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Library Staff.**

Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13492
Folder ID Number: 13492-009

Folder Title:
Wall Street Journal Centennial 6/22/89 [2]

Stack:	Row:	Section:	Shelf:	Position:
G	25	6	3	5

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/19/89 ACTION/CONCURRENCE/COMMENT DUE BY: 6/20/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: WALL STREET JOURNAL CENTENNIAL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☒	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	STUDDERT	☒	☐
BATES	☒	☐	UNTERMAYER	☐	☐
BREEDEN	☐	☐	ROGERS	☐	☒
CARD	☐	☒	WINSTON	☐	☒
CICCONI	☐	☒	PINKERTON	☒	☐
DEMAREST	☒	☐	PETERSMEYER	☒	☐
FITZWATER	☐	☒		☐	☐
GRAY	☒	☐		☐	☐
HAGIN	☐	☐		☐	☐

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 2:00 PM, Tuesday, June 20, 1989, with an info copy to my office. Thank you.

RESPONSE:

*No Comment.
6/20/89*

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/19/89

ACTION/CONCURRENCE/COMMENT DUE BY:

89 JUN 19 P6:48

6/20/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: WALL STREET JOURNAL CENTENNIAL

2:50 pm

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE Gordon has w/ him @ mtg.	☒	☐
SUNUNU	☐	☒	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER coming	☒	☐
DARMAN	☒	☐	STUDDERT N/C phone	☒	☐
BATES N/C phone	☒	☐	UNTERMAYER	☐	☐
BREEDEN	☐	☐	ROGERS	☐	☒
CARD	☐	☒	WINSTON	☐	☒
CICCONI	☐	☒	PINKERTON on way	☒	☐
DEMAREST	☒	☐	PETERSMEYER B	☒	☐
FITZWATER	☐	☒		☐	☐
GRAY 7803 coming	☒	☐		☐	☐
HAGIN	☐	☐		☐	☐

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RESPONSE:

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

(McNally/Simon)

June 18, 1989, 1:00 p.m.

Draft Three (WSJ)

1989 JUN 19 PM 5:00

PRESIDENTIAL REMARKS: WALL STREET JOURNAL CENTENNIAL
WINTER GARDEN -- NEW YORK CITY
THURSDAY, JUNE 22, 1989, 8:30 P.M.

Thank you, _____, for that warm introduction. I'm delighted to be here tonight. There's nothing like celebrating another's hundredth birthday to make a man feel young.

Talk about a big event. This morning I saw Willard Scott on TV -- holding up a birthday snapshot of the Wall Street Journal.

Speaking of television, before we left the White House, I told my grandkids I'd be spending the evening with the media elite. They want to know which one of you is Morton Downey.

Seriously, this is an impressive audience. But if anything catastrophic happens to the Winter Garden tonight, the Fortune 500 will be lucky to keep the list in double digits. [[PAUSE]]

Forgive me if I seem a bit distracted. I just heard that, during the cocktails, Donald Trump bought Air Force One.

Gee -- I wonder what he's going to name it? [[PAUSE]]

Don is the only guy in America whose car has a dashboard statue of Frank Lorenzo. [[PAUSE]]

Of course, it wasn't cars, but carriages, that crowded New York's cobblestones on July 8, 1889. Telephones and electric lights were just catching on. It was the year the Oklahoma Territory opened, Johnstown flooded, and Mark Twain penned A Connecticut Yankee. Another year would pass before Sitting Bull would perish in the Sioux uprisings.

And as the sun rose over Manhattan on that hot July Monday, John D. Rockefeller was preparing to celebrate his 50th birthday. Upriver, 10,000 baseball fans filled the new Polo Grounds -- with another 5,000 on the nearby bluffs -- to see New York down Pittsburgh, 7 to 5.

And from a modest office not far from where we stand, the Wall Street Journal was distributed to a few hundred readers for two cents a copy. And the first front page contained another historic first -- your first typo. [[PAUSE]]

It was in a story about John L. Sullivan's victory in the bare-knuckle, heavyweight championship -- won after 75 grueling rounds. It was to be the nation's last such drawn-out, bare-knuckle fight -- until they invented leveraged buy-outs.
[[OR: "presidential primaries"]].

From those modest beginnings, the Wall Street Journal emerged to become America's ledger sheet -- chronicling war and depression and prosperity, as we grew from a frontier society to the frontiers of space -- the world's dominant financial power.

