



FOR RELEASE  
SATURDAY PM'S  
AUGUST 10, 1968  
Telephone 202/225-2961

REMARKS

VICE PRESIDENT HUBERT HUMPHREY  
VENTURA MANUFACTURING COMPANY  
SAN ANTONIO, TEXAS  
AUGUST 10, 1968

There are people in this country who were once called "unemployable." And for too long we believed that this was so.

But some of us -- and I mean the Lockheed Aircraft Corporation under Dan Haughton's leadership -- decided that people weren't unemployable, they just weren't employed. In 1966 I met with the leaders of our Defense and Space Industry in Southern California to see what could be done.

Lockheed set out to make jobs that would make workers... and they succeeded.

In plant after plant across this country, Lockheed has shown what can happen when American industry acts to develop people's talents, and to make use of their talents for the benefit of all of us.

Now Lockheed has come to San Antonio, one of five test cities selected following President Johnson's appeal to industry to join in a program to help solve our national unemployment problem. They have come to a city where Henry Gonzalez and others like him were ready to make efforts like this one successful.

The Ventura Manufacturing Company is already doing itself proud, working with the San Antonio concentrated employment program. Ventura is not just giving people jobs -- they are giving people skills and trades that can be used here to compete freely for jobs elsewhere.

But I think that a determination to give people real entry into the job market is a tribute to the effort and concern of people like Tom May and George Craig.

The Ventura Manufacturing Company is not an old business that is hiring a few new workers. It is a business specifically set up to employ people who would not otherwise have jobs. This

PAGE TWO

is not a charity; it is a profit-making company whose success will enable it to grow; to create even more jobs; and to bring even more opportunity to the men they employ, to San Antonio, and to the nation.

I stand fully behind these efforts. I stand fully behind the efforts of the National Alliance of Businessmen -- under the leadership of Henry Ford, II -- to bring the hard-core unemployed into well-paying jobs with a future.

Other companies, from one end of the country to the other, are following the lead of the Lockheed Aircraft Corporation in proving that to give opportunity does more than provide a man with a job:

--it shows him that people can take an interest in him and his future;

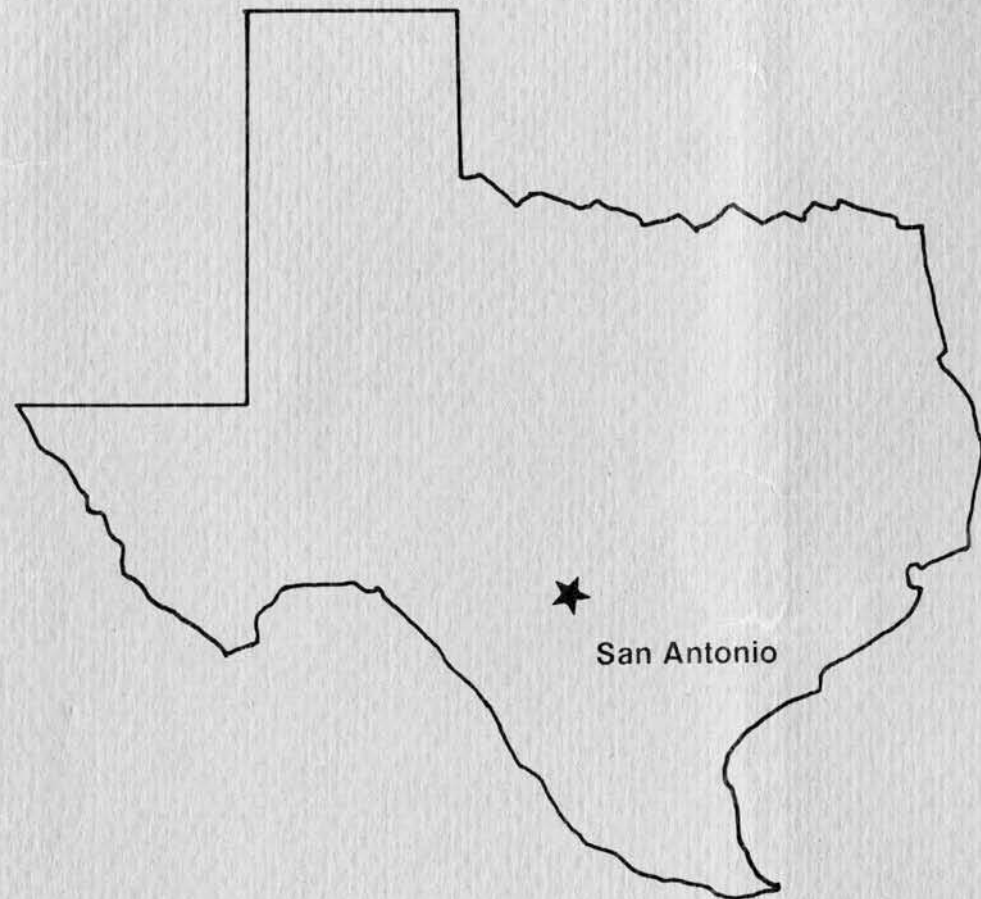
--it shows him that he can contribute to the well-being of himself, his family and his country;

