

The original documents are located in Box D19, folder “Advertising Federation of America, Advertising Association of the West, 8th Annual Conference, Shoreham Hotel, February 8, 1966” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. The Council donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

[Suspense]

Transcript file
"Ford appearances,"

(WILKINS, Donald J.)

re: AFA-AAW conf. on

Adv

Did we ever get copies?
Ruth,

Ruth
Del me

March 1, 1966

Mr. Donald J. Wilkins
Vice President, Washington Bureau
Advertising Federation of America--
Advertising Association of the West
417 Associations Building
1145 19th Street N.W.
Washington, D.C. 20006

Dear Mr. Wilkins:

Thank you for giving me the opportunity to smooth out the remarks I made extemporaneously at the AFA-AAW Eighth Annual Conference on Advertising-Government Relations. I am enclosing the transcript.

When you print the Conference proceedings, I'd appreciate having a few copies for my files.

Thank you, also, for the photograph you sent me, and especially for inviting me to participate in your Conference.

Warmest personal regards.

Sincerely,

Gerald R. Ford, M.C.

GRF:cc





WASHINGTON BUREAU

417 Associations Building, 1145 19th Street, N.W. • Washington, D.C. 20006 • (202) 338-8404

OFFICE OF THE VICE PRESIDENT

February 27, 1966

The Honorable Gerald R. Ford
U. S. House of Representatives
Washington, D. C.

Dear Mr. Ford,

Enclosed find a stenographic transcript of your remarks during the Tuesday morning Orientation Session at the recent AFA-AAW Eighth Annual Conference on Advertising-Government Relations.

We would greatly appreciate it if you would edit the enclosed pages for accuracy and return them as soon as possible in order that we may proceed with the complete transcript of the Conference proceedings.

Also enclosed is a photograph made during the course of your remarks at the Conference. You might like to have it for your files.

May I take this opportunity to express my personal thanks for your cooperation while the Conference was in the planning stage as well as during the Conference itself which contributed so much to the success of the meeting.

With best personal regards,

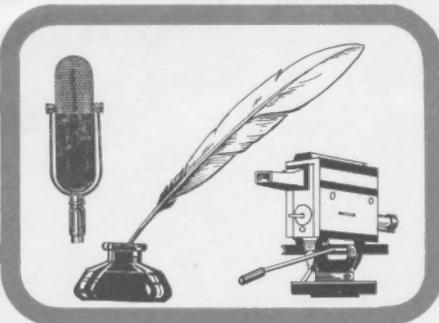
Sincerely,

Don Wilkins
Donald J. Wilkins
Vice President
Washington Bureau

Enclosures



[1966 MARCH?]



CONGRESSMAN
GERALD R. FORD
HOUSE REPUBLICAN LEADER

**NEWS
RELEASE**

For Immediate Release

The people of this Nation are losing patience with the majority party that is bogged down in disagreement on policy and in petty feuds among its leading figures. The people are losing patience with an Administration that vacillates and dodges and shifts position in an attempt to please all the conflicting elements that make up the Democratic Party.

The public has long tolerated the divisions within the majority party that produce conflict in matters of domestic policy--in such fields as economic policy, civil rights, and federal-state relations. Now, however, deep disagreement among leading Democrats on foreign policy has appeared. It leaves the public confused, apprehensive, and angry.

Why the uncertainties and misunderstandings and fears about the war in Vietnam? In great part they are the result of the inability of the party in power to agree on whether Americans should be in Vietnam at all, what our Nation is trying to achieve there, and whether the right means are being used.

Can a party so badly divided, torn internally by disagreement about the path which the Nation should follow, subject to schizophrenic impulses as it tries to satisfy its divergent elements, provide the leadership needed in the present crisis? Let me answer this way:

As a former football player and coach, I cannot help but relate the Democratic division and discord over Viet Nam to a football game.

Imagine if you will the Democratic Administration squad playing a championship game against the Big Red Team. The consequences are great and the stakes high. The head coach, LBJ, before the kick-off is painfully pleading for unity. In the huddle on the first play the team's new quarterback, Hurry-up Hubert, calls the signals.

At this moment left guard Fulbright raises his head and with a voice that clearly carries to the opposition, disputes the play called by LBJ and HHH. When the play is run Left Guard Fulbright actually goes off in the opposite direction.

