

25th Anniversary
1960 - uniform
Herb Klein

NOTES

VICE PRESIDENT HUBERT HUMPHREY

FOOTBALL WRITERS ASSOCIATION OF AMERICA

Annice
Burdick

Jack Murphy
San Diego Union

CHICAGO

AUGUST 6, 1965

Charlie Johnson
mph - James
2nd President

It's a real pleasure to be here today.

First of all, it gives me a chance to see some football.

↳ You know, there's nothing like watching good football on a brisk autumn day -- in August. It used to be that this was absolutely the first game of the season. Football began with the All-Star game, and then you settled back for a few weeks to wait for the real season to start. ^{you} You always thought the All-Star game came a little early -- but, after all, it was a tradition and it was for charity.

32nd Annual
all Star

But these past couple of years the All-Star game has been set back to almost mid-season. I mean, after the regular pro football season ends in a blizzard in Cleveland or Boston sometime in December, you move South for the college Bowl games. Then you have the runner-up Bowl. Then you have the January pro All-Star games -- and I mean late January.

About the time the television tube cools down, you begin to read about Spring practice in some of those Southern schools where scholarship comes high -- I mean about 800 or 900 dollars a month for a good halfback.

↳ Then, of course, every day about that time you read that the pro clubs have signed another rookie or that some veteran has retired. ↳ You know, I've always wondered, why is it that no two players ever sign on

the same day? If there are 50 men on a pro football roster, they seem to sign on 50 consecutive days.

~~Then,~~ ^A about the time baseball gets past the rainy season, we have our first football All-Star game. Then

there are the the pro training camps. Then, about the time you begin to get tired of football -- sometime in July -- we get to the College All-Star game.

So I am here. And I've brought along my blankets and my thermos bottle -

Seriously, though, it's a great honor to be here.

You may not be aware of it, but I am the first member of the Doland, South Dakota football squad to

have a part in the All-Star game. ~~It took us a few years~~ to ~~break through,~~ but we made it.

(The Orange + Black)

and,

The all-
American
all-weather
all year
all-time
Sport

I'm also the first football player from Washington to appear here ~~for a while~~ *in more than a 1/4 of a century!*

↳ The Redskins haven't played in this game since the Roosevelt Administration. They lost. — *I mean the Red Skins!*

In fact, the Redskins have managed not to qualify for this game for 22 straight seasons.

Just to remind you
↳ So Humphrey made the trip today -- at least we have some representation here. ~~Wah Wah!~~

↳ You know, talking about the Redskins, I always thought there was a high turnover in politics -- but I'm glad I didn't get into coaching.

~~You know,~~ the Redskins once had three head coaches in one day. That was in 1948, when I first was elected to the Senate.

It was a bad year for Republicans + coaches!

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↳ Herman Ball was the coach of the Redskins then.

He woke up one day under the impression he was coach, even though things had been hard in the past few games.

But by noon, he realized he had a wrong impression.

George Preston Marshall told him Hunk Anderson was flying from Chicago to take over the team.

↳ But George Halas wasn't about to give Hunk Anderson to the Redskins without at least getting a player in trade.

George Marshall said "no deal," and an hour later

Dick Todd became the third coach of the day.

↳ That was a great honor for Todd. He became coach of the year: I don't mean he received any trophy --

I mean a year was the length of his contract.

Lately, though, the Redskins have had some continuity.
Our friend Bill McPeak is starting his fifth season.

I must say that Bill has a good system going for him.
in Bill's first ~~team~~ ^{year his team} lost 11 out of 14 games . . . but he
got a 25 percent raise *in pay*

The next year the Redskins won 6 out of 14 and Bill
almost got fired.

There's a lesson there somewhere. *! - you figure it out!*

L But everything's a little different in Washington.

~~I don't know whether you realize it, but the Redskins
are the only team in history to hire a naval aide.~~

~~In 1947 they hired Rear Admiral John Billick Whelchel
as coach, and gave him a five - year contract.~~

~~Admiral Whelchel was one admiral who really wound
up in the rear. He lasted four games on that five - year
contract.~~

↳ You know the Redskins and the baseball Senators just haven't won many games. I don't know what it is about Washington that makes things happen that way.

