

Mr Kenyon - { Mr Babcock - ^{from Samuel}
Mr Stein - ^{McCall.}
Mr Bill Arthur [of look]

REMARKS OF VICE PRESIDENT

Hubert H. Humphrey

Magazine Publishers Association

March 25, 1965

National Post

L This evening I want to talk about travel.

Defenders

You know about travel. Travel is something which

is an adventure before you do it ... a fond memory

after you do it ... and an ordeal when you do it.

L In any case, Americans have been traveling more --

and lately their government has been enjoying it

less.

L We have a balance of payments deficit which

causes us concern. Travel abroad by Americans has

contributed to that deficit.

4 Last year Americans traveling overseas spent
1.1 billion dollars more overseas than foreign
visitors spent here. If we add the money spent
by Americans on foreign-flag airline and steamship
tickets, our "travel gap" stood at 1.6 billion
dollars -- almost half our 1964 payments deficit.

4 I remind you of these facts because travel is one
of the places where we can meet our payments
problem. It is harder, and not in our interest,
to meet the problem by reducing foreign aid, military,
and other obligations which have to do with national
security.

President Johnson called particular attention
to our travel gap last month in his balance of
payments message. In that message, he emphasized
the need for a positive program to encourage more
foreign visitors to visit the United States and

Positive
Approach

also to stimulate greater travel here by our own
citizens.

L I want to make clear tonight that this
Administration is not going to be in the business
of forcing American citizens to stay at home
against their will. The United States government

has been fighting too long for liberalized travel,
for removal of travel barriers, and for lowering
of travel costs to change its mind now. We are
for an open society, not a closed one.

*cultural
exchange*

L There have been one or two incidents
which have created the false impression that this
government means to adopt a restrictive travel
policy. This is not true.

L How then do we reduce the travel gap?

L First of all, we must try harder to encourage
more travel in the United States by people from
overseas.

I was co-sponsor of legislation four years ago which authorized establishment of the U.S. Travel Service within the Department of Commerce. And I have a good ally in Representative Al Ullman - *Warren Magnuson* of Oregon, who is in this audience here tonight.

Within the limits of a small staff and small budget, the Travel Service has helped increase the number of overseas visitors in this country from 516 thousand in 1961 to 962 thousand last year. In the past three years travel from France and Germany is up 100 per cent ... from Britain, 73 percent ... from Japan, 85 per cent.

But still we must realize that five of the six million foreign visitors who came here last year were from Canada. We welcome our Canadian friends and hope they'll continue to come in even greater numbers. But we have to attract more tourists from other parts of the world. The Travel Service has requested from

Congress a budget increase of 500 thousand
dollars this year. This deserves your support.

Even with the increase, the total Travel Service
budget would be only 3.5 million dollars -- and
this does not go far in international advertising
and promotion.

This Administration has chosen a second
way to reduce the travel gap. Legislation will
shortly be introduced to reduce from 100 dollars
to 50 dollars the duty-free travel allowance to
returning travelers. This is not intended to
restrict travel by Americans. It is intended to
discourage overseas spending sprees -- and what
husband does not support this legislation with
all his heart?

Finally, we support wholeheartedly an
ambitious positive See the USA program here in

42

See
U.S.A

the United States. Many organizations and companies in the travel industry have already undertaken their own See the USA promotions.

More plans are underway. We must remind our citizens that there are some wonderful attractions worth seeing here in the United States. At the same time we must improve our travel facilities.

The See the USA program will tie-in closely with the President's highway and beautification programs. It will tie-in closely with the New York World's Fair and other major tourist events taking place in the country.

The fact is that our domestic tourist industry is underdeveloped. Just look through the travel section of your Sunday newspaper.

See the
USA

A beautiful
country -

N.W.

S.W.

Rockies
Parks.

History
East
Lakes.

Rivers

Better yet, take a close look at ^{any} ~~one~~ of the 70
travel magazines in this country. You'll find
we've forgotten how to promote domestic travel.

(10) L Travel dollars are great multipliers. It's
estimated that each travel dollar multiplies into
3 dollars when it enters the economic mainstream.

L Travel dollars are new dollars for states and
cities. L Travel is a 30 billion dollar domestic
industry in this country, outranked only by

manufacturing and agriculture. L But we've barely
begun. More than 80 million Americans took no
trip anyplace last year. L Almost 80 per cent of
our citizens have never been on an airplane.

L More than 60 per cent have never spent a night
in a hotel or motel. L And 52 per cent of our
people have never been more than 200 miles away
from home.

Travel
Dollars

What
a
market

True See U.S.A
-8-

Task Force

I have the honor of serving as chairman of a special Presidential task force now laying plans for the "See the USA" effort. Our task force includes the Secretaries of Treasury, Interior, and Commerce ... Governor Buford Ellington, who is in charge of coordinating programs of the Governors ... and Sargent Shriver, head of the Economic Opportunity program. But although this is a governmental task force, we look for the greatest part of the effort to come from private industry.

Private Enterprise

For instance, at the heart of the See the USA program could be a voluntary industry committee, headed by a See the USA chairman -- also from private industry. This committee could include representatives from major organizations and industries having a stake in development of domestic travel --

L I mean the automobile and oil industries ...

the airlines ... rent-a-car companies ... travel

agents ... hotel men ... bus companies ... *Camping out fitness*

credit companies, credit-card companies ... railroads ... even food

packagers and banks. L Also represented could be

the official state tourist agencies, and, of course,

communications and the publishing industry. This

committee, funded and staffed by private industry --

and *assured of* ~~insured~~ this government's cooperation -- could

do more than any governmental effort could do.

L I am happy to announce that Washington,

D.C., has been chosen by our task force as a

special See the USA pilot project.

*D.C.
Project!*

h Secretary of the Interior Udall will be in charge of a coordinated government-private effort here to make Washington, D.C., a showplace of tourist-handling. There's no better place to begin.

L We've simply got to get this country geared up for tourism -- tourism by both overseas visitors and our own citizens. We must look to improving our services, our tourist attractions, our ticket costs and other prices, and, finally, our promotion.

2 As I said earlier, the pages of our leading consumer and travel publications are filled with foreign travel ads. But ~~almost no~~ *all but little* domestic travel advertising can be found. Part of this is the fault of those in the travel

industry who are not aware of the tremendous,

waiting domestic market. But *now a question on two* ~~part of the fault~~

directed to the ~~also lies with the publishers~~ How aggressive

are your advertising representatives in approaching

domestic travel advertisers? How much of your

editorial material is devoted to domestic travel?

