

Valenti - Checking on me  
"What's the check on this?"

Edwin  
Palmer Hoyt

Primo Camera - motion / Hello

Advertising Federation of America  
Advertising Association of the West  
Luncheon

Tuesday, February 1, 1965

Daily break - Tom Vail - Headline.

Paul Dixon  
Eithen Peters  
Red Motley - (Barack)  
Tom Vail - Phincker

Greetings fellow advertisers!

Politicians, you know, have a lot in common with the  
advertising industry. We are both responsible for advertising  
campaigns directed toward the people of America--only we call  
ours "political education."

As part of these campaigns, we are always striving to  
develop a better product and expand our markets. And the  
marketing survey we conducted last November produced some very  
encouraging results.

"LBJ for the USA" scored heavily in all age groups, with  
both sexes, and in all sections of the country. And we are  
confident that public acceptance of this product will continue  
for many seasons to come.

In sharing these experiences of the world of advertising,  
we--of the world of politics--appreciate fully the vital

Truth in  
Packaging  
Truth in  
Labeling  
Truth in  
Comparing

Donner  
Post  
Sale

and Advertising games  
meaning to freedom  
of choice"

---

This

contribution of the advertising industry in building a better

and more prosperous America.

*(and it's easier to understand  
if you were a retailer (Druggist).*

↳ We understand how the advertising industry provides an  
essential link between manufacturer and consumer--how you

assist manufacturers to develop new markets and promote new

products, thereby creating jobs, payrolls, and a higher Gross

National Product. ↳ We understand how you bring to the attention

of the American people an astounding array of useful products

and services--ranging from automobiles to zithers.

↳ In short, we understand how the advertising industry has  
always functioned as a full working partner in the American free

enterprise economy--this system of production, distribution, and

consumption which ranks as one of the most remarkable human

achievements of all recorded history.

*ADVERTISING FREE PRESS  
Decl Ind. Published - that page  
carried 10 ADS*

↳ And, today the state of America's economy is good--very

good indeed. In the words of President Lyndon B. Johnson in his

*Looks even better ahead!*

Economic Report to the Congress "the state of our economy is excellent."

↳ We are entering the fifth year of sustained growth and prosperity--the longest period of uninterrupted peacetime economic gains in the history of our country.

↳ In the last year the Gross National Product has advanced from \$584 billion in 1963 to \$622 billion in 1964.

↳ Industrial production has risen by 8 percent.

↳ Additional jobs have been created for 1 1/2 million persons in the last year.

↳ Personal income has gone up 17 1/2 percent in four years.

↳ The average weekly wage in manufacturing stands at a record \$106.55 a week--a gain of \$3.89 from a year ago and \$17.50 higher than it was four years ago.

↳ President Johnson pointed out in his Economic Report that "the unparalleled economic achievements of these past four years have been founded on the imagination, prudence and skill

of our businessmen, workers, investors, farmers and consumers."

But, he added, "since 1960 a new factor has emerged to invigorate private efforts. The vital margin of difference

has come from government policies which have sustained a steady, but non-inflationary, growth of markets."

The President referred specifically to the tax cut of 1964. He pointed out that this cut was "the first time our nation cut taxes for the declared purpose of speeding the advance of the private economy...and it was done in a period already prosperous by the standard tests."

Invest.  
tax  
credit  
for  
+

"In short," the President said, "the tax cut was an expression of faith in the American economy."

This brief sentence sums up the economic credo of this Administration--we have faith in the American economy and

American business.

faith in the marketplace  
Belief in profits.  
no harassment - cooperation

But it is not enough for government to have faith in business. Business must also maintain faith in business.

*This means,*

The American businessman must continue to modernize his plant and operations, develop new products, improve old ones, seek new markets, and contribute to an ever expanding Gross National Product.

↳ And the advertising industry must continue to perform its essential role in this process of expansion and growth.

↳ The hard facts of life are simply this: we cannot afford anything but a prosperous, booming America. We must have increased productivity, rising sales, increased employment, higher wages, and bigger profits. For we know that President Johnson's vision of a Great Society only has meaning in the context of an expanding economy where equal employment opportunity is a reality for every American.