↳ But we specialize in Washington in ninth-inning and fourth-quarter rallies: The trouble is, they're always by the visiting team.

There are some people who say that Washington has just too many compulsive losers.

↳ But I don't believe it. I was talking to Dick Nixon the other day, and he said he didn't believe it either.

(Dick should know, too.)

I know that Dick Nixon is a real football fan. ~~And~~ *and*

~~I~~ know he's been a regular visitor to the All-Star game.

But he has an interest in baseball too. And lately I've heard Dick's name mentioned as a possible commissioner of baseball in 1966.

Tough to out / Don't sport / for V.P.S. / always on the bench, L in review.

It just goes to prove: There's more than one route to the White House.

But seriously, if Dick thought he had his hands full with Jack Kennedy, Pat Brown, Nelson Rockefeller, Barry Goldwater and the Venezuelans, he ought to try his hand at baseball. I mean, can't you just picture Dick looking sternly across a table at Charlie Finley or Bill Veeck, lecturing them on how to be better, more serious citizens, for the good of baseball and America?

On second thought, Dick, maybe you ought to choose a different route.

Things may be rough in Washington, But you know my Minnesota Twins and Minnesota Vikings are doing all right.

helped
I had to get Camilo Pascual's family out of Cuba
in order last year to help the Twins. But ~~they~~ *then the club* went into total
collapse.

This year I haven't done a thing for the Twins, and there they are out front. Cal Griffith said to me just the other day: "Mr. Vice President, you've just got to stop trying to make policy." So I know where I stand there.

↳ But the Vikings -- that's another thing. They know what Humphrey can do for them.

~~Dutch~~ Van Brocklin has brought the Vikings along very well . . . and last year they tied Green Bay for second place in the Western Division. But they lost the flip of the coin and didn't get to make the trip to Miami for the Playoff Bowl.

↳ Well, Norm knows how to get things done. It was only a day or two later that I got a call ~~about that.~~ And I want you to know that Norm Van Brocklin is the only man here today with a dozen two-headed coins made to order by the Treasury Department.

I also look for good things this year from my alma mater -- the University of Minnesota.

I called up Murray Warmath the other day and said: "Murray, how do things look this season?" Murray said: "Well, this is a tough league. I've lost 23 lettermen from last year's team. But I think we'll do all right."

I said: "Murray, how can things be all right if you've lost 23 lettermen?" Murray said: "We lost half our games last year with that bunch."

Development of
Human Resources!

Sports - competition - fair
Sports - opportunity
Sports - ability - merit
- Sports - Excellence
Sports - Teamwork

↳ In closing, now, I would like to touch on a more serious subject.

You know, football has helped make America great. I think of those playfields and vacant lots -- in Chicago, in Doland, South Dakota, and in other places. Then I think of all the boys on those playfields and vacant lots who have become men and good citizens. I think of how much less our country would be without the competitive spirit and the strong character of these men. And I think of that verse I've seen posted over the desk of so many football clubowners and college athletic directors, that verse that sums it up:

"When the great scorer comes to write upon the wall your name . . .

It matters not who won or lost, but how many paid to see the game."

~~12~~ ~~Bob~~ Football ¹ ~~writer~~ ~~SP~~

This is a story that's been told so often in Minnesota that football fans up there swear that it's true, or, at least, they would like to think that it's true since it involves Minnesota's greatest football hero -- Bronko Nagurski. Even when Bronko was a freshman, the word was out that he was an outstanding football player. One look at him told you this. But the late Doc Spears who was ~~the~~ ^{then} head coach ~~then~~ ^{at} of Minnesota wanted to have a look himself so he lined up all of the freshman football players and, one by one, had them introduce themselves.

When he came to Nagurski he said, "And what's your name young man?" And Nagurski replied, "Bronko Nagurski."

"I mean your real name....Bronko is your nickname."

And Nagurski said, "No, Bronko is my real name...Bronko is my Christian name." At that Spears said, "That's a funny name." And Bronko replied, "I don't think Clarence is so hot."

