

**The original documents are located in Box D24, folder “Lafayette College, Easton, PA, April 1, 1968” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.**

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Easton, Pa

4/1/68

President Speech

Demos H  
Republicans -

MaCarthy  
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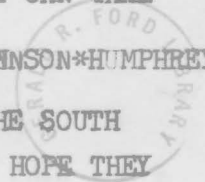
Wallack H

II. AMERICA HAS COME TO A CROSSROADS IN VIETNAM, AND PRES. JOHNSON HAS TAKEN THE RIGHT TURN.

A. DECISION HAD TO BE MADE WHETHER TO HOLD U.S. TROOP STRENGTH AT ROUGHLY THE EXISTING LEVEL OR ESCALATE IT BY 100,000 OR 200,000.

B. THE PRESIDENT ~~(22222222)~~ SET THE CEILING AT ~~A~~ FIGURE WHICH INDICATES NO INTENTION TO MAKE ANY FURTHER  SUBSTANTIAL U.S. TROOP INCREASES IN VIETNAM. / (The new ceiling is 549,500. This is the old figure of 525,000 THE DEFINITE PLAN TO DE-ESCALATE U.S. INVOLVEMENT IN THE VIETNAM WAR AND plus 11,000 Marines and airborne troops airlifted to Vietnam some weeks ago, TO SPEED UP THE EQUIPPING OF SOUTH VIETNAMESE FORCES SO THAT THEY CAN TAKE plus a newly announced figure of 13,500 support  troops.) OVER MORE OF THE BURDEN AND WE CAN BEGIN TO "PHASE OUT." THE JOHNSON-HUMPHREY ADMINISTRATION HAS PREVIOUSLY TALKED OF SHIFTING THE BURDEN TO THE SOUTH VIETNAMESE BUT HAS PAID ONLY LIP SERVICE TO SUCH AIMS. LET US HOPE THEY NOW MEAN BUSINESS.

Troop ceiling  
Good faith  
NVN



2/ LAFAYETTE NOTES

~~II. PEACE MAY BE AT HAND BUT NOT YET, BUT...~~

~~A. LBJ HAS DECIDED TO SHIFT MORE OF THE BURDEN TO SOUTH VIETNAM, SOMETHING I HAVE BEEN LONG BEEN URGING.~~

Shift burden

B. LBJ HAS MADE IT CLEAR THAT  SOUTH VIETNAM  IN THE FINAL ANALYSIS  WILL SURVIVE AS  A FREE AND INDEPENDENT NATION ONLY IF THE PEOPLE HAVE THE WILL AND CAPACITY TO MAKE IT SO. THIS  I HAVE FREQUENTLY POINTED OUT.

III. LBJ'S PEACE INITIATIVE IS WELCOME BUT RAISES TROUBLESOME QUESTIONS.

A. IT COMES AT A TIME WHEN SOME 500,000 SOUTH VIETNAMESE HAVE BEEN RENDERED HOMELESS BY THE TET OFFENSIVE OF JAN. 31.

B. IT COMES AT A TIME WHEN THE  INITIATIVE IN  THE VIETNAM WAR  LIES WITH THE  VIETCONG AND THE  NORTH VIETNAMESE.

Enemy has initiative



C. IT ~~IS~~ IS UNDERMINED BY THE FACT THAT THE PRESIDENT SIMULTANEOUSLY ANNOUNCED HIS DECISION NOT TO SEEK REELECTION...IN OTHER ~~WORDS~~ WORDS, IT'S A LAME DUCK PEACE ~~OFFENSIVE~~ OFFENSIVE.

*Lame Duck Pres*

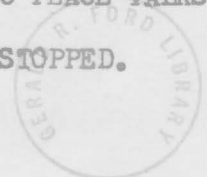
D. HANOI MAY ~~DECIDE~~ DECIDE IT IS BETTER TO WAIT, ~~IN THE HOPE THAT BOBBY KENNEDY OR GENE MCCARTHY~~ <sup>will be</sup> ELECTED PRESIDENT AND ~~HANOI~~ <sup>HANOI</sup> MAY GET A BETTER DEAL.

IV. THIS IS NOT A TOTAL BOMBING HALT.

*Limited bombing halt*

A. LBJ PROPERLY ~~SAID~~ DID NOT INCLUDE AN AREA NORTH OF THE "DMZ" DEEMED VITAL TO ~~THE~~ SAFETY OF U.S. ~~ARMY~~ TROOPS.

B. HANOI MAY SEIZE ON THIS AS A LOOPHOLE, A REASON NOT TO AGREE TO PEACE TALKS... AFTER HAVING EARLIER SAID THAT TALKS WOULD BEGIN ONCE THE BOMBING STOPPED.



*Talks no assurance of peace*

IF TALKS START, THIS DOES NOT ~~NECESSARILY~~ MEAN THAT PEACE WILL QUICKLY FOLLOW.

