



FOR RELEASE

WEDNESDAY PM'S
MAY 29, 1968

OFFICE OF THE VICE PRESIDENT

REMARKS
VICE PRESIDENT HUBERT HUMPHREY
NATIONAL ALLIANCE OF BUSINESSMEN
WASHINGTON, D.C.
MAY 29, 1968

We are here this morning to measure our response to a challenge laid down over four months ago by President Johnson -- the challenge of eliminating hard-core unemployment in America within the context of our free enterprise system.

The President proposed a JOBS program -- Job Opportunities in the Business Sector -- based on a new partnership between government and private industry to train and hire the hard-core unemployed.

The National Alliance of Businessmen has accepted this challenge with verve and alacrity that represents American business at its creative best. Under the skillful direction of Henry Ford II, Paul Austin and Leo Beebe, you have staffed the home office, recruited and trained a field staff, refined the new product, and, for the last two months, you have been asking for orders.

Sales records of pledges to place the hard-core unemployed in productive jobs have surpassed our most optimistic forecasts. Last week, Secretary of Labor W. Willard Wirtz and Executive Vice Chairman Leo Beebe reported that more than 106,000 jobs for the hard-core unemployed have already been pledged -- against a quota of 100 thousand workers on-the-job by June 1969.

Today total pledges exceed 110,000.

These early reports demonstrate that our new partnership is thriving -- that we can reach the supposedly unreachable worker through the private sector -- and that a major breakthrough in America's concept of "full employment" is at hand.

ugh!

The economic rationale for training the hard-core unemployed and giving them jobs is simple enough: A productive tax-paying citizen contributes to the total resources of a country. A dependent, unemployed worker only detracts.

But as persuasive as economic justification is -- and its logic is unassailable -- we fundamentally support the NAB effort for another more important reason: It is an attempt to save lives...to rescue persons who have been denied a full and equal chance in our industrialized economy...to reach those who have been left out with the message that America needs everybody.

And it is in the spirit of humanity -- rather than in the name of economics -- that we must tackle the equally urgent task of hiring 200 thousand needy young people this summer.

Why? Because if we don't hire these young people there will be frustration, idleness, tension, and community unrest? No, let's not kid ourselves on this score: a high percentage of participants in recent civil disorders were employed... and often in good jobs.

Ours is not a riot control operation -- although we must do everything in our power to uphold the law and secure civil peace.

Ours is primarily a mission to replace a deadening sense of resignation and defeat with an exhilarating experience of personal achievement and success -- before hope is permanently dead.

A summer job for a needy youth this summer is tangible proof that the system can work for everybody -- that there are visible and convincing reasons for staying in school... learning a skill...and competing for jobs in our free enterprise economy.

America is on trail in the summer of 1968.

Do we possess the wisdom and the will to adapt our economic and social system which has served so many of us so well to meet the equally legitimate needs of the forgotten minority among us?

Our performance in finding summer jobs in the next few weeks will go a long way toward answering this basic question.

The challenge of finding 200 thousand extra jobs for young people -- all at one time -- is a difficult one. Some cities have shown remarkable ingenuity in meeting their quotas;

--Houston, Dallas and Norfolk held successful job fairs.

Thousands of young people were hired on the spot.

--the NAB team in Dallas launched a telephone blitz with secretaries calling every employer in the Yellow Pages.

--NAB job solicitation teams in Dayton started each day with a rousing breakfast meeting and reported their day's work at a late afternoon cocktail session.

--Omaha has sent Neighborhood Youth Corpsmen into the field to publicize locations where inner-city youth can sign up for summer jobs. Other cities have used everything from telethons to disc jockey contests to round up jobs.

We have much to do. Even though 37 cities have exceeded their quotas for permanent jobs, total pledges for summer jobs are now just over 75,000. Whether we reach our goal of 200,000 summer jobs will depend on what you can accomplish in the next 30 days.

The job can be done.

We have the capacity. We know the need. There is no higher priority.

