks -- she thought you were selling her short.

BERLIN WALL

--as reported in yesterday's Washington Post, there is a section of the Berlin Wall on display at the arena on the Astrodome grounds...I'm having someone check on how far it is from podium and if it sports any relevant graffiti.

RNCNOT

--Drop-by, offstage announce, Rich Bond introduces, 200 people, all RNC members, some White House Staff and spouses, 10 min remarks. They've been there. You've got people from every state.

✓ --I don't know if many of you know this, but one of Rich's favorite movies is called "The Repo Man." One of the characters in the movie has a line that goes: "Repo men are very intense." I can see why Rich likes that movie. Well starting today...the repo men and women of the RNC have but one mission: It's time to Repo the Big 'Mo.

✓ --this has been an historic convention...for the Republicans, it is the end of the beginning. \\ For the Democrats....it is the beginning of the end.

✓ --For months now...and every time we tried to set the record straight...every time we called a spade a spade...

--Elvis was at the astrodome in 1974 ((I thought I did a fair job last night. But you know, it's still going to be tough to outflank the competition. I mean, Elvis was already here in '74.))

--beware of sheep in wolves' clothing.

--they talk about "tax fairness" -- but we've heard that old line before. Don't let that tax fool you, America...and don't let that fool tax you.

--We had a quiet night...Barbara brought along Clinton's economic plan for a little bedside reading. She say's she loves a good mystery.

--I want them to know what my heartbeat is.

--We have won the war. Now we must wage the peace.

--And if the Democrats are finished borrowing it...I'd like my language back: We have changed the world and now we can change America.

--the things that must guide change are the things that must never change.

--I believe that the greatest perversion of democracy in our time has been the misconception of the role of government. Government must return to it's limits...to do what's right, and do the right things.

--government can make good laws...but it can't make men good.

--I believe that the transmission of values depends on parents....they think it depends...on your perspective.

--I believe that patriotism is not just another point of view.

--Remember the Democratic Convention -- where was the Democratic leadership of the House? Where was the Democratic leadership of

the Senate? They had them hiding behind closed doors. Gives a whole new meaning to the term "closet liberal."

--the other side talks of change...the fact is, they just don't get it. We are the change. Their platform heralds the "Revolution of '92" -- a revolution they are leading. Kind of reminds me of the old con man's advice to the new con man in town: "Son," he said, "When you're bein' run outta town, just get in front and make it look like a parade."

--It's been a great convention....one of the things I love about being back in Texas is the music. The great thing about Texas is it's cultural diversity. Why, right here in Houston, you can listen to both kinds of music: country....and western. // ✓

--We shared the small triumphs -- we shared the pain that never goes away. Lived life -- as the author says -- its own self.

--it's never the wrong time to do the right thing.

\*\*\*I don't want to win this thing out of personal ambition...I want to win it for the country. I like fishing, I've got my family and my health...wouldn't I prefer tossing horseshoes. Let me tell you why I'm going after it.

--a call beyond political ambition

August 18, 1992

MEMORANDUM FOR STEVE PROVOST

FROM: JENNIFER GROSSMAN  
SUBJECT: ACCEPTANCE SPEECH LANGUAGE

EMPOWERMENT

--We have learned that the only Great Society is a good society.

--(on helping the poor): The Democrats want to slip more money under the door. We want to hand them the keys.

--We put a roof over their heads, but we forgot to build a door.

--The poor aren't asking for a free ride....they just want us to clear the roadblocks.

FAILED POLICIES OF THE PAST

--to rephrase a famous old saying: those who cannot remember the missteps of the past....are condemned to step in it again.

--they're just spitting into the wind.

CONGRESS

--they want to rearrange the deck chairs...I want to clear the decks.

--when I set course....they dropped anchor.

BUSH

--(UN, China): I always knew that America was important to the world....I found out how important the world was to America.

CLINTON

--Clinton's like the politician who says: "The question is \_\_\_\_\_. Some are for \_\_\_\_\_. And some are against \_\_\_\_\_. And after serious consideration and thought, I agree with them." (maybe balanced budget?)

--Let me tell you the story about the farmer and his pig. This pig was so slick that it kept slipping out of it's pen. One day the farmer went looking for it, and followed its tracks all over creation. When he came back, his wife asked if he knew where the pig was. The farmer said: "Yes ma'm I found him....he's on both sides of the fence."

MORALANG (Values language)

--THE THINGS THAT MUST GUIDE CHANGE ARE THE THINGS THAT MUST NEVER CHANGE.

--government can make good laws...but it can't make men good.

--it's never the wrong time to do the right thing.

--let me talk a little about covenants....no, not the new kind. Let me talk about some old ones. [Run through moral mandates....moral foundation for our agenda].

--there's a hole in the heart of the American dream

--my opponent reminds me of the cynic who knows the price of everything but the value of nothing.

--a rope of sand

--written on the wind

--America has been a question in search of an answer. But in many ways...we've carried the answer inside of us all the while.

--every life is a portrait of the person who lives it. These people have signed their with charity and good will.

QUOTES:

--"What lies behind us and what lies before us are tiny matters compared to what lies within us." (Emerson).

--"We make a living by what we get, but we make a life by what we give." (Churchill)

--America is great because America is good. If America ever ceases to be good, she will cease to be great (DeTocqueville).

FAMILY LANGUAGE

--marriage matters

(KIDS ON G.B.)

--out of the mouths of Babes: nine-year old Vance says "He is a good leader to have around in case some crazy guy attacks you." Eight year old Cassandra says: "George Bush is okay....for a boy." And Marina, all of twelve years old, says "I'm waiting to see what he does in the next seven years...then I'll make my decision." Well, Marina, I don't know what I'll be doing in the next seven years -- but I know what I'll be doing in the next four. \\\

*We cannot say that have a special place*

GOVT AND FAMILY:

--the last thing we need is the government as a babysitter  
--the hand that rocks the cradle

ABORTION

--My opponent is fond of saying: "We can't afford to waste a single American." Well, Governor, last year we wasted about 1.7 million Americans -- 1.7 million Americans deprived of their most basic right...their right to life.  
--what about those heartbeats, America?

WE'VE WON OUR BATTLES BUT HAVE YET TO WIN THE WAR:

--applies to childcare choice and school choice (childcare stage one -- school choice is stage two)

QUOTES:

--Tolstoy: "All happy families are alike, but an unhappy family is unhappy in its own way."

--Mormon quote about how "No success can overcome failure in the home."

--Santayana: "Family is one of nature's masterpieces."

--Father Hersburgh: "The most important thing a father can do for his children is to love their mother."

--MLK: "I don't know what the future holds, but I know who holds the future."

RACE RELATIONS

--for better or for worse...in sickness and in health...America is one family...One Nation Under God.

--"an America by the numbers only adds up short"

--"some bureaucrat's paint-by-number dream"

--"when you're in the trenches, you don't care what color your cover is. When you're on a mission, you don't ask your wingman how he prays."

Thank you.....the other side wants us to fight fair....so tonight I promise to keep my eloquence in check. Four years ago America...I came to you and told you that I was a quiet man...a quiet man who heard the quiet voices others didn't hear.

All my life I have tried to listen a little harder...to look a little farther. Where others saw danger to a young kid...I saw the duty of a grown man. Where others saw the girl next door...I saw Barbara Bush. Where others saw sagebrush...I saw Texas gold. Where others saw a cold war...I saw a coming peace. Where others saw problems...I saw promise. I tried to listen a little harder...to look a little farther....I saw the things others don't see.

Some have gotten so caught up in the moment....that they've forgotten the hour. So caught up in changing course that they've forgotten where they want to go. The world has been remapped...the global market has been transformed...and our economy is undergoing the greatest transition in its history. Some feel the pains and want to stop the growing. Some feel the waves, and want to jump the ship. But I can see the horizon, America....I can see the shore.

Our future hangs between the heartbeats of time. We can't go back, America....we can't cross a burnt bridge. America has changed the world....and some now fear how the world will change America. Some say we should take our ball and go home. I say we should step up to the plate. Don't forget we invented the game.

I have faith in America...because I have faith in Americans.  
We won't just pull through...we will roar back: bigger, bolder,  
better than we ever were.

random:

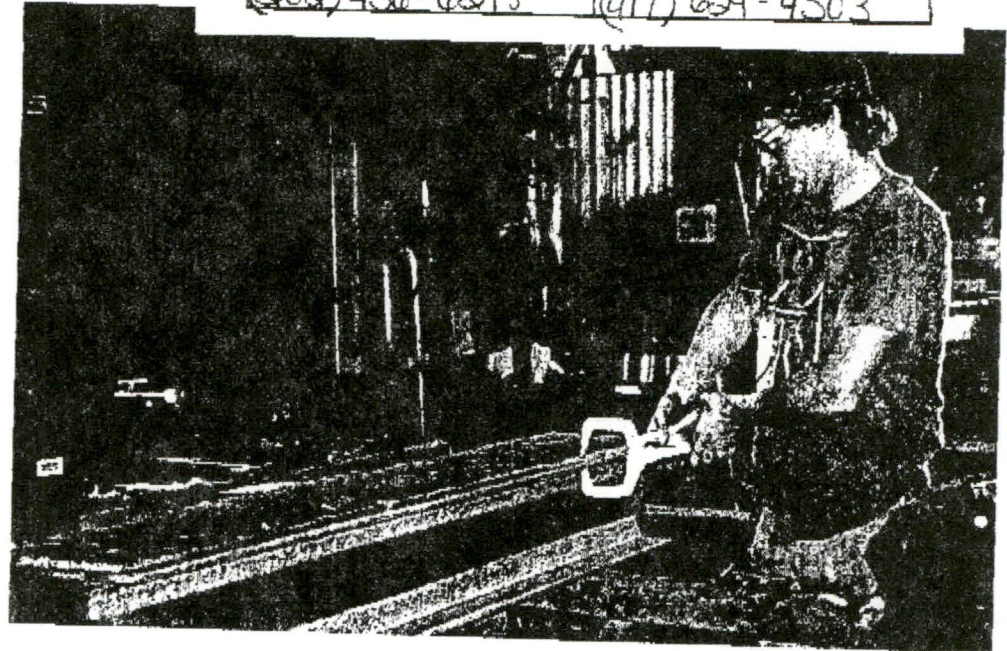
I remember my favorite scene from my favorite movie, "It's a  
Wonderful Life." George and Mary got a call from New York, and  
they had to share a phone. The guy in New York wanted them to  
invest in a new deal. He said it was "the chance of a lifetime."  
Mary looked at George and repeated: "it's the chance of a  
lifetime." They took their chance...George and Mary knew the  
real chances...the real choices...they saw the things that others  
don't.

## B & D Fabrication August Enter

B & D Fabrication is a structural steel fabrication shop, multifunctional in the construction industry. In addition to fabricated structural steel, they also supply rebar, wire mesh, culvert pipe, and have a fully staffed drafting department. For B & D, no job is too large or too small.

B & D Fabrication, 1121 Byers, was purchased in February 1989 from Sam & Betty Ross. At the time of the purchase, Percy Blinzler, manager of the facility, supervised three employees. The company has experienced steady growth and now has a total of 15 employees.

The company announced in June plans to expand into a larger building on a 4 1/2 acre tract at the Joplin Southern Industrial Park at 25th and Stevens. Estimated completion of the new facility is mid-September. The larger building will allow the company to double production and add 15 to 20 workers in the next 18 months. The new structure will be approximately 10,000 square feet and will accommodate B & D's projected growth plan of ten percent per year, thus

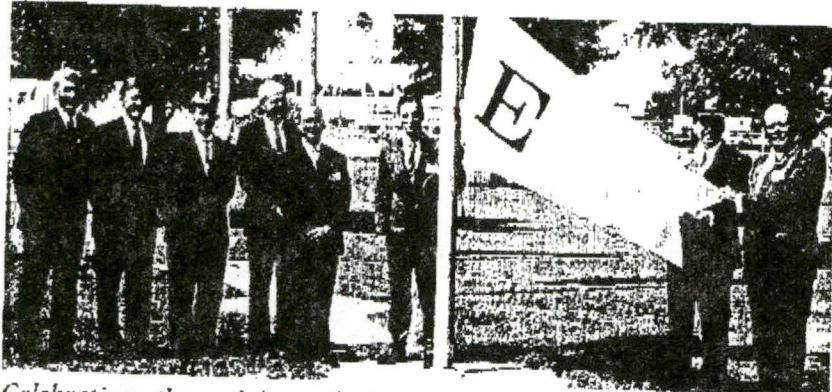


creating an estimated 10 jobs annually. Also planned is a 2,000 square foot office building.

The Chamber congratulates B & D Fabrication on their success and growth in Joplin!

Post-It™ brand fax transmittal memo 7671 # of pages 1

To	Lars Pierson	From	Anne
Co.		Co.	Joplin Chamber of Commerce
Dept.		Phone #	
Fax #	(202) 456-6218	Fax #	(417) 624-4303



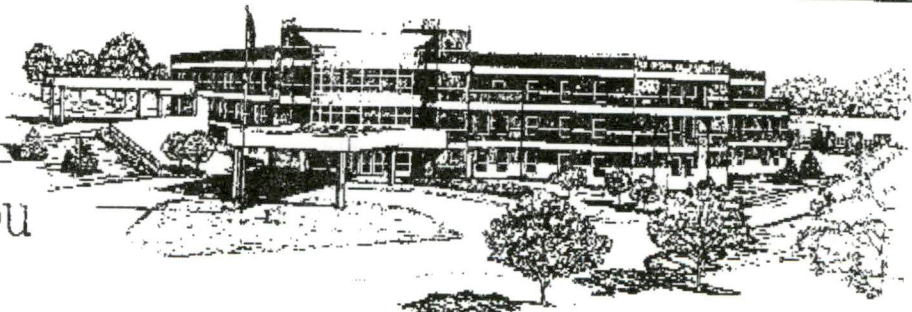
Celebrating the raising of the "E" flag are Contract Freighters representatives (l-r) Dick Griot, Chairman, Mark Swab, Herb Schmidt, Don Flippin, Angelo Ianello, and Eric Bullard, and Governor John Ashcroft with CFI President Glenn Brown. Congratulations to CFI. We're proud of your accomplishments!

### CFI Receives President's "E" Award

Contract Freighters, Inc. was recently presented with the President's "E" Award for Export Service Excellence. The company was chosen for recognition by the U.S. Department of Commerce as a U.S. company demonstrating superior export service in the promotion of international business development. CFI has the distinction of being the first trucking company to receive this award in its 30 year history.

Governor John Ashcroft raised the President's "E" Award Flag at CFI July 21 in recognition of the honor and as part of a fly-around tour of the state to thank Missouri exporters for their contributions to the state's economy and quality of life.

Oak Hill Hospital  
Growing... For You



### LABOR

Metropolitan Statistical Area (MSA): **Jasper & Newton**  
 Civilian labor force (Aug. 1991): **70,887**  
 Total employment (Aug. 1991): **66,301**  
 Unemployed (Aug. 1991): **4,586**  
 Unemployed as % of work force (Aug. 1991): **6.5%**  
 Nonagricultural employment (1990 Average): **59,361**  
 Manufacturing employment (1990 Average): **17,104**  
 Nonmanufacturing employment (1990 Average): **42,258**

### HEALTH SERVICES

★ Hospital(s): **3** Number of beds: **665**  
 Clinic in community: **Yes X No**  
 Medical personnel: **MD(s) 142 DO(s) 73 DC(s) 18**  
 Dentist(s) **53 DVM(s) 18**  
 Nurses: **Registered 741 Practical 140**

### MAJOR EMPLOYERS

Name	Product/Service	Male/Female	Union Affiliation
Contract Freighters, Inc.	Common Carrier Trucking	1622	None
Tri-State Motor Transit	Common Carrier Trucking	1304	None
Eagle Picher Industries	Batteries, Chemicals	1200	URW, Chem.
St. John's Regional Medical Center	Health Care	1173	None
Joplin R-VIII School District	Education	1064	None
Freeman Hospital	Health Care	853	None
Burlington Motor Carriers	Common Carrier Trucking	838	None
Empire District Electric Company	Electric Supplier	700	None
Missouri Southern State College	Education	591	None
Oak Hill Hospital	Health Care	554	None
Tamko Asphalt Products, Inc.	Asphalt Roofing Products	480	None
LaBarge Electronics, Inc.	Cable-Circuit Boards	450	Teamsters
FAG Bearings Corporation <i>*Just completed \$60 million expansion. German Company.</i>	Bearings	405	None
Atlas Powder Company	Explosives & Chemicals	400	None
Sitton Motor Lines	Common Carrier Trucking	350	None
Able Body Corporation	Truck Bodies/Sleepers	342	None
City of Joplin	City Government	327	None

### CLIMATE

TEMPERATURE:  
 Coldest month: **January** Normal: **33°F 1°C**  
 Hottest month: **July** Normal: **80°F 27°C**

PRECIPITATION:  
 Driest month: **January** Normal: **2 in 5 cm**  
 Wettest month: **September** Normal: **5 in 13 cm**  
 Annual average: Rain: **40 in 102 cm**  
 Snow: **12 in 30 cm**

### RECREATION FACILITIES

Number of recreation facilities in city or within 10 mi/16 km:  
 Public swimming pool(s) **4** Public tennis court(s) **20**  
 Public park(s) **19** Public golf course(s) **1**  
 Country club(s) **3** Public volleyball court(s) **2**  
 YMCA/YWCA **Yes X No**  
 Movie theatre(s): **Indoor 18 Outdoor 1**  
 Nearest public access lake: **Mi 30 Km 48**  
 Activities allowed:  
 Swimming: **Yes X No** Fishing: **Yes X No**  
 Motor boating: **Yes X No** Water skiing: **Yes X No**

Other recreation facilities or special features:  
**Indoor Roller Skating Rink; Sports Complex; Canoeing; Soccer Fields; Softball Complex; Missouri Southern State College Basketball, Baseball and Football Complex; Scuba Diving; Bowling.**

Post-it™ brand fax transmittal memo 7671 # of pages **1**

To: <b>Carson Pearson</b>	From: <b>Anna</b>
Co.:	Co. <b>Joplin Chamber of Commerce</b>
Dept.:	Phone #
Fax #	Fax #

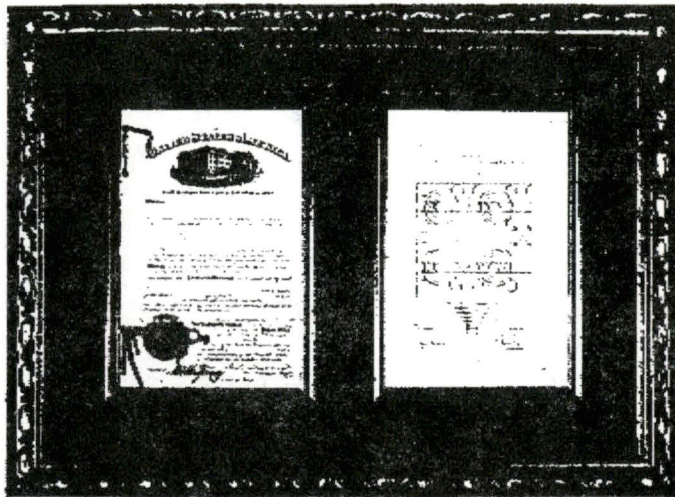
# The Beginning of an Industry

J. P. Leggett and C. B. Platt were both residents of Carthage, a county seat town in southwest Missouri, when they formed their business partnership in 1883. Leggett was an inventor, having several diverse patents to his credit. When he developed an idea for a coil bedspring he went to C. B. Platt,

his brother-in-law, for manufacturing capability and expertise in producing his newly patented bedspring. The end product helped launch an industry.

