

The original documents are located in Box D26, folder “American Association of Amusement Parks, Chicago, IL, December 2, 1968” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.

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NOTES FOR AMUSEMENT PARKS

12/12/68

I AM DELIGHTED TO BE HERE, SPEAKING BEFORE PEOPLE WHO ARE IN THE BUSINESS OF MAKING OTHER PEOPLE HAPPY.

GOODNESS KNOWS WE HAVE ENOUGH OF GLOOM AND MISERY IN THIS WORLD. I CONGRATULATE THOSE WHO SERIOUSLY DEDICATE THEMSELVES TO MAKING FUN FOR OTHERS.

YOURS IS A GOOD BUSINESS...A VERY WORTHWHILE BUSINESS... A NEEDED BUSINESS. WE HAVE TOO MANY PEOPLE TODAY WHO LOOK AT THE DOUGHNUT AND SEE NOTHING BUT THE HOLE.

2/AMUSEMENT

IN FACT, THERE ARE A LOT OF PEOPLE WHO ARE SO SOURED ON LIFE THAT THEY REMIND ME OF THE ROOSTER WHO SAID: "WHAT'S THE USE? YESTERDAY AN EGG, TOMORROW A FEATHER DUSTER."

POLITICANS, YOU KNOW, ARE EXPECTED TO "VIEW WITH ALARM," PARTICULARLY WHEN THEIR OWN PARTY IS OUT OF POWER.

TODAY I HAVE THE PLEASURE OF VIEWING THE FUTURE WITH CONSIDERABLE OPTIMISM. THAT'S BY WAY OF SAYING I AM GOING TO TALK WITH YOU ABOUT THE NEW NIXON ADMINISTRATION.

3/AMUSEMENT

WHAT CAN WE EXPECT FROM THE NIXON ADMINISTRATION?

WHAT WILL THE CHANGE IN ADMINISTRATIONS MEAN FOR BUSINESS?

FIRST OF ALL, THE NIXON ADMINISTRATION WILL BE FRIENDLY TO BUSINESS. THERE WILL BE A WHOLE NEW TONE IN WASHINGTON...A TONE THAT SAYS, WE WANT TO KEEP BUSINESS HEALTHY; WE WANT TO KEEP THE ECONOMY HEALTHY.

ONE OF THE HAPPY ASPECTS OF MR. NIXON'S ELECTION VICTORY IS THIS: HE WON IT ON HIS OWN. HE DOES NOT OWE HIS ELECTION TO BIG BUSINESS, AND HE DOES NOT OWE IT TO

4/AMUSEMENT

THE LEADERS OF ORGANIZED LABOR. SOME OTHER PRESIDENTS I KNOW COULD NOT MAKE THAT STATEMENT, AND IT WAS REFLECTED IN THEIR ADMINISTRATIONS.

THE NIXON ADMINISTRATION WILL BE A FRIENDLY ADMINISTRATION AND A "COOL" ADMINISTRATION...COOL IN THE SENSE THAT THE KIDS USE THE WORD...CALM, AWARE, STEADY, UNFLAPPABLE.

MR. NIXON WILL COOL OFF AND END THE VIETNAM WAR. HE WILL COOL OFF INFLATION WHILE MAINTAINING A HIGH LEVEL

5/AMUSEMENT

OF PROSPERITY IN THIS COUNTRY. HE WILL COOL OFF RELATIONS BETWEEN THE RACES WHILE HELPING NEGROES WALK THROUGH THE DOORS OF OPPORTUNITY.

IN THAT CONNECTION, I WOULD LIKE TO NOTE THAT AMUSEMENT PARK OPERATORS OBVIOUSLY ARE DOING SOMETHING RIGHT. I AM TOLD THAT THERE HAS NEVER BEEN A RIOT IN YOUR PARKS. THE TROUBLE AT GLEN ECHO AMUSEMENT PARK NEAR WASHINGTON, D.C., FOR INSTANCE, TOOK PLACE OUTSIDE THE PARK. SO YOU ARE VERY MUCH TO BE COMMENDED.

