

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

**Pacifica Radio Archives: “Protests, Rallies,  
Demonstrations”**  
(Funded by The Ford Foundation)

Transcript of Nixon Rally: October 31, 1968. Actuality of a pro-Richard Nixon political rally, just before the 1968 presidential election. Recorded at Madison Square Garden, New York City, NY, October 31, 1968.  
Broadcast: WBAI, November 1, 1968  
Pacifica Radio Archives Number: PRA BB3541  
Program length: 35:00



We appreciate your comments, additions and corrections. Please address them to: Brian DeShazor, Director, Pacifica Radio Archives, 3729 Cahuenga Blvd., West, North Hollywood, CA 91604. Phone: (800) 735-0230, email: [pacarchive@aol.com](mailto:pacarchive@aol.com). Also contact Pacifica Radio Archives for information regarding audio CDs.

**Transcript**

**NIXON RALLY, OCTOBER 31, 1968**

SPEAKER: (MUSIC AND APPLAUSE) - and a telegram sent to Benjamin Frank, Chairman of the Republican Campaign Committee for Nixon-Agnew: “I appreciate your invitation, deeply regret that the pressures of city business, schools, firemen, and all prevent me from joining you tonight. Best wishes for a successful rally. Good luck to Dick Nixon, Jac Javitz, all Republicans in the final days of the campaigns. I hope that in New York City, as well as New York State, this will be a Republican year across the board.” Our mayor, John V. Lindsey. And now... (APPLAUSE) Thank you, ladies and gentlemen, thank you. Watch it. We’re on a time schedule, friends. Thank you for your mixed emotions. At this time, it gives me a great deal of pleasure and a great honor to introduce a gentleman who has had the respect of all of us for a long time in public

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

office. He's our Senior Senator, Senator Jacob Javitz. Now, let's hear it! (APPLAUSE;  
BAND PLAYS "Hava Nagila")

JACOB JAVITZ: (Well, I hope they use it all up now because we'll have some pretty  
valuable television time a little later on.) Ladies and gentlemen, it's my honor and my  
honor to talk with you for just a few minutes. Ladies and gentlemen, we've got a great  
night in Madison Square Garden and a typically color New York difference of opinion.  
I'm sure... (CROWD REACTION, BOOS AND APPLAUSE) But I think the  
affirmative will very definitely prevail and that means a *victory* for the Nixon-Agnew  
ticket. (CHEERS AND APPLAUSE)

JAVITZ: Uh, this one word, because New Yorkers are alert to the news. New Yorkers  
are alert to the news, and New Yorkers are alert to what happens in the country. And the  
country has just met tonight, on the very eve of this particular great and important  
meeting, a major rally of the campaign as far as the Nixon-Agnew ticket is concerned, an  
announcement by the President of the United States, which is most portentous in this  
campaign and most portentous for our nation. My friends, the whole country will hail  
with relief and the feeling of hopefulness, the bombing cessation in Viet Nam and the  
fervent hope (BOOS AND SOME APPLAUSE) – and the fervent hope that it may *really*  
be the prelude to peace in Viet Nam and peace for all mankind. (APPLAUSE AND  
CHEERS) All through this campaign, and campaigning the state from one end of it to  
the other, I have maintained a conviction which I would like to share with you tonight.  
And that is that the end of the war in Viet Nam, for which we so fervently pray, and it's

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

by no means ended yet, plus the hopes for peace in the world are, in my judgment, very heavily vested in precisely the election of a Republican Administration with Dick Nixon heading it. (CHEERS, APPLAUSE, WHISTLES) And so, and so to use the words of Mr. Nixon himself, his own words, we need to make “a fresh beginning.” And much as we hail what has occurred, we know that the only way in which a fresh beginning for peace can be made in this world is if we have a complete change of Administration, and we give the Republican Party its historic chance. It is my judgment, it is my judgment that this is true of peace in Viet Nam, that this is true of the tranquility of our cities, that this is true with respect to the tremendous erosion of the morale of all America, which has signified division in our country, second only to what occurred over a hundred years ago. I think we have a historic moment before us, in which our desire as partisans to elect the President joins with a moment in history when our party has the opportunity to serve our nation in an unparalleled way, by offering the nation this chance, at the very moment when it needs it the most, to elect the Nixon/Agnew ticket and I join you in our every effort toward that end. Thank you very much. (APPLAUSE)

WARM-UP SPEAKER: You can't hear us up there yet? (CROWD RESPONSE)

