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October 23, 1992

MEMORANDUM FOR STEVE PROVOST / CHRISTINA MARTIN

FROM: GARY GERSHOWITZ - SPEECHWRITING

SUBJECT: LOCAL COLOR: MONTGOMERY, AL

TIME: 10:30 a.m.

PLACE: ATLANTA CROSSING SHOPPING CENTER

AUDIENCE: 2-3,000

The President's speech will be competing with two in state college football games -- the reason for the low turnout.

The University of Alabama ("CRIMSON TIDE") plays Ole Miss at 11:40 in Tuscaloosa -- it's on T.V. & Auburn University ("TIGERS") plays Southwestern La -- kickoff is early afternoon. Auburn's mascot is the golden eagle -- hence, "GO WAR EAGLES!"

Two high school marching bands will be performing:

- a). Jefferson-Davis High School -- football team: "THE VOLS" -- the school choir, known as "THE DAVISINIANS" will also be performing.
- b). Lee High School -- football team: "LEE GENERALS"

At 400 Washington Avenue, a few blocks from the State Capitol and from the church where Martin Luther King preached, is The Civil Rights Memorial. The memorial honors those who died during the civil rights movement -- it bears the names of 40 men, women, and children who gave their lives for freedom. It recalls the individual sacrifices, and summons us to continue their collective cause. On a curved black granite wall are engraved the words from the Bible that Dr. King often quoted: "We will not be satisfied until justice rolls down like waters and righteousness like a mighty stream."

[MAYBE REFERENCE TO THE CIVIL RIGHTS MEMORIAL COULD SUGUE WITH THE FACT THAT ARKANSAS IS ONE OF ONLY TWO STATES WITHOUT A CIVIL RIGHTS STATUTE].

From Thursday night, October 29th, until Saturday night the 31st, the Montgomery Zoo is sponsoring a Halloween event called ZOO-BOO -- activities are games, prizes, and "THE FRIGHT EXPRESS" -- "THE FRIGHT EXPRESS" is a train that covers 40 acres of the Montgomery Zoo -- the train tracks will be decorated with witches, ghosts, and a mock version of the Chain Saw Murderer who will jump out of the darkness.

[MAYBE WE CAN DRAW A HUMOROUS ANALOGY BETWEEN "THE FRIGHT EXPRESS" AND THE CLINTON CAMPAIGN -- "THE FRIGHT EXPRESS" SOUNDS LIKE THE BUS TRIPS MY OPPONENT'S BEEN TAKING LATELY -- AND YOU CAN BELIEVE THAT IF BILL CLINTON IS ELECTED, THAT WILL BE THE DAY THAT ALL AMERICANS BOARD "THE FRIGHT EXPRESS" -- A FOUR YEAR RIDE OF \$150 BILLION IN SKYROCKETING TAXES -- ENOUGH TO SCARE ANY HARD-WORKING MIDDLE CLASS AMERICAN RIGHT OUT OF HOUSE AND HOME.]

Hank Williams, Sr. is from Montgomery. Two points of interest pertaining to the singer are:

- 1). The Bronze Statue of Hank Williams, Sr. across from City Hall in Lister Hill Plaza.
- 2). The Oakwood Annex Cemetary, where the country-western singer is buried. This cemetary has become a popular tourist attraction because it is featured in the music-video, "MIDNIGHT IN MONTOMERY" by country-western singer Allen Jackson. That song references Hank Williams, Sr.

Atlanta Highway and Eastern Blvd is a major intersection in Montgomery -- Atlanta Crossing Shopping Center, where the President is speaking, is on Atlanta Highway. Eastdale Mall is another shopping center along this intersection.

West Farmer's Market Cafe -OR- Farmer's Market Cafe are very well-known gathering places. Farmer's Market Cafe is on McDonough Street.



THE PRESIDENT

10/24/92

Siller

I made a note to myself. Tonight, set back clock. November third, clean Clinton's clock.

The way most people remember how to set their clocks is, "spring forward...Fall back". The same way with these polls (...with the election). We're gonna spring forward and Governor Clinton's gonna fall back.

This guy Clinton speaks out of both sides of his jack-o-lantern.

Have you seen the Halloween masks? The Governor Clinton mask is a real bargain. It comes with two faces.

It's not even Halloween yet and the pranks have already started. Governor Clinton's bus wouldn't start...so he lifted up the hood...and Ross Perot popped out and said, "Boo!"

