

OFFICE OF THE VICE PRESIDENT
WASHINGTON, D.C.

May 18, 1966

Ruth -

This is a copy of the remarks which the V.P. made on the occasion of his receiving the WHK public service award, "Statesman of the Year" (Metromedia) in Cleveland on May 6, 1966. I assume this is for your files ?

Sara

Thank you very much. Thank you my dear friend Mark Evans. I have his letter here, and it's every bit as kind and gracious, friendly and genuine, as his message on tape was to us today.

Mr. Sullivan and my friend John Kluge, Mayor Locher, Mr. Ianni and the distinguished citizens of Cleveland and this great metropolitan area, I am sure that you know that I am very deeply touched and moved by, not only this citation, but the manner in which it was presented. I have been on the telephone these past few weeks with my friend Mark Evans from time to time just checking up to see how he's getting along, because he's had a little rough time of it. And the first time I talked to him, he said, "Look, just because there's an extra bed up in this hospital, you don't need to try to get into it. Slow down." And here he is, at me again, and I gather that he and Muriel have been talking to each other more than I thought.

I have many things on my mind today, but we have a very full program in your great city. We are going to meet this afternoon with the mayors and local officials of several states in this Great Lakes Region. I do this in my capacity, not only as Vice President, but as the President's personal representative to the local government officials. Mayor Locher has been kind enough to act as the host for this gathering. Your two fine newspapers, the Cleveland Press and the Cleveland Plain Dealer, their esteemed publishers and editors, Mr. Louis Seltzer, Mr. Vail, Mr. Boardman, and members of the radio and television community, have all co-operated to make this endeavor of local and federal co-operation a success. I hope it will be so.

But I came here for another purpose as well. I am on my way to Minneapolis, to Bloomington, Minnesota, the "Home of the Twins." Things haven't been going well for us. At best, it's a draw--seven to seven, according to what I saw, 7 wins, 7 losses. Of course, we attribute this to bad weather; some people attribute it to bad pitching, errors, bad hitting. But I must say that Cal Griffith and Sam Mele have been in touch with me, and if you should miss Sam McDowell, or Tiant, or O'Donoghue, or that giant killer, Fred Whitfield, who seemed to bat the New York Yankees out of the ballpark in the last four games, or any of the other stars that you have...Colavito, or Wagner, just to mention a few...we'll even take your injured shortstop. You're rough on us. I want to also give my greetings to Mr. Tebbetts. He was down to visit me not long ago. I opened the ball season, as you know, in Washington; and Joe Cronin was there, and General Eckhart was there, Tebbetts was there, George Selkirk, all the top officialdom of the Indians and the Senators of the American League, and the commissioner; and Tebbetts leaned over to me and he said, "You're not for either one of us; you know it, you're for the Twins!" Is that any way for a manager of a ball club to speak to the Vice President? Even if it was true.

Truly, I am very proud of this community. I am very proud of all of your many activities, and also very, very proud of the work of WHK, Metro-media, in encouraging the people of Greater Cleveland to really be active citizens. If I understand John and Mr. Sullivan, the theme of your presentation for public service awards--the theme is that of achievement

by citizenship participation. And how good it is that you take time to go beyond the call of duty, that you do things over and above what is expected or what some people might expect. John Gardner, the Secretary of Health, Education & Welfare of your government, formerly of Carnegie Institute, is the proponent of a doctrine called excellence--excellence in American life; and it's one that has been embraced by, I think, all thoughtful and constructive and concerned citizens, because America needs excellence. It needs excellence in the performance of our public duties as public officials; it needs excellence in our private economy so that we are competitive and so that we produce not only a high quality of goods, but a high quality of people. We must emphasize excellence in our science and our research--in everything we do. This day and age necessitates the best of people; to have less than the best is really to have the worst. I believe that's what you're emphasizing here today. You're also emphasizing what John Adams once called "the joy of public life." And what did he mean by it? John Adams defined that by saying that the joy of public life is citizen participation--being a part of, involved in the life of the community. And there is a joy of public life. There is a great joy in public service, particularly if you understand that you are here to help, to minister, to share, to give, and not to take.

I want to encourage every group in this community to give a little more to building your great city, to making your city, whatever may be the ultimate decision of our federal government, a truly demonstration

city for the whole nation. Our great cities can represent the best of our culture, or the worst. They can become crime ridden, corrupt, dirty, unlivable; or they can become examples of the finest of public service, law and order, social justice, and beautiful. A thing of beauty should be a city. People went to the cities in the time of Athens and Rome to get away from the misery of the countryside. To come and live with the scholars and the philosophers and the men that were great and those who dreamed great dreams. I think we ought to think of our cities that way once again, and not just places where we manufacture, important as manufacturing is; and not just places of masses of people, important as people are--and very, very important. But cities should be the City Beautiful. They should be, yes, the City of Man, and in a very real sense, the City of God; because, as I have said so many times, and as you have heard it said so many times, the way we treat one another is really the way that we demonstrate the meaning of our religion and of our faith. So I join today in expressing gratitude to Metromedia for its emphasis upon civic service, its emphasis upon achievement, its emphasis upon excellence; and I ask you to join in building a finer city, helping those groups in your city that seek to help others.

And now as I conclude my brief message to you, may I just remind you of two items that are on your community calendar.

One is your CARE Program in this city to help refugees in a far-away place. I hope that you will take a great interest in that. Mrs. Humphrey and I have seen the refugees. I have seen them in Saigon.

I have seen them in the torn villages of Viet Nam. They are people, and they desperately need help; they need it as never before. And I couldn't help but note, and this may be a bit mundane for a very serious moment, I couldn't help but note as an officer of our government that over on the wall there is something about Savings Bonds. It is a good idea. Since I am talking to many of the industrial and financial and civic leaders of this great community, one of the best ways that I know to keep our economy in balance is to have a balanced approach to everything that we do. There is no better way of doing what we need to do than doing it voluntarily--self-discipline, self-restraint, and sometimes, self-sacrifice. So if you get a little worried that there may be a tax increase, that there might be some controls imposed upon the economy, I know how to avoid it. So do you--a little self-discipline, self-restraint, some savings investments that are wise and prudent. Now I have fulfilled my official duties, and I have also fulfilled what I wanted to say from my heart.

I leave you with the sermon of the day, I feel, as far as Hubert Humphrey is concerned. I want you to live by this because I talk to you about your community. A great American author, not one of our greatest, but at least a noted one, Thomas Wolfe, said this, "To every man, regardless of his birth, is shining golden opportunity. To every man the right to live, to work, to be himself, to become whatever thing his manhood and his vision can combine to make him. This is the promise of America." I ask you to help make that promise come true. Give

every man his chance, regardless of his birth; give every man his shining golden opportunity; every man the right to live, and to work, and to be himself, and to become whatever thing his manhood and his vision can make him. This is the promise of the land. This is what it is all about. That is why we are here. I think we ought to get these words understood; not only in our minds and hearts, but throughout the world. Because this is the promise of America...Lincoln's America...the last, best hope on earth.

Thank you.



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