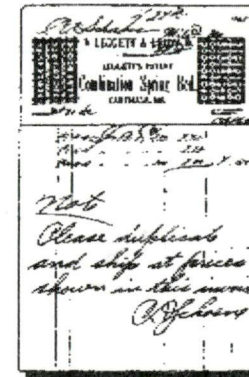
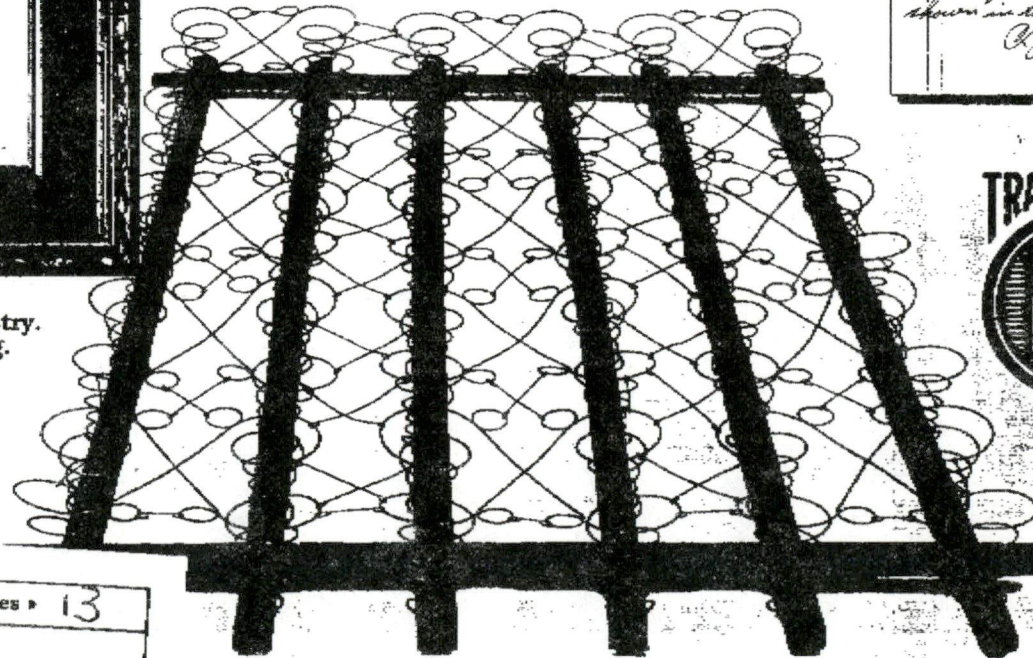
Leggett had found a need and filled it. The L&P bedspring, when used as a resilient base for the then popular cotton, feather or horsehair mattresses offered the best night's sleep yet

available. Modifications and improvements of that early open coil bedspring were the forerunner of today's spring filled bedding sets.



Above: The patent that launched an industry.  
Right: Leggett & Platt's original bedspring.

**LEGGETT & PLATT**  
Spring Bed and Mfg. Co.



An old invoice. For a short time the firm was named "Leggett & Leidy" until C. B. Platt returned, purchasing Leidy's interest.



Post-It™ brand fax transmittal memo 7671 # of pages = 13

To: Cars Pierson	From: Anne
Co.	Co. Joplin (branch) of Carthage
Dept.	Phone #
Fax # (202) 450-6218	Fax # (417) 624-4303

09/09/92 10:54 4176244303 CHAMBEROFCOMMERC

# Developing New Strategy

In 1960 Harry M. Cornell, Jr. was elected president of Leggett & Platt. Determining the course the company would take in future years became management's top priority. Shortly thereafter, decisions were made concerning the company's long-range plans for growth.

Our total sales in 1960 were approximately \$7 million from 3 locations...Kentucky, Texas and Carthage, Missouri, our headquarters then as well as now.

In laying out a course for our future, we determined that our expertise was in bedding and furniture and we weren't going to stray from that field. We decided on an innovative and practical approach...we would make the industry, including its leaders, our customers.

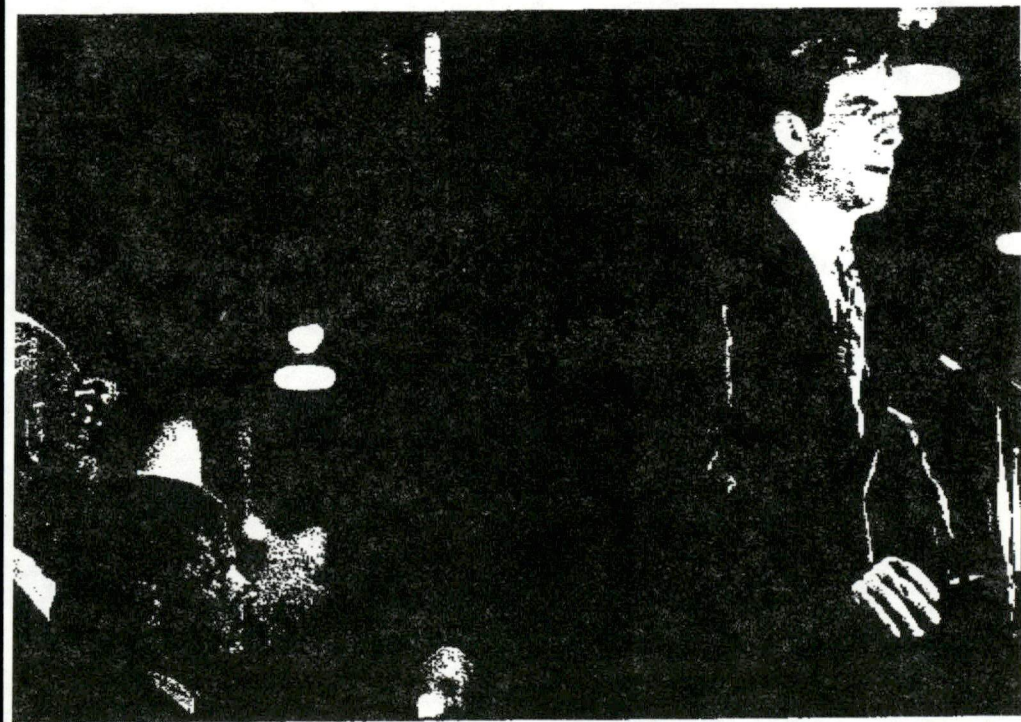
We studied the components markets which like the markets for finished products, were highly fragmented. We determined that there were many components we could make and market nationally. By focusing our efforts and resources in this specialized area, we could manufacture these component products more efficiently and effectively than most finished product manufacturers could make them for themselves. Service to the industry as a components specialist became our reason for being and our opportunity.

As feasible, we opened new plant locations, installed modern equipment and established product research and testing departments to further our technical position in the furniture and bedding industry. Internal growth was

complemented by a timely acquisition program designed to extend our component manufacturing function within the industry.

While we market primarily to the manufacturers of finished furniture and bedding, our acquisitions have often offered us an entree into diversified markets as well. Capitalizing on these opportunities to manufacture products sold outside the home furnishings industry contributes to better production efficiency and thereby enhances our overall profitability. Our diversified products divisions should in the future continue to be an important part of the company's profitable growth.

With this new strategy, management saw an opportunity in the early 1960s for corporate growth that otherwise seemed unattainable. Its success, we believe, is confirmed by the long-term record of financial performance and nationally recognized position of leadership Leggett has achieved as "The Components People" of the household furniture industry.



A planning meeting and strategy session during the late 1960s.

At the opening of the Carthage Wire Mill in 1970, industry and political leaders attended and several addressed the crowd.

# Better Products through R&D

Our product development teams have always been alert to new product opportunities. Product and machinery improvements are continuous and have been since the early years. The original L&P bedspring consisting of spiral coils laid on wood slats was improved many times. Coiling and other manufacturing equipment was developed by Leggett to meet the needs for increased production and improved products. Through the years many patents have been issued for new products and machinery that were designed and constructed in our Carthage facilities.

Our people developed and perfected mechanisms for close-to-the-wall reclining chairs. Wall Hugger® is a registered trademark of Leggett & Platt and is used in marketing these styles of mechanisms. Many of our customers apply the term to their finished recliners.

Leggett's patented Lectro-LOK® grid top boxspring was the result of extensive R&D in a search for a superior boxspring construction. After the introduction of Lectro-LOK® boxsprings, new market areas were opened and assembly plants were located in each. These "satellite" facilities, established primarily for the assembly of Lectro-LOK® boxsprings, also warehouse a variety of the company's other bedding and furniture components for local distribution.

Innerspring units have not been neglected in our R&D plans. Many special styles of innersprings have been developed

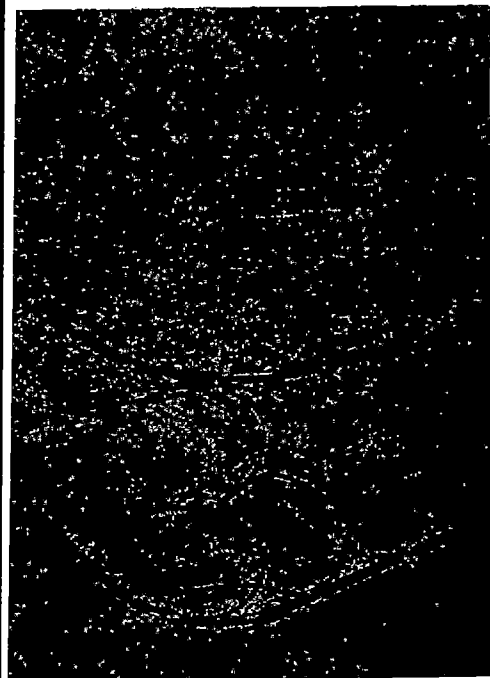
through the years for manufacturers of bedding who wanted something different to offer and merchandise to their customers. This has been accomplished by using different gauges of coils and border rods, various styles of edge supports and different treatments of the surfaces, including attachments of various kinds. Innerspring units are manufactured and sold according to the end results desired by bedding manufacturers...anything from soft to extra firm.

Our patented Mira-Coil® continuous spring assembly is a new and exciting product. It is completely different in design and offers significant market potential in the bedding and upholstered furniture industries.

Leggett's marketing position has been strengthened with new and improved products. Some have been developed in collaboration with the end-product maker in answer to his need. In assuming these component production functions for our customers, we are relieving them of the need for substantial capital to finance plants, equipment and inventories and also the need to maintain technological capabilities which have little bearing on their most important functions...styling, assembling and marketing.

The R&D efforts of our National Technical Center in Carthage are tied principally to bedding and furniture components. The Center is also used for extensive product testing. Other major Leggett facilities that manufacture and market to the furniture industry and for diversified markets also have their own specialized and very effective R&D departments.

Lectro-LOK® grid top boxsprings are superior products which account for a large volume of L&P bedding components sales.



Mira-Coil® continuous coil innerspring units are a giant step forward in innerspring technology. The conception of Mira-Coil® included ten years of product and machine development and testing.



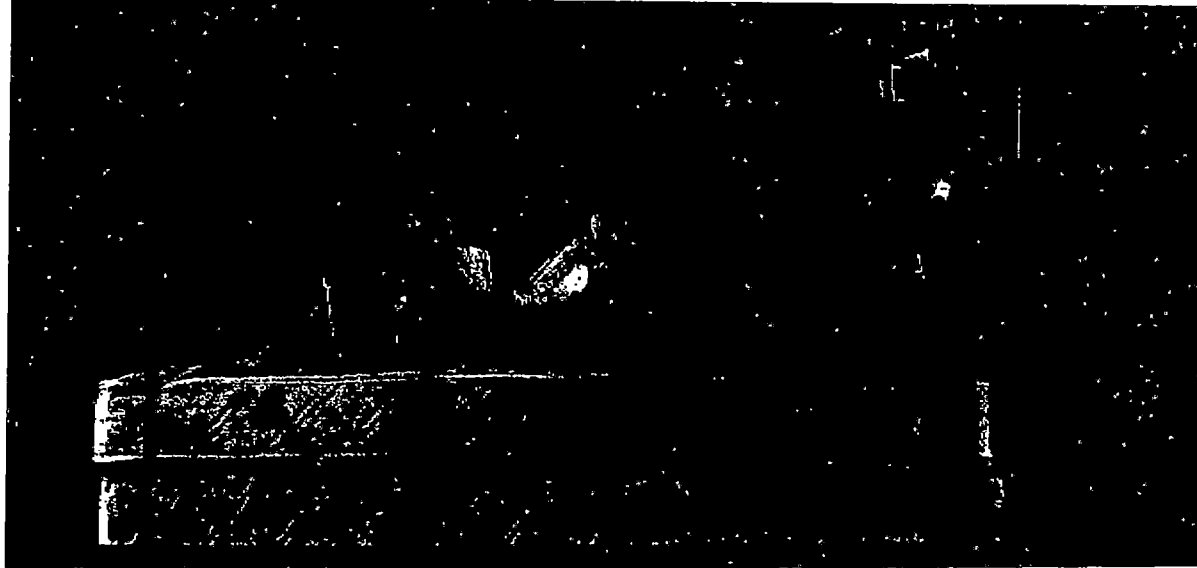
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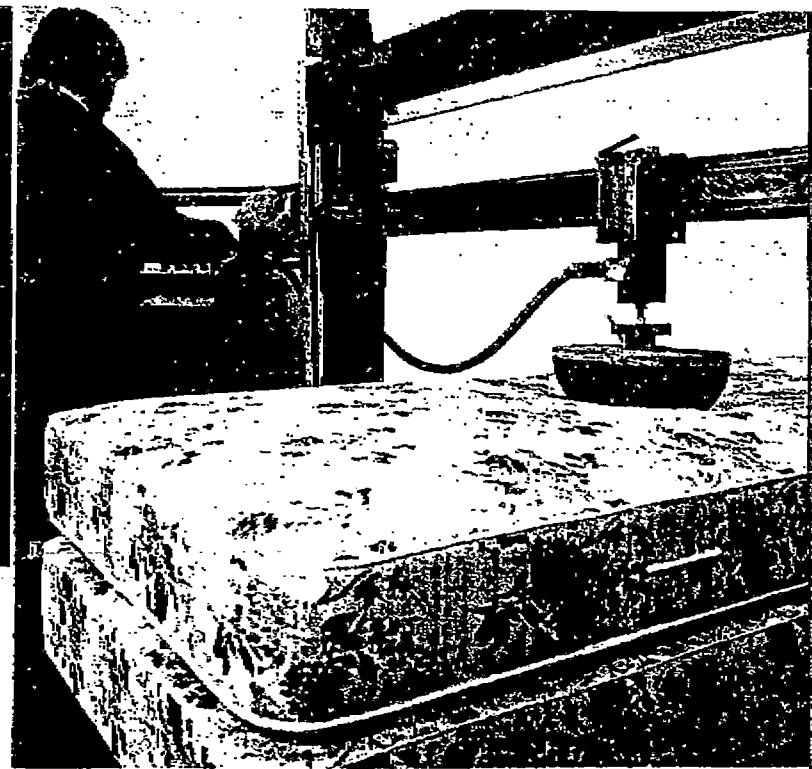
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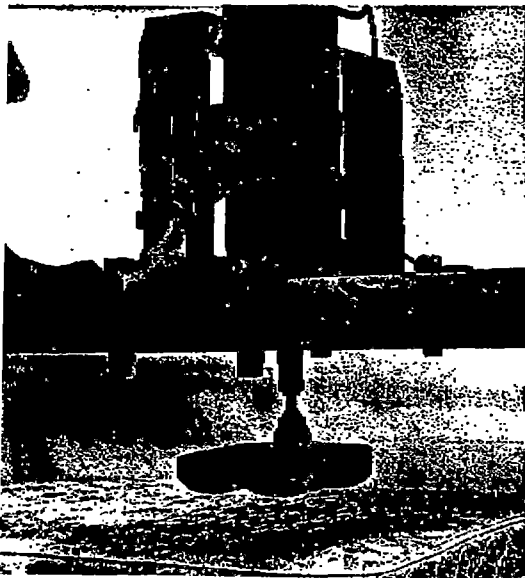


The Juggernaut Rollator can torture finished bedding with more than a lifetime of wear and tear. The 250 lb. roller moves back and forth for as many cycles as desired.



Indention Load Deflection Equipment graphs the degree of firmness of finished bedding sets or component units.

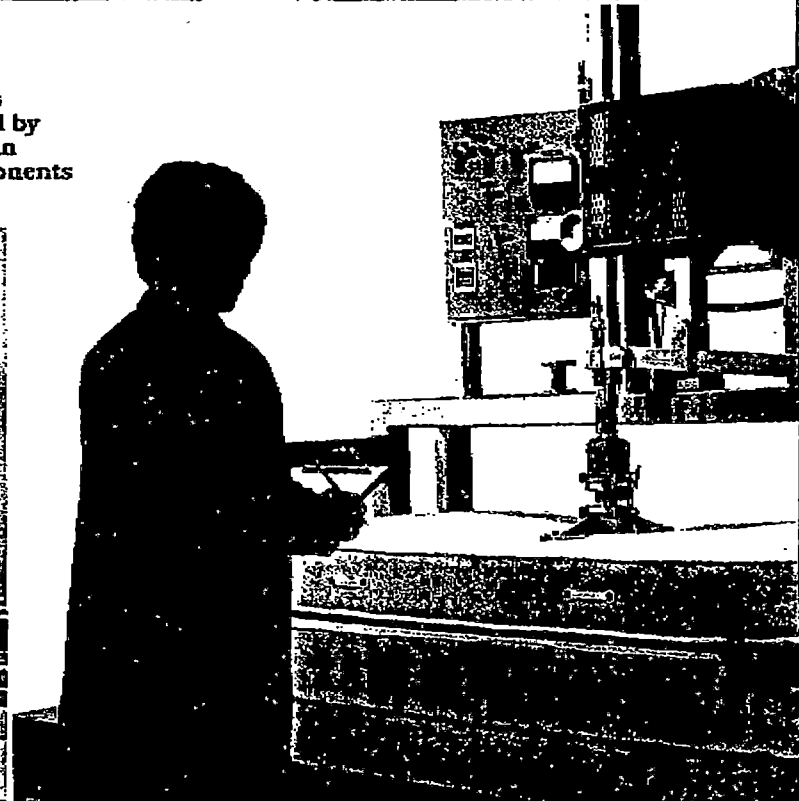
Drop testing finished bedding. The shock of the weighted plunger can destroy inferior components.