Arthur Miller observed that "a good newspaper is a nation talking to itself." ² The Journal is like that. In a changing world that offers 64 channels of cable television, the six gray columns of the Wall Street Journal are as familiar as the morning coffee at America's breakfast tables.

Its pages tell the story of our times. Only once in 100 years did it carry a banner headline -- the day after Pearl Harbor. [[PAUSE]] I must have missed that one.

After the War, the Journal came to Texas the same year I did -- 1948 -- when it began printing in Dallas. Your chairman, Warren Phillips, had been hired as a copy reader the year before -- in time to see the first of the paper's 13 Pulitzers.

Not that every article was ^a Pulitzer Prize ^{winner} material. In 1967, a front page story on China predicted the communist government wouldn't last the year. [[PAUSE]] And on Pearl Harbor I was only off by three months.

A decade later -- in 1979 -- the Wall Street Journal became the largest circulation daily in the nation. But one rival complained that it was only because so many subscribers were at an age where they forget to cancel.

That same year, reporter Jim Perry celebrated the paper's 90th birthday by exhuming a ^{Family} ~~high school~~ nickname that had been dead for 30 years. [[PAUSE]] "Poppy" Bush. Thanks, Jim.

A year later -- on the day after the 1980 election -- the lead editorial celebrated "Ronald Reagan's mandate." And President Reagan told me my day would come. And it did. The day after I was elected President, the headline read -- and I kid you not -- "Jim Wright's Mandate."

At least now that I'm President, the Journal doesn't call me "Poppy." Now they call me "George Herbert Walker Bush."

But I told Al Hunt how much I enjoy the Journal. He asked if it's the front page, the conservative editorials, or the news coverage. I said it's because you don't carry Doonesbury.

And you have a distinction no other paper in America can claim: No matter how slow the news, you never ran a puppy photo.

All kidding aside, the Wall Street Journal has a proud and enviable tradition. Although you deal in the world's most perishable product -- news -- polls have repeatedly shown that your paper is one of America's most trusted publications.

A reputation like that can only be earned by adherence to your founders' pledge to always have the news "honest, intelligent and unprejudiced." In modern times, your reporters have carried this pledge beyond business reporting, in coverage of events like the civil rights struggle -- and the recent massacre in Beijing -- carrying on a proud American tradition of braving intimidation to bring the truth into the light.

And many at the Journal have gone beyond their professional obligations -- and set examples of another old-fashioned tradition very much on my mind. The tradition of public service.

Three years ago, John Fialka wrote a Column-One story called "Sisters In Need" -- chronicling the poverty that had befallen the growing ranks of retired clergy in America. It provoked a swell of readership response. And so John and others at the Journal founded "SOAR" -- "Support Our Aging Religious" -- and raised more than \$1 million to aid 30 different orders.

A similar public response occurred in 1987 after the publication of "Urban Trauma" -- Alex Kotlowitz's moving account of three months in the life of Lafayette Walton -- a 12 year-old boy struggling to survive in a dangerous Chicago project.

La Guardia -

calling on all levels
of govt -- and both
sectors, pub & priv - 77
to insist in a crusade to
bring NS into W. corner
of Amer.

summer they

and his

n boys camp.

s life-

and women

g.

ign an

officials to

~~dev programs to involve themselves and their employees in
community service. Direct -- not ask.~~

It begins with a simple truth: From now on, the definition
of a successful life must include service to others.

And I may never have as important an audience to carry this
message to, as you who are gathered at the Winter Garden tonight.

The American business community has supported conservative
policies. ^{We are} ~~Americans~~ ^{ing} You have enjoyed prosperous years, ^{But not all} ~~and applauded my~~
~~Americans are a part of that prosperity and I ask~~
~~pledge not to raise taxes. But business must do its part.~~

Prosperity cannot be truly enjoyed unless the points of light
about which I've spoken shine on every American in need.

Many of you are CEO's, with galaxies at your command. And
it is my request -- I submit, your obligation -- to donate the
services of the talented and the enterprising within your ranks.

Shortly after the Wall Street Journal was founded, 100 years
ago, the Census Bureau declared that the "frontier" no longer
existed in America. But the Wall Street Journal has proven them
wrong -- by advancing across ever new frontiers of technology,

rewrite

geography, and innovation. And I said it a week ago, looking eastward across America from the foot of the Grand Tetons: The challenges ahead are in the frontiers of the mind -- and of the good that hard work and the human imagination can bring to pass.

Not long after bringing home the Journal's first Pulitzer Prize, William Grimes expressed a simple creed. He wrote: "We believe in the individual, in his wisdom and his decency." Now that is a worthy tenet -- one we can all carry forth from tonight's celebration -- and on to a renewed commitment to service tomorrow.

