

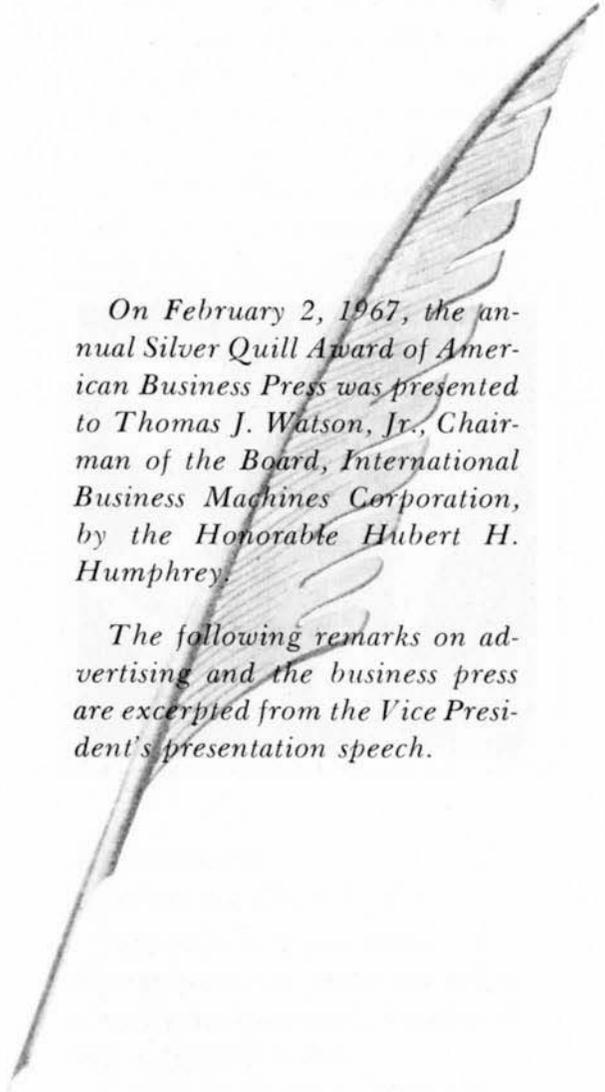
*"Advertising:  
A Creative Force"*



*Remarks  
of  
The Honorable  
Hubert H. Humphrey  
Vice President  
of  
The United States  
to the  
American Business Press*

*February 2, 1967*

*Washington, D.C.*



*On February 2, 1967, the annual Silver Quill Award of American Business Press was presented to Thomas J. Watson, Jr., Chairman of the Board, International Business Machines Corporation, by the Honorable Hubert H. Humphrey.*

*The following remarks on advertising and the business press are excerpted from the Vice President's presentation speech.*



### *The Role of the Business Press*

I want also tonight to take just a moment to pay my respects, and I think the respects of everyone in this audience who is a guest tonight to the leaders of the great knowledge-disseminating, tax paying, wealth-creating organs of business opinion, the American Business Press. Let me just say as one citizen, and as one public official, that your magazines have earned a much deserved respect, because they provide a very vital service to this country and to the cause of freedom. They inform the business community of the state of the art, sometimes even in advance of the state of the art. They tell you much of what your competitors are doing, about new markets, new opportunities.

### *Government Communication to the Press*

And they tell you about your Government, too, about the latest news in the executive, legislative and judicial branches.

I think we all respect these magazines, because they are authoritative, they are factual and they are timely.

I know they dig for the news; sometimes some of us in Government feel you dig a little too hard, but you ought to keep digging. (I just say that on the side: "don't tell anybody" I said it.)

I respect you for your diligence, and I respect you quite candidly for your perseverance.

I keep asking myself:—where would this free enterprise system of ours be without a militant free press, and above all, a militant business press?

### *Communism vs. Free Enterprise*

You know, if any communist or socialist country wants to learn the real truth about American capitalism and its dynamic qualities, it doesn't really need to hire any special agents, it has but to read a cross-section of your magazines. There isn't a country in the world that can match the American Business Press in its scope, in its reliability of coverage, in its attractiveness, in its circulation, or by any other standard that I know.

### *Value of Advertising*

Now let me just say a word on another phase:—I not only honor

you for your text and your photos, but for your advertising.

I want to say to my friends in the regulatory agencies:—Don't press this "truth-in-advertising" too much, because it will ruin partisan politics, at least every two to four years.

I believe in advertising. I haven't always done too well by it myself, but I still believe in it.

It is one of America's creative forces; it is a creative force for producer capitalism, for distributive capitalism, for consumer capitalism. It opens new markets and it strengthens competition. When it does, it strengthens this country.

So, I hope that our Government agencies will take you into their confidence and will be as open and frank with you, as it is humanly possible to be. I say this because we need you.

### *Cooperation with Advertising Council*

I come here at this moment to thank you for the excellent job that you have done, working with the Advertising Council and others in public service—to help us with such programs as equality of opportunity, youth employment, the purchase of U. S. Savings Bonds, just to mention a few.

