



## OFFICE OF THE VICE PRESIDENT

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FOR RELEASE:

MONDAY PM'S

REMARKS VIA TELEPHONE  
VICE PRESIDENT HUBERT HUMPHREY  
AMERICAN INDUSTRIAL DEVELOPMENT COUNCIL  
ST. PAUL, MINNESOTA  
MAY 13, 1968

I wonder if you realize how fitting an anniversary your conference marks.

It was on this date...May 13 -- 361 years ago, in 1607 -- that the first colonists landed at Jamestown.

These particular forefathers were not fleeing tyranny. They had been dispatched by investors in England to establish a glass-making industry.

American glass was soon on the market in England, and the New World had scored its first planned industrial success.

Business has been a leading part of the American adventure ever since.

And your meeting there today has this element in it...of high adventure...the adventure of American business and industry across new frontiers of combined economic and human opportunity.

We recognize today that an integral part of the business of American business is America...and the world...and civilization.

There are two ways in which American business is today assuming new responsibility for the total human undertaking.

The first is in meeting the social problems which even these seven years of unprecedented economic growth have left unsolved.

The second is to push the whole meaning of enterprise and opportunity in this country and in the world to new heights.

Poverty and blighted opportunity in America are no longer the special preserve of the social reformers, the charitably inclined, the struggling government agencies. The challenges they offer have also been taken up by the business community.

Industries on their own are undertaking training efforts for the hard-core unemployed.

The National Alliance of Businessmen has just been formed to work in partnership with the government to train and employ 500,000 hard-core workers by 1971.

The insurance companies of America have pledged a billion dollars to build low-cost housing and finance enterprises that will create jobs in city core areas -- and that pledge is now being made good.

As Chairman of the President's Council on Youth Opportunity, I am indebted to businesses, large and small, all across this country for their efforts to put underprivileged youngsters to work this summer.

I urge even a further intensification of these efforts.

It is a mistake to measure today's youth by the irresponsibility of a few of them.

Their fairer measure is that more and more of them want to work during the summer.

And their measure of us is whether we -- our system of things -- will give them this opportunity.

It is important that we realize how business and government alike are finding new ways to respond to the requirements of a society -- perhaps the first in history -- which is truly capable of providing an environment in which man's full competence can be used.

We are leaving behind the notion of providing minimum protection...and adopting instead the idea of affording maximum opportunity.

We are no longer content with just Social Security. We want a program that provides Social Opportunity.

We are no longer content with a welfare system that fosters dependence. We want one that builds independence.

We insist on law and order -- but equally on social justice.

We -- government, business, labor -- appear to today's youth as "the establishment." They have their point. What they leave out is that this same point is already recognized -- by the free institutions of America, public and private, that are infinitely more responsible in the realm of social and human concerns today than ever before.

But beyond this new "responsibility"...this larger "concern"... there is the whole exciting development...the high adventure... of American business and industry reaching across the advancing technological frontiers into new unknowns.

This is the area of special interest to you who make up the American Industrial Development Council.

You look through microscopes and telescopes -- searching, to be sure, for the possible promise of profitable venture -- but with an alertness, too, for the possibility of opening up some new resource of human opportunity.

Here again, I see a relationship...and sense a paradox between what is going on in the established institutions... the corporations and the government...and the attitudes and the activities of young Americans.

They want very much to be involved, especially in something new.

The Peace Corps, VISTA, the Teacher Corps, and some private organizations, are fueled almost entirely with the energy, initiative and idealism of young people. People who look only at the shouters and rioters and wonder what's happening to the "younger generation" should add in the fact that VISTA applications are at an all-time high right now.

We know these young people can produce dramatic results, whether they are starting poultry farms in India . . . or helping inner city youngsters find something more in life than littered alleys . . . or -- and this is important -- converting their gangs into auxiliary units for "cooling" inner city tensions.

Why can't we use those young people better in our established enterprises?

Why have we been unable to combine the energies, initiative, and fresh thinking of our young people with the power, resources and experience of our established institutions?

There is clearly a failure of communication right now -- running both ways. We in industry and government have failed to convey adequately our new sense of social purpose and social invention. And young people are too quick to dismiss existing institutions as part of an "establishment" they evaluate too much in terms of history.

There is another point. Both business and government fail, I think, to provide young people with the opportunities they seek for direct involvement . . . where the action is.

