

SATURDAY PM'S
MAY 25, 1968OFFICE OF THE VICE PRESIDENT

REMARKS
VICE PRESIDENT HUBERT HUMPHREY
DEDICATION OF THE
JEFFERSON NATIONAL EXPANSION MEMORIAL
ST. LOUIS, MISSOURI
MAY 25, 1968

Part of the history and character of man is that he stops on occasion in the pursuit of his destiny to build a monument to his previous achievement.

Today we mark such an occasion.

America needed some single symbol of the century she spent wakening her continent.

Now America has that symbol.

This magnificent Gateway Arch marks the bravery of men and women moving with their families across open but hard frontiers.

It catches and preserves forever the spirit of single-handed adventure...the true independence that lies only within a single soul...takes hope as its ally against fear...and then moves on.

America's skyline for the world...what the school child in other lands will see when he first opens a book...now tells America's story:

--The Statue of Liberty in New York's harbor...the Washington Monument and the Jefferson and Lincoln Memorials in the nation's capitol...the Golden Gate Bridge in San Francisco...and now the Gateway Arch in St. Louis.

--Immigrants, true patriots of the people, and people who are pioneers...adventurers with a purpose.

This is America. This is her skyline...set and seen clearly...only and always...against a new horizon.

It is right that this monument is in St. Louis...for every young American, every traveler across the country, every man and woman with a proud sense of American history...knows this city as the Gateway to the West.

It is right that this monument rises on the western edge of the Mississippi...for she is the river of this continent...sister to the Amazon...the Rhine and the Danube and the Volga...the Ganges...and the Nile.

It is right that this monument is a majestic, towering arch...and open, beckoning marker that implies not arrival but continuing journey.

The arch is to the West...and to the future...a soaring curve in the sky that links the rich heritage of yesterday and the richer future of tomorrow.

The reality in our dedicating this monument is in our own rededication to what it signifies.

Our commitment, renewed here today, is to conserve and enrich the new America we are creating...in the cities...in the suburban areas...on the farm...that quality of life which characterized our past.

This means revitalized cities...and rural communities where economic opportunity matches the quiet way of life.

It means we can no longer neglect great urban resources, such as our city water fronts.

We can no longer afford heedlessly to discharge more wastes into our rivers and streams.

Our country is not so rich that it can afford to unthinkingly destroy historic places that give us our identity with our past.

Our country is not so strong that it can afford to alter the human environment by changing the course of a wilderness river, or by laying down a new expressway...without first considering what it does to the quality in our lives.

We stand beneath this arch today as conservationists -- knowing that the rivers...the wooded hillsides...the lakes...the Redwoods...the North Cascade forests...have values which must be measured not by dollars alone but by their contribution to the personal well-being of man.

The conservationist today is a seeker and preserver of the values that have a personal meaning to man...whether they are found on an urban riverbank...or in the far reaches of a northern forest.

But it will take the commitment of all our institutions... public and private...and all of our citizens...to secure quality in our environment.

Quality is not incompatible with progress.

America means both.

There is room in America for the highways and the wilderness.

America is vital enough to earn the dollar and to help the dream...and wise enough to know that cleaning its slums means cleaning its spirit.

Let the Gateway Arch stand, then, as a symbol of America's determination to have beauty with utility...quality with quantity... and humanity with progress.

But more than a symbol. A living memorial...for what it evokes in those who stand before it.

St. Louis is already a prouder city...so that there is new purpose here...a new sense of urgency...to wipe out every slum... mend every flaw. From now on, St. Louis will be "living up to the Arch."

None will leave this site without a renewed sense of the elemental qualities of beauty. Whatever is shoddy...whatever is ugly...whatever is waste...whatever is false...will be measured and condemned by this new standard of excellence.

The Gateway Arch will be a living memorial...not alone by reason of its dramatic beauty...but because who passes here will be reminded of the true character of a nation's history... and of her clean-spirited purpose for the future...and will be stronger for that reminder.

I speak, for the Nation's President, the gratitude of the Nation's people that this has come to be.

St. Louis' Arch is America's magnificent monument.

#####

- ✓ Governor
- ✓ members of Congress
- ✓ Distinguished guests.

- ✓ Gov Hearnes
- ✓ ~~Gov. Gay~~
- ✓ Mayor Cerantus
- ✓ Sect. Udall

REMARKS

Mr May.

