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THE WHITE HOUSE OR BUST

Seven Steps to the Presidency

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THE WHITE HOUSE OR BUST / SEVEN STEPS TO THE PRESIDENCY

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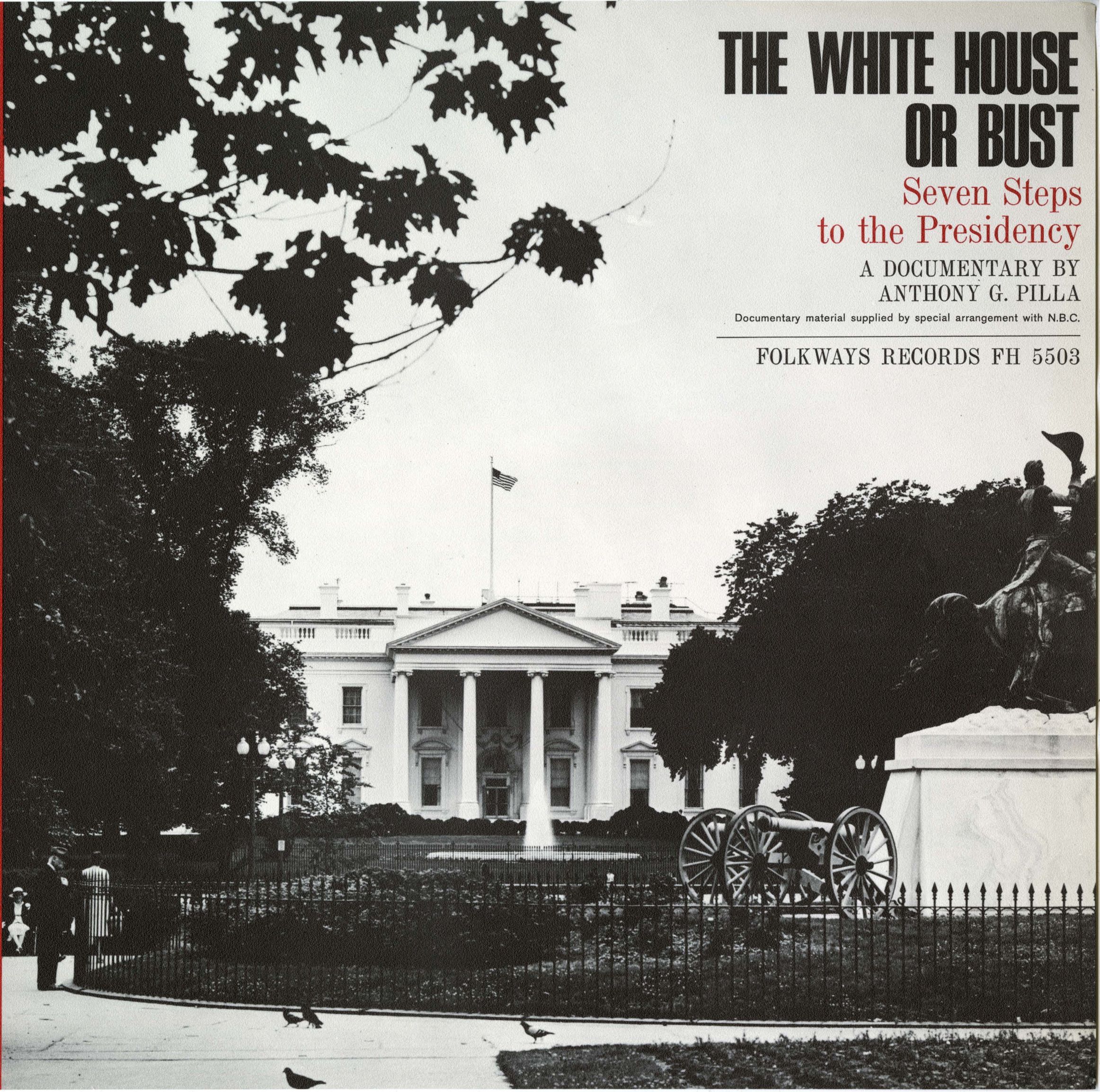
THE WHITE HOUSE OR BUST

Seven Steps to the Presidency

A DOCUMENTARY BY
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THE WHITE HOUSE OR BUST

SIDE ONE, BAND ONE - Introduction

"Hail to the Chief" - PRESIDENTIAL THEME SONG.