How many of you plan "See the USA" editorial-

advertising tie-ins? It is clearly in the interest

of both the travel industry and the magazine-

publishing industry to make a success of "See the

USA.

There is little time left before the 1965

travel season. But there is still time enough to

develop at least part of our domestic travel

potential.

< In closing, then, let me emphasize again
the three ways we can overcome our travel gap:

First, by stepping up our promotion
overseas.

Second, by encouraging less spending by
U.S. tourists overseas.

Finally, by a constructive See the USA
program here in the United States which will gear
the economy for handling of foreign and domestic
tourists alike.

We ask your help.

Help us awaken America to
(1) her Educational needs
(2) her Urban Challenge

(3) Her Poor.

(4) Beauty
(5) Her opportunity - Solo-Discrim
(6) Her Responsibility -

REMARKS OF VICE PRESIDENT

HUBERT H. HUMPHREY

Magazine Publishers Association

March 25, 1965

This evening I want to talk about travel. You know about travel. Travel is something which is an adventure before you do it ... a fond memory after you do it ... and an ordeal when you do it. In any case, Americans have been traveling more -- and lately their government has been enjoying it less.

We have a balance of payments deficit which causes us concern. Travel abroad by Americans has contributed to that deficit. Last year Americans traveling overseas spent 1.1 billion dollars more overseas than foreign visitors spent here. If we add the money spent by Americans on foreign-flag airline and steamship tickets, our "travel gap" stood at 1.6 billion dollars -- almost half our 1964 payments deficit. I remind you of these facts because travel is one of the places where we can meet our payments problem. It is harder, and not in our interest, to meet the problem by reducing foreign aid, military, and other obligations which have to do with national security.

President Johnson called particular attention to our travel gap last month in his balance of payments message. In that message, he emphasized the need for a positive program to encourage more foreign visitors to visit the United States and also to stimulate greater travel here by our own citizens.

I want to make clear tonight that this Administration is not going to be in the business of forcing American citizens to stay at home against their will. The United States government has been fighting too long for liberalized travel, for removal of travel barriers, and for lowering of travel costs to change its mind now. We are for an open society, not a closed one.

There have been one or two incidents which have created the false impression that this government means to adopt a restrictive travel policy. This is not true.

How then do we reduce the travel gap?

First of all, we must try harder to encourage more travel in the United States by people from overseas.

I was co-sponsor of legislation four years ago which authorized establishment of the U.S. Travel Service within the Department of Commerce. Within the limits of a small staff and small budget, the Travel Service has helped increase the number of overseas visitors in this country from 516 thousand in 1961 to 962 thousand last year. In the past three years travel from France and Germany is up 100 per cent... from Britain, 73 per cent ... from Japan, 85 per cent. But still we must realize that five of the six million foreign visitors who came here last year were from Canada. We welcome our Canadian friends and hope they'll continue to come in even greater numbers. But we have to attract more tourists from other parts of the world. The Travel Service has requested from Congress a budget increase of 500 thousand dollars

this year. This deserves your support. Even with the increase, the total Travel Service budget would be only 3.5 million dollars -- and this does not go far in international advertising and promotion.

This Administration has chosen a second way to reduce the travel gap. Legislation will shortly be introduced to reduce from 100 dollars to 50 dollars the duty-free travel allowance to returning travelers. This is not intended to restrict travel by Americans. It is intended to discourage overseas spending sprees -- and what husband does not support this legislation with all his heart?

Finally, we support wholeheartedly an ambitious positive See the USA program here in the United States. Many organizations and companies in the travel industry have already undertaken their own See the USA promotions. More plans are underway. We must remind our citizens that there are some wonderful attractions worth seeing here in the United States. At the same time we must improve our travel facilities. The See the USA program will tie-in closely with the President's highway and beautification programs. It will tie-in closely with the New York World's Fair and other major tourist events taking place in the country.

The fact is that our domestic tourist industry is underdeveloped. Just look through the travel section of your Sunday newspaper. Better yet, take a close look at one of the 70 travel magazines in this country. You'll find we've forgotten how to promote domestic travel.

Travel dollars are great multipliers. It's estimated that each travel dollar multiplies into 3 dollars when it enters the economic

mainstream. Travel dollars are new dollars for states and cities. Travel is a 30 billion dollar domestic industry in this country, outranked only by manufacturing and agriculture. But we've barely begun. More than 80 million Americans took no trip anyplace last year. Almost 80 per cent of our citizens have never been on an airplane. More than 60 per cent have never spent a night in a hotel or motel. And 52 per cent of our people have never been more than 200 miles away from home.

I have the honor of serving as chairman of a special Presidential task force now laying plans for the See the USA effort. Our task force includes the Secretaries of Treasury, Interior, and Commerce ...

Governor Buford Ellington, who is in charge of coordinating programs of the Governors ... and Sargent Shriver, head of the Economic Opportunity program. But although this is a governmental task force, we look for the greatest part of the effort to come from private industry.

For instance, at the heart of the See the USA program could be a voluntary industry committee, headed by a See the USA chairman -- also from private industry. This committee could include representatives from major organizations and industries having a stake in development of domestic travel -- I mean the automobile and oil industries ... the airlines ... rent-a-car companies ... travel agents ... hotel men ... bus companies ... credit-card companies ... railroads ... even food packagers and banks. Also represented could be the official state tourist agencies, and, of course, communications and the publishing industry.

This committee, funded and staffed by private industry -- and insured this government's cooperation -- could do more than any governmental effort could do.

I am happy to announce that Washington, D.C., has been chosen by our task force as a special See the USA pilot project. Secretary of the Interior Udall will be in charge of a coordinated government-private effort here to make Washington, D.C., a showplace of tourist handling. There's no better place to begin.

We've simply got to get this country geared up for tourism -- tourism by both overseas visitors and our own citizens. We must look to improving our services, our tourist attractions, our ticket costs and other prices, and, finally, our promotion.

As I said earlier, the pages of our leading consumer and travel publications are filled with foreign travel ads. But almost no domestic travel advertising can be found. Part of this is the fault of those in the travel industry who are not aware of the tremendous, waiting domestic market. But part of that fault also lies with the publishers. How aggressive are your advertising representatives in approaching domestic travel advertisers? How much of your editorial material is devoted to domestic travel? How many of you plan See the USA editorial-advertising tie-ins? It is clearly in the interest of both the travel industry and the magazine-publishing industry to make a success of See the USA.

There is little time left before the 1965 travel season. But there is still time enough to develop at least part of our domestic travel potential.

In closing, then, let me emphasize again the three ways we can overcome our travel gap:

First, by stepping up our promotion overseas.

