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FIRST ANNUAL CONVENTION OF THE AMERICAN
LIFE INSURANCE ASSOCIATION, REGENCY
BALLROOM, SHOREHAM HOTEL, WASHINGTON, DC,
12:15 PM WEDNESDAY, NOV. 28, 1973.

IT'S A GREAT PLEASURE TO ADDRESS
YOUR FIRST ANNUAL CONFERENCE HERE TODAY.
AS I'M SURE YOU KNOW, ALL POLITICIANS
WELCOME THE OPPORTUNITY TO MEET WITH THE
LEADERS IN A FIELD BASED SOLIDLY ON A
BELIEF IN THE ABSOLUTE VALUE OF THE
INDIVIDUAL HUMAN LIFE.



THIS IS A BELIEF, OF COURSE, THAT ALL AMERICANS SHARE. FAITH IN THE INDIVIDUAL IS THE VERY CORNERSTONE OF THE PHILOSOPHY THAT HAS SHAPED THIS COUNTRY.

I AM CONVINCED THAT ABIDING BELIEF IN THE ABSOLUTE WORTH OF THE INDIVIDUAL SHOULD UNDERLY EVERY PROGRAM AND POLICY WE UNDERTAKE.

I FERVENTLY BELIEVE THAT, UNDER THE AMERICAN SYSTEM, ANY INDIVIDUAL CAN



RISE JUST AS HIGH AND TRAVEL JUST AS FAR
AS HIS ABILITIES AND TALENTS WILL TAKE HIM.
THAT IS WHY I REGULARLY ENGAGE IN THE
DEFENSE OF OUR FREE ENTERPRISE SYSTEM, A
SYSTEM THAT I KNOW EACH OF YOU HERE TODAY
CHAMPIONS.

ALL OF YOU HAVE REACHED THE TOP
OF YOUR PROFESSION THROUGH HARD WORK,
DETERMINATION, AND SKILL. AND THE FACT THAT
YOU HAVE REACHED THE TOP SHOULD BE ALL THE
TESTIMONY WE NEED TO PROVE THAT OUR SYSTEM
CONTINUES TO WORK.



AN INDIVIDUAL AMERICAN IN HIS OWN COMMUNITY BETTER UNDERSTANDS HIS NEEDS AND PRIORITIES THAN DOES ANY ARMY OF BUREAUCRATS IN WASHINGTON. THAT IS WHY I HAVE CONSISTENTLY ESPOUSED SUCH PROGRAMS AS REVENUE SHARING, AND THAT IS WHY I CONTINUE TO OPPOSE ALL CENTRALIZED, ABSTRACTIONIST SCHEMES WHICH WOULD INTERFERE WITH THE TEXTURE OF YOUR LIVES AND THE LIVES OF YOUR CHILDREN.



INDIVIDUAL AMERICANS DESERVE TO BE REWARDED FOR THEIR PRODUCTIVITY, AND THAT IS WHY WE SHOULD REDUCE FEDERAL SPENDING FOR MASSIVE, UNWORKABLE PROGRAMS THAT SWALLOW YOUR HARD-EARNED TAX DOLLARS IN THE FORM OF EVER-INCREASING TAXES.

SUCH PROGRAMS, AS WE ALL KNOW, BECAME THE ORDER OF THE DAY DURING THE SIXTIES. THEY WERE WELL-INTENTIONED PROGRAMS, MOTIVATED BY A SINCERE BELIEF THAT ANY PROBLEM FACING US COULD BE SOLVED



BY A SUFFICIENT INFUSION OF FEDERAL FUNDS. BUT BY THE END OF THAT UNHAPPY DECADE, IN THE COLD LIGHT OF REALITY, WE HAD TO FACE A HARSH, UNPLEASANT FACT. MANY OF THE PROGRAMS UPON WHICH WE HAD SQUANDERED SO MUCH NATIONAL TREASURE SIMPLY DIDN'T WORK.