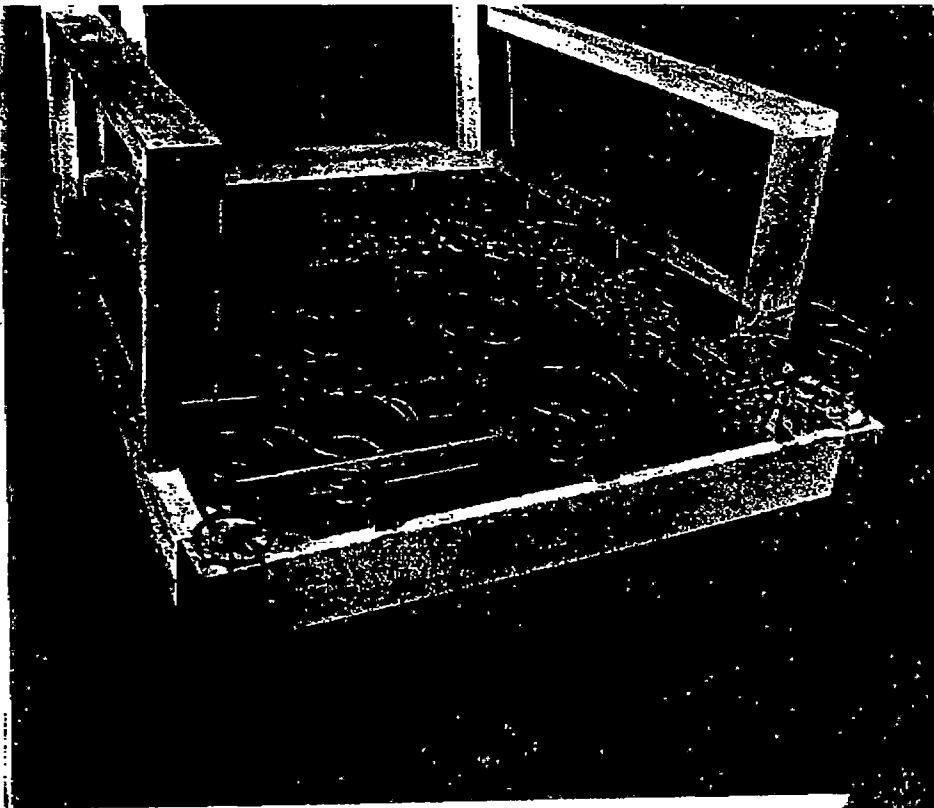


Testing individual innerspring or boxspring coils.

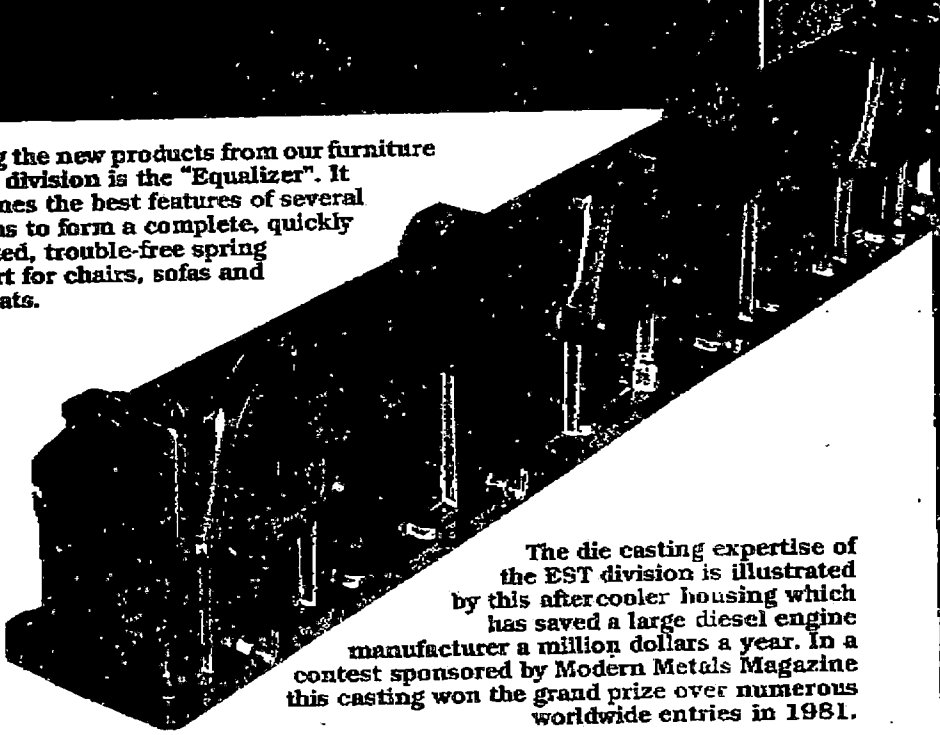


Cornell Tester. This equipment, developed by Cornell University, can pound bedding components unmercifully.

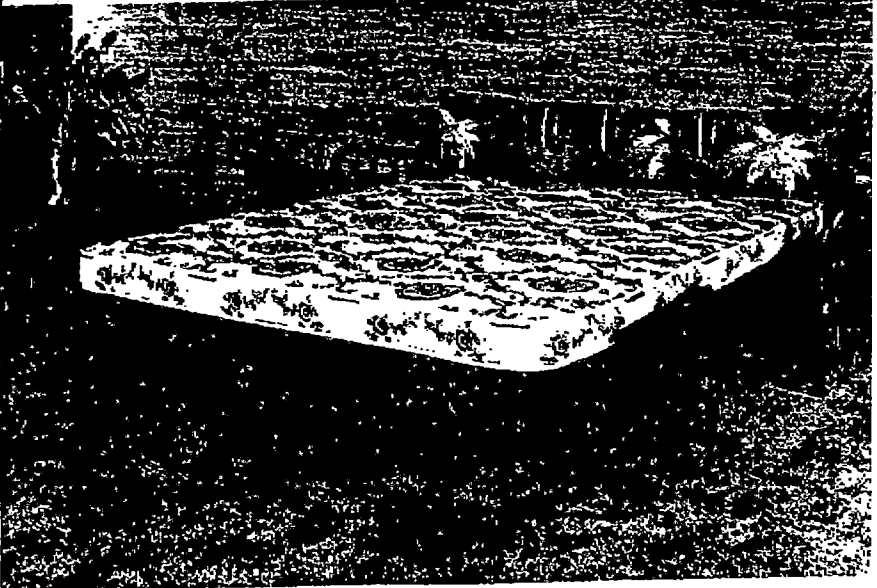
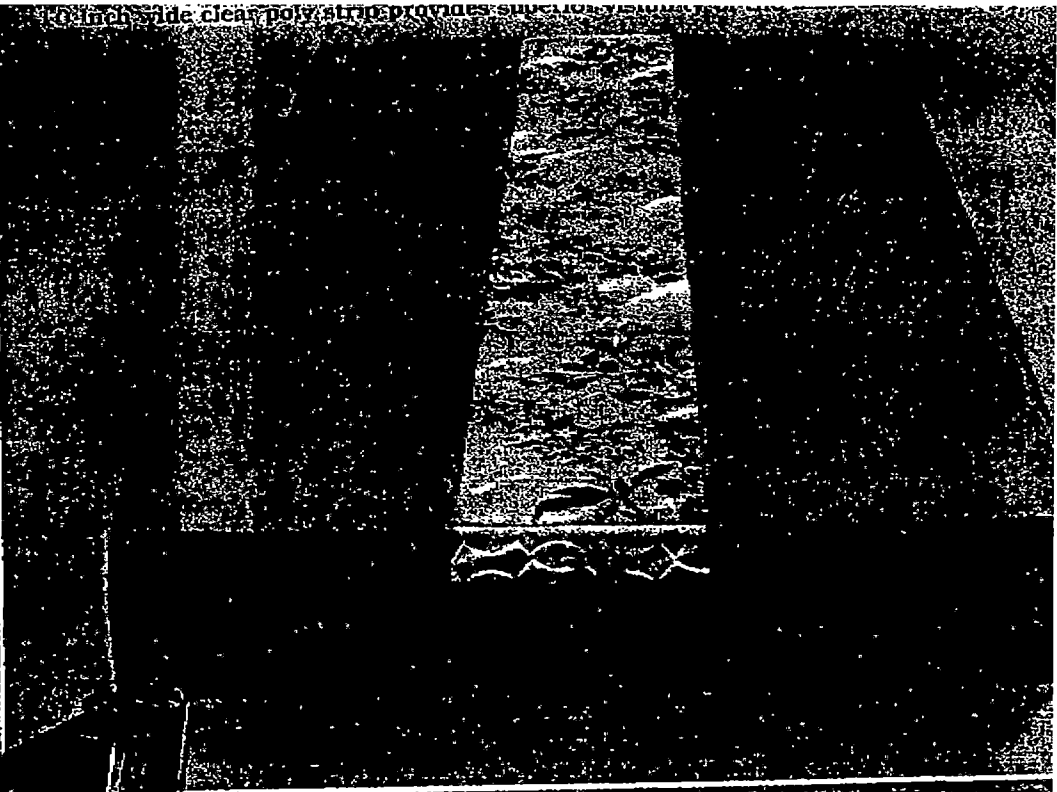




Among the new products from our furniture spring division is the "Equalizer". It combines the best features of several systems to form a complete, quickly mounted, trouble-free spring support for chairs, sofas and loveseats.



The die casting expertise of the EST division is illustrated by this after-cooler housing which has saved a large diesel engine manufacturer a million dollars a year. In a contest sponsored by Modern Metals Magazine this casting won the grand prize over numerous worldwide entries in 1981.



Convertible sleeper mechanisms are sold in large volume to manufacturers of upholstered furniture.

# Measuring the Results

In 1966, the year prior to the first public offering of Leggett's common stock, our sales totaled \$22 million and earnings were \$3.34 per share. In 1981, the most recent year for which annual results are available at this writing, sales and earnings were at record levels of \$263 million and \$3.14 per share, respectively. These increases represent compound annual growth rates averaging 18.0% in sales and 16.0% in earnings per share for this fifteen-year period.

The trends in reported sales and earnings per share from 1966 through 1981 are illustrated in two of the accompanying graphs. As shown, Leggett has exceeded its continuing long-term objective of sustaining growth in sales and earnings per share of at least 15.0% compounded annually during the last five, ten and fifteen-year periods.

One of the ways our shareholders have benefited from the company's profitable growth has been through increases in

cash dividends. Leggett has paid dividends on its common stock in each year since 1939 and in 1982, the eleventh consecutive year in which the cash dividend rate was increased, the total dividend was \$6.68 per share. As shown in the graph of dividends per share, the fifteen-year growth rate in the cash payment to shareholders averaged 16.6% compounded annually from 1966 through 1981.

As the above record reflects, it is the Board of Directors' intention to provide dividend growth commensurate with increased earnings. At the same time, our dividend policy recognizes the importance of maintaining a sufficient earnings plow back to sustain the company's future growth. A 20-25% payout ratio based on a three-year moving average of earnings has satisfied these criteria during the last several years.

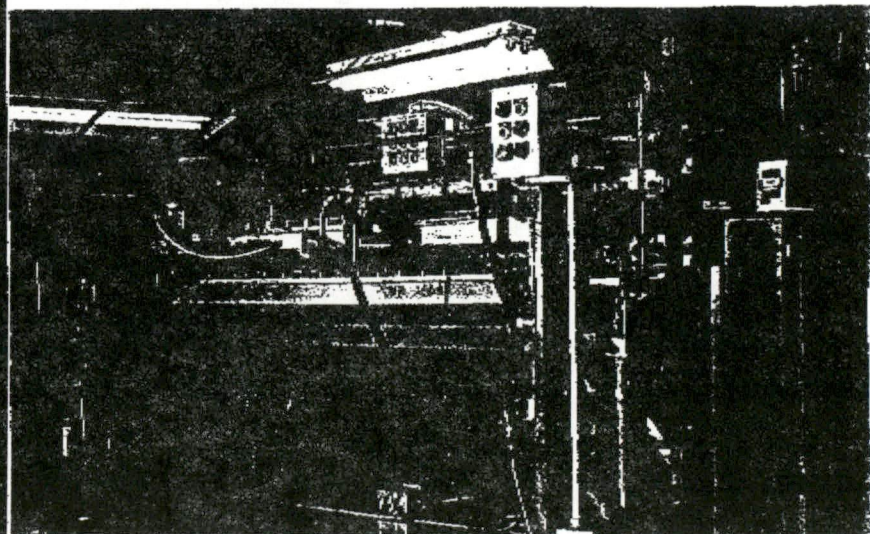
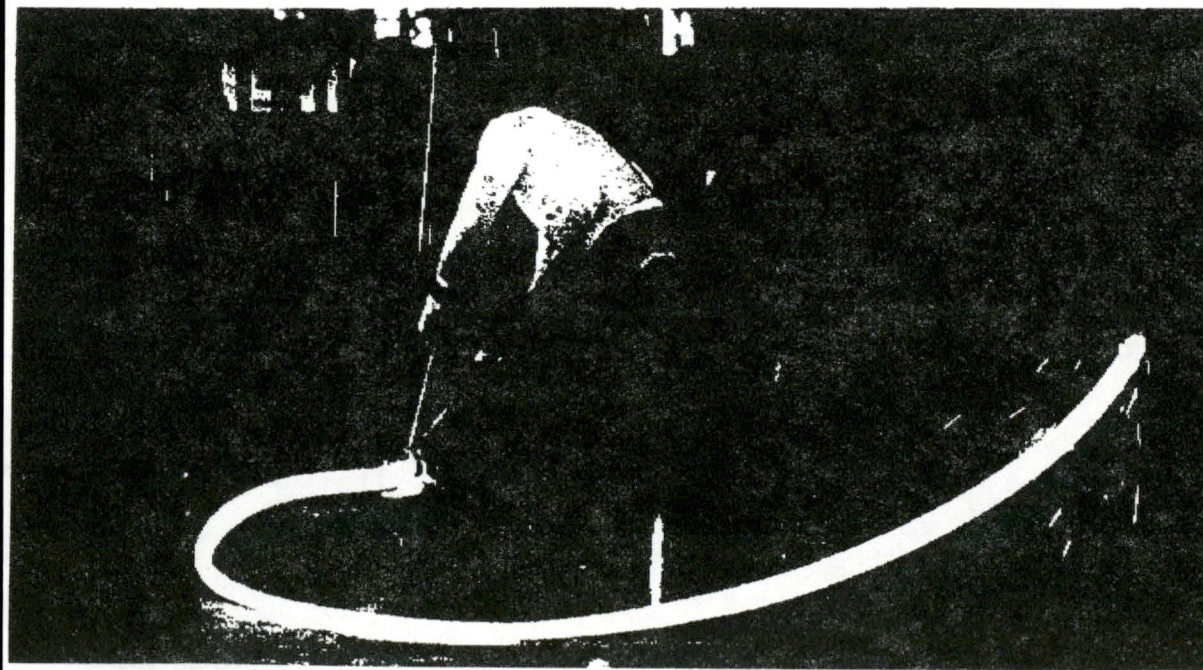
Our Board of Directors, employees and

their families have for many years had a significant equity investment in the company. We are pleased with the expressions of confidence that these and our other shareholders' investments represent and continue to encourage widespread employee ownership of shares through incentive programs.

In management's opinion, an above-average rate of growth in earnings per share provides the most probable assurance to our shareholders that they can realize an attractive long-term total return on their investments. As with any marketable security, Leggett's stock price is often affected by overall market forces entirely unrelated to the individual characteristics of the company and there is no certainty that market trends of the past will continue in the future. Nevertheless, having noted Leggett's growth since 1966, it is interesting to trace the total investment return on 100

**Left: Missouri Rolling Mill, located in St. Louis, produces the steel angle used in L&P's home furnishings products. Other products include highway sign posts, studded fence posts, electric fence posts and merchant bars of various sizes and shapes.**

**Below: A Welis Transfer machine automatically assembles innerspring units with speed and accuracy.**



Sales  
Est.  
at  
1.2  
billion  
after  
1991

shares of the company's common stock from the initial public offering to the average of the high and low closing prices in November, 1982, just prior to the printing of this booklet.

Leggett's shares were first offered to the public on March 29, 1967 at a price of \$10 per share. Thus, the market value of an investment of 100 shares at that time was \$1,000. As a result of additional shares received from stock splits in 1969, 1973 and 1978, the initial 100 shares would now be represented by 375 shares. In November, 1982, Leggett's stock closed at a high price of \$27 $\frac{1}{2}$  per share and a low price of \$24 $\frac{1}{2}$  per share on the New York Stock Exchange. Based on the average of those two prices, or \$25 $\frac{1}{2}$  per share, the market value of the initial investment increased from \$1,000 to \$9,703.13. In addition, cash dividends received during this period totaled \$1,732.76.

