

(4) *Pratt Johnson  
introductions  
& greeting*

NOTES

VICE PRESIDENT HUBERT HUMPHREY

PLANS FOR PROGRESS - ADVERTISING COUNCIL

SEPTEMBER 30, 1965

You have seen this morning some of the materials to be used in the first phase of the public service advertising and communications campaign in behalf of equal employment opportunity.

I wish to thank <sup>*Rep. Replier*</sup> Ted Replier and the Advertising Council for taking on this two-year project. We are looking forward to working with you and we hope that these ads become as meaningful to everyone as is your "Smokey the Bear."

I also want to thank Mr. Free and the Marschalk Company, for volunteering their talents. I know this

campaign will be intelligent and distinctive and that we will instantly recognize the campaign theme,

"Things are Changing."

I like that theme. It gets across a message that we have been trying to pound home in all of our equal opportunity programs -- that the old ways are gone forever and that a man is going to be judged on his abilities . . . and his preparation. . . and his willingness to do the job, and not on the irrelevancies of his ancestry.

*Change*

This campaign is being sponsored by Plans for Progress. I'm sure that Mr. Spahr has told you something about Plans for Progress, but I would just like to add a few words.

↳ Plans for Progress is one of our finest examples of fruitful cooperation between industry and government.

↳ It is a demonstration that all of us have common goals -- and that high among these goals are the creation of productive people who are both high-level producers and consumers.

↳ Plans for Progress is a recognition on the part of the business community that business can play a principal part in changing the economic and social conditions that have limited the contributions of so many Americans.

↳ These companies are not merely concerned with providing equal opportunity in their own work forces -- although that is a major part of their programs.

↳ But, they also are concerned with circumstances in their communities that have led to inequality in the first place.

*these companies*

In their work, ~~they~~ have been frustrated time and time again by the fact that they can't find enough

trained and educated people for the jobs they have open.

Sometimes ~~they~~ *the people* are there -- but they just won't come forward, believing that they won't be given an opportunity.

Sometimes they are not there -- because they believed they wouldn't have a chance, so they didn't get the education and training they needed.

*Training*

We hope this "Things are Changing" campaign will help change this situation. It will tell people that there are fine opportunities in our great corporations and they ought to stay in school and prepare. In this respect,

I might add, this campaign meshes with our drive to get young people to stay in school, which is another campaign I happen to be interested in.

*Stay in School*

*affirmative promotion for jobs*

We're at a time in our history when there is a premium on skill and talent and ability -- and we need to encourage everybody to prepare himself and to get into the game so we can have the benefits of his contribution. *- Save Human Resources*

↳ We think this equal opportunity campaign is one of the most important projects the Advertising Council has ever undertaken and we hope it will have the support of all the communications media in the country.

#####

REMARKS OF VICE PRESIDENT HUBERT HUMPHREY, BEFORE THE  
PRESS PREVIEW, PLANS FOR PROGRESS - ADVERTISING COUNCIL,  
SEPTEMBER 30, 1965

What you have seen on the screen and what you have heard here today is a great challenge to this country. Before I leave you this morning I hope to make crystal clear the nature of that challenge. Now you have seen some of the materials to be used in the first phase of the public service advertising and communications campaign in behalf of equal employment opportunity. And let me just almost spell out those words for you: Equal Employment Opportunity. This is at the heart of every problem that we have in every major city in America. And if you want to save this country, get on the team right now, before it is too late. I wish that I could put across the skies of America in blazing letters the urgency for the American community to make equality of opportunity a fact. We just don't have too much time left before that fact must be realized and accepted.

I do want to thank Ted Replier and the Advertising Council for this two-year project, and we are looking forward to working with you, Ted, with Harry Schroeter of Nabisco and with Charles Spahr, who is Chairman of our Plans for Progress Advisory Council. We hope that these ads will become as meaningful to every one as is your Smokey the Bear campaign. That one surely has had a good effect and it is one that is now a part of the American pattern, the American pictorial history.