--and it shows that inspiring a man to make the most of himself pays off in his own effort and self-respect.

I would have every company in America follow this lead and echo the meaning of Ventura: "Good luck, success, and adventure."

# # # # #

# ventura



Ventura Manufacturing Company  
a subsidiary of Lockheed Aircraft Corporation

THE VENTURA BOARD OF DIRECTORS

Tom May, Chairman  
President, Lockheed-Georgia Company

George W. Craig  
President, Ventura Mfg. Co.

Herbert Caldwell  
Retired President - Lockheed-California Company

D. M. Wilder  
Exec. V.P. Lockheed-California Company

Buell Randolph  
V.P. & Controller Lockheed Aircraft Corp.

R. H. Canan  
Secretary, Lockheed Aircraft Corporation

William J. Ellis  
Manager, Lockheed-Georgia San Antonio Office

PROGRAM

Saturday, August 10, 1968

✓ Cong Kazer  
✓ Cong. Gonzales

new Plant

Dan Haughton - Tom May

Opening & Presiding - Tom May, President  
Lockheed-Georgia Company

Invocation

Geo Craig  
Flag Presentation to George Craig, President of  
Ventura Mfg. Co. by Chamber  
of Commerce Officials, John  
Steen and Tom Perkins.

Introduction of Special Guests

Introduction of D. J. Haughton, Chairman of the Board  
Lockheed Aircraft Corporation

Introduction of the Vice President - Mr. Haughton

The Vice President of the United States

Ribbon Cutting Ceremony

Tour of Ventura plant

Gov Connally

San Antonio  
HemisFair

main meeting  
John Hadley  
may a no-ump  
Devil Round

REMARKS

VICE PRESIDENT HUBERT HUMPHREY

VENTURA MANUFACTURING COMPANY

SAN ANTONIO, TEXAS

August 10, 1968

There are people in this country who were once called "unemployable." And for too long we believed that this was so.

But some of ~~us~~ -- and I mean the Lockheed Aircraft Corporation under Dan Haughton's ("haw'-ton") leadership -- decided that this was wrong, that people weren't unemployable, they just weren't employed. In 1966 I met with the leaders of our defense and space industry in Southern California to see what could be done.

Lockheed set out to make jobs that would make workers . . . and they succeeded.



↳ In plant after plant across this country, ~~Lockheed~~ has shown what can happen when American industry acts to develop people's talents, and to make use of their talents for the benefit of all of us. - (

↳ Now Lockheed has come to San Antonio, one of five test cities selected following President Johnson's appeal to industry to join in a program to help solve our national unemployment problem. ↳ They have come to a city where Henry Gonzalez and others like him were ready to make efforts like this one successful.

↳ The Ventura Manufacturing Company is already doing itself proud, working with the San Antonio Concentrated <sup>U.S. Dept. Labor</sup> Employment Program. ↳ Ventura is not just giving people jobs -- they are giving people skills and trades that can be used here to compete freely for jobs elsewhere.

Now, I'm not suggesting that anyone would want to leave a progressive company like Ventura, but I think that a determination to give people real entry into the job market is a tribute to the effort and concern of people like Tom May and George Craig.

The Ventura Manufacturing Company is not an old business that is hiring a few new workers. It is a business specifically set up to employ people who would not otherwise have jobs. This is not a charity; it is a profit-making company whose success will enable it to grow; to create even more jobs; and to bring even more opportunity to the men they employ, to San Antonio, and to the nation.

