

NOTES

VICE PRESIDENT HUBERT HUMPHREY

ADVERTISING COUNCIL

WASHINGTON, D. C.

MAY 16, 1966

Over the past few weeks I have discussed Asia and Vietnam on numerous occasions.

I won't trace the history of our involvement in Vietnam or detail our present strategy there. This has been done many times. And you have undoubtedly spent a good deal of time on these subjects today.

Today I would like to say a few words about the social and economic revolution that is going on in Asia -- the "other war" in Asia.

LThis is a war that is being waged without guns. It is being waged by our soldiers and marines engaged in civic action -- and by civilians of equal valor and dedication. It is being waged by doctors, nurses, teachers, farm and labor specialists, sanitarians, municipal experts, electric power and cooperative advisers.

Not the least of these are Americans who, under the title of "provincial representatives," work right with the people, doing everything from delivering babies to driving bulldozers.

↳ With every school that goes up -- and 13,000 classrooms have been constructed; with every textbook that is distributed -- and seven million have been printed and placed in the hands of elementary school-children alone; with every hamlet health center established -- and 12,500 have been set up with American aid -- the stake of the people in their society, and their interest in defending it, increases.

↳ South Vietnam is an agricultural country, and the backbone of its economy are its peasants. They do not resist new techniques and crops -- they welcome them and eagerly apply them. ↳ Farmers using modern equipment and improved varieties of plants, insecticides, and fertilizers have increased their crop yields by 20 to 50 percent.

The major crop -- rice -- has risen 12 percent in the last three years, despite the intensification of the war.

The production of corn has quadrupled since 1962.

↳ There has been a radical improvement in the past decade in pig production. ↳ The number of animals has doubled and is now approaching four million. At the same time, the breed has been improved through the introduction of better stock and better techniques. ↳ Pork production may be prosaic, but it means a great deal to the peasants - whose daily lives depend on it.

↳ Within six years, South Vietnam's fishermen have more than doubled their catch. Fish, in the form of a widely-used fish sauce which remains usable even in the hot and humid climate, is a major source of protein.

↳ The most important single cause of the added output is the motorization of fishing boats, enabling them to range more widely and return to port more promptly.

↳ Out of approximately 44,000 fishing boats in South Vietnam, about 10,000 have been fitted with engines, and the number grows each year.

↳ Beginning practically from scratch, industrial output has gone up from a few thousand dollars five years ago to several million now. During these same periods, more than 700 manufacturing plants have been started or expanded. Vietnamese workers are quick to master mechanical skills -- as shown by the record of Air Vietnam which does all its own maintenance and has never had an accident due to mechanical failure.

↳ A new development, which should be of special interest to this gathering, is the introduction of television in South Vietnam, with the first telecast on February 7.

↳ Over 500 sets have already been distributed for community viewing in market places, public buildings, and bus terminals. They have drawn crowds of hundreds and even thousands.

↳ Television can unite the people of South Vietnam as iron rails united our own nation 100 years ago.

↳ Does all this -- this "other war," as I have called it -- have a bearing on the outcome of the struggle in Vietnam?

↳ The Communists certainly seem to think it does. They have given particular attention to dynamiting schools -- in one province alone, they blasted 56 classrooms in a year, against the 70 we were able to help the Vietnamese build.

↳ Last month they recognized the coming of television by blowing up a television receiver, ^{and} in the process wrecked ^a the two-story municipal building in which it was housed and killing or wounding several spectators.

↳ Another kind of evidence comes from defectors from the Viet Cong. One of them said, for example, that he ceased to believe Communist propaganda about the misery of the South Vietnamese people when he saw so many boats powered with outboard motors chugging along the waterways!

Primarily, however, we are waging the "other war" not against the Viet Cong but for the overwhelming majority -- the non-Communist majority -- of the people of Vietnam.

And the eagerness and effectiveness with which they have responded is a measure of their vitality and of their justified confidence in the future of their country.

