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HUMAN PROGRESS

Naturally, the well-being of our citizens merits high priority in national programing, such as follows:

1. Enactment of a voluntary pension plan for self-employed individuals.
2. Approval of liberalized retirement benefits for civil service employees.
3. Establishment of new health safeguards on drug usage by the public.
4. Improvement and expansion of our educational program.
5. Allowing surplus Federal property to be allocated to educational institutions;
6. Liberalization of benefits for veterans, and the dependents and widows of veterans.

CONSERVATION

The conservation, management, and best utilization of our natural resources, too, is essential if we are to meet the needs of the future.

Among other efforts extended during the session are included the following:

1. Carrying forward a program for anti-pollution of water.
2. Improvement of forest conservation and utilization programs, including expansion of the Forest Products Laboratory at Madison, Wis.
3. Extension and expansion of soil and water conservation programs.

During the session, I was privileged to be appointed by Vice President JOHNSON as a member of the National Forest Preservation Commission, responsible for policy-making over our national forest lands.

AGRICULTURE

In agriculture, regrettably, legislation held little or no promise for improvement of the economic outlook.

On April 1, 1962—the beginning of the marketing year—the administration lowered price supports of dairy products. I cosponsored legislation for improving the support levels. Unfortunately, the Congress failed to act. Other legislation adopted included:

1. Extension of the special school milk program.
2. Expansion—and changing the formula of—the national school lunch program.
3. Liberalization of farm loans.

SPACE

The Congress authorized \$3.7 billion for National Aeronautics and Space Administration for 1963.

Generally, this will create additional rocket-power for U.S. efforts to explore and utilize space (a) for defense, and (b) for peaceful purposes.

Among the practical benefits will be improved radio, telephone, and television communications through Telstar-type systems; better weather reporting, transportation and progress in other fields.

OTHER LEGISLATION

The Congress also enacted a wide variety of legislation in other fields.

LEGISLATION OF SIGNIFICANCE TO WISCONSIN

As senior Senator of Wisconsin, I naturally have a special interest in legislation of significance to my home State.

During the session my legislative and extra-legislative work included efforts to:

1. Expanded trade and commerce—for example, through the seaway, established by Wiley-sponsored legislation—to create more jobs and business-industrial activities.
2. Obtained more defense contracts—now one of the biggest businesses in the Nation, for which over \$50 billion are earmarked, annually.
3. Enacted Wiley-sponsored legislation—now getting favorable consideration—for creating an ice age scientific reserve in Wisconsin to preserve our unique, glacially sculptured moraines; conserve more of our outdoor heritage; and expand our attractions to tourists.

4. Further promote tourism—now one of our largest income-producing industries—to make Wisconsin a vacationland mecca for the Nation and the world.

5. Further improve and expand Wisconsin ports and harbors. The St. Lawrence Seaway transformed the Great Lakes into America's fourth seacoast. Strategically located at the western end of the lakes—capable of serving as an outlet of trade and commerce for the lakes-to-the-Rockies region, the challenge now is to transform our once-inland ports into world ports.

6. Expand and improve highway, water, rail, and air service for better commercial and pleasure traffic for Wisconsin and America.

7. Improve the economic outlook for Wisconsin farmers, including better prices, expanding markets, and finding new ways to utilize dairy and other farm commodities for industrial purposes; for example, by expanding research through establishment of a research laboratory in Madison, Wis., as I recommended in Congress.

8. Human progress: Establishment of realistic programs for medical care for the aging; development programs for youth; and further improving our educational system.

9. Conservation: Further expanding conservation programs for preservation, best management, and utilization—and, as possible—replenishment of our soil, water, forest, and other natural resources.

Non-diplomatic Activities of Representatives of Foreign Governments

EXTENSION OF REMARKS

OF

HON. JACOB K. JAVITS

OF NEW YORK

IN THE SENATE OF THE UNITED STATES

Saturday, October 13, 1962

Mr. JAVITS. Mr. President, a great deal of interest awaits the hearings which the Foreign Relations Committee is expected to conduct in the next session of Congress on the subject of "Non-diplomatic Activities of Representatives of Foreign Governments." It has been approximately 20 years since Congress examined this field of activity and I am sure that these hearings will prove fruitful, if only to clear away the uncertainty which surrounds the popular conception of the nature of the functions performed by lobbyists and registered foreign agents.

Apparently some confusion exists as to the precise definition of lobbyist and foreign agent. Frequently they are identified as one and the same. This, of course, is not true.

I am pleased to report that a responsible German publication, *Industriekurier*, has published an article which does a splendid job of clarifying this question. The particular newspaper is the German equivalent of the *Wall Street Journal* and is noted for unbiased factual reporting.

This article was called to my attention by Maj. Gen. Julius Klein, of Chicago, a distinguished citizen-soldier and international public relations consultant.

I ask unanimous consent to have excerpts from this article printed in the *CONGRESSIONAL RECORD*. I believe it will help place in perspective the distorted

stories that have recently appeared in the German press. It should help, moreover, to make clear to our own press just what the role of "foreign agent" can and does mean in the counseling and representation of foreign clients in this country.

There being no objection, the excerpts were ordered to be printed in the *RECORD*, as follows:

PUBLIC RELATIONS IN INDUSTRY AND POLITICS

(By Gerhard Hirsland)

Businessmen should become much more active in politics than they have been, former President Eisenhower recently requested. A few months ago, President Kennedy made a similar request, emphasizing the need for intensified discussions between businessmen and political leaders.

Thereby both Presidents voiced the conviction that the interdependence of politics and business should be carried over to the highest level, with management directly active in politics. For Germans this may seem a radical retreat from the time-honored traditions and social order. For Americans this request is significant only insofar as the interdependence already existing is considered as insufficient.

The fact is that the American businessman is considerably more enthusiastic in the participation of public affairs than his German counterpart. Four high level members alone of the present administration, Secretary of Defense McNamara, Secretary of Commerce Hodges, Secretary of the Treasury Dillon, and the chief of the counterintelligence service, CIA, John McCone, were very successful and important businessmen before their appointments to high political positions of Cabinet rank. It is a matter, of course, for American businessmen to participate in public life, and these are but a few of them. Public relations is an integral part of management policy and its activity has become a byword in the United States of America. The slogan "Do Good and Tell About It" is used for promotion and at the same time another phrase is brought before the public on the principle that there are two sides to every story.

LESSONS ONLY RELUCTANTLY ACCEPTED

How serious American business and industry take this work is evidenced by the fact that there is a public relations expert in the management of any large firm. As a vice president he is equal, for instance, in rank, to the sales manager, the advertising director, and the treasurer of the company. Every large company not only has its own public relations department, but at the same time employs outside public relations firms specializing in this profession. During the last year alone about \$2 billion were spent for such outside public relations. The interest in public relations goes even so far that a large banking institution, the Exchange National Bank of Chicago elected to its board of directors an independent public relations professional. No annual report, no shareholders' meeting, no speech or comments of an executive, no press release, in other words, no verbal or written communication in industry is published without close cooperation of the respective public relations department.

The effectiveness of this work is acknowledged not only in the United States but also abroad, and last but not least in Germany—even though the lessons are absorbed with amazing wariness and partly with outspoken aversion.

Considering this universal recognition, it is not surprising that even international politics makes use of the public relations people. There is indeed another side of the story which is worth making public. Katanga's Tshombe, for instance, recognized the urgent necessity to explain to the Amer-