To all at the Journal, I wish you congratulations on this landmark -- and success as your "Second Century" begins. And to all here tonight -- God bless you -- and God bless the United States.

#

INSERT - (Office of National Service)

Earlier today, before a meeting of The New York Partnership and the Association for a Better New York, I called upon every individual American and every institution in America - business, labor, education, religion, civic groups, associations and not-for-profit service organizations - to engage one-to-one in the lives of others in need. I issued a special appeal to newspapers, magazines, radio and television stations and other media institutions to showcase service opportunities, spotlight successful service initiatives and profile outstanding community leaders regularly. I call on The Wall Street Journal to respond to this call and to set an exacting standard for other newspapers to follow. I know that I can depend upon you to make that kind of commitment to America.

THE WHITE HOUSE
WASHINGTON

89 JUN 20

Date:

P2 5:21

TO:

Chriss Winston

FROM:

CLARK KENT ERVIN
Office of National Service
x6266

- ☒ Action
- ☐ Your Comment
- ☐ Let's Talk
- ☐ FYI

Attached are our comments on the
WSJ speech for Wednesday night.
Note that reference to Executive Order
must be deleted.

WHITE HOUSE STAFFING MEMORANDUM

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CARD	☐	☒	WINSTON	☐	☒
CICCONI	☐	☒	PINKERTON	☒	☐
DEMAREST	☒	☐	PETERSMEYER	☒	☐
FITZWATER	☐	☒		☐	☐
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RESPONSE: *[Signature]*

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

(McNally/Simon)
June 18, 1989, 1:00 p.m.
Draft Three (WSJ)

1989 JUN 18 PM 5:1

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A reputation like that can only be earned by adherence to your founders' pledge to always have the news "honest, intelligent and unprejudiced." In modern times, your reporters have carried this pledge beyond business reporting, in coverage of events like the civil rights struggle -- and the recent massacre in Beijing -- carrying on a proud American tradition of braving intimidation to bring the truth into the light.

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A similar public response occurred in 1987 after the publication of "Urban Trauma" -- Alex Kotlowitz's moving account of three months in the life of Lafayette Walton -- a 12 year-old boy struggling to survive in a dangerous Chicago project.

Alex stayed in touch with Lafayette. And last summer they passed the hat at the Journal -- and gave Lafayette and his brother a season of peace in the woods of a Wisconsin boys camp.

Personal gestures. Profound actions. Sometimes life-changing in their effect. These are the works of men and women who know that prosperity without purpose means nothing.

Earlier today, I announced that I will shortly sign an Executive Order directing all executive branch officials to devise programs to involve themselves and their employees in community service. Direct -- not ask.

The President said he'd ask on this
~~It begins with a simple truth:~~ *to I have after said, any*
From now on, the definition of a successful life must include service to others.

And I may never have as important an audience to carry this message to, as you who are gathered at the Winter Garden tonight.

The American business community has supported conservative policies. You have enjoyed prosperous years, and applauded my pledge not to raise taxes. But business must do its part. Prosperity cannot be truly enjoyed unless the points of light about which I've spoken shine on every American in need.

Many of you are CEO's, with galaxies at your command. And it is my request -- I submit, your obligation -- to donate the services of the talented and the enterprising within your ranks.

Shortly after the Wall Street Journal was founded, 100 years ago, the Census Bureau declared that the "frontier" no longer existed in America. But the Wall Street Journal has proven them wrong -- by advancing across ever new frontiers of technology,

INSERT

geography, and innovation. And I said it a week ago, looking eastward across America from the foot of the Grand Tetons: The challenges ahead are in the frontiers of the mind -- and of the good that hard work and the human imagination can bring to pass.

Not long after bringing home the Journal's first Pulitzer Prize, William Grimes expressed a simple creed. He wrote: "We believe in the individual, in his wisdom and his decency." Now that is a worthy tenet -- one we can all carry forth from tonight's celebration -- and on to a renewed commitment to service tomorrow.

To all at the Journal, I wish you congratulations on this landmark -- and success as your "Second Century" begins. And to all here tonight -- God bless you -- and God bless the United States.

#

THE WHITE HOUSE

WASHINGTON

June 20, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *cu*
FROM: EDWARD E. McNALLY *gml*
SUBJECT: KEYNOTE ADDRESS FOR THE 100TH ANNIVERSARY
OF THE WALL STREET JOURNAL (BLACK TIE)

I. SUMMARY

At approximately 8:30 p.m. on Thursday, June 22, 1989, you are scheduled to arrive at the Winter Garden in lower Manhattan to give the keynote address for The Wall Street Journal's 100th Anniversary Gala.

