

FROM
HUMPHREY FOR PRESIDENT COMMITTEE
Suite 740, Roosevelt Hotel
Washington 9, D.C.
ADams 2-3411

FOR RELEASE: Sunday A.M.'s, November 22, 1959

POLITICAL "IMAGES" SCORED BY SENATOR HUMPHREY

Beckley, W.Va., Nov. 21 -- Senator Hubert H. Humphrey lashed out tonight at "tailor-made personalities who substitute image for issue" in a political campaign. The Senator spoke at a Democratic dinner-meeting in Beckley.

In the same vein, Senator Humphrey chided those who only recently -- for the sake of political expediency -- have embraced areas they've never acknowledged before.

Intimating that this image-fever has worked its way into both political parties, the Minnesota Senator gave these examples:

"If the 'old' Sam Jones is beginning to be distrusted by the voters, become the 'new' Sam Jones.

"If you want to run for national office, change your image from a hostile stranger to the farmer to a warm, cranberry-eating friend." Other examples were cited.

In asking other candidates to embrace the issues -- and welcoming aboard those who recently have -- Senator Humphrey stated:

"I will continue to speak up for the rights of labor; for minorities; for the elderly; for the children and their educational needs; for the small businessman; for the farmer, victim of a terrific cost-price squeeze; for the downtrodden and oppressed whose injury is too often overlooked in a rich society.

"I believe that an active peace -- not a passive peace -- is the greatest goal of all, and I will continue to talk about the need for putting humanity and common sense into our foreign policy."

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FOR RELEASE:
Sunday AMs, Nov. 22, 1959

Excerpts from
Speech by Sen. Hubert H. Humphrey (D.-Minn.)
at a Beckley, W.Va., Democratic Rally
Saturday, Nov. 21, 1959

You hear a lot of talk today about the "image" presented by a political candidate. Campaign managers and television advisers and press agents advise men running for office, "You've got to change the image you are presenting to the voters."

A lot of these so-called advisers are of the same slick breed that rigged the TV quiz shows. Their motto is: "Anything to make a buck. Anything to win a vote."

What does it mean to "change your image"? It means to present yourself as something you are not.

You know what I'm talking about -- the tailor-made personalities who substitute "image" for "issue." For example:

If the "old" Sam Jones is beginning to be distrusted by the voters, become the "new" Sam Jones.

If you want to run for national office, change your image from a hostile stranger to the farmer to a warm, cranberry-eating friend.

If you're a Republican but realize you must attract the independent voter, put on a big smile and talk liberal until you get in the White House. Then the Republican National Committee will take over and fill the government with loyal party hacks.

Images, images, images.

Sometimes I wonder how Abe Lincoln would have greeted a TV make-up man who wanted to cover up the warts.

I think the American people are getting a little tired of "images." Of nonsense as the image of common sense. Of public relations as the image of public service. Of showmanship as the image of leadership.

The American people want and deserve honesty.

The American people want and deserve freedom from fraud.

My friends, I'll be frank with you. A lot of political "experts" have told me I ought to overhaul my personality. They say I talk too much, I have too much energy, I am too serious about too many issues.

(more)

But I will not turn phony for political advantage.

I will continue -- as I have for years -- to talk about the situation our economy is getting into, and the need to strengthen it and expand it.

I am serious -- as I have long been -- about guaranteeing basic human rights for all people; and I will continue to press for such guarantees.

I believe deeply -- as I have for years -- that America is losing friends in the world, friends we need to win.

I believe an active peace -- not a passive peace -- is the greatest goal of all, and I will continue to talk about the need to put humanity and common sense in our foreign policy.

I believe that as we negotiate with world powers, particularly with Russia, we must negotiate in good faith but always from a position of strength.

I will continue to speak up for the rights of labor; for minorities; for the elderly; for the children and their educational needs; for the small businessman; for the farmer, victim of a terrific cost-price squeeze; for the downtrodden and oppressed whose injury is too often overlooked in a rich society.

While I do not intend to change my image, I also have no intention of seeking controversy for controversy's sake.

