

Go For Broke Bumper Sticker

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The “Go For Broke” bumper sticker was originally conceived in 1990. It played well in 2004, but who knew it would resonate even more in today’s economic and political climate in 2008...almost 20 years later!

From Mason Williams’ archives:

“I came up with this bumper sticker in 1990. I saw that the Republicans, who used to be financially conservative, had become the big spenders in government.

2004 was an election year full of mixed messages and mixed signals. The Republicans talked about Kerry’s mixed message/mixed signal, but how about their mixed message? The entire Bush Administration is a mixed message. The big mixed message comes from the Republicans! They’ve become jingoists, gung-ho on bankrupting the country.

Back in the good old days, (before Ronald Reagan was President) the Democrats used to have the reputation for deficit spending (tax and spend). The Republicans stood for conservative fiscal responsibility . Now those positions are reversed. The reputation for excessive spending has been taken over by the Republicans. That’s the biggest flip-flop of them all.”



Trivia: Mason has printed and given away thousands of “Go for Broke” bumper stickers.