The above increase in market value plus accumulated dividends would have provided a total investment return averaging 16.7% compounded annually for

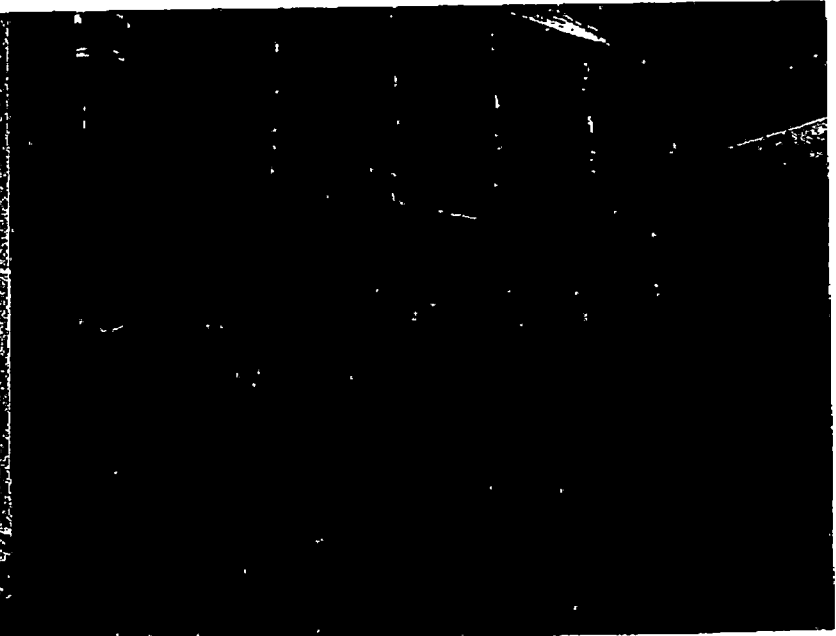
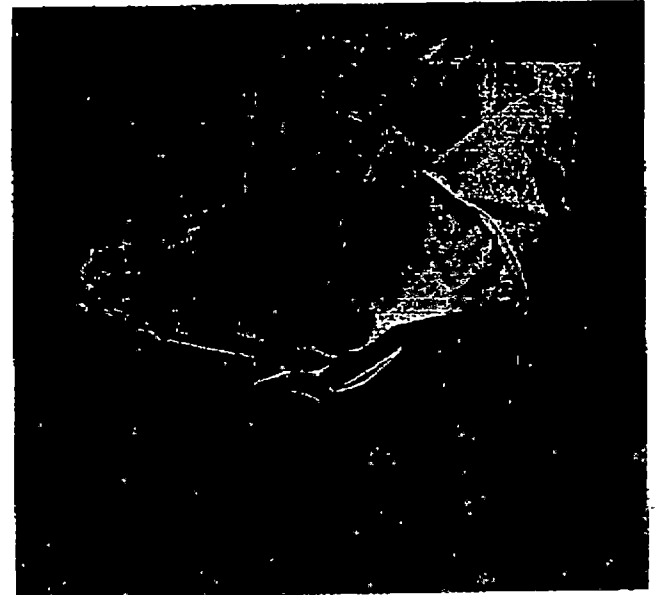
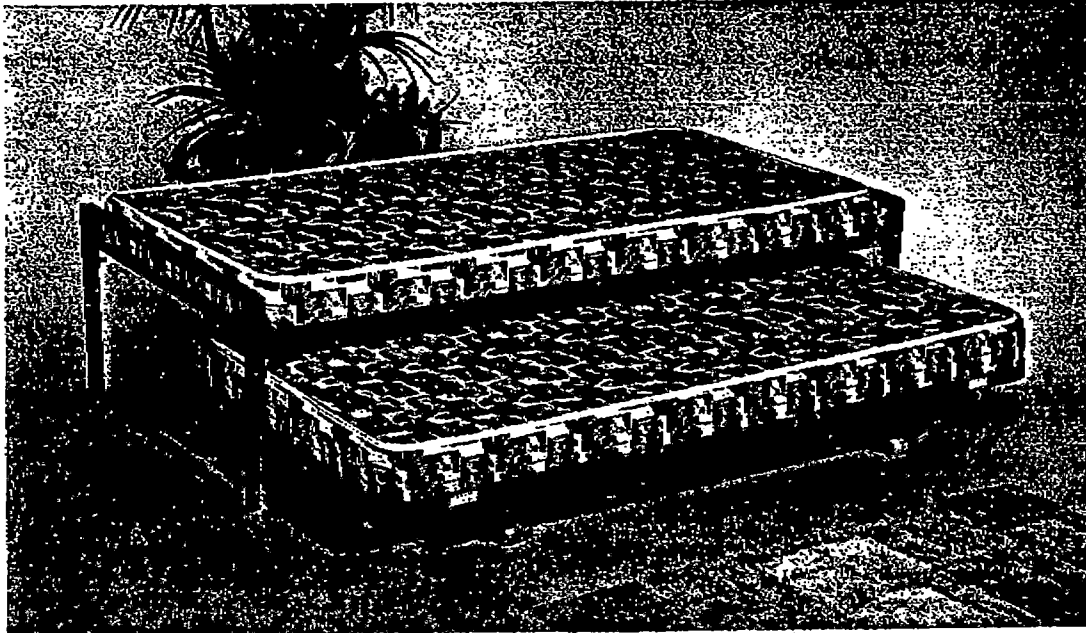
this period of almost 15 $\frac{1}{2}$  years. Moreover, today's indicated annual dividend rate of \$68 per share would provide a cash return of \$255 per year, or a current yield of 25.5% on the original \$1,000 investment.

We are proud of our company's heritage, including its long-term record of financial performance. As we enter our centennial year, we are confident about the prospects for continued, above-average profitable growth and look forward to the challenge of making it happen.

**Right: An In-Sight protective chair bag developed by L&P's Packaging division, offers product visibility much the same as the In-Sight mattress bag.**

**Left, below: Trundle beds with pop-up units that store underneath when not in use, are popular space-saving home furnishings items. They afford daytime seating and comfortable sleeping for two at night.**

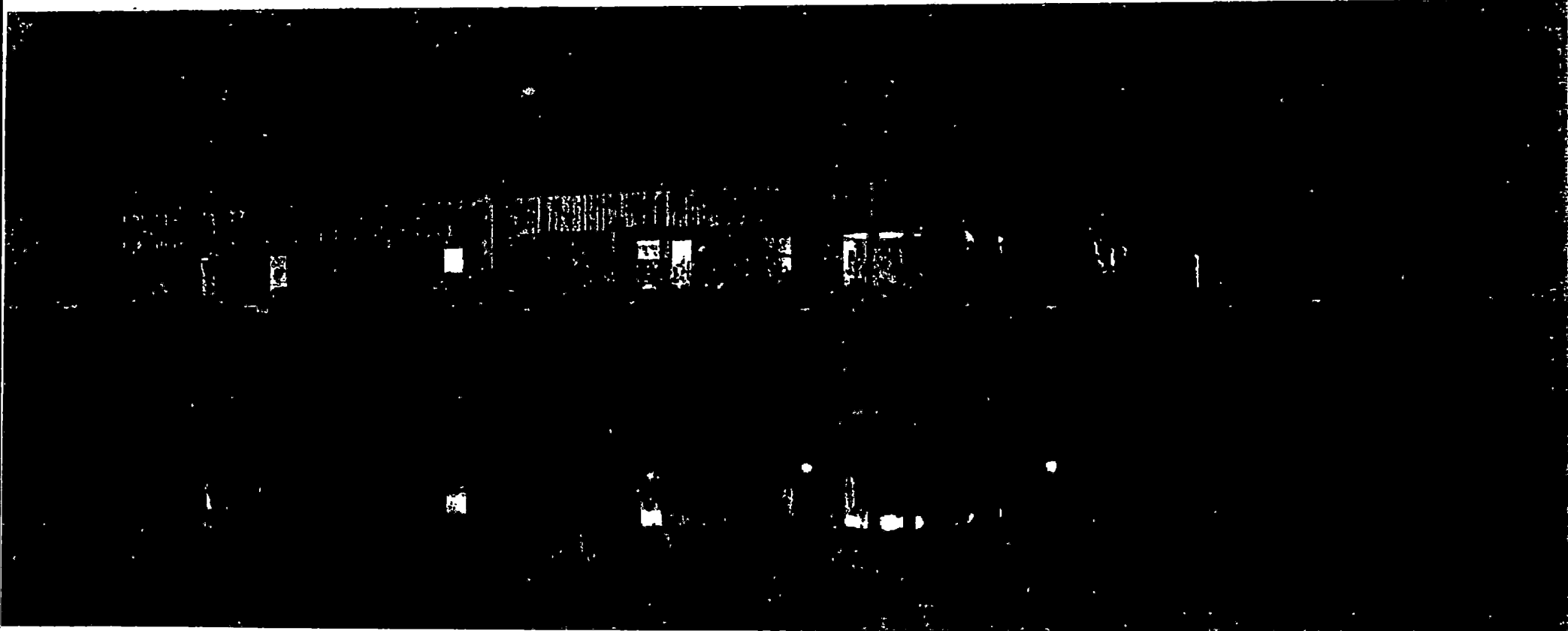
**Right, below: Woodtoned wide metal rails match the wood in beds but offer strength, durability and safety not found in wood bed rails.**



**PRESIDENTS OF LEGGETT & PLATT, INCORPORATED**

J.P. Leggett and C.B. Platt, Partnership	1883-1901
J.P. Leggett	1901-1921
C.B. Platt	1921-1929
J.P. Leggett, Jr.	1929-1932
F.B. Williams	1932-1935
George S. Beimdiek, Sr.	1935-1953
H.M. Cornell, Sr.	1953-1960
H.M. Cornell, Jr.	1960-current

An evening view of Leggett & Platt's home office, located on a rolling hillside acreage four miles west of Carthage, Missouri. The building was completed in 1978.

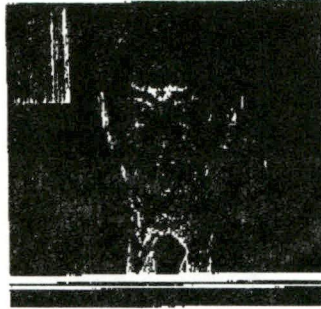


CARDINAL SCALE  
WEBB CITY

# The Early Years

In 1931 a young Les Murphy started building and servicing scales in his garage in Sacramento, Calif., and, inspite of a nation-wrenching depression, his business grew.

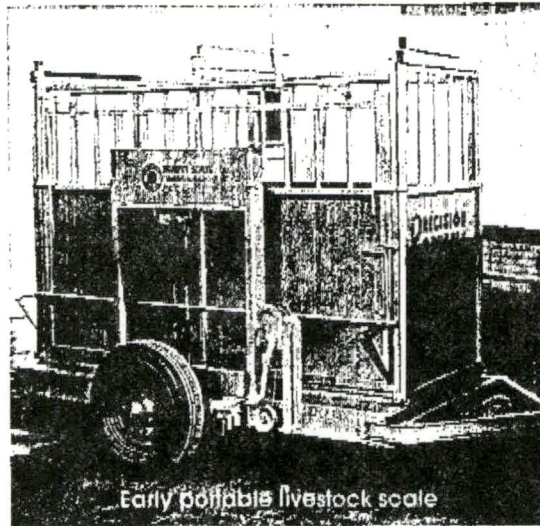
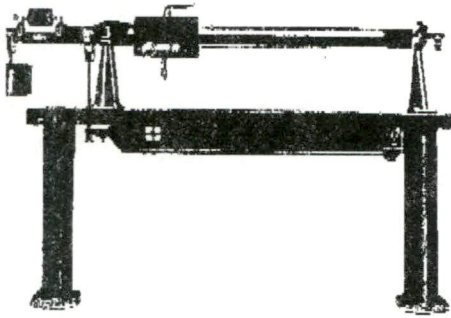
Midway through the 30's Murphy began experimenting with welded steel for use in hopper scales. He found welded steel to be of



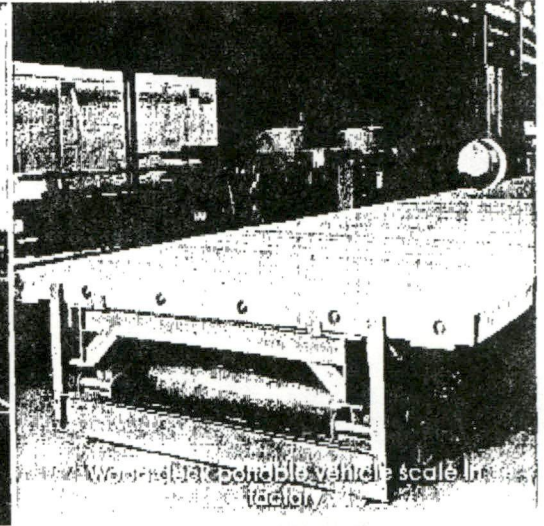
Les Murphy laid the ground work for Cardinal's dedication to innovation. He was a strong proponent of "welded steel" scale construction and foresaw industry's ever-increasing need for portable truck scales. The two concepts were more than compatible and today Cardinal's self-contained vehicle scale, made of welded-steel, is the standard of the industry.

much greater tensile strength and, comparatively, much lighter in weight than cast iron, used throughout the scale industry at the time.

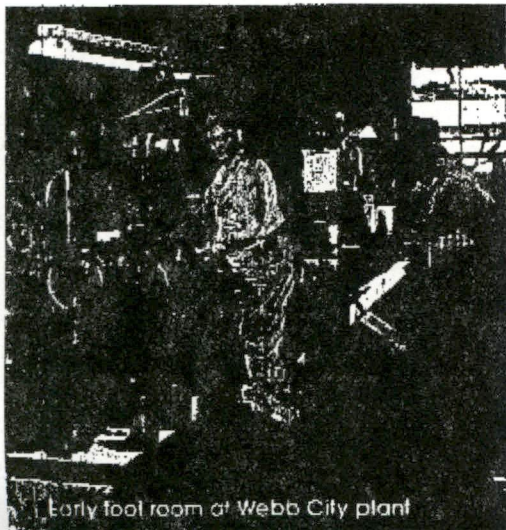
Steel was also less susceptible to flaws, commonly found in cast iron, flaws which eventually led to breakdowns.



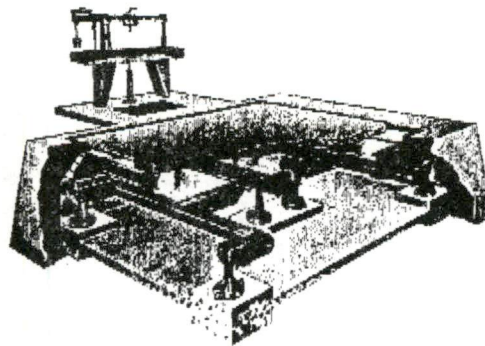
Early portable livestock scale



Webb City portable vehicle scale in factory



Early foot room at Webb City plant



Sacramento plant in team department

Murphy and Cardinal President William H. Perry found common ground in welded steel. Together they crashed the cast iron gates of tradition and brought this new concept to the forefront of the industry. And, grudgingly, the industry accepted the changes, the simplified scale designs and other improvements these two men offered.

The official merger of the two companies, Murphy Scale and Cardinal, came about in 1958. The company eventually laid claim to more than 20 scale patents.

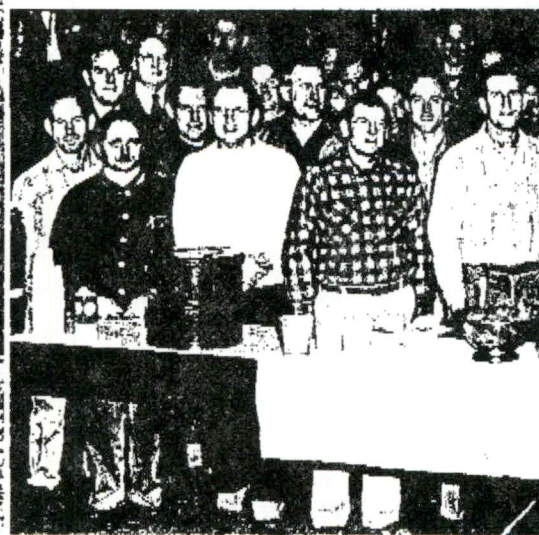
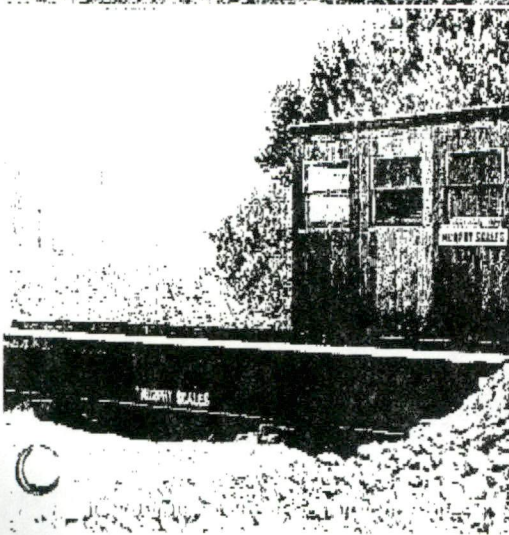
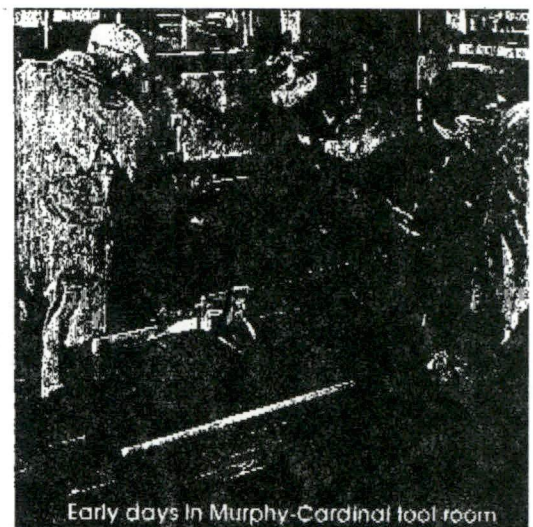
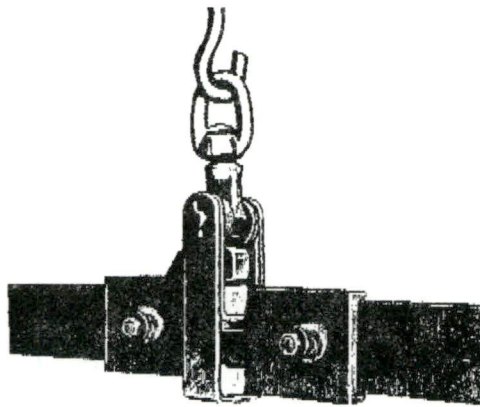
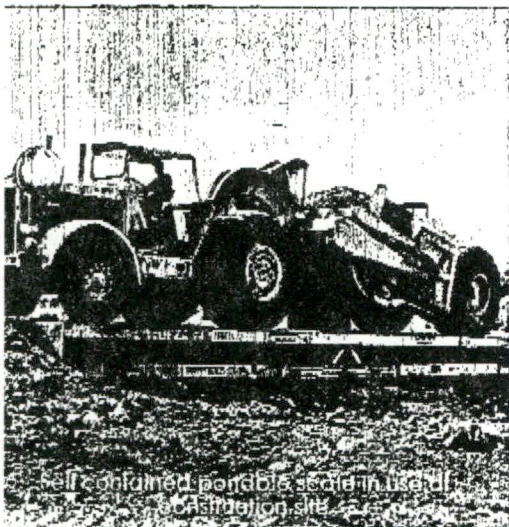
One design that has since received worldwide attention is the self-contained vehicle scale.

This scale came into its own during the Eisenhower Administration, when a bill for an interstate highway project was passed by Congress.

A network of concrete began to spread across the land. Scales were a key step in production and those scales had to be portable. The Cardinal-Murphy self-contained vehicle scale, made of welded-steel, was perfect for the job.

The dedication of Les Murphy and Bill Perry, their abilities to look beyond the traditional barriers of the industry and to innovate, established a theme—a way of life—to which the entire Cardinal organization adheres.