VK
~~Boh~~
for my sp.m
football
wishes 3

Minnesota football teams have always been known for their brawn, especially during their golden years of Bernie Bierman when I was going to school. They used to say that Bierman recruited his football players by driving around the Minnesota countryside during the Summer. And he would ask the farm boys which way it

was to town and if they picked up the plow and
pointed, they were eligible for a football scholarship.

SPEECH OF
VICE PRESIDENT HUBERT H. HUMPHREY
BEFORE THE
FOOTBALL WRITERS ASSOCIATION OF AMERICA
AUGUST 6, 1965

Thank you very much, Mr. Murphy, Vice President Harry Burdick--I always like to pay special attention to Vice Presidents--my good friend, Charlie Johnson that has for so many years told us all the truth about the Golden Gophers and how we have been robbed on occasion, and the Mayor of this great City of Chicago, Mayor Dick Daley--it is very good, Mr. Mayor, once again to be with you and to see you.

I first want to express my regrets and apology for not being able to join you at luncheon. I had actually looked forward to it, but today was a most important day, a very important day in the history of our country and in the proceedings of our government, the President of the United States, coming to the Capitol, and there signing in what is known as the "Presidents Room", a room made famous by Abraham Lincoln, the Voting Right Sbill of 1965.

This occasion was one that merited the attention not only of the people at home, but people Abroad, and we were privileged today to have at that

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assemblage the diplomats of many, many nations, the Cabinet of the President, some of the outstanding citizens of our country, members of Congress, and, indeed, many of our good citizens that were looking forward to this happy and important occasion.

I am sure, therefore, Mr. Murphy, that you will forgive me for not coming, and, then, I had some other official duties that held me there, a meeting with the Speaker of the House of Representatives and the leadership on matters of some importance for the concluding weeks of the Congress, so I missed the lunch even though I had planned on having it. Charlie Johnson doesn't generally buy me lunch, and I figured if I could get a lunch off of him, it would be a mighty nice occasion.

By the way, I have been looking over the All Stars and Browns' roster, and I don't want this to get out of this room, but I just don't believe this is the All Star Game. I don't see a living mortal on there from Minnesota. Charlie, I hope this is the game we are both supposed to be attending tonight, but it looks to me like it is going to be right good.

I was asked by some reporters out at the

airport what my prediction would be on the game, and I said that it was bad enough for a man in public life to predict elections, that was sufficiently hazardous, particularly if he was involved in it personally, but it was unpardonable for a man in public life to predict scores on football games, so I took a neutral stand. I have friends on the All Start; friends on the Browns, and I always stand squarely with my friends.

Well, I have been trying to figure out what we might say today that would be worthy of your time and attention. I really came here primarily because of the experience of fellowship, just the joy of it, the fun of it. I like our great sports. I am a sports enthusiast.

Not long ago I decided I might even take up broadcasting baseball games. I was there with Leo Durocher fiving him a few points when the Yankees were playing the Washington Senators. It's the last time the Yankees won, I think. I guess they won last night--but, I enjoyed that so much that when a letter came in suggesting that I might come here, I readily accepted.

Now, this is a changing world, and old

enemies become new friends. Sometimes new friends leave you, old friends leave you. It is changing in every conceivable way, scientifically, technology and economics, even in politics. I never thought I would see the day that the Campaign Manager of Richard Nixon would book me into the Football Writers in Chicago, but I want you to know that my friend Herb Kline who is out there at the San Diego Union-- that's right, isn't it? That's the one he told me was the better paper--my friend, Herb Kline, wrote me a letter after I had heard from Mr. Murphy, and he said, "Hubert, I think it would be a great idea if you went to Chicago for the Football Writers Meeting, their Association." I believe he told me this was your twenty-fifth anniversary. I think that is correct, and he said, "In 1960 I journeyed out to Chicago with Vice President Richard Nixon," and he said, "We had a great time," He said, "I want you to go there now," and, then, you know, I got to just remembering what happened to Nixon after that. I wasn't so sure I ought to make this trip, but since there isn't any election that I am involved in right away, I just decided to live dangerously and

come and enjoy the whole occasion, and I am going to enjoy every minute of it, and I want you to know that it is my view that if a few more of us in public office could take a little time out now and then to be with some of you, you with us, you might even have a little more fun yourself, you wouldn't have to always write about that halfback that dropped the ball. You could just write about that member of Congress or somebody in the Administration that dropped the ball, and it would be nice to have some new writers writing about who dropped the ball. The old ones are here to stay.