6/AMUSEMENT

I HAVE ALREADY SPOKEN OF THE NIXON ADMINISTRATION AS THE COOL ADMINISTRATION. BY THAT I MEAN IT WILL BE DEEPLY CONCERNED WITH BRINGING ORDER OUT OF CHAOS AND CONFUSION... BOTH IN THE GOVERNMENT AND THROUGHOUT THE COUNTRY. IT WILL BE A PRAGMATIC ADMINISTRATION. NIXON WILL BE A PRAGMATIC PRESIDENT...CONCERNED NOT WITH WHETHER A PROGRAM IS LABELED CONSERVATIVE OR LIBERAL BUT WHETHER IT WORKS AND PAYS OFF IN BENEFITS FOR THE PEOPLE THAT ARE COMMENSURATE WITH THE DOLLARS INVESTED. I SAY DOLLARS "INVESTED" AND NOT DOLLARS SPENT BECAUSE DICK NIXON HAS ENDORSED THE

7/AMUSEMENT

CONCEPTS ADVANCED BY THE HOUSE REPUBLICAN LEADERSHIP FOR A FRESH ASSAULT ON THE PROBLEMS OF THE CITIES...THE APPROACH OF TAX CREDITS TO DRAW INDUSTRY INTO AN ATTACK ON URBAN ILLS, NOT AS SIMPLY A PARTNER WITH GOVERNMENT BUT AS A PROBLEM-SOLVING LEADER. THE TAX CREDIT APPROACH HAS ALREADY PROVED ITSELF IN CONNECTION WITH TAX CREDITS FOR INVESTMENT IN NEW PLANT AND EQUIPMENT. IF WE CAN USE THE INTERNAL REVENUE CODE FOR "BRICK & MORTAR" -- WHY NOT FOR PEOPLE.

8/AMUSEMENT

BUT WHATEVER HE HAS ENDORSED IN CONCEPT, DICK NIXON WILL ENTER THE PRESIDENCY A FREE MAN. HE IS NOT WEDED TO ANY PARTICULAR PROGRAM, NOR IS HE INDEBTED TO ANY GROUP OR INDIVIDUAL FOR HIS ELECTION. HE IS FREE TO SEIZE THE TREMENDOUS OPPORTUNITY THAT IS HIS TO "BRING US TOGETHER," END THE VIETNAM WAR AND BRING ALL AMERICANS INTO THE MAIN-STREAM OF THE RICH LIFE THAT THIS GLORIOUS CONTINENT OFFERS US ALL IF WE CAN / BUT GRASP IT.

THE NIXON PROGRAM WILL BE CAREFULLY PLANNED. DICK

NIXON IS NOT SIMPLY ACCEPTING THE RECOMMENDATIONS THAT HAVE EMANATED FROM THE NATIONAL REPUBLICAN COORDINATING COMMITTEE AND ITS TASK FORCES, OR THE HOUSE REPUBLICAN LEADERSHIP AND ITS TASK FORCES. HE HAS...AND I APPLAUD THIS MOVE...SET UP TASK FORCES OF HIS OWN IN KEY PROBLEM AREAS.

I THINK ANOTHER KEY TO THE NIXON PERSONALITY AND THE KIND OF ADMINISTRATION HE WILL OFFER IS CONTAINED IN THE NIXON-JOHNSON COMPACT ON FOREIGN POLICY. I THINK THIS IS

10/AMUSEMENT

INDICATIVE OF HOW ANXIOUS DICK NIXON IS TO END THE VIETNAM WAR, AND IT UNDERSCORES HIS DETERMINATION NOT TO ALLOW POLITICS TO INTERFERE WITH AN EARLY AND HONORABLE SETTLEMENT OF THE WAR. PRESIDENT JOHNSON NOW IS ENGAGED IN DELICATE NEGOTIATIONS, WITH SAIGON AS WELL AS WITH HANOI. IT IS ONLY BECAUSE DICK NIXON HAS PUBLICLY ANNOUNCED HIS SUPPORT OF PRESIDENT JOHNSON'S CONDUCT OF FOREIGN AFFAIRS IN THE INTERIM PERIOD THAT THERE IS ANY PROSPECT OF FORWARD MOVEMENT TOWARD PEACE IN VIETNAM AT

11/AMUSEMENT

THIS TIME. THIS WAS AN ACT OF STATESMANSHIP. IN ADDITION, IT TELLS THE WORLD THAT MR. NIXON IS A MAN OF SUBSTANCE AND INTEGRITY.

