

REMARKS

VICE PRESIDENT HUBERT HUMPHREY

SCANDINAVIAN AIRLINES SYSTEM LUNCHEON

WASHINGTON, D.C.

FEBRUARY 3, 1966

*Mr Douglas  
your Excellencies*

*Mr Black  
Mrs McCoy*

*your excellencies*

Mr. Douglas, Mr. Nilsson, Ladies and

Gentlemen,

There have been three notable Scandinavian  
invasions of America.

The first was by Leif Eriksson.

The second was by my ancestors.

And the third took place last night when this  
meeting of Scandinavian airline marketing people arrived  
in Washington en masse from Copenhagen.

In each case, they left more than they took away.

Modesty prevents me from being too detailed about one of these invasions.

And as a practical politician, I do not want to alienate the Knights of Columbus by claiming too much for Leif Eriksson.

I will therefore confine my remarks to this third invasion.

Invasions are not usually welcome -- but I can assure you, as spokesman for President Johnson's Cabinet Task Force on Travel, that you are very welcome here today. Indeed, you are breaking the ice for what we hope will be similar missions, by other airlines, in the months to come.

∟ Your visit here today from 40 other countries on every continent underlines one of the happy realities of our time: the growing ease of travel in the physical sense, which in turn has led to the growing and deepening interdependence of all nations on this globe.

∟ This interdependence manifests itself in many ways -- through trade, through investment, through cultural exchange and, not the least, through tourism.

∟ You may wonder why the United States, which already welcomes more tourists in a year than any other country, is now going to great effort to attract still more.

∟ We want more tourists for many reasons. ∟ We are an open and warm-hearted people. We are a people anxious to learn from others and anxious to let others have the benefit of some things we think we have found out for ourselves.

↳ But above all, at this particular time, there is a special point to our desire to have more visitors: our need to seek a constructive -- and I underline constructive -- solution to our balance of payments problem.

↳ You may be a little tired of hearing about this problem, because you have encountered it in many places at many times during this post war period, but it is one which we in the United States must meet.

↳ We are keenly aware of what tourism from America means to the economies of many other countries. We are aware that foreign travel is part of the pursuit of happiness which is one of the goals of American society.

There is one clear way in which we can preserve this freedom of travel from the United States and that is by creating a counter-balance of increased travel to the United States.

↳ And the magic of this solution is that it has a double benefit: it will not only increase our balance of payments earnings from tourism, but it will also increase our sales to foreign carriers, such as SAS, of aircraft, equipment, fuel and services. I know that Mr. Douglas, our host today, will appreciate this point.

↳ What you have put on the record today -- that your earnings in the United States over these last two decades have enabled you to buy almost 300 million dollars worth of aircraft alone in this country -- is the best possible illustration of my point.

I am, of course, speaking to the converted. The contribution you have made to the economy of the United States -- and to the whole international community -- is already a substantial one.

I would only ask you, in the interests of all of us, to increase that contribution if you can. We have a wonderful country -- whose variety and attractions would justify not one, but many visits -- and I think you are commercially wise to make one of your principal marketing targets those millions abroad who are waiting to make their own personal discoveries of America.

In welcoming you here today on behalf of the United States, I welcome as well the airlines of all foreign flags, because they are our greatest source of tourism from abroad. And as others follow your lead, I know we will be welcoming an increasing number of friends from overseas.

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# STENOGRAPHIC TRANSCRIPT

Remarks of

VICE PRESIDENT HUBERT H. HUMPHREY

at the

Luncheon Meeting Sponsored by

Douglas Aircraft

February 3, 1966

(This transcript was prepared from a tape recording.  
The speech was not covered live.)

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VICE PRESIDENT HUBERT H. HUMPHREY  
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1 VOICE: Ladies and gentlemen, we are honored  
2 and privileged to have with us today a man who possesses  
3 deep understanding of the problems of ordinary people, both  
4 in the United States and the world over, and who is keenly  
5 aware of the role air travel can play in bringing about  
6 world understanding and peace.

7 I have the great privilege and distinguished  
8 honor of presenting to you the Vice President of the  
9 United States.

10 (Applause.)

11 VICE PRESIDENT HUMPHREY: Thank you very much.

12 Well, this is what they call putting you to work  
13 in a hurry.

14 (Laughter.)