AND SO, IN MANY CASES, IT WAS NECESSARY TO START ALL OVER, AND THIS TIME WE WERE DETERMINED TO DO SO IN A HARD-NOSED, PRACTICAL MANNER. WHAT HAD BEEN LACKING, WE FOUND, WAS SOMETHING THIS AUDIENCE KNOWS



A GREAT DEAL ABOUT -- COOL, PRAGMATIC
PLANNING.

THAT IS THE APPROACH YOU BRING TO
YOUR PROFESSION, AND THAT IS WHY YOU HAVE
SUCCEEDED. AND IF THE FEDERAL GOVERNMENT
IS TO SUCCEED, IF IT IS TO DELIVER ON ITS
PROMISES THEN WE MUST ADOPT THE SAME
APPROACH THAT HAS MADE ALL OF YOU SO
SUCCESSFUL IN YOUR CHOSEN FIELD. AND LET
ME ADD HERE THAT THE TIME FOR PROMISING
MORE THAN WE CAN DELIVER HAS LONG SINCE
PASSED.



OUR JOB WILL NOT BE EASY, OF COURSE. IT IS NEVER EASY TO UNDO THE MISTAKES OF A DECADE, ESPECIALLY WHEN THOSE MISTAKES HAVE BEEN INSTITUTIONALIZED INTO THE GOVERNMENTAL STRUCTURE. BUT WE PLEDGE TO YOU THAT WE WILL CONTINUE TO MAKE THE ATTEMPT TO PUT OUR GOVERNMENT AND ITS PROGRAMS BACK ON THE RIGHT TRACK. AND I AM CONFIDENT THAT WE WILL SUCCEED.



I AM CONFIDENT THAT WE WILL
SUCCEED BECAUSE I BELIEVE THAT DURING THE
PAST DECADE ALL AMERICANS HAVE GAINED A
NEW APPRECIATION FOR AN OLD TRUTH, THE
TRUTH I MENTIONED TO YOU AT THE BEGINNING
OF THIS TALK -- THE FUNDAMENTAL,
OVERRIDING VALUE OF THE INDIVIDUAL HUMAN
LIFE.

IT IS BECAUSE OF THIS BASIC
BELIEF THAT THE PROGRAMS OF THIS
ADMINISTRATION ARE AIMED AT PEOPLE RATHER
THAN GROUPS. AND IT IS BECAUSE OF THIS



BASIC BELIEF THAT THIS ADMINISTRATION HAS WORKED SO DILIGENTLY TO BRING PEACE TO A WORLD RAVAGED BY WAR, TENSION AND FEAR FOR SO MANY YEARS.

EVERY AMERICAN, AND INDEED EVERY CITIZEN OF EACH OF THE NATIONS OF THE WORLD, HAS A RIGHT TO A FULL, PRODUCTIVE LIFE, FREE FROM THE TRAGEDY OF WAR. AND IT IS THIS BASIC RIGHT THAT THIS ADMINISTRATION HAS WORKED SO HARD TO GUARANTEE.



LADIES AND GENTLEMEN, IT IS EXCEEDINGLY EASY TO BE OVERWHELMED BY EVENTS, TO BE SWEEPED OFF OUR FEET BY THE HEADLINE OF THE MOMENT. AND IN SUCH PERIODS, WHEN THE HEADLINES ARE ESPECIALLY DISTURBING AND THE COMMENTARY ESPECIALLY DEPRESSING, IT IS OFTEN EASY TO LOSE SIGHT OF JUST WHO WE ARE AND WHAT WE HAVE ACCOMPLISHED.



GRANTED, WE DO FACE A HOST OF
EXTREMELY COMPLEX PROBLEMS. BUT I BELIEVE
THAT WHEN THE HISTORY OF THE SEVENTIES
IS WRITTEN, WE WILL BE BEST REMEMBERED FOR
THE POSITIVE THINGS WE ACCOMPLISHED.