No tradition is more typically American than the race for the Presidency. Presidential elections are rowdy, emotional, dignified and down-to-earth. They are struggles for control of the executive branch of our federal government. The presidential election requires that a citizen wishing to become the nation's Chief Executive must take seven steps along the rocky road to the Presidency.

SIDE ONE, BAND TWO -

The Emerging Candidates - (STEP ONE)

"I come here to announce that I am a candidate for the Presidency of the United States." (cheers) -
WILLIAM SCRANTON. 6-12-64

As the presidential election draws near, qualified citizens take their first step when they emerge as candidates by tossing their hats into the political ring with one goal, "The White House or Bust."

"Today, here at our home in the state that I love with my family and with the people whose friendship and political interest have placed me where I am. I want to tell you two things. First, I want to tell you that I will seek the Republican Presidential nomination." -

BARRY M. GOLDWATER. 1-3-64

The party in power need not search for a candidate unless the incumbent declines the nomination as in the case of President Calvin Coolidge with his now famous, "I do not choose to run." However, the party out of office must search frantically for the dynamic candidate who can unseat the man in the White House. An excellent example of this occurred just one month before the 1964 Republican National Convention. Governor William Scranton of Pennsylvania, concerned over the realization that the conservative wing of his party was about to take control of the convention and nominate Arizona's Senator Barry Goldwater, a man who was considered not to be in the main stream of Republican political thought by moderate Republicans, decided, in an 11th hour move, to "stop" the Goldwater bandwagon by emerging as a candidate under the banner of "Progressive Republicanism." Declaring before the Maryland State Republican Convention:

"I've come here to offer our party a real choice. I reject the echo we have thus far been handed - the echo of fear and of reaction, the echo from the never-never land that puts our nation on the

road backward to a lesser place in the world of free men. I come here to announce that I am a candidate for the Presidency of the United States." (cheers) - WILLIAM SCRANTON). 6-12-64

SIDE ONE, BAND THREE -

The Scramble for Delegates (STEP TWO)

The emerged candidates now take their second step by competing with each other for their party's nomination. To achieve this goal the candidates must secure partisan "grass-roots" support. During the months of March through June, in the presidential election year, the primary function of each state political organization is to select delegates to the national convention.

State laws determine the various ways in which delegations are chosen. Most states choose their delegates by state conventions, however, some states use various types of primaries. In the 1960 pre-convention scramble for delegates, John F. Kennedy tried to prove to the party professionals that the Catholic question would not hinder his quest for the presidency. He successfully achieved this by taking the issue directly to the rank and file of the Democratic party.

"I hope that no American considering the really critical issues facing this country will waste his franchise and throw away his vote by voting either for me or against me because of my religious affiliation. It is not relevant. (applause) I am telling you what you are entitled to know. As I come before you seeking your support for the most powerful office in the free world. I am saying to you that my decisions on every public policy will be my own as an American, as a Democrat and as a free man." - JOHN F. KENNEDY). 7-15-60

SIDE ONE, BAND FOUR -

Wheeling and Dealing at the National Convention - (STEP THREE)

"The convention will please be in order ... delegates, alternates... my fellow Americans we are back in Philadelphia to name the next President of the United States." (cheers) -