I stand fully behind these efforts. I stand fully behind the efforts of the National Alliance of Businessmen -- under the leadership of Henry Ford II -- to bring the hard-core unemployed into well-paying jobs with a future.

Growth Opportunity  
Jobs

Other companies, from one end of the country to the other, are following the lead of the Lockheed Aircraft Corporation in proving that to give opportunity does more than provide a man with a job:

-- it shows him that people can take an interest in him and his future;

-- it shows him that he can contribute to the well-being of himself, his family and his country;

-- and it shows that inspiring a man to make the most of himself pays off in his own effort and self-respect.

I would have every company in America follow this lead and echo the meaning of Ventura: "Good luck, success, and adventure."



SAN ANTONIO, TEXAS

August 10, 1968

THE HONORABLE HUBERT H. HUMPHREY

Vice President of the United States

TRANSCRIPT OF PROCEEDINGS

VENTURA MANUFACTURING COMPANY DEDICATION CEREMONY

GEORGE JONES COURT REPORTERS

1401 TOWER LIFE BUILDING  
SAN ANTONIO, TEXAS 78205

1  
2  
3 HONORED GUESTS  
4

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

7 Congressman Abraham Kazen, Jr.  
8 Texas 23rd District

9 Congressman Henry B. Gonzales  
10 Texas 20th District

11 THE VENTURA BOARD OF DIRECTORS  
12

13 Tom May, Chairman  
14 President, Lockheed-Georgia Company

15 George W. Craig, President  
16 Ventura Manufacturing Company

17 Herbert Caldwell, Retired President  
18 Lockheed-California Company

19 D. M. Wilder, Executive Vice President  
20 Lockheed-California Company

21 Buell Randolph, Vice President & Controller  
22 Lockheed Aircraft Corporation

23 R. H. Canan, Secretary  
24 Lockheed Aircraft Corporation

25 William J. Ellis, Manager  
Lockheed-Georgia San Antonio Office

D. J. Haughton, Chairman of the Board  
Lockheed Aircraft Corporation

1 MR. HAUGHTON: Ladies and gentlemen, by  
2 introducing the Honorable Vice-President Humphrey, he has  
3 worked so long and hard on economic problems. He has pro-  
4 moted joint opportunities. He has promoted equal employ-  
5 ment opportunities in all programs to help and benefit the  
6 people of our country. I know of no one who has done more  
7 to promote these programs than our vice-president. We are  
8 privileged to have him with us today.

9 I would like to ask all of our employees of  
10 the Ventura Manufacturing Company and their families to  
11 please stand, all employees of Ventura Manufacturing Company  
12 and their families to stand and remain standing.

13 (Applause.)

14 Also I would like to ask all of those who  
15 are in training that are going to work for Ventura Manu-  
16 facturing Company and their families to stand. All of  
17 you remain standing.

18 (Applause.)

19 Mr. Vice-President, it is a privilege for  
20 me to present to you the present and future employees of  
21 Ventura Manufacturing Company and to our employees, honored  
22 guests and friends, it is indeed an honor for me to present  
23 to you the Honorable Hubert H. Humphrey, Vice-President of  
24 The United States of America.

25 (Applause.)

1 VICE-PRESIDENT HUMPHREY: Thank you very  
2 much. Thank you very much, ladies and gentlemen.

3 My very good friend, Dan Haughton, the  
4 Chairman of the Board of the Lockheed Corporation; sig-  
5 nificantly, one of the truly generous executive-minded  
6 leaders of this country. I want to take this moment in the  
7 presence of your associates to thank you, not only what you  
8 are doing for your great company but, what you are doing  
9 for our country and what you are doing for the people in  
10 our country. I do not know of a single American in private  
11 enterprise that deserves a more hearty round of applause  
12 and pat on the back than this good American that has just  
13 spoken to you a while ago.

14 It is so good to be here in the presence  
15 of my long-time friend in the Congress of the United States,  
16 Congressman Gonzales and Congressman Kazen. We have had  
17 a wonderful day together. I do not know of any time in my  
18 life I have had a more pleasant experience than I have  
19 here in San Antonio in the area surrounding this great  
20 city.

