

A LITMUS TEST
FOR OUR CONGRESS

...send a message to your Representative and Senators to act NOW! That we are mad as hell and not going to take it anymore.

In early February 1993, Rep. Patricia Schroeder, D-Colo. took up the big-sell cudgel in President Clinton's PR parade and admonished the nation that we ALL have to sacrifice to get things back on track.

What temerity! How about some sacrifice in Congress for a change. That would be a real change, Mr. Clinton! It is time for voters to send a message to our power barons in Congress that we are mad as hell, and we're not going to take it anymore.

What hypocrisy from Schroeder, one of the highest-profile big spenders, pay grabbers and a leading junket taker in the Congress. When will sanity return to the Congress that has reaped the contempt of the entire nation?

They palaver often about Litmus Tests for job applicants in each Administration. It is time to send a Litmus Test to Congress, all 545 of them, Representatives and Senators; time for each of us to help deluge these arrogant culprits with messages to end their privileged class indulgences they have self-voted and abused for decades.

Write, Call, FAX your Representative at the House of Representatives, Washington, D.C. 20215; and both of your Senators at the United States Senate, Washington, D.C. 20510.

1. Vote to cut back the salary grab in cooperation with a handful of patriotic House members and Ralph Nader, consumer advocate. As Ross Perot says, "Washington should not be a place to go to get rich." But it's happening!
2. Vote to curtail and reduce posh pensions; cut back to a maximum of one-third of pay at the time of departure, less for single termers.
3. Vote to cut \$1 billion from the cost of Congress, \$2.9 billion down to \$1.9 billion. Easy to do as almost \$1 billion goes to your over-paid staff lackeys. Eliminate 50% of them because they are purely political. Only 10% are required to serve constituent replies.
4. Vote to reduce free trips back home from 26 to six.
5. Vote to eliminate ALL PAC contributions to campaigns.
6. Vote to cut the \$5.4 billion pork barreling from The Transportation Act of 1991. The power barons really skimmed that act, especially Sen. Byrd.
7. Vote to eliminate absolencies and make ALL laws applicable to House and Senate members as well as the rest of us.
8. Avoid the blatant political abuse of mail franking. Vote to cut that budget from \$50 million to \$5 million; with NO mailings within six months of an election, except constituent replies.
9. Proscute and punish colleagues who abuse privileges so there will be no more shameful whitewashings or slaps on the wrist as with the infamous Keating 5.
10. Vote to repeal the Financial Reform Act of 1986 that devalued real estate and thereby every portfolio in every S&L and Bank, thus causing failures costing taxpayers \$500 billion; plus forcing the continuing recession, emptying out stores and office buildings all across America, and throwing millions of workers out of jobs.
11. Vote for a balanced budget.
12. Vote to repeal the unproductive Luxury Tax that threw 250,000 workers out of jobs and lost tax revenues.
13. Vote for the Line Item Veto, so successful in so many states...to put responsibility where it belongs and avoid the constant evasiveness.
14. Vote for Term Limits, already passed by 15 states and more voting in 1994; inevitable, and time for Congress to get on board.
15. Promote reasonable profits. Profits are the fuel of our economy and the ONLY true source of jobs and wages.
16. Cut the Capital Gains Tax to open investments that build jobs.

If these actions seem drastic, that's right. Only drastic actions will bring Congress back to the people. There will not be any real sincerity within government to do anything about our financial mess until Congress abandons it's contemptible greed and insidious privileges. All of government is tainted by any of it's parts, such as the disdained Congress. The confidence of the governed must be restored before any programs can succeed, such as deficit reduction, health care reform, respected foreign affairs, racial and gender equality.



About the Author...

Political innovator of TV sound bites, testimonials, coordinated campaigns, lawn signs, advertising's major role in politics.

His 1962 pioneer book [redacted] led to his lecturing at the University of Miami, Florida and others, as well as the Distinguished Speaker Series at Duke University. He was a regular lecturer at the University of Minnesota for ten years.