*Government-Free  
Enterprise Teamwork*

You see, I think that America is a living partnership, between the people and their Government, between Government and business, between Government, business, labor, all of free enterprise.

I just don't happen to be one of those who believes that Government can or should do everything. I happen to believe that the greatest force in this country for social and economic progress lies in the individual and in the great system of enterprise that this nation is blessed with.



*The complete texts  
of both the Vice President's  
and Mr. Watson's  
speeches are available  
from American Business Press.*

*Who is American Business Press?*

*American Business Press is an international association of independently owned, specialized business publications. Its membership numbers more than 450 technical, professional, industrial, scientific, merchandising and marketing publications. Through their editorial columns and advertising pages they keep the business and industrial leaders, scientists and professional men of America up to date on developments affecting their fields and their futures.*

*What is the Silver Quill?*

*The Silver Quill Dinner was inaugurated by the business press in 1952 to provide a congenial atmosphere for business and government officials to meet and exchange views and a proper setting in which to honor the outstanding American selected to receive the Silver Quill Award for distinguished service to the nation.*



**AMERICAN BUSINESS PRESS, INC.**

205 East 42nd Street  
New York, New York 10017

THANK YOU, MR. BUZBY. I'M PRIVILEGED TO  
 HAVE A PART IN THIS DISTINGUISHED OCCASION.  
 AS ALL OF YOU ARE ~~KNOW~~ <sup>KNOW</sup> THE SILVER QUILL  
 IS NOT AN ~~AMPERFUNCTORY~~ <sup>ORDINARY</sup> HONOR. THE AWARD IS  
 WIDELY RECOGNIZED AS THE HIGHEST TRIBUTE OF  
 THE BUSINESS PRESS -- PRESENTED FOR OUTSTAND-  
ING SERVICE TO THE NATION. THOSE CHOSEN TO  
 RECEIVE IT AND WHAT A DISTINGUISHED ROSTER  
 THEY COMPRISE -- ARE PAINSTAKINGLY SELECTED  
 WITH THE GREATEST DELIBERATION.

AS YOU MIGHT IMAGINE, THE CHOICE IS  
EMINENTLY DIFFICULT. ~~AND~~ THE GOVERNMENT OR  
BUSINESS LEADER DESIGNATED TO RECEIVE THE  
SILVER QUILL MUST BE EXCEPTIONAL <sup>Go a</sup>  
CHAMPION AMONG CHAMPIONS ↓ CONGRATULATE  
 THIS YEAR'S SELECTION COMMITTEE ON ITS WIS-  
 DOM <sup>of judgement</sup> FOR THE MAN HONORED TONIGHT IS TRULY  
EXCEPTIONAL. He symbolizes american Executive Leadership  
at its very best. His is a dedicated life - dedicated not only  
 to the Prosperity of his Company, but the prosperity of his Country,

not only to the progress of his industry, but the progress  
of all american free enterprise.

THOMAS J. WATSON, JR., IS ~~THE~~ THE  
SYMBOL OF A FABULOUS NEW INDUSTRY -- OR,  
MORE ACCURATELY, A FABULOUS NEW AGE -- THE  
COMPUTER AGE! WHEN IBM BEGAN TELLING US TO  
"THINK", FEW OF US ENVISIONED HOW DRASTICALLY  
ELECTRONIC COMPUTERS WOULD SHAPE AND  
CHANGE BUSINESS SYSTEMS, CONCEPTS, <sup>and</sup> ENTIRE  
INDUSTRIES, . yo. THE VERY PATTERNS OF OUR  
EVERYDAY LIVES (Pace of Change - 1st Computer  
17 yrs old)

3 a

EXPANDING OUR HORIZONS AND SHORTENING OUR  
LABORS, <sup>through computers</sup> ~~they~~ HAVE CREATED NEW FIELDS OF  
KNOWLEDGE; THEY HAVE HELPED US TO REACH INTO  
THE OUTER LIMITS OF SPACE AND TO PLUMB THE  
DEPTHS OF THE OCEANS. (my role) Tom,

They have literally revolutionized - Education,  
Management & Public Administration, Production, distribution  
Service Industries, Science + Technology, medicine and  
life Sciences, Communication, information - Law enforcement  
Military Science - I would add to the legend on those

named IBM cards - which say - "Do not fold, spindle, or  
mutilate, the words - or "underestimate!" 4

THE FINAL WORD ON THE IMPACT OF THESE  
ELECTRONIC MARVELS IS YET TO BE WRITTEN.

EACH NEW DAY MEN FIND NEW USES. AND THEIR  
USE AS AN EDUCATIONAL TOOL - THOUGH ALREADY  
GREAT - IS BY COMPARISON TO ITS POTENTIAL,  
STILL RELATIVELY UNTAPPED.

