

MEMORANDUM FOR THE VICE PRESIDENT:

FACTS ON ROCKFORD, ILLINOIS, AIRPORT RALLY

Audience: Chiefly workers from surrounding factories.  
There is Wallace support. This is very  
conservative country.

POINTS TO HIT: Trust, Peace and Arms Control, Crime  
(your program), Prosperity, Wallace.

AVOID: War on Poverty, Job Corps, etc., Gun Control.

NOTE: Miss America (Judy Ford) is from nearby  
Belvedere. She may be present. If not, you  
can say you wish she were ... you thought the  
crowd was there to welcome her, etc.

REMARKS  
VICE PRESIDENT HUBERT H. HUMPHREY  
AIRPORT RALLY  
ROCKFORD, ILLINOIS  
NOVEMBER 1, 1968

All through this campaign, I have been saying to you that the basic issue is: Whom can you trust with the most powerful position on earth?

Whom can you trust to secure the peace?

Whom can you trust with the future of America?

Whom can you trust, period?

And what is just as important --- who trusts you, the American people?

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That seems to me to be the great issue, and I feel confident that you will answer these questions with an overwhelming victory for the Democratic Party.

\* \* \*

I believe the choice is clear.

America wants peace ... peace in Vietnam ... and an end to the costly and dangerous nuclear arms race.

Mr. Nixon refuses to debate.

You know my record.

I fought for the treaty to stop nuclear testing in the atmosphere. Mr. Nixon called it a "cruel hoax."

This very fall I called for ratification of the treaty to stop nuclear weapons from spreading around the world. Mr. Nixon opposed passage now ... and his opposition killed that treaty in the Senate for this year.

Now Mr. Nixon offers us a policy of nuclear escalation in the mad arms race which would cost us fifty billion dollars -- dollars for disaster that would be better spent in the schools and hospitals and cities and towns of America.

We have the strength to talk peace. We must have the statesmanship.

\* \* \*

I have spoken out, too, on safety in our streets and neighborhoods.

I offered you a detailed plan of federal support for your local police ... for your courts ... and for your penal institutions.

It is a plan for local control, but with federal backing -- to get the job done.

Mr. Nixon has offered you fear and emotion -- and a four-point program ... three of which are retreads from present programs ... and the fourth is a call for more conferences.

That's just not good enough, Mr. Nixon, to earn the trust of America.

\* \* \*

And then there is the economy -- the full-employment prosperity and all it has meant to every family in Rockford and across America.

Think back to 1959 ... to the last of the three recessions the Nixon Republicans gave us. One man in a dozen was out of work. Now the figure is one in thirty-five.

Yes, you are doing well.

But today, Mr. Nixon's economic advisers are calling for more unemployment as a means of keeping wages down and controlling prices. They are committed, as a matter of policy, to throwing men out of work.

Whose job will be the first to go, Mr. Republican? ... whose overtime?

I pledge this to the American people: We will have full employment and economic growth in the Humphrey-Muskie Administration ... and you can count on it.

We will halt the rise in the cost of living -- and reform the tax laws -- and keep jobs and growth.

There's also the third party candidate -- George Wallace, and his bomber general.

George Wallace and I disagree on almost everything -- and I've said so throughout this campaign.

But I do give George Wallace credit for one thing:  
He was willing to stand up and debate the issues of this  
election.

And that's more than you can say for Mr.  
Republican.

The question which Wallace supporters now have to  
ask themselves is this: Can this man really run the government?  
Can he keep our economy strong? Can he keep the workers on  
overtime and off unemployment lines?

Mr. Wallace cannot be elected. A vote for him is  
a wasted vote -- it's a vote for Mr. Nixon -- and if the Nixon  
Republicans get in you can count on a recession ... and you  
know it.

\* \* \*

- 7 -

I've brought the issues to you.

I have the dust of America on my shoes.

You have listened to me and I think you have my message.

You said it loud and clear: Despite our divisions there is still the chance for unity ...

Despite fear there is a great reservoir of good will ...

Despite legitimate complaints there is a great pride in America.

I believe in <sup>the</sup> people <sup>the power of the</sup> power. It's people power that's going to win a Democratic victory next Tuesday.

# # #



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For local release only

# REMARKS

VICE PRESIDENT HUBERT H. HUMPHREY

AIRPORT RALLY

ROCKFORD, ILLINOIS

NOVEMBER 1, 1968

All through this campaign, I have been saying to you that  
the basic issue is: whom can you trust with the most powerful  
position on earth?

*to believe the police?*  
Whom can you trust with the future of America?