II. DISCUSSION

Attached for your consideration and review are draft remarks for the 15-minute address expected by The Wall Street Journal for their Gala in New York. Your speech -- the only one of the night -- will be before dinner, and will be on teleprompter.

The audience -- a black tie group of approximately 600 -- is expected to include some of the leading members of America's corporate, advertising, and news media communities. *

In keeping with the guidance received from Marlin Fitzwater, the press office, Al Hunt and others at the Journal, the remarks are essentially light, humorous, and personal -- focusing on the paper's history and including one message -- an echo of the day's earlier call for corporate involvement in national service.

* E.g., including: William Agee, Steven Jobs, Bill Moyers, Joseph Flom, Richard Holbrooke, Woody Allen, Arthur Ochs Sulzberger, Rupert Murdoch, Roone Arledge, Bryant Gumble, David Rockefeller, Peter Ueberroth, Norman Lear, Pete Teeley, Malcolm Forbes, Mort Zuckerman, Ben Bradlee, Kate Graham, Don Hewitt, Mike Wallace, Bill Buckley, Robert Bork, Carl Icahn, and Armand Hammer.

(McNally/Simon)
June 20, 1989, 7:00 p.m.
Draft Four (WSJ)

PRESIDENTIAL REMARKS: WALL STREET JOURNAL CENTENNIAL
WINTER GARDEN -- NEW YORK CITY
THURSDAY, JUNE 22, 1989, 8:30 P.M.

Thank you, Warren [[PHILLIPS, CHAIRMAN OF DOW JONES]], for that warm introduction. I'm delighted to be here tonight. There's nothing like celebrating another's hundredth birthday to make a man feel young.

Talk about a big event. This morning I saw Willard Scott on TV -- holding up a birthday snapshot of the Wall Street Journal.

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And as the sun rose over Manhattan on that hot July Monday, John D. Rockefeller was preparing to celebrate his 50th birthday. Upriver, 10,000 baseball fans filled the new Polo Grounds -- with another 5,000 crowding the nearby bluffs -- to see New York down Pittsburgh, 7 to 5.

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Personal gestures. Profound actions. Sometimes life-changing in their effect. These are the works of men and women who know that prosperity without purpose means nothing.

Earlier today, I announced a new initiative -- calling on all levels of government -- and both sectors, public and private -- to enlist in a new crusade to bring national service into every corner of America.

That crusade begins with a simple truth: From now on, the definition of a successful life must include service to others.

And I may never have as important an audience to carry this message to, as you who are gathered at the Winter Garden tonight.

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SUBJECT: PRESIDENTIAL REMARKS: WALL STREET JOURNAL CENTENNIAL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☒	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	STUDDERT	☒	☐
BATES	☒	☐	UNTERMAYER	☐	☐
BREEDEN	☐	☐	ROGERS	☐	☒
CARD	☐	☒	WINSTON	☐	☒
CICCONI	☐	☒	PINKERTON	☒	☐
DEMAREST	☒	☐	PETERSMEYER	☒	☐
FITZWATER	☐	☒		☐	☐
GRAY	☒	☐		☐	☐
HAGIN	☐	☐		☐	☐

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 2:00 PM, Tuesday, June 20, 1989, with an info copy to my office. Thank you.

RESPONSE:

ok. per 2:00 PM

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

(McNally/Simon)

June 18, 1989, 1:00 p.m.

Draft Three (WSJ)

1989 JUN 18 PM 5:1

PRESIDENTIAL REMARKS: WALL STREET JOURNAL CENTENNIAL
WINTER GARDEN -- NEW YORK CITY
THURSDAY, JUNE 22, 1989, 8:30 P.M.

Thank you, _____, for that warm introduction. I'm delighted to be here tonight. There's nothing like celebrating another's hundredth birthday to make a man feel young.

Talk about a big event. This morning I saw Willard Scott on TV -- holding up a birthday snapshot of the Wall Street Journal.

Speaking of television, before we left the White House, I told my grandkids I'd be spending the evening with the media elite. They want to know which one of you is Morton Downey.

Seriously, this is an impressive audience. But if anything catastrophic happens to the Winter Garden tonight, the Fortune 500 will be lucky to keep the list in double digits. [[PAUSE]]

Forgive me if I seem a bit distracted. I just heard that, during the cocktails, Donald Trump bought Air Force One.