~~The computer is a  
liberating force, enabling man to achieve more.~~

5

IBM IS AMONG THOSE WHO HAVE STOOD IN  
THE FOREFRONT OF THE COMPUTER AGE. ~~and at~~  
ITS HEAD ~~is~~ THE MAN HONORED TONIGHT FOR HIS  
LEADERSHIP. ~~PL~~ TOM WATSON IS MORE THAN AN  
INSPIRATIONAL LEADER OF A GIANT CORPORATION.

~~H~~ HIS PERSONAL MAKEUP INCLUDES  
QUALITIES THAT DISTINGUISH MAN FROM  
MACHINE -- HIS PERSONAL "PROGRAM" ALSO  
INCLUDES A CONCERN FOR HUMAN VALUES.

AS A FORMER AIR FORCE OFFICER, HIS INTEREST IN WORLD PEACE IS EXEMPLIFIED BY HIS MEMBERSHIP ON THE ADVISORY BOARD OF THE HOOVER INSTITUTION ON WAR, REVOLUTION AND PEACE. HIS CONCERN FOR YOUTH AND THE FUTURE OF OUR NATION IS MANIFESTED IN HIS POSITION AS PRESIDENT OF THE BOY SCOUTS OF AMERICA.

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MR. WATSON RECEIVED THE PRESIDENT'S MEDAL OF FREEDOM IN 1964. HE IS A MEMBER OF THE IMPORTANT PRESIDENT'S ADVISORY COMMITTEE ON LABOR MANAGEMENT POLICY — AND MUCH, MUCH MORE. *He is a great American —*

TONIGHT'S AWARD RECIPIENT IS INDEED A  
 LEADER OF JUDGMENT, VISION, AND A SENSE OF  
 RESPONSIBILITY TO MAN'S HIGHEST ASPIRATIONS.  
 AND, SO IT IS WITH THE DEEPEST PERSONAL  
 PLEASURE THAT I PRESENT TO YOU, THOMAS J.  
WATSON, JR. -- IN BEHALF OF THE AMERICAN  
BUSINESS PRESS -- THE 1966 SILVER QUILL  
AWARD FOR DISTINGUISHED SERVICE. — yes

*Distinguished service to Industry, to your  
 Country, & to all Mankind.*

TRIBUTE TO SENATOR MARGARET CHASE SMITH

↳ The "lady with a rose" is a "Senator's Senator."

~~She represents many of the finest traditions of that  
great parliamentary body.~~

It is an honor to be associated in any event with her, for she is one of my dearest friends and colleagues. She has been honored by her Party, her associates, her state and her nation. Her voice is heard and respected in Committee, on the Senate Floor, and in the forums of public opinion.

Senator Smith and I are of opposite political parties, but we share many things in common. For example, both of us ran -- unsuccessfully -- for the Presidency.

But Senator Smith is a success -- a success as a legislator, as a woman, as a patriot.

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TRIBUTE TO THE BUSINESS PRESS

I did not want to miss this opportunity to meet with the great executive leaders of one of our most invaluable arms of free enterprise -- the business press.

Within this audience are the leaders of great knowledge-disseminating, tax-paying, wealth-creating organs of business opinion.

Your magazines are respected because they serve a crucial service. They inform business of the advance of the state-of-the-art. They tell you much of what your competitors are doing, and about new markets, opportunities, and problems. They tell you about Government: about the latest news in the Executive, Legislative and Judicial Branches.

You respect these magazines because they are authoritative, factual, timely. They "dig" for news; (sometimes some of our government people say they almost dig too hard). But I respect them for their diligence and perseverance.

L Where would American free enterprise be without a militant business press?

If any Communist country wants to learn the real truth about the dynamics of American capitalism, it has but to read a cross-section of your magazines.

L There isn't a country in the world, ~~particularly a socialist country~~, which can match the American business press in its own scope, in reliability of coverage, in attractiveness, in circulation or by any other standard.

Ⓚ And let me say that I honor you, not only for your text and your photos, but for your advertising.

you see, I believe in advertising.

*Don't do so well  
sometimes.*

It is one of America's most creative forces.

It is creative for producer capitalism, for distributive capitalism, and for consumer capitalism -- opening markets, strengthening competition.

*(Truth in Advertising - a threat to Postwar Politics)*

L I hope our government agencies will take you into their confidence and will be as open and as frank with you as possible.

We need you. What wonderful jobs you have done with the Advertising Council in public service programs such as

- equality of opportunity
- youth employment and
- purchase of U. S. Savings Bonds

*People + their Govt  
Business + Govt*

↳ I see America as a partnership, based on mutual respect and understanding, lively competition, checks and balances. And that's what you believe in.

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TRIBUTE TO THOMAS J. WATSON, JR.

It is an honor to present one of the nation's most coveted awards to one of the nation's great business leaders. Mr. Watson symbolizes American executive leadership at its very best. His is a dedicated life, dedicated not only to the prosperity of his company, but <sup>to the prosperity</sup> and security of his country; not only to the progress of his industry, but the <sup>Progress</sup> prosperity of all American free enterprise.