*Innovation* ←



Scale plant Christmas party 1948

# Years of Development

Cardinal Scale, in its early development, made an effort to determine the weighing requirements of industry... of all types of industry and to build its scales accordingly. As industry diversified, so did Cardinal's weighing systems. Through the years, Cardinal has built scales for the most delicate of applications... and the most rigorous.

For example, Cardinal designed, built and installed a gigantic scale for a coal-mining operation in Wyoming, a scale that at the time offered the greatest weighing capacity west of the Mississippi River. This scale was designed to handle off-road heavy haulers and their mountainous payloads, sometimes totalling more than 400,000 pounds. This unit exhibited the massive strength and stamina of a Cardinal welded-steel motor truck scale. The scale showed a high degree of accuracy as well - during testing, a truck and test weight of 365,960 pounds weighed in... without error (see photograph at right).

Research and development have always been the backbone of Cardinal Scale. Through the years of development, Cardinal established a reputation for building scales that others would not tackle... specially designed scales for specific markets. In many cases, these scales developed into standard production items at Cardinal.

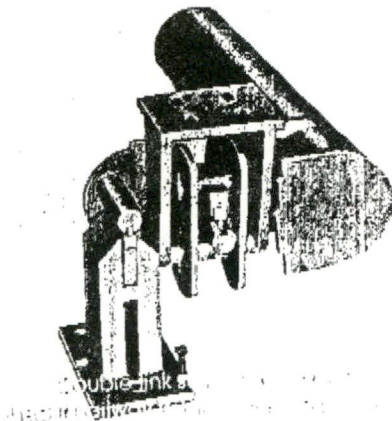
Such were tank and hopper scales. These scales were Cardinal's first experience with welded steel and they proved flawless. They were designed originally in the 1930's but

have been constantly redesigned and rebuilt to keep pace with modern needs.

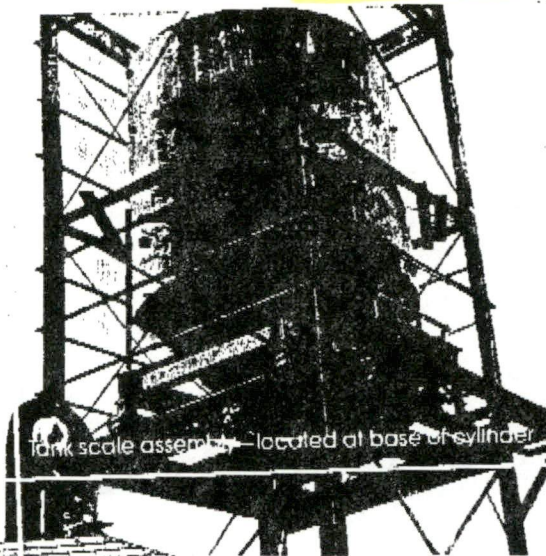
Railway track scales also received the touch of innovation at Cardinal. Cardinal's design became the first steel lever railway scale approved by A.R.E.A. (American Railway Engineering Association), the first to combine fabricated steel double link suspension with steel lever design in high capacity railway scales and the first to abandon the old deadrail design. Cardinal's welded-steel scale design has proven itself well in this application.

There have been other major design breakthroughs in Cardinal's years of development. For instance, Cardinal was an innovator in type registering beams, bringing new levels of accuracy to a time-proven method of indication. Cardinal built and developed its own dials. The exclusion magnetrol dial readout is shock-proof, highly accurate and capable of registering weight up to 100,000 pounds. Like so many Cardinal products, it has become a standard weighing apparatus in many industries.

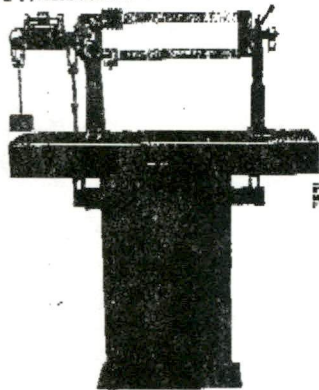
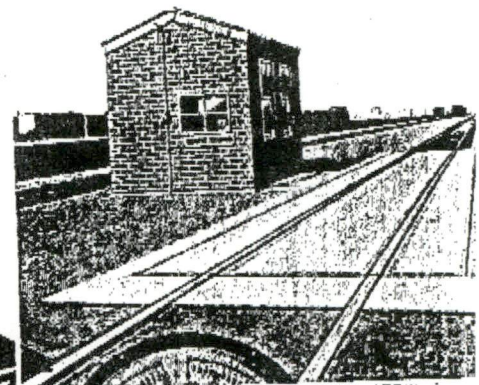
The result of these years of development have been greater accuracy and more reliable weighing systems. A special attitude has grown at Cardinal - an attitude that "there is always a better way". There is a constant challenge to improve upon the company's own, unique design. This quest for perfection has given Cardinal an expertise in all phases of industrial weighing.



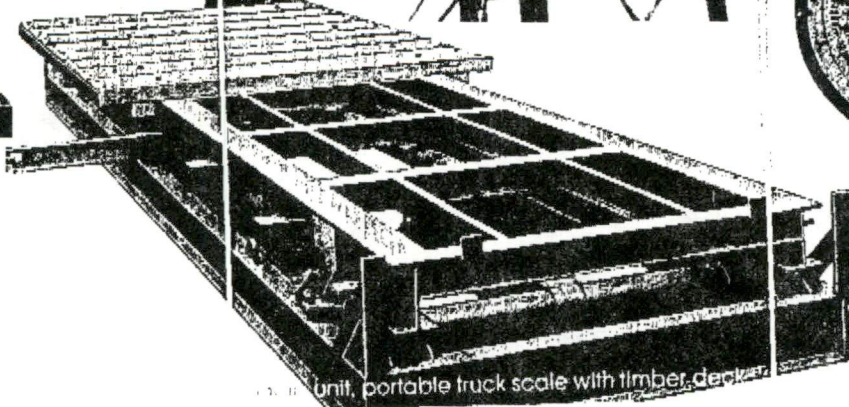
Double-link magnetrol railway scale



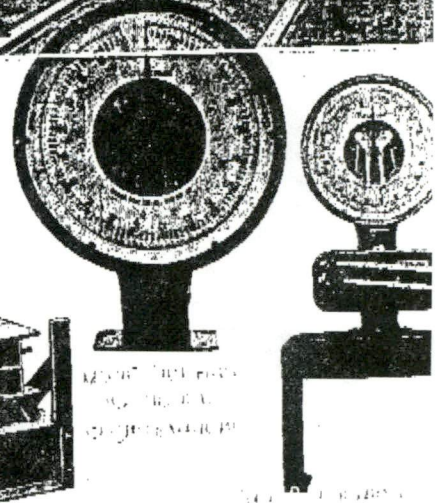
Tank scale assembly - located at base of cylinder



Platform scale



Portable unit, portable truck scale with timber deck

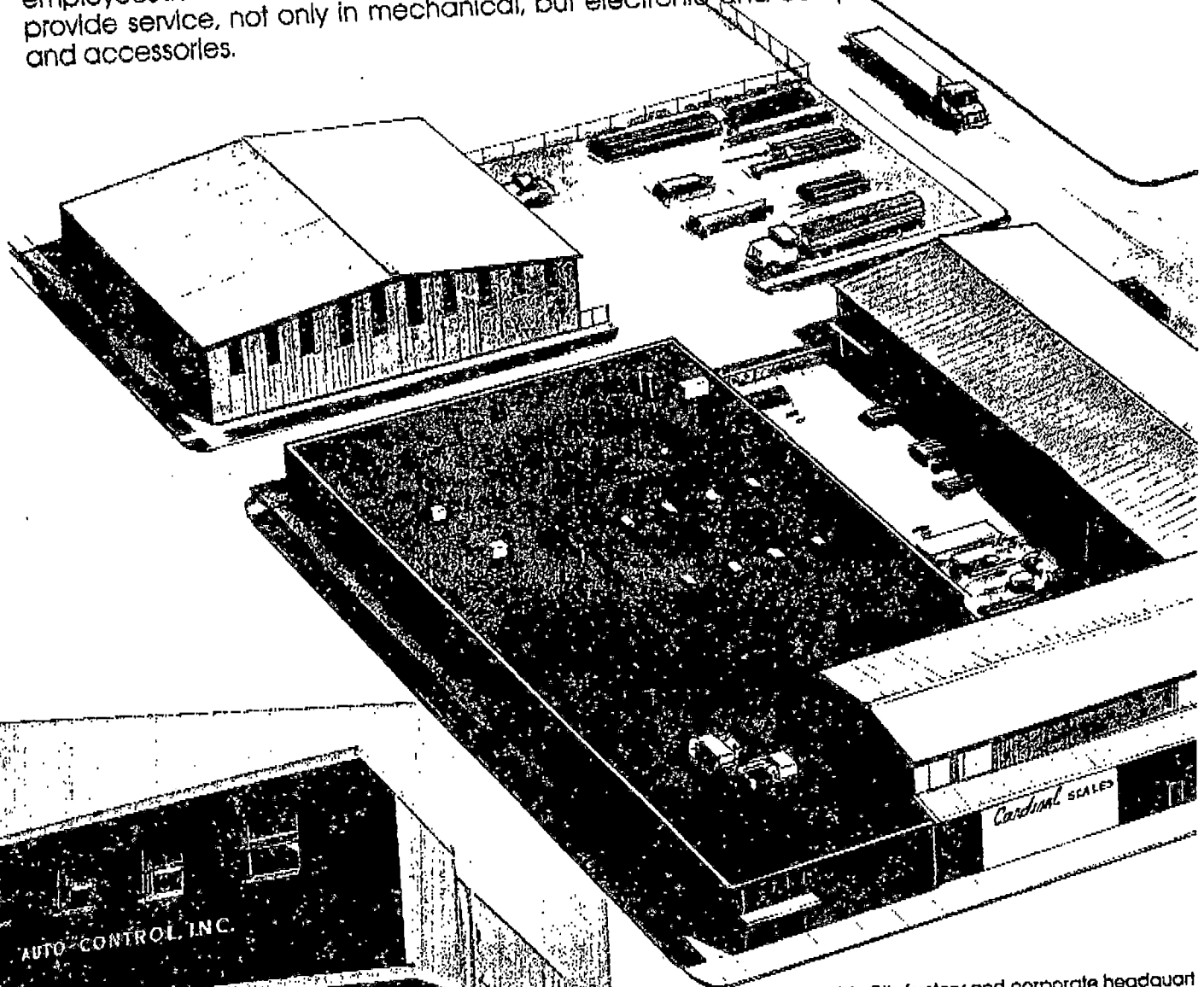


Magnetrol dial readout

Magnetrol dial readout

# Cardinal Today

If you have a problem in weighing applications, you can depend on Cardinal's department of research and design engineering to provide an answer. That answer is then brought to life in one of the four modern manufacturing facilities shown below. With more than 400 employees in almost 1,000,000 square feet of manufacturing space, all four Cardinal plants provide service, not only in mechanical, but electronic and computer weighing systems and accessories.



Webb City factory and corporate headquar



Columbus Plant, Auto Control Division

# Cardinal and the Electronic Revolution

Electronic application and the use of computer technology have mushroomed in the scale industry. So great is their use that companies entirely alien to the scale industry have entered the market solely on the strength of "gadgetry."

Cardinal Scale, on the other hand, devotes its entire electronic capabilities to the weighing industry. Take the 2130 High Speed Dot Matrix Data Printer for example. This printer was developed solely at Cardinal Scale and it was designed specifically for the weighing industry.

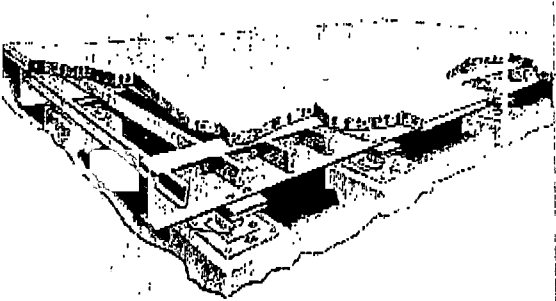
The same goes for the DI-910 digital weight display. Its capabilities are nearly limitless. It's the most versatile, efficient weight display on the market today.

Cardinal's inroads in electronics and computer design began in the early 1960's when the diversification and specialization of industry increased weighing applications ten-fold. The need for versatility, accuracy, speed and

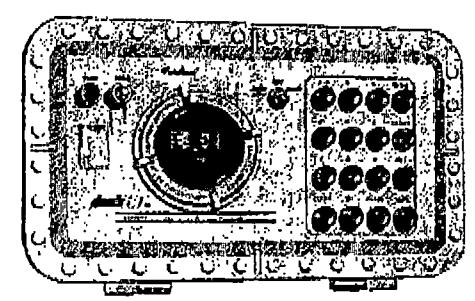
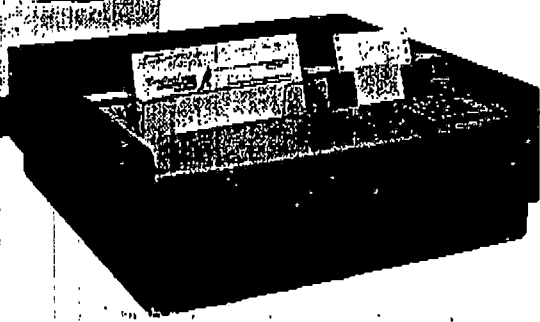
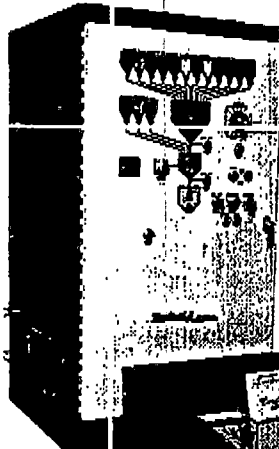
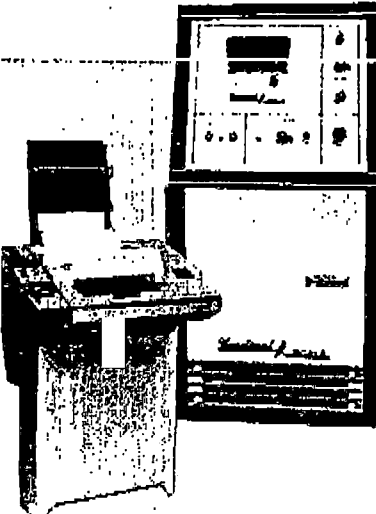
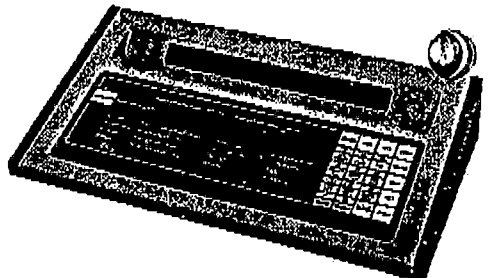
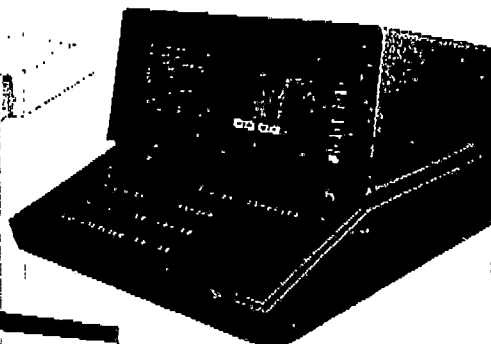
adaptability became key factors in the development of new weighing systems. Electronics and computer applications were the way of the future and Cardinal set the pace.

In 1962 Cardinal introduced one of the first digital weight indicators to hit the market. It was called simply "DWI." It eventually evolved into an entire line of state-of-the-art digital indicators, including the DI-910, a sophisticated, extremely accurate electronic weight display. It is an off-shoot of Cardinal's latest advance in microprocessor technology.

At Cardinal Scale, we believe in electronics... but we're still in the weighing business and if the best scale for your operation happens to be mechanical, that's what we'll recommend. At Cardinal Scale we closely monitor the latest in electronic developments for use in weighing applications to insure that the latest technology is utilized in serving our customers.



Electronic components



Microprocessor control system

# Notable Cardinal Achievements

## Self-Contained Vehicle Scales

A portable, welded steel truck scale that needs no pit. When an operation has to be moved, just take this heavy-duty scale with you. Available with beam, dial and digital indication. A revolutionary design in the 50's, it's still the standard of the industry.

## Ground Hugger

The first all-steel, pitless truck scale. Low profile, full electronic operation and factory assembly result in quick and easy installation.

## DI-910 Digital Weight Display

Performs instructional and conditional prompting functions. Includes one-line 16 character display terminal, input, output capabilities from remote locations. Interfaces with Cardinal's 2100 series data printers.

## 2130 High Speed Dot Matrix Data Printer

The latest innovation in Cardinal's long line of electronic weighing accessories. The 2130 prints a variety of ticket sizes in variable print fonts. It's fast, printing bidirectionally at 200 characters per second. It offers top or bottom eject and a host of other features. Made specifically for weighing applications.

## Floor Hugger

A versatile, pitless warehouse scale. Easily moved. Outboard-mounted load cells and free-floating platform provide maximum stability while protecting the scale's electronic components.

## CBW 80

A continuous bulk weighing system based on another Cardinal innovation... the Dash 80. Incorporates a full-color cathode ray tube display terminal, rack-mounted computer and Cardinal's latest dot matrix data printer. The CBW 80 easily interfaces with a central computer system for purposes of data processing.