Well, try and listen as good as you can, folks. Maybe it'll be up for when we get on the air. Now, there are couple of things I want to tell you. As you know, I do the warm-ups for most of the top TV shows. “Jackie Gleason” is my baby. Every week from Miami Beach, we have crowds like this, but we get ‘em going. And at the very opening of this show, on nationwide television tonight, you're going to see The Great One, in person, on the big screen. He'll be right – He needs a big screen, if you know Jackie. He'll be on

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

the big screen up there, ladies and gentlemen. This will be the first time that Jackie has ever come out to publicly endorse a candidate. And when he finishes up and says, “And away we go, Madison Square Garden!” we will tear the roof down. (CROWD APPLAUSE) Wait a minute! Enough. During the show, during the show, there will be times when I will do this to you because of our television time. Our producer, Paul Keyes, has asked to please watch for signals on that so our director can get all the shots he wants, Roger Ailes. They can’t hear – Please be patient, we’ll try to make ourselves heard a little more as we go. There’s no audio up there, fellas. Goose it up, as we say down there. Goose it up real nice. I’ll talk soft right into it, but on the air, I think you’ll get it. Do me one favor now. We’re coming close to airtime. A couple little things we do to get ourselves relaxed when we’re on the air with a show, and this will be a show, the greatest star of them all, of course, climaxing it later on when Mr. Nixon comes on, but you must watch, at certain times, it’s for your good, for the good of the millions who are watching on TV, that we sort of control the time element of the cheers and the applause. The laughs and whatever else happens, you’re on your own. We’ll have no problem there.

WARM-UP SPEAKER: May I ask, when I give you a three-count right now, I want to see what we’re gonna get, in the way of applause and cheers, the way we’re gonna open up the show when Jackie Gleason first says, “And away we go!” That will be it and from there on in, in each of the introductions of all the governors, of all the people on the show, follow it through with that, will ya? Are you ready, gang? First of all, do me a favor, turn around and say hello to people around you? Come on, everybody. Just say,

## PROTESTS, RALLIES, DEMONSTRATIONS

### NIXON RALLY: OCTOBER 31, 1968

‘Hi, how are you? My name is Bill.’ Everybody come on, let’s hear it, everybody!

(CROWD RESPONDS) An audience should be *relaxed* in case there’s a few in here who get a little out of line, you can nudge a little bit. They’re all friendly enough, you know? But it’s marvelous. The greatest respect for Mr. Nixon. It’s just been a great evening so far, and it’s coming up to about two and a half minutes to airtime.

WARM-UP SPEAKER: Now, let’s take that check one time now. I want to hear the applause. On the show, we don’t just dilly-dally like that. And others of you are sitting around. You applaud like this, like a hippie-dippie in real – you don’t do that. Some of you stand around like this, when you’re on camera. You know, at those other rallies. We do a dignified one and when we applaud, we smile because we’re on television and we smile with enthusiasm like this when we’re doing it. That’s how. Now, let me hear it on a three-count. Pull out all the stops. One, two, three! (CROWD NOISE AND APPLAUSE; BAND PLAYS BEHIND)

JACKIE GLEASON: Good evening, ladies and gentlemen. My name is Jackie Gleason. I love this country. It’s been good to me, beyond my *wildest* dreams. And because I love America so much, lately I’ve been concerned. Like a lot of you, concerned about where America is going in the next four years. That’s why I’ve decided to *speak up* for Richard Nixon. He sees it like it is and he tells it like it is. I’ve never made a public choice like this before, but I think our country needs Dick Nixon and we need him now. I think we’ll all feel a lot safer with him in the White House. In the next hour, you’re going to see him, hear him speak. Listen to him. Make up your own mind. Never mind what

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

everybody else tells you he says. Listen to *him* say it yourself and see if you don't agree with me. Dick Nixon's time has come. We need him. You and I need him. America needs him. The world needs him. So, Madison Square Garden, away we go! (CROWD SHOUTS, APPLAUSE, RHYTHMIC CLAPPING TO MUSIC "WHEN THE SAINTS GO MARCHING IN" WHICH CUTS OFF AT APPARENT CUE)

SPEAKER: The grandson of a great President, David Eisenhower. (CROWD APPLAUSE AND NOISE, CUTS OFF AT APPARENT CUE)