A. FIGHTING MAY GO ON FOR ~~SOME~~ MONTHS OR EVEN YEARS.

B. AS IN KOREA, THOUSANDS OF ~~AMERICANS~~ AMERICANS MIGHT BE KILLED ~~AFTER~~ AFTER THE TALKS BEGIN.

VI. IT MUST BE ASSUMED THAT LBJ DECISION TO DE\*ESCALATE IS A RESULT OF THE "A TO Z" REEVALUATION HE AND HIS TOP AIDES HAVE MADE OF VIETNAM POLICY.

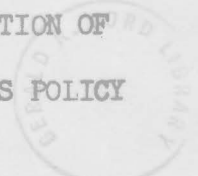
VII. SOME ARE SAYING JOHNSON HAS THROWN IN THE ~~TOWEL~~ TOWEL IN VIETNAM.

A. I FEEL CERTAIN THIS IS NOT TRUE...THAT HE IS DETERMINED TO ACHIEVE ~~A~~ AN HONORABLE PEACE BUT WITHOUT FURTHER ESCALATION OF THE U.S. TROOP COMMITMENT.

*If no success MAY move from GRADUAL to a more*

B. JOHNSON MAY WELL FEEL, HOWEVER, THAT HIS POLICY OF GRADUAL ESCALATION OF THE VIETNAM WAR EFFORT HAS BEEN A FAILURE. ~~THAT~~ THAT IS MY JUDGMENT OF HIS POLICY

*of gradualism. Must effort*



~~NEED C. HE APPEARED DISCOMFORTED ABOUT VIETNAM, BUT THIS IS A SUBJECTIVE JUDGMENT.~~

C. ~~IS NO REASON TO BELIEVE~~ Americans can only wonder if JOHNSON WOULD ACCEPT A KENNEDY-MCCARTHY TYPE SOLUTION TO THE VIETNAM WAR.

VIII. ~~DEESCALATION DOES NOT ELIMINATE OUR BUDGETARY PROBLEMS.~~

~~RECEIVED IN ONE INSTANT~~ BUDGETARY PROBLEMS.

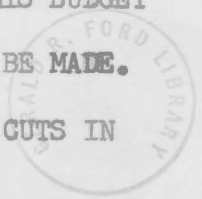
A. The high costs continue, including the expense of equipping the South Vietnamese.  
B. ~~HE~~ TALKED OF INCREASED VIETNAM WAR COSTS ~~AND OF THE NEED FOR MORE MONEY~~

Budget

BUT DECLINED TO SPELL OUT HOW HIS BUDGET SHOULD BE REDUCED TO OFFSET THE INCREASES.

B. HE ~~THREW~~ THE BUDGET-CUTTING JOB AT CONGRESS ALTHOUGH HE AND HIS BUDGET BUREAU ARE IN MUCH BETTER POSITION TO SAY WHERE THE CUTS SHOULD BE MADE.

C. HE ~~CALLED FOR~~ <sup>keep calling</sup> HIGHER TAXES BUT REFUSED TO OFFER BUDGET CUTS IN ORDER TO GENERATE CONGRESSIONAL SUPPORT FOR A TAX INCREASE.



MILITARY - BUDGET

DRAFT - Volunteer army.

D. HE ADMITS THAT EXPENDITURE CONTROL IS NECESSARY TO SAVE THE DOLLAR BUT REFUSED TO ASSUME DIRECT RESPONSIBILITY FOR SUCH CONTROL.

IX. IT IS DIFFICULT TO SEE HOW JOHNSON'S ~~DECISION~~ DECISION NOT TO SEEK REELECTION WILL PRODUCE UNITY IN THE NATION.

A. THE DIVISIONS WITHIN THE DEMOCRATIC PARTY AND WITHIN THE NATION OVER VIETNAM CONTINUE, DESPITE THE INITIATIVE TOWARD PEACE.

~~THIS WOULD ENHANCE THE PRESIDENT'S POSITION IF HE ENDORES A KENNEDY-MCCARTHY TYPE SOLUTION TO THE VIETNAM WAR... THAT OF A COALITION WITH THE COMMUNISTS IN SOUTH VIETNAM.~~  
*This is made apparent by McCarthy's continued criticism of the president on Vietnam.*

B. THE NATION DESPERATELY NEEDS UNITY...NOT ONLY ON VIETNAM BUT OTHER KEY PROBLEMS.



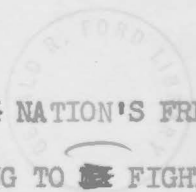
KERNER H Ant  
Business~~7~~ WHAT LIES AHEAD FOR THE NATION?