His "stage" is the world. He has contributed invaluable to the cause of world trade progress.

The great corporation which he heads is one of the most dynamic in America. <sup>enterprising and</sup>

The computer is, in my judgment, one of the most revolutionary instruments in man's history; and it is <sup>a revolution</sup> ~~an~~ instrument <sup>yes,</sup> ~~revolution~~ for human betterment. It is 10 revolutions in one! It is revolutionizing:

education -- that is, teaching

management and public administration

production

distribution

service industries

science and technology -- ~~the physical sciences~~

medicine and the life sciences

communication -- information -- records

~~law~~ and law enforcement. *and*

military science.

I would add to the legend on those famed IBM cards which say "Do not fold, spindle or mutilate" the words:

"or underestimate."

< I see the computer as a liberating force, enabling man to achieve efficiency and economy, and to free his mind from the drudgery of routine tasks, so that his brain can be devoted to the highest, most creative labor.

< As Chairman of the National Aeronautics and Space Council, I know that we could not possibly have achieved all that we have attained in outer space without the computer revolution.

As Chairman of the National Council on Marine Resources and Engineering Development, I know that success in the great adventure of oceanography depends upon computer advances, just as it depends upon the skills of human participants.

And so, Mr. Watson, here is an open magazine --  
with the silver quill -- symbolizing the business press,  
and I may add, an open society and open horizons *and*

an unlimited future for free men and free enterprise.

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THE VICE PRESIDENT  
WASHINGTON

REMARKS BY  
HONORABLE HUBERT H. HUMPHREY  
VICE PRESIDENT OF THE UNITED STATES  
AT  
SILVER QUILL AWARD DINNER  
AMERICAN BUSINESS PRESS

Washington, D.C.  
February 2, 1967

Thank you very much my dear friend, a fine and distinguished Senator, Senator Margaret Chase Smith; Mr. Buzby, Mr. Watson, and all the many very distinguished guests of this evening:

May I say first of all to you, Margaret, that I do appreciate that very proper protocol-ish and wonderful introduction. I had something I wanted to hand you that was a little more flattering, but we just didn't get ourselves properly organized here tonight. There are times when as Vice President, you just love to hear certain things that nobody really thinks except the Vice President.

Ladies and Gentlemen, you must know how I feel tonight. I have had a very rare experience, or should I say, series of rare experiences on recent days.

About two weeks ago, I was a guest at -- well not a guest, I am a very proud member -- at the Alfalfa Club Dinner. It was a wonderful evening of entertainment; of course, it is a very secret order, and we can't let you in on everything, except for the members that are here.

PROBLEM OF FOLLOWING A GREAT SPEAKER

But after a full evening, climaxed by none other than the humor of Bob Hope, they introduced me, and then I was supposed to do my bit. I don't know what sin I have committed that I deserve such punishment.

Only about two nights ago, in this very same hotel, I was privileged to be with the National Conference of Christians and Jews. The guest that evening was Sam Levinson, one of America's great humorists.

I was "privileged" to follow him. I wouldn't have minded it, but they had a Preacher for the Benediction and I didn't even get a chance to do that.

Tonight I am privileged to be here, and to follow the Marine Band and Senator Margaret Chase Smith.

UNEXPECTED "DROP-INS"

I don't know what next, except President Johnson may walk in -- and take these remarks right out of my hand.

In case you think that is a joke, it has happened before; in fact, I have two very good speeches that will be in the Johnson Library. These will be memorable speeches; they are the only two speeches I never gave -- that is officially.

PREPARED QUESTIONS AND ANSWERS

Tonight, we have witnessed a sort of "house-broken" "Issues and Answers" - "Face the Nation" and "Meet the Press."

I just want to say to my friend, Mr. Siemiller to Mr. Thornton, Secretary Weaver, Mr. McFarlane and Senator Javits -- nobody ever gave me a break to prepare the answers ahead of time.

Mr. Watson, I stumbled up the hard way.

EQUAL TIME

There was some question as to whether or not I could be here tonight. After the President saw a copy of the program -- that my friend Senator Javits was going to be on, he said, "Hubert, go and demand equal time." Now, I don't want you to think that this Administration believes in wire-tapping, because we don't; they just put Humphrey on the loose, that's all. I've taken it all down, Senator. I'll have Mr. Rusk over to see you tomorrow morning.

But truly, this has been a delightful evening -- an evening of tribute to -- not only a great American and a great executive in our business community, but to a great organization.

TRIBUTE TO SENATOR SMITH

I take this moment, if I may, to pay my respects, first to the lady with the rose, who is a "Senator's Senator" -- one of the most delightful, one of the most able, one of the most gifted and dedicated public servants in this nation, my good friend, Senator Margaret Chase Smith. And Margaret, if that "hurts you" among your Republican friends in Maine, deny that I said it. But I meant it in all sincerity.