In each city I call on the entire community -- the mayor, the businessmen, the labor unions, the churches, the voluntary and service agencies -- to join enthusiastically in our final drive to make this summer a time of growth for all young people eager to work.

It is now my privilege to award certificates of achievement to 10 honor cities.

These cities have exceeded their total quotas for permanent and summer youth jobs -- Honolulu, Fort Worth, Dayton, Dallas and San Diego, Detroit, Omaha, San Antonio, Kansas City and Newark.

Every city should qualify for this award before July 1.

Let's get to work.

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- 8 -

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T R A N S C R I P T

NATIONAL ALLIANCE OF BUSINESSMEN

Youth Employment Workshop

Statler Hilton Hotel
May 29, 1968.

INTERSTATE REPORTING COMPANY

2815 N. 27th STREET
ARLINGTON, VIRGINIA 22207

Jackson 5-7220

M. M. RUND

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MEMBER LIST

MEMBER CITIES -- FOUNDEES -- PATRONAGES

THE HONORABLE HUBERT H. HUMPHREY
Vice President of the United States

NAB HEADQUARTERS

Leo C. Beebe
Executive Vice Chairman

Malcolm Grover
Field Operations Director

William J. King
Youth Director

Alan Bekelman
Deputy Youth Director

Philip Zeidman
Government Relations Manager
and Youth Programs

NAB FIELD

Philip G. Waibel
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Job Procurement & Placement
Manager

Louis B. Olsen
Omaha
Metro Director

James Stuart, Jr.
Dayton
Metro Director

Lloyd J. Haynes
Detroit
Metro Director

Larry M. Deal
Dayton
Job Pledge Campaign Chairman

Harry G. Taylor
Coordinator of Recruitment,
Employment & Placement
Houston

Andrew DeShong
Chamber of Commerce
Dallas

Al Henry
Youth Coordinator
Assistant to the Mayor
Houston

Blair Justice
Assistant to the Mayor
Houston

NAB FIELD (Continued)

Charles Mikulecky
Assistant City Manager
Dallas

John Davies
Texas Employment Commission

ATTENDERS

Baltimore

Robert Ginsburg, Metro Director

Birmingham

Lloyd Hill, Mayor's Youth Coordinator

Boston

J. Alan MacKay, Metro Director

Buffalo

Vincent P. Moravac, Manager, Job
Procurement & Placement
Charles Tracy, NAB Staff
Hank Snyder, NAB Staff

Cleveland

Don Holt, NAB Staff

Denver

David Robinson, NAB Staff

Honolulu

The Honorable Spark Matsunaga
Representative in Congress

Indianapolis

Harold Felder, Metro Director

Jersey City

John S. Fennelly, Metro Director
William E. Short, Manager, Job
Procurement & Placement

Kansas City

John Allen, NAB Staff

Miami

Juston Havee, NAB Staff

Newark

LaRoy G. Baum, Manager, Job
Procurement & Placement

New York

Charles G. Sherwood, Regional
Executive
Kenneth Brendstrup, Manager, Job
Placement & Procurement
Jack Carle, NAB Staff

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Norfolk	Cameron Gregory, NAB Staff Ed Wallace, NAB Staff
Philadelphia	W. Jerome Smith, Manager, Job Procurement & Placement George Dale, NAB Staff
Rochester	Edward S. Croft, Metro Director Jerbert T. Thornton, Manager, Job Procurement & Placement
San Antonio	Hugh N. Wood, Metro Director
San Diego	Walter G. Coats, Assistant Metro Director
St. Paul	Frank G. Lingenbrink, Metro Director
Tampa	James L. Ghiotto, Metro Director
Toledo	David Martin, NAB Staff
Tulsa	A. W. Mankoff, Metro Director Paul J. Lehman, Manager, Job Procurement & Placement
Washington	Howard Silberstein, NAB Staff

