

**The original documents are located in Box D18, folder “Republican Opportunity, Santa Cruz, CA, May 22, 1965” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.**

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GOP Santa Cruz, California

May 22, 1965

Rumblings of discontent and disenchantment with the way things are going in the alleged Great Society are spreading across the land.

Sounds of unrest offer our Party one of the great opportunities to regain strength at all levels of government.

(EXPAND on record so far)

- \* Democrat-controlled Congress under White House fist has set record of adopting legislation long on quantity...short on quality.
- \* Millions of Americans learning they've been sandbagged with more taxes arbitrarily taken from their paychecks.

more



~~San Jose~~ Santa Cruz

-2-

- \* Electorate discovering they have less money to spend on necessities, slimmer bank accounts, more choking federal control
- \* Wasteful and inequitable aid-to-education bill gives millions of \$\$\$ to wealthiest counties, ignores poorest areas
- \* Medicare scheme...payroll tax evil
- \* Democrats fighting among themselves in Congress... GOP has unity

ISSUES FOR 1966

- High taxes, more spending
- Too much power in the White House
- Danger of losing two-party system
- Domestic unrest and ~~incompetent~~ inept, vacillating foreign policy



~~W. J. ...~~ *W. J. ...*

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Viet-Nam and Dominican Republic

(EXPAND ON GOP SUPPORT AND WHY)

EXPAND on need for strong two-party system

Brazen power ( the way Lyndon Johnson is running Congress most

Democrat <sup>R</sup>epresentatives don't know whether to clap their  
hands or click their heels)

GOP outnumbered but keeping sense of purpose and sense of humor

(We are in the same position as the Indian yogi lying  
on bed of nails who described the experience as  
painful only when he laughed)

-more-



KISS

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We should reverse the rapidly expanding trend of having too much federal control over States, counties, cities, towns and small communities.

Centralism will be checked only when national leaders refuse to encourage the "easy way" of federal assistance.

Today, among the giant issues is whether excess concentration of Federal power will destroy State, local and individual freedom-----and responsibility.

State and local officials have the answer. Simply stated it is: "We will do the job." Perhaps, it must be done in partnership with a federal agency. If there is a will and a capability on the local level, there is no reason to have a federal monopoly that would result in more bureaucracy and red-tape.

The effort must be within the two-party framework, which is so desperately needed for a strong, prosperous, just and honest America.



*Santa Cruz*

*5-*

To put the mood of Congress in a capsule, I would say that President Johnson tells Democrats to "come let us reason together"...they rush to the White House and stand around while he reasons.

THEN... DETAIL DIRECTION TO BE TAKEN BY REPUBLICAN PARTY TO WIN

more



Santa Cruz

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1. Recover fumbles made by the Administration
2. Take the offensive with new ideas and better proposals
3. Earn the trust and respect of the electorate
4. Be a constructive, responsible force
5. Recruit more members in the ranks
6. Enlist more intelligent, articulate and personable candidates
7. Establish basic positions, broaden the Party's base and reassert principles that demand preservation of individual freedom and human dignity
8. Raise money
9. Build better communications with the public at large

more



Santa Cruz

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If we fail, we fail the American people.

Winning means contributing in great measure to the strength, the welfare, the growth, the prosperity, the well-being of every citizen in the United States and in the society of free world nations.

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The Republican Party must regain a position I describe as the high middle road of moderation.

We must block any "take-over" attempt by any individuals or small segments of the Party more interested in promoting their own narrow views than in building the Republican Party.

\* \* \*

The Republican Party must earn---and I emphasize "earn"---the confidence and trust of the American people. We must meet difficulties head-on with ideas, with energy, with unity. In so doing, we can and we must give more depth and meaning to the lives of our countrymen and to the people of the world.

The time to start is right now.

# # # #



KISS

Communist

Threat

Way to protect our  
Country





Excerpts from a speech by Rep. Gerald R. Ford (R-Mich)  
"Republican Opportunity"

Santa Cruz, Calif. May 22, 1965

Rumblings of discontent and disenchantment with the way things are going in the alleged "Great Society" are spreading across the land.

The sounds of unrest, signalling a great awakening of the American electorate, offer the Republican Party one of the most important opportunities in years to regain strength.

For example, millions of Americans are learning with dismay that the Democrat-controlled Congress has sand-bagged them with more taxes arbitrarily taken from their paychecks.

Congressional action so far---with Democrats cringing under White House political whiplashing---means Americans will have less money to spend on necessities, slimmer bank accounts, and more choking federal control of their lives.

\* \* \*

The United States as a country, every citizen as a member of a free society, and our form of government would be in jeopardy if one political party becomes so strong that it is unchallenged.

Although outnumbered 2 to 1 in Congress, Republicans are a forceful, optimistic, articulate, and united team that will have more members after 1966 elections.

\* \* \*

There is growing national concern about the present imbalance of power in government. A strong two-party system and more balance of strength are essential to the protection of the individual and his best interests.

\* \* \*

The Republican Party to have a resurgence of strength and to win victories must: recover fumbles made by the Administration---be a constructive, responsible force using new ideas to create better legislative proposals---recruit more members and enlist more intelligent, articulate and personable candidates---establish basic positions to broaden the base---reassert our principles that demand preservation of individual freedom and human dignity--- build better communications with the public at large---raise money to finance a strong effort.

\* \* \*

If we fail, we will fail the American people. Winning means contributing in great measure to the strength, the welfare, the health, the growth, the prosperity, the well-being of every citizen in the United States and in the society of the free world nations.

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Excerpts from a speech by Rep. Gerald R. Ford (R-Mich.)

The 89th Congress faces many jobs. We must move ahead with wisdom, vision and dedication to help guide our Nation toward the goals of freedom, security, peace---- at the same time honestly advocating and effectively achieving federal fiscal responsibility.

At the present rate of government spending, our children and the future generations will be buried under a financial load that can only adversely affect their way of life.

\* \* \*

We should reverse the rapidly expanding trend of having too much federal control over States, counties, cities, towns and small communities.

Centralism will be checked only when national leaders refuse to encourage the "easy way" of federal assistance.

Today, among the giant issues is whether excess concentration of Federal power will destroy State, local and individual freedom-----and responsibility.

State and local officials have the answer. Simply stated it is: "We will do the job." Perhaps, it must be done in partnership with a federal agency. If there is a will and a capability on the local level, there is no reason to have a federal monopoly that would result in more bureaucracy and red-tape.

The effort must be within the two-party framework, which is so desperately needed for a strong, prosperous, just and honest America.

Too many of my Democratic friends do not seem to realize that a government big enough to provide hand-outs in a broad and sweeping give-away, is big enough to take away the freedom of individuals.

\* \* \*

There is a need to revive patriotism in this country to maintain a society in which each person can have social, political and economic opportunity.

A patriot takes an active interest in government, the issues and politics--- votes in all elections, not just every four years.

\* \* \*

The Republican Party must regain a position I describe as the high middle road of moderation.

We must block any "take-over" attempt by any individuals or small segments of the Party more interested in promoting their own narrow views than in building the Republican Party.

\* \* \*

The Republican Party must earn---and I emphasize "earn"---the confidence and trust of the American people. We must meet difficulties head-on with ideas, with energy, with unity. In so doing, we can and we must give more depth and meaning to the lives of our countrymen and to the people of the world.

The time to start is right now.

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