THE ROLE OF THE BUSINESS PRESS

I want also tonight to take just a moment to pay my respects, and I think the respects of everyone in this audience who is a guest tonight to the leaders of the great knowledge-disseminating, tax paying, wealth-creating organs of business opinion, the American Business Press. Let me just say as one citizen, and as one public official, that your magazines have earned a much deserved respect, because they provide a very vital service to this country and to the cause of freedom. They inform the business community of the state of the art, sometimes even in advance of the state of the art. They tell you much of what your competitors are doing, about new markets, new opportunities.

GOVERNMENT COMMUNICATION TO THE PRESS

And they tell you about your Government, too, about the latest news in the executive, legislative and judicial branches.

I think we all respect these magazines, because they are authoritative, they are factual and they are timely.

I know they dig for the news; sometimes some of us in Government feel you dig a little too hard, but you ought to keep digging. (I just say that on the side: "don't tell anybody" I said it.)

I respect you for your diligence, and I respect you quite candidly for your perseverance.

I keep asking myself: -- where would this free enterprise system of ours be without a militant free press, and above all, a militant business press?

#### COMMUNISM VS. FREE ENTERPRISE

You know, if any communist or socialist country wants to learn the real truth about American capitalism and its dynamic qualities, it doesn't really need to hire any special agents, it has but to read a cross-section of your magazines. There isn't a country in the world that can match the American Business Press in its scope, in its reliability of coverage, in its attractiveness, in its circulation, or by any other standard that I know.

#### VALUE OF ADVERTISING

Now let me just say a word on another phase: -- I not only honor you for your text and your photos, but for your advertising.

I want to say to my friends in the regulatory agencies: -- Don't press this "truth-in-advertising" too much, because it will ruin partisan politics, at least every two to four years.

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So, I hope that our Government agencies will take you into their confidence and will be as open and frank with you, as it is humanly possible to be. I say this because we need you.

#### COOPERATION WITH ADVERTISING COUNCIL

I come here at this moment to thank you for the excellent job that you have done, working with the Advertising Council and others in public service -- to help us with such programs as equality of opportunity, youth employment, the purchase of U.S. Savings Bonds, just to mention a few.

GOVERNMENT-FREE ENTERPRISE TEAMWORK

You see, I think that America is a living partnership, between the people and their Government, between Government and business, between Government, business, labor, all of free enterprise.

I just don't happen to be one of those who believes that Government can or should do everything. I happen to believe that the greatest force in this country for social and economic progress lies in the individual and in the great system of enterprise that this nation is blessed with.

Now quite frankly, I feel especially privileged tonight to be a part in this distinguished program and occasion.

I looked this audience over earlier (while I could still see you when the lights weren't blinding me). I have known many of you before, on this same occasion.

As all of you know here, the Silver Quill is not just a perfunctory, ordinary honor; it is a high honor. This award is widely recognized as the highest tribute of the business press, presented for outstanding service to the nation, to an outstanding American.

PREVIOUS AWARD RECIPIENTS

Those chosen to receive it, (as you look through your program, you will see that it is a distinguished roster.) are painstakingly selected with the greatest deliberation. I sat alongside of one tonight who was the recipient of this high honor, General Doolittle, and there are many others here.

As you might imagine, the choice is eminently difficult. The Government, or the business leader who is designated to receive the Silver Quill must be exceptional. He is a champion among champions. As I looked over that roster, I saw not only members of private industry, members of the Congress (two of them were honored as you know last year -- Senator Mansfield and Senator Dirksen); I have seen former Presidents. One of them who was honored by this great Association is the President of the United States at this very hour and night, President Lyndon Johnson.

TONIGHT'S RECIPIENT

I congratulate this year's Selection Committee on its wisdom and its good judgment, for the man honored tonight meets every standard that

this organization imposes upon its Selection Committee. The man honored is truly exceptional. He symbolizes American executive leadership, at its very best. His is a dedicated life, dedicated<sup>not</sup>/only to the prosperity of his company, which is an evident fact, but to the prosperity of his country; not only to the progress of his great industry, but to the progress of all American free enterprise.

#### SYMBOL OF THE COMPUTER AGE

Thomas J. Watson, Jr., is the symbol of a fabulous new industry, or more accurately, a fabulous new age, the Computer Age. He is also the living symbol indeed the living spirit of a fabulous economic system, or should I say a fabulous political and economic system, based upon individual initiative, upon the qualities of management, and upon the capacity of industry -- not only to produce profit, but the good life for those who work in it and those who invest in it.

When IBM began telling us to "think," few of us envisioned how drastically electronic computers would shape and change this world of ours; change business systems, concepts, and entire industries, yes, the very pattern of our everyday life. And what a rapid pace of change.

I believe that my memory is correct, when I note, that the first computer, which now is in the Smithsonian Institution, is just over 17 years of age; yet, it is a museum piece, indicating the pace of change that has gripped this world of ours.