FOR THE FIRST TIME IN TWELVE YEARS,
THERE ARE NO AMERICAN TROOPS IN COMBAT
ANYWHERE IN THE WORLD. NO AMERICANS ARE
BEING DRAFTED INTO THE ARMED SERVICES.
AND DRAMATIC NEW INTERNATIONAL DEVELOPMENTS
SUGGEST THAT MAN MAY HAVE A GOOD CHANCE



AFTER ALL TO REALIZE THE OLDEST AND MOST ELUSIVE DREAM OF THE HUMAN RACE -- THE DREAM OF ENDURING PEACE. THAT, I SUBMIT, IS THE MOST OUTSTANDING ACCOMPLISHMENT THAT ANY ADMINISTRATION COULD EVER HOPE TO ACHIEVE.

BECAUSE OF OTHER PROBLEMS, IT IS EASY TO LOSE SIGHT OF WHAT MAY WELL BE THE MOST IMPRESSIVE INTERNATIONAL ACCOMPLISHMENTS OF THIS CENTURY. LET US REMEMBER THAT THE ACCOMPLISHMENTS OF THIS ADMINISTRATION ARE GREAT ONES.



HOWEVER, THERE IS NO ROOM FOR COMPLACENCY. NOW WE MUST DEVISE WAYS TO ACHIEVE A PERMANENT PEACETIME PROSPERITY WITHOUT INFLATION. WE MUST CONTINUE TO EXPAND PRODUCTION, WE MUST EXERCISE MONETARY RESTRAINT, AND WE MUST CUT FEDERAL SPENDING. THIS IS OUR BATTLE PLAN, AND I AM CONFIDENT THAT IT WILL BE CARRIED OUT SUCCESSFULLY.

IN OTHER AREAS OF DOMESTIC CONCERN -- HOUSING, THE ONGOING WAR AGAINST



DRUGS, AND ESPECIALLY THE CONSERVING AND DEVELOPING OF OUR ENERGY RESOURCES -- THIS ADMINISTRATION HAS COME FORWARD WITH COMPREHENSIVE LEGISLATION THAT WHEN ENACTED WILL EVENTUALLY BRING US MUCH CLOSER TO THE DAY WHEN WE CAN DROP THE WORD "CRISIS" FROM OUR VOCABULARY.

OURS IS A GREAT NATION. WE WILL LICK THE ENERGY CRISIS, AND OUR COUNTRY WILL CONTINUE TO GROW AND PROSPER. IT WILL GROW AND PROSPER BECAUSE THIS WONDERFUL LAND OF OURS IS FILLED



WITH PEOPLE WHO ARE HARD-WORKING AND
DEDICATED, PEOPLE WITH A FUNDAMENTAL FAITH
IN THE VALUE AND DIGNITY OF THE
INDIVIDUAL.

WE HAVE RISEN TO BECOME THE
STRONGEST, RICHEST, MOST POWERFUL NATION
ON THE FACE OF THE EARTH. BY WORKING
TOGETHER AND GROWING TOGETHER WE CAN KEEP
IT THAT WAY.

-- END --



Perrin
Smith

Half-Land -

Cartledge / Legamento

Oct. 12 - Lyphard

Steve

Bad



Rachy was / bad weather

Energy - oil / gas
Alaskan Pipeline
Nuclear
Gas de-regulation

Good Vast Nam 12 yrs
25 yrs

Middle-East

REMARKS BY VICE PRESIDENT-DESIGNATE GERALD R. FORD
BEFORE THE FIRST ANNUAL CONVENTION
OF THE AMERICAN LIFE INSURANCE ASSOCIATION

REGENCY BALLROOM
SHOREHAM HOTEL
WASHINGTON, D. C.

12:15 P.M. WEDNESDAY, NOVEMBER 28, 1973

FOR RELEASE IN WEDNESDAY PM's



It's a great pleasure to address your first annual conference here today. As I'm sure you know, all politicians welcome the opportunity to meet with the leaders in a field based solidly on a belief in the absolute value of the individual human life.

This is a belief, of course, that all Americans share. Faith in the individual is the very cornerstone of the philosophy that has shaped this country.

I am convinced that abiding belief in the absolute worth of the individual should underly every program and policy we undertake.