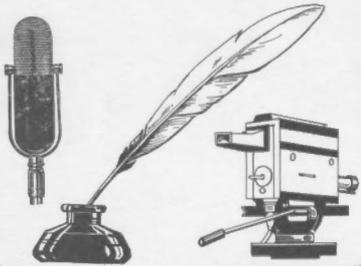
In the second quarter left end Bobby Kennedy stalks from the huddle and announces to all who will listen that he is going to start his own game of touch football with his own team at the other end of the field.

If this isn't enough trouble for LBJ and Hurry-Up Hubert on almost every play the rollout left halfback Wayne Morse deliberately trips that flash ball carrier, Whipping Boy Russell Long.

Whenever there is a time-out, water boy Bill Moyers dashes on the field to save the day by sticking a wet sponge in the mouths of all he can corral.

Just as this lack of teamwork would be disastrous in a football game, in the serious Vietnam situation it can lead only to prolongation of the war, undermining the morale of our fighting men, and encouragement of the Communist aggressor.





CONGRESSMAN
GERALD R. FORD
HOUSE REPUBLICAN LEADER

**NEWS
RELEASE**

For Immediate Release

The people of this Nation are losing patience with the majority party that is bogged down in disagreement on policy and in petty feuds among its leading figures. The people are losing patience with an Administration that vacillates and dodges and shifts position in an attempt to please all the conflicting elements that make up the Democratic Party.

The public has long tolerated the divisions within the majority party that produce conflict in matters of domestic policy--in such fields as economic policy, civil rights, and federal-state relations. Now, however, deep disagreement among leading Democrats on foreign policy has appeared. It leaves the public confused, apprehensive, and angry.

Why the uncertainties and misunderstandings and fears about the war in Vietnam? In great part they are the result of the inability of the party in power to agree on whether Americans should be in Vietnam at all, what our Nation is trying to achieve there, and whether the right means are being used.

Can a party so badly divided, torn internally by disagreement about the path which the Nation should follow, subject to schizophrenic impulses as it tries to satisfy its divergent elements, provide the leadership needed in the present crisis? Let me answer this way:

As a former football player and coach, I cannot help but relate the Democratic division and discord over Viet Nam to a football game.

Imagine if you will the Democratic Administration squad playing a championship game against the Big Red Team. The consequences are great and the stakes high. The head coach, LBJ, before the kick-off is painfully pleading for unity. In the huddle on the first play the team's new quarterback, Hurry-up Hubert, calls the signals.

At this moment left guard Fulbright raises his head and with a voice that clearly carries to the opposition, disputes the play called by LBJ and HHH. When the play is run Left Guard Fulbright actually goes off in the opposite direction.

In the second quarter left end Bobby Kennedy stalks from the huddle and announces to all who will listen that he is going to start his own game of touch football with his own team at the other end of the field.

If this isn't enough trouble for LBJ and Hurry-Up Hubert on almost every play the rollout left halfback Wayne Morse deliberately trips that flash ball carrier, Whipping Boy Russell Long.

Whenever there is a time-out, water boy Bill Moyers dashes on the field to save the day by sticking a wet sponge in the mouths of all he can corral.

Just as this lack of teamwork would be disastrous in a football game, in the serious Vietnam situation it can lead only to prolongation of the war, undermining the morale of our fighting men, and encouragement of the Communist aggressor.



Two major goals must be achieved if the American Democracy is to continue to exist and to be strengthened throughout subsequent generations.

First, we must maintain a balance in the legislative, executive, and judicial branches of government as established by our Constitution.

The parallel task is to preserve the two-party system---the genius of our Democracy.

Enlarging upon the first goal, that of keeping the three branches of government in balance, I believe that if any one of them becomes too strong or too weak, the foundations of our government will crack and our freedom will be threatened.

There are disturbing signs of slow erosion in the power of the Legislative branch, a build-up of awesome strength in the executive arm, and a change from the intended direction in the Federal Judiciary.

Congress, the legislative branch, has been criticized as being too slow to react in an age of speed. Critics have described the House and Senate as being too cumbersome and too old-fashioned.

Those critics perhaps are unaware that in Congress a system of checks and balances is provided by the Constitution.

When speed is essential, Congress has proved many times that it can react with dispatch to meet a crisis in war or in peacetime, in days of economic depression or in times of glowing prosperity.