- A. AMERICAN PEOPLE MUST COME TO GRIPS WITH THE REALITIES IF THE NATION IS TO SURVIVE *and one of the realities is that industry is the best job trainer & the best provider of jobs -*
- B. THE RACES...WHITE ~~AND~~ AND BLACK...MUST COMMUNICATE TO LIVE.
1. THE ~~WIDE~~ GAP OF GENERATIONS...BETTER SCHOOLING, TRAINING, JOBS AND HOUSING FOR NEGROES...MUST BE FILLED AS RAPIDLY AS POSSIBLE.
  2. THIS GAP CAN ONLY BE FILLED BY MEN OF GOODWILL, AND ONLY IF ~~THE~~ THE BUSINESS COMMUNITY EXHIBITS REAL LEADERSHIP IN PARTNERSHIP WITH GOVERNMENT AT ALL LEVELS, STATE, FEDERAL AND LOCAL.
- C. UNITED STATES MUST ~~REVISIT~~ REVISE ITS GOALS AND ~~REVISIT~~ COMMITMENTS AND ITS APPROACH TO PROBLEM-SOLVING BOTH AT HOME AND ABROAD.



## 8/LAFAYETTE COLLEGE NOTES

1. PROBLEM-SOLVING TECHNIQUES EMPLOYED WITH SOME SUCCESS DURING THE GREAT DEPRESSION ARE ~~NOT~~ NOT WORKING IN THE LATE SIXTIES IN THE ATTACK ON POVERTY.
  2. THE ~~TOTAL~~ GOV'T APPROACH MUST GIVE WAY TO THE CREATIVITY EMPLOYED BY BUSINESS IN PROBLEM-SOLVING...MUST RECOGNIZE THAT INDUSTRY IS THE BEST TRAINER ~~FOR THE FUTURE OF THE COUNTRY~~
- D. ~~THE~~ LEARNING FROM VIETNAM, THE U.S. MUST ~~INSIST~~ INSIST THAT IF OTHER NATIONS WANT TO REMAIN FREE, THEY MUST RISE IN THEIR OWN ~~OWN~~ DEFENSE AND NOT EXPECT THE U.S. TO FIGHT THEIR BATTLES ~~FOR~~ FOR ~~THEM~~ THEM.
1. THIS IS NOT ~~ISOLATIONISM~~ ISOLATIONISM.
  2. THIS IS SIMPLY RECOGNITION THAT A ~~FREE~~ NATION'S FREEDOM CANNOT BE PRESERVED IF THE PEOPLE OF THAT NATION ARE UNWILLING TO ~~FIGHT~~ FIGHT FOR THEMSELVES.





II. OTHER LESSONS TO BE LEARNED FROM VIETNAM.

- A. THE U.S. ~~SHOULD~~ SHOULD NOT FIGHT A WAR WITHOUT PAYING FOR IT.
- B. NO NATION, NO MATTER HOW RICH OR POWERFUL, CAN CONTINUOUSLY INVITE INFLATION WITHOUT INVITING DISASTER.

XIII. WE MUST GET ABOUT THE TASK OF PUTTING OUR ACCOUNTS IN ORDER...HUMAN AND FINANCIAL.

- A. THE ANSWERS LIE IN SHARING...SHARING OF POWER AND RESPONSIBILITY
  - 1. A SHARING BY GOVERNMENT AND INDUSTRY OF RESPONSIBILITY FOR THE SOLUTION OF LOCAL, STATE AND NATIONAL PROBLEMS AT HOME.
  - 2. A SHARING WITH OTHER NATIONS OF THE RESPONSIBILITY FOR PEACEKEEPING IN THE FREE WORLD.

- B. A SHARING OF FEDERAL INCOME TAX ~~REVENUE~~ REVENUE WITH THE STATES AND LOCAL COMMUNITIES SO THEY CAN TACKLE THEIR PROBLEMS ON THE BASIS OF THEIR OWN PRIORITIES.

XIV. MUCH WILL DEPEND UPON AMERICA'S ~~YOUNG PEOPLE~~ <sup>business +</sup> YOUNG PEOPLE, ~~THEIR IDEALISM, THEIR ENTHUSIASM,~~ <sup>the development of</sup> ~~THEIR TREMENDOUS DRIVE.~~ <sup>social consciousness among them - adoption of the theme</sup> ~~THEIR TREMENDOUS DRIVE.~~ <sup>that the people's business is the business of business.</sup>

XV. I FEEL SANGUINE ABOUT THE FUTURE BECAUSE I HAVE SPOKEN ON MANY COLLEGE CAMPUSES ~~AND COME INTO CONTACT WITH THE INQUIRING MINDS THERE.~~ <sup>across the Nation have</sup> ~~AND COME INTO CONTACT WITH THE INQUIRING MINDS THERE.~~ <sup>with Americans</sup>

...I SHARE WITH ARISTOTLE THE ~~OBSERVATION~~ <sup>OBSERVATION</sup> THAT "ALL ~~WHO~~ WHO HAVE MEDITATED ON THE ART OF GOVERNING MANKIND HAVE BEEN CONVINCED THAT THE FATE ~~OF~~ OF EMPIRES DEPENDS ON THE EDUCATION OF YOUTH."

XVI. AND SO I URGE YOU TO BECOME POLITICAL ~~ACTIVISTS~~ <sup>Democracy</sup> ACTIVISTS...TO LIVE POLITICS, NOT JUST TO OBSERVE IT, TO BECOME PLAYERS AND NOT JUST SPECTATORS. THE GAME IS WORTH IT. ##