VICE PRESIDENT HUBERT HUMPHREY

DEDICATION OF THE

Rev Clergy

JEFFERSON NATIONAL EXPANSION MEMORIAL

ST. LOUIS, MISSOURI

✓ Mrs Croantes

MAY 25, 1968

✓ Mrs Hearnes

✓ Matching Federal Funds

Part of the history and character of man is that he stops on occasion in the pursuit of his destiny to build a monument to his previous achievement.

Today we mark such an occasion.

America needed some single symbol of the century she spent wakening her continent.

Now America has that symbol.

!
 Sen Long
 Sen Symington
 Cong James Sullivan
 Cong Mel Price
 Cong Humphreys
 Cong Curtis
 Cong Kasten

↳ This magnificent Gateway Arch marks the bravery of men and women moving with their families across open but hard frontiers.

↳ It catches and preserves forever the spirit of ~~single-~~
~~frontier~~ adventure ... the true independence that lies only within a single soul ... takes hope as its ally against fear ... and then moves on.

↳ America's skyline for the world ... what the school child in other lands will see when he first opens a book ... now tells America's story:

-- The Statue of Liberty in New York's harbor ... the Washington Monument and the Jefferson and Lincoln Memorials in the nation's capitol ... the Golden Gate Bridge in San Francisco ... and now the Gateway Arch in St. Louis.

-- Immigrants, true patriots of the people, and people who are pioneers ... adventurers with a purpose *and hope.*

This is America. This is her skyline ... set and seen clearly ... only and always ... against a new horizon.

It is right that this monument is in St. Louis ... for every young American, every traveler across the country, every man and woman with a proud sense of American history ... knows this city as the Gateway to the West.

It is right that this monument rises on the western edge of the Mississippi ... for she is the river of this continent ... sister to the Amazon ... the Rhine and the Danube and the Volga ... *Don gies* the Ganges ... and the Nile.

It is right that this monument is a majestic, towering arch ... an open, beckoning marker that implies not arrival but continuing journey.

For the work of democracy is never final - freedom has new frontiers in each generation.

↳ The arch is to the West ... and to the future ... a
soaring curve in the sky that links the rich heritage of
yesterday and the richer future of tomorrow.

↳ The reality in our dedicating this monument is in our
own rededication to what it signifies.

↳ Our commitment, renewed here today, is to conserve
and enrich the new America we are creating ... in the cities ...
in the suburban areas ... ~~on the farm~~ ^{in the rural areas} that quality of life
which characterized our past.

↳ This means revitalized cities ... and rural communities
where economic ^{+ social} opportunity matches the quiet way of life.

↳ It means we can no longer neglect great urban resources,
such as our city water fronts.

↳ We can no longer afford heedlessly to discharge more
wastes into our rivers and streams.

└ Our country is not so rich that it can afford to
unthinkingly destroy historic places that give us our identity
with our past.

└ Our country is not so strong that it can afford to alter
the human environment by changing the course of a wilderness
river, or by laying down a new expressway ... without first
considering what it does to the quality in our lives.

└ We stand beneath this arch today as conservationists --
knowing that the rivers ... the wooded hillsides ... the lakes ...
the Redwoods ... the North Cascade forests ... have values which
must be measured not by dollars alone but by their contribution
to the personal well-being of man.

└ The conservationist today is a seeker and preserver of
the values that have a personal meaning to man ... whether they
are found on an urban riverbank ... or in the far reaches of a
northern forest.

↳ But it will take the commitment of all our institutions ...
public and private ... and all of our citizens ... to secure
quality in our environment.

and Quality is not incompatible with progress.

↳ America means both.

↳ There is room in America for the highways and the
wilderness.

↳ America is vital enough to earn the dollar and to help
the dream ... and wise enough to know that cleaning its slums
means cleaning its spirit.

↳ Let the Gateway Arch stand, then, as a symbol of America's
determination to have beauty with utility ... quality with
quantity ... and humanity with progress.

└ But more than a symbol. A living memorial ...
for what it evokes in those who stand before it.

└ St. Louis is already a prouder city ... so that there
is new purpose here ... a new sense of urgency ... to wipe
out every slum ... mend every flaw. From now on, St. Louis
will be "living up to the Arch."