WALTER HALLANAN).
6-21-48

Every four years the major political parties hold their national conventions. This is the time that candidates enter into the third and most crucial step in their race for the presidency - the arena of the national convention. The national committee of each party, composed of one man and the woman from each state, the District of Columbia, Puerto Rico, the Virgin Islands and the Canal Zone is the permanent agency of the party who plan for the convention and make the arrangements. The high-

light at the opening night ceremonies is the keynote address. The keynoter, a renowned party orator, sets the mood and creates an electrifying atmosphere for the assemble delegates. One only needs to be reminded of how Tennessee's Governor Frank Clements whipped up wild enthusiasm at the 1956 Democratic National Convention by asking:

"How long is the Republican party which placed Dwight David Eisenhower on a history - wearied treadmill of acquiescence, going to keep him lashed to there to, straining thereon, while roustabouts of the deteriorating administration engage in a political side-show scramble for power and privilege? How long America? Oh how long?" - FRANK CLEMENTS). 8-6-56

During the next few days, the convention performs four major functions. First, the convention must approve the seating of each delegation. Second, it drafts a platform which states the party's goals and principles for the coming campaign. Then the party standard-bearers for the offices of President and Vice President are nominated. And Fourth, a new national committee is chosen to conduct the Fall campaign and to handle the affairs of the party during the next four years.

Let us now examine each of these functions. The Credentials Committee performs a colorless task by officially recommending the seating of each state delegation. However, at the 1952 Republican National Convention, a tug-of-war developed between supporters of Senator Robert A. Taft and General Dwight D. Eisenhower. Some states submitted two sets of delegations, supporting either Taft or Eisenhower. During the angry floor debate, the delegates were entertained by an unexpected incident. The head of the three-man Puerto Rican delegation announced that their votes were backing the Taft delegation from Georgia. At that point a member of the delegation, Marcelino Romany, an active Eisenhower supporter, jumped out of his seat, angrily took the microphone away from his delegation chairman and demanded that the convention chairman poll his three-man delegation.

"Meester chairman, I call for a call of the roll of the delegation." (laughter)
MARCELINO ROMANY.

"Will the gentleman who has requested that the delegation be poll give his name to the Chair." -
CONVENTION CHAIRMAN.

"My name is Romany... R-O-M-A-N-Y... I request that the name of the alternate be call."
MARCELINO ROMANY.

"The Secretary will call the name of the alternate." -
CONVENTION CHAIRMAN.

"It's all right he's not here." (laughter)
MARCELINO ROMANY. 7-9-52

When the convention's committee on resolution submits the party's platform the delegates debate the various proposed planks. The final version is geared to meet the approval of the majority and minimize the objections of the minority. This phase

of the convention's activities usually goes unchallenged by the delegates. This was not the case at the 1948 Democratic National Convention. The wheeling and dealing over the Civil Right's plank by the party liberals caused many Southern conservatives, led by Alabama, to bolt the convention.

"The South is no longer going to be the whipping boy of the Democratic party ... And you know that without the votes of the South you cannot elect a President of the United States... And therefore they join with us and we bid you goodbye." -
HANDY ELLIS). 7-15-48

The third and most dramatic phase of the convention is the process of nomination. Prominent supporters now place in nomination the names of those candidates who they feel offer the best success and salvation for the party.

"I present to you tonight for your prayful and earnest consideration Mr. Intergrity, Mr. Republican, Mr. American. I present my friend, Bob Taft." (cheers) -
EVERETT M. DIRKSEN. 7-10-52

"It is with pride that I place before this convention for President of the United States the name of Dwight David Eisenhower." (cheers) -
THEODORE MCKELDIN. 7-10-52

At the close of each nomination, mass demonstrations take place on behalf of the candidates by enthusiastic supporters parading around the convention hall waving banners and pictures of their hero.

"We want Willkie." - 1940 Republican Convention.

The spectators in the gallery join in with chants while the convention's band strikes up a spirited tune.