PRESIDENT'S COUNCIL ON YOUTH OPPORTUNITY

Gerald Christensen	William Arnst
Alfred Zuck	James May
Winn Griffith	

NAB HEADQUARTERS

Frank Snyder
Public & Government Relations Director

Joseph Argrett
Voluntary Agency Relations Manager

Edward Bursak
Public Relations & Promotion Manager

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Edna Archibald
Public Relations & Protection Assistant Manager

Carya Connor
Special Projects

Sheldon Bloom
Recruiting & Government Programs Staff Assistant

Jack Barr
MAB Staff

OFFICE OF THE VICE PRESIDENT

John Stewart
Legislative Assistant to the Vice President

REGISTRATION

Lorraine Atter, Supervisor of Administration	Joan West	Joseph McGreevy
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Ed Bursk, who is in charge of Public Relations & Promotion is here, as are a number of others. You will have a chance to meet them and talk to them during the coffee break, or otherwise during the meeting.

Now, my suggestion is that the only thing that could possibly have held up the Vice President was if he ran into somebody he knew; not much chance of that between here and there. After all, it is only across town. He probably had 12 stops. But he will be here shortly, I am sure.

Ladies and gentlemen, the Vice President of the United States.

STATEMENT OF THE HON. HUBERT H. HUMPHREY,

VICE PRESIDENT OF THE UNITED STATES .

VICE PRESIDENT HUMPHREY: Thank you very much, Phil, Mr. Zeidman; Leo, Mr. Beebe; and the chairmen and the workers in the vineyards of jobs for our youth in the summer program.

Sparky, it is good to see you here this morning. I always welcome a member of Congress in charge of Appropriations. I thought that I would identify this gentleman for you so that in case you had any pleas that you wanted to make, that you could place them before the proper officer.

Well, we are here this morning on the most important

business that I can think of, and that is the business of an opportunity for a young man or a young woman. The most challenging assignment that the President has given to me is to serve as Chairman of the President's Youth Opportunity Council. I am sure that all of you are somewhat familiar with the work of that Council. It is a Cabinet committee that has been brought together under the chairmanship of the Vice President to expedite youth activity programs throughout our 50 States in all of our cities and counties in those 50 States.

The purpose of the President's Youth Opportunity Council is to get other people where the young people live to do their job of affording a better opportunity for the needy youth of a community. Our activities are many. When I say "our activities," I mean the programs that we seek to inspire, to expedite, and to sponsor, are many.

There are programs of education; tutorial education; programs of cultural enrichment; programs of sports and athletics and recreation. But under all of it, the most important program is the job program for our young people, and we are placing special emphasis upon the job program for the so-called hard-core youth, hard-core unemployed youth, the young man or the young woman that has never had a job. That is the young group between the ages of 16 and 20, 21, that have

never had the experience of productive and constructive work, either summer or winter. This is the most difficult group to reach, but yet the most vital.

We have set a goal this summer of 200,000 jobs for our summer hard-core unemployed program. That is for the youth alone, over and above the permanent jobs that the National Alliance of Businessmen seeks to provide. I want to talk to you about this 200,000 figure. I want to make it quite clear, this is not the total figure of jobs for young people. We would hope this summer to add 1.5 million, 1,500,000 people to the employment rolls during the summer, all of whom are young people that are in a sense needy. This does not include our cousins and our relatives, gentlemen. This includes people that need a job and need it desperately, but some of them may not be called the hard-core unemployed. So we are speaking now primarily of the 200,000 that you have to find, train sometimes, and surely place in meaningful, constructive work this summer.

Now, the President laid down the program and the challenge to us about four months ago, and that challenge was of eliminating hard-core unemployment in America, within the context of our free enterprise system. The President proposed what we call the JOBS Program, Job Opportunity in the Business

Sector, and it was based on this new partnership between Government and private industry to train and hire the hard-core unemployed.

Now, you gentlemen have heard me speak to this before. This is something that is not new with me. It has been my most interesting and commanding and challenging assignment all during my time as Vice President. Of course, fortunately now we have the kind of leadership that is getting this program well underway. The National Alliance of Businessmen has accepted this challenge with the verve and the alacrity that represents American business at its creative best. Under the Skillful direction of Henry Ford II, Paul Austin, and our friend Leo Beebe who is here with us this morning, you have staffed the home office, recruited and trained a field staff, refined the new product, and, for the last two months, you have been asking for orders.