Well, I want to say a word or two about this All Star Game and about football in general. I am going to speak with a great deal of insight and erudition about football because I know so little about it. Some of the best speeches I have made have been in that vein, so if you will just sort of lean back, I would like to share with you a few pertinent observations from an impertinent person.

There really isn't any experience that I can think of like watching a good, hard-hitting

football game on a brisk autumn day like this one in August. This is going to be a "dizzy" night, I will tell you. It used to be that this was absolutely the first game of the season. I remember when we used to listen to these games on radio, and it was the beginning, so to speak, of the football season.

Football began with the All Star Game, and, then, you set it back for a couple of weeks or a few weeks and wait for the real season to start, the hometown team would play the first softy-touch it could find, you know.

You always thought that the All Star Game came a little early, but, after all, it was a tradition, and it was for a worthy cause generally. It was for charity, and on the basis of the worthy cause and tradition, you put up with it, but these past couple of years, if you don't mind my making an observation, the AllStar Game has been set back almost to Mid-Season.

I mean, after the regular Pro Football Season ends in a blizzard in Cleveland or Boston some time in December, and, then, you sports writers

encourage the management to move the team south for the college bowl games. Then, you have the unner-up bowls, and any others that you can figure out, and, then, you have the January Pro-All Star Games, and that's a very sunny little event some time late in January in the best blizzard you can find, and about the time that television tube cools down, you begin to read about spring practice, and some of those southern schools where scholarships come high, and I mean around eight or nine hundred dollars a month for a good athlete--that's a line Charlie Johnson gave me I want you to know--well, those days are all over. That's what they say.

Then, of course every day about that time you read that the Pro clubs have signed another rookie or some veteran has just retired. You know, I have always wondered why it is that no two players ever seem to sign up on the same day. If you have fifty players, it takes fifty days to sign them, at least that is the way it is when I read the sports page, and about the time the baseball gets past the rainy season, why, we have the first football All Star Game, and, then, there are the Pro training games that we read about, and, then,

about time you begin to get tired of the football some time in July, why, we get the college All Star Game, so I am here today, and I want you to know that I brought my blankets and thermos bottle. I am just prepared for whatever might happen.

Football is a great game, though. It is the All American Game, and I got to thinking, it is the all weather, the all time, the all year around sport.

Now, a moment of serious talk. I am the very first member of my community to share in this honor of being here. You may not be aware of it, but I am the first member of the Doland High School football squad to have any part at all in an All Star Game, and the Times Record is running a mighty good feature story in the weekly edition up there.

The only thing that bothered me is I had to tell them what I was going to say ahead of time down here because they publish on Wednesday.

They used to call that team the "Wheelers", but I figures that name had--there is something that rhymes with it, and I didn't think we ought to use that.

Now, I am also the first football player from Washington to appear in these sacred precincts in more than a quarter of a century. I would like to say a few words of memorian to the Redskins. The Redskins haven't played in this game since the Roosevelt Administration, and I want to tell you the worst thing that ever happened to the Roosevelt Administration was when the Redskins lost right down in this All Star Game, and I believe that was some years back. In fact, the Redskins have managed not to qualify for this game for twenty-two straight seasons, and I want to say right now, no other team can make that claim.

Now, you know, talking about the Redskins. I always thought there was a mighty high turnover in politics. One of the reasons we have the Redskins in Washington is to make the politicians feel more secure. I am sure glad I didn't enter into coaching.