15 Mr. Chairman and Your Excellencies, Mr. Douglas,  
16 Mr. Nelson, and the many guests that are here with us from  
17 many countries, and my fellow Americans:

18 I am particularly delighted to be invited to  
19 share in what appears to be a very happy occasion, and I  
20 trust one that will be very fruitful.

21 I come to this luncheon with some credentials of  
22 Scandinavian ancestry which I hope will stand me well for  
23 at least a moment or two. They tell me that there have  
24 been three notable Scandinavian invasions of the  
25 United States. The first was by Leif Ericson; the second

1 was my ancestors --

2 (Laughter)

3 -- and the third took place last night when the meeting  
4 of the Scandinavian airline marketing people arrived in  
5 Washington en masse from Copenhagen.

6 I want to say that in each case, they left more  
7 than they took away.

8 (Laughter and applause.)

9 Now I do hope that my friends will be somewhat  
10 charitable and understanding today when I've emphasized  
11 the discovery of America by the Scandinavians. Modesty  
12 prevents me from being too detailed about one of these  
13 discoveries and one of these invasions, the family one, I  
14 speak of.

15 And as a very practical -- I hope -- politician,  
16 I do not want to alienate the sons of Italy --

17 (Laughter)

18 -- or the Knights of Columbus by claiming too much for  
19 good old Leif Ericson.

20 As a matter of fact, I'm afraid that both  
21 Columbus and Leif Ericson now are having trouble keeping  
22 up with that fellow from Japan that they think discovered  
23 America.

24 (Laughter)

25 But I'm for all of them.

1 (Laughter and applause.)

2 You know, it sort of reminds me of that story  
3 they tell about the school teacher that was having a tough  
4 time getting a job some years back in our country during  
5 a depression or a recession -- I won't make any partisan  
6 reference to this at all. And this chap was down in  
7 Tennessee looking for a job, and the school board was  
8 split. There were some fundamentalists who believed the  
9 world was flat, and there was another group that believed it  
10 was round, and this fellow was a teacher of geography.

11 And he was caught right up in this terrible  
12 battle between the two factions in the school board, the  
13 flat-world faction and the round-world faction. And  
14 finally the president of the school board came out and  
15 said, "Well, we're just about ready to offer you a job,  
16 but we want to know what your views are on geography."

17 "Well," this fellow says. He says, "I'll tell  
18 you. I can teach it either way, flat or round."

19 (Laughter)

20 So what I want to talk about is how you're dis-  
21 covering America, not about these other fellows. There is  
22 quite a lot of argument about them.

23 So I'm going to confine my remarks, brief as  
24 they are, to this third invasion, your invasion, and your  
25 discovery.

1           Now invasions are not usually welcomed enter-  
2           prises by peace-loving people but I can assure you that  
3           as the spokesman for President Johnson's Cabinet task  
4           force on travel, that you are welcome invaders here today,  
5           Indeed, you are breaking ice for what we hope will be  
6           similar missions by other airlines in the months to come  
7           in this year of 1966, and years in the future.

8           Your visit here today, as I understand, from  
9           more than 40 other countries on every continent underlines  
10          one of the truly happy realities of our time. There is  
11          a growing ease of travel in both the physical sense and  
12          even the economic sense which in turn had led us to the  
13          growing and deepening interdependence of all nations on  
14          this globe.

15          If there is any one fact of modern life it is  
16          the interdependence of people and how this old world of  
17          ours seems to shrink in size in terms of distance through  
18          modern communication.

19          Now this interdependence, both political and  
20          physical, manifests itself in many ways, through trade,  
21          through investment, through cultural exchange, through  
22          diplomacy and political life and not least, through  
23          tourism. Now you may wonder why the United States, which  
24          already welcomes more tourists in a year than any other  
25          country, is now going to a great effort to attract even

1 more of these good tourists.

2 We want more tourists for many reasons. First  
3 of all, we would like to think that we're an open-hearted  
4 and warm people, you see, with a desire to get acquainted  
5 with more people in a very happy and warm-hearted manner.  
6 And we are a people who are anxious to learn from others.  
7 There is a constant quest for knowledge and learning.