Closely related to the economic and social programs underway are the efforts to build a viable political structure.

As the growth of a national political structure proceeds, the Revolutionary Development program can be increasingly effective. This is the struggle to win and hold the allegiance of the Vietnamese who live in rural South Vietnam, in more than 2,600 villages and approximately 11,000 hamlets -- where they have been subject to ~~years~~^{years} of Viet Cong subversion and terror.

The heart of this campaign is the Vietnamese Revolutionary Development cadre program known as the "Can Bo" program.

↳ Cadre groups, each comprised of approximately 59 specialists in health, education, and agriculture and political action are trained as teams and sent out into the villages to help re-establish functioning local governments in areas recovered from VC control.

↳ From the training center at Vung Tau, the cadre training program has trained and deployed more than 22,000 cadre.

↳ By the end of 1966 that number should be doubled. This will still leave government cadre outnumbered in the nation by VC activists. But, the gap continues to narrow.

The cadre program is coordinated by the Minister in charge of revolutionary development, ^{Na say un Duck Tong} Nguyen Duc Thang. He has drafted a comprehensive plan for revolutionary development for each of the 43 provinces of South Vietnam.

Those directing the new cadre system have insisted that the cadre being deployed in the countryside do their work with spirit and enthusiasm, hopefully arousing in the people a desire to help themselves. Cadre work is hard and dangerous. In 1965, 354 were killed and 500 wounded.

The Revolutionary Development program involves the re-establishment of security in the hamlet and the village and the elimination of the Viet Cong organization and infra-structure. This process includes the formation of adequate local defense and the organization of the local hamlet administration in a manner which represents the desire of the local people.

Such practical steps -- seemingly obvious, but difficult to achieve -- are being included in the plans for each of the provincial Revolutionary Development programs now underway. Still too slow - to hot + miss.

That vitality has also been demonstrated in recent weeks on the political front. The people have expressed themselves vigorously -- and even with ^{violence,} ~~impatience~~ and urgency -- about their futures.

We welcome and we support the opportunity for the people of South Vietnam to decide their own futures, and we shall cooperate willingly and gladly with whatever government emerges from this process.

#

INTRO:

MY TRIBUTE TO TED KEPPLER
YOUR OUTGOING PRESIDENT
WHO HAS SERVED THE COUNCIL
FOR 23 YEARS

AND MY CONGRATULATIONS TO BOB KEIM
YOUR INCOMING PRESIDENT
AS OF JULY 1ST.

THANKS TO JIM MOYERS FOR
"PINCH-HITTING" MOMENTARILY
FOR ME.

AND THANKS TO THE COUNCIL FOR ITS
TREMENDOUS WORK PARTICULARLY IN
COOPERATION WITH O.E.O. PROGRAMS.

NOTES
ADVERTISING COUNCIL
MAY 16, 1966

I am delighted to have the opportunity of spending some time today with so many of the people who do so much to make the American people the best informed public in the world.

I agree with President Eisenhower that "what we call foreign affairs is no longer foreign affairs; it's a local affair. Whatever happens in Indonesia is important to Indiana . . . We cannot escape each other."

For two decades the power and purpose of the United States have helped contain totalitarian expansion around the world.

But this has not been our only aim.

We have, in President Kennedy's phrase, sought "to make the world safe for diversity". . . to make sure that no one nation or group of nations ever gains the right to define world order, let alone to manage it.

But diversity must, in this nuclear age, be accompanied by safety.

The threat to both diversity and safety in post-war Europe was clear and visible. Today -- in large part because of the success of our post-war policies -- the threat to Europe has receded.

There are still threats to diversity and safety in the world, but they are not so simple and direct as was the post-war challenge in Europe.

I remember predictions that any break-up of the bipolar world -- in which basic decisions of war and peace were largely made by the Soviet Union and the United States -- would lead to a reduction of our involvement in world affairs.

We now know that the rise of independent centers of power and decision has changed our involvement, but has not diminished it.