I want to say a word now in behalf of the coaches. I like to defend the underdog in every situation. The Redskins once had three coaches in one day. No other team can make that claim either. Now, that was in 1949, that was when I was first

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elected to the Senate. It was a bad year for coaches and Republicans in 1948. If my memory serves me correctly, according to my most able researcher, Herman Ball was the coach of the Redskins in that year. He woke up one day under the impression he was coach even though things had been hard in the past few games, but by noon he realized that he was living under the wrong impression because George Preston Marshall told him that "Hunk" Anderson was flying in from Chicago to take over the team, but George Halas wasn't about to give up Hunk "Anderson" to the Redskins or anyone else without at least getting a player in trade. You know, George. He wouldn't give you a good just even-steven trade. George Marshall said to him, no deal, and an hour later Dick Todd became the third coach of the day. That was a mighty fast shuffle of the ball, I might add, and that was a great honor for Dick Todd. He became the Coach of the Yes.

I don't mean to say he received any trophy or plaque. I mean the year was the length of the contract.

Now, lately, though, the Redskins have shown more continuity, and I attend a good many of their

games. Our friend, Bill McPeak, is there starting his first season. He is going to field quite a club this year. I must say Bill has a peculiar system going for him. In Bill's first year with the team he lost eleven of the fourteen games, and they gave him a twenty-five per cent increase in pay. The next year the Redskins won six out of fourteen, and he almost got fired.

Now, you writers can tell you roach friends just what moral is to be found in that lesson, but everything is a little different in Washington than it is out here, so I guess you don't have to worry about it too much.

Now, I want to say a word or two about my two favorite teams, the Minnesota Twins and the Minnesota Vikings. The first thing I would like you to know, we need another pitcher on the Twins, if you have one. In fact, we can use two, and about the Vikings, I think they will just take care of themselves this year. I did help the Twins out a little bit about a year ago, though. I helped to get our good right-hander Camillo Pasquals family out of Cuba in order to help the Twins. I just got the family out of

Cuba, and the team was in the First Division, going red hot, looked good, and it just sort of collapsed.

This year, I haven't done a thing to help the Twins. I haven't even bought a ticket. I have attended a couple of games, but I never bought any tickets, and they are way out front. Cal Griffith said to me the other day, he said, "Mr. Vice President, as a spectator you are great, but please stop trying to make policy," so I know now where I stand.

But for the Vikings, there is something I want to say to you about them. Van Brocklin has brought these Vikings along very well. Last year, they tied Green Bay for second place in the Western Division, but they lost on the flip of a coin, and they didn't get to make that trip to Miami for the Play-Off Bowl. Now, we have been tampering with the currency ever since that, I want you to know.

We have reduced the silver content. This fellow Van Brocklin knows how to get things done. He doesn't mess around. He just goes right to the top. It was only a day or two ago that a call came in over at the White House, and it was referred over to me. The President was mighty busy over that day with some of the minor items like Viet Nam, and I

received the call, and I want you to know that Noram Van Brocklin is the only man here today--or the only coach that I know--with a dozen two-headed coins made to order by the Treasury Department. I want to warn Green Bay before they start now.

And as far as my own university is concerned, the University of Minnesota, I think that a word to the football wrtiers would be appropriate because I came here to propagandize for my local institutions.

I called up Murray Warmatt the other day and said, "Murray, how do things look this season?" Murray said, "Well, you know, Mr. Vice President, this is a mighty tough league. I have lost twenty-three lettermen from last year's team, but I think we are going to do all right."

I said, "Murray, how can things be all right if you have already lost twenty-three lettermen," and Murray said, "Well, we lost half of our games last year with that bunch."

Now, the truth is that we are mighty proud of that coach of ours up at the University, just as we are of our athletic teams and just as you are in

your respective communities, and if I may close on a subject that is more serious than what I have said thus far, permit me to do so.

I wanted to come here for two reasons. First of all, a little relaxation these days is mighty helpful, and I can think of no greater joy or fun than being a participant in a great event such as the All Star Game unless it were to be a player, and I never was that good.

I do want you to know, though, by the senior year in Doland, there were only, by the way, seventeen that tried out for the team, but I was on the squad, and it was a great team, but to come here and relax and joke a little bit is a great help I think to all of us because our country has--it has some serious days ahead and has had some very difficult and serious days in the past.