You want to scare Governor Clinton for Halloween? Dress up in an Army recruiter costume.

is called the Generals. You'll scare him before Halloween.

I hear your zoo has been having a Halloween event called "The Fright Express" where a Chainsaw Murderer jumps out of the darkness. Governor Clinton wants to hire the guy for his Cabinet...to slice open your wallets.

## **ARKANSAS RECORD:**

- \* 50TH IN QUALITY OF ENVIRONMENTAL INITIATIVES.**
  - \* 50TH IN PERCENTAGE OF ADULTS WITH A COLLEGE DEGREE.**
  - \* 50TH IN PER CAPITA SPENDING ON CRIMINAL JUSTICE.**
  - \* 49TH IN PER CAPITA SPENDING ON POLICE PROTECTION.**
- 

**- 2 -**

- \* 48TH IN PERCENTAGE OF ADULTS WITH A HIGH SCHOOL DIPLOMA.**
  - \* 48TH IN SPENDING ON CORRECTIONS.**
  - \* 46TH IN TEACHERS SALARIES.**
  - \* 45TH IN THE OVERALL WELL-BEING OF CHILDREN.**
-

**IT MAKES YOU TIRED JUST LISTING THIS. GOVERNOR CLINTON IS LIKE A STRUGGLING LITTLE LEAGUE MANAGER, WHO THINKS HE'S READY TO COACH THE ATLANTA BRAVES.//**

**HE CALLS THIS CHANGE?**

**GOVERNOR CLINTON SAYS HE'S "THE CANDIDATE OF CHANGE," BUT LET'S LOOK CLOSE AT WHAT HE OFFERS.**

**- 4 -**

**\$150 BILLION IN NEW TAXES. AT LEAST \$220 BILLION IN NEW SPENDING. TRICKLE DOWN GOVERNMENT. HE SAYS HE'LL GET IT FROM THE RICH, BUT HIS NUMBERS DON'T ADD UP. JUST YESTERDAY HE ADMITTED THAT HE MAY NOT BE ABLE TO PAY FOR HIS PROGRAMS, WITHOUT TAKING IT FROM THE MIDDLE-CLASS.**

THE LAST TIME WE TRIED THIS CHANGE -- WE  
"CHANGED" INFLATION TO 15 PERCENT, DESTROYING  
FAMILY BUDGETS. INTEREST RATES WERE 21  
PERCENT -- HOME OWNERSHIP WAS IMPOSSIBLE.

THIS IS CHANGE ALRIGHT. BECAUSE BY THE  
TIME HE'S FINISHED -- CHANGE IS ALL YOU WILL  
HAVE LEFT IN YOUR POCKET.

I WANT TO CUT SPENDING AND CUT TAXES --  
TO PUT MORE MONEY IN YOUR POCKET -- AND  
CREATE MORE JOBS.

**LONG-TERM ISSUES:**

- \* **OPEN NEW MARKETS -- CREATE JOBS/ NAFTA -- 175,000 JOBS.**
  
- \* **SMALL BUSINESS, 2/3RDS OF NEW JOBS, NEED RELIEF FROM TAXATION, REGULATION AND LITIGATION.**

- \* **LEGAL REFORM. UP TO \$200 BILLION ON LAWYERS. CLINTON IN POCKET. SUE EACH OTHER LESS -- CARE FOR EACH OTHER MORE.//**
  
- \* **HEALTH CARE. CLINTON PROPOSES GOVERNMENT INTERVENTION -- COULD EVENTUALLY END UP WITH GOVERNMENT CONTROLLING 13 PERCENT OF GROSS NATIONAL PRODUCT. USE INCENTIVES, REFORMS, TAX CREDITS TO MAKE HEALTH CARE MORE AVAILABLE, AND CUT WHAT YOU PAY.**

- 8 -

- \* **CRIME -- ARKANSAS PRISONERS SPEND 20 PERCENT OF TERM. LESS RESPECT FOR CRIMINALS, MORE RESPECT FOR VICTIMS. ENDORSED BY LITTLE ROCK POLICE.**
  
- \* **REFORMING GOVERNMENT -- BALANCED BUDGET-AMENDMENT.**
  - LINE ITEM VETO.**
  - TAXPAYER CHECK-OFF**
  - TERM-LIMITS.**