Sales records of pledges to place the hard-core unemployed in productive jobs have surpassed our most optimistic forecasts. Now, I am speaking now of the hard-core unemployed in permanent jobs, over and above, and exclusive of the summer employment program for youth.

Last week, Secretary of Labor Willard Wirtz and Executive Vice Chairman Leo Beebe reported, I believe, that

more than 106,000 jobs for the hard-core unemployed have already been pledged, against a quota of 100,000 workers on the job by June 1969.

Today total pledges exceed 110,000. This is a splendid record, one that I must say that you could expect from the kind of leadership that you men are giving.

These early reports demonstrate conclusively that our new partnership is thriving, that we can reach -- and here is the important point -- it has demonstrated not only that the partnership is working, it has demonstrated not only the quality of leadership that you represent, but it demonstrates that we can reach the supposedly unreachable worker through the private sector, and that a major breakthrough in America's concept of "full employment" is at hand.

I want to bear down on this point, because so many times people have said, and we have all been somewhat guilty of it, "Well, there are just some people that you can't employ, some people that are just unemployable."

Well, now, that may be true, but it seems to me that what this record thus far indicates is that we can reach the supposedly unreachable worker, and he can be trained, he can be placed, he can become a productive citizen.

Now, the economic rationale for training the hard-

core unemployed and giving them jobs is direct and simple enough: A productive, self-sustaining, tax-paying citizen contributes to the total resources of a country. A dependent, unemployed worker detracts from the total resources of the country.

But as persuasive as this economic justification is -- and its logic is unassailable, I believe -- we fundamentally support the NAB effort, the National Alliance of Businessmen's effort, for another and a more important reason -- and this is a reason that I have emphasized at every meeting that I have been to across this country, meeting with your customers, so to speak, with the business leaders. That important reason is that our effort is an attempt to save lives, not merely to earn money, but to save lives; to rescue persons who have been denied a full and equal chance in our industrialized economy; to reach those who have been left out, and to reach them with the message that America needs everybody.

I must say that that ray of hope is the most important thing that we are doing, and this humanized, personal evaluation of this program is its proper evaluation and appropriate justification. It is in the spirit of humanity, therefore, rather than in the logic of economics, that we must tackle the equally urgent task of hiring 200,000 needy young people

this summer.

Now, gentlemen, I have to lay it on the line. This is where we are falling down. This is why I asked for the chance to talk to you. I was not -- people weren't tugging at my coat tails to come up here, I was tugging at others', because I have a responsibility for the Youth program in this country, and I want to see it an effective program. I can tell you just quickly that it is a better program this year than we have ever had before. It is better organized. The quality of the program is better. It is better staffed. We have youth coordinators in 50 of our major cities. We have mayors' councils on youth opportunity all across this nation. Governors have called conferences for youth opportunities. We are much better organized, staffed, mobilized, than we have ever been before.

But, having said that, we still are a long way from where we ought to be, and I am one of those restless Americans that wants to see us do better, because we must. Now, I said "we must." Must do better? Why?

Well, some people say that if we don't hire these young people there will be frustration, idleness, tension, and community unrest. I think that is true. I don't think there is any doubt about that.

But I want to make it quite clear: We are not in -- we have not been appointed, so to speak, as a riot control operation, although we must do everything -- I repeat, everything, in our power to uphold the law and secure civil peace.

We have got a better assignment. We have got the assignment of helping people to help themselves. We have the assignment of trying to bring the best out in people; and we have the assignment of trying to find in this system of ours a proper role and a proper place for the individual, and particularly that young person. So ours is primarily a mission to replace a deadening sense of resignation and defeat with an exhilarating experience of personal achievement and success, before hope is permanently dead.

