



Bush Continues Republican Leadership in 1988



THE CANDIDATES

George H. W. Bush, the incumbent Vice-President, represented traditional Republican views. **J. Danforth Quayle** was selected as Bush's running mate for his strength in valuable Midwestern states.

Michael S. Dukakis, Democratic governor of Massachusetts, called for party unity and positioned himself as a centrist. **Lloyd Bentsen**, Democratic senator of Texas, was chosen as his running mate.

THE CAMPAIGN

1. Bush accused Dukakis of being "a liberal" who was out of touch with the American people. He implied Dukakis would raise taxes if elected.
2. Bush overcame a significant Dukakis pre-election lead in the polls to win handily.

THE ISSUES

	Bush (Republican)	Dukakis (Democrat)
Foreign	For Reagan's arms control initiatives, development of SDI, aid to Contras, U.S. naval presence in the Persian Gulf, constructive engagement in dealing with South Africa	For Reagan's arms control initiatives, research on SDI, partnerships rather than unilateral movement in the Gulf, strong sanctions against South Africa
Economic	For \$2 billion child care program, tax-free college savings bonds; against protectionism, higher taxes	For Congress' child care bill, a raise in minimum wage, \$500 million regional economic development plan
Social	For current drug enforcement program plus death penalty for large-scale drug dealers; against abortion	For \$1 billion for AIDS research, current free-choice abortion policy; against aid to drug-dealing governments

QUOTES & CUSTOMS

Bush Plans Action "We have earned our optimism, we have a right to our confidence, and we have much to do."

Bush on Taxes "Read my lips. No new taxes!"

THE LESSONS

1. The election emphasized that money is extremely important to sustain a Presidential candidate during the prolonged primary season. Bush's campaign cost more than \$75 million.
2. Taxes continue to be an important but slippery issue to voters and candidates. The country will not vote for a candidate supporting an obvious tax hike.



Clinton Taps Thirst for Change in 1992



THE CANDIDATES

Bill Clinton, Democratic governor of Arkansas, focused his campaign on the nation's weak economy. **Al Gore**, senator of Tennessee, was Clinton's running mate.

George Bush enjoyed popularity following the Persian Gulf War in 1991. But his popularity plummeted when a recession gripped the nation. **Dan Quayle** was his running mate again.

THE CAMPAIGN

1. Bush remained relatively quiet until the Republican convention in August.
2. Clinton and Gore, on the other hand, conducted bus tours to various states.
3. H. Ross Perot, a Texas businessman, ran for president as the candidate of the Reform Party.

THE ISSUES

	Clinton (Democrat)	Bush (Republican)
Foreign	For making the nation internationally competitive, a nuclear test ban treaty	For normal trade status for China, reducing dependence on foreign oil by off-shore drilling in Alaska, defusing Hussein (Iraq)
Economic	For reform of health care costs, balancing the budget deficit, expanding industries and jobs, a moratorium on building nuclear power plants; against drilling for oil off the Alaskan coast	For building 150 new nuclear reactors by the year 2030, tax credits for first-time home buyers, balancing the budget; against further raising standards for automobile air pollution.
Social	For providing health care for all Americans, social justice, war on drugs and crime, protecting the environment, women's right to choice (abortion), college loans	For welfare reform, "family values," fighting crime and drugs, capital punishment; against abortion

QUOTES & CUSTOMS

Clinton on Bush "He took the richest country in the world and brought it down. We took one of the poorest states and lifted it up."

Bush on the Recession "I simply cannot be satisfied until every American who wants a job has one."

THE LESSONS

1. Candidates not only win votes for their vision and promises but also win "protest votes" against the incumbent.
2. The failure of a President to lead the nation out of a recession can hurt his chances of reelection.
3. Elections hinge in large part on foreign and domestic conditions just before voting time: peace and prosperity win votes.