Second, by encouraging less spending by U.S. tourists overseas.

Finally, by a constructive See the USA program here in the United States which will gear the economy for handling of foreign and domestic tourists alike.

We ask your help.

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Address of

The Honorable Hubert H. Humphrey
Vice President of the United States

at banquet of
Magazine Day In Washington

Co-sponsored by
American Society of Magazine Editors
and
Magazine Publishers Association

Thursday, March 25, 1965
Statler Hilton Hotel
Washington, D.C.

CHAIRMAN: Ladies and gentlemen, the Vice President. (Applause)
May I have your attention, please?

Mr. Vice-President, members of the Congress and the Cabinet, distinguished guests. We, the magazine editors and publishers of America, bid you a warm welcome on this most pleasant occasion, the climax of our annual Magazine Day Conference in Washington.

It seems most fitting that you and we should join together on an occasion such as this at least once each year, for we do so much in common. With us, as with you, continued success depends upon the quality of service rendered to our constituents. Moreover, among those who have chosen us are most of those who have chosen you.

Nowadays as never before the thoughts that interest and the hopes of America and the world are focussed on the actions of those in our nation's capital. And for the same reasons your eyes and ears are tuned to the interests of people everywhere. The nation's magazines, in a special way, serve as a vital communications link between the two.

With their specialized approach to the many different special interests, as well as by means of their broad nation-wide reach, the magazines of America have achieved an unique ability to communicate both to and from the people of America to develop and extend the common interests of all. Thus do magazines serve the nation's leaders on the one hand, and the people of America on the other in several important ways.

They present to the nation the issues of the day in proper perspective. They report how these issues are being met or not met. They present constructive suggestions from whatever source they may arise.

They bring an insight and a perspective on what people everywhere are thinking, doing, what they want, what they aspire to. In these various ways the magazines of the nation are important to both you who guide and lead our government in Washington and to the people of America.

As Chairman of the Magazine Publishers Association, may I take this opportunity to thank each of you and the many leaders in our government who've gone out of their way to help make Magazine Day in Washington 1965 a most significant and memorable occasion.

Some of those who are seated at this table are known to all, and all are known to some. Happily, custom and etiquette give me the privilege and the pleasure of presenting each of them to you.

I shall begin with our most distinguished and most honored guest, about whom and from whom you will be hearing more just a little later on. Ladies and gentlemen, may I present the Vice-President of the United States. (Applause)

Ladies and gentlemen, the Postmaster-General, the Honorable John A. Gronowski. (Applause)

The Secretary of Commerce, the Honorable John T. O'Connor. (Applause) Robert Stein, the editor of McCall's and vice-chairman of the American Society of Magazine Editors. (Applause) Betsy Talbott Blackwell, the editor-in-chief of Mademoiselle, a member of the Executive Committee of the American Society of Editors. (Applause) Mr. David Brumbaugh, executive vice-president and treasurer of Time, Inc., vice-chairman of the Magazine Publishers Association and member of its Executive Committee. (Applause) Mr. Bayard E. Sawyer, the publisher of Business Week, vice-president operations of McGraw-Hill Publications, secretary of the Magazine Publishers Association. (Applause) Mr. Gibson McCabe, president-chairman of the Executive Committee of Newsweek, immediate past-

chairman of the Magazine Publishers Association. (Applause) Mr. Richard E. Deems, president of the Hearst Magazines, past chairman of the Magazine Publishers Association, member of its Executive Committee. (Applause) Mr. Kent Rhodes, vice-president of The Reader's Digest, past chairman of the Magazine Publishers Association. (Applause) Mr. William B. Arthur, managing editor of Look, moderator of today's luncheon panel. (Applause) Mr. James T. Quirk, publisher of TV-Guide, member of the Executive Committee of the Magazine Publishers Association. (Applause) Mr. Wade H. Nichols, editor of Good Housekeeping, member of the Executive Committee of the American Society of Magazine Editors. (Applause) Mr. Osborn Elliott, editor of Newsweek, member of the Executive Committee of the American Society of Magazine Editors. (Applause) Mr. Marvin C. Watmore, president of Cowles Magazines & Broadcasting, member of the Executive Committee, Magazine Publishers Association. (Applause) Mr. John Fischer, editor of Harper's Magazine, member of the Executive Committee of the American Society of Magazine Editors. (Applause) Mr. Robert M. Jones, the editor of Family Circle, member of the Executive Committee of the American Society of Magazine Editors. (Applause) And, ladies and gentlemen, I'm Dick Babcock, president of Farm Journal and the current chairman of the MPA. (Applause)

There's music in the air or, to be more accurate, I should say there has been and there will be in just a minute. As a very special treat this evening we've been pleased to present for your enjoyment both the U.S. Air Force Band, America's musical ambassadors, and the Singing Sergeants, the official chorus of the U. S. Air Force. These men have captivated audiences on five continents. They've toured extensively in forty-six countries, performing in thirty-nine world capitals. They've played and sung before more than 20,000,000 people. Both have contributed

substantially toward a better understanding of American culture throughout the world. With thanks from all to the United States Air Force, it is my pleasure to present Captain Lockwood of the United States Air Force. (Applause) (Musical interlude)

The Singing Sergeants of the United States Air Force, and can't they sing! Thank you, Captain Lockwood. Thank you, gentlemen.

Ladies and gentlemen, it is now my pleasure to reintroduce Mr. Robert Stein, editor of McCall's Magazine, vice-president of the McCall Corporation, and vice-chairman of the American Society of Magazine Editors.

Robert Stein began his remarkable editorial career with Argosy magazine where he served as its articles editor. Later he joined Redbook magazine in the same capacity. He became editor-in-chief of that magazine in 1958 and, as many of you know, he assumed the editorial helm at McCall's Magazine in January of this year. I give you editor Robert Stein. (Applause)

MR. ROBERT STEIN: Ladies and gentlemen, good evening. A generation ago magazine editors were well known to the general public while vice-presidents of the United States were not. Nowadays this perfectly natural order of things seems to have been curiously reversed. Vice-Presidents have attained the eminence which formerly belonged to George Horace Lorimore and Edward Bok, while magazine editors seem to have fallen into the anonymity that used to be the privilege of Thomas R. Marshall and Charles G. Dawes. I'm sure that this is exactly as it should be, but I'd like to point out that there's an even deeper link between magazine editors and public officials and that our current Vice-President represents an outstanding example of that link.