*But* as President Johnson noted: "...Our prosperity is wide-spread, but it is not complete. Our growth has been steady, but its permanence is not assured."

✓ We must find jobs for 6 million potential workers in 1965. ✓ We must raise the living standards of the millions of

Americans who are living in poverty or on the ragged edge of

poverty. ✓ And we must open the doors of equal employment opportunity

for the millions of Americans who have been denied a chance

because of the color of their skin.

✓ We must do this because it is morally right--because we are a humane people. But we must also do it because it is economically sound. Good Ethics, Good Business

✓ The President's Council of Economic Advisers reported

this year that we lost up to \$20 billion a year of potential

production because of racial discrimination and poor educational

opportunities.

✓ This is shameful waste. And this administration is opposed

to waste in all its forms.

*We don't have to start helpless and aimless before the forces of*

The President has declared: "No longer will we tolerate

widespread involuntary idleness, unnecessary human hardship

"and misery, the impoverishment of whole areas, the spoiling of our natural heritage, the human and physical ugliness of our cities, the ravages of the business cycle, or the arbitrary redistribution of purchasing power through inflation."

*We don't have to be helpless before the forces of despair & depression.*

These goals are clearly within the reach of the American people. Our economy still possesses an enormous capacity to grow--and thereby to contribute toward achieving greater economic and social justice for every American.

And our economy --if we permit it to stagnate and flounder-- also possesses the enormous capacity to foster domestic and foreign unrest, injustice, and even chaos.

America really has no choice. We have only the clear obligation to continue climbing those slopes of economic accomplishment leading to the summit of the Great Society.



ADVERTISING FEDERATION OF AMERICA-ADVERTISING ASSOCIATION  
OF THE WEST SEVENTH ANNUAL CONFERENCE ON ADVERTISING/  
GOVERNMENT RELATIONS, Statler Hilton Hotel, Washington, D.C.  
February 2, 1965.

Introduction by Mr. Palmer Hoyt, Editor & Publisher, Denver Post.

Edwin Palmer Hoyt, publisher of the great newspaper of the Rocky Mountain states, which paper owes its success to my early salesmanship. I sold the Denver Post in ~~Golden~~ Doland, South Dakota. I sold the Sunday edition and it was printed on Tuesday afternoon. (laughter) This is the only paper that ever claimed ~~that~~ with a degree of accuracy prophetic vision. (laughter) They prophesied year after year drought, low prices and failures. (laughter).

Well, Palmer, its a joy to be here with you. I must say that looking over this illustrious audience with many distinguished public servants that I can see that everything has been very well planned to underscore the theme of responsible and attractive advertising. Take for example our Republican friends. Who did they send here? The best! They didn't give you what you might call a good cross-section. I think we need truth in political advertising. There's my friend Catherine May over here, the best that the Republicans could send. (applause) And if you take a look down the table here, there are a few Democrats that we hide out every once in awhile out in the willows during the campaign season, but not this good man. When you have Oren Harris (?) you have the best out in front -- truth in advertising! (applause)

I don't know why Palmer invited me to speak here on this subject of advertising. I'm a rather retiring sort of fellow (laughter). I never like to talk about the wonders and glories of the Democratic Party and the Johnson Administration. I'm sort of much more withdrawing. In Congress I come from the environment of truth-in-packaging, truth-in-lending. We just never had a bill about truth-in-campaigning up there. (laughter) I suppose thought that that would be conflict of interest. (laughter)

Well, I'm pleased to see my friend Jack Valenti here, and I know the President wanted him here because I read in the morning paper a headline. It said "White House keeps track of Humphrey." (laughter) There's a big long story about how's there's somebody over there trailing me all the time, and the first man to come up and deny the whole thing was Jack Valenti (laughter). And here he is. I've caught him with the evidence (laughter).

I'm pleased to see that my good friend Paul Dixon (?) is here so that you can all register whatever advice and counsel and prayer that you may have with him. (laughter) And I'm happy to see the Postmaster General here so that you can get those rates fixed up. I didn't say how they were going to come out, but fixed on direct mail. Frankly, I'm awfully glad to see Tom Vale (?) here too. I noticed awhile ago that they put Tom way down here at the end of the table.