8 And we are also anxious to let others have the  
9 benefit of some of the things that we have found out for  
10 ourselves. I guess I can put it another way:

11 We'd like to have each individual make his own  
12 discovery of this country, and I believe that every indi-  
13 vidual makes that discovery as he lives in any country.  
14 But we happen to believe that there is an opportunity in  
15 this beautiful land for people to enrich their minds and  
16 their spirits and their sense of history and sense of  
17 civilization by making their own discovery in their own  
18 way of what is known as America.

19 But above all at this particular time there is  
20 a special point to our desire to have more visitors, and  
21 I come now down to the hard economic facts: our need to  
22 seek a constructive -- and I underline the word "construc-  
23 tive" -- solution to our balance-of-payments problem, and  
24 this is a serious problem for a country as big and rich as  
25 this one.

1           We have many international responsibilities  
2 which sometimes are forgotten by some people, and the  
3 costs of these international responsibilities run high,  
4 and we think they are important to sustain and maintain,  
5 but we can't do it unless we have some way of bringing  
6 into better balance what we call our payments problem.

7           Now you may be a little tired of hearing about  
8 this rather mundane and earthy and practical problem and  
9 subject because you've encountered it, I'm sure, in a  
10 host of places at many times during this post-War period,  
11 but it is one that we here in the United States simply  
12 have to meet and we are keenly aware of what tourism from  
13 America means to the economies of many other countries.

14           And I have the President reminding me once a  
15 week --

16           (Laughter)

17 -- that this is a matter of some concern. And we are also  
18 aware that foreign travel is a part of the pursuit of  
19 happiness which is one of the goals of the American  
20 society.

21           Now there is one clear way that we can preserve  
22 this freedom of travel from the United States to any  
23 other country, and that is by creating a counterforce, a  
24 counterbalance of increased travel to the United States,  
25 and I want you to know we have many ports of entry.

1 (Laughter)

2 You'll have no problem at all. And we'd be  
3 more than happy to have some very delightful people right  
4 there just to greet you and exchange the currency and take  
5 care of all the little matters that --

6 (Laughter)

7 -- that you feel are necessary to be properly handled.

8 I've told the President as we've discussed the  
9 problems of tourism, I said, "Well, Mr. President, you  
10 know in this rather prosperous American society, with  
11 you, sir, as a teacher explaining to people they ought  
12 to get to know all about the world in which they live,  
13 they've taken you seriously, and they're just boarding  
14 that Scandinavian Airlines all the time --"

15 (Laughter)

16 "-- and just going to Europe."

17 I tell you practically every Swede in Minnesota  
18 has gone back to Sweden twice, I know,

19 (Laughter)

20 We think it's time now for the relatives to come  
21 over and see us, and that includes, of course, the Danes  
22 and the Norwegians; we like them, too.

23 (Laughter)

24 We want all folks of all countries, the people  
25 from Iceland and Finland and -- well, I won't leave out

1 any Scandinavian. In Minnesota that is lethal to forget  
2 anyone.

3 (Laughter)

4 And I want to say right now I have assured the  
5 President if we can get the relatives of the Scandinavians  
6 in Minnesota just to come here, the balance-of-payments  
7 problem would be over, and Don Douglas would sell them,  
8 I don't know how many more airplanes, and everybody would  
9 be happy.

10 Now the magic of the solution that I have proposed  
11 is that it has at least a double benefit and I've sort of  
12 alluded to the double benefit. It will not only increase  
13 our balance-of-payments earnings from tourism, which is  
14 a nice painless way of doing it, but it will also increase  
15 out sales to foreign carriers such as SAS, of aircraft,  
16 of equipment and fuel and services. And as I said, I  
17 know that Mr. Douglas, our host today, has a delicate  
18 appreciation of this vital point of economic fact.

19 (Laughter)

20 By the way, we're very proud of our aircraft  
21 industry. It is one of our leading earners of dollars.  
22 It has only one competitor, and I come from the place  
23 where that competition emanates. That's soy beans.

24 (Laughter)

25 And I'm on record for both, I want you to know,

1 (Laughter and applause)

2 Well, now, what you good folks have put on the  
3 record here today, namely, that your earnings in the  
4 United States over these last two decades have enabled  
5 you to buy almost \$300 million worth of aircraft alone in  
6 this country I think is the best possible illustration  
7 of the point that I seek to make in terms of the value  
8 to this nation of the progress and the prosperity of your  
9 enterprise, and we wish you all possible progress and  
10 prosperity.