His public life, it seems to me, offers a perfect model of what editors can and should aspire to. He has clearly and consistently articu-

lated the highest ideals of human decency. He has pursued these ideals with courage and conscience, long before they became universally popular. And perhaps most important of all, he has shown how imagination, energy, and persistence can translate abstract principles into specific programs to enrich and dignify the lives of millions in our own country and all over the world. I can't think of a better standard for editors and publishers than the one he has set.

There's no need for me to recite the details of his biography. What he has stood for and what achieved in the United States Senate is already a lasting part of the history, not only of our own generation, but of all future generations of America. Ladies and gentlemen, with great pride I present to you the Vice-President of the United States, Hubert H. Humphrey. (Applause)

VICE-PRESIDENT HUBERT H. HUMPHREY: Thank you very much. Thank you, Mr. Stein. Mr. Babcock, the members of the Magazine Publishers Association, their guests of the Congress and others, and the ladies of the Congress--because after all the wife of a Congressman has a good deal to do about what happens in this government, and I'm very pleased to see tonight that the Congressmen haven't forgotten who's boss and have brought them along.

Mr. Stein, you indicated that things have changed somewhat, that there was a time when people knew more about magazines than they did about Vice-Presidents. I've made a speech tour around the country about the history of Vice-Presidents. People asked me to stop doing it. It was upsetting them. I guess they still wanted to think well of the office.

But this is a different time, and there's an analogy here that I should like to cite. A magazine is as good as its editor, and a Vice-President is as good as his President. (Applause) In other words, if

you have a President that will help you, if you have a President that will guide you, if you have a President that will say to you go out and do your best, you may very well end up with at least having people know that you're alive and around. And if you have an editor that will say to the writers, and to the circulation department, and to the advertising department get out and do your best, you may very well have a pretty good magazine too. (Applause)

I come here tonight to ask for your help. I'm going to be doing that in many places in America and on every occasion. In the few weeks that it's been my privilege to serve in the honored and responsible office of the Vice-Presidency, I've come to realize more and more the importance of the cooperation and the active support of the great private sector of our nation, and particularly those that are engaged in the field of communications.

Our great need in this busy republic is to find a little time to talk to one another. This is such a noisy and busy world that we seldom stop to listen, all too often fail to look, and even frequently fail to learn. Therefore, what we really need to do, those of us in public life, is to come to you who are in this great area of communications and ask you for your help in trying to communicate to the American people, yes, to the whole world, the objectives and the policies of the Government of the United States and of the American nation.

I've learned something this week, or should I say I've had it re-emphasized to a point where it fills me with the desire to tell you about it. On Monday night late I traveled to Cape Kennedy, Florida. Early in the morning, after just two or three hours' sleep, I was awakened to participate in and observe that great exercise of science and industry and government, this great cooperative effort of the launching of a rocket

and a placing in orbit of a two-man spacecraft. This was a thrilling and exciting experience for everyone. I know it was exciting for the astronauts because, as I sat there in the mission control room, I could look out and watch on a screen the heartbeats of Major Grissom and Lt. Commander Young. I saw their heartbeat recorded and their electrocardiogram as I was talking to the doctors that were supervising the whole program of space medicine, and I noticed that Major Grissom was as calm as could be. He'd been in that capsule Gemini 3 for better than an hour and a half, manipulating the gear, testing the whole system, answering commands and responding, and I think his heartbeat was in the upper 60s. Mine was about 110 as I was looking at it.

And then I noticed the same thing on that flying man of the Navy, Lt. Commander Young. They were calm, they were confident; they trusted both themselves and their equipment.

And then I witnessed what happened when the countdown came, when it came "Four - Three - Two - One" and then the launch. A tremendous surge of power from those rockets, those unbelievable engines. You have to see it, you have to hear it, you have to be there to even appreciate what it means.

And then all at once I noticed that the officers were catching up with me on the heartbeat. I was so excited I couldn't take my pulse, but I noticed the different tempo as it was being recorded.

I mention this to you because here I saw, with my own eyes, what this country must stand for and what must be its guiding light, so to speak. This theme of cooperation. Not hostility, not antagonism, not doubt, not suspicion, not fear or indifference. I witnessed there a man by the name of Christopher Columbus Craft; he was the mission director. Chris Craft, they called him. He was in complete control, and you could

see it on him. You could just see it on his countenance. He knew his business.

I watched NASA, the National Aeronautics and Space Agency, the civilian component of our space program, working alongside the Department of Defense. I saw Dr. Debus, the senior scientist in charge of the Cape Kennedy-NASA installation, and I saw General Huston. And I saw the other great Generals and Officers of the armed forces, and the scientists and the technicians of NASA. And, my fellow Americans, I didn't see them arguing with each other and I didn't see them making accusations at each other. I saw them working together. I saw them trusting one another, trusting their competence and their ability.

And not only did I see this cooperation within government--and the government agencies represented there covered the entire spectrum of our governmental structure from the Weather Bureau to the National Science Foundation, the Atomic Energy Commission, the Department of Defense, United States Public Health Service, Coast Guard, Marines, Army, Navy, Air Force, NASA--all of them working together, not as separate sovereignties, thinking that they had a membership in the United Nations with the power of veto, but working together as a part of a great country and a great government.

And then right alongside of them, in that same mission control room, I saw the head of the McDonald Aircraft Corporation, because his company built the spacecraft, the capsule. And I saw the head of the Martin Aircraft Corporation: his company was responsible for the rocket and the launch. And I saw the subcontractors. And, my fellow Americans, as I witnessed them when the launch was perfect, I saw the head of the Martin Aircraft just relax--he was so happy, he was the most relieved man. Of course, that was the important moment.

And then, as the orbits took place, Orbit #1--and during the process of Orbit #1, you may recall, you had some indication that there might have been something faulty with the equipment, the thrust adjusters--and everyone was very very concerned, and then word came back that the secondary system was fine, the backup system, everything was going A-Okay, the signal from the capsule was Go. And then the mission director said--gave the order for Orbit #2. I might mention to you that had he not done so, he would have had to start to slow this capsule down just on the other side of the Hawaiian Islands in order to slow it down so that it could land the several hundred miles from the Bahamas--quite a period for braking, I might add.

Now, what else did one see? We saw the prime contractors and the subcontractors. We saw Defense and NASA. We saw the instrumentalities of government and then we saw all of them working together with professors, with the great technicians of our universities. And we also witnessed the media, communications--magazines, radio, television, newspapers, technical journals, everybody pulling together for one purpose, an accomplishment in the field of science and space achievement. The only way that capsule was able to orbit this globe three times, the only way that it was able to fulfill its assignments is because we all pulled together, because we made up our mind that it required a great national effort--not an effort on the part of the government. The government was only part of it. Yes, the government helped put up the money. The government had its scientists, its technicians. The government had managerial responsibility. But the job was not done in a government factory. It was done with private enterprise working with government.