DAVID EISENHOWER: Ladies and gentlemen, it's a great privilege for me to introduce to you, my grandmother, Mamie Dowd Eisenhower. If her husband had not suffered a shoulder injury at the age of twelve, she may have married the greatest shortstop in baseball's history, but as it has turned out, their life together has been one of many battles and great victories and, in that sense, their lives together, they are both, in a sense, alumnae of West Point in the tradition of her great motto, "Duty, honor, and country." (CROWD APPLAUSE AND CHEERS) Ladies and gentlemen, together now at Walter Reed, they're fighting a different kind of battle and one they're determined to win. (CROWD CHEERS AND APPLAUSE) And for that reason, I've been instructed to extend greetings to all of you, and prayers for a Nixon-Agnew victory from Ike and Mamie. Thank you. (ENTHUSIASTIC CROWD RESPONSE AND APPLAUSE)

MAMIE EISENHOWER: This is Mamie Eisenhower. I'm here at Walter Reed hospital at my husband's side. I don't need to tell you that we would both like to be there to join

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

you in this rally for Dick Nixon. Both of us are devoted to him, his wife, Pat, and their two lovely daughters. General Eisenhower has often publicly spoken, in the highest terms, of Mr. Nixon's qualifications and rich experience. This he has done, not only because of his personal appreciation of Dick's great services during the Eisenhower-Nixon Administration, but far more because of Mr. Nixon's personal convictions and characteristics. The General knows Mr. Nixon as a man of integrity, moral courage and decisiveness with a thorough and sympathetic understanding of the nation's problems. I quote excerpts from Ike's public talks. "In Dick Nixon, America has a true humanitarian, insisting as he does, that all Americans should have equal rights and equal opportunities. I want the country to know that I have admired and respected him ever since we met in 1952." So you can see, General Eisenhower *believes* in Dick Nixon and I believe in him. We both deeply believe that Dick Nixon's election in 1968 will serve the best interests of the United States. (CROWD APPLAUSE)

SPEAKER: The next President of the United States, Richard M. Nixon! (CROWD APPLAUSE, MUSIC, SHOUTS)

NIXON: Governor Agnew, Governor Rockefeller, (CROWD SHOUTS), Governor Rhodes, Governor (UNCLEAR), Dr. Shaffer, Governor Romney, all of the distinguished guests on the platform, this great audience here in Madison Square Garden, (APPLAUSE), I think I get a message from your welcome. We're gonna win! (APPLAUSE AND CHEERS) My friends – (CROWD SHOUTS) Thank you very much and one of the reasons, my friends, we're going to win is what you are seeing on this

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

program up to this time, I am proud of my running mate. I am proud of every one of the governors (APPLAUSE) – I am proud of every one of the governors who has spoken to you here today. I am proud of the fact that, as we go into this campaign in its final days, that I can say something that you will be glad to hear, that every governor, every senator, every congressman, every state legislator on the Republican side in America is with us all the way! (CROWD APPLAUSE AND CHEERS) And my friends, we have united our party, but more than that, we have added to our forces, those in the Democratic Party, Independent voters, and together they will give us that new opportunity to unite America and America must be united. (APPLAUSE AND CHEERS) And tonight, as we enter the last few days of this campaign, as I'm sure you're aware, we will have the usual last-minute tactics. I suppose that if I were to comment upon the opposition, it would not be news to you that, up to this time, they have probably set a record for number of words – or one of them has – but more than that, a record in terms of not discussing the issues, but a record in terms of personal abuse, and so tonight I want you to know how I'm going to reply. I'm not going to reply in kind. I have not. Ted Agnew has not. We don't need to. We just tell the truth. That's enough, when we talk about that. (APPLAUSE AND CHEERS) But my friends, (CHEERS IN UNISON) You give us a chance and we will! (CHEERS) Again, I am also aware of the fact that, as we enter these last days, that it is essential that the American people know what the choice is and I am also aware of the fact that I stand here in, what to any sports fan, is hallowed ground – Madison Square Garden. Here, the great battlers, the great fighters of all time, in this and its predecessors in Madison Square Garden, I, in a sense, am in the ring tonight and I think this is the time

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

and this is the place to take off the gloves and “sock it to ‘em.” (CHEERS AND APPLAUSE)

NIXON: My friends, we do that only with the record, and the record is clear. They had help to make it. They nominated a man who helped to make the record of the last four years, a man who, in all the words that he uttered in those four years, never disagreed with any of the policies of those four years, a man who, in every speech he has made in this campaign, has never disagreed with any of the policies of those four years, who defends everything that has been done and has pledged to continue for four more years what we’ve had – that is what he offers and my friends, (SHOUTS) the American people, as they choose, then, know what he would provide in the next four years by looking back over the last four years and here it is. Here it is straight. Hear this. Over these past four years, we’ve had the longest war in our history. We’ve had the worst crime wave in our history. We’ve had the highest taxes in our history. We’ve had the highest prices in our history, and we’ve had the *lowest* respect for America that we’ve ever had, every place in the world and my friends, I say to you tonight, that never in the history of America has this nation been in more trouble and more places in the world, and at home, than it is tonight. And when a nation’s in trouble, you don’t turn to a man that helped to get you into trouble, to get you out of trouble. You turn to new leadership. (INAUDIBLE.) (CROWD APPLAUSE)