Gee -- I wonder what he's going to name it? [[PAUSE]]

Don is the only guy in America whose car has a dashboard statue of Frank Lorenzo. [[PAUSE]]

Of course, it wasn't cars, but carriages, that crowded New York's cobblestones on July 8, 1889. Telephones and electric lights were just catching on. It was the year the Oklahoma Territory opened, Johnstown flooded, and Mark Twain penned A Connecticut Yankee. Another year would pass before Sitting Bull would perish in the Sioux uprisings.

And as the sun rose over Manhattan on that hot July Monday, John D. Rockefeller was preparing to celebrate his 50th birthday. Upriver, 10,000 baseball fans filled the new Polo Grounds -- with another 5,000 on the nearby bluffs -- to see New York down Pittsburgh, 7 to 5.

And from a modest office not far from where we stand, the Wall Street Journal was distributed to a few hundred readers for two cents a copy. And the first front page contained another historic first -- your first typo. [[PAUSE]]

It was in a story about John L. Sullivan's victory in the bare-knuckle, heavyweight championship -- won after 75 grueling rounds. It was to be the nation's last such drawn-out, bare-knuckle fight -- until they invented leveraged buy-outs.
[[OR: "presidential primaries"]].

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Arthur Miller observed that "a good newspaper is a nation talking to itself." The Journal is like that. In a changing world that offers ^{*Scores of cable*} ~~64~~ channels of ~~cable~~ television, the six gray columns of the Wall Street Journal are as familiar as the morning coffee at America's breakfast tables.

Its pages tell the story of our times. Only once in 100 years did it carry a banner headline -- the day after Pearl Harbor. [[PAUSE]] I must have missed that one.

After the War, the Journal came to Texas the same year I did -- 1948 -- when it began printing in Dallas. Your chairman, Warren Phillips, had been hired as a copy reader the year before -- in time to see the first of the paper's 13 Pulitzers.

Not that every article was Pulitzer Prize material. In 1967, a front page story on China predicted the communist government wouldn't last the year. [[PAUSE]] And on Pearl Harbor I was only off by three months.

A decade later -- in 1979 -- the Wall Street Journal became the largest circulation daily in the nation. But one rival complained that it was only because so many subscribers were at an age where they forget to cancel.

That same year, reporter Jim Perry celebrated the paper's 90th birthday by exhuming a high school nickname that had been dead for 30 years. [[PAUSE]] "Poppy" Bush. Thanks, Jim.

A year later -- on the day after the 1980 election -- the lead editorial celebrated "Ronald Reagan's mandate." And President Reagan told me my day would come. And it did. The day after I was elected President, the headline read -- and I kid you not -- "Jim Wright's Mandate."

At least now that I'm President, the Journal doesn't call me "Poppy." Now they call me "George Herbert Walker Bush."

But I told Al Hunt how much I enjoy the Journal. He asked if it's the front page, the conservative editorials, or the news coverage. I said it's because you don't carry Doonesbury.

And you have a distinction no other paper in America can claim: No matter how slow the news, you never ran a puppy photo.

All kidding aside, the Wall Street Journal has a proud and enviable tradition. Although you deal in the world's most perishable product -- news -- polls have repeatedly shown that your paper is one of America's most trusted publications.

A reputation like that can only be earned by adherence to your founders' pledge to always have the news "honest, intelligent and unprejudiced." In modern times, your reporters have carried this pledge beyond business reporting, in coverage of events like the civil rights struggle -- and the recent massacre in Beijing -- carrying on a proud American tradition of braving intimidation to bring the truth into the light.

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To all at the Journal, I wish you congratulations on this landmark -- and success as your "Second Century" begins. And to all here tonight -- God bless you -- and God bless the United States.

#

THE WHITE HOUSE
WASHINGTON

89 JUN 20 P3: 07

June 20, 1989

Memorandum to Chriss Winston

From: Jim Pinkerton 
Subject: Wall Street Journal Centennial Draft Speech

The wealth of detail in this draft is evidence of, as they say in the news business, good legwork. A few comments:

Pg. 3, para. 4, line 2 To describe "Poppy" as a high school nickname is o.k., but it is more accurate to say it was a family nickname. ✓

4,1,2 We suggest "a photo of Millie and the puppies," rather than "a puppy photo," to make it clearer to journalists who may think of the latter as a generic term for human interest photos. ✓

5,3,4 "Direct -- not ask," is too chest-beating in tone. This is voluntarism, after all, and we should assume that the President's hand-picked appointees don't have to be ordered around like children.