Since the Cuban confrontation of 1962 and the Test Ban Treaty of 1963, the emergence of a nuclear stalemate has weakened the inhibiting fear that local wars would lead to nuclear wars. The result has been an increase in the number of local conflicts -- each one of which carries with it the seeds of larger, more dangerous trouble.

Today we are challenged, in Vietnam, by just such a conflict.

Three American Presidents have considered it in our interest to prevent the Communists from imposing their power on the people of South Vietnam.

They have involved American power to help assure the South Vietnamese people the right to decide their own futures, freely and without intimidation.

I won't trace the history of our involvement in Vietnam or detail our present strategy there. This has been done many times. And you will undoubtedly spend a good deal of time on these subjects today.

Over the past few weeks I have discussed Asia and Vietnam on numerous occasions.

One of the things I have said concerns you, and it is this: I believe communications media are, to a large degree, missing an important part of the story.

The old city hall tradition calls for the reporting of violence.

In Asia and Vietnam there is plenty of violence to find -- and it should be fully reported.

There is a military struggle. It is being reported in some depth.

But there is also a non-military struggle. And I submit that it is being reported in almost no depth.

Today I wish to focus on that second struggle.

Most of Asia achieved its independence in the first decade following World War II.

Enough time has elapsed so that the first heady intoxication of independence has passed, and the people of Asia are thinking less of the mere fact of independence and more of the use they can make of it.

They today look to their governments not merely to raise the national flag, or even wave it, but to buckle down to raising standards of living. They look not merely for freedom from alien rule, but greater freedom of choice in their own lives and in their own countries.

Empty slogans do not fill empty stomachs. Time is running out for new rulers who have nothing but the old rhetoric to offer.

This is the root cause of a great deal of what we have seen in Asia in recent months.

Another development that has come to Asia is a lively and vigorous interest in regional cooperation.

During the colonial period, Asian peoples were oriented toward their respective European masters rather than their next-door neighbors.

In the first heady years after independence, many of them were too fully absorbed in savoring their new-found freedom to be interested in cooperation with other nations.

Today this is changing.

On my own recent missions to Asia, I found its national leaders well aware that they cannot solve their problems alone.

As anyone else, they resent outside domination. They want to preserve their national identities.

But they know increasing regional and international cooperation will be necessary if they wish to lift themselves fully into the 20th century.

There is the beginning of a new understanding between Korea and Japan, and the promise of normalized relations between the Philippines and Malaysia.

Consideration is being given to the possibility of closer relations among the Philippines, Thailand and Malaysia.

The Japanese have recently held a conference on economic cooperation, attended by nearly all her neighbors in free Asia. Japan is keenly interested in strengthening her economic ties with Southeast Asia and the Indian subcontinent.

Pakistan and India both seem determined that their resources shall not again be squandered in conflict.

Meanwhile, both Australia and New Zealand are moving toward increased recognition of their responsibilities as Asian and Pacific -- as well as Commonwealth -- powers.

I found enthusiastic support for the Asian Development Bank. It is looked upon by Asian leaders as Asian in both inception and location, and as a significant instrument for social and economic progress.

Finally, many nations are working together on programs of enormous potential to harness the Mekong River. The proposals in President Johnson's historic Johns Hopkins University address last year -- and the offer by the United States of a billion dollars to assist in Mekong Valley development -- have served to stimulate and give renewed incentive to detailed and far-reaching plans for the entire Mekong system.

This common effort, and others of concern to Asia, are being coordinated by the UN Economic Commission for Asia and the Far East (ECAFE), with headquarters in Bangkok.

During their early years of nationhood, most of the new Asian countries have been subjected to Communist attacks from within or without.

In their first years of independence, the Philippines, Indonesia, Malaya, and Burma suffered from Communist insurrections.

The Communist insurrection in Malaya took a number of years to overcome. And it took many thousands of British and Gurkha troops.

South Korea in 1950 and India in 1963 were the victims of direct Communist military aggression.

In Indonesia, a Communist-backed coup d'etat almost succeeded earlier this year.