└ None will leave this site without a renewed sense of the
elemental qualities of beauty └ Whatever is shoddy ... whatever
is ugly ... whatever is waste ... whatever is false ... will be
measured and condemned by this new standard of excellence.

└ The Gateway Arch will be a living memorial ... not alone
by reason of its dramatic beauty ... but because ^{those} who pass ~~a~~ here
will be reminded of the true character of a nation's history ...
and of her clean-spirited purpose for the future ... and will
be stronger for that reminder.

I speak, for the Nation's President, the gratitude of the Nation's people that this has come to be.

St. Louis' Arch is America's magnificent monument ~~to~~
our faith in the future
our confidence in ourselves
our dedication to the
unfinished business of
a free people.

Remarks by the Honorable Hubert H. Humphrey
Vice President of the United States at the
Dedication of the Jefferson National Expansion Memorial
Saint Louis, Missouri
May 25, 1968

Thank you, Secretary Udall. Thank you for your introduction, and more significantly for your strength and leadership of the great movement of national restoration and the development of National Parks.

Governor Hearnese, Governor Guy, Mayor Cervantes, Mr. May, Reverend Clergy, Mr. Secretary. I hope that you will permit me to acknowledge the public officials that are here: Our friends from Congress, Senator Long, Congresswoman Sullivan, price, Hungate, and those who could not be with us, Congressman Tom Curtis, Senator Symington.

But I hope that if you don't mind and if it is not inappropriate for a Vice President in a dedication address to acknowledge the presence of two lovely ladies active in this city and this state. Mr. Mayor, I hope this won't get you in trouble at home, but your wife is here. Mrs. Cervantes. And Governor Hearnese, Mrs. Hearnese. After all, this is a beautiful occasion and I see no reason we shouldn't have some added beauty on the program.

Secretary Udall, and members of Congress, I trust you have gotten the message today. There is a need for some matching funds. I heard this several times. Mr. Mayor, you made it very clear -- a persuasive man.

I'm so proud and honored to be a part of this ceremony. Part of the history and the character of man is that he stops on occasion in the pursuit of his destiny to build a monument to his previous achievement, and today we mark just such an occasion. America needed some single symbol of the century she spent awakening her continent, and now America has that symbol.

This magnificent Gateway Arch marks the bravery of men and women moving with their families across open but hard and changing frontiers. It is so symbolic of the spirit of this city. It captures and preserves the spirit of single-handed adventure, the true independence that lies only within a single soul and takes hope as its ally against fear, and then moves on.

America's skyline for the world, what the school child in other lands will see when he first opens a book, now tells America's story. The Statue of Liberty in New York City's harbor, the Washington Monument and the Jefferson and Lincoln Memorials in the nation's capitol, the Golden Gate Bridge in San Francisco, and now the Gateway Arch in Saint Louis.

The story of America in individual greatness, majestic monuments, and yet the story of the immigrant, true patriots of the people, who were pioneers, adventurers with a purpose and with hope in his (sic) America.

This theme that I have spoken of is here. This is America. This is her skyline, set and seen clearly, only and always against a new horizon.

It is so right that this monument is in Saint Louis, for every young American who ever travels here, across the country, every man and woman with a proud sense of American history, knows the City of Saint Louis as the Gateway to the West. It is right, therefore, that this monument rises on the western edge of the Mississippi, for she is the river of this country -- sister to the Amazon, the Rhine, the Danube and the Volga, the Ganges and the Nile. It is right that this monument is a majestic, towering arch, that implies not arrival but a continuing journey.

Our work of democracy is never done and never final. Freedom has now new frontiers to conquer in new generations. The Arch is to the west and to the future -- a soaring curve in the sky that links the rich heritage of yesterday with the richer future of tomorrow.

The reality in our dedicating this monument is in our own rededication to what it signifies. We could not be content with just its engineering greatness or with its simplicity. It must be a rededication of our lives now and to generations unborn. Our commitment renewed here today, spoken of so ably and movingly by the Mayor, is to conserve and enrich the new America we are creating in the cities, in the suburbs, and the rural areas, that quality of life which has characterized our past. Rural communities where economic and social opportunity matches the quiet and rewarding way of life.