- 9 -

### **CHARACTER COUNTS**

- \* **FLIP FLOPS. PERSIAN GULF, FREE TRADE, RIGHT-TO WORK, TERM LIMITS.**
  
- \* **PATTERN OF DECEPTION.**
  
- \* **YOU CAN'T LEAD THE AMERICAN PEOPLE BY MISLEADING THEM.**

- 10 -

- \* **SOON PHONE WILL RING IN WHITE HOUSE,  
DECISION TO BE MADE THAT AFFECTS JOBS AND  
LIVES. THE PRESIDENT MUST TAKE A STAND.**

**SOFT ENDING**

- \* **KIDS IN AUDIENCE. AGENDA UNFINISHED.  
THE AMERICAN DREAM STILL LIVES.**

**# # #**

THE WHITE HOUSE

Office of the Press Secretary  
(Montgomery, Alabama)

For Immediate Release

October 24, 1992

REMARKS BY THE PRESIDENT  
AT MONTGOMERY WELCOME

Atlanta Crossing Shopping Center  
Montgomery, Alabama

10:40 A.M. CDT

THE PRESIDENT: Thank you very much. Wow. Thank you very much. And I am so very pleased to be back in this great state on this beautiful Saturday day. (Applause.) Let me just say I want to pay my respects to your Governor. I want to thank Mayor Emory Folmar, my long-time, longstanding friend. I'll tell you -- give you a little advice. If you want to win a state and if you want to win it with conviction and honor, get Emory Folmar at your side. I am proud he is at mine. (Applause.)

And also, I want to salute my bass fishing friend, Ray Scott, who has made this great Alabama pastime a national pastime. And I have threatened to him that when this election is over, with a much more relaxed attitude, I'm coming back to Pintlala, Alabama, and catch some bass. (Applause.)

And, of course, I would be remiss if I didn't single out Bill Dickinson, who has served this area with such distinction in the Congress. If we had more like him they wouldn't be holding up these signs everywhere I go saying, "Clean House." We must clean House. (Applause.) We'll get this guy up there -- get Terry Smith up there and we'll clean the House out, I'll tell you. (Applause.)

Now, also while we're at it, let's clean Senate and elect Rick Sellers to the United States Senate. (Applause.) And I want to say -- here's the guy. Now vote for this man. Come on, Rick. (Applause.)

Another man, Don Sledge, running in another area for Congress. Good luck to you. (Applause.) Terry Everett is running for the Dickinson seat and we've got to get him elected there. (Applause.)

So thank you all. And I'm told that we had a -- hey -- (applause) -- for the 7th District. (Applause.) Hey, listen, we get these guys elected and we won't see those signs saying "Clean House." We will have done our part. (Applause.) Besides, he's big enough to whip 'em all up there, so -- (laughter) -- that's good. We need that man there, I'll tell you.

Now, may I thank the Jefferson Davis and Lee High School participants around here. Great job. (Applause.) And finally, Bart Starr. You know, I look over my shoulder and see a great son of Alabama, the legendary quarterback, Bart Starr. You know, many years ago in the frozen tundra of Wisconsin, Bart Starr led those Packers to a stunning playoff victory against the Dallas Cowboys. And let me tell you something, he is here today because that accentuates the fact that we are going to achieve another stunning upset victory and represent these people in the United States for four more years. (Applause.) Thank you, Bart.

Now, I hate to ruin this beautiful Saturday, but I do think we must get in perspective before the American people go

MORE

to the vote -- go to the polls the Arkansas record. The people in Arkansas, everyone in Alabama knows it because we have friends -- we in Texas, you in Alabama have friends in Arkansas. They are good and decent and honorable people. But let me tell you what the record has been with Bill Clinton.

They are the 50th in the quality of environmental initiatives; 50th in percentage of adults with college degrees. They are 50th in per capita spending on criminal justice. They are 49th in per capita spending on police protection; 48th in percentage of adults with a high school diploma; 48th in spending on corrections; 46th on teachers' salaries; 45th in the overall well-being of children.

And the other night, Governor Clinton said in that debate in Michigan, he said, "I want to do for America what I've done for Arkansas." No way! We cannot let him do that. (Applause.)

It's like sending the guy who finishes last in managing the Little League in Montgomery telling him to manager the Braves. We don't need that kind of change. (Applause.)

This guy talks about change -- that's all your going to have left in your pocket if we listen to his program. And here it is -- (Applause.) Here it is -- all right, you taxpayers, get ready -- this is before he's even gotten started -- \$150 billion in new taxes, bigger than McGovern and Dukakis put together; \$220 billion in new spending. And I call that trickle-down government. Give it to the government and you never see it again. (Applause.)