I fervently believe that, under the American system, any individual can rise just as high and travel just as far as his abilities and talents will take him. That is why I regularly engage in the defense of our free enterprise system, a system that I know each of you here today champions.

All of you have reached the top of your profession through hard work, determination, and skill. And the fact that you have reached the top should be all the testimony we need to prove that our system continues to work.

An individual American in his own community better understands his needs and priorities than does any army of bureaucrats in Washington. That is why I have consistently espoused such programs as revenue sharing, and that is why I continue to oppose all centralized, abstractionist schemes which would interfere with the texture of your lives and the lives of your children.

Individual Americans deserve to be rewarded for their productivity, and that is why we should reduce Federal spending

(more)

for massive, unworkable programs that swallow your hard-earned tax dollars in the form of ever-increasing taxes.

Such programs, as we all know, became the order of the day during the Sixties. They were well-intentioned programs, motivated by a sincere belief that any problem facing us could be solved by a sufficient infusion of Federal funds. But by the end of that unhappy decade, in the cold light of reality, we had to face a harsh, unpleasant fact. Many of the programs upon which we had squandered so much national treasure simply didn't work.

And so, in many cases, it was necessary to start all over, and this time we were determined to do so in a hard-nosed, practical manner. What had been lacking, we found, was something this audience knows a great deal about -- cool, pragmatic planning.

That is the approach you bring to your profession, and that is why you have succeeded. And if the Federal Government is to succeed, if it is to deliver on its promises then we must adopt the same approach that has made all of you so successful in your chosen field. And let me add here that the time for promising more than we can deliver has long since passed.

Our job will not be easy, of course. It is never easy to undo the mistakes of a decade, especially when those mistakes have been institutionalized into the governmental structure. But we pledge to you that we will continue to make the attempt to put our Government and its programs back on the right track. And I am confident that we will succeed.

I am confident that we will succeed because I believe that during the past decade all Americans have gained a new appreciation for an old truth, the truth I mentioned to you at the beginning of this talk -- the fundamental, overriding value of the individual human life.

It is because of this basic belief that the programs of this Administration are aimed at people rather than groups. And it is because of this basic belief that this Administration has worked so diligently to bring peace to a world ravaged by war, tension and fear for so many years.

Every American, and indeed every citizen of each of the nations of the world, has a right to a full, productive life, free from the tragedy of war. And it is this basic right that this

(more)

Administration has worked so hard to guarantee.

Ladies and gentlemen, it is exceedingly easy to be overwhelmed by events, to be swept off our feet by the headline of the moment. And in such periods, when the headlines are especially disturbing and the commentary especially depressing, it is often easy to lose sight of just who we are and what we have accomplished.

Granted, we do face a host of extremely complex problems. But I believe that when the history of the Seventies is written, we will be best remembered for the positive things we accomplished.

For the first time in twelve years, there are no American troops in combat anywhere in the world. No Americans are being drafted into the armed services. And dramatic new international developments suggest that man may have a good chance after all to realize the oldest and most elusive dream of the human race -- the dream of enduring peace. That, I submit, is the most outstanding accomplishment that any administration could ever hope to achieve.

Because of other problems, it is easy to lose sight of what may well be the most impressive international accomplishments of this century. Let us remember that the accomplishments of this Administration are great ones.

However, there is no room for complacency. Now we must devise ways to achieve a permanent peacetime prosperity without inflation. We must continue to expand production, we must exercise monetary restraint, and we must cut Federal spending. This is our battle plan, and I am confident that it will be carried out successfully.

In other areas of domestic concern -- housing, the ongoing war against drugs, and especially the conserving and developing of our energy resources -- this Administration has come forward with comprehensive legislation that when enacted will eventually bring us much closer to the day when we can drop the word "crisis" from our vocabulary.

Ours is a great Nation. We will lick the energy crisis, and our country will continue to grow and prosper. It will grow and prosper because this wonderful land of ours is filled with people

(more)

who are hard-working and dedicated, people with a fundamental faith in the value and dignity of the individual.