It has been said that Congress frequently makes haste slowly. However, the act of deliberate slowness is a safeguard against racing to the brink of decision. It prevents a dangerous plunge. Congress should reach its major decisions only after adequate research, thought, and exhaustive discussion.

When the balance of power in Congress is steeply tilted by an overwhelming majority in one political party, the system of checks and balances is endangered. This becomes even more serious when the executive branch is dominated by the same party.

Although the President is the chief executive and head of state for all of us, he does represent especially the views of the people who voted for him. Members of Congress, and particularly those in the House of Representatives, are closer to the Nation's citizens because they are chosen by smaller segments of the Nation.

Members of the House are elected every two years, a fact which in itself places Representatives closer to the people. Every two years a Representative must go to his constituents for a mandate to continue in office. His record is placed on the line and he must be endorsed by a majority of the voters in his district.

As in the Senate, the House is represented by nearly every major profession, national origin, and religion. Congress is a cross-section of the American people. This is your strength. It should not be lessened by an over-balance of power in the executive and judicial branches of government.

The responsibilities of Congress are clearly defined in the Constitution, and include the making of all laws which are necessary and proper for carrying out the duties and powers of government.

Under the Constitution, every statute requiring concurrence of Congress must be presented to the President before taking effect. If the chief executive rejects a proposed act, he can be over-ruled by a two-third majority vote of the Senate and the House.

It is quickly obvious that a crushing over-balance of political power in both houses of Congress and in the executive branch weakens the safeguards of the Constitution.

Reflecting on the duties and obligations of the third branch of government, it can be said that the Federal Judiciary's function is to interpret the Constitution and the laws.

There is evidence that the Judicial Branch is arbitrarily elbowing its way to new positions of authority, disregarding the wise suggestions of judicial restraint made by the late Justice Frankfurter and others.

When the Supreme Court ordered states to reapportion on the "one-man, one vote" concept, Justice Frankfurter in a dissenting opinion was critical of an assumption by the Court of "destructively novel judicial power."

"In this situation, as in others of like nature, appeal for relief does not belong here," Justice Frankfurter said. "Appeal must be made to an informed, civically militant electorate. In a democratic society like ours, relief must come through an aroused public conscience that sears the conscience of the people's representatives."

Justice Frankfurter emphasized that the Supreme "Court's authority--possessed neither of the purse nor the sword--ultimately rests on sustained public confidence in its moral sanction."

I have stressed the need to preserve the two-party system as among the major areas of concern in maintaining our structure of government.

Without any indulgence in partisanship, I am sure we can agree that a strong two-party system is bedrock assurance that our Democracy will survive, prosper, grow, and help others in the world to accept their role in the society of free nations.

Advertising Federation of America
Advertising Association of the West
8th Annual Conference
Shoreham Hotel February 8, 1966

Chas. Bressler -
Thomas Austin -
Tuesday 9

Seminar Outline

Petition
right 3 -

How To Communicate With Congress?

WHO?

WHAT - WHEN

Legislation -
Chiefs -
Deferment/
Income tax
Military procurement

Worth a quarter
to check.

1. Contact own Congressman or Senator.



--- write legibly

--- address on letter

--- telephone calls from friends at home very helpful

--- personal calls in office

2. Gets others to contact their Congressman and Senator in same manner

3. Write or talk to Committee Chairman or members of Committee, or

testify before Committee.

4. Individual influence important but much more can be accomplished

through trade association, unions, and other organizations.

5. As far as lobbyists are concerned, ^{they should} make as many favorable contacts

with as many Congressman as possible before need to ask favor.



WHAT?

1. ~~Factual~~ information extremely helpful; lobbyists serve a most ~~usual~~ purpose in this regard.
2. Personally written message more effective than form letter or card.
3. Threats--or veiled threats--- get one no where.
4. Be sure within jurisdiction of the Congress; we get many letters on State-local issues (barking dogs story)

WHEN?

1. While being considered in Committee in order to have incorporated the provisions desired, or to have deleted the undesirable provisions.
2. After bill has passed one House, and there may have been time for opposition to develop, make your pitch in the other body (34-B example)
3. While on floor and open to ~~amendments~~; enough pressure for change often brings results.
4. Before Congressman has committed himself.
5. Start early (last part of Iron and Steel speech)