He says he'll get it from the rich. But the rest of you guys out there that have to work for a living -- you nurses or you teachers or you cab drivers or you truck drivers -- watch your wallet. There aren't enough rich people to pay for this guy's promises and all Al Gore's extreme environmental positions -- there are not enough so he's coming after you. Watch your wallet, America. This guy is coming after you. But I'm not going to let him do it. (Applause.)

AUDIENCE: Four more years! Four more years!

THE PRESIDENT: All right, it's fine to stand up and point out all the things that are wrong. And, yes, we've got problems and, yes, people are hurting and, yes, some people at work want to know where they're going to get the jobs, how they're going to keep them. But let me tell you something. The last time we tried his kind of change, when you had a liberal Democrat in the White House and that same old crowd controlling the Congress, who remembers -- he changed inflation, all right; he changed it up to 15 percent. He destroyed the family budgets and the interest rates -- some of you homeowners remember what they were -- they were 21 percent. We do not need that kind of change for America. (Applause.)

And my view is to cut that spending, get the government spending down and the taxes down, and then stimulate investment in small business -- not in government, but in small business. They create two-thirds of the jobs -- two-thirds. Give them a tax break and get America back to work. (Applause.)

The doom and gloom crowd is a little too much. You know, my favorite bumper-sticker -- I don't know whether we've got any of them around here -- there's a marvelous -- yes, it's here, right over there. That's over there. (Applause.) "Annoy the media." They wouldn't know good news if it hit them in the face. (Applause.)

Have you gotten this from your television yet? Have you heard this on the television at night, that unemployment

claims have gone down to the lowest in two years? Have you heard that inflation is down, that interest rates are down, that total employment is 93 percent; inflation 2.5 to 3 percent; home mortgages are eight percent? Now, ask yourself this: Can Bill Clinton do better than this, or will he make things worse? I think he'll make things worse. (Applause.)

Here's what we're going to do. We're going to increase our exports. We're going to create more jobs right here in Montgomery, Alabama, and all across this country that are concerned with exports. Exports have saved us in what is essentially a global recession or a global slowdown. Our economy -- don't listen to Governor Clinton, you'll never hear this; nobody will report it on the news -- is doing better than Japan, doing better than Germany, doing better than Europe, doing better than Canada.

It's not good enough -- it's not good enough. We're going to create export jobs by barging into those foreign markets. And that means prosperity for people in Alabama. Not protection -- exports. (Applause.)

And I'll tell you another one where I've got a big difference with the Governor from Arkansas. That is on legal reform. I think it's a shame when people don't dare touch Little League because some crazy trial lawyer is going to come along and try to sue them, or when somebody sees an automobile accident and they don't dare stop along the highway because if they move a person, trying to help them; then and it doesn't work out, somebody's going to sue him for caring. And when a doctor is afraid to practice and deliver babies because of a crazy suit. We've got to sue each other less and care for each other more. (Applause.)

I heard Mayor Folmar talking about health care. And, yes, he is right, we need health care for all. And our program provides health care insurance to the poorest of the poor. Then it gives tax breaks to the income bracket above that that are trying to make ends meet. It gets pooling of insurance, works with managed care, does something about malpractice insurance. But it does something else. It provides the best quality of health care. We have the best. And I don't want to drive these doctors out of medicine by putting the government further into medicine. (Applause.)

There's another area where I have a big difference with Governor Clinton and that is on crime. Arkansas prisoners spend 20 percent of their sentences in jail. The federal, the one I'm responsible for, 85 percent. (Applause.) I believe we need tougher laws that back up these dedicated people on the highways, these police officers in the neighborhoods, the sheriff's people. We need to back law enforcement. And in doing that, we will be strengthening the neighborhoods for every single family in this country. (Applause.)

One of the great meetings -- one of the great meetings we had was in the Oval Office, I think it was last week. I think it was eight people came to see me. And they were up there, and said, we are supporting you. And they were from Arkansas. And they were from the Fraternal Order of Police in Little Rock who endorsed me for President of the United States. (Applause.) Good, decent, hardworking people. (Applause.)

We talk about reforming the Congress -- let's challenge Governor Clinton to say where he stands on these items: I want a balanced budget amendment to make the Congress get this deficit down. (Applause.) I want a check-off, to check off on the taxpayers' -- to have a check-off on the income tax form. You can check up to 10 percent. And then you put it up there and add them all together across the country, and that is the force of law to make Congress reduce spending by that amount. And I believe it will work. (Applause.)