There is more here than the unquestionable fact of too many -- probably an increasing number in the affluent society -- wanting to start at the top.

But I am talking about young people whose objective is not to move up either now or ever to a seat at the board table or on the country club veranda, but to serve very directly people who need help, or to take direct part in something they consider significant.

They are quite willing to do the dirty work for long hours at low pay, as long as they can see tangible results of their efforts -- efforts measured not in files and efficiency reports but in their own satisfaction in being a direct part of the results of their activity.

The most thoughtful and sensitive and brilliant and industrious young people in America today -- the vast majority of them -- want "a piece of the action."

What they are demanding of the established institutions is not only that these institutions be concerned with social purposes, but that they be so administered as to give those who are part of them a chance to be in the front lines -- even as ground troops.

This is no easy problem. I don't know the answer. I simply urge that finding the way to meet it is as important as any experiment going on today in our laboratories or new product development units.

We are concerned . . .and necessarily so . . .about the employment of "hard core" disadvantaged young men and women. American business is assuming, through the National Alliance of Businessmen, new responsibility for meeting this problem, and government and business are working on it together.

I urge that you put on the Development Council's working agenda this related matter.

It is essential that we provide employment and work-training opportunity for the disadvantaged, under-educated young Americans from the slums and ghettos.

We must make provision, on an emergency basis, for the victims of our previous neglect.

We must also make use of the increasing abilities and the constructive convictions of those who are the beneficiaries of all we are doing to improve our educational system.

I call then upon the Development Council for social invention . . .to match its high standard of scientific and technological development.

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Mr Tucker -

Mr Hoenshell

REMARKS VIA TELEPHONE

Mr Preston

VICE PRESIDENT HUBERT HUMPHREY

AMERICAN INDUSTRIAL DEVELOPMENT COUNCIL

ST PAUL, MINNESOTA

May 13, 1968

(Introductory remarks. Regrets about not being there.)

Telephone isn't very adequate. We have to keep reminding ourselves that while technology expands our horizons and increases our material opportunities, it also puts increasing demands on us not to let the human relationship get de-personalized. Personal salutations.)

∟ I wonder if you realize how fitting an anniversary your conference marks.

∟ It was on this date ... May 13 ... 361 years ago ... in 1607 ... that the first colonists landed at Jamestown.

These particular forefathers were not fleeing tyranny. They had been dispatched by investors in England to establish a glass-making industry.

∟ American glass was soon on the market in England, and the New World had scored its first planned industrial success.

∟ Business has been a leading part of the American adventure ever since.

And your meeting ~~there~~ today has this element in it ....  
of high adventure ... the adventure of American business and  
industry across new frontiers of combined economic and human  
opportunity.

~~"The business of America," Calvin Coolidge said -- but it  
was only part of the truth, "is business."~~

We recognize today that an integral part of the business of  
American business is America ... and the world ... and civilization.

There are two ways in which American business is today  
assuming new responsibility for the total human undertaking.

(1) The first is in meeting the social problems which even these  
seven years of unprecedented economic growth have left unsolved.

(2) The second is to push the whole meaning of enterprise and  
opportunity in this country and in the world to new heights.

Poverty and blighted opportunity in America are no longer the  
special preserve of the social reformers, the charitably inclined, the  
struggling government agencies. The challenges they offer have  
also been taken up by the business community.

Industries on their own are undertaking training efforts for  
the hard-core unemployed.



✓ The National Alliance of Businessmen has just been formed to work in partnership with the government to train and employ 500,000 hard-core workers by 1971.

✓ The insurance companies of America have pledged a billion dollars to build low-cost housing and finance enterprises that will create jobs in city core areas -- and that pledge is now being made good.

✓ As Chairman of the President's Council on Youth Opportunity, I am indebted to businesses, large and small, all across this country for their efforts to put underprivileged youngsters to work this summer.

✓ I urge even a further intensification of these efforts.

✓ It is a mistake to measure today's youth by the irresponsibility of a few of them.

✓ Their fairer measure is that more and more of them want to work during the summer. - ~~Here they~~ *we want them to*

✓ And their measure of us is whether we ... our system of things .... will give them this opportunity. *do responsibly - give them Responsibly*

✓ It is important that we realize how business and government alike are finding new ways to respond to the requirements of a society -- perhaps the first in history -- which is truly capable of

providing an environment in which man's full competence can be used.