It's the first time he's been to the left of me, I might add. (laughter) I don't know if you noticed that sign that went up right after those dishes fell there. "Buy the Cleveland Plain-Dealer". (laughter).

But this is a real advertising crowd, and I'm just as delighted to be here as I possibly can be, and I've read your program; I noticed that you weren't quite sure how this is all going to come out. The original program before you got that mimeograph machine out said about the 12:30 luncheon: Speaker, a High Official of the Administration (laughter). Now Jack, I want you to know this program was printed before the election. (laughter) They weren't even going to commit themselves on which Administration!' (laughter). Palmer, you should have been surer of things than that (laughter). You could have said a high official of the Democratic Administration. But I'm just delighted to be here.

And I want to first of all truly commend the advertising federation of America and the Advertising Association of the West, not only for coming here to Washington to meet with your Representatives in government, in the Congress and in the Executive branch. But I want to take just this moment if I may to commend the whole enterprise of advertising in America for a host of good deeds. I know that you're going

to have your critics. Who doesn't? If you didn't have critics it would mean that you weren't doing very much. I know there are occasions when you may be a little over-enthusiastic. Who am I to talk about that. (laughter) I know that there are times that you feel that self-discipline is required and in the main you have exercised it. And when you feel that you have not, it's always good advice to do your own self-regulating and self-policing, and I know you do that and have that in mind. But I'm not unmindful of the fact, may I say to our friend Paul Dixon, that the Federal Trade Commission is an inspiration and support to the advertisers of America. I think people may have forgotten that. Nor am I unmindful of the fact that in 1911 advertisers saw the necessity for some truth-in-advertising and organized, or gave support, for what we call the Better Business Bureau which has been a source of great help to the American economy and to the American consumer. And I must say that the Better Business Bureau has established a code for advertisers which in the main has been well respected. And then I can think of a host of public services other than these that I've mentioned, and I'm going to ask you to do some more because now that you've got the habit, you ought to keep it. You have this program, many of you here, not necessarily this Federation, but you are associated with other bodies. You had this great program back in 1958 expressing confidence in a growing America -- really talking

up to the American people about their country. And those of us who are interested in conservation, those of us that are concerned about the depletion particularly of our timber resources, we don't forget that advertisers, you individually and collectively in many different groups, had supported this wonderful little idea, and may I say project, of Smoky the Bear. These things make us happy -- this has been good. And you've been on the bond drives, you've encouraged people in Community Chest activity, you have helped and encouraged young people to go to college of their choice. You have taken many positive, constructive steps for the good of America. And just as I said about an hour ago to a group of young people at the Senate -- we had there the William Randolph Hearst Memorial program for the U. S. Senate Youth Program, two young people selected from each state. I said I'm not here to condemn you and I'm not here to sympathize with you. I'm here to commend you and to tell you to get going. Because we're living in the most fantastic, exciting, challenging age that any people every experienced. And my father never believed in self-pity. In fact, he used to tell me that self-pity was the bane of all evil, and he also told me "Don't stay in bed too much, most people die there." (laughter) He believed in hard work and he believed in getting on the job. So I can speak to you today as one that's deeply interested both as a citizen and as a public official in your work. After

all, I'm not just a politician nor am I just the Vice President of the United States -- I am also the President of the Humphrey Drug, Incorporated, a retail pharmacy. (laughter) And it is an operating business, and may I say for all publishers, it has never failed -- I saw that once in a magazine recently and I took great exception to it. Oh, we had trouble... (laughter)...but we didn't fail. And it's a going concern. And I know the value of advertising, having paid for a good deal of it, and having seen the difference between a successful program and one that isn't.

Well now you know we politicians have a lot in common with the advertising industry. We're both responsible for advertising campaigns, some of them very expensive, directed toward the people of America. The difference is we call ours political education. Now as part of these campaigns we're always striving to develop a better product, and to expand our markets. Speaking now of we politicians. And the marketing survey that we conducted last fall and the results came in last November, produced some very encouraging results. I want to say the survey technique was encouraging. But the final tabulation was exhilarating. (laughter) LBJ for the USA. That scored heavily in all age groups, both sexes, in all sections of the country, and all occupations. Pretty good market survey, I'd say, and we're rather confident that public acceptance of this product will continue for many seasons to come, particularly with your help.