We can no longer neglect great urban resources such as city waterfronts. We cannot afford to discharge more wastes into our rivers, our streams, our lakes. Our country, my fellow Americans, is not so rich that it can afford to unthinkingly destroy historic places that give us our identity with our past. Nor can we afford to alter the human enrichment by changing the course of a wilderness river or by laying down a new expressway without first considering what it does to the quality of our lives.

So, we stand here today beneath the Arch as conservationists, as stewards of our good life and heritage, knowing that the rivers, the wooded hillsides, the lakes, the redwoods, the north Cascade forests, have values which must be measured by the personal well-being of man. For what is the purpose of all that we have, except life, liberty, and the pursuit of happiness for each of us.

A conservationist today is a seeker and a preserver of the values that have a personal meaning to man, whether found on an urban river bank or the far reaches of a northern forest. But it will take what has been said, the commitment of all our institutions, public and private, and all of our citizens to secure the quality that America deserves in our environment for living. The quality is not incompatible with progress. In fact, America means both progress and quality.

There is plenty of room in America for our great highways and the majesty of our wildernesses. America is vital enough to earn the dollar and to help the dream, and wise enough to know that cleaning slums means cleaning its spirit. We need to do both.

Let the Gateway Arch then stand as a symbol of America's determination to have beauty with utility, quality with quantity, and humanity with progress. But, more than a symbol, a living memorial for what it evokes in those who stand before it.

Saint Louis is already a prouder city, so that there is new purpose here, a new sense of urgency to wipe out every area of blight, every slum, to mend every flaw. From now on Saint Louis, yes, this modern, great city, will be living up to the Arch that points to the heavens, to man's ultimate achievement.

None will leave this site without a renewed sense of the elemental qualities of beauty. Whatever is shoddy, whatever is ugly, whatever is obscene, whatever is false, will be measured and condemned by this new standard of excellence, recognized by the hand of man and seen in the dream of his mind and spirit.

The Gateway Arch then will be a living memorial not only by reason of its dramatic beauty, and how beautiful it is, but because those who pass here will be reminded of the true character of this nation's history and of her purpose for the future. And all who pass here will be stronger for that reminder.

Ladies and Gentlemen, we are all honored today by the fact of this achievement, by the vision of those who saw this as a possibility.

I speak for the nation's President at this moment, the gratitude of the nation's people that this has come to be. A magnificent Arch, opening once again the new frontiers to human betterment, to the promise of a better life for those who have

had too little, of a better day for those who have only known the nightmare of despair.

Saint Louis' Arch is a magnificent monument to our faith in the future, to our confidence in ourselves, and to our dedication to the unfinished business of a free people, the business that is worthy of this beloved nation.

Thank you.

Remarks by the Honorable Hubert H. Humphrey
Vice President of the United States

at the Luncheon - May 25, 1968

Saint Louis, Missouri

Mr. Mayor and Governor Hearnese and Governor Guy.

(On being presented with Seal of the State of Minnesota).

Mayor Cervantes, I'm sorry that Mrs. Hearnese isn't here to pick this up, but maybe Betty could pick up both of them.

This has been a truly delightful day for all of us, despite everything that has been said about the rain. I don't want to believe it because I read the Globe, too. I can't believe it has rained and it has not rained, because it carries truth. You take a look at that front page. I read there where it says Humphrey leads in poll, Hearnese endorses Humphrey, and then it says cool and clear. So, whatever you may have felt it was like, it is not true. We are not going to believe it.

We are not. But I know that the sunshine has been out in this city, all kinds of friendship and the friendship of this good Mayor and his wife. I thank them for the kindness and friendship and hospitality they give to all of us.

And the sunshine was out yesterday when I came in. If you will pardon the expression, I came in from Kansas, and when I got off the airplane there was the sunshine of Governor Warren E. Hearnese, and boy, was that good. And then, down from the north country comes that wonderful sunshine of Governor Guy and Mrs. Guy. So, I have had all kinds of sunshine. And then, just to make it bi-partisan, I got the sunshine of a dear friend, Al Kaufmann here. And, soon as Steward Udall gets \$6,000,000, everybody will be happy.

It's a small amount for anyone of these cabinet officers. If I had as much authority

as a Secretary I would get it, but the Vice President only has responsibility, not authority.

