

The original documents are located in Box D25, folder “Brunch Honoring Representative William J. Scherle, Council Bluffs, IA, September 7, 1968” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.

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NOTES FOR COUNCIL BLUFFS, IOWA

The makeup of Scherle's district, the Iowa Seventh, is overwhelmingly agricultural and conservative, traditionally Republican. It is farm and agriculture-related. Council Bluffs is 35 miles away from Scherle's home town of Henderson, Ia. Scherle himself is a farmer. Although he is not a member of the Ag Committee, he is on the House Republican Task Force on Ag. His committee is Education and Labor, and he has a healthy record in support of school legislation. Scherle stresses law and order, ■ sound fiscal policies, and says he is "responsive to the will of the people" in his district. He sharply

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criticizes Orville Freeman, who is no favorite in the district. YOU MIGHT REMARK THAT BILL SCHERLE WILL NOT SLIDE, SLIP ~~KKKKKK~~ AND DUCK ON THE ISSUES, AS FREEMAN ADVISED DEMOCRATIC CONGRESSIONAL CANDIDATES TO DO IN THE 1966 ELECTION. The seventh district is a great corn producer, now suffering the effects of both floods and drought and getting federal payments as a result. So the people are gloomy. They take the federal payments but they are unhappy with the Johnson-Humphrey Administration.

A clue to their thin king is Scherle's record. He voted for the one-year extension of the Administration's farm program, against the combination tax increase-spending cut package, against the ~~limitation~~ \$20,000 limit on farm subsidies, against foreign aid.

Agnew ~~has~~ appeared in Cedar Rapids, Ia., Sept. 4; Nixon is due ~~there~~ in Des Moines on Sept. 14, I believe.

Iowans have just voted in their primary, and Scherle will fill you in on what names to mention in your speech...like maybe Mr. Stanley, the GOP candidate for the Senate.

THEY DON'T CALL HUBERT HUMPHREY 'HURRICANE HUBERT' JUST BECAUSE HE TALKS A MILE A MINUTE. ^{THEY SAY} JUST WAIT A WHILE AND THE WIND WILL SHIFT.

MOST AMERICANS ARE FED UP WITH THE JOHNSON*HUMPHREY ADMINISTRATION. SOME OF THOSE FED*UP AMERICANS ARE AND PLANNING TO VOTE FOR GEORGE WALLACE, ~~YET~~ THE LAST THING IN THE WORLD THEY WANT IS FOR HUBERT HUMPHREY TO BECOME PRESIDENT OF THE UNITED STATES. YET EVERY ~~AMERICAN~~

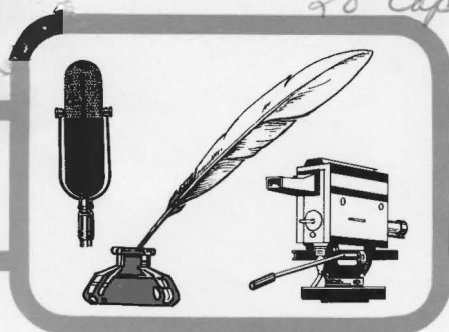
WALLACE VOTE CAST BY SOMEONE WHO ~~IS~~ IS OPPOSED TO
HUBERT HUMPHREY IS REALLY A VOTE FOR HUMPHREY. I SAY THAT
BECAUSE ~~IT~~ IT IS A VOTE ~~TAKEN AWAY FROM~~ THAT OTHERWISE
WOULD GO TO RICHARD ~~NIXON~~ NIXON. THE BIGGER THE VOTE FOR
GEORGE WALLACE, THE ~~STRONGER~~ ^{STRONGER} THE CHANCE THAT HUBERT HUMPHREY
~~MIGHT BECOME~~ ^{MIGHT BECOME} THE NEXT PRESIDENT OF THE UNITED STATES. ~~WILL BE~~

~~IT~~ I THINK A LOT OF PEOPLE WHO NOW ARE WEARING WALLACE
BUTTONS ARE GOING TO REALIZE THAT BEFORE NOV. 5--AND I
THEN THEY'RE GOING TO PULL OFF THOSE BUTTONS AND PULL THE
LEVER FOR DICK NIXON. #####

Jerry, the pitch that ~~is~~ in many areas a vote for
George Wallace is really a vote for Hubert Humphrey has
been used by Guy VanderJagt--and he says it has been
very successful. He tells the story about a gm fellow
who listened to him (Guy) give this argument at a
luncheon club meeting in the Ninth District and then
pulled off his Wallace button and tossed it on the table.
It might be well to have a meeting of ^{House GOP} the/leadership and
key staff people handling public relations to discuss the
Wallace threat and what to do about it.####

*Distribution: 20 Copies to Iowa 9/5/68
20 Copies Mr. Ford*

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CONGRESSMAN
GERALD R. FORD
HOUSE REPUBLICAN LEADER

**NEWS
RELEASE**

--FOR RELEASE IN SATURDAY PM'S--
September 7, 1968

Excerpts from a Speech by Rep. Gerald R. Ford, R-Mich., Minority Leader of the U.S. House of Representatives, at a brunch honoring Rep. William J. Scherle, R-Ia., at 11:30 a.m. Saturday, Sept. 7, 1968, at Council Bluffs, Ia.