We have risen to become the strongest, richest, most powerful nation on the face of the earth. By working together and growing together we can keep it that way.

#




THE WHITE HOUSE

WASHINGTON

November 27, 1973

10:00 am

MEMORANDUM FOR: VICE PRESIDENT-DESIGNATE GERALD FORD

FROM: W. DEWEY CLOWER 

SUBJECT: YOUR ATTENDANCE AT THE AMERICAN
LIFE INSURANCE ASSOC. CONVENTION
Shoreham Hotel
Wednesday, November 28, 1973

Attached at TAB A is your schedule for participation in the subject luncheon at the Shoreham Hotel. TAB B contains a listing of the ALIA Board Members, with whom you will be meeting prior to the luncheon.

BACKGROUND

You have accepted an invitation to address the 1st Annual Convention of the American Life Insurance Association at the Shoreham Hotel. This group is conservative in its philosophy and is very excited that you accepted their invitation. They feel this will provide their fledgling organization with excellent exposure. This association was formed through a consolidation of two previous organizations; American Life Convention of Chicago and Life Insurance of America of New York and Washington.

The convention will be attended by 1,000 persons, representing board chairmen, presidents, counsels, and vice presidents of member organizations.

BOARD OF DIRECTOR'S RECEPTION

This reception will allow an excellent opportunity for you to meet with the leadership of the newly founded association, which is very supportive of the administration.

LUNCHEON

To be held in the Regency Room of the Shoreham Hotel, the ALIA expects approximately 800 to be in attendance. Seated at the head table with you will be the following:

J. Henry Smith, ALIA Chairman-Elect
G. Frank Purvis, Jr., ALIA Chairman
W. Lee Shield, ALIA President
Dr. Thomas Stone, National Presbyterian Church
John F. Konrad, ALIA Financial Section Chairman
Ira L. Burleson, ALIA Legal Section Chairman

**American Life
Insurance Association**

Chairman

G. FRANK PURVIS, JR., Chairman and President, Pan-American Life

Chairman-Elect

J. HENRY SMITH, Chairman, The Equitable Society

Board of Directors

KENNETH R. AUSTIN, President, Equitable Life of Iowa

FRANK BAKER, JR., Chairman, Monumental Life

EDWARD B. BATES, President, Connecticut Mutual Life

R. MANNING BROWN, JR., Chairman, New York Life

GEORGE B. COOK, Chairman, Bankers Life, Nebraska

FRED A. DEERING, JR., President, Security Life and Accident

JARVIS FARLEY, Chairman, Massachusetts Indemnity and Life

JOHN T. FEY, President, National Life of Vermont

W. D. GRANT, Chairman, Management Committee, Business Men's Assurance

DEAN W. JEFFERS, General Chairman, Nationwide

H. CLAY EVANS JOHNSON, Chairman and President, Interstate Life and Accident

GLENDON JOHNSON, Chairman and President, American National

G. PRESTON KENDALL, Chairman, Washington National Insurance Company

DONALD S. MacNAUGHTON, Chairman, Prudential of America

JAMES R. MARTIN, President, Massachusetts Mutual Life

JOHN F. O'NEILL, President, Lincoln Mutual Life

CHARLES E. PHILLIPS, Chairman, Equitable Life, Washington, D.C.

JOHN S. PILLSBURY, JR., Chairman, Northwestern National Life

A. ROSS POYNTZ, Chairman, Imperial Life, Toronto

WILLIAM H. SEAY, Chairman, Southwestern Life

W. ROGER SOLES, President, Jefferson Standard Life

EDWARD L. STANLEY, President, Provident Mutual Life

ROGER C. WILKINS, Chairman, The Travelers

BENJAMIN N. WOODSON, Chairman, American General Life

THE WHITE HOUSE

WASHINGTON

SCHEDULE

VICE PRESIDENT-DESIGNATE GERALD FORD'S ATTENDANCE
AT THE AMERICAN LIFE INSURANCE ASSOCIATION CONVENTION

Shoreham Hotel
Wednesday, November 28, 1973

ATTIRE: Business Suit

11:50 am
(EST)
Advanceman:
Dave Forward

ARRIVE Shoreham Hotel (VIP Entrance)
and proceed to Board of Directors
Reception.

