

REMARKS OF THE VICE PRESIDENT AT THE
WOMENS' NATIONAL PRESS CLUB

September 18, 1967

Thank you. Well they always say that contacts tend to bring out the best in both and I hope that's the case tonight. Some of you were worried that my dear good friend, Ev Dirksen, wasn't talking loud enough. I've never had that complaint about me in all my life! Ev and Eve and Jimmy, Gerry ~~and~~ and Isabel (because I like to mention vice-presidents). Mrs. Dirksen, nice to have you here tonight. Everett's been behaving much better than the last time I saw him. It's my night out -- Muriel isn't here tonight -- she's over in France so I plan on staying around a little while.

I do want to express my thanks to the Marine Band. And Ev, before I get around to the march we're going to have for you, let me just say that before the 25th Amendment was passed, I was lucky if anybody would play the harmonica or if we could get the Washington police band out. But I do, I am indebted to the country, that that new Amendment, that Marine Band is right there and they only play "Hail Columbia" but that'll do.

There's something we ought to take care of and I know of no-one better than Jim Symington, our distinguished Protocol Chief and ambassador to do it to find the appropriate selection to honor the Minority Leader. There are many that come to mind but rather than confuse the issue, I believe () like

his administration, he will appoint a passport, and we will look into it and if anybody mentions a word about it, why he will just deny it. But I'm sure that Jim will be able to find something that will be appropriate. But I know that every time I see Ev Dirksen, he plays his own march. It's the beat of a happy heart! And that's the way I feel about him; he brings a lot of joy to us. Ev, you've given me such joy tonight that you must know what it means.

There are times, you know, when historians have described the Office of the Vice Presidency in terms that are not exactly the most encouraging and the most inspiring. And when Ev Dirksen gets through introducing me, I really feel important. And I want you to know, Ev, that I'm very grateful to you. And it ought to be a matter of record in this wonderful city of Washington, that a very sincere friendship has risen between the Minority Leader and the Vice President, but more importantly between Ev Dirksen and Hubert Humphrey. I've loved this man for a long time. I've admired him as friend and foe. I've always liked him better when we won but I've respected him too when we lost.

Ev, a word about Horatio at the Bridge. I never realized why Horatio really got so much credit until I found out that there was one of your relatives on the other side. And I want you to know that I always feel better when Ev Dirksen is standing by my side. I prefer to have him out in front, I prefer to have him along side, but if I can't have that, I'd just as soon have him a little bit behind me.

And about Minnesota. He's one of the gallant sons of the great

North Star State himself. And he knows better than I why Minnesota selected me as one of their political office holders. After all they also selected Senator McCarthy and that is not exactly Scandinavian and even though I will say that the Scandinavians did civilize the Irish --there is some truth to that -- historically. They also selected Senator Mondale who just makes everything legitimate. But I am the proof that activity and ambition can overcome ancestor and accent and so if my accent is not sufficiently Scandinavian tonight for Minnesota, don't take it home because you never can tell what your future may offer. I may need work.

Gerry, I noticed your stack of papers here and I wrote some notes on here after my friend Ev got through working us over here tonight. But this is the oath that I'm going to administer to you, but not right now because I want to say a word or two about you and then we'll turn this platform over to you.

The first thing I wanted to note is that there is a precedent here that I am perfectly willing to accept as a precedent for the highest office of the land. I know I asked Gerry if she was the immediate vice president or if she had been vice president last year, and she said "No." She said two years ago -- you had to wait two years to become president. I've had a sore throat recently, but I want you to know that I am a patient man and I only hope that I look only half as good as you no matter what may happen, Gerry.

Dean Reed is with us tonight from the Newhouse Publications and they're so pleased that you brought along some of your papers to sell this evening. I

knew that there were some problems in the country, but I didn't know things had
gottne down to selling papers in the Smithsonian Institution.

Now my eulogy to this lovely, lovely, charming and sweet and pretty
girl -- and she's all of that and my friend -- and I hope she feels that I'm her
friend because I am. That is simply this: I'd like to make () first: I like
Gerry -- that's where we start. I like her very, very much. And I liked the
opportunity of meeting her family tonight -- look(ed) forward to meeting her
Dad. And Dad, I want you to know something else: I like her lines -- all of them.
And I even like here by-lines and I like her type. And I like her circulation.
And very frankly for me she has sort of a fascination so I like her. I know this
wonderful lady has had an amazing career in journalsim and a fine career and a
fine life in raising a family. And when you can put those two together and do a
good job in both, you really (deserve) more than just a pat on the back or just
a simple ceremony. Here's a wonderful woman that has, as I believe I'm correct,
been with the United Press, if not when you've been in Philadelphia, then twice
in Washington. You now see to it that some 22 publications have a big circulation.
After all she writes one of the most interesting columⁿs. I get more news out of
her column than I get from George Cooper (?). I don't know how long I'm going
to last in this job, but I'm sure having fun. Here's a lady that has a daughter
in Radcliffe, a daughter married, two daughters and a boy, raised a family, as I
said, and carved out a carrrrr -- that's really something.

But what's most important, it seems to me, about the women in our press

is that they've added an extra dimension, something extra, indeed, something very special to their work and to whatever they put their hands to. That extra dimension is that I think the ladies, the gals, care. It isn't just a job. They really have a sensitivity that makes for the artist, that makes for that little extra something that makes it extra good. And that's the way I feel about all of you that have served in this noted profession of journalism, the members of the Womens' National Press Club.