In all truth, I do want to just pay my respects for this great, festive occasion. These seals represent the 15 states of the Louisiana Purchase. Wasn't that a deal! That is one time we got ahead of the French.

Every one of these seals represents another building block in this great democracy of ours. We are always proud of our state. We take a sense of pride in our home state and our respective areas. I guess it was that great poet, Sir Walter Scott, who said, "Breathes there a man with soul so dead, who never to himself has said, 'This is my own, my native land'". That is the way you feel about your city, your state, and I know you feel that way about your country. That is the way I feel, and today when we dedicated this Arch I felt an almost spiritual experience, because it is so beautiful, yet so simple, The really beautiful things in life are simple in their profundity, their loveliness. I said to one of the men who asked a question with his mike, I said this Arch represented what I tried to say in those words at the ceremony: the open society, the America in which there is room for everybody, a oneness of our people, no inferior or superior people, one citizenship, not one for white or black, not for north or south, but just one. And you know, that is the greatest honor, to be called citizens of these United States of America. What a wonderful thing it is!

I hope you will forgive me if I have to leave this gathering. I want to stay a little longer. I still must be in Milwaukee and Minneapolis. For some reason I'm traveling around. I've forgotten now what it's for. And there is a lady waiting for me in Minneapolis. She is doing some recuperating and I hope to spend tomorrow with her. When I saw Governor Hearnese I said, "Where is Betty?" He said, "We have quit trying to keep schedules together. We rely on each other for one of us

to get home in the evening. That is one of the saving graces of public life.

On Monday we will be back in Washington where there is yet work to do.

Thank you for making my day a pleasant one. I hope I have contributed something to the occasion. The nation is proud of this wonderful, thriving city.

Will you continue to make it what it always has been, a gateway to opportunity and to a better day. That is what it has symbolized all of its life, a gateway to a new frontier, to a broader horizon. If ever a country deserved a Star Spangled Banner sung as it was this morning, what a beautiful rendition, it is this country.

And if ever a city deserved to be known as an All-American City, it is Saint Louis.

Thank you all.

Remarks by the Honorable Hubert H. Humphrey
Vice President of the United States

At the Airport - May 25, 1968

Saint Louis, Missouri

Thank you. First of all I want to thank the Baker's Council #4 for this wonderful little surprise. I'm sure you will have something to say about it. It looks good.

I have had such a delicious and sweet time in Missouri already that I can't imagine how you could add to it.

I want to thank, if I can, the Mayor of Saint Louis, for his wonderful help to me. His political support, his friendship, his hospitality. And how grateful I am for the help and the guidance and the friendship extended to me by Governor Hearnes. He is one of the finest Governors of our country and to share these hours has been a high moment in my public life.

I have had a great time over in Kansas City already. Almost 24 hours ago I was told it would be raining. They were wrong, it was raining in Saint Louis instead.

But I want to tell the audience what I told the audience when we had a luncheon this afternoon and some of you were present. But let me repeat what came to my mind in a hurried moment.

I know that we had rain storm, but I have had sunshine ever since I came here: the sunshine of friendship, of some wonderful people, and the sunshine of friends in the AFL-CIO and all the people in the Teamsters and the organizations here joined together to make my visit a fortuitous and successful one.

We have met with business and labor. I have just come from the Federated Democratic Women's Club and we had a good session there. I am glad to see all the wives here in the front row. This is the way to beautify America, by the women here.

I see that some of you have some birthday signs up there. It is true that in a couple of days I'll be celebrating my birthday. Let me make it clear, somebody said that youth is not an age, it is a time in life, an attitude.

Some people say you are as old as you feel. You are as old as your despair and as young as your hope, as old as your doubts and as young as your faith, and you are as old as your fears and as young as your ideals.

I think we have faith, we have ideals. I think we have hope and yes, when I say we have I mean we Americans. We have hope in our country. That is what it stands for. We have faith in our country and in ourselves, because we live in a great country and we have great ideals. We are building a better nation for everybody and there are so many ways to express that, and I don't want to take your time.

I want your help. Sometimes I forget to ask for it. I want it and I need it. No man can carry on alone, no nation. No person can win a campaign alone. You can lose a campaign alone. If you win you need other people and their faith, their hope, their confidence, their sense of ideals and their commitment.

I ask you to give me your help and if you will I'll give you everything I have. Everything that I can to make your dreams for a better country, a better life for ourselves, for this nation, and peace in this world.