5,6,2 Instead of underscoring the fat-cat nature of the audience, and implying that they naturally support a Republican President, i.e., out of self-interest, we suggest softening the tone here by reference to small businessmen, and by implying that there are good and justifiable reasons behind their support of the President.

Thus: "The people of America's businesses have supported my belief in conservative principles and policy. The businesses of America, especially the small businesses, have labored to create the present prosperity that is the envy of the world. And they have stood by me in my call to hold down government spending without raising taxes. ✓

"I am grateful for that support. Now I am asking the people of American business to support another initiative of mine. It is based on the principle that prosperity cannot truly...."

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/19/89

ACTION/CONCURRENCE/COMMENT DUE BY:

89 JUN 20 P3:01

6/20/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: WALL STREET JOURNAL CENTENNIAL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☒	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	STUDDERT	☒	☐
BATES	☒	☐	UNTERMAYER	☐	☐
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CARD	☐	☒	WINSTON	☐	☒
CICCONI	☐	☒	PINKERTON	☒	☐
DEMAREST	☒	☐	PETERSMEYER	☒	☐
FITZWATER	☐	☒		☐	☐
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RESPONSE:

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

(McNally/Simon)
June 18, 1989, 1:00 p.m.
Draft Three (WSJ)
1989 JUN 19 PM 5:4

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THURSDAY, JUNE 22, 1989, 8:30 P.M.

Thank you, _____, for that warm introduction. I'm delighted to be here tonight. There's nothing like celebrating another's hundredth birthday to make a man feel young.

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~~Twelve years later~~
~~A decade later~~ -- in 1979 -- the Wall Street Journal became the largest circulation daily in the nation. But one rival complained that it was only because so many subscribers were at an age where they forget to cancel.

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x3563

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To all at the Journal, I wish you congratulations on this landmark -- and success as your "Second Century" begins. And to all here tonight -- God bless you -- and God bless the United States.

#

✓

THE WHITE HOUSE

WASHINGTON

89 JUN 20 P3:06

June 20, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: PATRICIA MACK BRYAN *PMB*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: Wall Street Journal
Centennial

Pursuant to James W. Cicconi's staffing memorandum of June 19, 1989, Counsel's Office has reviewed the above-referenced remarks. Subject to the comments noted below, Counsel's Office has no objection to these remarks.

Page 1, Paragraphs 5-7:

The Donald Trump jokes seem on the border of good taste and we defer to your judgment as to whether they remain in the remarks. On the other hand, the Frank Lorenzo joke transcends the bounds of good taste; moreover, it could be misconstrued to suggest that the President supports one side -- the strikers -- of the Eastern dispute. It may also be misconstrued as sacrilegious. For those reasons, we recommend the reference be deleted.

Page 5, Paragraph 3:

We assume that this paragraph is consistent with any decision the President may have made on this issue.

cc: James W. Cicconi

THE WHITE HOUSE

WASHINGTON

June 19, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*
SUBJECT: Presidential Remarks: Wall Street Journal
Centennial

We have reviewed the draft remarks for the President's address at the Wall Street Journal's centennial celebration. In general, the speech has a good tone.

We have a few suggestions which we believe will improve the draft. We recommend deleting the joke about the statue of Frank Lorenzo at the bottom of page one. This joke may be taken as a slap at labor or a personal attack on Lorenzo.

The word "grey" should be spelled with an "e" instead of an "a" at the bottom of page two.

The message in the third paragraph of page five concerns me. Directing all executive branch officials to devise programs to involve themselves and their employees in community service by Executive order does not sound like voluntary service, it sounds like mandatory service. I suggest this paragraph be deleted.

If you have any questions or I can help in any other way, please let me know.

cc: James W. Cicconi

WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/19/89 ACTION/CONCURRENCE/COMMENT DUE BY: 6/20/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: WALL STREET JOURNAL CENTENNIAL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☒	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	STUDDERT	☒	☐
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Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

(McNally/Simon)

June 18, 1989, 1:00 p.m.

Draft Three (WSJ)

1989 JUN 19 PM 5:11

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BAD
TASTE [

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#

- 11 -

[[SPEAKING OF AGE AND APROPOS OF NOTHING, AT THE JOE GIBBS CHARITY DINNER BOB HOPE TOLD OF TWO VERY OLD MEN SITTING ON A PARK BENCH.

FIRST: "DO YOU KNOW HOW OLD I AM?"

