



news release

FROM THE DEMOCRATIC NATIONAL COMMITTEE PUBLICITY DIVISION 1730 K STREET, N.W. WASHINGTON 6, D.C. FEDERAL 3-8750

For A.M. Release
Sunday, September 6, 1964

B-3711

OPENING CAMPAIGN SPEECH
by
SENATOR HUBERT H. HUMPHREY
DEMOCRATIC CANDIDATE FOR VICE PRESIDENT
OF THE UNITED STATES
AT THE UNIVERSITY OF MINNESOTA
EVENING OF SEPTEMBER 5, 1964

Tonight marks the opening of my campaign -- as the Democratic Party's candidate for Vice President -- to keep Lyndon B. Johnson in the White House for four more years as President of the United States. I accept this assignment with humility, determination, and enthusiasm.

I intend to carry this message to every corner of America: The Democratic Party has a winning candidate for President and a winning program for the people.

We have nominated for President a man possessing those rare qualities of leadership and experience which these critical times so clearly demand in the leader of the United States. And, as a party, we have compiled a record of accomplishment -- unparalleled in modern times -- which we intend to take to the people of America with pride and confidence.

Let me state the proposition clearly: the Democrats have the ingredients for victory in November! We know it. The Republicans know it. Even the Gold-waterites know it.

This homecoming leaves me with only one conclusion: the Democratic Party -- under the leadership of President Lyndon B. Johnson -- is on the victory trail.

But, my friends, let me add that we face a difficult and challenging campaign in the weeks ahead. We must take nothing for granted. We must wage the most intensive campaign in American history. And we must set before the American people -- in all sections of this land -- specific facts on why a Democratic victory is so essential to the continued peace, prosperity and progress of the United States. And these things we surely intend to do.

You can count on one thing: the Democratic Party is going to earn the overwhelming vote-of-confidence which will be ours on election day.

-- more --

There is one major issue we intend to bring before the American people: which candidate -- President Lyndon B. Johnson or Senator Barry Goldwater -- is best equipped intellectually and emotionally to assume the responsibility of leading this nation and the free world for the next four years?

Why is this decision of such fundamental importance to the future of America? In a very real sense, the Presidency is the heart of this great Republic. It is the President who provides the energy and commitment which motivate the other branches of our government. And it is the President who gives definition and meaning to America's sense of national purpose.

The President must be a true leader -- not only in the sense of being an able executive, but also in the sense of being an educator and teacher. He must be a man who sees opportunities rather than obstacles. And he must be a man who wills achievement and possesses the energy and spirit to achieve that which he wills.

In this election the choice for President involves the peace and security of this nation and the entire world in the nuclear age. And this choice surely involves the continued prosperity and progress of our citizens here at home.

The American people know it takes a giant of a man to be President of the United States. They know the Presidency calls for unbounded strength and courage -- the kind Lyndon B. Johnson displayed during those tragic and agonizing days last November, when our beloved John F. Kennedy was taken from us.

I will never forget President Johnson's stirring words in this moment of national grief: "This is our challenge -- not to hesitate, not to pause, not to turn about and linger over this evil moment, but to continue on our course so that we may fulfill the destiny that history has set for us."

Lyndon Johnson comforted us, inspired us, and led us through this crisis -- and on to new heights of accomplishment and glory.

At the heart of the Kennedy-Johnson Administration has been one word -- responsibility. And the American people know that the Presidency demands the highest exercise of responsibility -- at all times and in all places.

In his historic Inaugural Address, our martyred and beloved President Kennedy proclaimed: ". . . I do not shrink from this responsibility -- I welcome it . . ."

This young President -- this giant of a President -- saved this nation from the horrors of nuclear war when he ordered the Soviet Union to remove the missiles from Cuba. And President Johnson -- with the greatest restraint, precision, and determination -- ordered that the bases sheltering the enemy torpedo boats in the Gulf of Tonkin be destroyed, but he also made it crystal clear that the United States planned no further attacks if the aggression ceased. This is what responsibility

means when you are President of the United States.

But the American people also understand what responsibility is not. It is not the deliberate advocacy and support of extremism -- however it may be defined or explained and/or reexplained. Nor is responsibility a seemingly endless stream of confusing and contradictory public statements which only leave Republicans and Democrats equally befuddled. And responsibility surely is not the use of meaningless generalities, empty slogans, and impetuous schemes to resolve the awesome problems and crises of our age.

Such behavior, in fact, is the very repudiation of responsibility. And such actions could never be countenanced in a President of this country.

The Presidency requires a leader with vision and determination, a man who understands the challenges of the age and who proposes effective responses to these challenges. President Johnson demonstrated this leadership, this vision, and this determination when he said to the nation upon the death of our late President: "Today in this moment of new resolve, I would say to all my fellow Americans, Let Us Continue."

Leadership is more than words -- and deeds are more revealing than rhetoric. After that ghastly day in November, President Johnson stepped in boldly and led the Congress and the nation through the ten most productive months in our history.