I think this lesson of space development is so important that it needs to be driven home every day. The only way America's going to ac-

comply any of its objectives at home or abroad is when we harness voluntarily--through cooperation, not through coercion, but through cooperation, through motivation, through persuasion--when we're able to harness all of the forces of this country.

I hear people compare the government of the United States with the Soviet Union in a program, for example, like foreign aid. That's no comparison, because whatever our government does is only a small fraction of what America does; and what the Soviet Union does is the totality of what its economy does. And let us never forget it. Government is but a part of the over-all structure of the American economy or nation. The rest of it is that great solid base--non-governmental, private, profit, non-profit, institutions that make up our lives.

What a wonderful wonderful country in which to live! And what an exciting age! I keep hearing people talking about those good old days. I've lived through a few of them and they weren't so good. Why, the best day I've ever had was on November 3rd, 1964. (Applause) And I want you to know I'm looking forward to better ones!

I think that we're just getting started in this country. We haven't written our history. We've written the preface to history, that's all. We haven't concluded the chapter of the rise and the development and the achievement of the American republic or the American nation. We aren't even midstream. But we've been making some impressive gains. It's wonderful to remember our forebears. It's great to be a student of history, but it's better to make it. Better to make it than to study it. And better to contribute to it than to memorize it.

And we ought to be telling our young people through your magazines and through every means that we have, we ought to be encouraging young Americans and Americans of every age to make their chapter in his-

tory. I told my own sons--a couple of them didn't do too well in history--I said, "You'll be forgiven for not doing too well in it if you make some, and I want a decent good history that you make. So settle down to the job." An exciting time in which to live--the space age, the atomic age, the age of fantastic change: changes in the power structure of the world, changes in science and technology. We could almost bore each other here all night just telling about these changes.

When one thinks of the fact that 90 out of every 100 scientists that were ever born or ever educated are living tonight, I think we know that this is the age of technology and science and achievement. And when you stop and think that in a very few years, in less than fifty years this country will double its population, it offers you a bit of a challenge too. Why, I'm convinced that by then we'll have the agricultural problem solved. (Laughter) There isn't any doubt about it.

I tell my friend, Secretary Freeman, "Don't be discouraged. Just be patient."

Let me tell you something else that's exciting. The most exciting thing that I sense is what's happening in the American economy, because all that we're talking about--the defense of this nation, its programs and objectives overseas, its desire for world peace, the defense of our frontiers, of our objectives, education, good life, everything that we're talking about depends upon this economy. You can't get it for nothing. You have to pay for it. And we have to earn it. And by earning it we have to produce it.

Now, what's happening? Well, I can remember a few years ago when people said that you had to have recessions and depressions just like children are supposed to have measles, and with almost as much regularity but with more disastrous consequences. I think it's fair to say that some-

times we do things because we want to do them, and other times we do things because we dare not do them--dare not fail to do them. And I think the fact is today that we dare not let our economy slip. And why do I say it? Because the hope of all of mankind rests in a strong America, and the sooner we get it driven into our heads that a strong America is more than the Air Force and more than the Army and more than the Navy and more than the Coast Guard and more than the bomb, the sooner then we will understand what we mean by the strength of this nation.

Woodrow Wilson once said that America's strength and its wealth is not in the banks, nor even in its industries, but it's in its people--its people educated, its people motivated, its people inspired. And it's the people motivated, educated and inspired that make possible all of the things that we want. And surely it's this economy that the people work in and contribute to by their brainpower, their know-how, their technology, their capital, their work, that is the strong underpinning of our aim for the Great Society or for peace in this world.

And I have good news for you, and we've been able to bring you this good news every single month for over four years: since 1961, March, we have increased by the production of the American people through this great economy in cooperation with government and government in cooperation with the economy the Gross National Product by over 150 billions of dollars. That's a substantial sum of money.

I have in my hands here the Report of the Council of Economic Advisors for March 13, and for this most recent quarter the Gross National Product is increasing at the rate of 15-1/2 billion dollars, the largest quarterly gain in five years and the largest ever recorded. And yet I can remember reading--if you'll pardon the word--editorials and commentary a few months ago saying "How much longer do you think they can keep this

up?" How much longer? As long as we need to. The sooner that America settles down to the fact that we can do whatever we need to do, whatever we will to do, if we're willing to put ourselves to the task, the sooner then America will achieve its worthy goals.

Consumer spending's at a record-breaking level--11-1/2 billion dollars over the preceding quarter. So when I see my retail friends, and I see them once in a while, we have a little retail business and it's doing all right! I might tell you if I weren't Vice-President where it was, but I may be accused of a commercial. But the name is similar to mine.

And when I see, for example, that business capital spending shows a gain of more than two billion dollars this quarter over the last, I say apparently American business has made up its mind that the policies and the programs of the government and the economy are working together. It means jobs, it means profits, it means wealth, it means power. It means that we can afford to do some of the things that we wanted to do, and the only way we can afford to do the things that we want to do is when we produce the goods and services that make it possible for us to do these things.

This government is pledged to a program of cooperation, not domination, with our economy and our business people. This government and this administration is pledged to a program of removing doubt and substituting confidence; of removing suspicion and substituting good, sound, constructive optimism. We're pledged to a program of working with people, not against them, and of seeing to it that the instrumentalities of government are there to help and not to hurt. And we're willing to use our know-how in the field of monetary and fiscal policy in cooperation with business so that these great goals of economic expansion and growth, which are no longer just a matter of dollars and cents but of national necessity, that

these goals are achieved.

We have to be able to provide a million and a half jobs every year for the next five years. We have to be able to double our university capacity in the next fifteen years. We have to prepare ourselves, my good friends, for 225,000,000 millions of people in America by 1975, and possibly more--and when I say that, all I can say is what a wonderful time to live, a wonderful time.

You know, we used to sell baby products in our store and my Daddy was always happy when the birthrate went up. And I'm one of those Americans that thinks that there's plenty of room in this great country for a goodly number of people. And I happen to be one of those that believes that the best way to sell magazines is to have people. You'd be surprised--they're the ones that like your magazines the best. (Applause) I also happen to believe that the sure way to sell your magazines is to have people who have purchasing power so that they want to buy your magazines because they want to look at the ads, and they buy from the advertisers so that you can go back to the advertiser and tell him "buy more space." I've been in this business a little bit, so I think we have some appreciation of each other's problems.