Now in sharing these experiences of the world of advertising, we of the world of politics appreciate fully the vital contribution, as I said here a moment ago, of the advertising industry in building a better and a more prosperous America. I'm not talking now of what you've done in the past. I speak now of what we do in the future. We have very little time for the past. We understand how the advertising industry provides an essential link between the manufacturer and the consumer. I think I understand this. I've lived with it. And I just share an intimate fact with you -- I was born above a retail establishment, grew up inside of one. And watch it like a hawk all the time, so I think I have some appreciation of the practical role of the economic community and the role of advertising in it. I've watched for example, and I believe I understand how you assist manufacturers to develop new markets, promote new products, and in so doing, that's the only way I know how to do it, create new jobs, expand payrolls, and produce a higher gross national product. These great achievements don't come for the wishing of them. These things have to be created out of our system, the great free enterprise system. We in public life at least of this Administration, we understand how you bring to the attention of the American people an ~~mmk~~ astounding array of useful products and services, ranging from automobiles to scissors, from plows to aspirin. And let me say right now that advertising

gives some real meaning to the definition of democracy, which is freedom of choice. There isn't any freedom unless there's freedom of choice. (applause) I've been in the countries behind the Iron Curtain and how I longed to see a neon light, how I longed to see a billboard, how I longed to see an ad that proclaimed the variety of products and that there is a variety. Instead of ads what do we see. The propaganda of the State. No choice, forced feeding of doctrine and ideology. In short, we of this free society, and again I speak as a representative of this Administration, understand how the advertising industry has always functioned as a full working partner in the democratic free enterprise and the American free enterprise economy. This system of production, of distribution and consumption, was ranked as one of the most remarkable achievements of all recorded history. And might I add that it would be good if we advertised that a little bit too. I've often said to our business friends that sometimes you refuse to be your own good friends, because American industry, the American economy, is the most humane, the most welfare-conscious, the most consumer-oriented, the most truthful economy on the face of the earth. There is nothing to compare with it and we ought to be telling people about it. Not merely its profits, but also its sense of justice, its sense of social responsibility, its sense of fair play. No other economy in any other country can claim what we have here, and we ought to proclaim it to the entire world. (applause)



I was visiting here a moment ago with Palmer about free press. I think it's fair to say we wouldn't have free press, at least the variety of press and editorial comment, the variety of comment in the media, of television and radio as well as press and periodicals, if it were not for advertising. My friend the historian, this good friend from Denver, told me in fact that in Philadelphia in 1776 the Declaration of Independence was published so that the citizens could know so that it would become something more than an official scroll. It was published on a page on which there were ten ads to pay for the public print, for the public service. I think this ~~is~~ something that is worthy of mentioning. I'm not ashamed of advertising. It's a part of our <sup>profit</sup> system, a part of our economic system, and we ought to like it. We ought to keep it good, clean, but we ought to embrace it.

The President has told us a good deal recently about this economy of ours. I'm going to take a little bit of your time just to restate it. You have the time, and the Vice President doesn't have too much to do. (laughter) You ought to get somebody up here from Congress who's got to answer rollcalls or something (laughter). I enjoy this you know. A man doesn't live long and he ought to enjoy what he's doing. (laughter and applause)

If I were a doctor I think I could take the pulse of this American economy and say that the state of America's economy is good, very good indeed. And in the words of President Lyndon Johnson, in his economic report to the Congress, he went it even one better. He said the state of our economy is excellent. End of quote. And believe me he examines every word.

Now we're entering the fifth year of sustained growth and prosperity -- the longest period of uninterrupted peacetime economic gains in the history of our country or any other country. I said to this young group today that you live in a time when the empirical evidence is here of the failure of collectivism and the success of free enterprise. You don't have to theorize it, you don't have to read Adam Smith and Karl Marx -- just look to see what's happening.