Listen to this roll call of major bills enacted during President Johnson's brief tenure in office: the college aid bill, the vocational education bill, the tax cut and reform bill, the cotton and wheat bill, the civil rights bill, the mass transportation bill, the wilderness bill, the anti-poverty bill, the Food for Peace Act, the land and water conservation fund bill, the Nurses Training Act, the Housing and Urban Renewal Act, the food stamp bill, and aid to higher education.

This week the Senate approved a program of hospital care for the elderly under social security, and we believe it will become law this session.

This is the record of a "can-do" President striving to secure the blessings of peace, prosperity and progress for every American family. This is a record of deeds -- when other candidates must rely solely on words.

Leadership in the Presidency is also the ability to bring together men of conflicting views, so that their differences may be resolved in a spirit of mutual understanding and respect. This nation needs a President who seeks to bind our people together, who strives to build a just and joyful community of men and who creates unity from division and consensus from conflict.

President Johnson refers frequently to his favorite scriptural passage from Isaiah: "Come, let us reason together." But the President not only knows the verse of scripture, he applies this wisdom in the conduct of his office.

What this country does not need is a man who specializes in driving away those with whom he disagrees, who scorns the path of moderation and accomodation, and who sows the seeds of disunity and discord even within his own party.

The American people also know that their President must possess the qualities of compassion and human understanding. They look for his advocacy of those policies and programs which create equality of opportunity, which bring the blessings of prosperity to the less fortunate, and which seek to include all Americans in the abundance and rewards of this great land.

Listen to the words of President Johnson as he describes his vision of the Great Society: "The Great Society rests on abundance and liberty for all. It demands an end to poverty and racial injustice . . . The Great Society is a place where every child can find knowledge to enrich his mind and to enlarge his talents . . . It is a challenge constantly renewed, beckoning us toward a destiny where the meaning of our lives matches the marvelous products of our labor."

President Johnson is a man who understands that compassion is not cowardice and that concern for others is not weakness. He realizes that without an opportunity to participate fully in the fruits of this society, no man can experience the joy and satisfaction which comes from creative self-fulfillment.

President Johnson is also a man who understands the human and material needs of a dynamic and growing America: teachers and schools, engineers and factories, doctors, nurses and hospitals, skilled workers and modernized industrial plants, rebuilt cities, clean rivers, expanded recreational facilities, and countless other necessities for a happy and satisfying life.

He knows that these needs establish responsibilities which can only be met by the combined efforts of all segments of American society -- both public and private -- laboring together in pursuit of these common objectives. Not the Federal Government against the states, or counties against the municipalities, but one free people joined in common cause to give new and richer meaning to that glorious word -- America.

In this election of 1964 the people of America will evaluate the respective candidates for President in terms of strength, courage, responsibility, leadership, compassion and vision. There can be only one choice: Lyndon B. Johnson. This is the man for America.

As the people elect Lyndon B. Johnson as President of the United States, I am confident they will also carry the Democratic Party to victory in all sections of America. For this is a party of all the people -- not a party of business or labor, or the rich or the poor. Nor is it a party of the North or the South or the East or the West. As President Johnson said last week in his acceptance speech, it is the all-American party for all Americans!

It is the party which takes seriously the responsibility for advocating and executing those policies which promote the progress of our people at home and which protect the interests of the United States overseas.

And the overwhelming majority of the American people know this, even if certain candidates for public office do not.

For example, most Americans -- both Democrats and Republicans -- know that the Democratic Administration initiated those policies which produced 42 months of sustained economic expansion -- the longest period of peacetime growth in history --

But not Senator Goldwater.

Most Americans -- both Democrats and Republicans -- know that the Democratic Administration reduced the unemployment rate in this country from almost 7 percent in 1961 to 5 percent today --

But not Senator Goldwater.

Most Americans -- both Democrats and Republicans -- know that President Kennedy and President Johnson have built our military strength until it exceeds the military might of all nations, in all wars, in the history of this planet --

But not Senator Goldwater.

Most Americans -- both Democrats and Republicans -- rejoiced at President Kennedy's successful campaign to ban nuclear tests from the atmosphere, thereby reducing the dangers of a nuclear arms race and lowering the amount of radioactive fallout in the air we breathe --

But not Senator Goldwater.

Most Americans -- both Democrats and Republicans -- have joined in President Johnson's call for a war-on-poverty and share his inspiring vision of a Great Society --

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And, finally, most Americans -- both Democrats and Republicans -- were greatly heartened by the Senate's decision this week to provide hospital care for the elderly under the social security system --

But not Senator Goldwater.

Most Americans, in short, have supported those policies and decisions of the Kennedy-Johnson Administration which have called forth the greatness of America and her people. And under the leadership of the Democratic Party, this nation has reached the goal which John F. Kennedy set before us only four years ago: America is moving forward again. We are meeting our responsibilities of the present and preparing for the challenges of the future.

There is one special responsibility which every candidate for public office bears in this Presidential campaign. We must -- above all else -- conduct ourselves in a fashion which advances the cause of democracy in America and around the world.