Now I want to talk to you a little bit about something else I want you to do. I want you to tell this wonderful story about what's happening in our America. I think we need to spread the story throughout the world that America is working together. There are areas in America where there's plenty of room for improvement, but mainly we have learned how to make our economy work as a team. This is important. This is the answer to the Communist totalitarian challenge in economics. We need to show people around the world what a free economy can do: that a free economy doesn't mean exploitation, it doesn't mean abuse, it doesn't mean license. It

means production, it means profit, it means goods, it means capital, it means quality and it means service. And when we get that message across, we're going to be able to toot our horn a little bit.

I get a little weary of being on the defensive in these ideological arguments. And if our business people and our communicators will spend a little less time exposing the evils of the opposition and more time speaking out and advocating the blessings of what we have, I have a feeling that you may get some converts somewhere around the world even if you have 'em at home. (Applause)

Now, speaking about home, I want to talk to you about--not staying home in the sense of staying in your own block or your own city--but I want to talk to you a little bit about home, America, our home. I want to talk to you about traveling. You know the definition of travel? Well, I figured it out this way: travel is something which is an adventure before you do^{it}, a fond memory after you do it, and an ordeal when you do it--that is, if you travel with the family. You know, I've packed up the youngsters. I always used to tell Mrs. Humphrey that she had such a nice way with the children when we would travel, giving her the full opportunity to do as much traveling with them as possible.

Well, in many many cases Americans have been doing a good deal of traveling--I think we know that. Americans have been traveling more and occasionally, from what I hear, the government has been enjoying it a little less. I mention this because we have a balance of payments deficit which causes us some concern. And travel abroad by Americans has, in a sense, contributed to this deficit when you put it in proper perspective.

Last year Americans traveling overseas spent \$1,100,000,000 more overseas than foreign visitors coming to America spent here. I thought we were good advertisers. I thought we had something that the world

really wanted. And if it's as good as we say it is, we better start telling them about it. If we add up the money spent by Americans on foreign-flag airline and steamship tickets, our travel debt stood at \$1,600,000,000--almost one half of our 1964 payments deficit, and that payments deficit means that just run a little short in our business transactions with Europe. And that great President of the Republic of France, with those fine hotels in Paris that entice American visitors, says with our dollars, "I want the gold," and he comes and wants to see what Fort Knox looks like.

Again, may I say that I hope that he will come and take a look at it, but in the meantime I'd like to have some of his fellow citizens look at it too.

I remind you of these facts because travel is one of the places where we can do a little something about our payments problem. President Johnson called particular attention to this travel gap last month in that payments message, but I want it clear that he didn't say not to travel, nor are we recommending to anyone not to travel. He approached the problem on the basis of a positive program to encourage more foreign visitors to visit the United States and to stimulate greater travel here at home by our own citizens. And lest I be misunderstood may I make it crystal clear that this government has stood for liberal, liberalized travel, for removal of travel barriers, for lowering the travel costs. We believe in cultural exchanges, but a cultural exchange means that you exchange! Not all one way.

Now there've been two incidents--at least one or two incidents--that have created a false impression that we are advocating a restrictive travel policy. That is not the case. How do we reduce this travel gap, because we have to? We ought to do this as voluntarily as we've been

doing some other things.

We must try harder, first of all, to encourage more travel in the United States by people overseas--and they have money. They're no longer those poor Europeans. They have plenty of money, and there are many places here that they ought to see. I recall joining with members of the Senate--Senator Magnuson, Senator Pastore and others--I mention those two--on the Commerce Committee four years ago on a bill that authorized the establishment of the U. S. Travel Service. Congressman Ullman and others--I believe he's here in this audience tonight--were sponsors of that legislation. We set up a travel service in our government in the Department of Commerce here, with our distinguished Secretary Mr. Connor being the boss man. But the staff is small, the budget is rather small. Nevertheless we were able to increase from 1961 foreign visitors from 516,000 to 962,000 last year by a little promotion. But this was by government, and I thought this was a free enterprise economy. In the past three years travel from France and Germany is up 100 percent, Britain 73 percent, Japan 85 percent. But of the six million that have visited us, that came here last year, five of them were from Canada.

Now we like Canadians and we want them to come and the Canadian dollar is mighty good currency. And we that are living near to them as I do out in Minnesota consider the Canadians dear friends. But I think the fact is that we need to do a little better than just get them across that peaceful border of Canada. Now we've asked for a little increase in the budget, members of Congress, this year. This is one of the few items that you'll have to vote on for an increase. We're asking for just \$500,000. It's so small you may not even notice it, so I just thought I'd mention it. I think this deserves your support. The total budget for the travel service for the nation that everybody ought to see is only

\$3,500,000. We can hardly send out the envelopes on that if it wasn't for the franking privilege! (Laughter)

There've been other suggestions to reduce the travel gap, such as reducing the duty-free travel allowance, but I think that the most important objective that we have and the most important proposal is that we support wholeheartedly an ambitious program to See the U.S.A. And that's where you come in, my dear friends of the publishers, of the magazines. We have many organizations and companies in the travel industry who've already undertaken their own programs and projects to See the U.S.A. We passed a resolution in Congress last year on this. We must remind our citizens of the wonderful places here in America. I really think what every state in America needs is some Texas enthusiasm about their state. I might add that these Texans acted that way before a man came from their state to be President. When you're from Texas, believe me, most everybody knows about it! And they also know about what is Texas.

But up my way, I regret to say, in Minnesota where we have those 20,000 lakes, beautiful forests--22,000, to be more accurate; of course we diminish the size to get that large figure--but we've been hiding that light under a bushel, as if somehow or another we were a little afraid that folks might come and see them. I want to give you good news tonight: there's plenty of water for all of you and plenty of fish.

This is true in some way or another, some tourist attraction, in every single state in this Union. We just have to get busy here and improve our travel facilities, establish a program that will do something about getting Americans to the great Northwest. I keep meeting people every day in Washington who say to me, "Oh, I've traveled West." And I say, "Oh, tell me, where were you?" "To Buffalo." Yes, there are thousands, yea millions, that think that you're going West if you get as far

as Charleston, West Virginia!

This is not stretching the imagination--I'd like to just note to you that 52 percent of all the people in the United States have never been 200 miles away from home. Fifty-two percent. Over half the population of the United States have never been any further than 200 miles away from home. Eighty percent of the citizens have never been on an airplane. We haven't even scratched the market.