[redacted] professional, civic and service associations are almost innumerable. He was president of many of these, as well as a newspaper publisher, mayor, real estate developer, school and church leader. He is a widower, the father of four and grandfather of eight. Retired now, he winters in the Florida Keys and summers in Minnesota.

This remarkable saga of [redacted] based on four decades of political expertise and hundreds of hours of intense research

Shown here with students at Fuqua School of Business, Duke University, Durham, N.C.

BIOG. [REDACTED]

Key Largo, Florida 33037

THE MINNEAPOLIS STAR

Business and Markets

ADVERTISING MEMO

[REDACTED] Named Council President

By RANDALL HOBART

[REDACTED] owner of [REDACTED] Agency, Minneapolis, is the new president of [REDACTED] succeeding Art Gruber of Art Gruber Associates.



Other officers announced at the annual meeting Tuesday evening in the Minneapolis Athletic Club are George O. Ludcke, Reach, McClinton Co., Inc., Minneapolis, vice-president; Al Jaffe, Jaffe-Naughton-Rich Advertising, Inc., Minneapolis, treasurer; and Oreland R. Johnson, Johnson-Livingston Advertising, Inc., Minneapolis secretary. All will serve two-year terms.

Don Gardner, Weaver-Gardner, Inc., St. Paul, was elected a new member of the board of directors. Holdover members are Dick Kerker, Kerker-Peterson, Inc.; E. Eugene Sylvestre Jr., Knox Reeves Advertising, Inc.; and Ray Foley, Colle & McVoy Advertising, Inc., all Minneapolis.

CAREER IN ADVERTISING:

1. Worked since age eleven at misc. jobs; newspaper routes, food market, pharmacy, periodical sales.
2. Sixty-one high school and university social promotions.
3. Dayton's 1935-53, the last seven years as [REDACTED]
4. Founded [REDACTED] in July 1953. Owner, President 1953-83.
5. Book Author; [REDACTED] in 1962. Pioneer in political advertising, 47 campaigns [REDACTED]
6. Founder, Publisher, Owner of the [REDACTED] 1962.
7. Lecturer; Univ. of Minnesota ten years; University of Miami, Florida 1987; Distinguished Speaker Series at Duke University, 1988.
8. Real Estate Developer; Stone Arch Acres Subdivision 1967-72; Gleason Northshore Condominiums and Town Homes 1977-87.

CIVIC AND PROFESSIONAL:

1. President, [REDACTED] 1952-53.
2. President, [REDACTED] 1967-70
3. President, [REDACTED] 1962-64
4. Director, [REDACTED] 1962-66.
5. President, [REDACTED] 1954-56.
6. Director, [REDACTED] 1964-74.
7. Governor's original Minnesota Statewide Business Development Board 1953-55.
8. Mayor, [REDACTED] Minnesota 1968; [REDACTED] 1963-68.
9. Director, [REDACTED] 1967-69.
10. Director, [REDACTED] 1967-69.
11. [REDACTED]
12. Fraternal and Service Organizations; Alpha Delta Phi, Eta Delta Beta Honorary Business Fraternity, U of M Phoenix Junior Service Society, [REDACTED] President [REDACTED]

PERSONAL:

1. Wife, [REDACTED] deceased; Father of Four; [REDACTED] Wayzata, MN.; [REDACTED] Minneapolis; [REDACTED] Wayzata, MN.; [REDACTED] Los Gatos, California. Eight Grandchildren
2. Lifelong resident of Minnesota, now retired. Summers in Minnesota. Winters in Florida.
3. Minneapolis Public Schools. Univ. Of Minnesota BBA '39.
4. Member of [REDACTED] Country Club, [REDACTED] Golf Club, [REDACTED] Country Club; Formerly [REDACTED] club, [REDACTED] Club, Interlachen Club, Investrite.
5. Member, Usher; [REDACTED]