In all these places -- as well as Vietnam -- military security was and is called for.

But, in the long run, the even more important security will be security from hunger, disease and ignorance.

Today, in Vietnam, we are striving to help establish military security.

But also we are -- in a struggle that, frankly, has been too greatly overlooked -- striving to achieve that second and even more critical security.

This is a war that is being waged without guns. It is being waged by our soldiers and marines engaged in civic action -- and by civilians of equal valor and dedication. It is being waged by doctors, nurses, teachers, farm and labor specialists, sanitarians, municipal experts, electric power and cooperative advisers.

Primarily, however, we are waging the "other war" not against the Viet Cong but for the overwhelming majority -- the non-Communist majority -- of the people of Vietnam. And the eagerness and effectiveness with which they have responded is a measure of their vitality and of their justified confidence in the future of their country.

That vitality has also been demonstrated in recent weeks on the political front. The people have expressed themselves vigorously -- and even with impatience and urgency -- about their futures.

We welcome and we support the opportunity for the people of South Vietnam to decide their own futures, and we shall cooperate willingly and gladly with whatever government emerges from this process.

We seek no domination, no dominion. We seek no military bases on the mainland of Asia. We do not dream of dictating the destinies of its peoples. We wish only to help assure them the opportunity for self-determination.

This, I think, is the big story in Vietnam, as it is in Asia: the story of the struggle of a good share of the world's peoples to live in peace and security, and with the right to choose their own place in the world. This is the story that needs to be told.

#####

NOTES

ADVERTISING COUNCIL

May 16, 1966

Over the past few weeks I have discussed Asia and Vietnam on numerous occasions.

I won't trace the history of our involvement in Vietnam or detail our present strategy there. This has been done many times. And you have undoubtedly spent a good deal of time on these subjects today.

Today I would like to say a few words about the social and economic revolution that is going on in Asia -- the "other war" in Asia.

This is a war that is being waged without guns. It is being waged by our soldiers and marines engaged in ~~civil~~ civic action -- and by civilians of equal valor and dedication. It is being waged by doctors, nurses, teachers, farm and labor specialists, sanitarians, municipal experts, electric power and cooperative advisers.

Not the least of these are Americans who, under the title of "provincial representatives," "work right with the people, doing everything from delivering babies to driving bulldozers.

With every school that goes up -- and 13,000 classrooms have been constructed; with every textbook that is distributed -- and seven million have been printed and placed in the hands of elementary school-children alone; with every hamlet health center established -- and 12,500 have been set up with American aid -- the stake of the people in their society, and their interest in defending it, increases.

South Vietnam is an agricultural country, and the backbone of its economy are its peasants. They do not resist new techniques and crops -- they welcome them and eagerly apply them. Farmers using modern equipment and improved varieties of plants, insecticides, and fertilizers have increased their crop yields by 20 to 50 percent.

③

-12-

The major crop -- rice -- has risen 12 percent in the last three years, despite the intensification of the war. The production of corn has quadrupled since 1962.

There has been a radical improvement in the past decade in pig production. The number of animals has doubled and is now approaching four million. At the same time, the breed has been improved through the introduction of better stock and better techniques. Pork production may be prosaic, but it means a great deal to the peasants - whose daily lives depend on it.

Within six years, South Vietnam's fishermen have more than doubled their catch. Fish, in the form of a widely-used fish sauce which remains usable even in the hot and humid climate, is a major source of protein. The most important single cause of the added output is the motorization of fishing boats, enabling them to range more widely and return to port more promptly.

4

-13-

Out of approximately 44,000 fishing boats in South Vietnam, about 10,000 have been fitted with engines, and the number grows each year.

Beginning practically from scratch, industrial output has gone up from a few thousand dollars five years ago to several million now. During these same periods, more than 700 manufacturing plants have been started or expanded. Vietnamese workers are quick to master mechanical skills -- as shown by the record of Air Vietnam which does all its own maintenance and has never had an accident due to mechanical failure.