To be nominated a candidate must receive a majority vote of the convention. In the years prior to 1936, a 2/3rd vote at the Democratic National Convention was required, therefore, resulting in many roll calls such as in the convention of 1912 when 46 ballots were cast to endorse Woodrow Wilson and in 1924 it required 103 ballots before the delegates nominated John W. Davis.

"The Clerk will now call the Roll of States." -
CONVENTION CHAIRMAN

"Alabama..." - CLERK OF THE CONVENTION

While the convention's clerk reads the roll of the states, a technique known as the "favorite son" is used by some delegations so as to provide honor to a state's favorite political figure or to place that delegation in a bargaining position during a close contest between the leading candidates. The "favorite son" in the early balloting usually is not considered a serious contender for the nomination. If a dead-lock between the leading candidates occurs, the convention may turn to one of the "dark horse" contestants. This newly emerged candidate may unexpectedly win the nomination, and even go on to win the presidency as did Presidents: James Polk in 1844, Franklin Pierce in 1852, James Garfield in 1880 and Warren Harding in 1920. To ensure party harmony the defeated candidate usual-

ly concedes to the party's choice, as in the case of the bitter struggle between General Eisenhower and Senator Taft at the 1952 Republican National Convention. It was here that the Crusader of Europe ended Bob Taft's boyhood dream of following his father, William Howard Taft, into the White House.

"I want to congratulate General Eisenhower on his nomination and say that I will do everything possible to assist him in the campaign to secure his election and in his administration when he is elected president."

- ROBERT A. TAFT. 7-11-52

This harmonious gesture did not take place at the 1912 Republican National Convention. The President of the United States, William Howard Taft, was re-nominated for that office, only after a bitter fight with his old friend, former President Theodore Roosevelt. Theodore Roosevelt refusing to close ranks and support Taft was later nominated for president at the Chicago "Bull Moose" convention. His supporters used the term "Bull Moose" because Teddy pride himself on being as strong as a "Bull Moose." This split ultimately cost the Republican party the loss of the White House to the Democrat, Woodrow Wilson.

A precedent was set when Governor Franklin D. Roosevelt of New York flew to the 1932 Democratic National Convention and stunned the delegates by appearing in person to accept his nomination. Since that convention, Alfred M. Landon, Wendell L. Willkie, Thomas E. Dewey, Harry S. Truman, Adlai E. Stevenson, Dwight D. Eisenhower, Richard M. Nixon, John F. Kennedy, Barry M. Goldwater and Lyndon B. Johnson have all appeared in the "winner's circle" to accept their nomination.

"Chairman McCormick, my fellow Americans, I accept your nomination."

(cheers) - LYNDON B. JOHNSON. 8-27-64

Concluding the process of nomination, the convention chooses a Vice Presidential candidate. The wishes of the presidential nominee weigh heavily on the selection of the number two man on the party's ticket. During his acceptance speech, Vice Presidential nominee, Senator Hubert Humphrey, had the delegates to the 1964 Democratic National Convention repeatedly roaring with him, "But not Senator Goldwater."

HUBERT H. HUMPHREY. 8-27-64

"Most ... Most Democrats and most Republicans in the Senate voted for education legislation, but not Senator Goldwater... Most Democrats and most Republicans in the Senate voted for the National Defense Education Act, but not the temporary"... (laughter) - HUBERT H. HUMPHREY.

These two nominees, usually not from the same part of the nation, must nevertheless work together as a team if they are to lead their party to a November victory.

The last function of the convention is to elect new national committee members. The convention usually endorses those men and women who are recommended by the state delegations. The new

National Committee elects, with the blessings of the presidential nominee, a chairman who has the task of managing the campaign for the presidential and vice presidential hopefuls. Upon completion of these functions, the delegations leave the convention with renewed faith in their party's standard-bearers and pledging support for a vigorous presidential campaign.

SIDE TWO, BAND ONE -

Stumping the Campaign Trail -
(STEP FOUR)

"I'm an old campaigner and I love a good fight." -
FRANKLIN D. ROOSEVELT.