I think there is nothing more tragic than a young person, aged 16, 17, or 18, filled with bitterness. If you have to become better, you ought to wait quite a little while in life. It ought to be on the end of the lifespan, rather than at the beginning. It ought not to be ever.

But I do believe that I am right in saying that much of the bitterness that exists in America today is amongst our young, and particularly among the unemployed, the apparently unwanted, the apparently unneeded, unemployed youth. And, gentlemen, this is dangerous, dangerous from every aspect. It is dangerous in the main because it means that the young,

in this instance these young, have lost faith, not only in themselves, but they have lost faith in the very institutions that this country has developed, or they are losing that faith; or they have lost faith in our economic and political system.

I don't know how many of these young people you have met, but I have met a lot of them. The most frightening experience is to see a young man or a young woman that has a heart full of bitterness, antipathy and anger, and then to know that that bitterness and antipathy and anger is coupled with a sense of frustration and hopelessness, at age 18. That is just pathetic. That is like having a beautiful flower struck down by the frost.

So we have simply got to do something about it, and we have to do it promptly.

There may be some way, some excuse for not being able to remedy a situation that has grown and endured for two to three generations, that is, an older worker; but you surely can't afford to miss the boat on a younger person.

So I come both with the logic of economics and a sense of humanity and decency about the person.

A summer job -- and the jobs are there; they just have to go on out and find them, and we have to find the person for the job and the job for the person -- a summer job for a

needy youth this summer is your evidence, your tangible proof that the system that you and I represent can work for everybody. It is tangible proof that there are visible and convincing reasons for staying in school, learning a skill, and competing for jobs in our free enterprise economy.

The place to sell the free enterprise system is with the new young people, each new generation. I put it to you directly: Our America, politically, economically, socially, is on trial once again in the summer of 1968, and it may be on trial more now than ever.

There are some obvious questions:

Do we possess the wisdom and the will to adapt our economic and social system, which has severed so many of us so well, to meet the equally legitimate needs of the forgotten minority among us?

You know, if this system were failing, the majority, we would do something about it. We had to do it in the depression. And really, that is not as big an assignment as it sounds, because when you have most everybody involved in an unemployment situation or where your economic system shows signs of breaking down, then the best talent that you have in the land, people who have an investment in that system, people who have a legitimate investment in the institutions of the

system, rally -- and they save it.

It is sort of like a military force that has to defend the home land. It saves it.

But the truth of today is that most everybody is being served very well by this system, better than they have ever been served. In fact, about 90 percent of the people are being served very, very well. This is the only major country in the world in which the poor are a very small minority, which makes the minority situation seem all the more unbearable. Where poverty is the general lot of people, you don't really realize that you are poor. But where it is the special difficulty of a few, then the poverty becomes all the more unbearable. The unemployment becomes all the more unbearable.

So really what we are saying is: Can we meet the equally legitimate needs of a forgotten minority among us, and shrink that minority down, bit by bit, day by day, and month by month?

Our performance in finding summer jobs in the next few weeks will go a long way toward answering this basic question. And I cannot feel very content as a public office holder in this country until I know that we have answered that question in the affirmative. And frankly, I don't feel very good about it, travelling around this country in another

pursuit that I am presently engaged in.

This has nothing to do with politics. It just has something to do with my sense of decency and morality, which is the same sense you have:

All the speeches, gentlemen, about jobs, don't add up to one job. What we have got to have is what you can do -- and I know it. I have heard all kinds of comments about, "We have to give everybody a job."

That is fine. That sounds good in a large auditorium. But you and I know what it is to get a job for a person. I have been to these cities. I know what it means to have to train a hard-core unemployed worker. I have seen the difficult process of recoupment.

You can make all the broad, generalized statements you want to about jobs, but you and I are talking about the toughest job we ever had, and, as I said to some of you when we met before, it is going to be a frustrating one, at times, and at times it will even be a heartbreaking one, because just about the time that you think you have a victory at hand in finding jobs it slips away from you. This is where we separate the men from the boys. This is where we really find out whether we are up to doing the big things, or just doing what anybody can do.