And I do thank Mr. Bill Free and the Marchalk Company for volunteering their talents. I know this campaign will be intelligent and distinctive -- because it comes from top-grade talent -- and that we will instantly recognize the campaign theme, "Things are Changing."

I like that bouncy tune we just heard, too, in either English or Spanish. It has a ring to it, and a rhythm to it, and a bounce to it that I think will have an impact upon those who listen -- not merely the young but some of us who are a little older. When ever I get to the point that I don't like good music and a good dance I want them to put the dirt on top of me and get the whole thing over with because life ought to be a happy experience.

I like this theme that things are changing. I like it for many reasons. It gets across a message that we have been trying to pound home in all of our equal opportunity programs --- namely, that the old ways are gone forever. There is no more of this back-of-the-bus insult nonsense. Everybody is a first-class citizen in this country. There is no second-class citizenship. And every citizen in this nation is going to be judged on his abilities, on his capacities and his preparation to use his capacities, and his willingness to do the job --- and not on the irrelevancies of his ancestry.

This campaign, as you know, is sponsored by Plans for Progress. Plans for Progress was instituted in 1961. It has had a very remarkable record. I am sure that Mr. Spahr has told you something about the Plans for Progress, but I would like to add just a few of my own words to what you have heard.

Plans for Progress is one of the finest examples of fruitful cooperation

between industry and government.

I said to this group of railroad executives just a few minutes ago, that we are living in a time that is very exciting, very inspiring and most encouraging. We are living at a time when government seeks to be a helper and not a dominator; seeks to be a partner in making this country of ours a little better --- improving its general economic condition, improving its social conditions, improving its political conditions. There is a partnership. Not domination, but cooperation. Not supplanting the role of private life, but supplementing with the help of government. This is a mighty, mighty interesting development. Not long ago I was talking to our travel industry and asked them to name me a time in the history of this country when you had the support of the government of the United States, the most powerful force in the world. Open support, open assistance, open help, just lined up on your side. Not telling you what to do, not scolding you, not restricting you, not restraining you, but just encouraging you. What a wonderful opportunity.

Well, the government is on the side of Plans for Progress, too, because Plans for Progress represents the best of our business community. It is a demonstration that all of us have common goals, and that high among these goals is the creation of productive people, who are both high-level producers and consumers -- and better citizens. Plans for Progress is a recognition on the part of the business community that business can play a principal part in changing the economic and social conditions that have limited the contributions of so many Americans.

I don't think there is any other economic group in the world that has demonstrated the sense of concern and conscience and community service that the American business community has. And that is something that people need to recognize. This is a fact that needs to be recognized as a change in the thinking of many of us. We are depending today upon the American business community to lead in improving the total climate of American life --- and it is responding.

About a month ago --- Mr. Spahr you may remember this --- we were over at the Department of Commerce on the matter of equal employment opportunity. There we heard of the efforts of the National Association of Manufacturers which had conducted almost 100 regional seminars on equal employment opportunity on their own -- and had paid for them out of their own resources. The government didn't force them -- the government didn't even ask them. They just went out and did it. I know of a whole generation of Americans that was brought up to look with a sort of caustic eye upon the NAM and the NAM today is demonstrating social responsibility -- as are the Chamber of Commerce and a host of other professional and business organizations.

Now these companies in Plans for Progress are not merely concerned with providing equal opportunity for their own work forces, even though they have done a good job at that, and although that is a major part of their programs. These companies are concerned with circumstances in their communities that have led to

inequality in the first place. In other words, they are concerned with the environment that produced this sense of prejudice and inequality.

In their work these companies have been frustrated time and time again by the fact that they can't find enough trained and educated people for the jobs that they have open. Sometimes the people are there --- but they just don't come forward -- or won't come forward -- believing that they won't be given an opportunity. Sometimes the people are not there -- that is the skilled and trained people -- because they believed that they wouldn't even have a chance if they were trained, so they didn't get the education and the training that they needed.