In the last year the Gross National Product has advanced from \$584 billion in 1963 to \$622 billion in 1964. Now you will frankly admit with me that you never dreamed that would happen. I remember one time, Palmer, you said about my coming to the Senate, and I said something back in 1950. I said by the year 1960 there's a real possibility we'll have a \$500 billion economy. Some local newspaper out there had an editorial that said, Humphrey proves insanity. (laughter). They always suspected it, and they really finally got the evidence. And I'm sorry that I don't have that editorial because I was wrong. I owe the man an apology. Actually, it was better than 500 billion dollars.

Industrial production has risen eight percent. Additional jobs this past year have been created for a million and a half persons. Personal income has gone up  $17\frac{1}{2}$  percent in the past four years. And the average weekly wage in manufacturing stands at a \$106.55 a week, a gain of \$3.89, almost \$4 from a year ago and \$17.50 higher than it was four years ago. And that doesn't include fringe benefits and many of us know what those benefits mean.

President Johnson pointed out in that same Economic Report that "the unparalleled economic achievements of these past four years have been founded on the imagination, prudence and skill of our businessmen, workers, investors, farmers and consumers." I have you note that he didn't claim it for the government. This is a society in which the government is but one factor. The government does not own America. America owns the government. The government is part of our country but not all of it. The government has a role to play, but it does not have everything to do. And I can add that this Administration adheres rigidly to that doctrine.

But the President went on to say that "since 1960 a new factor" -- mark the words, just a factor -- "has emerged to invigorate private efforts. The vital margin of difference has come from government policies which have sustained a steady, but non-inflationary, growth of markets."

Then the President referred specifically to the tax cut of 1964. He pointed out that this cut was "the first time our

nation cut taxes for the declared purpose of speeding the advance of the private economy...and it was done in a period already prosperous by the standard tests." Add to that the investment tax credit. Add to that, if you please, the depreciation schedule, the accelerated depreciation schedule. And I submit that in the past four to five years, more has been done by government to demonstrate its faith in and its belief in the dynamism of this free economy than any comparable period in the history of this Republic.

"In short," the President said, "the tax cut was an expression of faith in the American economy." And that faith has been proven well founded. This brief sentence of our President sums up the economic credo of this Administration: "We have faith in the American economy and in American business and American labor and American agriculture." We have faith in the market-place and you make that market-place in a large measure by your efforts. Therefore we have faith in you. We believe in profits. In fact the only way that this government can survive is when there are profits, and we believe that it is not the duty of government to harrass. It is the duty of the government to extend cooperation. If there is violation, we have remedies. But suspicion and doubt do not lend themselves to economic expansion and economic growth. (applause)

Now let me speak to you about yourselves for a minute. I don't think it's enough for the government to have faith in business. I've heard a great deal about confidence. Business

must also have faith in business. When I am visiting with many of ~~the~~ leaders of industry, they talk about a government must exude confidence and must give business a sense of confidence. Now let me say in all fairness that business must have confidence in business. You can talk yourself into trouble -- I've done it, I know. (laughter) And it's more difficult to talk yourself out of it.

Now business having faith in business means that American businessmen, and you are their spokesmen, must continue to modernize his plants and operations, he must continue to develop new products, he must improve on old ones, he must seek new markets, he must remember that the dynamo of American enterprise is competition -- competition. That's a whole lot better than regulation. And if you've got enough competition you don't need too much regulation. And he must contribute to an ever expanding Gross National Product. The advertising industry must continue to perform its essential role in this process of expansion and growth.

Now the hard facts of life are simply this. We cannot afford anything but a prosperous, booming America. It's easy to answer, I suppose but It is a fact. We must have increased productivity! we have an increasing population, we have increasing responsibility, we have a younger population, we have no choice but to go ahead. So any of you that have got some idea in the back of your mind that things can't be this good next year, you go out and breathe in some deep fresh air, and kept yourself some optimism and confidence. Because this America cannot afford recession or depression -- the only thing that we can afford is to move ahead.

We must have rising sales, increased employment, higher wages, and bigger profits. And this isn't projecting a utopia, it's but a formula for survival. For we know that President Johnson's vision of what he calls the Great Society only has meaning in the context of an expanding economy where equal employment opportunity is a reality for every American. The President noted, and I quote him again, that "our prosperity is widespread but it is not complete. Our growth has been steady, but its permanence is not assured." This is our challenge, we know that we can improve, and the sign of our strength is that we recognize our weaknesses and we have confidence in our ability to overcome them.