And the advantage of the National Alliance of Businessmen is we have called in the best we have. I told you once before that if the Government could do this alone, we wouldn't have asked you. If it is anything that is easy to do, we are glad to do it. We came to you with a problem that we couldn't solve in the Government, and I think it is a fine thing, to be able to admit it, because I would hate to live in a country where the government had to do everything, or thought it could do everything. There is nothing as good for the soul as a thorough confession. And the fact is that the Government programs can not do this job. We have to put to work a first team. And we are putting to work both the first and the second team, where both the first and the second team, where both teams, Government and the private sector are putting it into the field, the best that we have against the toughest problem that we have. And that difficult problem is the human being that seems to feel out of place, or the human being that can't find his or her place, or the human being that feels unneeded, unwanted, pushed out, left out, not in.

So I want you to go home from this meeting as the representatives, now, of your country, not as of business, but the representatives of this system, this free enterprise system, the representatives of this free political system,

representatives of human dignity and equality of opportunity.

You have got a big assignment. If somebody could give you your job description, they would have to put up there, "recruiter, placement officer, trainer, counsellor, administrator, citizen, patriot, the doer of the impossible." That is about the way I would describe it.

But every bit of it is true, and since it is impossible to do, you have got to do it. When I say "impossible," I mean it is impossible to those who are accustomed to only doing the things that are possible.

So the challenge of finding 200,000 extra jobs for young people all at one time is, as I have described it, a difficult one, a tremendously difficult one. But it can be done. And the advantage of precept and example is to show that it can be done. The example speaks much louder than any words that you can say.

Now, some cities have shown remarkable ingenuity in meeting their quotas. Some cities are well on the way to meeting their quotas.

I was out in Denver recently. I opened a Job Fair in Denver. I never found out exactly how that Job Fair came out, but I know it was -- I know they did something at the Job Fair that hadn't been done before.

What is important to me is that there is progress.

For example, some of the cities that have met their quota are Houston, Dallas and Norfolk. They have held successful Job Fairs.

I mentioned Denver as one that I know that recently held a Job Fair. I haven't had the reports yet, but the fact that they held it -- and by the way, there were hundreds and hundreds of young people outside the doors, waiting to come in -- thousands of young people were hired on the spot.

The NAB team in Dallas launched a telephone blitz with secretaries calling every employer in the Yellow Pages.

The NAB job solicitation teams in Dayton, Ohio, started each day with a rousing breakfast meeting and reported their day's work at a late afternoon cocktail session. That is a good way to put in a day. I tell you, if you can get a "rousing breakfast meeting," you are all right. I didn't make any comment about the late afternoon session. I hope the reports are filed in the morning, however; not after the cocktail session.

Omaha has sent Neighborhood Youth Corpsmen into the field to publicize locations where inner-city youth can sign up for summer jobs. Other cities have used everything from telethons to disc jockey contests to round up jobs.

You will be interested to know that we work with all the Disc Jockies all over the country through our President's Youth Opportunity Council. I meet with them. We have a tremendous number of people in the entertainment field that are working with young people, trying to get this message to them: Make something out of your life. From protest to progress. Learn, Learn; Earn, Earn. Get on the job.

Well, we have much to do. That is what I guess I am telling you.

Even though 37 cities have exceeded their quotas for hard-core permanent jobs, total pledges for summer jobs are now just over 75,000, 75,000, gentlemen. Whether we reach our goal of 200,000 summer jobs will depend on what you can accomplish in the next 30 days.

Now, I happen to think that the job can be done. I look at it about the way I went through the university. I waited to do most of my studying just before the exams. I am not proud of it, but that does happen in a young man's life. What's more is, I had two or three jobs. I didn't have any time for study. I had to knock off the jobs a week before exams.

Gentlemen, the exams are up, and in the next 30 days we are going to get our grades - success or failure.

It is in the next 30 days that you have to pour on the coal, put on the pressure, gear up for the real activity. We have the capacity. You know who the people are that can hire these young men and women. We know the need, and there is no higher priority.