You will be met by:
James G. Van Riper, ALIA Luncheon
Chairman

11:55 am

ARRIVE Board of Directors Reception and
meet with board members.

12:10 pm

DEPART Reception and proceed to Regency
Ballroom to be seated at the head table.

NOTE: Board members will depart
the reception just prior to the head
table guests. You will remain in the
reception room until all board members
have departed. Head table guests will
be announced (from the podium) onto
the dais, yours being the last name
announced.

12:15 pm

ARRIVE Regency Ballroom and be seated
at head table.

[Attendance - 800 persons]

12:15 pm	Call to Order by W. Lee Shield, who will introduce Mr. G. Frank Purvis, Jr., ALIA Chairman, who will serve as program MC.
12:17 pm	Star Spangled Banner
12:20 pm	Canadian National Anthem
12:22 pm	Invocation by Dr. Thomas Stone, National Presbyterian Church.
12:25 pm	Luncheon begins.
1:14 pm	Introduction of Vice President-Designate Gerald Ford by Frank Purvis.

1:15 pm

Vice President-Designate Gerald Ford remarks.

FULL PRESS COVERAGE

1:35 pm

Remarks Conclude.

DEPART Regency Ballroom en route motorcade for boarding.

NOTE: Mr. G. Frank Purvis will escort you from the platform and bid you "goodbye" at the door to the Regency Ballroom.

PRESS PHOTO OPPORTUNITY

1:40 pm

DEPART Shoreham Hotel via motorcade.



THE WHITE HOUSE

WASHINGTON

November 21, 1973

MEMORANDUM FOR: VICE PRESIDENT-DESIGNATE GERALD FORD

FROM: W. DEWEY CLOWER

SUBJECT: YOUR ATTENDANCE AT THE AMERICAN
LIFE INSURANCE ASSOC. CONVENTION
Shoreham Hotel
Wednesday, November 28, 1973

Attached at TAB A is the proposed schedule for your participation in the subject luncheon at the Shoreham Hotel.

Approve _____

Disapprove _____

BACKGROUND

You have accepted an invitation to address the 1st Annual Convention of the American Life Insurance Association at the Shoreham Hotel. This group is conservative in its philosophy and is very excited that you accepted their invitation. They feel this will provide their fledgling organization with excellent exposure

The convention will be attended by 1,000 persons, representing board chairmen, presidents, counsels, and vice presidents of member organizations.



LUNCHEON

To be held in the Regency Room of the Shoreham Hotel, the ALIA expects approximately 700 to be in attendance. Seated at the head table with you will be the following:

J. Henry Smith, ALIA Chairman-Elect
G. Frank Purvis, Jr., ALIA Chairman
W. Lee Shield, ALIA President
Dr. Thomas Stone, National Presbyterian Church
John F. Konrad, ALIA Financial Section Chairman
Ira L. Burleson, ALIA Legal Section Chairman

BOARD OF DIRECTOR'S RECEPTION

This reception is being recommended as an excellent opportunity to allow you to meet with the leadership of the newly founded association, which is very supportive of the administration. If you desire to eliminate this meeting or not to attend the meal portion of the luncheon, it can be easily accommodated.

Attend reception: Yes _____ No _____

Attend Meal: Yes _____ No _____

Attached at TAB B is a listing of the Board of Directors who would attend the reception.