21 I just left a meeting with the governor of  
22 this state where we were talking about the economic and so-  
23 cial development in this State of Texas and, by the way,  
24 Mr. Haughton, Mr. May and Mr. Craig, the Governor would  
25 want me to extend to you publicly what he said to me pri-

1 vately, he was proud of the good work you are doing and  
2 wish you every success to the company here and the employ-  
3 ees.

4 I am pleased to see General Rous with us  
5 and he, of course, will have an interest in what develops  
6 here and the Mayor pro tem has come out to spend some time  
7 with us today, Mr. John Gatti. I was with Mayor McAllister  
8 today, the mayor of San Antonio. It is always good to  
9 have city officials with us because what happens in these  
10 areas is deeply tied with the executive and public policies  
11 of the community of San Antonio.

12 I want to take a very few minutes of your  
13 time to talk to you, not just to this country, this new  
14 Ventura Manufacturing Company and public and private enter-  
15 prise, I want to talk to you about what is happening to the  
16 people as a result of this investment.

17 You know there was people in this country  
18 that was once called "unemployable". That is right. We  
19 looked at some folks and said well, there is not much you  
20 can do with them. They are untrained. They have no skills.  
21 There really is no place for them in this highly industria-  
22 lized society of ours. You and I know there is not an  
23 acquiescence to the problem or challenge of this great  
24 free land of ours. For too long we believed this. For  
25 too long we left people without a chance. We satisfied

1 ourselves with what we called a full economy and, when we  
2 got down to unemployment on the average of about four per  
3 cent, we even had some people that thought it was all right  
4 if you had unemployment at the rate of five or six or seven  
5 per cent. National averages, my friends, are very decei-  
6 ving. If you have a rate throughout the nation of four per  
7 cent, now it is about 3.8, in some communities, among some  
8 people that employment rate runs as high as ten, twelve  
9 or fifteen per cent. Not only is that a tragedy for the  
10 individuals involved but, it is a tragic waste of human  
11 talent and resources. I do not know of any country that  
12 is rich enough and, we are the richest country on earth,  
13 that is rich enough to sacrifice that amount of potential  
14 productivity that is in the unemployed worker. So, you  
15 see we had to do something about this. This is one of the  
16 changes that has come across America.

17 I think one of the changes that points to  
18 a better day, I've had people to say to me at times how bad  
19 things are in this country. There is some people that like  
20 to explain the tragedy of our times as the evils of our  
21 times. I want it quite clear that wherever there is illit-  
22 eracy or inequality or depravation or poverty, it is some-  
23 thing we ought to be ashamed of and more important it is  
24 something we ought to do something about and get at the  
25 task of reviving those conditions and situations and see



1 that every citizen of this land has an opportunity to make  
2 something out of his life and to become a productive citi-  
3 zen, not someone that is constantly a recipient of other  
4 people's charity or even of national welfare but, rather to  
5 become a productive, earning, self-respecting, dignified  
6 citizen. That is the purpose of this country. Compassion  
7 for the needy, yes but, a greater compassion for those who  
8 have the capacity to work, who want to work, give them the  
9 chance to work and be productive people.

10                   Some of us and, I mean, the Lockheed  
11 Aircraft Corporation under Dan Haughton's leadership deci-  
12 ded that this business of looking on some people as being  
13 unemployable was wrong. People were not really unemploy-  
14 able. The fact was they were just unemployed and they  
15 needed a job and, what's more, they needed training for a  
16 job.

17                   In 1966, I met with the leaders of our  
18 defense and space industry in a big meeting out in Southern  
19 California to see what could be done in that area. Through  
20 the years in my work with the Alliance for Progress, my  
21 efforts of the Youth Opportunity Program, I served as chair-  
22 man of that program, I worked with civic leaders and others  
23 to see if they could not do a better job about developing  
24 its resources. The greatest resources of all is the people.  
25 It is the people that want to make a contribution to their

1 country and to themselves. Well, I found in Lockheed as  
2 I did in many other companies, I found that Lockheed set  
3 out to make jobs that would make workers and they have suc-  
4 ceeded. This company has extended job opportunities to  
5 literally thousands and thousands of people that ordinarily  
6 under other circumstances would be pushed aside as so-  
7 called unemployables when the labor market was tight or  
8 skilled workers or semi-skilled workers, Lockheed went deep  
9 into the human resources of this country and said if there  
10 is a person that wants a job, has the physical and mental  
11 capacity to fill a job, we are going to try to train that  
12 person and provide a job. I salute the private enterprise  
13 of America. I salute symbolically today Lockheed Aircraft  
14 Corporation for helping people help themselves to become  
15 self-sustaining people.