Labor Day is the traditional kick-off for the greatest political contest in America - the presidential campaign. There are many reasons for an American being drawn to the glory of the White House, for John F. Kennedy, it was the ability to make great decisions.

"...that's how important the office of the presidency is, he shall determine what shall be our policy on Berlin. He shall determine whether we shall be at war or peace. This is the key office, and I run for the presidency because my view. I have strong ideas about what this country must do. I have strong ideas about the United States playing a great role in an historic moment."

JOHN F. KENNEDY. 11-8-60

As the campaign shifts into high gear, radio and television aid in bringing a more personal relationship between candidates and the American people. Let us listen to the voices of the nominees and the issues of some of the campaigns of yesteryear.

"The third term candidate usurped the powers of the legislature, not content with that, he has sought to subjugate the courts. When the Supreme Court stood between him and the unlimited exercise of his great powers, he tried to pack it."

WENDELL L. WILLKIE. 11-2-40

"What kind of political shenanigans are these." -
FRANKLIN D. ROOSEVELT. 10-30-40

The emotional issue of the 1940 campaign was stamped on 33 million Willkie campaign buttons, "No third term", for President Franklin D. Roosevelt was seeking an unprecedented third term. The Democrats retaliated with 21 million buttons saying, "Two terms deserves another." However, the real issue, as in the campaign of 1916, was the "War in Europe." America was asked not to "swap" horses in mid-stream and it agreed by re-electing FDR for a third term.

The United States was deep in a World War during the campaign of 1944. President Roosevelt was challenged by Thomas E. Dewey. This campaign was probably as bitterly fought as those on the battlefields in Europe and Asia.

"This is a campaign against an administration which was conceived in defeatism, which failed for eight straight years to restore our domestic economy,

which has been the most wasteful, extravagant and incompetent administration in the history of the nation and worst of all one which has lost faith in itself and in the American people." -

THOMAS E. DEWEY. 8-7-44

"These Republican leaders have not been content with attacks on me or my wife or on my sons...no not content with that, they now include my little dog Fala... (laughter)... Well, of course I don't resent attacks and my family don't resent attacks but Fala does resent attacks." (laughter) -

FRANKLIN D. ROOSEVELT

In the campaign of 1948, the Republican party once again gave Governor Thomas E. Dewey of New York a try at the presidency. The four factors of: the death of Roosevelt, the capture of Congress by the Republicans in 1946, the great split in the Democratic party by the formation of the Progressive party, led by a former Democratic Vice President, Henry A. Wallace; and the Dixiecrat bolt over the civil rights issue, misled Dewey, the Republican party and public opinion polls to believe that come January, 1949, the nation would have a Republican president for the first time since 1928. However, they all under-estimated the Missouri vote-getter, "Give 'em hell" Harry. President Truman utilized during his campaign a technique known as the "Whistle Stop." Between major speaking engagements in big cities he made numerous whistle stops at smaller places along the way. His campaign train would stop for a few minutes giving the country-folks who gathered a chance to see and hear their President. Let us now listen to some of that Truman-Dewey campaign.

"These mis-named Democrats who pretend to be labor's friend asked for power to put labor in chains and that's the reason they ought to be thrown out of office." -

THOMAS E. DEWEY. 10-26-48

"When the Republican candidate finished telling you here in Pittsburgh how labor had suffered under my administration he told you who had come to the rescue of labor. Now how do you suppose they did it? They did it with the Taft-Hartley law. That's how they came to the rescue of labor." -

HARRY S. TRUMAN. 10-23-48

The election of 1952 brought an end to Democratic party rule in Washington. With President Truman retiring, the Democrats gave the nomination to Governor Adlai E. Stevenson of Illinois. The Republicans after turning down Senator Robert A. Taft of Ohio, called upon a general to lead their party to victory. Eisenhower's personal prestige and his campaign promise to visit Korea to help bring about a "Peace with Honor" captured the imagination of the voters.