~~Whom can you trust with the future of the world?~~

Whom can you trust, period?

And what is just as important -- who trusts you -- the  
American people.

That seemed to me to be the great issue, and I feel confident that you will answer these questions with an overwhelming victory for the Democratic Party.

\* \* \*

I believe the choice is clear.

America wants peace ... peace in Vietnam ... and an end to the costly and dangerous nuclear arms race.

In a nation-wide telecast I spelled out in unmistakable detail where I stand on Vietnam. Mr. Nixon has offered you only silence. He refuses to debate. He has been asked time and time again, but the empty chair is still empty.

You know my record on arms control and disarmament.

I fought for the <sup>to stop nuclear testing in the atmosphere</sup> test ban treaty that keeps Strontium Ninety out of the milk you drink. Mr. Nixon called it a "cruel hoax."

<sup>ratification</sup> <sup>Stop</sup> <sup>from spreading</sup>  
<sup>This very fall</sup> I called for passage of the treaty to keep nuclear weapons <sup>around the world</sup> out of the hands of the Nassers and Castros of this world. Mr. Nixon opposed passage <sup>now</sup> ... and his opposition killed that treaty in the Senate <sup>for</sup> this year.

Now Mr. Nixon offers us a policy of nuclear escalation  
in the arms race which would cost us fifty billion dollars --  
dollars for disaster that would be better spent in the schools and  
hospitals and cities and towns of America.

We have the strength to talk peace. We must have the  
statesmanship.

\* \* \*

*I have spoken out -- too -- on*

Then there is the issue of safety in our streets and  
neighborhoods.

*I offered you*

I have spoken to you on this as well -- again over nationwide  
television. I offered you a detailed plan of federal support for our  
local police ... for our courts ... and for our penal institutions,  
to enable them to do the job we ask them to do.

It is a plan for local control, but with federal backing -- to  
get the job done.

Mr. Nixon has offered <sup>you fear and emotion -- and</sup> us a four-point program -- three <sup>of which</sup> are retreads from present programs ... and the fourth is a call for more conferences.

And there is another ingredient -- the repeated use by Republican candidates of lurid headlines which can only engender more fear and more division in our society.

That is just not good enough, Mr. Nixon, to earn the trust of America.

\* \* \*

And then there is the economy -- the full-employment prosperity and all it has meant to every family in Rockford and across America.

Think back to 1959 ... to the last of the three recessions the Nixon Republicans gave us. One man in a dozen was out of work. Now the figure is one in thirty-five.

Yes, you are doing well.

But today, Mr. Nixon's economic advisers are calling for more unemployment as a means of keeping wages down and controlling prices. *They are committed, as a matter of policy, to throwing men out of work.*

Whose job will be the first to go, Mr. Republican? ...  
whose overtime?

I pledge this to the American people: We will have full employment and economic growth in the Humphrey-Muskie Administration ... and you can count on it.

And we will halt the excessive rise in the cost of living -- by getting a dollar's value from every tax dollar spent and by reforming the tax structure so that the man who works for a living pays no more than his fair share.

We need not -- and we will not -- sacrifice prosperity on the altar of outdated Republican economics.

There's also the third party candidate -- George Wallace -- and his bombing General running mate.

George Wallace and I disagree on almost everything -- and I've said so throughout this campaign.

But I do give George Wallace credit for one thing: He was willing to stand up and debate the issues of this election.

And that's more than you can say for Mr. Republican.

The question which Wallace supporters now have to ask themselves is this: Can this man really run the government? Can he keep our economy strong? Can he keep the workers on overtime and off unemployment lines?

He couldn't do it in Alabama--and I say he won't do it as President of the United States .

And the Americans aren't going to take a chance on electing Richard Nixon by throwing their vote away on George Wallace.

• Mr. Wallace can not be elected, a vote for him is a wasted vote -- it's a vote for Mr. Nixon -- and if the Nixon - Republicans get in they can start on a recession -- and you know it.

\* \* \*

I've brought the issues to you.

I have the dust of America on my shoes.

You have listened to me and I think you have my message.

But what's more important, I have listened to you and I have your message.

You said it loud and clear: despite our divisions there is *still the*  
*chance for* unity . . .

despite fear there is a great reservoir of good will . . .

despite legitimate complaints there is a great pride in America.

I believe in people power. It's people power that's going to win a Democratic victory next Tuesday.

# # #



Rockford Illinois  
airport

Note - Miss  
America

All through this campaign, I have been saying to you that the  
basic issue is: whom can you trust with the most powerful position  
on earth?

Whom can you trust with the future of America?

Whom can you trust with the future of the world?