But America thrives only on honest debate, loyal dissent, and courageous decision.

I do not intend to avoid a fight when a vital issue is at stake. Nor do I have any intention of going around this country uttering sweet nothings in order to avoid getting people mad at me. And I urge upon my party that it act likewise. If we fail to act boldly and honestly on the great issues facing us we will not win next year and we will not deserve to win.

Let's leave imagery to Hollywood and Madison Avenue.

Let's be honest with ourselves.

Let's let the real self show through.

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Louder- louder Cap't Ben you
shut up, sit down & thank
the word

Will Rogers

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EXCERPTS FROM SPEECH BY SENATOR HUBERT HUMPHREY

CHARLESTON, WEST VIRGINIA - NOVEMBER 21
BECKLEY

TV quizzes

Afraid of Reality

You hear a lot of talk today about the "image" presented by a political candidate. Campaign managers and television advisers and press agents advise men running for office, "You've got to change the image you are presenting to the voters."

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If the "old" Sam Jones is beginning to be distrusted by the voters, become the "new" Sam Jones.

The new look!
new maturity!

more ...

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I just thought

of your words
about the Administration

|| something about

what is done

in morning

golf in evening

don't care in

the evening!

000039

are a Republican and

If you want to run for national office, change your image from a hostile stranger to the farmer to a warm, cranberry-eating friend.

If your're a Republican but realize you must attract the independent voter, put on a big smile and talk liberal until you get in the White House. Then the Republican National Committee will take over and fill the government with loyal party hacks.

Images, images, images.

go - Fiction

Sometimes I wonder how Abe Lincoln would have greeted a TV make-up man who wanted to cover up the warts.

I think the American people are getting a little tired of "images."

Of nonsense as the image of common sense. Of public relations as the image of public service. Of showmanship as the image of leadership.

The American people want and deserve honesty.

reality

Leadership not just Popularity

~~The American people want and deserve freedom from fraud.~~

Principle - not just mediocrity

The People want ^{more...} freedom from fraud!

now
~~My friends~~ I'll be frank with you. A lot of ⁰⁰⁰⁰⁴⁰ political "experts"

have told me I ought to overhaul my personality. They say I talk too
much, I have too much energy, I am too serious about too many issues.

But I will not turn phony for political advantage.

I will continue -- as I have for years -- to talk about the
situation our economy is getting into, and the need to strengthen it
and expand it.

*about our foreign policy - our
national security and the
need to strengthen it.*

I am serious -- as I have long been -- about guaranteeing basic
human rights for all people, and I will continue to press for such
guarantees.

I believe deeply -- as I have for years -- that America is losing
friends in the world, friends we need to win.

I believe an active peace -- not a passive peace -- is the
greatest goal of all, and I will continue to talk about the need to put
humanity and common sense in our foreign policy.

more ...

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I believe that as we negotiate with world powers, particularly with Russia, we ^{can} must negotiate in good faith, but always from a position of strength.

democrats must continue

I will continue to speak up for the rights of labor; for minorities; for the elderly; for the children and their educational needs; for the small businessman; for the farmer, ^{the} victim of a terrific cost-price squeeze; for the downtrodden and oppressed whose injury is too often overlooked in a rich society.

Commissioner
of
Agriculture
Johnson

[Large scribbled signature]
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000042

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Let's be honest with ourselves.

Let's let the "real self" show through.

No Go
Go Show
NOT NOW
VETO

Real Issues -30-

Republican note
not Party
instrument of
obstruction

Economy

Full Justice

Peace

Soc Sec
Educa
Med Care
Housing

Area Redevelopment

Coal Research & Development ^{beginning}
(Coal tar in Lipstick)

Food Distribution - Food Stamps

Y.C.C. (Prosperity FOR the Few)

Fair Labor Standards
Federal Standards for Unemployment Compensation
Housing, Airports - Public Works
Schools & Educa

EXCERPTS FROM SPEECH BY SENATOR HUBERT HUMPHREY
CHARLESTON, WEST VIRGINIA - NOVEMBER 21

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