

From the Office of  
Senator Hubert H. Humphrey  
1311 New Senate Office Building  
Washington, D.C.  
Capitol 4-3121

Natl Goals 601830

but first

Rep. Party

What H. Hands for!

FOR RELEASE: SUNDAY, OCTOBER 11, 1959

Political  
Plastic  
Surgery

Ottumwa, Iowa — "The Republican Party is keeping its regular Presidential-year appointment with its face-lifting experts," ~~Senator Humphrey told a crowd of Democrats in Iowa last evening.~~

Speaking at a dinner meeting in Iowa's fourth Congressional district, Humphrey stated: "Every fourth year the mudpack surgeons are at it, trying to mold the tired old lines into looking bright and fresh."

Humphrey's reference was to the "Percy Policy Report," which outlines new goals for the Republican Party, just released by Party heads. "The G.O.P. now calls it 'Dynamic Conservatism'," ~~noted Senator Humphrey, and added,~~ "When will the Republicans stop feeling it's so necessary to couch their identity in pillows of adjectives. No matter how many adjectives you put to it, it's still the same old apathy. It appears that the Madison Avenue boys are going to the extreme of suggesting that apathy is dynamic. And the latest GOP White Paper is just another attempt to figure out what pre-election steps can be taken to make ~~the party~~ that's won but one Congressional election in fifteen years look more appealing to the American public."

Dynamic  
Apathy

our  
election  
in  
15 yrs

"The trouble with the philosophy," stated the Minnesota Senator, "is that every four years the Republicans are so busy taking inventory of what has to be done, they just don't bother to tally the last four year inventory. And the American public is left with one empty score card and lots of empty promises."

"In 1952 there was 'The Great Crusade'," ~~Humphrey reminisced.~~ "In 1956, it was the upsurge of 'Modern Republicanism' that would serve as the astringent. And what did they promise? The same things they are about to promise today: a special brand of Republican ideas that are just fine — as long as you don't have to spend the money to execute them. Too often," he noted, "the loud and overwhelming cry for new ideas seems to substitute for the new ideas themselves."

Not  
Against  
Ideas —  
if no  
cost!

"As a matter of fact," ~~Humphrey added,~~ "the FTC might well indict the G.O.P. on a charge of false and misleading advertising. The advertising is there all right; in fact, they're quite a tribute to Madison Avenue. But one thing the advertising boys know that the Republican Party has yet to learn. All the advertising in the world won't sell if there's no product. I'd recommend they start working on just that."

—MORE—

FTC  
False  
&  
misleading  
Ad

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*NAT NEEDS*  
"We know what we want and what must be done," ~~Humphrey went on~~. "The public is fed up with government by veto, with the scream for 'balanced budget' shouting down the need for better housing, better schools, better use of natural resources. What kind of budget is it that fails to include a vital section on national needs? Is it not just that section that presents to us the road to a strong and secure future in a world torn by economic, moral and social strife? The competition we face can be a healthy one; it must be a healthy one; and we must meet it. Not by re-stating our needs on a four-year moratorium basis. Not by putting off until some nebulous future date -- under a guise of 'balanced budget' -- that which must be done now. Does not the Republican Party realize the future is today."

*Future is today*  
"It's all too reminiscent of the old saw about the difference between the 'Traditional Republican' and the 'Modern Republican'," he said. "The 'Traditional Republican' who says 'Nothing new can be done,' and the 'Modern Republican' who says 'Something new can be done, but not today'. Apparently the 1960 Republican will ask himself: 'But didn't we say we'd do that yesterday'."

"The results of this kind of thinking," Humphrey said, "are all too well known to the American people. Two times a realistic housing bill went to the White House; two times it was vetoed. Two times a public works bill went to the White House; two times it was vetoed. Time and again farm proposals went to the White House; they too were vetoed, with not the merest suggestion of an alternative. The list goes on."

*Veto*  
"A few weeks ago," Humphrey concluded, "Premier Khrushchev afforded us a look at the challenge we face. We know his threats are not idle ones. And now that we've all had a first-hand look for ourselves, how long does the Republican Party/<sup>think</sup> that you and I will sit by, while they furtively wish it would all go away."

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