NIXON: My friends, I know that there are many that would say that it would simply be enough to be against that record, and we have made the case against it in this campaign,

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

but in these concluding days and on this television broadcast, where millions are listening and hearing this, all where thousands are listening. That is not enough for America. It isn't enough for a great Party. This is not a year when I think people should simply vote Republican because you're Republican, or vote Democratic because you're a Democrat. This is a year when we've got to think of our country, when we've got to realize that American faces the greatest challenges at home and abroad that we've ever faced. And so tonight, I talk not just against what has happened, but I ask you to join me in a crusade *for* – let's be *for* something on November the 5<sup>th</sup>. Join me in that kind of crusade tonight. (APPLAUSE AND CHEERS; HORNS) Again, I pledge to you, as I have throughout this campaign, a new foreign policy for America, and we need a new foreign policy. As you are probably aware tonight, the President announced another bomb halt in Viet Nam. (CHEERS AND BOOS) I will not comment. I will not comment on those talks that are going on in Paris. I will only say what I have said previously, that I trust that this action may bring some progress in those talks, and I will say further, my friends, (APPLAUSE) that, as a Presidential candidate and my Vice Presidential running mate joins me in this, neither he nor I will say anything that might destroy the chance to have peace. We want peace above politics in America. (APPLAUSE, CHEERS, HORNS)

NIXON: But, my friends, while that subject is off-limits because the interests of peace require it, let us make sure that we do not overlook the necessity for a new foreign policy to see to it that America is not involved in another Viet Nam and that is why we need preventive diplomacy in the world today. So, we have offered a foreign policy for America in which we will look all over this great world and diffuse those trouble-spots

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

which presently are ready to explode, and have this in mind, my friends, that in every place in the world today, you can't name *one* in which America isn't worse off than it was eight years ago. We'll diffuse those trouble spots. We would negotiate with all of those who may threaten the peace, because this should be a period of negotiation. We shall have peace and we *can* have it, and we think we bring the experience, because I am proud to have served in an administration in which we ended one war and kept the nation out of other wars for eight years, and that's what I think the American people want today. (APPLAUSE) And my friends, in negotiating, we would negotiate from strength and we will also negotiate from the position of respect. It is *essential* that respect for America be restored. And, in this case, I think that perhaps, as I look back on the Olympic games, I remember one incident that I'm sure everybody here was greatly touched by. A nineteen-year-old Negro boxer from Houston had just won the gold medal (CHEERS AND APPLAUSE). My friends, as he was receiving, as he was receiving the plaudits of the crowd, he took a small American flag from his belt and waved it in the air and afterwards somebody asked him why, and his simple answer was this: "Because it's *my* flag." (APPLAUSE AND CHEERS) My friends, I say that that young American set an example for all of us, and I pledge to you that in our Administration, the American flag will not be a doormat for anybody at home or abroad. (CHEERS AND APPLAUSE) We will bring peace abroad and we will keep the peace abroad, and we will also bring peace at home. That peace with the order and law and order and justice that is essential in a free society, and here you have a direct contrast between the two candidates. One who, again, defends the Attorney General and the record of the past and my answer is this - I say, my friends, that when 43% of the American people in a presidential poll, indicated

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

that they were afraid to walk on the streets of their cities at night, this is not a time to continue with the old leadership. This is a time for new leadership and a new Attorney General and I pledge that kind of leadership for the American people. (APPLAUSE AND CHEERS) I am the only candidate who has set forth a program which, by chapter and verse, sends you action rather than just talk, will restore again freedom from fear in America. I pledge it. Give us the chance and we will do what they have not done, and you're going to give us that chance. (APPLAUSE AND CHEERS)