I will do my best and I'd like to do it hand in hand, spirit in spirit, heart in heart with you. That is the way you make a happy birthday every year and every day.

Thank you very much.

Notes
Vice President Hubert Humphrey
Dedication of Gateway Arch
St. Louis, Missouri
May 25, 1968

~~What a magnificent day for St. Louis~~
We ~~are~~ are here to witness the dedication of the ~~Arch~~.
It is a monument to the role St. Louis played in ~~the~~ opening
a bountiful West. From this spot, the pioneer families with their
Conestoga wagons launched the adventure that carved _____ states
out of Thomas ~~Jefferson~~ Jefferson's Louisiana Purchase, and woke up
half a continent. St. Louis was the economic keystone in that
endeavor.

But the Arch does not just stand for this city's past. It is
also a monument to the new spirit of St. Louis...to this city's
aspirations for a new greatness in a new age. The Arch symbolizes
the spirit of hope, not despair...of optimism, not cynicism. All
America should take heed.

The rebuilding of St. Louis challenges the fear that America's
great cities might become ~~hollow~~ hollow shells, drained of their people and
tax base.

2.
The fact that ^{you} ~~St. Louis~~ started planning this Jefferson National Expansion Memorial more than 34 years ago ~~and~~ is a reminder that St. Louis and some other cities have long ~~recognized and been fighting~~ ^{recognized and been fighting} against problems of urban decay.

The memorial enhances the quality of St. Louis and its historic Mississippi River waterfront...and it will probably do more to bring people and business into your city than any other step you could have taken. The National Park Service estimates that 34 million

↑ Americans will visit this site in just the next 10 years.

and
Add
↑ ~~to~~ to the memorial your new stadium...and the new downtown homes, apartments ~~and businesses~~ you are building...and the project to break down the transportation barriers for the ^{poor} ~~poor~~...and the equal employment opportunity precedent that was set in the building of the Arch...and I would say you are building an economically stronger city fast...at the same time you are building in quality for all your citizens.

The fact that the Gateway Arch is even here is testimony to your perserverance. The creation of the Arch required the cooperation of all levels of responsibility...both in and out of government...and ~~34 years of hard work.~~

~~Mouxhaungvanyounkawnkymannhann~~ The people of St. Louis ^{is} have given their countrymen an ~~unparralleled~~ inspiring example of the unity of effort and purpose which America must have if it is to meet ~~the~~ the challenge of today.

That unity must come from a national identity with our past...and a positive image of our future. Without it, we will tremble at the task now before us.

What is the task...the challenge? It is not to build great monuments...or big cities...or big government...just ~~monumental~~ ~~buildings~~ to show we can build them. It is to use the ~~power~~ ~~resources~~ resources of our institutions to adjust life in this marvelous land upward to human ~~scale~~ scale...so the individual can affirm his personal role in a world of machines and systems.

^{an}
In [↑] age of bigness...in a time of the impersonal crowd...in

a society of conflicting values...in an era of change so rapid that whole countrysides vanish almost overnight...it is easy to be

considered a faceless number among countless millions, ~~xxxxxxxxxx~~

instead of finding a personal identity in life.

Yes, we can worry about the long range implications. But in our daily lives, it is frustrating...

~~It is frustrating when we have to spend so much time commuting~~

~~prevents us from having time~~

~~in tangled rush hour traffic that we don't have any time to spend~~

with our children ~~in the evening...~~

~~It is frustrating when we search on the weekend for a spot to have a picnic, or set up a tent, or fish,~~ ^{and} ~~and we find 100 other~~

people have beaten us to it...

~~It is frustrating when we live only blocks from a great American~~
river, yet can't find a place to see it...or, because of the filth
in the water, don't dare swim in the river or boat on it...

~~It is frustrating when a Boy Scout can't find enough room in urban~~
~~America to take his ten m~~

~~It is~~ frustrating when a Boy Scout can't find enough room in Urban America to hike ~~for his merit badge~~...or when we can't go to sleep for the ~~rumble of the trucks or the roar~~ of the planes...or when we return to ~~the places of history and~~ ^{homes} of our childhood and find they have been obliterated by the tramp, tramp of ~~material~~ progress.