11 I want to say that it's been my pleasure to be  
12 aboard your airline. It's a marvelous, marvelous system.  
13 The equipment is superb, the competence of the profes-  
14 sional pilots and engineers and navigators outstanding,  
15 and the beauty of the stewardess, beyond equal.

16 (Laughter and applause)

17 Marvelous.

18 And I'm on record for all of that, too.

19 Now I know that in saying these things I am  
20 speaking to people who obviously believe as I do. This is  
21 like speaking to the converted.

22 The contribution that you have made to the  
23 economy of the United States and indeed to the whole inter-  
24 national community is already a very substantial one, and  
25 all of us are grateful and appreciative. I would only ask

1 you in the interests of all of us, since you have such a  
2 good start, to increase that contribution if you can. No  
3 use of stopping now in mid-stream, you know.

4 We do have a wonderful country. I've travelled  
5 throughout this country a great deal. I've been in every  
6 one of our fifty states. I was in forty-three of them  
7 this last year, as a matter of fact, and each area of this  
8 land is different, has its own history, its own culture  
9 in a very real sense, its own climate, its own physical  
10 setting. And if you every find anybody here or elsewhere  
11 who doesn't think that where he comes from is the best  
12 place, then you want to beware of that fellow. There is  
13 something wrong with him.

14 And I want to say that Minnesota is, without a  
15 doubt, --

16 (Laughter)

17 -- one of the finest places. I have to be a little careful  
18 now.

19 (Applause)

20 You know, we have the World Series here, you  
21 know, in October, and I'm quite a baseball enthusiast,  
22 and we took these old Washington Senators they had around  
23 here and put them out there where the air is clear and  
24 brisk, and we imported a couple of folks, I will admit,  
25 and we made a baseball team out of them, and they ended

1 up as the champions of the American League, known as the  
2 Minnesota Twins,

3 And I have a way of being able occasionally to  
4 express myself as an enthusiastic fan and I was on the  
5 radio one day, or the television, talking about those  
6 Minnesota Twins and what a great team they were, and I  
7 received a letter from a lady in Los Angeles, where the  
8 Los Angeles Dodgers have their home.

9 And she said, "I voted for you, but I did not  
10 vote to make you Vice President of Minnesota. I voted to  
11 make you Vice President of the United States. Please  
12 think of us, too."

13 (Laughter)

14 So I want you to know that all fifty states are  
15 marvelous. There is no way that a man should try to make  
16 any comparison except to say that they add up to an amazing,  
17 wonderful attraction for you and a product in your busi-  
18 ness that you can truly merchandise, a wonderful country  
19 whose variety and attractions would justify not one but  
20 many visits.

21 And I think each and every one of you are com-  
22 mercially wise enough -- you've demonstrated that -- to  
23 make one of your principal marketing targets those millions  
24 abroad who are waiting to make their own personal dis-  
25 coveries about America,

1           While you're here, I hope you'll look around  
2 a little bit yourselves so that you can go back and tell  
3 them that "I've seen it. I know what's there. It is  
4 something to behold."

5           So in welcoming you here today on behalf of the  
6 United States, I welcome as well the airlines of all foreign  
7 flags and of our own flag, because they are the greatest  
8 source of tourism from abroad. We look with great hopes  
9 upon this new interest in seeing this land of our. And as  
10 others follow your lead, and I hope they will -- you're  
11 generally out in front, and you set a good standard -- I  
12 know that we'll be welcoming an increasing number of friends  
13 from overseas.

14           Now this is going to have a wonderful effect.  
15 It is going to keep a smile on the countenance of our  
16 President;--

17           (Laughter)

18 -- it's going to make the Vice President look good, and  
19 you wouldn't want to let me down.

20           (Laughter)

21           And that's a hard job, to make the Vice President  
22 look good in this country, I want you to know.

23           (Laughter and applause)

24           It's going to make the American aircraft indus-  
25 try happy, and I'll venture to say that if you can just

1 bring us one of your good countrymen from abroad that  
2 we'll do a great deal for him. He'll go back happier and  
3 lighter. We'll get a little of his money --

4 (Laughter)

5 -- and he'll go back filled with a new knowledge and under-  
6 standing of the United States. A complex country, yes;  
7 and interesting country, I am sure; and an exciting ex-  
8 perience for everyone.

9 Thank you very much.

10 (Applause)

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