Whom can you trust, period?

Trusts you -- And what is just as important -- who  
the American people.  
That seemed to me to be the ~~one~~ great issue, and I ~~have felt~~ feel

confident that you ~~would~~ <sup>will</sup> answer ~~this~~ <sup>these</sup> questions <sup>with an</sup> overwhelmingly

~~electing~~ victory for the Democratic party;  
~~rejecting Mr. Nixon and Mr. Agnew on November 5th.~~

XXX

I still believe that to be true, but I think there is another issue  
that is every bit as important. It is the answer to the question -- who  
trusts you -- the American people.

While Mr. Nixon tried to boil you down to little perforated cards  
to feed his machine, I went out and got the dust of America on my  
shoes. I tried to tell it to you like it is. I shook your hand. I looked  
you in the eye. And you listened.

\*\*\*\*

I believe the choice is clear.

America wants peace...peace in Vietnam...and an end to the costly and dangerous <sup>e</sup>nuclear arms race.

In a nation-wide telecast I spelled out in ~~detail~~ unmistakable detail where I stand on Vietnam. Mr. Nixon has offered you only silence. *He refuses debate. He has been asked time and time again but the empty chair is still empty.* You know *my* record on arms control and disarmament ~~my~~

I ~~forgot for~~ *fought for* the test ban treaty that keeps strontium ninety out of the milk you drink. Mr. Nixon ~~called~~ *called* it a "cruel hoax."

I called for passage of the treaty to keep nuclear weapons out of the hands of the Nassers and CASTros of this world. Mr. Nixon opposed passage...and *by opposition* killed that treaty in the ~~Senate~~ *Senate* this year.


~~Now Mr. Nixon offers us a policy of nuclear escalation in~~

Now Mr. Nixon offers us a policy of nuclear escalation in the arms race which would cost us fifty billion dollars--- dollars for disaster that would be better spent in the schools and hospitals and cities and towns of America.

We have the strength to talk peace. We must have the statesmen *ship*.

\*\*\*

Then there is the issue of safety in ~~nummstomestann~~  
our streets and neighborhoods.

I have spoken to you on this as well--again  
over nationwide ~~television~~ <sup>television</sup>. I offered you a detailed plan   
~~program~~ of federal support for our local police...  
for our courts ...and for our penal ~~inst~~itutions to  
enable them to do the job we ask them to do.

~~Inhuman~~ <sup>plan for local control but with</sup>  
It is a ~~program of local human control~~ and ~~in~~  
~~federal support~~ <sup>back</sup>--to get the job done.

Mr. Nixon has offered us a four point program. <sup>are from</sup>  
~~It includes~~ three ~~retreads~~ of present programs...and  
the fourth is a call for more conferences.

And there is another ingredient--the repeated use <sup>by</sup>  
<sup>Republican candidates</sup> of lurid headlines which can only engender more fear and  
more division in our society.

That is just not good enough, Mr. Nixon, to earn the  
<sup>Trust</sup> ~~trust~~ of America.

\*\*\*

And then there is ~~the economy~~ the economy--  
the full-employment prosperity ~~that~~ and all it  
has meant to every family in Rockford and across  
America.

Think back to 1959...to the last of the three recessions  
the Nixon Republicans gave us, ~~in the "50's~~. One man in a dozen  
was out of work. Now the figure is one in ~~thirty~~ thirty-five.

But today, Mr. Nixon's economic advisers are calling  
aa  
for more unemployment as/ means

*yes, you are <sup>-5-</sup> doing well.*

What about our economy?

The last Nixon-Republican administration in the 1950's plunged this country into three job-killing, profit-killing recessions.

In 1960 the unemployment rate that reached nearly 7 percent-- twice what it is today.

The Democrats have brought this country the longest uninterrupted period of economic growth in American history... 92 straight months *... and the present* ~~and we have cut your taxes. Yes, this tax rate~~ is well below what it was in 1960--30 percent lower for persons in the lowest income bracket.

*But* Today, Mr. Nixon's economic advisers are calling for more unemployment as means of keeping wages down and controlling prices.

Whose job will be the first to go, Mr. Republican?... whose overtime?

I pledge this to the American people: We will have full employment and economic growth in the Humphrey-Muskie Administration... and you can count on it.

And we will halt the excessive rise in the cost of living--by getting a dollar's value from every tax dollar spent and by reforming the tax structure so that the man who works for a living pays no more than his fair share.

We need not--and we will not--sacrifice prosperity on the altar of outdated Republican economics.

