

The original documents are located in Box D24, folder “Purchasing Agents Association of Pittsburgh, Pittsburgh, PA, March 19, 1968” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.

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PURCHASING AGENTS NOTES

I. Subject is ~~the~~ "the" need for greater rapport between business and government."

The word

A. "Rapport" comes from the French... ^{best} we're certainly not talking about the kind of relationship that exists between Lyndon Johnson and Charlie DeGaulle.

B. "Rapport" by dictionary definition means "a relationship marked by harmony, conformity, accord or affinity."

II. What kind of rapport are we talking about when we say there is greater need of such between business ~~and~~ and gov't?

2/PURCHASING AGENTS

A. There now is rapport of a kind between President Johnson and American business leaders.

1. This is surface, "arm-around-the-shoulders" kind of rapport.

2. The President seeks to establish this kind of rapport when he needs business leader support for some presidential objective.

3. This is a one-sided rapport...a rapport which serves the President's purposes.

4. This is the rapport of "conformity" and consensus, to use one of Lyndon's favorite words.

3/PURCHASING AGENTS

B. The kind of rapport really needed between business and gov't is a give-and-take kind of rapport, a rapport where the role of business in national life is truly appreciated and not simply made use of to serve political purposes.

1. This is a rapport built on fairness and impartiality--the kind ~~of~~ of rapport ~~which~~ which would have found the Adm'n administering the wage-price guidelines--now understandably defunct--without fear or favor.

4/PURCHASING AGENTS

2. This is a rapport that is based on genuine understanding between the forces of business and gov't, not on \$1,000 President's Club memberships which represent \$1,000 ~~slices~~ ^{Washington} slices of the influence pie.

III. Business attempts to establish favorable relations with federal gov't ^{are} completely natural and understandable.

A. Fed'l Gov't is Big Business...does a lot that affects business, does ~~not~~ a lot to business.

5/PURCHASING AGENTS

1. Gov't regulates almost every phase of biz. activity.
2. Gov't spending has tremendous impact on business.
 - a. Fed'l Gov't has nearly 3 million civil employes on the payroll--and that ~~number~~ payroll totals roughly \$22 billion a year. In add'n there are 3,300,000 Americans in uniform, and the annual military payroll totals another ~~\$17.5~~ \$17.5 billion. That's a combined payroll of 6,300,000 people and nearly \$40 billion.

6/PURCHASING AGENTS

- b. Gov't buying is vital to bizness.
 - (1) ~~Gov't~~ Gov't procurement is bread and butter for many industrial concerns.
 - (1) Shifts of government procurement can virtually mean life ~~or~~ ^{or} death for some communities.
- IV. Fed'l Government touches the lives of all Americans, and particularly businssmen, so businss ~~is~~ need to get along with ~~gov't~~ gov't and develop best possible rapport.

7/PURCHASING AGENTS

A. There are obstacles to development of best possible rapport between business and fed'l government.

One

1. ~~First~~ obstacle is that liberals look upon all businessmen as suspect, as guided only by the profit motive.

2. Another obstacle is that businessmen generally have not accepted the idea that they must exert leadership in solving America's social problems...in other words, ~~that they must~~ ^{be} ~~concerned about social problems first and profits~~ ~~second~~

8/PURCHASING AGENTS

second ~~is~~ if there is to be the best possible business-gov't relationship.

- a. This does not mean that profits and the solving of the Nation's social problems cannot go hand in hand. They can and they ~~must~~ should. It would be ridiculously unrealistic to assume otherwise.
- b. The problem is to ~~get~~ sell the people on the willingness of business to do the job, and to put together the right ~~a~~ formula of ~~the~~ business-gov't cooperation.

V. A public image of business as willing to take the lead in solving America's problems is necessary to developing the proper rapport between business and the federal government...

~~to be cultivated by the President and the Congress~~

A. This image is not ~~actively~~ cultivated when the President says business must provide X-number of jobs for ghetto dwellers or gov't will.

B.. This image is cultivated by business leaders like George Champion, the board chairman of Chase Manhattan Bank, when he points out the tremendously important role

that businessmen can and should play in solving America's social problems.

VI. There is a desperate need today ~~for~~ in gov't for the kind of creativity that business and industry have brought to the solution of their own problems.

VII. We need a flow of private capital to solve the most pressing social problems in this country...and the greatest possible flow of good will, trust and understanding... rapport, if you will, is needed between gov't and business to

stimulate this flow, ~~and~~

VIII. Total Government solutions for America's major social problems ~~has failed~~ have failed.

A. They have failed because the gov't failed to avail itself of the problem-solving skills of private enterprise.

B. They have failed because the proper ~~is~~ kind of rapport between gov't and business was lacking.

IX. If business takes the lead in public problem-solving, the problem of gov't-business rapport will take care of itself.

X. It is too much to expect business to assume the responsibility for solving social problems without some stimulation by gov't.

XI. That stimulation should take the ~~form~~ form of tax incentives--the kind of incentives contemplated by the many House Republicans who have introduced bills providing for tax credits to get ~~into~~ industry massively involved in providing ~~jobs~~ on-the-job training for ghetto youths, creating jobs to place them in, ~~building~~ ~~and~~ ~~building~~ ^{and} building new plants in the central cities

instead of fleeing to the suburbs.

XII. The kind of business activity which would be stimulated by tax credits for on-the-job training and construction of plants in the central cities would generate rapport between gov't and business, and between business and the public.

XIII. From it would flow an era of good feeling which would contribute greatly to progress for America...not only material progress but the kind of spiritual progress

we must foster if ~~we~~ the American people are to be spared the agony of a ~~war between the states~~ new kind of civil war.

XIV. The kind of rapport ~~we~~ need is the rapport best defined as harmony, ~~not~~ and this can only come if businessmen rise to the challenge posed by the social problems of today's America.

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NOTES

PITTSBURGH, PA.

MAR. 19, 1968

HOUSE OF REPRESENTATIVES, U.S.

OFFICE OF THE MINORITY LEADER

PUBLIC DOCUMENT

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