Expanding our horizons and shortening our labors, these computers have created new fields of knowledge; they have helped us to reach into the outer limits of space, and to depths of the ocean.

TWO VICE PRESIDENTIAL ASSIGNMENTS

Mr. Watson, I think that I should mention, as you know, that I have the privilege as serving as Chairman of the Space Council and Chairman of the Council on Marine Resources and Engineering Development. Both of these are by Act of Congress.

I am always puzzled why it is that Congress assigns to the Vice President those responsibilities which are "out of this world," or in the bottom of the sea. Now, there may be those who can read something into that: I prefer not to .

THE PEACEFUL COMPUTER "REVOLUTION"

These computers have literally revolutionized our lives: a peaceful revolution, a progressive revolution in education, in management -- administration, in production, distribution, science and technology, in service industries, medicine and the life sciences, in communications -- information -- records, in law enforcement and military science.

I would add to the legend on those famed IBM cards, Mr. Watson, which say, "Do Not Fold, Spindle or Mutilate." I would add just one other word, -- do not "underestimate," because what a powerful force.

The final word on the impact of these electronic marvels is yet to be written: each new day may find new uses. Their use as an educational tool, though already great, is by comparison to its potential -- still relatively untapped. IBM is among those who have stood in the forefront of the Computer Age.

THE QUALITIES OF LEADERSHIP

At its head is the man honored tonight for his foresight, for his leadership.

Thomas Watson is more than an inspirational leader of a giant corporation. His personal make-up includes the qualities which distinguish man at his best -- from the machine. His personal "program" also includes, thank goodness, a deep concern for human values. As a former Air Force officer, his interest in world peace is exemplified by his membership on the Advisory Board of the Hoover Institution on War, Revolution and Peace. His concern for our young, for the youth, and the future of our nation is manifested in his position as President of the Boy Scouts of America.

Mr. Watson, our honored recipient tonight, received the President's Medal of Freedom in 1964, a high honor, one of the highest honors that can be paid to any American. He is a member of the important President's Advisory Committee on Labor and Management, and much more.

He is in my mind a great American. Tonight's award recipient is indeed a leader of judgment, vision and a sense of responsibility to man's highest aspirations.

CONGRATULATIONS TO AWARDEE

So it is with the deepest personal pleasure and with a sense of high honor and privilege that I present to you -- Thomas J. Watson, Jr., on behalf of the American Business Press, the 1966 Silver Quill Award for distinguished service, yes, my fellow Americans, distinguished service to industry, but, above all, distinguished service to country, to God, and to all mankind.

Mr. Watson, my congratulations to you.

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STENOGRAPHIC TRANSCRIPT

VICE PRESIDENT HUMPHREY'S  
SPEECH

1966 SILVER QUILL AWARD

To

Thomas J. Watson, Jr.

Public Stenographer  
Statler-Hilton Hotel  
February 7, 1967

Senator Margaret Chase Smith:

Mr. Chairman, Ladies and Gentlemen - it is a privilege and my pleasure to present to you the Vice President of the United States -

Vice President Hubert H. Humphrey:

Thank you very much my dear friend, <sup>a</sup> and fine and distinguished Senator, Senator Margaret Chase Smith, Mr. <sup>S</sup> Busby, Mr. Watson, and all the many very distinguished guests of this evening. <sup>P</sup> May I say first of all to you Margaret, that I do appreciate that very proper protocolish and wonderful introduction, ~~but~~ <sup>something</sup> I had ~~what~~ <sup>^</sup> I wanted to hand you, that was a little more flattering, but we just didn't get ourselves properly organized here tonight. There are times <sup>when</sup> ~~that~~ as Vice President, you just love to hear certain things that nobody really thinks except the Vice President. <sup>P</sup> Ladies and Gentlemen, you must know how I feel tonight. I have had a very rare experience, or should I say, series of rare experiences <sup>P</sup> of recent days. <sup>P</sup> About two weeks ago, I was a guest at -- ~~the~~ -- well not a guest, I am a very proud member at the Alfalfa Club Dinner, <sup>^</sup> and <sup>^</sup> ~~after~~ <sup>^</sup> a wonderful evening of entertainment, of course, it is a very secret order, and we can't let you in on everything, except for the members that are here,

PROBLEM OF FOLLOWING A GREAT SPEAKER

but after a full evening, climaxed by none other than the humor of Bob Hope, they introduced me, and than I was supposed to do my bit. I don't know what sin I have committed that I deserve such punishment, <sup>DO</sup> and only about two nights ago, in this very same hotel, I was privileged to be ~~here~~ with the National Conference of Christians and Jews, <sup>and the</sup> ~~the~~ <sup>great</sup> ~~man~~ that evening was Sam Levinson, one of <sup>AMERICA'S</sup> the great humorists, ~~and~~ I was privileged to follow him. I wouldn't have minded it, but they had a Preacher for the Benediction, and I didn't even get a chance to do that, <sup>DO</sup> ~~and~~ ~~tonight~~ and tonight I am privileged to be here, and to follow the Marine Band and Senator Margaret Chase Smith. ~~I don't know what next, except President Johnson may walk in -- and take these remarks right out of my hand.~~

UNEXPECTED "DROP-INS"

<sup>DO</sup> ~~and~~ in case you think that is a joke, it has happened before, in fact, I have two very good speeches that will be in the Johnson Library, ~~known as~~ ~~these~~ these will be memorable speeches, they are the only two speeches I never gave - that is officially.