*of us all... Mr. Muskie's forebears... my forebears... and the forebears*

Λ We came to this country burning with the idea that one man was as good as another... that what was wrong could be made right... that people possessed the basic wisdom and goodness to govern themselves without conflict.

We must press forward.

I want progress, not stagnation, in human rights... social justice... health and education... and continued economic prosperity.

Mr. Agnew says if you've seen one slum, you've seen them all.

I say if you've seen one slum you've seen too many.

7  
There's also the third party candidate--George Wallace--and his bombing General running -mate.

George Wallace and I disagree on almost everything--and I've said so throughout this campaign.

But I do give George Wallace credit for one thing: He was willing to stand up and debate the issues of this election.

And that's more than you can say for Mr. Republican.

The question which Wallace supporters now have to ask themselves is this: Can this man really run the government? Can he keep our economy strong? Can he keep the workers on overtime and off unemployment lines?

He couldn't do it in Alabama--and I say he won't do it as President of the United States.

And the Americans aren't going to take a chance on electing Richard Nixon by throwing their vote away on George Wallace.

\* \* \*

XXX  
I have the dust of America on my shoes ~~because~~ I've brought the issues  
to you. You <sup>are</sup> listened to me and <sup>I think you read</sup> ~~got~~ my message. But ~~what's~~ more important,

<sup>have</sup> I listened to you and <sup>I have</sup> ~~got~~ your message. You <sup>said</sup> ~~read~~ it loud and clear,-

despite our divisions there is ~~still~~ unity, despite ~~our~~ fear there is ~~still~~  
a <sup>great</sup> ~~tremendous~~ reservoir of good will, despite ~~our~~ legitimate complaints there  
is ~~still~~ a great pride in America.

I believe in people power. It's people power that's going to win the <sup>a</sup>  
~~Democratic victory next Tuesday.~~  
~~election for us on November 5th.~~

Mr. Nixon thinks he has it in the bag, but on election day he's going  
to open that bag and Hubert Humphrey and Ed Muskie are going to jump out.

Now you go out and get to the polls, and then let's roll up our sleeves  
and get to work.



REMARKS

VICE PRESIDENT HUBERT H. HUMPHREY  
 AIRPORT RALLY  
 ROCKFORD, ILLIONIS  
 NOVEMBER 1, 1968

ALL THOUGH THIS CAMPAIGN, I HAVE BEEN SAYING TO YOU THAT THE BASIC ISSUE IS: WHOM CAN YOU TRUST WITH THE MOST POWERFUL POSITION ON EARTH?

WHOM CAN YOU TRUST TO SECURE THE PEACE?

WHOM CAN YOU TRUST WITH THE FUTURE OF AMERICA?

WHOM CAN YOU TRUST, PERIOD?

AND WHAT IS JUST AS IMPORTANT -- WHO TRUSTS YOU -- THE AMERICAN PEOPLE.

THAT SEEMS TO ME TO BE THE GREAT ISSUE, AND I FEEL CONFIDENT THAT YOU WILL ANSWER THESE QUESTIONS WITH AN OVERWHELMING VICTORY FOR THE DEMOCRATIC PARTY.

\* \* \*

I BELIEVE THE CHOICE IS CLEAR.

AMERICA WANTS PEACE . . . PEACE IN VIETNAM . . . AND AN END TO THE COSTLY AND DANGEROUS NUCLEAR ARMS RACE.

MR. NIXON REFUSES TO DEBATE.

YOU KNOW MY RECORD.

I FOUGHT FOR THE TREATY TO STOP NUCLEAR TESTING IN THE ATMOSPHERE. MR. NIXON CALLED IT A "CRUEL HOAX."

THIS VERY FALL I CALLED FOR RATIFICATION OF THE TREATY TO STOP NUCLEAR WEAPONS FROM SPREADING AROUND THE WORLD.

MR. NIXON OPPOSED PASSAGE NOW . . . AND HIS OPPOSITION KILLED THAT TREATY IN THE SENATE FOR THIS YEAR.

NOW MR. NIXON OFFERS US A POLICY OF NUCLEAR ESCALATION IN THE MAD ARMS RACE WHICH WOULD COST US FIFTY BILLION DOLLARS -- DOLLARS FOR DISASTER THAT WOULD BE BETTER SPENT IN THE SCHOOLS AND HOSPITALS AND CITIES AND TOWNS OF AMERICA.

WE HAVE THE STRENGTH TO TALK PEACE. WE MUST HAVE THE STATES-  
 MANSHIP.

Z\* \* \*

I HAVE SPOKEN OUT TOO ON SAFETY IN OUR STREETS AND NEIGHBORHOODS.