THE NEXT REVEALING CHAPTER IN THE NIXON STORY WILL BE THE APPOINTMENTS HE MAKES TO THE CABINET AND OTHER KEY POLICY POSITIONS IN HIS ADMINISTRATION. MR. NIXON WILL BEGIN MAKING HIS TOP APPOINTMENTS ABOUT DECEMBER 5. THOSE APPOINTMENTS WILL INDICATE THE NATURE OF HIS PRESIDENCY. HE IS CONDUCTING A FAR-RANGING TALENT SEARCH. HE HAS

PERSONALLY DISCUSSED SOME OF HIS POSSIBLE CABINET CHOICES WITH ME. I AM OPTIMISTIC ABOUT THE CALIBRE OF THOSE WHO WILL SERVE.

I AM CONVINCED THAT THE NIXON ADMINISTRATION WILL BE ALMOST BIPARTISAN IN NATURE...AND IT WILL BE AN ACTIVIST, NOT A CARETAKER, ADMINISTRATION.

NOW, A SUMMING - UP . . .

1. THE TONE OF THE NIXON ADMINISTRATION WILL BE ONE OF MODERATION...OF REORGANIZATION...OF TIGHTENING UP

13/AMUSEMENT

GOVERNMENT OPERATIONS...OF REVIEWING ALL PROGRAMS AND ABANDONING ANY WHICH ARE NOT WORKING.

2. IT WILL BE A MIDDLE-OF-THE -ROAD ADMINISTRATION WORKING WITH A MIDDLE-OF-THE-ROAD CONGRESS. QUITE FRANKLY, MR. NIXON WILL GET ALONG BETTER WITH THE 91st CONGRESS THAN HUBERT HUMPHREY WOULD HAVE.

3. MR. NIXON WILL SEEK TO STREAMLINE THE FEDERAL GOVERNMENT. WORK OUT A SYSTEM OF PRIORITIES, AND...OVER A PERIOD OF SEVERAL YEARS...SWING THE FEDERAL BUDGET TOWARD BALANCE. OF INTEREST PERHAPS -- NIXON WILL USE

MONETARY AND FISCAL POLICY AFFIRMATIVELY.

4. MR. NIXON WILL TAKE A NEW APPROACH TO THE POVERTY WAR. IF CONGRESS IS WILLING, AND WILBUR MILLS IS A KEY HERE, NIXON WILL USE TAX CREDITS TO GET INDUSTRY DEEPLY INVOLVED IN PROVIDING JOBS FOR THE HARD-CORE UNEMPLOYED THROUGH ON-THE-JOB TRAINING AND NEW PLANTS IN THE INNER CITIES.
5. MR. NIXON WILL SEEK AN ESCALATOR CLAUSE IN THE SOCIAL SECURITY LAW, PROVIDING FOR AN AUTOMATIC INCREASE IN

BENEFITS IF AND WHEN THE COST OF LIVING RISES SUBSTANTIALLY.

6. HOWEVER, MR. NIXON WILL SEEK TO COOL OFF INFLATION BY HOLDING FEDERAL SPENDING TO REASONABLE LEVELS. AND WHEN WE LOOK AT THE PRESENT AND RECENT PROBLEMS OF FRANCE AND GREAT BRITAIN, WE CAN UNDERSTAND WHY.

7. MR. NIXON WILL EMPLOY A MIX OF THE NEW ECONOMICS AND THE OLD ECONOMICS TO KEEP THE ECONOMY GROWING BRISKLY WITHOUT SHARP PRICE INFLATION.

8. MR. NIXON WILL DE-MERICANIZE THE VIETNAM WAR AND

16/AMUSEMENT

WILL END THE MASSIVE U.S. PARTICIPATION BY SUBSTITUTION
OF SOUTH VIETNAMESE *troops.*

9. MR. NIXON WILL CRACK DOWN ON ORGANIZED CRIME, USING
WIRETAPS UNDER COURT SUPERVISION AGAINST THE CRIME
SYNDICATES, AND WILL EXPAND FEDERAL AID TO LOCAL POLICE
THROUGH THE LEGISLATION APPROVED BY THE LAST CONGRESS.