<sup>DO</sup> Tonight, we have witnessed a sort of house broken issues and <sup>PREPARED QUESTIONS AND ANSWERS</sup> ~~Answers~~ - Face the Nation and Meet the Press.

I just want to say to my friend Mr. <sup>SIE</sup> Miller, ~~and~~ Mr. Thornton, Secretary Weaver, ~~and~~ Mr. McFarland and Senator Javits - nobody ever gave me a break to prepare the answers ahead of time. <sup>EQUAL TIME</sup> Mr. Watson I stumbled up the hard way. <sup>DO</sup> There was

some question as to whether or not I could be here tonight, ~~and~~ after the President saw ~~the~~ copy of the program, ~~and~~ ~~saw~~ that my friend Senator Javits was going to be on, He said, "Hubert, go and demand equal time." Now I don't want you to think that this Administration believes in wire-tapping, because we don't, they just put Humphrey on the loose, that's all, ~~and~~ I've <sup>taken</sup> ~~gotten~~ it all down, Senator, I'll have Mr. Rusk over to see you tomorrow morning. ~~But~~ truly, this has been a delightful evening, ~~and it is~~ an evening of tribute to not only a great American and a great executive in our business community, but to a great organization, ~~and~~ I take this moment, if I may, to pay my respects, first to the lady with the rose, who is a Senator's Senator ~~and~~ one of the most delightful, one of the most able, one of the most gifted and dedicated public servants in this Nation, my good friend, Senator Margaret Chase Smith. And Margaret, if that hurts you among your Republican friends in Maine, deny that I said it, ~~but~~ I meant it in all sincerity. ~~I wanted~~ also tonight to take just a moment to pay my respects, and I think the respects of everyone in this audience ~~that~~ is a guest tonight to the leaders of the great knowledge disseminating, tax paying, well creating organs of business opinion, the Business Press. ~~And~~ let me

TRIBUTE TO SENATOR SMITH

THE ROLE OF THE BUSINESS PRESS

Announcement

Signature

just say as one citizen, and as one public official, that your magazines have earned a much deserved respect, because they provide a very vital service to this country and to the cause of freedom. They informed the business community of the state of the art, sometimes even in advance of the state of the art. They tell you much of what your competitors are doing, about new markets, new opportunities, and they tell you about your Government too, about the latest news in the executive, legislative and judicial branches. I think we all respect these magazines, because they are authoritative, they are factual and they are timely. I know they dig for the news, and sometimes some of us in Government feel you dig a little too hard, but you ought to keep digging. I just say that on the side, and don't tell anybody I said it. I respect you for your diligence, and I respect you quite candidly for your perseverance. I keep asking myself where would this free enterprise system of ours be without a militant free press, and above all a militant business press. You know if any Communist, socialist country wants to learn the real truth about American capitalism and its dynamic qualities, it doesn't really need to hire any special agents, it has but to read a cross-section of your magazines. There isn't a country in the world that can match the American business

GOVERNMENT COMMUNICATION TO THE PRESS

Communism vs. Free Enterprise

on

press in its scope, in its reliability of coverage, in its attractiveness, in its circulation, or by any other standard that I know.

VALUE OF

ADVERTISING

And now let me just say a word, I not only honor you

for your text and your photos, but for your advertising, and

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I want to say to my friends in the regulatory agencies; don't press this truth and advertising too much, because it will ruin partisan politics, at least every two to four years.

I believe in advertising, and I haven't always done too well

by it myself, but I still believe in it. It is one of America's

creative forces, it is a creative force for producer, capitalism, for distributive capitalism for consumer capitalism, it

opens new markets, and it strengthens competition, and when

it does, it strengthens this country. So I hope that our

Government agencies will take you into their confidence and

will be as open and frank with you, as it is humanly possible

to be, and I say this because we need you, and I come here

at this moment to thank you for the excellent job that you

have done, working with the advertising council, and others

in public service to help us with such programs as the equality

and opportunity, and youth employment, the purchase of U. S.