In each city, therefore, as the Vice President, in charge of this program of Youth Opportunity, and as one of the partners to Leo Beebe and Phil Zeidman, and just as a plain, concerned citizen, I call on the entire community, the mayor, the businessmen, the labor unions, the churches, the voluntary and service agencies, to join enthusiastically in our final drive to make this summer a time of growth and opportunity for all young people eager to work.

Now, fellow citizens, you go back to see that mayor. I had, right in this room, I believe, the mayors, not long ago, of the major cities, and I talked to them in much more frank terms than I am talking to you. I have been a mayor, and I worked with the mayors of all the Cities in the United States, and have for the past four years.

You have got to go to them and ask them what they are doing about their job program. Tell them that you want as much interest in jobs as they have in riot control. This is not to minimize the importance of either, but if

we can get this country as aroused over social justice as we can over law enforcement, we will have a two-pronged program that will do something for the American people.

You have got to have law and order. You can't condone violence. We have to strengthen our law enforcement instrumentalities. We cannot make progress in violence and disruption.

But having said all that, and believing it with all my heart and soul, and having been responsible for law and order in a rather large city in my lifetime, and having maintained, may I add, then I say the other side of that coin is, let's give people some reason to want to observe the law. Law enforcement comes through force. Law observance comes through commitment. And the best community isn't the one that has law enforcement; it is the one that has law observance. And you observe the law when the law is just. That is the simple truth of it.

I used to call in all my police officers when I was mayor in Minneapolis and say, Listen, when you have got a club and a gun and a badge and the courts, most of the time you can enforce the law. But take that gun off and take that club off, and see whether or not anybody will respect you. Then you know you have law observance.

Law observance comes when people feel that they are part of the community. I quote John Stuart Mill: "Let a man have nothing to do for his country, and he shall have no love for it."

That is a fact, and we ought to put that up on every wall in America. "Let a man have nothing to do for his country, and he shall have no love for it."

Let a man have no job, no hope of a job, no hope of anything, and he will have no love for it.

Let a man have a job, let him have a decent place to live, let him have a chance to make something out of himself, and he will die for his country, and he would die willingly.

We have got to give people something to live for, and we have got to start with the young people. They have a longer time to live.

That is what we are here about. If we look at this thing as just another job to be fulfilled by business executives in a businesslike manner, we are not going to get it done. You have got to look at this as an evangelical mission; to get this job done you have to have a burning zeal to get it done, just like some people seem to have a zeal to burn down things. We have to match our burning zeal with that limited number that -- with the zeal of that limited number that

seeks to destroy, and outmatch them, overcome them.

Well, now it is my privilege to award certificates of achievement to ten honor cities. I will tell you. I would like to have us do something besides just these seals of achievement. I would like to get some kind of a flag that we can fly over the courthouse or some public building that demonstrates, like Old Glory itself, that this is really something going, that something big is going on around here. We have an E Award for that defense contractor that does a good job in producing defense materials for his country. Well, the best defense for this country is a happy citizen. The best defense for this country is people that have a stake in it. And it will not be any stronger than that.

Now, maybe we can get some kind of a flag. Maybe it ought to have just on it "JOBS". Maybe it ought to have on it just "YB", or "YJ", Youth Jobs. But we ought to have something that signifies that these cities -- or a plaque that we can put up in the mayor's office -- we ought to have something that signifies that "Here is a banner American city."

We have this All-American City that is selected every so often by Look Magazine. Why don't we have some kind of a banner city program, and let them run up the flag that

shows that this city cares about its most precious resource -- its youth; instead of just E Awards for defense industries, flags for the selling of defense bonds -- all of which are important, all of which I try to contribute to.

I would like to see some kind of a master symbol that goes up in cities such as Honolulu -- Sparky, I would like to have you be able to take it home -- Dayton, Fort Worth, Lassas, San Diego, Detroit, Omaha, San Antonio, Kansas City, and Newark. There are ten of them.