## Floor Mounted Tank and Hopper Scales

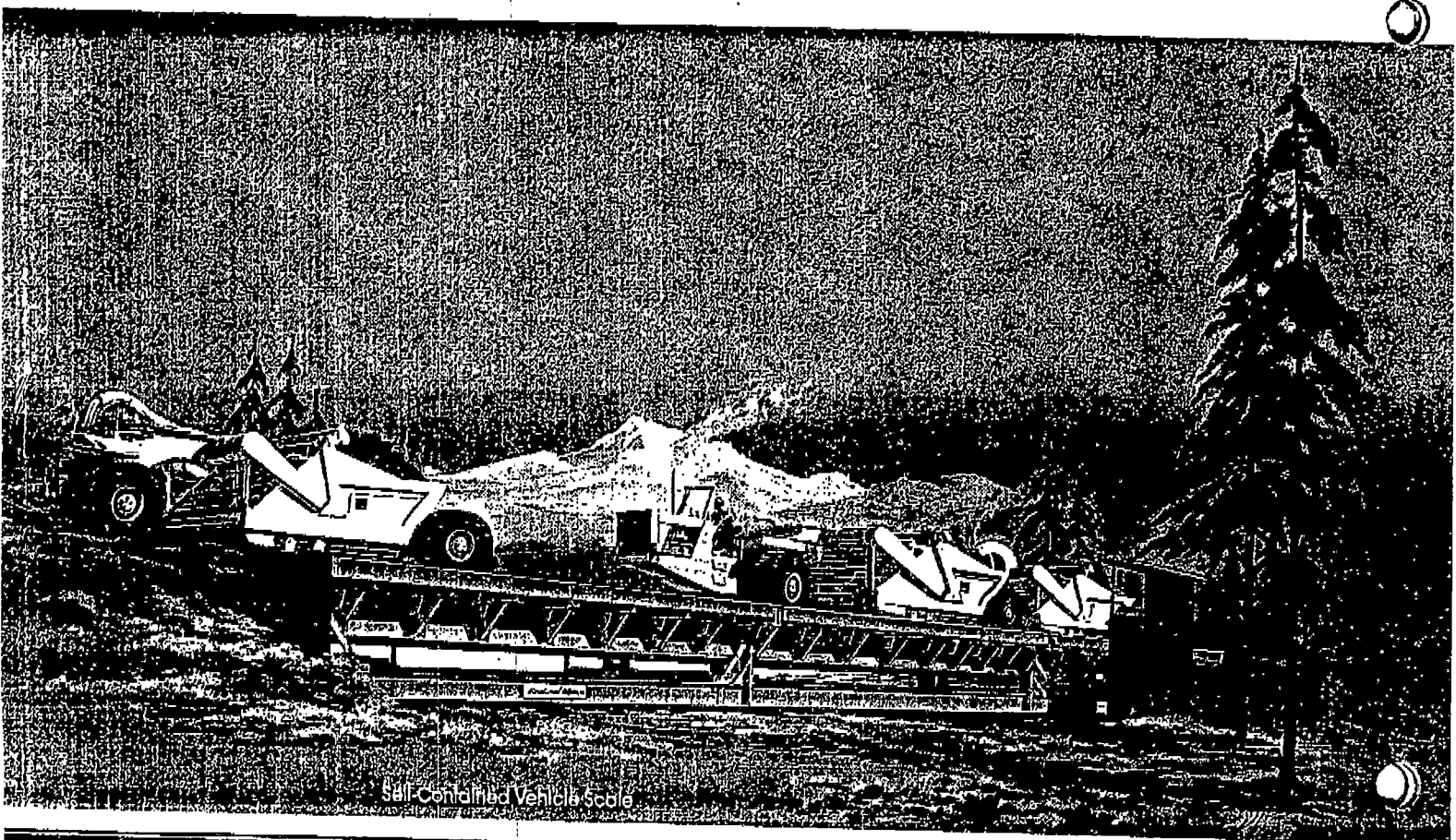
This design started with Cardinal Scale in 1936 and through the years the basic double-link suspension system has been refined to the point of perfection. The scales are built in sizes to fit virtually any tank or hopper.

## Wilogs

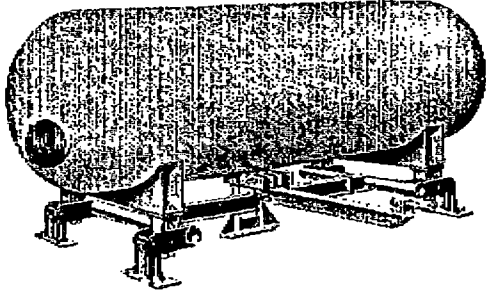
Like so many innovative Cardinal designs, this system started as a special project. Now this "waste information logging system" is in use nationwide. In its simplest form, Wilogs is a computer controlled weighing system designed specifically for the solid waste industry. Print out accessories include truck and account identification, weigh ticket printing and processing of money transactions.

## Stainless Steel Bench Scales

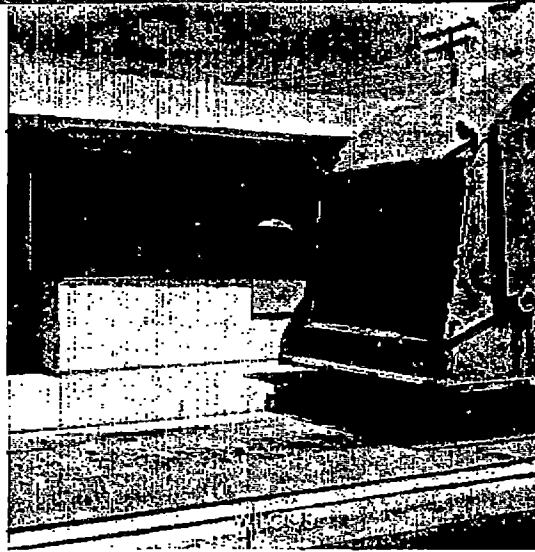
This started as a special production, limited-quantity scale. However it caught on quickly due to its electronic accuracy and stainless steel durability. All scale parts are made of type 304 stainless steel. The digital weight indicator is housed in a stainless steel, NEMA 4 enclosure and the entire scale, including indicator, may be washed down.



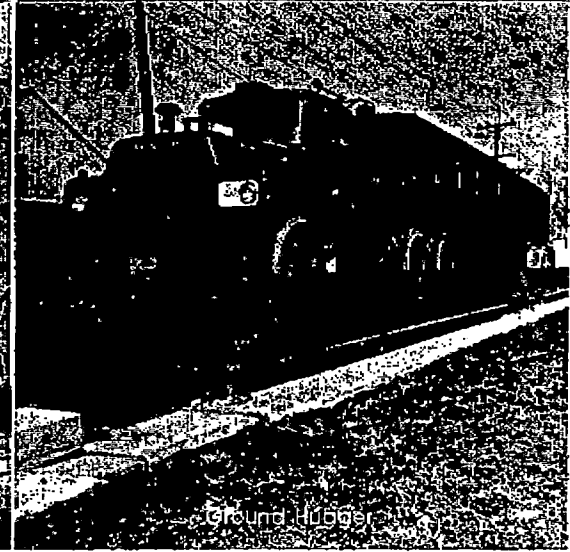
Self-Contained Vehicle Scale



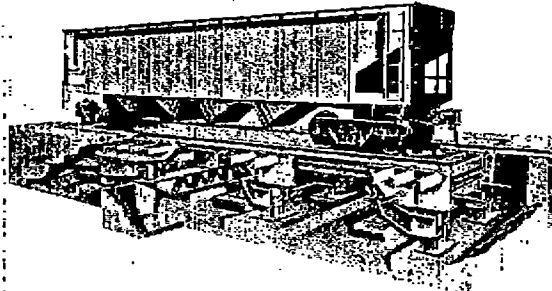
150000 LB. TANK SCALE



150000 LB. SCALE



Ground Huber



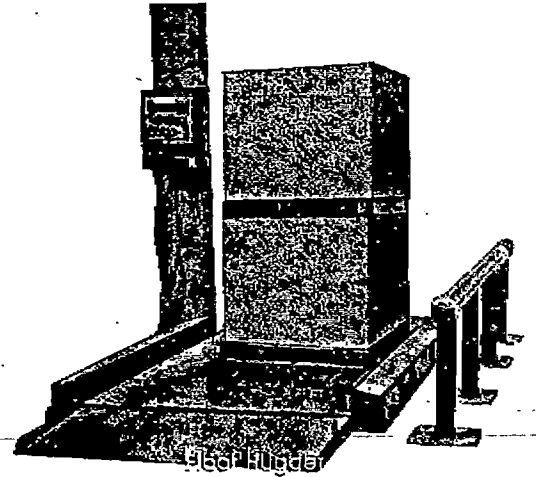
150000 LB. SCALE

### Railway Track Scales

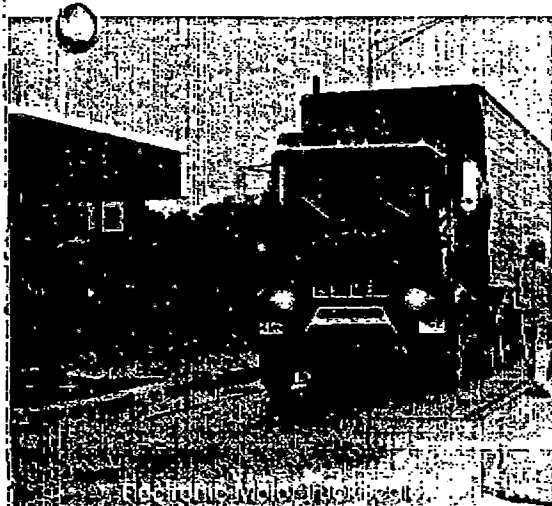
Cardinal's welded steel railway track scale has made the old deadrail, cast iron design obsolete. Unlike the cast iron scale, Cardinal's heavier and stronger design will support the weight of road engines, eliminating the need for the deadrail.

Cardinal's railway track scale incorporates "A" frame lever construction and Cardinal's famous double-link suspension that virtually eliminates wear in the self-aligning bearings and pivots.

This scale can be built to American Railway Engineering Association specifications or standard industrial specifications, according to customer preference.



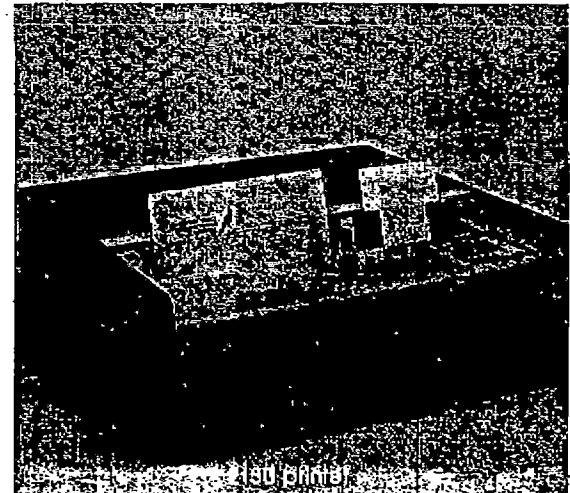
Steel Huber



Electronic Motor Truck Scale

### Electronic Motor Truck Scales

Welded steel construction, double link suspension. Each truck axle weighed independently. Individual axle weights and total vehicle weight displayed. Designed for truck lines, government agencies and industry.



150000 LB.

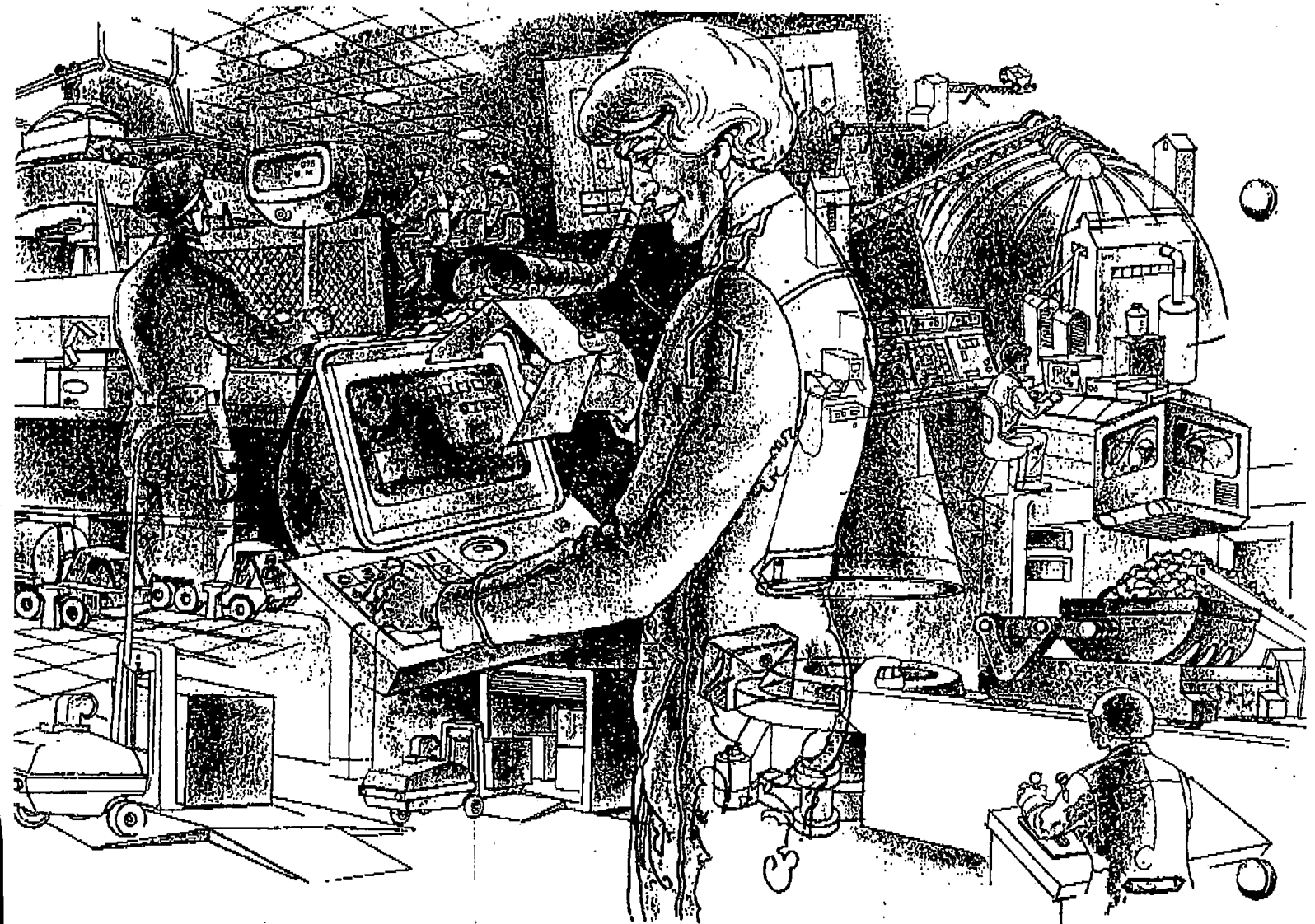
# Cardinal and The Future

The future of Cardinal Scale is closely linked to the needs of industry. In the past, when industry has demanded something more, Cardinal has filled the bill. Specially-constructed weighing systems have always been a way of life at Cardinal. In the future they will be a key ingredient in the technological advancement of the scale industry.

It is obvious that electronics and computer technology will continue to play a more expanded role in our future.

Once—it seems like a long time ago—a scale was required to deliver only weight. Now industry demands data processing capabilities, inventory control, complete printouts of transactions and more. What was once a simple institution has become an extremely complex technology.

The future, as always, will hurl many challenges. Cardinal will lead the way in answering them.



# Cardinal Service Nationwide

Cardinal Scales services a nationwide market with the industry's largest network of independent scale dealers. Every dealer has Cardinal's full factory support, plus more than a half-century of experience to call upon in handling every customer's needs.



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REGIONAL SALES SERVICE DISTRIBUTOR

REGIONAL OFFICES

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San Francisco  
Seattle  
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Denver  
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Detroit  
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1-800-327-2372

**\* FAX \***

**Date** September 9, 1992

**TO:** Lars Pierson

\*\*\*\*\*

**FROM:**

Robert C. Brown Department Academic Affairs Office  
(Vice President for Academic Affairs)

**MISSOURI SOUTHERN STATE COLLEGE**

**3950 Newman Road - Joplin, MO 64801-1595**

**FAX: (417) 625-3121 PHONE: (417) 625-9394**

**MESSAGE:** \_\_\_\_\_

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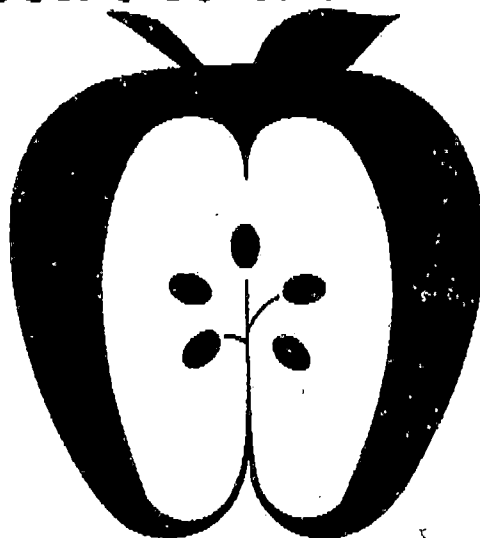
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Transmitting a total of 4 pages including this page. Please contact us immediately if you do not receive all the pages.

**from seed to tree**

# Build a Future That's Solid to the Core

High school is an exciting and important time in your life. It's a time when you make choices which may affect the rest of your life. Even before you enter high school, you should plan how to get the best from those four years of education. They will be vitally important to your future, whether you think you'll go to college, join the armed forces or get a job.



*Whatever you decide, one thing is clear — the more you know, the more successful you'll be. The courses you take in high school matter — a lot!*

*Missouri Southern has established a High School Core Curriculum as a requirement for admission to the College beginning in 1996. The Core includes four years of English, three years of mathematics, three years of social studies, two years of science, one year of visual or performing arts, and three years of electives from these courses and/or foreign language.*

*Missouri Southern, as well as many other colleges and universities, is expecting students to be better prepared for college level work and is reducing or eliminating remedial courses. Unprepared students may find it harder to get into a college and succeed.*

*Because a college education is increasingly important in today's changing world, you shouldn't let the opportunity for a solid high school education slip by.*

## MAKE YOUR PREPARATION SOLID AT THE CORE:

Here is a suggested Core Curriculum for your high school years. It's not the easiest group of courses, but it is the best — to prepare you for college or for work.

*Remember: If you plan to attend Missouri Southern, the following courses **MUST** be completed to be admitted.*



### English 4 units

These classes should require reading, writing, literature, speaking. Two units must emphasize writing skills. Two other units may come from speech, debate, or literature

### Math 3 units

You must take Algebra I, and Algebra II, and Geometry. A fourth level math class is strongly recommended

### Science 2 units

General science does not count. One unit must be a laboratory course. Biology, physics, and/or chemistry are strongly recommended.

### Social Studies 3 units

Courses should include: United States History (one unit) and units selected from world history, government, geography or economics.

### Visual and Performing Arts 1 unit

Fine arts courses include visual arts such as painting, drawing or sculpture, music, dance or theatre (drama).

### Electives 3 units

You may select classes from foreign languages and/or a combination of courses from the above areas. Two units of the same foreign language are strongly recommended.

## THINGS TO CONSIDER

1. You must take an English course every year, beginning in the ninth grade.
2. Take as much math as you can. If you take algebra in junior high, an additional math course could be scheduled. However, a "consumer math" class would not meet the three unit requirement. Remember, you must take Algebra I and II and Geometry.
3. Begin your science study in your sophomore year. Physical science will meet the Core requirement and can prepare you for physics or chemistry. Earth science is also acceptable but general science courses are not. One course must have a laboratory.
4. Foreign language will not meet the fine arts requirement; however, it is strongly recommended as an elective.
5. Although a computer course may be helpful, it will not count as part of the Core Curriculum.