Savings Bonds, just to mention a few. You see, I think that

CONDENSATION WITH ADVERTISING COUNCIL

GOVERNMENT-FREE ENTERPRISE TEAMWORK

America is a living partnership, between the people and their Government, between Government and business, between Government, business <sup>and</sup> labor, <sup>and</sup> free enterprise. ~~I~~ I just don't happen to be one of those <sup>all of</sup> ~~that~~ <sup>who</sup> believes that Government can or should do everything. I happen to believe that the greatest force in this country for social and economic progress lies in the individual and in the great system of enterprise that this Nation is blessed with. ~~Now~~ Now quite frankly, I feel especially privileged tonight to <sup>be</sup> ~~have~~ a part in this distinguished program and occasion. As all of you know here

~~I~~ I looked over this audience earlier, (while I could still see you when the lights were blinding me) <sup>and</sup> I have known many of you before, on this same occasion. <sup>At all</sup> Silver Quill is not just a ~~prefunctory~~ ordinary honor, it is a high honor. The award is widely recognized as the highest tribute of the business press, presented for outstanding service to the Nation, to an outstanding American. PREVIOUS AWARDS RECIPIENTS ~~Now~~ those chosen to receive it, <sup>or</sup> and you look through your program, ~~and~~ you will see that it is a distinguished roster, are painstakingly selected with the greatest deliberation. I sat along side of one tonight <sup>who</sup> ~~that~~ was the recipient of this high honor, General <sup>Do</sup> ~~Dooley~~ <sup>Little</sup>, and there are many others here, <sup>and</sup> ~~as~~ you might imagine the choice is <sup>emmerally</sup> ~~imminently~~ difficult. The Government,

or the business leader ~~that~~ <sup>who</sup> is designated to receive the Silver Quill must be exceptional. He is a champion among champions, ~~and~~ <sup>As</sup> I looked over that roster I saw not only members of private industry, members of the Congress (two of them were honored as you know last year, Senator Mansfield, and Senator Dirksen, <sup>and</sup> I have seen former Presidents, ~~and~~ <sup>one</sup> of them ~~that~~ <sup>who</sup> was honored by this great Association ~~and group~~ is the President of the United States, at this very hour and night, President Lyndon Johnson. <sup>Tonight's Recipient</sup> I congratulate ~~this~~ year's Selection Committee, on its wisdom and its good judgment, for the man honored tonight meets every standard that this organization imposes upon its Selection Committee. The man honored is truly exceptional. He symbolizes American executive leadership, at its very best. His is a dedicated life, dedicated only only to the prosperity of his company, ~~but~~ which is an evident fact, but to the prosperity of his country; not only to the progress of his great industry, but to the progress of all American free enterprise. <sup>Symbol of the Computer Age</sup>

Thomas J. Watson, Jr. is the symbol of a fabulous new industry, or more accurately, a fabulous new age, the Computer Age, ~~and~~ <sup>he</sup> is also the living symbol, indeed the living spirit of a fabulous economic system, or should I say a fabulous



<sup>who</sup> that can read something into that, I prefer not too. ~~But~~

<sup>THE PEACEFUL COMPUTER "REVOLUTION"</sup>  
① These computers have literally revolutionized our lives, a

peaceful revolution, progressive revolution, and education, management, administration, production, distribution, science and technology, service industries, medicine and the life sciences, communications, informations, records, law enforcement, and military science, and I would add to the legend

on those famed IBM cards, Mr. Watson, which say, "Do not fold, spindle or mutilate," I would add just one other word, -- do not underestimate, because what a powerful force. The final

word on the impact of these electronic <sup>models</sup> is yet to be written, each new day may find new uses, and their use as

an educational tool, though already great, is by comparison to its potential <sup>untapped</sup> still relatively ~~untapped~~. IBM is among

those who have stood in the forefront of the Computer Age,

<sup>THE QUALITIES OF LEADERSHIP</sup>  
and at its head is the man honored tonight for his foresight

for his leadership, Thomas Watson is more than an inspirational

leader of a giant corporation. His personal make up includes

the qualities <sup>which</sup> that distinguish man at his best, - from the

machine. His personal program also includes, thank goodness,

a deep concern for human values, as a former Air Force officer,

his interest in world peace is exemplified by his membership

on the Advisory Board of the Hoover Institution on War,  
Revolution and Peace. His concern for our young, for the  
youth, and the future of our Nation is manifested in his  
position as President of the Boy Scouts of America. <sup>P</sup>Mr.  
Watson, <sup>M</sup>our honored recipient tonight, <sup>F</sup>received the President's  
Medal of Freedom in 1964, a high honor, one of the highest  
honors that can be paid to any American. He is a member  
of the important President's Advisory Committee on Labor and  
Management, and much more. <sup>P.H.</sup>He is in my mind a great American.  
Tonight's award recipient is indeed a leader of judgment,  
vision and a sense of responsibility to man's highest aspira-  
tions. <sup>P</sup>So it is with the deepest personal pleasure and with  
a sense of high honor and privilege that I present to you —  
Thomas J. Watson, Jr., <sup>O</sup>in behalf of the American <sup>B</sup>Business  
press, the 1966 Silver Quill Award for distinguished service,  
~~Yes~~, my fellow Americans, distinguished service to industry,  
but, above all, distinguished service to country, to God, and  
to all of mankind. <sup>P</sup>Mr. Watson, my congratulations to you.



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