"Now where will the new administration begin? It will begin with it's President taking a firm simple resolution. That resolution will be to forgo the diversion of politics and to concentrate on the job of ending the Korean War, until that job is honorably done. That job requires a personal trip to Korea. (Applause) Only in that way could I learn how best to serve the American people in the cause of peace. I shall go to Korea." -

DWIGHT D. EISENHOWER. 10-24-52

Stevenson's "egg-head" image attracted many intellectuals.

"I hear it said now and then that I am talking over the heads of the people. (No...crowd) Well, if its a mistake to appeal to intelligence the reason instead of emotion and prejudice then I plea guilty to the charge." -

ADLAI E. STEVENSON.

The Eisenhower crusade proved to be too much for the Democrats. His personal victory cracked the "Solid South" by winning four states. "Peace and Prosperity" was the Republican slogan in the campaign of 1956. This campaign was once again between Eisenhower and Stevenson. However, this time the election was held in the midst of a world crisis over the Suez Canal and the Hungarian revolt. In this atmosphere of world tension the team of Ike and Nixon was re-elected on the slogan, "You never had it so good."

"Happy days are here again." -

DEMOCRATIC PARTY THEME SONG.

When the 1960 Democratic National Convention met in Los Angeles the feeling that happy days were here again spread throughout the convention, for President Eisenhower would not be a candidate for re-election due to the two-term limitation as prescribed in the 22nd amendment to the Constitution. Party leaders were now optimistic that a Democrat would occupy the White House in 1961. The convention struggle between Senators John F. Kennedy and Lyndon B. Johnson ended in a victory for JFK and a compromise of 2nd place for LBJ with the letters LBJ now standing for, "Let's back Jacj." Senator John F. Kennedy launched his campaign with his acceptance speech.

"We stand today on the edge of a "New Frontier." The frontier of the 1960's. The frontier of unknown opportunities and perils. The frontier of unfilled hopes and unfilled threats. Woodrow Wilson's "New Freedom" promised our nation a new political and economic framework. Franklin Roosevelt's "New Deal" promised security and sucker to those in need. The "New Frontier" of which I speak is not a set of promises, it is a set of challenges. It sums up not what I intend to offer the American people, but what I intend to ask of them." -

JOHN F. KENNEDY. 7-15-60

The GOP convention of 1960 was held in Chicago to commemorate the 100th anniversary of the nomination of Abraham Lincoln. Privately, the party leadership was not in a celebrating mood for their great vote-getter, Eisenhower was ineligible for re-election. The convention gave the GOP standard-bearer to Vice President Richard M. Nixon. During the Eisenhower years, Vice President Nixon had widely extended the powers and prestige of his office as well as participating in shaping our country's foreign policy. Nixon called upon the popular U.N. Ambassador, Henry Cabot Lodge, to become his running mate. The last time Americans witnessed a political debate was when Democrat Stephen A. Douglas of Illinois, up for re-election to the United

States Senate, debated with his Republican rival Abraham Lincoln. In 1960, the American voter was to see and hear for the first time, coast-to-coast, the two presidential candidates on the same platform in a series of four live television debates. Listen as Moderator Howard K. Smith request each candidate to tell the viewer of his presidential qualifications.

"The first question to Senator Kennedy from Mr. Flemming." -

HOWARD K. SMITH.

"Senator, the Vice President in his campaign has said that you are naive and at times immature. He has raise the question of leadership. On this issue why do you think that people should vote for you rather than the Vice President?" -

MR. FLEMMING

"Well, the Vice President and I came to the Congress together. 1946 we both serve in the Labor committee. I've been there now for 14 years, the same period of time as he has, so that our experience in government is comparable. Secondly, I think the question is what is the program we advocate? What is the party record that we lead? I come out of the Democratic party which in this century has produce Woodrow Wilson and Franklin Roosevelt and Harry Truman, and which supported and sustained their program, I discussed tonight. Mr. Nixon comes out of the Republican party. He was nominated by it and it is a fact that through most of the last 25 years the Republican leadership has opposed federal aid for education, medical care for the aged, development of the Tennessee Valley, development of our natural resources. I think Mr. Nixon is an effective leader of his party. I hope he will grant me the same. The question before us is which point of view and which party do we want to lead the United States?" -

JOHN F. KENNEDY.