We must find jobs, my fellow Americans, for 6 million potential workers in 1965. Now we maybe won't find all of those jobs, but that must be our goal. We must raise the living standards of the millions of Americans who are living in poverty or on the ragged edge of poverty. I was working today with some of our people in the field of agriculture. And may I say that if we could have a minimum family income in America of \$3000 a year, if that could be possible for everyone, we would increase the consumption of protein by 20 percent. Oh, what fun you could have advertising. You would increase the total consumption of food between 15 and 17 percent. How the supermarkets would boom. And what it would do for American agriculture. It seems to me that ought to be our goal, instead of constantly just worrying

about the cost of a farm program, let's imagine what could be done if we can lift the standard of living in America for millions of our people so that they can be consumers -- consumers in reality, rather than just in desire. And we must open the doors of equal employment opportunity for the millions of Americans ~~wh~~ by training, by job improvement and by economic expansion -- do this because they have been denied a chance because of the color of their skin.

We must do this, all of it, because it is morally right -- sometimes that isn't enough to get people to do things. But we must do it also because we are a humane people. We must also do it because it is economically sound. My fellow Americans, when you can put together good economics and good ethics all in one package, you've got something that's saleable, and it's worth advertising. (applause)

The President's Council of Economic Advisers told us that we lost up to \$20 billion a year of potential production because of racial discrimination and poor educational opportunity. When our President therefore asked for a program of investment in education, get with it. I want to say that if you're a friend of the free enterprise system and you are, you helped make it, you're its custodians in many ways, you are its tribunes, you are the ones that speak of it -- then you tell the American people without fear of ever being contradicted, on the basis of fact, that investment in education means dividends for every stockholder. It means profit for every business, it means better income for

every American, a higher income for every family. It's not only good in terms of the quality of life, but it's good economics. You'll never bankrupt America by investing in its education -- you will enrich it. Tell this story. This is the way we build for the future. This business of having \$20 billion potential production lost because of lack of educational opportunity because of racial discrimination is a shameful waste. And that's something we can't afford in this day and age. This Administration is opposed to waste in all of its forms. We don't believe that we have to stand helpless and aimless before the forces of despair and waste.

Our President has declared, and this is really his charge to us, "no longer will we tolerate widespread involuntary idleness, unnecessary human hardship and misery, and the impoverishment of whole areas, the spoiling of our natural heritage, the human and physical ugliness of our cities, the ravages of the business cycle, or the arbitrary redistribution of purchasing power through inflation." end of quote. Here is a President who has dedicated his life to the conservation and the development of our human and physical resources. And I know how many of us talk about the waste in government, and we ought to better it, we ought to get it out of government. We ought to clean it out. And that's why we examined this budget with meticulous care, and ask your help in the support of it. But my fellow Americans, the waste of human resources, the waste of our national heritage, the waste of idleness, the waste through disease, the waste through slums, the waste, if you please, of time just getting to a job because



of transportation, is shameful. And we can do something about it.

The truth is that we have the means today and the skill and knowhow to do something about every bit of this. So these goals, I say, are within the reach of the American people. Our economy does still possess an enormous capacity to grow. Let the world know that -- we just got started. And thereby to contribute toward achieving greater economic and social justice for every American. We're not interested in helping the poor by merely dividing up the same size of a pie. The only way that I know that you can help those who have been denied the benefits of this great culture and this great economy is, as they put it in simple analogy, to bake a bigger pie, to do something better so that more people can share in it without detracting or subtracting from someone else. We seek not to downgrade anyone. We seek to help people upgrade themselves. That's the way you build a better America.

Our economy, if we permit it to stagnate and flounder, possesses the capacity to foster foreign and domestic unrest, injustice and even chaos. You can't be a world leader in recession or depression. You cannot lead the peoples of the world and you cannot take on the burdens of world responsibility with American maimed through unemployment, or an industrial establishment that is only working at part capacity. We have to be strong. America really has no other choice. We have only the clear obligation to continue climbing those slopes of economic

accomplishment leading to the summit of what we know can be a fact and not a dream, the Great Society.

Thank you Palmer.



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