I would like to have at full mast today ten great flags that signify that these were the banner cities, the honor cities of America for the young people, jobs for youth. A JY flag. They call them an E flag in industry.

Every city, by the way, should qualify for this award before July 1, and every city that doesn't qualify for it is going to be sorry, because they are going to lose such a great opportunity.

So I hope I have fired you up a little bit this morning. This is the breakfast meeting. I will be around later on for that other session.

(Applause.)

VICE PRESIDENT HUMPHREY: Now, if I can go forward, do you want to call out the names here?

MR. ZEIDMAN: Dallas, Texas. Accepting on behalf of Metro Chairman Patrick E. Haggerty, Andrew DeShong, Managing Director of the Dallas Chamber of Commerce.

VICE PRESIDENT HUMPHREY: Mr. DeShong, I am very happy to present to you the National Alliance of Businessmen's Job Certificate. I am really proud. You did a great job.

(Applause.)

MR. ZEIDMAN: Dayton, Ohio. Accepting on behalf of Metro Chairman George E. Sheer, James Stuart, Jr., Metro Director, and director of personnel of McCall Printing Company.

VICE PRESIDENT HUMPHREY: Here we are, right here. Yes, sir. Thank you.

Just stand right behind us, Leo, because you are behind us all the way.

(Applause.)

MR. ZEIDMAN: Detroit, Michigan. Accepting on behalf of Metro Chairman William M. Day, Lloyd J. Haynes, Metro Director and Public Relations Director of Michigan Bell Telephone.

VICE PRESIDENT HUMPHREY: Thank you.

(Applause.)

MR. ZEIDMAN: Fort Worth, Texas. Accepting on behalf of Metro Chairman Frank W. Davis, Philip G. Waibel, Job Procure-

ment & Placement Officer.

VICE PRESIDENT HUMPHREY: Thank you, sir.

(Applause.)

MR. ZEIDMAN: Honolulu. Accepting on behalf of Metro Chairman Hung Wo Ching, the Honorable Spark Matsunaga, Member of Congress.

VICE PRESIDENT HUMPHREY: Sparky.

Look out for this fellow. He speaks Chinese, Korean. I took a trip with him. The poor Vice President didn't get any notice at all. I'm never going to take him on another trip.

(Applause.)

MR. ZEIDMAN: Kansas City. Accepting on behalf of Metro Chairman William N. Deramus, III, John Allen, Vice President of MacDonald-Douglas.

VICE PRESIDENT HUMPHREY: Thank you, sir.

MR. ZEIDMAN: Newark, New Jersey, accepting on behalf of Metro Chairman Orville E. Beal, Francis Quillen, Metro Director.

VICE PRESIDENT HUMPHREY: Thank you, sir.

(Applause.)

MR. ZEIDMAN: I should note that Omaha, Nebraska, Louis B. Olsen, Assistant to the Mayor, on behalf of Marvin R. Werve, was not able to be here because of airplane

difficulties, but he will receive a certificate.

(Applause.)

MR. ZEIDMAN: San Antonio, Texas, accepting on behalf of Metro Chairman D. Hull Youngblood, William Stinson.

VICE PRESIDENT HUMPHREY: Congratulations, sir.
Thank you.

(Applause.)

MR. ZEIDMAN: San Diego, California. Accepting on behalf of Metro Chairman J. Floyd Andrews, Hugh N. Wood, Vice President of Pacific-Southwest Airways and Metro Director.

VICE PRESIDENT HUMPHREY: Thank you.

(Applause.)

VICE PRESIDENT HUMPHREY: I want to thank all of these community leaders that have been here this morning. I ask you to take back a message now to your Metro Chairman, and may I also ask that you call on the Mayor and call on the Governor, call on Divine Providence. We need your help.

(Standing ovation.)

MR. ZEIDMAN: We will take a break for coffee, and questions can be advanced.

(Whereupon, at 10:05 a short recess was taken.)

10:27 a.m.

MR. ZEIDMAN: Come to order, gentlemen.



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