**American Life
Insurance Association**

Chairman

G. FRANK PURVIS, JR., Chairman and President, Pan-American Life

Chairman-Elect

J. HENRY SMITH, Chairman, The Equitable Society

Board of Directors

KENNETH R. AUSTIN, President, Equitable Life of Iowa

FRANK BAKER, JR., Chairman, Monumental Life

EDWARD B. BATES, President, Connecticut Mutual Life

R. MANNING BROWN, JR., Chairman, New York Life

GEORGE B. COOK, Chairman, Bankers Life, Nebraska

FRED A. DEERING, JR., President, Security Life and Accident

JARVIS FARLEY, Chairman, Massachusetts Indemnity and Life

JOHN T. FEY, President, National Life of Vermont

W. D. GRANT, Chairman, Management Committee, Business Men's Assurance

DEAN W. JEFFERS, General Chairman, Nationwide

H. CLAY EVANS JOHNSON, Chairman and President, Interstate Life and Accident

GLENDON JOHNSON, Chairman and President, American National

G. PRESTON KENDALL, Chairman, Washington National Insurance Company

DONALD S. MacNAUGHTON, Chairman, Prudential of America

JAMES R. MARTIN, President, Massachusetts Mutual Life

JOHN F. O'NEILL, President, Lincoln Mutual Life

CHARLES E. PHILLIPS, Chairman, Equitable Life, Washington, D.C.

JOHN S. PILLSBURY, JR., Chairman, Northwestern National Life

A. ROSS POYNTZ, Chairman, Imperial Life, Toronto

WILLIAM H. SEAY, Chairman, Southwestern Life

W. ROGER SOLES, President, Jefferson Standard Life

EDWARD L. STANLEY, President, Provident Mutual Life

ROGER C. WILKINS, Chairman, The Travelers

BENJAMIN N. WOODSON, Chairman, American General Life

November 21, 1973

11:30 am

THE WHITE HOUSE

WASHINGTON

PROPOSED SCHEDULE

VICE PRESIDENT-DESIGNATE GERALD FORD'S ATTENDANCE
AT THE AMERICAN LIFE INSURANCE ASSOCIATION CONVENTION

Shoreham Hotel
Wednesday, November 28, 1973

11:45 am

ARRIVE Shoreham Hotel and proceed to
Board of Directors Reception.

You will be met by:

Mr. W. Lee Shield, President
of ALIA.

11:50 am

ARRIVE Board of Directors Reception and
meet with board members and wives.

12:10 pm

DEPART reception and proceed to Regency
Ballroom to be seated at the head table.

12:15 pm

ARRIVE Regency Ballroom and be seated
at head table.

[Attendance - 700 persons]

12:15 pm

Call to Order by W. Lee Shield, who
will introduce Mr. G. Frank Purvis,
Jr., ALIA Chairman, who will serve
as program MC.

12:17 pm

Star Spangled Banner

12:20 pm

Canadian National Anthem

12:22 pm

Invocation by Dr. Thomas Stone,
National Presbyterian Church.

12:25 pm	Luncheon begins
1:15 pm	Introduction of Vice President-Designate Gerald Ford by Frank Purvis.
1:15 pm	Vice President-Designate Gerald Ford remarks.
	FULL PRESS COVERAGE
1:35 pm	Remarks Conclude.
	DEPART Regency Ballroom en route motorcade for boarding.
1:40 pm	DEPART Shoreham Hotel via motorcade.



FOR: AMERICAN LIFE INSURANCE ASSOCIATION

FROM: INSTITUTE OF LIFE INSURANCE
WASHINGTON OFFICE
1701 K STREET, N.W., SUITE 1001
WASHINGTON, D. C. 20006
PHONE: (202) 638-0850

FOR IMMEDIATE RELEASE

VICE PRESIDENT DESIGNATE GERALD R. FORD
TO ADDRESS ALIA ANNUAL MEETING

Washington, D. C., November 19 -- Vice President designate Gerald R. Ford will be the principal luncheon speaker at the Annual Meeting of the American Life Insurance Association here in Washington at the Shoreham-Americana Hotel on Wednesday, November 28.

The luncheon will be held in the hotel's Regency Ballroom as a feature of the Association's two-and-one-half day meeting commencing November 27.

More than a score of life insurance executives and representatives of government will speak during the sessions of the meeting, including Roy Ash, Director of the Office of Management and Budget, Senator Russell Long of Louisiana, and Edgar Fiedler, Treasury Department Assistant Secretary for Economic Policy.



11/19/73-TP