"The next question to Vice President Nixon from Mr. Van Ocur." -

HOWARD K. SMITH.

"Mr. Vice President, since the question of executive leadership is a very important campaign issue, I like to follow Mr. Noven's question. Now, Republican campaign slogans, you'll see them on signs around the country as you did last week saying, 'It's experience that counts' over a picture of yourself, sir, implying that you had more governmental executive decision making experience than your opponent. Now in his news conference on August 24th, President Eisenhower was asked to give one example of a major idea of yours that he adopted. His reply was, and I'm quoting, 'if you give me a week I might think of one, I don't remember.' Now, that was a month ago, sir, and the President hasn't brought it up since. Now I'm wondering, sir, if you could clarify which version is correct. The one put out by Republican campaign leaders or the one put out by President Eisenhower." -

- SANDER VAN OCUR - NBC

"Well, I would suggest Mr. Van Ocur that if you know the President that was a factitious remark. I would also suggest that in so far as his statement is concern, that I think it would be improper for the President of the United States to disclose the instances in which members of his official family have made recommendations, as I have made them through the years

to him which he has accepted or rejected. The President has always maintained, and properly so that he is entitled to get what advice he wants from his cabinet and from his other advisers without disclosing that to anybody including, as a matter of fact, the Congress. Now, I can only say this, through the years I sat in the National Security Council, I have been in the Cabinet, I have met with the legislative leaders, I have met with the President when he made the great decisions with regard to Lebanon, Quemoy a Matau other matters the President has asked for my advice. I have given it. Sometimes my advice has been taken. Sometimes it has not. I do not say that I have made the decisions and I would say that no President should ever allow anybody else to make the major decisions. The President only makes the decisions. All that his advisers do is to give counsel when he asks for it." -

VICE PRESIDENT RICHARD M. NIXON. 9-26-60

SIDE TWO, BAND TWO -

The Great Climax - (STEP FIVE)

"Vote, ye sons of liberty, vote." For months the American people have stopped, watched and listened as the candidates made their barnstorming-whirlwind tours. The great climax begins when the American voters flock to the polls to express their choice for the presidency.

As guaranteed by the Constitution, each state determines the qualifications of its voters, provided that the right to vote is not denied on account of race and sex or restricted by a poll tax. The 1964 presidential election will be the first time that the citizens of the District of Columbia will be able to vote for a president. Since D.C. is not a state but a federal district, it took the adoption of the 23rd amendment in 1961 to extend the suffrage to those citizens. The voting regulations of the fifty states are generally similar except in those areas of: minimum age, periods of citizenship and residency. The literacy test, varying considerably, is to be set at the sixth grade level according to the Civil Rights Act of 1964. Within minutes after the polls close, the broadcast media, receiving unofficial returns at their election headquarters, inform the public, thus beginning - America's long vigil. It is possible in this age of electronic computers to project a candidate's victory on the basis of early voting trends in the eastern states while the polls in the Far West are still open, sometimes influencing the thinking of those who have not already voted. President Eisenhower, realized this on Election Day - 1960 and during the few remaining hours he appealed to the Far West to vote for Nixon, hoping to stem the Kennedy landslide which was building up in the eastern states.

The 1948 Presidential race ended in a nail-biting climax.