I have always enjoyed speaking in farm areas because farm people talk straight and they want you to talk straight to them.

It was the farmers of America who first saw the holes in the phony facade of Lyndon Johnson's Great Society. And it's just as sure that the farmers of America won't fall for the "New Day" that Lyndon Johnson's sidekick and heir, Hubert Humphrey, has begun talking about.

You won't fall for it because Hubert's New Day could be just like yesterday -- or worse.

Chances are that Hubert Humphrey's New Day would bring more of the same. Is that what you want?

Do you want four more years of Vietnam?

Do you want four more years of a farm cost-price squeeze that forces parity down to 73 and makes the farmer the Forgotten Man of modern America?

Do you want four more years of a crime wave that has risen nine times faster than the population?

Do you want four more years of the riots that have resulted in more than 200 deaths and more than \$800 million in property damage?

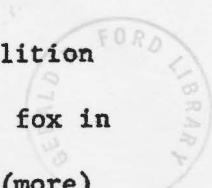
No, of course you don't. And that is why the voters of America will clean house, from top to bottom, in November.

They want the truth. They want action. They want a change. They want men who tell it to them straight -- like Dick Nixon and Bill Scherle.

A few people told the truth at the Democratic convention in Chicago, but they didn't get very far. For instance, there was the fellow carrying the sign that said: "There are two sides to every question, and Hubert Humphrey is on both of them." I would add a postscript. Hubert is on both sides until Lyndon Johnson decides.

Let me give you an example. You'll remember that Hubert visited Vietnam and called the war there a Great Adventure. Then just before the convention in Chicago he allowed as how his position on Vietnam was quite similar to that of the late Sen. Robert F. Kennedy -- although some time ago Kennedy advocated a coalition government in Vietnam and Humphrey promptly said this was like putting a fox in

(more)



the chicken coop with the chickens. During the Democratic Party platform hearings, Humphrey moved toward a compromise with Sen. Eugene McCarthy on Vietnam and then backed off when Lyndon Johnson gave a hawkish speech at the VFW convention in Detroit. When last heard, Humphrey was muttering something about the policies of tomorrow and the policies of yesterday.

What America wants is the truth. And we've never been told the truth on Vietnam or anything else by the Johnson-Humphrey Administration -- except of course when Lyndon Johnson very frankly remarked on June 30, 1966, in Des Moines, that "when folks start talking to you about inflation, you can tell them that is something that you only have to worry about in Democratic Administrations."

That, my friends, is the truth...even if the words were spoken in jest.

It's no joke that federal spending has nearly doubled under the Democrats in the last eight years.

It's no joke that the cost of living is rising at a record clip...the sharpest climb in the last 11 years.

It's no joke that on top of that you and all other Americans have to pay 10 per cent more income tax this year -- a Johnson-Humphrey tax increase piled on top of Johnson-Humphrey inflation.

It's no joke that interest rates are the highest in a hundred years.

It's no joke that in 1967 farm production costs were \$34.4 billion -- 70 per cent of gross farm income and 81 per cent of the value of farm products sold.

It's no joke that the Johnson-Humphrey-Freeman Administration made the farmer the scapegoat of inflation in the 1966 election although the farmer is one of the chief victims of Johnson-Humphrey-Freeman inflation.

It's no joke that since the 1957-59 period prices received by farmers have risen only 8 per cent while prices paid by farmers have jumped 21 per cent.

It's no joke that President Johnson devoted only one sentence to agriculture in his 1968 Economic Report to the Congress.

The truth is that never before have American farmers produced so much and been paid so little for it...and Republicans are going to put that situation to rights.

The truth is that the Johnson-Humphrey Administration has created a Farm Opportunity Gap (FOG) which shuts the farmer out from his fair share of the fruits of our economy.

Let's have nothing to do with Hubert Humphrey dreams of a New Day that will produce nothing but fog. On November 5 let's take the first long step, together with Dick Nixon and Bill Scherle, toward the kind of a country that you and all other law-abiding, hard-working Americans deserve. Let's put America's house in order -- fiscal order, international order, and order in the streets through justice under law. Let's end the long years of Johnson-Humphrey fouled-up mismanagement.

America needs your help.

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