16 (Applause.)

17 We see here today what I am talking about.  
18 This is not theory. This is action. Lockheed has shown  
19 what can happen. When an enlightened management, and that  
20 is what it has, enlightened, civic-minded in spirit man-  
21 agement, when that kind of management in America, American  
22 industry acts to develop people, people's talents and make  
23 use of people's talents for the benefit of all of us.

24 Now, Lockheed has come to this great city  
25 of San Antonio. Have I ever been impressed with this city.

1 The sincerity of its people. I have been impressed with all  
2 the fine civic improvements and its HemisFair. I wish I  
3 could take the story of this HemisFair that you have in  
4 San Antonio and spread it across the land. I think it  
5 would good for America, Americans that are discouraged  
6 today and let them see what happens when a community goes  
7 to work and tries to do something for itself. San Antonio  
8 was one of the five cities, test cities that was selected  
9 following President Johnson's appeal to industry to join  
10 in a project to help solve our national unemployment pro-  
11 gram and what a test city it has turned out to be.

12 They have come to a city where Henry  
13 Gonzales and others like him were ready to make efforts  
14 like this one successful. What I am trying to tell you,  
15 none of these things work alone by one man's effort. We  
16 Americans have to learn now before it is too late. If  
17 we are going to do what we need to do and what has to be  
18 done for this great country, to make our city livable, to  
19 provide jobs for the unemployed, to train the so-called  
20 the unemployed, to give hope to the hopeless, we are all  
21 going to have to pitch in, the Government, federal, state  
22 and local, labor and business, churches and civic groups,  
23 we are going to have to learn how to mobilize our resources.  
24 We are going to have to make a great commitment. We are  
25 going to suffer defeat. We are going to win. That is

1 what it takes.

2 I think it is time for us to quit crying  
3 around about our weaknesses. This country did not get to  
4 be a great country by admitting defeat before the battle  
5 started. This is no place to be timid. If you are, you  
6 should get you a passport. This country was built by peo-  
7 ple that made up their minds they could do what they needed  
8 to do. It was what some people thought was impossible. I  
9 do not know how many aristocrats we have here. I have al-  
10 ways heard about blue-blooded people. Most of them, most  
11 of the people I like just had red blood, just good, solid  
12 substance. This nation is the story of little people be-  
13 coming big people and some of them great people. It is not  
14 a story of people spending their time crying like a crybaby.  
15 It is the story of people rolling up their sleeves and, if  
16 they needed the help of the Government, they would call on  
17 it. If they didn't need the help of the Government, they  
18 would do it themselves. Whatever it is, we will do it.  
19 That is the kind of country I like and that is the kind of  
20 country I speak for today.

21 So, what do we see? We see a partnership.  
22 A partnership that does not submerge anyone. The Ventura  
23 Manufacturing Company is already doing itself proud. It is  
24 working with the San Antonio Concentrated Employment Program  
25 of the United States Department of Labor. Ventura isn't

1 being taken over by the Government and the Government isn't  
2 being taken over by Ventura. I think they will both last.  
3 I really do.

4 What is happening is your Government to  
5 which you pay taxes, your Government of the people and by  
6 the people is now acting for the people in cooperation with  
7 the great, powerful forces in America called free enterprise.

8 Ventura is not just giving people jobs.  
9 They are giving and helping people get skills and trades  
10 that can be used here in San Antonio, compete freely for  
11 jobs here and elsewhere. I do not want to be misunderstood.  
12 I am not suggesting that once you get your skill that you  
13 run away. I do not think you want to leave a productive  
14 company like Ventura. I think it gives you a real entry  
15 and opportunity in the job market. It is the effort, of  
16 the concern in people like Tom May and George Craig whom  
17 you have met here today that has brought this about.

18 Ventura Manufacturing Company is not an  
19 old business who is hiring a few new workers. It is a  
20 new business specifically and especially set up to employ  
21 people who would not otherwise have jobs. It is new money  
22 in a new business for new people with new skills for new  
23 jobs. That is the way you build a new country. That is  
24 doing the job.