Now I have an oath and I want Gerry to stand up here, raise her right hand and put your other hand on top of that stack of papers. I hope that anyone that feels that any time that I have ever been critical of American journalism that I'm now rubbing the record clean. I'm asking her to put her hand on the symbol of truth (Oh) and fiction, and a bit of gossip, now and then -- but the news.

I think it's time for the swearing-in. I've been going over what I thought might be an acceptable version of the official National Womens' Press Club oath. I've altered it several times so that I can still stay as a member of the President's Cabinet. I hope that you will think, Ev, that it's non-partisan, because it isn't. But you're an understanding man.

I cleared it with Liz Carpenter; she hung up the phone but she said she was busy. And it's sort of a warm little message which she said to me would be inappropriate and I thought I'd just mention it.

Now Gerry, just please say, "I do" at the end of each paragraph. This

orize the whole oath but frankly I'm swearing in so many people and swearing at so many more, I just don't get around to remembering the oath.

Do you, Gerry Vanderville, solemnly swear to uphold the image of your country's gallant men and all associated with their cause, no matter how difficult that may some times be? I do that for Ev Dirksen. Do you resolve to print only good news? And never bad news? And I forgot to put this line in -- and a few kind things about the Vice President? So long as even one single paper is still willing to carry your column? See an attorney before you answer that. Do you promise to secure editorial endorsements from all 22 Newhouse newspapers for the Democratic ticket in 1968? That ought to clear me. And, finally, do you solemnly swear to uphold the reputation and honor the Women's National Press Club against its enemies and evil detractors? Both in radio and television and in the National Press Club, so help you Sam Newhouse? I hereby swear you in, in a most happy fashion as the new president -- the lovely new president -- of the Women's National Press Club and I swear that the National Press Club can't hold a candle to you.

I thank you very much.

SWEARING-IN CEREMONY

GERRY VAN DER HEUVEL

SEPTEMBER 14

1967

GERRY, WHEN I SEE ALL THESE NEWSPAPERS,
I KNOW THE ANSWER TO THE QUESTION WE'RE ALWAYS
HEARING: "WHAT'S HAPPENING TO THE AMERICAN PRESS?"

THE ANSWER IS THAT SAM NEWHOUSE IS BUYING IT.

I WANT TO ASSURE SAM NEWHOUSE THROUGH ^{MY FRIEND} DEANE

REED THAT GERRY VAN DER HEUVEL NOT ONLY IS ONE OF
WASHINGTON'S BEST REPORTERS, SHE IS ALSO ONE OF
WASHINGTON'S BEST NEWS SOURCES. AS A CONSTANT READER,
I CAN TESTIFY THAT I HAVE FOUND MORE RUMORS WORTH
PASSING ON IN "CAPITOL PEOPLE" THAN ALMOST ANYPLACE ELSE.

SO THE NEXT TIME YOU READ SOMEWHERE THAT
"VICE PRESIDENT HUMPHREY IS KNOWN TO FEEL THIS OR THAT" --
CHANCES ARE HE GOT IT FROM GERRY VAN DER HEUVEL.

NOW, GERRY, I THINK IT IS TIME WE GOT ON WITH THIS SWEARING-IN. THIS IS MY OWN VERSION OF THE OFFICIAL WOMEN'S NATIONAL PRESS CLUB OATH, BUT I HOPE YOU'LL BEAR WITH ME IF I MAKE A NON-PARTISAN MISTAKE HERE OR THERE. LIZ CARPENTER ASSURED ME IT WAS THE SORT OF WARM LITTLE MESSAGE WHICH WOULD BE ABSOLUTELY APPROPRIATE.

PLEASE SAY "I DO," GERRY, IN THE APPROPRIATE PLACES.

-- DO YOU, GERRY VAN DER HEUVEL, SOLEMNLY SWEAR TO UPHOLD THE IMAGES OF YOUR COUNTRY'S SELF-LESS AND PATRIOTIC PRESIDENT AND VICE PRESIDENT, AND ALL PERSONS ASSOCIATED WITH THEIR CAUSE, NO MATTER HOW DIFFICULT THAT MAY SOMETIMES BE?

-- DO YOU RESOLVE TO PRINT ONLY GOOD NEWS, AND NEVER BAD NEWS, SO LONG AS EVEN ONE SINGLE PAPER IS STILL WILLING TO CARRY YOUR COLUMN?

-- DO YOU PROMISE TO SECURE EDITORIAL
ENDORSEMENTS FROM ALL 22 NEWHOUSE NEWSPAPERS FOR THE
DEMOCRATIC TICKET IN 1968?

-- AND, FINALLY, DO YOU SOLEMNLY SWEAR TO
UPHOLD THE REPUTATION AND HONOR OF THE WOMEN'S NATIONAL
PRESS CLUB AGAINST ITS ENEMIES AND EVIL DETRACTORS,
^{IN}
BOTH/RADIO-TELEVISION AND IN THE NATIONAL PRESS CLUB
SO HELP YOU LYNDON B. JOHNSON?

I ~~AM~~ THEREFORE HONORED TO PRESIDE AT THIS,
YOUR INAUGURATION AS PRESIDENT OF THE WOMEN'S
NATIONAL PRESS CLUB FOR THE YEAR AHEAD.

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