## MEETING THE REQUIREMENTS

The Core requirements will be phased in over the next four years. Those who will be high school freshmen in fall 1992 will need to complete all the Core requirements listed above for college admission in the fall 1996. Those graduating from high school and entering college before 1996 should meet the following Core schedule:

1994-95: 10 units including 3 English, 2 Math, 2 Social Studies and 1 Science.

1995-96: 12 units including 4 English, 3 Math, 3 Social Studies, 2 Science.



## PLANT CAREFULLY THE SEEDS OF YOUR FUTURE

Plan the four years of your high school schedule before you start high school.  
Talk to the high school counselors about college study and career choices.  
Share your plans with your family. They'll help you each step of the way.

## HELP THE SEEDS GROW

1. Sit close to the front of the classroom when possible.
2. Join in class discussion.
3. Ask questions. If you're in doubt about something, others in your class probably are, too.
4. Look for ways to sharpen your basic skills in each class. Practice reading in mathematics, writing skills in history, algebra skills in science.
5. Learn to manage your time properly. Set a clear order of what assignments need to be done and don't put them off.
6. Learn to type and use a computer keyboard.
7. Learn to take good class notes. You'll be taking lots of them in college.
8. Limit work hours; don't neglect studies.

## FAMILIES CAN HELP TOO.

1. Set aside a time and a place for your student to do homework.
2. Work with your student, assist when needed.
3. Sit in on a class. Visit with teachers. Attend conferences.
4. Volunteer to help at school. Be actively involved in your child's education.
5. Encourage less television and more reading.
6. Read and discuss news items, books, magazine articles, music, everything, with your student.

If you would like more information on the High School Core Curriculum  
and other college entrance requirements, contact:

---

**Missouri Southern State College**

**3950 Newman Road  
Joplin, MO 64801-1595  
(417) 782-MSSC collect  
or 1-800-492-4811**

Distinctions

Jasper County:  
- Joplin  
- Carthage

Newton County:  
- Neosho

County County  $\frac{1}{2}$  Neosho  $\frac{1}{2}$  Carthage.

Local Color: Joplin, MO

JOPLIN → Metro area includes Joplin, Jasper, Newton ~~City~~ (pop. 141,000)

- within Joplin city limits 40,000 people
- within 10 mile radius 80,000 people
- 350,000 within 50 mile radius - including people from SE Kansas, Northeast Oklahoma, Northern Arkansas

- Employment increased from 51,380 (1980) to 70,687 (as of July 1992)

Local Business Information:

Cardinal Scale, Webb City: Founded 1931 by Les Murphy

- first to use welded steel in making scales
- merged with Cardinal President William H. Perry in 1958
- led to more than 20 scale patents for the company
- company attitude: "there is always a better way."

Leggett & Platt, Carthage: founded 1883 by J.P. Leggett and C.B. Platt

- invented coil bed spring
- about to celebrate 100th year
- 1960 sales were approx. \$7 million
- 1981 sales were \$263 million
- 1991 estimated sales \$1.2 billion
- still located in Carthage

FAG Bearings Corporation: a German company

- just completed \$60 million expansion
- employs 405 people
- received federal grants

Contract Freighters, Inc.: POTUS scheduled to visit them

- received President's "E" Award for Export Service Excellence
- first trucking company to receive this award
- strong export ties to Mexico and Canada

PERSONALITIES FROM JOPLIN AREA

- Mickey Mantle, baseball Hall of Famer, grew up 30 miles away in Commerce, OK and played for the Joplin Minors before going to the Yankees.
- Langston Hughes, poet, born in Joplin
- George Washington Carver, born and raised there, slave. The George Washington Carver National Monument is located a few minutes to the SE of Joplin.
- former Congressman Gene Taylor is from nearby Sarcoxi, very popular among the citizens, known for his stories and sense of humor. The Gene Taylor Education and Psychology Building is on the Mo. Southern State College campus.

MO. SOUTHERN STATE COLLEGE INFO

- diverse campus, approx. 6,000 students
- 13-15% are non-traditional students
- teams are the Lions
- Lions football team won first game last week, beating Cameron University

- Rod Smith, wide receiver on football team, All-American last year, pre-season All-America this year
- Woman's Softball Team Defending Divison II National champions.
- chief rival is nearby Pittsburg State, they play them Oct. 24
- Sigma Pi is "big" frat on campus
- Larry Seneker is Class President

WASHINGTON  
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Fax# (512) 495-8612

MOSCOW  
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*Both all  
being scrubbed  
now*

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*201  
609  
908*

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If you wish to respond, use FAX #: (713) 758-2346.

OPERATOR:	RECIPIENT'S FAX#:
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To Gary Foster

From Pat Micell

Re: The President's trip to Joplin, Missouri  
September 11, 1992

The President would travel to Joplin to address students and the local community at Missouri Southern State College, and participate in an "Ask George Bush" at Central Freighters Inc.

Proposed Event Sites:

Missouri Southern State College, Fred Hughes Stadium

Missouri Southern State College ~~is~~ has a student population of approximately 6,000.

The event would be hosted by the College Republican

U.S. Dept Publications

Pharmaceutical profits

3777  
Fred Nutt

Dave Anderson

(908) Middletown cor  
(908) 21-3360  
(703) 524-2361

(703) 524-2361

① Hoffmar - La Roche

② Hoesch (checks)

③ Goemans ~~select~~ (select)

④ Phillips GmbH (electronic)

Middletown, NJ

Be Rally

Quote NPTA - I'll get back to you

Leve Brothers

\* ⑤

Gen. v. State Chamber  
Bill Haley 999-1988  
Mr. Bob Hall

NT fact - how # jobs

\$ result

foreign investment

per annum

2 or 3 biggest foreign companies

Foreign  
R+D  
Centers

BMW

Opinion

Zubman

facts

The Need  
Vito  
Zubman

Middletown

State Chamber

and there would be no restriction on a political event. The ~~President~~ president of the college is supportive and willing to help in any way possible.

The event would be at the football stadium, and the President would address one side of the stands. The audience would be seated in the stands and on the track. I recommend that the crowd be allowed on the football field so that there are <sup>people</sup> ~~people~~ on three sides of the President, as illustrated in the attached diagrams.

Because of the sun angle ~~at that~~ in the morning, the press platform will need

to be angled, and outdoor lighting used to  
take out shadows.

~~The dais will need to~~ The dais will need  
to be built, with a plywood back to block  
the empty stands on the other side of the  
field. I recommend a blue painted backdrop  
with ~~the~~ red and white lettering over the  
~~President's~~ President's head. Flags could be  
planted every ~~foot~~ two or three feet to add  
color.

I understand that there are some painted  
plywood backdrops from the Branson event, that  
were used in ~~other areas~~ the entertainment stage.  
Maybe these could be used to flank the dais.

The local contacts suggest that a crowd of 7,500 ~~could~~ could be raised. The stadium will seat approximately that number, with the ability to handle overflow on the field and on a grass <sup>hill</sup> on the sides of the stands.

### Contract Freighters, Inc (CFI)

CFI is located approximately ~~four~~ four miles from Missouri Southern. CFI is an export trucking company, which ships extensively to Canada and Mexico. This is an excellent site to tout the benefits of NAFTA.

CFI has grown from 1400 employees in 1989

to 2,200 today. The company recently received the President's "E" Award for excellence in exporting.

The site would be outdoors, behind the headquarters. I suggest that trucks be ~~parked~~ parked in a large semi-circle, to create an ~~USAAM~~ artificial amphitheater.

Again, audience could be seated on two sides of the President, and ~~two~~ six to eight people could be seated to his immediate left and right to give the appearance that the President is seated in the ~~the~~ crowd. The President should sit in a chair.

This "Ask George Bush" could be smaller than usual, and shorter than usual. There are approx

250 employees on-site that could participate in the event.

### Proposed Scenario :

The President would arrive at the Joplin, Missouri airport via C-20 aircraft, and

motorcade to the stadium at Missouri Southern State College. (Drive time: 5 minutes)

On arrival, the President would

be greeted, and escorted to the track, and

introduced on to the dais, <sup>and give</sup> ~~the~~ remarks.

After his <sup>and presentation,</sup> speech, he would depart the dais and

proceed to the motorcade.

The President would motorcade to CFI

(Drive time: 5 minutes), and proceed to

the back parking lot, depart the motorcade,  
and begin participation in the "Ast George  
Dash." (LFI recently spearheaded disaster relief  
efforts in Joplin for Louisiana and Florida --  
the President may wish to commend the employees.  
After participation, the President would depart  
to the Joplin airport (Drive time: 5 minutes).

~~David A. [unclear]~~

Contacts:

Southern Missouri:

John Tiede, Senior VP  
(6) (417) 625-9395  
(4) (417) 623-3779

0060-28L (H)(417) 782-0900  
6225-5229 (H)(417) (C)

Kris Ikejiri

CFI

622-2249 (H)(417)

Becky Berksheser, College Republican

## JOPOUT

I. INTRO  
--local color, jokes

II.

## JOPLANG

Mantle was born and raised in Oklahoma. But was spotted by the Yankess and sent to their minor league team in Joplin.

--I want to tell you a little story about Mickey Mantle and his dad. Mutt Mantle was a coal miner. He worked all his life in the mines so that Mickey wouldn't have too. Like all parents, he wanted a little better for his kid. One day Mutt got a call from his son. The Yankees were sending Mantle back to Joplin. Mickey was crying, he said, "Dad, I can't play." Mutt hung up the phone and drove all the way to Chicago. He showed up at his son's hotel room. Without a word, he started packing his son's suitcase. Mickey asked, "What are you doing?" His dad replied, "You can work in the mines with me. I didn't think I raised a quitter." That night Mutt Mantle drove back home alone.

--Langston Hughes was born in Joplin

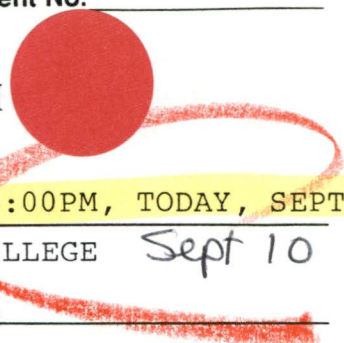
--Truman's birthplace, Lamar Missouri, was born 30 miles away.

--Mickey Mantle has a residence in Missouri.

--Will Rogers was born in Claremore, Oklahoma.

Also to AF 1

# WHITE HOUSE STAFFING MEMORANDUM



DATE: 9/10/92 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00PM, TODAY, SEPT.

PRESIDENTIAL REMARKS: MISSOURI SOUTHERN STATE COLLEGE Sept 10  
FRED HUGHES STADIUM

SUBJECT: FRIDAY, SEPTEMBER 11, 1992

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MOORE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MULLINS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PROVOST	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	ROSS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CALIO	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	TUTWILER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ZOELLICK	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	KAUFMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BOSKIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HORNER	<input type="checkbox"/>	<input type="checkbox"/>	GROOMES	<input type="checkbox"/>	<input checked="" type="checkbox"/>
			MCGROARTY		<input checked="" type="checkbox"/>

REMARKS:

Please provide comments on the attached directly to Dan McGroarty, Rm. 122, x2930, with a copy to this office NO LATER THAN 5:00PM, TODAY, THURSDAY, SEPTEMBER 10. Thank you.

RESPONSE:

PHILLIP D. BRADY  
Assistant to the President  
and Staff Secretary  
Ext. 2702

See Sequence I wrote for the John Corns set

(Grossman)  
September 9, 1992  
JOPLIN  
Draft One

SEP 10 P2:05  
PRESIDENTIAL REMARKS: MISSOURI SOUTHERN STATE COLLEGE  
FRED HUGHES STADIUM  
FRIDAY, SEPTEMBER 11, 1992

(Acknowledgements) For the first time in half a century, America is a nation at peace. Some Americans paid for that peace with their lives. Others, with their labor. All, with their taxes. We ran a race of arms and armies and ideas -- and in 1992 we can say: freedom finished first.

Today, I understand before you all could my secretary do President her over

Try something else

Economic support

Economic support

America has changed and is changing still. My opponent's like the doctor who diagnoses the growing pains, and advises the patient to stop growing. I want America to grow bigger and better -- stronger and smarter. I am looking forward to the future, because I understand the past. \\

her over  
said before  
the Cold War  
is over  
Freedom Finished  
First

I understood that when we changed the world, the world would change us too. I understand how our industries are changing -- our economy, evolving. We are witnessing the greatest economic transformation since the Industrial Revolution. But like all revolutions, this one has had its casualties...and we will take care of our own. But the smoke will clear on a new economy -- bigger, better, and ready to take on the world. \\

softer word

The other side has conveniently skipped over our strengths and on to our weaknesses. Some folks will tell you that the sky is falling just so they can promise you the moon. But you can't build on your strengths unless you know what they are. Inflation's down, interest rates are at a twenty year low, and Americans have the highest standard of living in the world.

These are good signs. But this is America, and good's just not good enough. So this is my goal: by the beginning of the next century we will bring this economy to ten trillion dollars strong. \ The opposition will say: Hold on, you're moving to fast. They'll say: we can't do it. Well maybe they're right. They can't....I can, and we will.

Yesterday I released my Agenda for American Renewal. This is my agenda for action. America is a place where ordinary people can do extraordinary things if only they are set free. Here are my keys to unlock the door.

The first unlocks foreign markets, it's called Challenging the World. We've got to complete the global trade negotiations, and get congressional approval of the North American Free Trade Agreement. Trade with Mexico and Canada already brings two billion dollars into this state each year. NAFTA would turn the whole country into a gigantic free-trade zone -- a \$6 trillion market from the Yukon to the Yucatan.

free trade  
ag. Chile  
Eastern Europe

My opponent used to support the agreement. Now he says:

in NAFTA, further war with  
now he  
opponent.

"I'm reviewing it carefully; when I have a definitive opinion I will say so." Now Walter Lippman said leadership means guarding, quote, "a nation's ideals." The greek philosopher Tacitus defined leadership as, quote, "reason and judgement." \ I don't recall ever hearing leadership defined as "Please leave a message and we'll get back to you."

British  
spelling  
Ploch  
good

~~That's not~~ There's a call equity in the oval office  
The second key is Preparing our Children. Developed

economies demand developing minds...our schools must prepare our

→ Both in the water - backup the year.

Continent

*I want to change schools alot,*

kids to compete on a world-scale. ~~My opponent's got to understand: There's just some things that money can't buy. We spend more per pupil than almost any other country in the world. We must raise standards, we must involve the community, and we must give parents school choice. Whether it's public, private or religious -- parents, not government, should choose their children's schools. \~~

The third key must unlock the future: Sharpening Businesses' Competitive Edge. My opponent wants to do for American businesses what he's done for Arkansas businesses. But if you ask the entrepreneurs of Arkansas, they'll tell you there's been little hope in Little Rock. Private dollars build more businesses. Public dollars build more bureacracies. Which do you think will help our economy? We must cut the regulations that turn red tape into pink slips. And we've got to put a restraining order out on our legal system. \ They say that talk is cheap....until you hire a lawyer. My opponents wants you to hire one to run the country. \

*Prime purpose is to cover people*

The fourth key is Promoting Economic Security. That means job training to ease our workers into the new economy. It means health care reform -- proposals I've introduced to cut 394 billion dollars of health care costs over five years. The good Governor has a different prescription: "take two asprin and call me after the election."

When it comes to helping our poor, my opponent wants to give them a room with a view -- I want to slip them the keys. The

fifth is Leaving No One Behind. My approach to welfare is not how much we hand out -- but how many we help up. The policies of the past put a roof over people's heads, but they forgot to build the door. We must build that door, with housing vouchers, Enterprise Zones, and workfare reforms. Our policies won't work unless people do too. \\\

The final key is called Rightsizing Government. Today the federal government spends almost a quarter of every dollar of the nation's income. Apparently my opponent doesn't think that's quite enough. He's proposed \$150 dollars worth of new spending. Looks like he's promising a rainbow -- but first you've got to hand over a pot of gold. \\\

On August XX, the people of Missouri voted down a tax increase, and sent a message that should echo from coast to coast: government's not taxing too little -- it's spending too much. \ Send that same message to Washington when you vote this November. \\\

The agenda I published yesterday contains specific proposals to cut the fat: caps on the growth in mandatory spending and a freeze on domestic spending; a balanced budget amendment and a line-item veto. Governor Ashcroft has a line-item veto -- and he's used it to keep over \$240 in your pockets. Imagine what a President could do with the same power. I've also proposed a check-off box on tax returns -- to give the taxpayers their own private veto pen. Some editorialist chuckle at my check-off

proposal. As usual they know best. But the American people seem to like my idea. As usual, they know better. \\

Some say my goal of a \$10 trillion economy is optimistic. Some say it's ambitious. I say so is America. \\

My opponent and I have simply agreed to disagree. He says that America's being "ridiculed around the world." I know the competition's tough. But when the going gets tough, we don't get packing, we get up, gear up, and give it our best shot. \\

Let me tell you a little story about a fellow born not far from here in Commerce, maybe you know him. Mickey Mantle played in the minors right here in Joplin before he went to the Yankees. His dad was a coal miner. Mutt Mantle worked all his life in the mines so that Mickey wouldn't have to. One day Mutt got a long-distance call from his son. The Yankees were sending Mantle back to Joplin. Mickey said, "Dad, I can't play." Well Mutt just hung up the phone, jumped in his car, and drove through the night to Mickey's hotel. Without a word, he started packing his son's suitcase. Mickey said, "What are you doing?" His dad replied, "You can work the mines with me. I didn't think I raised a quitter." That night Mutt Mantle drove back home alone.

Now I wasn't raised a quitter and I reckon you weren't either. The competition in the coming years will be tough. But let's remember who invented the game. It's not time to pick up our ball and go home, it's time step up to the plate. Thank you, God bless you, and God bless America.

defini  
① superpower

② 1st key:

Free trade agn  
w/ Chile + E Euro  
close w apple line

(Grossman)

September 9, 1992

JOPLIN

Draft One

PRESIDENTIAL REMARKS:

MISSOURI SOUTHERN STATE COLLEGE

FRED HUGHES STADIUM

FRIDAY, SEPTEMBER 11, 1992

draft 1  
the  
an  
work  
to compete  
my DDP  
POST on  
NAFTA

(Acknowledgements) I don't know if you heard about the incident, but my opponent's let this race degenerate to the level of a food fight. So let's set the ground rules: tomatoes only. Of course, after the broccoli incident some of my younger staffers wanted to retaliate. But they couldn't find any kind of food my opponent didn't like. \\

I've got a message for the cafeteria campaigners: Stop playing with your food -- sit up straight and pay attention. \\

change  
schools  
a lot  
change  
schools  
a little

Yesterday I took this debate on to higher ground. I released my Agenda for American Renewal -- an agenda that diagnoses our problems, and defines our principles. This is my agenda for action.