I OFFERED YOU A DETAILED PLAN OF FEDERAL SUPPORT FOR YOUR LOCAL POLICE . . . FOR YOUR COURTS . . . AND FOR YOUR PENAL INSTITUTIONS.

IT IS A PLAN FOR LOCAL CONTROL, BUT WITH FEDERAL BACKING -- TO GET THE JOB DONE.

MR. NIXON HAS OFFERED YOU FEAR AND EMOTION -- AND A FOUR-POINT PROGRAM -- THREE OF WHICH ARE RETREADS FROM PRESENT PROGRAMS . . . AND THE FOURTH IS A CALL FOR MORE CONFERENCES.

THAT IS JUST NOT GOOD ENOUGH, MR. NIXON, TO EARN THE TRUST OF AMERICA.

\* \* \*

AND THEN THERE IS THE ECONOMY -- THE FULL-EMPLOYMENT PROSPERITY  
AND ALL IT HAS MEANT TO EVERY FAMILY IN ROCKFORD AND ACROSS AMERICA.

THINK BACK TO 1959 . . . TO THE LAST OF THE THREE RECESSIONS  
THE NIXON REPUBLICANS GAVE US. ONE MAN IN A DOZEN WAS OUT OF WORK.  
NOW THE FIGURE IS ONE IN THIRTY-FIVE.

YES, YOU ARE DOING WELL.

BUT TODAY, MR. NIXON'S ECONOMIC ADVISORS ARE CALLING FOR MORE  
UNEMPLOYMENT AS A MEANS OF KEEPING WAGES DOWN AND CONTROLLING PRICES.  
THEY ARE COMMITTED, AS A MATTER OF POLICY, TO THROWING MEN OUT OF  
WORK.

WHOSE JOB WILL BE THE FIRST TO GO, MR. REPUBLICAN? . . . WHOSE  
OVERTIME?

I PLEDGE THIS TO THE AMERICAN PEOPLE: WE WILL HAVE FULL  
EMPLOYMENT AND ECONOMIC GROWTH IN THE HUMPHREY-MUSKIE ADMINISTRATION  
. . . AND YOU CAN COUNT ON IT.

WE WILL HALT THE RISE IN THE COST OF LIVING -- AND REFORM THE  
TAX LAWS -- AND KEEP JOBS AND GROWTH.

THERE'S ALSO THE THIRD PARTY CANDIDATE -- GEORGE WALLACE -- AND  
HIS BOMBER GENERAL.

GEORGE WALLACE AND I DISAGREE ON ALMOST EVERYTHING -- AND I'VE  
SAID SO THROUGHOUT THIS CAMPAIGN.

BUT I DO GIVE GEORGE WALLACE CREDIT FOR ONE THING: HE WAS  
WILLING TO STAND UP AND DEBATE THE ISSUES OF THIS ELECTION.

AND THAT'S MORE THAN YOU CAN SAY FOR MR. REPUBLICAN.

THE QUESTION WHICH WALLACE SUPPORTERS NOW HAVE TO ASK THEMSELVES  
IS THIS: CAN THIS MAN REALLY RUN THE GOVERNMENT? CAN HE KEEP OUR  
ECONOMY STRONG? CAN HE KEEP THE WORKERS ON OVERTIME AND OFF  
UNEMPLOYMENT LINES?

MR. WALLACE CAN NOT BE ELECTED. A VOTE FOR HIM IS A WASTED  
VOTE -- IT'S A VOTE FOR MR. NIXON -- AND IF THE NIXON-REPUBLICANS  
GET IN YOU CAN COUNT ON A RECESSION -- AND YOU KNOW IT.

\* \* \*

I'VE BROUGHT THE ISSUES TO YOU.

I HAVE THE DUST OF AMERICA ON MY SHOES.

YOU HAVE LISTENED TO ME AND I THINK YOU HAVE MY MESSAGE.

BUT WHAT'S MORE IMPORTANT, I HAVE LISTENED TO YOU AND I HAVE  
YOUR MESSAGE.

YOU SAID IT LOUD AND CLEAR: DESPITE OUR DIVISIONS THERE IS  
STILL THE CHANCE FOR UNITY . . .

DESPITE FEAR THERE IS A GREAT RESERVOIR OF GOOD WILL . . .

DESPITE LEGITIMATE COMPLAINTS THERE IS A GREAT PRIDE IN AMERICA.

I BELIEVE IN PEOPLE POWER. IT'S PEOPLE POWER THAT'S GOING  
TO WIN A DEMOCRATIC VICTORY NEXT TUESDAY.



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