NIXON: My friends, we're going to be *for* some other things that have already been mentioned by some of the Governors in their remarks. We're going to be for those kinds of programs that all Americans want: progress without inflation, prosperity without war. As we look at the seventy million American wage earners, look what has happened to them. They've been on a treadmill for the last three years. They have seen everything that they gained, in terms of wage increase, more than eaten up by taxes and price increase. I say that's wrong, and I pledge to you, we're gonna stop the rise in prices. We're gonna stop the rise in taxes. We're going to balance the federal budget so that millions can balance the family budget in America. (THUNDEROUS APPLAUSE AND CHEERS) And we *will* have those fifteen million new jobs. I noted with great interest that the Chief Economic advisor for Mr. Humphrey said a few days ago that, because of the high inflation, it might be necessary for the country to have some unemployment next year. Let me make one thing, one very, very clear, I completely disagree. If it's going to be, if it's going to be unemployment next year, those, those got us into this mess are the

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

ones that are gonna be unemployed and not the American working man. (APPLAUSE AND CHEERS)

NIXON: My friends, we also are going to stop the rise in prices because of our concern for the twenty million people over sixty-five. Those on Social Security, a program I have always supported. We not only are going to see to it that the benefits are extended, but we are going to see to it that, if prices do go up, that any person on Social Security has an automatic increase and that's only fair. It's what Americans want from their government. (APPLAUSE) We're going to have a new program for our cities, a program already described, one which will move away from the programs of failure. Billions of dollars for federal jobs and federal housing and federal welfare. They've reaped an ugly harvest of failure and riot, and I say to you it's time for change insofar as those programs are concerned. That's why I have said over and over again that what we stand for, rather than more millions on welfare rolls, we're gonna put more millions on payrolls in the United States of America. (APPLAUSE) An opportunity for every individual to own his own home and his own house. We're going to enlist private enterprise in the business of re-building the cities of America and we're going to enlist millions of Americans who want to volunteer their services in doing exactly that, rebuilding our cities, making a better life for those who have not had the chance that some of us have had. This is some of the exciting opportunity that we have for the future. And we're going to do something else about the nature of government in America. For too long, forty years, we've seen power flow from the people, and from the States to Washington, D.C. and it's time to turn it around. It's time to bring government back to the people. It's time to have power

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

flow from Washington, D.C., back to the States and to the people of the United States of America. (APPLAUSE, HORNS, CHEERS)

NIXON: My fellow Americans, I want you to understand, as we enter these last few hours and days of the most historic and important campaign in this century, what *really* is at stake. More is at stake, even, than those things that I have spoken about – peace at home, peace abroad. For the first time in the history of America and the history of the world, what happens here will determine whether peace and freedom survive for the balance of this century. That’s never been true before and so we look at our great country and we try to determine whether we’re going to be equal to that challenge and I want to tell you why I have faith that we’re going to be equal to it. I’ve told you some of the things that are wrong about America, but my friends, let me tell you the things that are right, as well. I have traveled this nation and I have seen it. I have seen the power and productivity of its factories and its farms. I have seen the greatness of its cities and its countryside, but more than that, I have seen the greatness of the American people. Ours are a good people. The people of the United States *know* that if this country isn’t a good place for all of us to live in, it isn’t going to be a good place for *any* of us to live in. And, my friends, I have been heartened most by the young people that I’ve seen, both by those that are for me and those that are against me, because let me tell you this. When you look at this younger generation, it’s the best educated we’ve ever had, but more than that, it is more interested in, it has a greater interest in, a greater involvement in – the young people *care* about the problems of America. This is the Great Generation. (APPLAUSE)

**PROTESTS, RALLIES, DEMONSTRATIONS**  
**NIXON RALLY: OCTOBER 31, 1968**

NIXON: So tonight, my friends, I say to you, it is the responsibility of anyone seeking the highest office of this land, to in all humility, recognize that we need God's help. We need your help. We need the help of every person in this country. And I think it was brought home to me most by the last whistle-stop tour in the State of Ohio. Jim Rhodes will remember it. It was the ninth appearance. The little town of Deshler. We didn't think there would be much of a crowd and five times as many people as lived in the town were there. There were many signs, like those I see here. But one sign held by a teenager said, "Bring us together again." My friends, America needs to be brought together. The American people are ready to be brought together. This is not a nation of haters. This is a nation that is generous in its spirit. It is *great* with regard to its idealism. There is nothing wrong with America, my friends, that a good election won't cure. Let's have one! (APPLAUSE AND CHEERS)

**End of Richard Nixon Rally Transcript.**

**NOTES:**

1. This recording of a campaign rally for the Republican Party's Richard Nixon/Spiro Agnew ticket in 1968 reveals the essence of the nature and tone of that successful campaign at the height of the Viet Nam conflict..

**Copyright © 2007, Pacifica Radio. All rights reserved.**