When I was thinking about a theme for this meeting, I thought to myself, "What is the relationship between our athletic events, our sports activities, and what we are trying to do with this country, and this signing of the Voting Rights Bill today sort of refreshed my thinking about the theme

of the day because actually it was in organized sports, both professional and amateur, that the first breakthrough came in terms of talent, for anybody that has something to offer.

Now, what is the purpose of our country? Its purpose internationally is to maintain the peace with honor, to resist aggression, to be worthy of the mantle of leadership, and to know that leadership is not a luxury or a privilege, but a duty and a heavy responsibility, and I believe that we are growing up to that leadership role. It's not been easy. It is very difficult for a young nation to have to take on the burdens of a whole world, and that we have had to do since World War II, but, by and large, I think when history reviews this period, whatever may be your political preference or your idea about your country, I believe that history will say that it was well done, that we did our duty, and considering the fact we are human beings and not saints, that we did our duty well.

Then, what is the second purpose of this great nation? The second purpose is to be found in a very simple and sentimental and, yet, profound and

consistent statement of American purpose. Many times-- and I have young folks come to my office in the Capitol --I say to them, "What is it that the Pledge of Allegiance means to you," and you would be surprised the kind of statements you get from them. Sometimes they say, "Well, it is just something we have to repeat in school." Then, again, someone will say, "Well, it reminds me of my citizenship." Somebody else will say, "It makes me feel patriotic." Somebody else will say, "It makes me feel a part of the American family," and all of that is true, every bit of it, but I think that those of us that deal with human relations, or should I say, those of us that are so deeply involved with human reactions and human relations, working with people--and that is what you are doing, and that is what I do--that we can have a real, sincere and deep understanding of what this nation is all about.

It is said to be one nation, not two; not north or south; not east or west, but one nation, and we need to remember that because there are divisive forces in our life, there are those that would separate us, disjoin us. There are those that would set

group against group and area against area and people against people. Regrettably, there are haters. Thank goodness, few in number, and, fortunately, there are builders. Thank goodness a multitudinous number.

This is one nation, and as we have said it, "Under God," recognizing our humility and our humbleness as a people, and the fact that we have a little time on this earth as individuals, only a little time to do good or to do evil, and let us hope that we do good.

"One nation under God indivisible." I want to emphasize that concept of unity. "With liberty and justice for all." Today we saw our government take another step for liberty and for justice. Abraham Lincoln one hundred and two years ago proclaimed the Emancipation Proclamation. Today by an Act of Congress and the signature of the President of the United States, the promise of the Emancipation became a reality; democracy, the right of the vote protected, extended and defended was given to one and to all who qualify by age as a voter in this Republic.

This didn't weaken us. It strengthened us.

This didn't divide us. It united us. This didn't impoverish us. It enriched us. We are doing the things that need to be done. The great thing about this American of ours is the fact that we can afford to admit our limitations and set out to do something about them. The only country that can afford to admit weakness is the strong. The only football team that can afford to have it written about it that it made a mistake or that it is weak on the left side of the line, or its right halfback or its back field is not too good is the team that has strength and depth.

You generally can tell the weakness of a man by his braggadocio, and you generally can tell the strength of a man or a nation by his willingness or that nation's willingness to face up to its responsibilities, to recognize its inadequacies and to set out to do something about it.

The poet has said that the longest journey is the first step, and we have been making a lot of first steps in this country for many years, first steps in education, health, in exercise of the ballot, the franchise, in providing opportunity for more and more people, so our purpose is to throw open these

gates of opportunity to let people march through.

I am not at all sure that everybody will use the opportunity to the best, but I am sure of one thing everybody is entitled to that right of opportunity. This government owes no one a living. At least, it owes no one wealth, but it does owe everybody the right to make a good living. It does owe everyone the right to have the opportunity to make something out of his or her life.

We are trying, therefore, to get more and more people off of the side lines and on to the playing field. We are trying to get more and more of these Monday morning quarterbacks away from the luncheon table and out there pitching and doing their job, so when you think of sports writers and sports and football, there is many analogies that you can draw.