Listen as President Truman explains:

"Mr. Kaltenborn was saying, 'While the President is a million votes ahead in the popular vote we have yet to hear (laughter) and we are very sure that when the country votes come in Mr. Truman

will be defeated by an overwhelming majority', (laughter) and I went back to bed and went to sleep." -

HARRY S. TRUMAN. 1-19-49

Within a few weeks after the national election, the President-elect picks his personal staff, his Cabinet and has representatives meet the out-going administration on such matters as the federal budget and national security.

SIDE TWO, BAND THREE

The "Forgotten" Vote - STEP SIX)

Who really elects the President of the United States? According to the Constitution the electorate on the first Tuesday after the first Monday in November, of each presidential election year, elects presidential electors who make up the College of Electors. This college is based upon the equal number of Senators and Representatives to which each state is entitled. On the 2nd Wednesday after the 1st Monday in December, these electors go to their state capitals and casts their votes for a president and a vice president. The result of the voting is sealed and sent to the President of the United States Senate. Early in January, the President of the Senate, before a joint session of Congress, opens the gold-trimmed ballot boxes and announces the result. In 1961, Vice President Nixon, serving as President of the Senate, had the unpleasant task of announcing his own defeat and the election of John F. Kennedy to the presidency.

SIDE TWO, BAND FOUR

The Inaugural Pageantry and Conclusion - (STEP SEVEN)

The Inauguration of the American President is a colorful pageant. Historic Washington, rich in tradition, displays its finery for the festive occasion. The day begins with a White House breakfast between the President, President-elect and their families. Later both men ride to the east wing of the capitol building to prepare for the swearing-in ceremony and the beginning of a new administration. At high noon on the 20th day of January, formerly March 4th, the out-going President relinquishes the reigns of government. Shortly thereafter the Chief Justice of the United States Supreme Court administers the Oath of Office to the President-elect. This is the same oath taken by George Washington in 1789.

"Do you John Fitzgerald Kennedy do solemnly swear that you will faithfully execute the Office of President of the United States, and will to the best of your ability, preserve, protect and defend the Constitution of the United States." -

CHIEF JUSTICE EARL WARREN).
1-20-61

"I, John Fitzgerald Kennedy, do solemnly swear that I will faithfully execute the Office of President of the United States, and will to the best of my ability, preserve, protect and defend the Constitution of the United States." -

JOHN F. KENNEDY), 1-20-61

"Hail to the Chief" -

PRESIDENTIAL THEME SONG).

History will record that John F. Kennedy's Inaugural Address, ringing with sincerity, will be a historic document and a literary work close to the hearts of the American people. Listen as we relive that great moment and recall some of those now famous Kennedy phrases.

"We observe today not a victory of party but a celebration of freedom - symbolizing an end as well as a beginning - signifying renewal as well as change ... Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans ... Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe to assure the survival and the success of liberty ... So let us begin a new - remembering on both sides that civility is not a sign of weakness, and sincerity is always subject to proof. Let us never negotiate out of fear. But let us never fear to negotiate ... Let both sides seek to invoke the wonders of science instead of its terrors. Together let us explore the stars, conquer the deserts, eradicate disease, tap the ocean depths and encourage the arts and commerce ... And so my fellow Americans: ask not what your country can do for you - ask what you can do for your country."

- JOHN F. KENNEDY), 1-20-61

After a post-Inaugural luncheon the Presidential party assembles at the reviewing stand on Pennsylvania Avenue to watch the Inaugural parade and acknowledge salutes from the many national and state civic and military organizations "hailing" their new "chief." Later that evening there is gaiety in the Washington air as that city takes on a "winter carnival" atmosphere as it plays host to numerous spectacular Inaugural Balls. The nation's "first family" presides over the Ball as "Mr. President" and the "First Lady." Thus ends for the new President his seven steps to the presidency.

"Hail to the Chief..."

As each four-year free-for-all vanishes into history, the sounds of the speeches, the tempo of the music and the catchy slogans also fade. What remains is for historians to record for posterity, a few slogans - a few statistics. The winner is given his place in history while the loser becomes the "forgotten" man.

THE END