25 (Applause.)

1 This is not charity. It is the profit-  
2 making company whose success will enable it to grow. If  
3 it is a successful venture it will create even more jobs.  
4 It will be successful. I have no doubt about that. I  
5 know the management. This is a going proposition. It will  
6 bring more opportunity to the men they employ and the women  
7 they employ, to San Antonio and the nation.

8 I am sure you know I am wholeheartedly  
9 enthusiastically behind these efforts and I stand behind  
10 the efforts of the National Alliance of Businessmen under  
11 the leadership of Henry Ford II. I have been working with  
12 Mr. Ford going across this country talking to potential  
13 employers about some of the challenges they are going to  
14 face, train the employed and how to train them, helping  
15 them into well-made jobs for themselves and helping their  
16 country.

17 Other companies from one end of this country  
18 to the other are following the lead of Lockheed Aircraft  
19 Corporation in providing and proving to give an opportunity  
20 does more than provide a man with a job. Do not misunder-  
21 stand me. It is important to have a job, to give opportu-  
22 nity is more than providing a job. It knows that the peo-  
23 ple will take an interest in the company and its future.

24 Ladies and gentlemen, there are a lot of  
25 people in this country that are not at all sure any of us



1 really care. There is an old English philosopher that  
2 said, "Let a man have nothing to do for his country and he  
3 will have no love for it." Let him have something to do,  
4 let him be wanted, have a job, own a business, let him have  
5 a piece of the action, as the young people put it, and he  
6 will love this country. He will fight for this country.  
7 He will speak up and, even die for this country when he has  
8 something to do for this country.

9 What a wonderful situation this is, a chance  
10 for a man to do something for his country and have eternal  
11 love for it.

12 You see, we are talking about giving him  
13 an opportunity and it shows him he can contribute to the  
14 well-being of his self and his family. It shows us in  
15 seeing a man that makes the most of himself pays off.

16 I would urge every company in America to  
17 follow the lead of Ventura and Lockheed and echo the  
18 meaning of Ventura. I am sure you know what Ventura really  
19 stands for. It stands for "good luck, success, and ad-  
20 venture". Are those not good American words? I like to  
21 hear people say to me, "Good luck." I need it.

22 (Applause.)

23 I even get a greater thrill when they say,  
24 "Success."

25 (Applause.)

1 I might add that I should know it is an  
2 adventure.

3 (Applause.)

4 Well, Mr. Haughton, thank you very much.  
5 My friend, Dan, and to all the trainees out here, once you  
6 have that training and a job, tell someone else about it.  
7 Let people know we can proceed. Let other people talk  
8 about our failures. Let us talk about our successes. We  
9 will have a lot more to talk about.

10 Thank you very much.

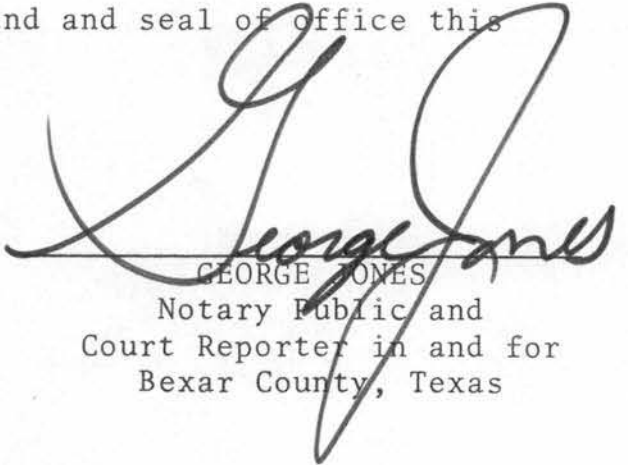
11 (End of speech.)  
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1 STATE OF TEXAS     )  
2 COUNTY OF BEXAR    )

3                   I, GEORGE JONES, do hereby certify that  
4 the above contains a true and correct transcription of my  
5 stenograph notes taken on the 10th day of August, A.D.,  
6 1968.

7                   Witness my hand and seal of office this  
8 11th day of August, 1968.

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GEORGE JONES  
Notary Public and  
Court Reporter in and for  
Bexar County, Texas



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