Sports isn't the law of the jungle. It is fair competition. Football requires rules of the game, so does an organized, orderly society. You can hit hard, run fast, develop an intricate mechanism of plays and tactics, but there are rules of the game, and there must be umpires and referees.

The same is true of an orderly society, and a sport, amateur or professional, depends upon merit, depends upon ability, not who you are, but what you are; not whether you have blue eyes or brown eyes or white skin or black skin or yellow skin or red skin, but what you are, what do you have to offer, what can you do, and the only aristocracy in this democracy should be the aristocracy of merit.

If you have it, you are going to be needed, and we ought to develop those talents, so there is a great identify here between what we call the pleasures of our life and the responsibilities of our nation.

Sometimes I wonder if we really have that identity pointed out to us. Maybe we have it and don't even need it spelled out. Furthermore, championship is not based upon standards of mediocrity. Anybody can have a fairly good team nowadays. Anybody can do fairly well, but it is to the champion that the standard of excellence must be applied, and the fact of the matter is that if the United States of America is to do what it is supposed to do, what

I think it is destined to do, even, the standard must be one of excellence, not of just getting by, not of shortcuts, not of gimmickery, but of fundamental, of principle, of excellence, of performance, or training, of skill, of talent.

I happen to be Chairman of the Space Council. The Vice President of the United States by statute is Chairman, by the fact of his office. It is my duty and privilege to coordinate the space activities of this government, everything from the lunar flight to the satellites that are in orbit for purposes of communication, from Earlybird to Gemini Four, and, Gentlemen, and, Ladies, I have been at Cape Kennedy, I have been at space centers, I have been at industrial establishments where these great intricate mechanisms of our space exploration are developed, and what have I seen? I have seen excellence. I have seen cooperation.

You can't have a winning football team, my Dear Friends, by everybody being the star, and no one being willing to play on the team. It is just that simple. Most of the lessons in life are very simple, and most of them are very obvious ones if we just take

time out to see them.

We are going to see a great game tonight, and you are going to write about a great season. You are all going to interpret each play, each team, each event as you see it, which within itself, by the way, is a democratic experience, an experience in freedom, but one thing you are going to write about--because I have read what you have written--you are going to point out not only that there was a great star or a great coach, but you are always talking about that downfield blocking. You are talking about the fellow that doesn't always get into the headlines, about the team spirit, the team play, about how a team on occasion rises to new heights when no one expected it to win it wins. All of this is an expression--or should I say an exposition on human reaction and human effort, but the central key--or should I say the key to success, the key to a winning ball club besides talent and besides good coaching is team play.

There has been many a good football team that never won in its conference despite a good coach and a bench full of talent and a squad full of talent

simply because they didn't have team play, because some people just didn't want to be a part of the effort. They wanted to be the whole effort.

Now, our space program toda represents team play; federal government, industry, university, skilled labor, scientist, doctor, engineer, all working together, every one of it necessary, NASA, National Aeronautic Space Agency, Department of Defence, Civilian and Military, all working together. Any one of them that went off on a tangent by himself would wreck the whole project.

It has been my privilege to know the Astronauts. I spent many days with Lt. Col. White and Lt. Col. McDivitt--Jim McDivitt being a native right here of this fine community--and I must say that the one thing that these men impressed me with above all was their dedication to the team, to the project, to the program, to the united effort, and that is what this country needs.

Now, you always write about this in terms of--athletics in terms of the sports events, talk about the team as well as the star, and may I say that there is a great lesson to be taken from this

in terms of our country, teamwork, excellence, ability, opportunity.

We are engaged today in the most massive effort of the reclamation of human resources that any nation has ever known. We found out that despite the fact that the bank accounts are bigger than ever, that the prosperity of the country was greater than ever, that industrial profits are bigger and better than ever, that dividends are higher than ever, and employment is better than ever, and we have everything like that--and it is a fact, and we have had fifty-four consecutive months . It never has been quite so good for so many, but despite that, we found out that there were some people that had just been left behind.