I remember a meeting that we had in early summer with some of the executives of our corporations who were going out to the schools to talk to our Negro youth. I thought that was one of the best programs that we have ever had. I don't recall now the number, but I think there must have been about one hundred or more. They were executives of American corporations -- and they were Negroes who had made it, so to speak, and they had come up the hard way. They had to break through. They were like the early baseball players -- like the Jackie Robinsons. But they made it and they were going out now to tell young Americans in minority groups that there was an opportunity to get with it, so to speak, to participate and to contribute. They were going out to tell those kids that there was a new day, that things are changed.

I spoke to them, and I said, "Look you're going to have to bear down because I'll guarantee you that you can condition a man to do almost anything and to believe almost anything. And if he is told for a hundred years that there is no chance, if he has seen for two or three generations that even if you had a college

education you ended up being a red cap, and that there just wasn't a chance, then it's going to take some selling to convince that young fellow and that young lady now that if he or she is trained, he or she is going to be judged on merit and be given an equal opportunity. So it isn't good enough to say there is equal opportunity, you have to go out affirmatively and demonstrate that we mean it."

That's what I want from the newspaper and the media people here today. If you are here to write a story, if that's what your purpose is, we thank you very very much. But I want you to be more than journalists more than communicators -- I want you to be concerned citizens. We have to go on out and make it not only crystal clear, we have to make it thunderously loud and clear that there is opportunity and that if you get the training, you can get the job. If you journalists are not going to do that with a sense of cause and concern and with a sense of patriotic devotion, then the whole ball game is over. We have missed it completely.

In fact I wish this hall were filled with all the journalists in this capitol. I know that if we had some sort of a crime or something up here, we would have them all here. Or if we would just have a little old riot some place out here they would all be here to hear about it. Well this is riot prevention. And as one who has dispensed a number of pills in my life, I want to tell you that preventive medicine is better than curative medicine. It's cheaper, too. But what a tragedy that we have to wait for the tragedy before we get concerned. I talk to you this morning as your Vice President, not as just another person here with you. I come here literally on knees and beg you to help before it's too late.

Now we hope that this campaign and this theme that things are changing will help change the situation. I think it will. It will if you believe it will. It will tell people that there are fine opportunities in our great corporations, and that they ought to stay in school and prepare. We are talking today about human resources. We are talking today about human resources and power and wealth. The real wealth of a nation today is in its people; its real power is in its brain power. Its skill. We are learning today that business and universities and finance and management and labor need to work together. This is what builds a great community. There was a time when the university was up on the hill in a rarefied atmosphere of intellectual purity and from there they would look down on the valley and see what they thought were the ugly signs of the economic system -- management and labor. Today we know that that kind of picture spells disaster. We have to have the university, we have to have the school system, we have to have management, finance and labor on the same ball team working together. I am quite taken up with this idea of the ball game ever since the Minnesota Twins won the American League pennant. So you will just have to forgive me for that reference.

I want to re-emphasize for you what the purpose of your government is today. It is to open up these gates of opportunity, to remove the impediments, to help people help themselves, to conserve and develop and in a sense to revitalize human resources. We must help people to recognize that the wealth of America is not in its iron mines any more or in its forest or even its land or in its banks. It is in its people. You can do anything if the people are properly motivated and have the right values --

if they are educated and trained and if there is opportunity for those capacities and talents.

And in this respect I might add that this "Things are Changing" campaign meshes very closely with our drive to get young people to stay in school, which is another campaign in which I have taken a keen interest and to which I am privileged to give some direction.

We are at a time in our history when there is a premium on skill and talent and ability. And we need to encourage everybody to prepare and to get into the game, so that we can have the benefits of his contribution.

So I conclude by asking you once again to help your country. I think we can remember what the late President Kennedy told us in that famous inaugural: "Ask not what your country can do for you, ask what you can do for your country." Really and truly this is the kind of patriotism we need.



# Minnesota Historical Society

Copyright in this digital version belongs to the Minnesota Historical Society and its content may not be copied without the copyright holder's express written permission. Users may print, download, link to, or email content, however, for individual use.

To request permission for commercial or educational use, please contact the Minnesota Historical Society.



[www.mnhs.org](http://www.mnhs.org)