SECOND: "STAND UP. TURN AROUND. DROP YOUR TROUSERS. NOW PAT YOURSELF ON THE POSTERIOR. OK, PULL UP YOUR TROUSERS -- SIT BACK DOWN ON THE BENCH.

"YOU'RE 93 YEARS OLD AND FOUR MONTHS."

FIRST: "HOW'D YOU KNOW?"

- 12 -

SECOND: "YOU TOLD ME YESTERDAY."]]

[[ANYWAY, ON THE DAY AFTER THE 1980 ELECTION -- THE LEAD EDITORIAL CELEBRATED "RONALD REAGAN'S MANDATE." AND PRESIDENT REAGAN TOLD ME MY DAY WOULD COME. AND IT DID. THE DAY AFTER I WAS ELECTED PRESIDENT, THE HEADLINE READ -- AND I KID YOU NOT -- "JIM WRIGHT'S MANDATE."]]

CW

(McNally/Simon)
June 17, 1989
9:00 p.m.
Draft Two
(WSJ)

PRESIDENTIAL REMARKS: WALL STREET JOURNAL CENTENNIAL
THE WINTER PALACE
NEW YORK CITY
THURSDAY, JUNE 22, 1989
8:30 P.M.

Thank you, _____, for that warm introduction. I'm delighted to be here tonight. There's nothing like celebrating another's hundredth birthday to make a man feel young.

Talk about a big event. This morning I saw Willard Scott on TV -- holding up a birthday snapshot of the Wall Street Journal.

Speaking of television, before we left the White House, I told my grandkids I'd be spending the evening with the media elite. They want to know which one of you is Morton Downey.

Seriously, this is an impressive audience. But if anything happens to the Winter Garden tonight, the Fortune 500 will be lucky to keep the list in double digits. [[PAUSE]]

Forgive me if I seem a bit distracted. I just heard that, during the cocktails, Donald Trump bought Air Force One.

Gee -- I wonder what he's going to name it?

Don is the only guy whose car has a dashboard statue of Frank Lorenzo.

But -- as Don has shown -- competition today is intense in every field. I hear the Journal's abandoning its photo policy and coming out with its first swimsuit issue. [[PAUSE]] I just don't know if their public is ready for Lee Iacoca in thongs.

Competition was tough a hundred years ago, too. New York City. July 8, 1889. Telephones and electric lights were just catching on. It was the year the Oklahoma Territory opened, Johnstown flooded, and Mark Twain penned A Connecticut Yankee. Newspapers wrote of Kodak's new camera and wondered whether Jack the Ripper would kill again. And another year would pass before Sitting Bull would perish in the Sioux uprisings.

And as the sun rose over Manhattan on that hot July Monday, John D. Rockefeller was preparing to celebrate his 50th birthday. Across the river, the new Polo Grounds baseball stadium opened on that day. The home team won.

And from a modest office not far from where we stand, the Wall Street Journal was distributed to a few hundred readers for two cents a copy. And the first front page contained the paper's first typo. [[PAUSE]]

It was in a story about John L. Louis's victory in America's final, bare-knuckle, heavyweight championship -- won after 75 grueling rounds. It was to be the nation's last such drawn-out, bare-knuckle fight -- until they invented leveraged buy-outs. [[OR: "presidential primaries"]].

From those modest beginnings, the Wall Street Journal emerged to become America's ledger sheet -- chronicling war and depression and prosperity, as we grew from a frontier society to the frontiers of space -- the world's dominant industrial and financial power.

Arthur Miller observed that "a good newspaper is a nation talking to itself." The Journal is like that. In a changing world that offers 64 channels of cable television, the six gray columns of the Wall Street Journal are as familiar as the morning coffee at America's breakfast tables.

Its pages tell the story of our times. Only once in 100 years did it carry a banner headline -- the day after Pearl Harbor. [[PAUSE]] I must have missed that one.

After the War, the Journal came to Texas the same year I did -- 1948 -- when it began printing in Dallas to supplement the New York and San Francisco editions. Your chairman, Warren Phillips, had been hired as a copy reader the year before -- in time to see the first of 13 Pulitzers earned by your correspondents.

Not that every article was Pulitzer Prize material. There were some real doozies. [[PAUSE]] In 1967, as the paper's 80th birthday approached, a front page story on China predicted the communist government wouldn't last the year. [[PAUSE]] And I was only off by two months on Pearl Harbor.

A decade later -- in 1979 -- the Wall Street Journal became the largest circulation daily in the nation. But one rival complained that it was only because so many subscribers were at an age where they forget to cancel.