And these travel dollars are great multipliers. It's estimated that each travel dollar multiplies into three dollars when it enters the economic mainstream, and travel dollars are new dollars for states and localities. It's the answer to the prayer of many a mayor and governor who is hard pressed for local revenues. Travel is right now in America a \$30 billion domestic industry, outranked only by manufacturing and agriculture, but it has the biggest potential, untapped market of any area of our economic activity. And therefore I come to you, asking you to help us. I do this because the President gave me a job the other day, amongst a couple of others he's handed me.

He said, "Mr. Vice-President, I want you to serve as chairman of a special Presidential task force to outline plans for See the U.S.A. And you're going to see it, if I've got anything to say about it!" Now that task force includes some of the top officers of government, one of them being the distinguished Secretary of Commerce. We even have our friend Sarge Shriver on there because you ought to see where some other folks live too, in charge of the Economic Opportunity program. But the government task force is not going to be able to do this job, nor should it. It best can coordinate the facilities of government--the park program, our National Parks, our campsites, do something about these great streams and lakes, the anti-pollution program--my friend, Minnesota Congressman

Blotnik here tonight. A nation that has taken its fresh water for granted is today guilty of having adulterated and polluted more fresh water in a shorter period of time than any nation or any people in the history of the world. We ought to be literally ashamed of ourselves. We know how to reclaim it.

What we need is the active participation now of industry. At the heart of the See the U.S.A. program could be a voluntary industry committee, headed by a See the U.S.A. Chairman from private industry, provided by a resolution of the Congress. This Committee should include representatives of every organization and industry involved in domestic traffic: camping outfitters, rent-a-car companies. Some of you can try harder because you're not even second--get right in there. Automobile and auto industries, the airlines, travel agents, hotel and motel people, railroads, credit card companies, food companies, camping equipment, boat companies. They need to pool effort. You're not going to get this tourism program moving as it ought to unless you put some of the same technique into that that you put in the space program.

And I'm here to say tonight that if American industry, working with government, if the tourism departments of the states, if the Park Service, if the private industry of our country would work together in the same spirit of harmony and dedication that we do in the space program, the \$30 billion tourism economy today could be a \$60 billion economy in not less than two to three years. It's within the realm of possibility.

I'm happy to announce that Washington, D.C. has been chosen by our task force as a special See the U.S.A. pilot project, and I'll tell you why. I've lived in this city long enough to find out just how uncomfortable it is when you're a tourist. You come here and there's no place to park your car. There isn't even a book that tells you what's here.

You'd think somehow or another that we were afraid to tell folks what we have. The open society has more secrets through apathy and indifference than any society I've ever known. And we're going to make Washington, D.C. a scene of beauty, the historical mecca that it's supposed to be.

Only a couple of years ago we finally decided to tell the people about the history of the Capitol. The Capitol building's been there since 1800. We just forgot to tell anybody about it unless you came to visit it. And finally, through the National Capitol Historical Society, organized as a non-profit venture with the aid and assistance of a few members of Congress and the National Geographic Society, may I add, we have been able to publish a pamphlet that tells about this wonderful Capitol building that is one of the great historical gems of our entire nation; and radio and television have been helping us, and magazines have been helping us to tell about their government, their seat of government, this citadel of freedom--with this great Capitol Dome that is the symbol of freedom throughout the world.

So I want to gear the nation up for tourism, and I ask us to examine why we don't do better. The customers are here. I grew up in the retail business, and I think I understand a little bit about it. It doesn't do any good to bellyache about the fact that the customers don't come in your door. You'd better look behind your door and see why. If the customers are going by and you don't get your share, it's not their fault, it's yours. And the fact of the matter is that tourism is a tremendous business overseas for Americans, and it could be a tremendous business at home. And maybe if Americans found out a little more about America, we wouldn't have to use police and clubs and teargas and rifle butts and sticks and canes and horses and we wouldn't have to have

violence in our streets. Maybe we need to get acquainted about the real America, the America of the people, the America of the history of America-- with its missions, its schools, its universities, its fabulous mountains, its lakes and its streams, its history in the New England States, its beauty in Southeast, its deserts of the Southwest, its great hinterland of the Midwest, the unbelievable beauty of the Rockies and the Grand Titans, the Sierra Nevada, the great Pacific Northwest. Oh, what a country, what an amazing country. And we've taken it for granted.

I believe this nation needs a good dose of patriotism, not only the patriotism of standing and repeating the pledge of allegiance but the patriotism, may I say, of being proud of America and everything that it stands for and its whole physical environment as well as its cultural and political environment. (Applause)

Before I leave you, let me ask you a question or two. This is directed to our friends, the publishers. We're mighty proud of your publications. I was sitting here tonight looking over the list of those represented here, the publications and the companies. There isn't a nation on the face of the earth that has such a variety of fine publications from which to choose. Freedom of choice is the key to what we call freedom, and the freedom of choice is here. In the main our magazines have been a great, positive force for the enlightenment of the American people. This is one of the reasons, may I say quite frankly, that I have always supported policy of government that made possible the transportation and the shipment of our magazines at rates and costs that were not in any way prohibitive, so that the people of America could get these publications into their homes. (Applause) It's good for education and it's good for the economy.

But, Mr. Publisher, Mr. Editor, how aggressive are your advertising

representatives? Not only in approaching the manufacturers and the soap companies and the soup companies, and all the others, but how aggressive are they in approaching our domestic travel advertisers? How much of your editorial material, for example, is devoted to domestic travel? I believe there are about 70 travel magazines that are represented in your Association, and I'll venture to say that if you go into any one of them you'll find that most of the travel ads are for foreign travel and not domestic. And you'll find that to be the case in your own Sunday Travel Section of your local newspaper.

How many of you plan See the U.S.A. editorial-advertising tie-ins? I hope you will because it's clearly in your interest and in the interest of the travel industry to make a success of See the U.S.A. because we're going to have a program, success or not. (Laughter)

There's little time left between now and the 1965 travel season, but I always did believe a little bit in cramming. When you get too lackadaisical and have too much time you really don't get the job done. The best time to do a job is now, and assume that you should have started it yesterday. There is time enough, therefore, to get this program underway, and I ask your help.

I ask your help, in other words, to awaken our America to its many opportunities. The theme of our time is not problem. I hear people going around talking about all our problems all the time, and all of our difficulties. That's the fellow that really just has--he really needs to take an antacid pill or something, just sort of miserable. I grew up as a pharmacist, you know, and I've watched them come in the store in the morning; and when they'd ask me--I don't want to mention any commercial product here lest I leave one out, but I know the formula and I can just see them coming on in and I knew nine times out of ten what they needed.

And I'm happy to tell you I generally sold it to them. (Laughter) And they're high-profit items.

