Franklin D. Roosevelt — “The Great Communicator”
The Master Speech Files, 1898, 1910-1945
Series 1: Franklin D. Roosevelt’s Political Ascension

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Unidentified Campaign Speech
Let us get away from the personal equation for a moment and assume that "A" and "B" are running for the Presidency. "B" is an amiable gentleman without any administrative or constructive record and a man whose associates during his whole life have been considered of the ultra-conservative and old fashioned type. "B", in his campaign, sits in an easy chair, and from time to time issues statements in terms so general that they are construed in diametrically opposite ways even by his friends. "B" talks vaguely about patriotism, about a return to old fashioned standards and conditions. He gives no constructive or definite program for the future. He seeks to alarm the voters with pictures of imaginary dangers.

On the other side is "A", a younger man than "B", one in the full tide of his vigor, who has a brilliant record as a successful administrator and executive, and has championed many measures designed for the betterment of social and economic conditions. "A" spends his time going from city to city seeking to inform the voters by word of mouth as to what he considers the true issues of the campaign. "A" assumes that ninety nine out of a hundred voters are good Americans. He talks to their intellects, not to their emotions. "A" speaks of the definite problems which need to be solved. He has a constructive program and offers definite remedies. He does not paint pictures of gloomy disaster. He inspires hope of future days.

Which of these men would you vote for, "A" or "B"? Drive out of your mind for a moment the question of their names. Think of them just as "A" and "B". After you have decided whether you prefer "A" or "B" for the Presidency of the United States, go back and see which description that of Mr. "A" or that of Mr. "B" fits Senator Harding and Governor Cox.
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