[We know the frustration is there. Just recently, a Gallup Poll ^{only one third} showed that of ~~the~~ the 67 million Americans living in central cities, ~~only one third of them~~ would continue to live there if they had the choice.

^{while} ~~the~~ the city residents are yearning to residents are yearning for a return to what they remember as an idyllic, less complicated rural American past, rural Americans ~~the~~ continue to flood into our cities seeking jobs, educational opportunity and a ^{modern} standard of living which too few rural communities provide.

We cannot recreate that idyllic American past...which, incidentally, had its share of dust storms, mortgage foreclosures, and other tragedies.

What ~~we~~ we must do is assure that the new America we are creating...in the cities...in the suburban areas...on the farm... offers quality of life as well as quantity of things.

The poor would bear the brunt of our failure...as they do now... but no American would be free of the effects.

Quality means ~~a~~ safe, healthy cities. It means rural communities where economic opportunity matches the quiet way of life. In short, it means a free choice.

But it means more than that. It ~~means~~ ^(means) we can no longer afford to neglect great urban resources, such as our city waterfronts. Like St. Louis and other cities, we must take a second look...to find opportunity amidst decay.

We can no longer afford to discharge more wastes into our rivers and streams...until we first learn whether these wastes will lower the quality of these waters for man's enjoyment and his health.

No longer can we afford to heedlessly destroy historic places that give us our identity with our past. We must rebuild and restore, as St. Louis and others are doing.

No longer can we afford to alter our environment by changing the course of a wilderness river, or by laying down a new expressway, or by any other means...without first considering what opportunity for quality in our lives such acts may shut off.

~~quality means we must selectively protect and preserve our increasingly scarce natural resources, rather than let them all be exhausted in a material-oriented age.~~

Quality also means we must selectively protect and preserve our increasingly scarce natural resources, rather than let them all be exhausted in a material-oriented age.

As conservationists have told us for so long, the wild rivers... the wooded hillsides...the lakes...the Redwoods...the North Cascade forests...have values which often must be measured by their contribution to the personal well-being of man, rather than whether a dollar ~~in~~ in gets two dollars out.


The conservationist today is a seeker and preserver of the values that have a personal meaning to man...whether they are found on an urban riverbank...or in the far reaches of a northern forest.

~~Exactly as the business of every American today.~~

Conservation is the business of every American today. Ultimately, the various levels of government can play only a limited role in our reach for quality. Most decisions affecting our environment are private ones, dealing with privately owned lands and privately owned dollars.


Don't misunderstand. The government has its role. Without its help at all levels, we would not have most of our parks, wildlife refuges, playgrounds, scenic drives.

But it will take the commitment of all our institutions...public and private...and all of our citizens...to secure quality in our environment.

Quality and progress are not incompatible. We need ~~to~~ not cut industrial development...or stop building highways...or prohibit advertising...to assure a livable America. All this helps make America more ~~livable~~ *livable* 

An American industrialist made the point well when he ~~said~~ said recently: "I don't think for one moment that it is either inconsistent or unrealistic to believe that room can be made on this planet for both the full expression of nature and the full realization of material progress."

~~Let~~ Let the Gateway Arch stand, then, as a symbol of America's determination to have beauty with utility...~~opportunity~~ ~~and opportunity~~ ~~and individuality~~ quality, with quantity... and *humanity with progress* ~~and opportunity for all, with individuality for all.~~



Mr. Vice President,

Here is a suggested speech for the May 25 dedication of The Gateway Arch in St. Louis.

This is a completely "ceremonial" text. No politics. It has been constructed with the picture in mind of a President saying it. (LBJ was in fact invited ... but declined.)

The affair is outdoors. Stew Udall is the Chairman of the event. It is a 1-1/4 hour ceremony -- and I assume (but don't know yet) a stand-up audience. Stew will make brief comments. Hruska will speak for ten minutes; Mayor Cervantes for eight. There will be special music by the U. S. Army Band. Your remarks (coming at the end of the program) should not be long.

We have a good draft by John Heritage -- with more typical material in it -- if you prefer that approach. (A copy of the Heritage draft is attached here.)

Please let me know if you would like to take a different line.

W. W.

St. Louis - Gateway Arch
May 25

Part of the history and character of Man is that he stops on occasion in the pursuit of his destiny to build a monument to his previous achievement.