Now, you can say, "Well, it was their fault." Maybe it was. Or you can say, "They could have done better if they had really got in there and tried to do a better job." Maybe so. I am not going to spend any time saying whose fault it is. All I am saying is you can't afford to have a great America such as this, with its responsibilities, faced as it is today with unbelievable opposition and competition,

with competition and opposition and anmity, enemies determined, organized, able, skilled ferocious, you cannot have an America face up to that long-term challenge and have twenty-five, thirty million or more people not really in the main stream of American life.

It isn't whether we want to do it or not. We have to do it. It isn't a matter of whether or not you like this man or like that man. The fact is that every time someone falls down on his job, somebody else has to pick up a heavier load.

It is just exactly like the team on the field. If all eleven men who are out there aren't playing as good as they could and should, then, there is trouble, and the other ten or the other nine have to do a better and a bigger job, and you will lose the game, and if you are in a tough season, and you have a heavy schedule, ten games, every one of them top teams, you better have a good bench of reserves.

And, we are in a tough season. We are going to have more than ten games. We will be at this competition that we are in as a nation for a quarter of a century or a half-century as far as I can see.

I don't expect that the Communist Reds in this instance are going to fall over and play dead. I don't even expect them to play by the rules of the game. We would like to have umpires, and occasionally we find one, but I know this, that no matter how good the first eleven is, that if that's all you have got to put on the field, you are going to lose the ball game, and I want to say also that it doesn't make any difference how good some Americans are. If all we have is a limited number that are equipped and prepared in terms of skill and ability in terms of our economy, we are going to lose the world contest.

So, I am for the development of greater human and economic and social resource, acres of diamonds under our feet if we will but look for them, and may I say that some of the great coaches and some of the great professional football owners were the people that taught us some lessons.

They went out to find new talent They went to the small colleges. They didn't all go to the big ones. They found talent where no one expected to find it. They went right on out into the sand lots,

into the high schools. They found the talent, and sometimes they went out and encouraged young people to go to school that weren't even in school.

That is our job today. We have fifty million young people in America today inadequately educated, the victims of an inadequate educational structure, and I want to say that we have got to find a way to help them lift themselves. We have people living in our cities that do not have living space. You can't build a good, healthy, wholesome community in the jungles of asphalt and concrete and brick and mortar.

Man was intended to live in a natural environment. There is nothing wrong with clean air and the good earth and fresh water. Some say with program after program, public and private, we seek to conserve human resources.

I am convinced myself that hidden back in the brain of some young boy or girl in America that hasn't had a chance, may be some of the answers to heart disease, to cancer, to stroke.

I am fully convinced that there is talent in this country that has never been touched or

developed because of racial barriers, and we are going to touch that talent. We are going to have a chance to have it developed, and America will be the richer and will be the stronger, and I might add, will even have better football teams. We might even have better football writers. That is a pretty high standard.

So, I end up on a serious note of saying to you that as you write your stories this year about the teams, keep in mind your country, and remember one other thing, that a nation that can go out on Saturday afternoon or Saturday night or Friday night or Sunday afternoon and give vent to its enthusiasm and its anger at the stadium may be a very peaceful nation during the week.

If you have to have a revolution, take it out on the referee or the umpire, not on the country. If you have some animosities and antagonisms, it's a whole lot better to take them out with you after you have bought the ticket and you have a hot dog in your hand, and you are out there, to the football game or the baseball game. Take it out there.

In the meantime, think about what you can

do to encourage some young man or some young woman to do a better job with her life. Somewher in these stories as you write about the heroes of the gridiron, would you mention a little bit about their background because we need to give young people inspiration today. You will find some young fellow that is just a "whiz" of a star, and you would most likely find out he came from a family that didn't have very much. Tell the reader about it. Let them know.

You may find some coach that had really little or no break in life. He may have even been a school dropout, and, then, decided to go back to school, and, yet, he looks like he is going to be the Coach of the Year. Tell somebody about it.

Let's lift the eyes of the American people. Let's let them look to the mountains, and to the skys, rather than in the ditches and to the valleys.

I think if we can lift the eye, we will inspire the heart and the soul.

Thank you very much. (Applause)



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