What we need today are people that are advocates. We need people today in our country that are looking upon their America as an opportunity, as a scene of opportunity, not a problem; as a challenge, not a difficulty. And that positive feeling of advocacy, that sort of confidence that I think our history justifies has something to do about motivating us to accomplish what we need to achieve. We need to waken America right this very night to the urgent necessity of expanding and improving our educational establishment. And it's being decided in your Congress, now. Let me say that the nation that fails to properly support its educational establishment is the nation that writes its own obituary. (Applause) And the nation that invests adequately in education is the one that writes its own future. This is the greatest and the finest investment that we can make. It's not only good ethics, it's not only sound social policy, it's good business. And within the next few days, indeed by tomorrow, the House of Representatives will decide what's going to happen to the educational structure of America. And within a very few days after that the Senate will decide. And I'll say right now for the record that if we should fail in this effort, then all of our plans for strengthening the social and economic fabric of America will be for naught, because you cannot build a stronger America and a better America without increasing the possibilities of opportunity for young people in education. (Applause)

We need your help to awaken our nation to not only its wealth, as I have tonight tried to tell you about our tremendous Gross National Product, our great industrial and economic system, but also, as the President has said so well, those pockets of poverty--those who are distressed at a time of great affluence. Not only because it's morally right, not only

because it's the humane thing to do--that's enough motivation for me--but because it's sound public policy, sound economics, sound social policy. And, my dear friends, it is a little disturbing when we see that America grows richer and richer and bigger and bigger, but there's a backwash of more and more who are left behind, that couldn't keep up, who were the victims of some kind of inadequacy in either health or training or environment or education. Something went wrong.

I don't want to point a finger at anyone and say it's that man's fault or this person's fault, but I think we do know that we have today far too much illiteracy in the land that prides itself on its books and its libraries and its schools. I know that there are far too many people in America that are poor and sick of spirit and heart and body, in a nation that says it is the land of the free and the home of the brave.

So we need to awaken the conscience of America to the--not give them handouts; that day is over, except for those who have no way at all to support themselves no matter what--a humane decent society will take care of God's children when those children have no way to take care of themselves--but our responsibility is to help people learn, to help people help themselves, to train people, to give them a chance, to give them the opportunity to make something out of their lives. And that's what this whole battle is on, this war on poverty. It isn't just the poverty of the purse, let me make it clear. I think we often measure this too much in terms of economics. We're talking about the poverty of hopelessness that grips millions; the poverty of the sense of inadequacy that destroys self-confidence; the poverty that comes from being the victim of either economic or social discrimination or segregation for far too long a period. It's this poverty, my dear friends, that we need to combat and much of that can be done without vast expenditures of money. There is no way to save

America by writing a check. Checkbook diplomacy and checkbook social policy is not the answer either to the requirements of our nation abroad or the requirements of our people at home.

We need to awaken America to her cities. That's where you sell most of your publications. And in the next few years, over 80 out of every 100 of our people will live in cities and our cities were not made to live in. They've been made to die in. They've been made to work in. Most of them were never planned, surely they were never designed for the automobile. Let me give you something that will really shake you up: there are going to be 90 million automobiles on the streets and the highways of America by 1970! Now, where are you going to park them? And it seems to me that a nation that knows it can get to the moon ought to be able to find a way to park cars! (Applause)

I'm not a great mental therapist, but I want to say this, that I come as close to having mental imbalance when I go to work and when I go home, fighting the traffic--oh, it's a little better now, I've got a driver; that's one of the nice things about being Vice-President--but I want to say that if I had to fight that traffic every morning like most of the people do, I can assure you that I wouldn't be a very happy man by the time I arrived at the office and I'd hate to think what I'd be like when I got home at night.

This is a fact. What are we going to do about these things? Are they to be asphalt and jungle? Is our sense of beauty brick and mortar? Is our sense of working with nature to destroy it? Or are we going to try to educate the American people in making our cities living institutions for the living, rather than workhouses for the dying?

I've been a mayor of a great city, and I come out foursquarely for green grass and good solid earth. I don't think everybody has to have

fallen arches on concrete. And we can build better cities, and we're going to have to do it or we're going to cripple ourselves; and we can also, my dear friends, build a more beautiful America. And that ties in with what we talked about earlier about See the U.S.A.

I've seen a good deal of it. I've seen it as I've driven in from the airports. I've seen it as I've come in from the railroad stations, and what I've seen I don't like many times. This nation is going to have in a very short period of time, by the year 2,000, 375 million people. If we continue to throw beer cans on the highways as fast as we have been doing, there won't be any way you can drive. I think we just ought to level with one another. There is such a thing as orderly neatness and a sense of social responsibility and a sense of natural or national beauty. Our President has called upon us to help beautify America. Today at the Cabinet meeting he asked every governmental officer to take a look at every activity of his department to see to it that we set the example. If you have a little green space in front, get some flowers: that's what was intended to be there, not paper trash. Make our parks more beautiful and more parks. Put our young people to work building campsites, cleaning up these parks. Get America out of doors. Beautify our cities.

If our Chiefs of Police and mayors were as active in seeing to it that the health ordinances and the housing ordinances and the trash ordinances were enforced as they are the traffic tickets, we'd have a much more beautiful America. (Applause)

And what can you do about it? Your task is not just to sell magazines. Your responsibility is to help sell Americans on the beauty of America, and that everybody has a responsibility in beautifying America, its people, by eliminating the ugliness of racism and bigotry and intolerance--because that is ugly and it is filthy and it is dirty and it

is unforgivable. And everyone of us have a responsibility to get America beautiful in terms of its external appearance as well as its internal conscience. And who can do it better than those who are in charge of communication, those of you who get into more homes and touch the lives of more people per week or per month than any public official save the President of the United States.

I call upon you to be partners in the enterprise of making America the Beautiful--the beautiful in heart, the beautiful in mind through intelligence and learning, the beautiful in conscience through love of one another and brotherhood, and the beautiful in terms of our physical topography and makeup by seeing to it that these blessings of natural beauty that have come to us from a kind and generous Divine Providence are not exploited or abused by the hand of man. And you can do it.

I thank you for letting me talk to you about it tonight. (Applause)

CHAIRMAN BABCOCK: Thank you, Mr. Vice-President.

You know, I spent some time in Minnesota and I wish I'd gotten that fellow into the magazine business before he got in politics. Mr. Vice-President, we hear your message.

Ladies and gentlemen, again we, the editors and publishers of America's magazines, thank you for helping us to make this Magazine Day in Washington, 1965, a most significant and memorable occasion. Have a safe journey home. Goodnight.

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