Today we mark such an occasion.

America needed some single symbol of the century she spent wakening her continent.

Now America has that symbol.

This magnificent Gateway Arch marks the bravery of men and women moving with their families across open but hard frontiers.

It catches and preserves forever the essential spirit of single-handed adventure ... the true independence that dies only within a single soul ... takes hope as its ally against fear or despair ... and then moves on.

America's skyline to the world ... what the school child in other lands will see when he first opens a book ... now tells America's story:

-- The Statue of Liberty in New York's harbor ... the Washington Monument and the Jefferson and Lincoln Memorials in the Nation's capitol ... the Gateway Arch in St. Louis ... and the Golden Gate Bridge in San Francisco.

-- Immigrants, true patriots of the people, and people
who are pioneers ... adventurers with a purpose.

This is America. This is her skyline ... set and seen
clearly ... only and always ... against a new horizon.

It is right that this monument is in St. Louis ... for
every young American, every traveler across the country, every
man and woman with a proud sense of American history ... knows
this City as the Gateway to the West.

It is right that this monument rises beside the Mississippi ...
for she is the river of this continent ... sister to the Amazon ... the
Rhine and the Danube and the Volga ... the Ganges ... and the Nile.

It is right that this monument is a majestic, towering arch
... an open, beckoning marker that implies not arrival but continuing
journey.

This is St. Louis' arch.

It is, too, America's arch.

This is a national memorial.

Please tell each passer-by that he helped build The Gateway
Arch.

Tell him, too, the fabled story of the building of another
monument ... the Cathedral at Chartres ... of how three stone-
cutters working at its base were asked in turn, "What are you doing?"

The first answered, simply, "I am cutting stones."

The second, shrugging his shoulders, "I am earning a living."

But there was the third ... to reply, looking up and smiling, "I am building a cathedral."

Perhaps no tourist coming here will sense ... as a taxpayer contributor to this project ... any entitlement to such satisfaction. Give him that chance, though. Let him say, even to himself, "I have helped build an archway not just to the West, but to the future. Indeed everything I do is that."

In the living tradition of this country, pushing to the West has always meant pressing toward tomorrow.

The Gateway Arch is to the West ... and to the Future.

We realize here today that the only reality in dedicating a monument is in our own rededication to what the monument signifies.

The monument then becomes either a living or a cold memorial ... by the measure of what it evokes in those who stand before it.

The Pyramids and the Sphinx are cold ... with no life in them ... for the visitor turns away only with his curiosity satisfied.

India's Taj Mahal is a thing of such exquisite beauty that the visitor there goes away with the inspiration that beauty always is. But the Taj Mahal rises from the ugly, festering slums of the City of Agra. It has no real influence on the lives of those who live beside it.

I cannot pass the Lincoln Memorial, though ... especially at night ... without being a more compassionate man; or see the Statue of Liberty ... even from an airplane's flight ... without a renewed and aroused sense of what being an American is all about.

The Gateway Arch will be a living memorial.

St. Louis is already a prouder city. Not just proud of a new attraction. Proud of herself ... so that there is new purpose ... a new sense of urgency ... to wipe out every slum ... mend every flaw. From now on, St. Louis will be "living up to the Arch."

The Arch will be a living memorial for all who know the history of its undertaking that covered a third of a century from idea to completion. Knowing that history will add sustenance, when it is most needed, to others' bold vision.

The Gateway Arch will be a living memorial for it expresses the ultimate artistry of Eero Saarinen. None will leave this site without a renewed sense of the elemental qualities of beauty.

Whatever is shoddy ... whatever is ugly ... whatever is waste ..
whatever is false ... will be measured and condemned by this new
standard of excellence.

The Gateway Arch will be a living memorial ... not by reason
of its height ... but because who passes here will be reminded of the
true character of a Nation's history ... and of her clean-spirited
purpose for the future ... and will be stronger for that reminder.

I speak, for the Nation's President, the gratitude of the
Nation's people that this has come to be.

St. Louis' Arch is America's proud monument.

Vice President's Remarks

St. Louis, Missouri -- May 25, 1968

Civic Luncheon in Honor of Gateway Arch Dedication

(Over)

Vice President
H. H. Humphrey

Glacier Democrat
(Coal + clean)

State Seals - 15 States

Louisa
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