10. MR. NIXON WILL SEEK TO DECENTRALIZE GOVERNMENTAL
PROBLEM-SOLVING IN THIS COUNTRY, IN ADDITION TO ENCOURAGING
INDUSTRY TO LEAD AN ASSAULT ON URBAN ILLS. HE WILL SEEK

17/AMUSEMENT

DECENTRALIZATION THROUGH THE MORE EFFECTIVE USE OF FEDERAL FUNDS TO STRENGTHEN THE ROLE OF THE CITIES AND STATES. INSTEAD OF FORCING THE CITIES TO FIGHT THEIR WAY THROUGH A BUREAUCRATIC MAZE TO OBTAIN FEDERAL FUNDS, MR. NIXON WOULD SHARE FEDERAL REVENUE WITH THE STATES AND CITIES THROUGH BLOCK GRANTS AND EVENTUALLY A PERCENTAGE SLICE OF INCOME TAX RECEIPTS. THE CONCEPT IS DEFINITELY ON THE ACTION AGENDA. ITS IMPLEMENTATION COULD MEAN VAST GOVERNMENTAL CHANGES. IT WILL MEAN GREATER EFFICIENCY IN THE USE OF FUNDS BY COMMUNITIES WHICH KNOW THEIR OWN

18/AMUSEMENT

PRIORITIES FAR BETTER THAN WASHINGTON DOES. AND IT WOULD ELIMINATE THE DUPLICATION AND OVERLAPPING WHICH ARE INEVITABLE UNDER THE PRESENT SYSTEM.

A WORD OF CAUTION... THESE ARE NOT DEVELOPMENTS WHICH WILL OCCUR OVERNIGHT. IT TOOK A LONG TIME FOR PREVIOUS ADMINISTRATIONS TO BUILD UP THE BUREAUCRATIC STRUCTURE. IT WILL TAKE SOME TIME FOR THE NIXON ADMINISTRATION TO CUT AWAY THE DEADWOOD.

11. MR. NIXON WILL REVIEW OUR ENTIRE DEFENSE CAPABILITY, WITH A VIEW TO FILLING THE GAPS AND HOLES WHICH HAVE DEVELOPED UNDER THE OUTGOING ADMINISTRATION. AGAIN, IT WILL TAKE SOME TIME BEFORE DECISIONS CAN BE MADE REGARDING NEW WEAPONS SYSTEMS AND IMPROVEMENT OF EXISTING SYSTEMS. BUT WE DO KNOW THAT OUR PRESENT WEAPONS INVENTORY AND STRATEGIC SUPERIORITY HAS BEEN DRAWN DOWN BY THE OUTGOING ADMINISTRATION DURING THE TRAGIC YEARS OF VIETNAM. SO AN END TO U.S. PARTICIPATION IN THE VIETNAM WAR WILL

20/AMUSEMENT

NOT MEAN THAT OUR MILITARY OUTLAYS WILL SUDDENLY DROP BY 25 TO 30 BILLIONS. WE WILL HAVE TO REPLENISH OUR OPERATION AND MAINTENANCE STOCKS (OUR MOBILIZATION RESERVES) AND CONCENTRATE ON RESEARCH AND DEVELOPMENT FOR A NEW FAMILY OF STRATEGIC WEAPONS. -- THE WAY TO ACHIEVE PEACE IS THROUGH A POSITION OF STRENGTH. --

12. IN THE AREA OF IMPORTS AND EXPORTS, MR. NIXON WILL TAKE STEPS TO ASSIST U.S. AUTO, CHEMICAL, STEEL AND TEXTILE INDUSTRIES AMONG OTHERS IN FIGHTING UNFAIR FOREIGN COMPETITION, WHERE WAGE DIFFERENTIALS ARE ALMOST UNBELIEVABLE. BUT HE WILL NOT BE A PROTECTIONIST IN THE

SENSE OF ABANDONING THE FREE TRADE PROGRESS WE HAVE MADE
IN THE MIDDLE YEARS OF THIS CENTURY.