First let's take a step back. Take a look at where we've come from and where we are. For the first time in half a century, America is a nation at peace. Some Americans paid for that peace with their lives. Others, with their labor. All, with their taxes. Peace is precious but precarious. We must know its risks to reap its rewards.

For America to be safe and strong, we must win the defining challenge of the 1990s: we must wage the peace, by winning the competition. \\ We must be a military superpower, an economic superpower, and an export superpower. We must look outward -- to open new markets and prepare our people to meet international

competition. We must look forward -- to strengthen our families -- to save and invest -- so we can win. \\

My opponent calls for change. But from where I stand, he makes about as much sense as a rainmaker in the middle of a rainstorm. Change is here, it is all around us.

When I read my mail, I hear each American describing a little part of a big picture. For some, the changes have been painful: the defense worker laid off from his job. The college senior wondering if she's got the skills she'll need to compete. Others are hopeful: a fourth grader giving me tips on my computer lessons. Small business people telling me about how exports are bringing their companies back to life.

America has changed and is changing still. My opponent's like the doctor who diagnoses the growing pains, and advises the patient to stop growing. I want America to grow bigger and better -- stronger and smarter. I am looking forward to the future, because I understand the past.

I understand how many Americans feel that we won the Cold War, only to lose the jobs that won the peace. We must ease our transition to a peacetime economy, but we must also look forward...to freeing up our resources for peacetime growth.

I understand how our industries are changing -- our economy, evolving. We are witnessing the greatest economic transformation since the Industrial Revolution. But like all revolutions, this one has had its casualties....and we will take care of our own.

But the smoke will clear on a new economy -- bigger, better, and ready to take on the world. \\

I understand that while the 80s brought the greatest peacetime expansion in our history, it also boosted debt. Companies have been paying it down while gearing themselves up - - getting ready for greater profits when growth resumes.

Our financial system has changed too. We entered the 80s with a banking system designed before Ozzie met Harriet. Our system has evolved and the fittest have survived -- banks will be more efficient, capital will be more available, and credit will be more affordable.

And I understood that when we changed the world, the world would change us too. No nation is an island today. All around the world, countries have been freed, markets are being opened. Only America has the energy, the attitude, and the resources to take advantage of this opportunity. If we can look outward, we will move forward.

The other side has conveniently skipped over our strengths and on to our weaknesses. Some folks will tell you that the sky is falling just so they can promise you the moon. But you can't build on your strengths unless you know what they are.

Inflation's down, interest rates are at a twenty year low. We have the highest standard of living in the world, and the most productive workers on the face of the earth.

These are good signs. But this is America, and good's just not good enough. Over the past 12 years we've almost doubled the

size of our economy. It's as if we created two economies the size of Germany's from scratch. So this is my goal: by the beginning of the next century we will bring this economy to ten trillion dollars strong. \\ The opposition will say: We can't cut it. I say: anyway you cut it, we can.

America is a place where ordinary people can do extraordinary things if only they are set free. Here are my keys to unlock the door.

The first unlocks foreign markets, it's called Challenging the World. We've got to complete the global trade negotiations and get congressional approval of the North American Trade Agreement. The United States is the largest fully integrated market in the world. This is the bait we must use to cast trade lines overseas. Right here in Missouri, exports support over 150,000 jobs. Trade with Mexico and Canada brings two billion dollars into this state each year. NAFTA would turn the whole country into a gigantic free-trade zone -- a \$6 trillion market from the Yukon to the Yucatan.

We've got to help our small businesses -- companies that may look small, but can trade big. Think about it: people in Moscow, lining up at McDonald's to buy soda pop from machines made right here in Missouri. Think of the ambulances in Israel or the police cars in Peru -- clearing the streets with sirens made in St. Louis. Today I'm going to Contract Freighters, to talk to the folks who send the trucks over the byways of Canada and the bumpy backroads of Mexico. They've created 800 jobs in just four

years. Their bottom line must be our bottom line: to succeed at home, we must lead abroad. \\

The second key is Preparing our Children. Developed economies demand developing minds...our schools must prepare our kids to compete on a world scale. My opponent's got to understand: There's just some things that money can't buy. We spend more per pupil than almost any other country in the world. We must raise standards, we must involve the community, and we must give parents school choice. Whether it's public, private or religious -- parents, not government, should choose their children's schools.

The third key must unlock the future: Sharpening Businesses' Competitive Edge. Our ultimate success as an economic superpower depends on the performance of our private businesses -- on our success in encouraging entrepreneurial capitalism. That's why I want enterprise zones in our inner cities and rural areas; a permanent R&D tax credit; and a cut in the capital gains tax, indexed for inflation. People need to be allowed to keep more of what they earn.

We must strengthen small business by cutting taxes and ensuring that credit is available. We must cut the regulations that turn red tape into pink slips. And we've got to put a restraining order out on our legal system. \\

The fourth key is Promoting Economic Security. That means job training to ease our workers into the new economy. It means health care reform. And it means retirement security.

When it comes to helping our poor, my opponent wants to give them a room with a view -- I want to slip them the keys. The fifth is Leaving No One Behind. My approach to welfare is not how much we hand out -- but how many we help up. The policies of the past put a roof over people's heads, but they forgot to build the door. We must build that door, with housing vouchers, Enterprise Zones, and workfare reforms. Our policies won't work unless people do too.

The final key is called Rightsizing Government. At a time when companies across the country have been restructuring, cutting fat, increasing efficiency -- all to prepare for the economic competition of tomorrow -- the federal government has an obligation to do the same. Today the federal government spends almost a quarter of every dollar of the nation's income. On August XX, the people of Missouri voted down a tax increase, and sent a message that should echo from coast to coast: government's not taxing too little -- it's spending too much. \ Send that same message to Washington when you vote this November. \ \

The agenda I published yesterday contains specific proposals to cut the fat: caps on the growth in mandatory spending and a freeze on domestic spending; a balanced budget amendment and a line-item veto. Governor Ashcroft has a line-item veto -- and he's used it to keep over \$240 in your pockets. Imagine what a President could do with the same power. I've also proposed a check-off box on tax returns -- to give the taxpayers their own private veto pen. Some editorialist chuckle at my check-off

proposal. As usual they know best. But the American people seem to like my idea. As usual, they know better. \\

Some say my goal of a \$10 trillion economy is optimistic. Some say it's ambitious. I say so is America. \\

My opponent and I have simply agreed to disagree. He says that America's being "ridiculed around the world." I know the competition's tough. But when the going gets tough, we don't get packing, we get up, gear up, and give it our best shot. \\

Let me tell you a little story about a fellow born not far from here in Commerce, maybe you know him. Mickey Mantle played in the minors right here in Joplin before he went to the Yankees. His dad was a coal miner. Mutt Mantle worked all his life in the mines so that Mickey wouldn't have to. One day Mutt got a long-distance call from his son. The Yankees were sending Mantle back to Joplin. Mickey said, "Dad, I can't play." Well Mutt just hung up the phone, jumped in his car, and drove through the night to Mickey's hotel. Without a word, he started packing his son's suitcase. Mickey said, "What are you doing?" His dad replied, "You can work the mines with me. I didn't think I raised a quitter." That night Mutt Mantle drove back home alone.

Now I wasn't raised a quitter and I reckon you weren't either. The competition in the coming years will be tough. But let's remember who invented the game. It's not time to pick up our ball and go home, it's time step up to the plate. Thank you, God bless you, and God bless America.

I'm trying to take this campaign down  
the high road, he's

trying to scare people,  
The milk boys

of the campaign

worth \$3000 dollars -- to be used towards the training program of their choice.

And let me say: choice is critical. You know what I mean. ~~You don't need~~ I don't see job training as an excuse to shoehorn you into whatever program has an open slot, or the next box on some bureaucrat's checklist. I want to give you the power to go where you want to get training -- in the kind of career that you choose. //

These are some of the ideas I'm talking about to Renew America. Many are underway, others are just beginning.

You see, I'm committed in this campaign -- to providing serious answers -- to the questions Americans are asking about our future. I have diagnosed the problem, and offered serious solutions -- not all of which are popular. And I'm asking for a mandate -- to put my solutions into action, and get this country moving.

For now at least, my opponent has chosen a different strategy. Rather than talk about what he wants to for America, he spends his time belittling my ideas, and playing on fears.

One example. I want to talk about limiting the growth of government spending -- which my opponent says he agrees with. But instead of offering any ideas of his own, he simply says -- watch out seniors, watch our Veterans.

Governor Clinton is running a Freddie Kreuger candidacy, "he's more interested in playing on people's fears, than in dealing with this country's problems.

(Grossman)  
September 9, 1992  
JOPLIN  
Draft Three

PRESIDENTIAL REMARKS: MISSOURI SOUTHERN STATE COLLEGE  
JOPLIN, MISSOURI  
FRIDAY, SEPTEMBER 11, 1992

Governor Ashcroft, thank you for that introduction.

[Acknowledgements]. ~~((First let me say, it's great to be in an oval where.....))~~ *I spend my days in the Oval office in Washington!*

Four years, when I spoke on this campus, our country, our cities <sup>or</sup> ~~and~~ towns, were marked by thumbtacks on a war map inside the Kremlin walls. Today, I stand before you and ~~say~~ say something no President has ever been able to say before: The Cold War is over ~~and~~ freedom finished first. \\  
*let me just say it's great to be in the Oval office Missouri Southern. I will be with you this Oval should have a thousand people to walk for.*

Peace is precious but precarious. We must know its risks to reap its rewards. For America to be safe and strong, we must win the defining challenge of the 1990s: ~~we must wage the peace,~~ by <sup>we must</sup> ~~winning~~ the economic competition. We must be a military superpower, an export superpower, and an economic superpower. \\  
*we must*

This must be our goal: a ten trillion dollar economy by the beginning of the next century. ~~Now~~ the opposition will tell you: we can't cut it. I say anyway you cut it...we can. \\  
*would love this Oval should have a thousand people to walk for.*

Yesterday I released my Agenda for American Renewal. This is my agenda for action. America is a place where ordinary people can do extraordinary things if only they are set free. Here are my keys to unlock the door.

The first unlocks foreign markets, it's called Challenging the World. I want to complete the global trade negotiations, and get congressional approval of the North American Free Trade

(Grossman)  
September 9, 1992  
JOPLIN  
Draft Two

PRESIDENTIAL REMARKS: MISSOURI SOUTHERN STATE COLLEGE  
FRED HUGHES STADIUM  
FRIDAY, SEPTEMBER 11, 1992

(Acknowledgements) Four years, when I spoke on this campus, our country, our cities and towns, were marked by thumbtacks on a warmap inside the Kremlin walls Today, I stand before you and I say something no President has ever been able to say before: The Cold War is over and freedom finished first. \\

Peace is precious but precarious. We must know its risks to reap its rewards. For America to be safe and strong, we must win the defining challenge of the 1990s: we must wage the peace, by winning the economic competition. We must be a military superpower, an export superpower, and an economic superpower. \\

This must be our goal: a ten trillion dollar economy by the beginning of the next century. Now the opposition will tell you: we can't cut it. I say anyway you cut it...we can. \\

Yesterday I released my Agenda for American Renewal. This is my agenda for action. America is a place where ordinary people can do extraordinary things if only they are set free. Here are my keys to unlock the door.

The first unlocks foreign markets, it's called Challenging the World. I ~~will secure additional trade negotiating authority~~ from Congress so that I can work towards free trade agreements with Poland, Hungary, and Czechoslovakia by the end of my second term. And I will finish what I start: completing the global trade negotiations, and getting congressional approval of the

300,000 jobs for America.

North American Free Trade Agreement. Trade with Mexico and Canada already brings two billion dollars into this state each year. NAFTA would turn the entire continent into a gigantic free-trade zone -- a \$6 trillion market from the Yukon to the Yucatan. Don't let the other side try to scare you into thinking we're not up to the job. I know that when trade is free and fair -- our workers can beat the competition, fair and square.

NAFTA → (X)  
the Mexican Trade Agreement

My opponent used to support ~~NAFTA~~ <sup>Free trade</sup>. First he was ~~for it,~~ then he was against it. Now he says: "I'm reviewing it carefully; when I have a definitive opinion I will say so." Now Walter Lippman said leadership means guarding, quote, "a nation's ideals." The Roman philosopher Tacitus defined leadership as, quote, "reason and judgment." \ \ I don't recall ever hearing leadership defined as "Please leave a message and we'll get back to you." I've got some news for the governor: There's no "call-waiting" in the Oval Office. \ \

The second key is Preparing our Children. Developed economies demand developing minds...our schools must prepare our kids to compete on a world-scale. My ~~opponent's got to understand: There's just some things that money can't buy. We spend more per pupil than almost any other country in the world.~~ We must raise standards, we must involve the community, and we must give parents school choice. Both ~~the~~ Governor and I want to change schools: he wants to change them a little. I want to change them a lot. My opponent says he's for a variety of school choice: public, public, and public. I disagree. Whether it's a

Ch/19

public school, a private or a religious -- parents, not government, should choose their children's schools. \\  
\\

The third key must unlock the future: Sharpening Businesses' Competitive Edge. My opponent wants to do for American businesses what he's done for Arkansas businesses. But if you ask the entrepreneurs of Arkansas, they'll tell you there's been little hope in Little Rock. Private dollars build more businesses. Public dollars build more bureacracies. Which do you think will help our economy? We must cut the regulations that turn red tape into pink slips. And we've got to put a restraining order out on our legal system. \\  
I want to step into the ring, <sup>once take them on.</sup> ~~with the trial lawyers...~~ ~~but~~ my opponent's over in their corner, sponging their ~~the~~ brow <sup>of ~~the~~ the trial lawyer.</sup>

The fourth key is Promoting Economic Security. That means job training to ease our workers into the new economy. It means health care reform -- proposals I've introduced to cut almost 400 billion dollars of health care costs over five years. ~~The good~~ <sup>Clinton's record could end up</sup> Governor has a different prescription: ~~National Health Care~~. ~~In~~ <sup>turning over</sup> ~~other words,~~ let's just turn 13% of our GNP over to Uncle Sam. ~~Before you swallow that pill America: Consult Your Doctor To See~~ ~~if This is Right For You.~~ <sup>Uncle Sam become Dr. Sam M.D.? That's</sup>

When it comes to helping our poor, my opponent wants to give them a room with a view -- I want to slip them the keys. The fifth is Leaving No One Behind. My approach to welfare is not how much we hand out -- but how many we help up. The policies of the past put a roof over people's heads, but they forgot to build

So you can all afford it.

not the right recipe for Army

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*which I*

the door. We must build that door, with housing vouchers, Enterprise Zones, and workfare reforms. Our policies won't work unless people do too. \ \

The final key is called Rightsizing Government. Today the federal government spends almost a quarter of every dollar of the nation's income. Apparently my opponent thinks we're getting off cheap. He's proposed \$150 billion in new taxes and at least \$220 billion in brand new spending -- and that's batteries and spare parts not included. ~~Looks like~~ he's promising a rainbow -- but first you've got to hand over ~~the~~ pot of gold. \ \

Recently the people of Missouri voted down a tax increase, and sent a message that should echo from coast to coast: government's not taxing too little -- it's spending too much. \ Send that same message to Washington when you vote this November.

The agenda I published yesterday contains specific proposals to cut the fat: caps on the growth in mandatory spending and a freeze on domestic spending; a balanced budget amendment and a line-item veto. Governor Ashcroft has a line-item veto -- and he's used it to keep almost a quarter of a billion dollars in your pockets. Imagine what a President could do with the same power. I've also proposed a check-off box on tax returns -- to give the taxpayers their own private veto pen. Some editorialist chuckle at my check-off proposal. They think they know best. But the American people seem to like it. I think they know better. \ \

Some say my goal of a \$10 trillion economy is optimistic. Some say it's ambitious. I say: So is America. \\\

~~To the candidate who thinks he can win this election with hundreds of billions in new spending, I say: America is not for sale. To those who'd say, that the sky is falling, just so they can promise the moon, I say: America won't fall for sky-high promises. To those who think they can so frighten America of the future, that they can take her back to the past, I say: we're not frightened, we're not quitters, we're not going.~~

Let me tell you a little story about a fellow born not far from here in Commerce, maybe you know him. Mickey Mantle played in the minors right here in Joplin before he went to the Yankees. His dad was a coal miner. Mutt Mantle worked all his life in the mines so that Mickey wouldn't have to. One day Mutt got a long-distance call from his son. The Yankees were sending Mantle back to Joplin. Mickey said, "Dad, I can't play." Well Mutt just hung up the phone, jumped in his car, and drove through the night to Mickey's hotel. Without a word, he started packing his son's suitcase. Mickey said, "What are you doing?" His dad replied, "You can work the mines with me. I didn't think I raised a quitter." That night Mutt Mantle drove back home alone.

Now I wasn't raised a quitter and I reckon you weren't either. The competition in the coming years will be tough. But let's remember who invented the game. It's not time to pick up our ball and go home, it's time step up to the plate. Thank you, God bless you, and God bless America.

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surveyed and evaluated the various economic analyses of NAFTA. In May of this year, the USITC reported that:

[T]here is a surprising degree of unanimity in the results regarding the aggregate effects of NAFTA. All three countries are expected to gain from a NAFTA.

These independent studies found that NAFTA would increase U.S. growth, jobs, and wages. They found that NAFTA would increase U.S. real GDP by up to 0.5 percent per year once it is fully implemented. They projected aggregate U.S. employment increases ranging from under 0.1 percent to 2.5 percent. The studies further project aggregate increases in U.S. real wages of between 0.1 percent to 0.3 percent.

U.S. exports to Mexico currently support over 600,000 American jobs. The Institute for International Economics recently estimated this figure will rise to over 1 million U.S. jobs by 1995 under NAFTA.

#### Environment, Labor, and Adjustment Issues

In a May 1, 1991, letter to the Congress, the President described actions that the Administration would implement to address concerns regarding the impact of free trade on the environment, labor rights, and worker adjustment programs.

**Environment.** The Administration has moved forward with a comprehensive bilateral environmental agenda to allay concerns that free trade could undermine U.S. environmental and food safety regulations or lead to environmental degradation on the U.S.-Mexico border. During the last year, substantial progress has been made. Highlights include the following:

- Standards. The NAFTA allows the U.S. to maintain its stringent environmental, health, and safety standards. It allows states and localities to enact tougher standards based on sound science. It encourages "upward harmonization" of national standards and regulations, and prohibits the lowering of standards to attract investment.
- Integrated Border Plan. In February 1992, EPA and its Mexican counterpart (SEDUSOL) completed a comprehensive plan for addressing air, soil, water, and hazardous waste problems in the border area. Agreement has been reached on measures to implement the first stage of the plan covering the period 1992 - 1994.