And another one is -- time has come for it -- 43 governors have it. I get legislation by this crazy Congress coming down there everyday -- two good things in it, eight bad. Give the President what the governors have, get the deficit down by giving me that line-item veto. Cross it out. (Applause.)

I'll tell you, I'll tell you there's another thing. I'll tell you what's going to really decide this election at the last minute. It's going to be a question of character and trust. And I believe -- I hope I have earned the trust of the American people. (Applause.)

What you do -- you represent the American people's interest in that Oval Office and you have to make tough decisions. And sometimes you make a mistake. You're human like everybody else, and you say, I make it. And you look people in the eye and say, we're going to go forward together. But you cannot be on every side of every issue. And it is a question of character -- if you try to whisper one thing here and do something else there. (Applause.)

Governor Clinton tries to have it both ways. And yes, it's a fair issue. Flip-flopping on right to work. He's from a right-to-work state, says he's for it there; whispers up to the big labor unions -- I'm against it. Term limits -- one place he's for it, one place he's against it. Free trade -- one time he's for it, then he's against it and in the debate you heard him say, well, I'm for it but I'll have to -- you can't say "but", you've got to make a decision. (Applause.)

And the biggest difference I have with him was on the war. I had to make a tough decision. And Alabama responded with pride, great strength. (Applause.) And the sons and daughters did something noble -- they busted up the fourth largest army and kicked this aggressor out of Kuwait. And now we're having a lot of revision coming out. It was a noble moment and where was Governor Clinton? He said this: Well, I was with the majority -- I'm paraphrasing -- I was with the majority -- and this I'm not paraphrasing -- but I guess I would have -- with the minority, but I guess I would have voted with the majority. You cannot waffle. You cannot make the White House into the Waffle House. (Applause.)

And so I do believe that character and trust matters. I've got a big difference with him and I know people here might or might not agree with me. I was a product of World War II and I fought for my country -- (applause.) -- and I think that's made me a good Commander-in-Chief.

I don't think everybody had to do that, to be Commander-in-Chief -- I don't believe that's the way to do it. I still think it is wrong when your brothers are held prisoners in a Hanoi prison camp, or kids are drafted out of the ghetto of Birmingham and Montgomery or New York City to serve their nation -- to be over in another country organizing demonstrations against your nation. (Applause.)

I just think it's wrong. I think it's wrong. But what I think is -- do we have the word "wronger" -- (laughter) -- but what I think is worse, what I think is worse is if you don't level, if you don't tell the truth. One day he says he got a draft notice; the next day he didn't. One day he said well he wanted to go into the ROTC; the next day he didn't. You've got to level. If you make a mistake, look the American people in the eye and say, I was wrong about that. And the American people forgive, but they are entitled to have something other than waffling and a pattern of deception as President of the United States. (Applause.)

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

THE PRESIDENT: Thank you for this great rally. I have -- excuse me for drinking all this water up here, but I had

two miles running out by your magnificent Shakespeare Festival Building out there. It was superb. (Applause.)

But let me tell you this. I'm very sorry she's not here, but very candidly, I think we've got a great First Lady in Barbara Bush. (Applause.)

We have tried very hard to exemplify what's right and decent about America; exemplify the trust and faith we have in the American family. Liberals don't like it, but it's right. We've got to strengthen the family -- read to the kids, teach them right from wrong, support the law enforcement people and the teachers, teach discipline, give choice in child care or choice in education. We believe in these things. And when Barbara reads to those kids she's saying every parent should read to their kids, take the time to lift them up and to make them better. And that's what we're talking about, and we've tried to do it. (Applause.)

But now -- and life has been good to the Bush family. There's no question about that. We're very, very lucky with our grandkids and a wonderful four sons and a great daughter. And so I have no complaints on the personal side at all. People say, well, why do you want to do this? It's ugly out there. You're getting clobbered by the national media over and over again. Can't be any fun. The answer is, something transcends your own personal well-being. And what transcends it for me is we have literally changed the world.

These kids here go to bed at night without the same fear of nuclear war that their parents had. And that is a major change. (Applause.) And now what I want to do through the programs I've touched on today is make life better and more challenging by creating more opportunity in employment or education for every young person here today.

That is why I want to be your President. I ask for your support and your trust. And may God bless the United States of America. (Applause.) Thank you very much. (Applause.) Thank you all. A great rally and a beautiful day. (Applause.)

END

11:00 A.M. CDT