13. MR. NIXON WOULD LIKE TO SEE THE 10 PER CENT INCOME
TAX SURTAX EXPIRE AS OF NEXT JUNE 30 -- AND SO WOULD I.
THE ECONOMY COULD HIT A SOFT SPOT ABOUT THAT TIME AND MAY
NEED SOME STIMULATION.

14. MR. NIXON WILL STRENGTHEN OUR CONDUCT OF FOREIGN
AFFAIRS BY STRENGTHENING OUR ALLIANCES AND BY STRENGTHENING
AMERICA'S PREPAREDNESS AND THE WILL OF THE PEOPLE TO BE

FIRM IN THEIR LEADERSHIP ROLE IN THE WORLD. HE IS DETERMINED THAT THERE SHALL BE NO MORE VIETNAMS FOR AMERICA...NO ~~MO~~RE SITUATIONS IN WHICH WE FIGHT VIRTUALLY ALONE IN A COUNTRY HALFWAY AROUND THE WORLD. THIS DOES NOT MEAN RETREAT TO A NEW ISOLATIONISM. THIS SIMPLY RECOGNIZES THAT THE NATIONS OF THE FREE WORLD MUST CONTRIBUTE PROPORTIONATELY TO THE DEFENSE OF THE FREE WORLD...WHETHER THAT DEFENSE IS UNDERTAKEN IN SOUTHEAST ASIA OR IN THE HEARTLAND OF EUROPE.

MR. NIXON HAS GIVEN VOICE TO SOME HIGH HOPES AND BRAVE DREAMS. WE WILL REALIZE THOSE HOPES AND MAKE THOSE DREAMS COME TRUE ONLY IF THOSE PARTISANS WHO WOULD TEND TO OPPOSE THE NEW PRESIDENT UNDER NORMAL CIRCUMSTANCES WILL MEASURE UP TO THE DEMANDS OF THE MOMENT...THE URGENT NEED FOR A SPIRIT OF BIPARTISANSHIP IF NOT NONPARTISANSHIP IN THE AMERICA OF TODAY.

I SAID EARLIER I EXPECTED MR. NIXON TO GET ALONG BETTER WITH THE 91st CONGRESS THAN MR. HUMPHREY WOULD HAVE.

I BELIEVE THAT BECAUSE I BELIEVE THAT MEN LIKE HOUSE SPEAKER JOHN McCORMACK AND SENATE DEMOCRATIC LEADER MIKE MANSFIELD ARE MEN OF HONOR WHO WILL PLACE COUNTRY AHEAD OF PARTY IN DECISIONS THAT ARE CRUCIAL TO THIS NATION'S WELFARE.

AND SO, NAIVE AS THE CYNICS MAY FIND IT, I LOOK FOR A NEW ERA OF GOOD FEELING IN AMERICA...A TIME OF REDEDICATION TO THE TRUTHS SET FORTH IN THE DECLARATION OF INDEPENDENCE...A TIME WHEN MEN OF GOODWILL WILL JOIN TOGETHER TO MEET, CHALLENGE AND CONQUER THE NATION'S

PROBLEMS...A TIME WHEN PEACE WILL BE RESTORED ON OUR
STREETS AND IN OUR NEIGHBORHOODS AND IN FOREIGN LANDS.

LET UNITY BE OUR THEME AND PEACE OUR GOAL AS WE MOVE
FORWARD TO CONFRONT THE GREAT CHALLENGES THAT FACE OUR
NATION. IF WE WILL ALL REMEMBER THAT WE NEED EACH OTHER,
WE CAN BUILD A GREATER AMERICA UNDER RICHARD NIXON'S
LEADERSHIP. THUS IT IS THAT HE WILL "BRING US TOGETHER,"
WHICH IS THE GOAL OF ALL.

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NOTES

CHICAGO, ILL.

DEC. 2, 1968

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Gerald R. Ford
M.C.

MONDAY

AMERICAN ASSOC. OF
AMUSEMENT PARKS