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↳ We are no longer content with just Social Security. We want a program that provides Social Opportunity. o

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↳ We insist on law and order ... but equally on social justice.

*Reason - Patient Response*  
↳ We -- government, business, labor -- appear to today's youth as "the establishment." ↳ They have their point. What they leave out is that this same point is already recognized -- by the free institutions of America, public and private, that are infinitely more responsible in the realm of social and human concerns today than ever before.

↳ But beyond this new "responsibility" <sup>and</sup> this larger "concern" ... there is the whole exciting development ... the high adventure ... of American business and industry reaching across the advancing technological frontiers into new unknowns. o

↳ This is the area of special interest to you who make up the American Industrial Development Council.

↳ You look through microscopes and telescopes ... searching, to be sure, for the possible promise of profitable venture ... but with

an alertness, too, for the possibility of opening up some new resource of human opportunity. — and can be done with a Profit

Here again, I see a relationship ... and sense a paradox between what is going on in the established institutions .. the corporations and the government ... and the attitudes and the activities of young Americans.

They want very much to be involved ... especially in something new.

The Peace Corps, VISTA, the Teacher Corps, and some private organizations, are fueled almost entirely with the energy, initiative and idealism of young people. People who look only at the shouters and rioters and wonder what's happening to the "younger generation" should add in the fact that VISTA applications are at an all-time high right now.

We know these young people can produce dramatic results, whether they are starting poultry farms in India ... or helping inner city youngsters find something more in life than littered alleys ... or — and this is important — converting their gangs into auxiliary units for "cooling" inner city tensions.

Why can't we use those young people better in our established enterprises?

Why have we been unable to combine the energies, initiative,

and fresh thinking of our young people with the power, resources and experience of our established institutions?

L There is clearly a failure of communication right now -- running both ways. We in industry and government have failed to convey adequately our new sense of social purpose and social invention. And young people are too quick to dismiss existing institutions as part of an "establishment" they evaluate too much in terms of history.

and L There is another point. Both business and government fail, I think, to provide young people with the opportunities they seek for direct involvement .. where the action is.

L There is more here than the unquestionable fact of too many ... probably an increasing number in the affluent society ... wanting to start at the top.

L But I am talking about young people whose objective is not to move up either now or ever to a seat at the board table or on the country club veranda, but to serve very directly people who need help, or to take direct part in something they consider significant.

L They are quite willing to do the dirty work for long hours at low pay, as long as they can see tangible results of their efforts --



efforts measured not in files and efficiency reports but in their own satisfaction in being a direct part of the results of their activity,

The most thoughtful and sensitive and brilliant and industrious young people in America today -- the vast majority of them -- want "a piece of the action,"

~~They~~ <sup>WHAT</sup> they are demanding of the established institutions is not only that these institutions be concerned with social purposes, but that they be so administered as to give those who are part of them a chance to be in the front lines -- even as ground troops.,

This is no easy problem. I don't know the answer. I simply urge that finding the way to meet it is as important as any experiment going on today in our laboratories or new product development units.

We are concerned .. and necessarily so ... about the employment of "hard core" disadvantaged young men and women. American business is assuming, through the National Alliance of Businessmen, new responsibility for meeting this problem, and government and business are working on it together.

I urge that you put on the Development Council's working agenda this related matter.

Identify  
I count  
here I am

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└ We must also make use of the increasing abilities and the constructive convictions of those who are the beneficiaries of all we are doing to improve our educational system.

└ I call then upon the Development Council for social invention ...  
to match its high standard of scientific and technological development.

{ Rebuild our cities  
{ Trained our untrained  
{ educate the illiterate  
{ convert ~~human~~ welfare +  
{ relief into dignity + jobs

Draft -- Heritage/Bennet  
5/10/68

REMARKS -- via telephone

VICE PRESIDENT HUBERT HUMPHREY

AMERICAN INDUSTRIAL DEVELOPMENT COUNCIL

ST. PAUL, MINNESOTA

MAY 13, 1968

This is a fitting anniversary for your conference.

Some of you may not be aware of it, but it was on this date  
in 1607 that the first colonists landed at Jamestown.

These particular forefathers were not fleeing tyranny. They  
had been dispatched by investors in England to establish a glass-making  
industry.

American glass was soon on the market in England, and the  
New World had scored its first planned industrial success.

Business has been a leading part of the American adventure  
ever since.