Making democracy work is the most challenging task facing every American -- whether Democrat, Republican or Independent. The history of man's unsuccessful attempts to govern himself demonstrates that an operating system of democracy is never an accident. America is able to count herself blessed among the nations of the world because generations of our citizens have possessed the courage, faith, wisdom, and determination to preserve democracy on these shores.

Let us accept this legacy of freedom proudly. Let us pledge ourselves to conduct a campaign worthy of our country, worthy of our party, and worthy of a great people.

I pledge that my campaign for the office of Vice President will be conducted with dignity, courtesy, forthrightness, and respect for honest differences of opinion. The perpetuation of democracy in America is too important to ourselves and to all mankind to permit standards of conduct any less stringent than these.

Above the Ionic pillars of this great auditorium -- above the name of Cyrus Northrup, for whom this auditorium was named -- there is an inscription that has always inspired me ever since my early days on this campus. That inscription reads:

"The University of Minnesota

Founded in the faith that men are ennobled
by understanding

Dedicated to the advancement of learning and
the search for truth

Devoted to the instruction of youth and the
welfare of the State."

If I were asked to summarize my philosophy, I could hardly improve on those words.

And if I were asked to state what we seek to do in the campaign of 1964, I would reply that we will try to carry to the American people these same inspiring thoughts, these same ideals, these same goals.

For, my friends, these are the goals of my party. These are the ideals of our great President, Lyndon B. Johnson.

And these are the thoughts that will inspire us as we march to victory in November.

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Sp. Minneapolis, Minn.
Sept. 5, 1964

NORTHERN AUDITORIUM

OPENING SPEECH BY SENATOR HUBERT H. HUMPHREY IN HIS

CAMPAIGN FOR THE VICE PRESIDENCY

Gov Rolvaag - Sen Truman - Sen Mc Carthy

congressman, KARTH, Blatnik, Olsen

Super (Prof. William Anderson)

My thanks - to all Minnesotans |

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the Democratic Party's candidate for Vice President --

a campaign to keep Lyndon B. Johnson in the White House for four
more years as President of the United States. I

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I intend to carry "this message" to every corner
of America: The Democratic Party has a winning

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We have nominated for President a man possessing
those rare qualities of leadership and experience which
these critical times so clearly demand in the leader of

the United States. ^L And, as a party, we have compiled
a record of accomplishment -- unparalleled in modern
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America with pride and confidence.

^L Let me state the proposition clearly: the
Democrats have the ingredients for victory in November!

We know it. The ^{Republicans} ~~Republicans~~ know it. ^{Even the Goldwaterites know it;} ~~And the people~~
So let's go to work and get the job done!

^L This tumultuous homecoming, this outpouring of
friendliness and enthusiasm ~~at every side~~, leaves me
with only one conclusion: the Democratic Party --
under the leadership of President Lyndon B. Johnson --
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^L But ~~my friends, let me add that~~ We face a
difficult and challenging campaign in the weeks ahead.

^L We must take nothing for granted. We must wage the

most intensive campaign in American history. And we
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things we surely intend to do. !

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by record + performance
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↳ There is one major issue we intend to bring before
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Lyndon B. Johnson or Senator Barry Goldwater -- is best
equipped intellectually and emotionally to assume the
responsibility of leading this nation and the free world
for the next four years? - That is the issue -

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which motivate the other branches of our government.

↳ And it is the President who gives definition and meaning to America's sense of national purpose.

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on our course so that we may fulfill the destiny that
history has set for us."

Lyndon Johnson comforted us, inspired us, and led us through this crisis -- ^{reassured us,} ~~and then with almost superhuman effort~~ on to new heights of accomplishment and glory.

At the heart of the Kennedy-Johnson Administration has been one word -- responsibility. And the American people know that the Presidency demands the highest exercise of responsibility -- at all times and in all places.

In his historic Inaugural Address, our martyred and beloved President Kennedy proclaimed: "... I do not shrink from this responsibility -- I welcome it ..."

This young President -- this giant of a President -- saved this nation from the horrors of nuclear war when he ordered the Soviet Union to remove the missiles from Cuba. And President Johnson -- with the greatest restraint, precision, and determination -- ordered that the bases

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what an awesome burden!

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Action - Construction
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Listen to this roll call of major bills enacted during President Johnson's brief tenure in office:

the college aid bill, the vocational education bill, *Medical Education*
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What this country does not need is a man who
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This is leadership with inspiration.

President Johnson is a man who understands that
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President Johnson ~~is~~ also ~~understands~~ understands
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~~It is the party which takes seriously the responsibility for advocating and executing those policies which promote the progress of our people at home and which protect the interests of the United States overseas.~~

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But not Senator Goldwater.

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IONIC

Above the Ionic pillars of this great auditorium --
above the name of Cyrus Northrop, for whom this
auditorium was named -- there is an inscription that

a living
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has always inspired me ever since my early days on this campus. That inscription reads:

- ↳ "The University of Minnesota
- ↳ Founded in the faith that men are ennobled
by understanding
- ↳ Dedicated to the advancement of learning and
the search for truth
- ↳ Devoted to the instruction of youth and the
welfare of the State."

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And if I were asked to state what we seek to do in
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#



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