That same year, 1979, correspondent Jim Perry celebrated the Journal's 90th birthday by exhuming a high school nickname that had been dead for 30 years. [[PAUSE]] "Poppy" Bush. [[PAUSE]] Thanks, Jim.

A year later -- on the day after the 1980 election -- the lead editorial celebrated "Ronald Reagan's mandate." And President Reagan told me my day would come. And it did. The day after I was elected President, the headline read -- and I kid you not -- "Jim Wright's Mandate."

But I told Al Hunt how much I enjoy the Journal. He asked whether it was the front page features, the conservative editorials, or the economic coverage. I said it's because you don't carry "Doonesbury."

And you have a distinction no other paper in America can claim: No matter how slow the news, never once did you run a puppy photo.

Actually, for a while we put old copies of the Journal under the puppies. Big mistake. Now Millie is the only dog I know who has her own broker. [[PAUSE]] I guess she confused puppies with Yuppies.

At least now that I'm President, the Journal has stopped calling me "Poppy." Now they call me [[SLOWLY]] "George Herbert Walker Bush." [[PAUSE]] Real progress.

And I think Jim tried to make it up to me after the election. In the recent series on the paper's "Second Century," he had one scenario where 1996 found the deficit gone, inflation at three percent, and Vice President Quayle winning back 45 states and control of the Senate. [[PAUSE]] Now that's good, solid reporting.

All kidding aside, the Wall Street Journal has a proud tradition and enviable reputation. Although you deal in the world's most perishable product -- news -- polls have repeatedly shown that the Wall Street Journal is ^{you} America's most trusted publication.

A reputation like that can only be earned by adherence to your founders' pledge to always have the news "honest, intelligent and unprejudiced." In modern times your reporters have carried this pledge beyond business reporting, in coverage of events like the 1960's civil rights struggle for racial justice and equality.

And as recently as this week's headlines, the Journal's Jim Sterba and Adi Ignatious -- and their colleagues from many different news organizations in China -- have carried on a proud American tradition of bringing the truth out into the light.

And many at the Journal have gone beyond their professional obligations -- to set examples of another old-fashioned tradition that is very much on my mind today. The tradition of public service.

Three years ago, John Fialka wrote a column one story called "Sisters In Need" -- chronicling the poverty that had befallen the growing ranks of retired religious workers in America. It provoked a swell of readership response. And John and others at the Journal were unable to leave the story behind.

And so they founded "SOAR" -- "Support Our Aging Religious" -- and raised more than \$300,000 for needy members of the clergy.

A similar public response occurred in 1987 after the publication of "Urban Trauma" -- Alex Kotlowitz's moving account of three months in the life of Lafayette Weaver -- a 12 year-old boy struggling to survive in one of Chicago's most dangerous housing projects.

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Earlier today, I announced that I will shortly sign an Executive Order directing all executive branch officials to devise programs to involve themselves and their employees in community service. Direct -- not ask.

It begins with a simple truth: From now on, the definition of a successful life must include service to others.

And I may never have as important an audience to carry this message to as the captains of industry, media and advertising that are gathered at the Winter Garden tonight.

The American business community has supported conservative policies. You have enjoyed prosperous years, and applauded my pledge not to raise taxes. But business must do more. Prosperity cannot be truly enjoyed unless the points of light about which I've spoken shine on every American in need.

Many of you are CEO's, with galaxies at your command. And it is my request -- I submit, your obligation -- to donate the services of the talented and the enterprising within your ranks. And to consider volunteerism in hiring, compensation, and promotion decisions. And to begin a literacy program that teaches each employee how to read.

Shortly after the Wall Street Journal was founded, 100 years ago, the Census Bureau declared that the "frontier" no longer existed in America. But the Wall Street Journal has proven them wrong -- by advancing across ever new frontiers of technology, geography, and innovation. And I said it a week ago, looking eastward across America from the foot of the Grand Tetons: The challenges ahead are in the frontiers of the mind -- and of the good that hard work and the human imagination can bring to pass.

Not long after bringing home the Journal's first Pulitzer Prize, William Grimes expressed a simple creed. He wrote: "We believe in the individual, in his wisdom and his decency." Now that is a worthy tenet -- one we can all carry forth from tonight's celebration -- and on to a renewed commitment to service tomorrow.

To all at the Journal, I wish you congratulations on this landmark -- and success as your "Second Century" begins. And to all here tonight -- God bless you -- and God bless the United States.

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