And today, American business and industry are penetrating an important new frontier, I think -- the frontier of full and equal human opportunity which is now so much on our minds.

Poverty and blighted opportunity in America are no longer the special preserve of the social reformers, the charitably inclined, the struggling government agencies. The challenges they offer *also* have been taken up by the business community.

Industries on their own are undertaking training efforts for the hard-core unemployed, and the National Alliance of Businessmen has just been formed to work in partnership with the government to train and employ 500 thousand hard-core workers by 1971.

The insurance companies of America have pledged a billion dollars to build low-cost housing and finance enterprises that will create jobs in city core areas -- and that pledge is now being made good.



As Chairman of the President's Council on Youth Opportunity,

I am indebted to businesses, large and small, all across this country for their efforts to put underprivileged youngsters to work this summer.

Anyone who doubts the social consciousness of American business today needs only look at some of those elegantly published annual reports which proudly inform stockholders that some of their money is being used to finance job opportunities, schools, new communities, environmental studies, and much else that goes with a better, freer society.

Let me emphasize that I believe government at every level has also been finding new ways to respond to the requirements of a society -- perhaps the first in history -- which is truly capable of providing an environment in which man's greatest humanity can be realized.

There is no question that we are leaving behind the notion of providing minimum protection, and adopting a principle of offering maximum opportunity.

We are no longer content with just Social Security. We want a program that provides social opportunity.

We are no longer content with a welfare system that fosters dependence. We want one that builds independence.

Head Start... Upward Bound... innovative programs in education and health... our manpower training efforts... and much else that we have undertaken in the last few years are all signs of government's new and active concern for social justice.

Call it "the establishment" if you want to, but the free institutions of America, public and private, are more creative and innovative in the realm of social ~~progress~~ <sup>concerns</sup> today than ever before.

That brings me to a central concern of mine -- the paradox that vast numbers of our young people who are also deeply concerned with the issue of social justice in America seem unable to find satisfactory avenues, either in government or in business, for pursuing that objective.

Yes, we have a Peace Corps, VISTA, a Teacher Corps and some private organizations that are fueled almost entirely with the energy, initiative and idealism of young people. And for those who look *and* at the few shouters and rioters' "wonder what's happening to the younger generation," let me report that VISTA applications reached an all-time high in the last quarter.

Moreover we know that those young people can produce dramatic results, whether they are starting poultry farms in India... or helping inner city youngsters find something more in life than littered alleys... or -- and this is important -- converting their

gangs into police auxiliary units for cooling inner city tensions.

Why can't we use those young people better?

If government and private enterprise are in the social justice business -- and I think they are -- why have we been unable to combine the energies, initiative and fresh thinking of our young people with the power, resources and experience of our established institutions?

First, I think there has been a failure of communication on both sides. Industry and government have failed adequately to convey their new sense of social purpose. And young people have been too quick to dismiss existing institutions as part of a "system" which is imperfect but moving in the right direction.

Secondly, it is a fact that both business and government fail to provide young people with opportunities for direct involvement where the action is.



Yes, I know there are fine opportunities within the traditional lines of government and private employment -- and plenty of brilliant young people are attracted to them.

But I am talking about people whose life objective -- at least when they are in their 'twenties -- is not to work their way up to a seat at the board table or on the country club veranda, but to serve very directly people who need help.

They are quite willing to do the dirty work for long hours at low pay, as long as they can see tangible results of their efforts -- efforts measured not in files and efficiency reports but in lives improved.

It is an old saw that business and government require young blood to be successful.

But if we are really serious about the business of social justice -- and I can think of no other legitimate objective for our institutions as

we move into this final third of the 20th century -- the need for young blood is doubly important.

The most thoughtful and sensitive young people in America today -- at least a great many of them -- want a piece of the action.

I say we ought to give it to them.

I say we ought to be creative enough to put the force and the experience our institutions represent behind their determination and energy to produce the kind of free society all of us want.

I suggest to you today that the answer may be a system of Interns for Social Progress -- call it what you will -- in both government and industry to encourage young people to enter both business and government on a temporary basis for the specific purpose of social service.

Would it work? I think so.

And I think it would provide a catalyst for accelerating social progress at a time when that is the greatest challenge before all the free institutions and all the free people of America.

I have often said that we have the institutions, resources and, I firmly believe, the intent to make our society one of full freedom and opportunity. Now is the time to put all of that together and make America into the world standard of human achievement it is meant to be.

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