A new development, which should be of special interest to this gathering, is the introduction of television in South Vietnam, with the first telecast on February 7.

Over 500 sets have already been distributed for community viewing in market places, public buildings, and bus terminals. They have drawn crowds of hundreds and even thousands.

⑤

-14-

Television can unite the people of South Vietnam as iron rails united our own nation 100 years ago.

Does all this -- this "other war," as I have called it -- have a bearing on the outcome of the struggle in Vietnam?

The Communists certainly seem to think it does. They have given particular attention to dynamiting schools -- in one province alone, they blasted 56 classrooms in a year, against the 70 we were able to help the Vietnamese build.

Last month they recognized the coming of television by blowing up a television receiver, in the process wrecking the two-story municipal building in which it was housed and killing or wounding several spectators.

Another kind of evidence comes from defectors from the Viet Cong. One of them said, for example, that he ceased to believe Communist propaganda about the misery of the South Vietnamese people when he saw so many boats powered with outboard motors chugging along the waterways!

Primarily, however, we are waging the "other war" not against the Viet Cong but for the overwhelming majority of the people of Vietnam. And the eagerness and effectiveness with which they have responded is a measure of their vitality and of their justified confidence in the future of their country.

Closely related to the economic and social programs underway are the efforts to build a viable political structure.

As the growth of a national political structure proceeds, the Revolutionary Development program can be increasingly effective. This is the struggle to win and hold the allegiance of the Vietnamese who live in rural South Vietnam, in more than 2,600 villages and approximately 11,000 hamlets -- where they have been subject to decades of Viet Cong subversion and terror.

The heart of this campaign is the Vietnamese Revolutionary Development cadre program known as the "Can Bo" program. Cadre groups, each comprised of approximately 59 specialists in health, education, and agriculture and political action are trained as teams and sent out into the villages to help re-establish functioning local governments in areas recovered from VC control. From the training center at Vung Tau, the cadre training program has trained and deployed more than 22,000 cadre. By the end of 1966 that number should be doubled. This will still leave government cadre outnumbered in the nation by VC activists. But the gap continues to narrow.

The cadre program is coordinated by the Minister in charge of revolutionary development, Nguyen Duc Thang. He has drafted a comprehensive plan for revolutionary development for each of the 43 provinces of South Vietnam.

Those directing the new cadre system have insisted that the cadre being deployed in the countryside do their work with spirit and enthusiasm, hopefully arousing in the people a desire to help themselves. Cadre work is hard and dangerous. In 1965, 354 were killed and 500 wounded.

The Revolutionary Development program involves the re-establishment of security in the hamlet and the village and the elimination of the Viet Cong organization and infra-structure. This process includes the formation of adequate local defense and the organization of the local hamlet administration in a manner which represents the desire of the local people.

Such practical steps -- seemingly obvious, but difficult to achieve -- are being included in the plans for each of the provincial Revolutionary Development programs now under way.

That vitality has also been demonstrated in recent weeks on the political front. The people have expressed themselves vigorously -- and even with impatience and urgency -- about their futures.

- 8 -

We welcome and we support the opportunity for the people of South Vietnam to decide their own futures, and we shall cooperate willingly and gladly with whatever government emerges from this process.

#

Primarily, however, we are waging the "other war" not against the Viet Cong but for the overwhelming majority -- the non-Communist majority -- of the people of Vietnam. And the eagerness and effectiveness with which they have responded is a measure of their vitality and of their justified confidence in the future of their country.

(Insert) → ~~That vitality has also been demonstrated in recent weeks on the political front. The people have expressed themselves vigorously -- and even with impatience and urgency -- about their futures.~~

We welcome and we support the opportunity for the people of South Vietnam to decide their own futures, and we shall cooperate willingly and gladly with whatever government emerges from this process.



Hopefully, the proposed new codes for political parties and for elections will generate support among political groups now outside the government.

As the growth of a national political structure proceeds, the Revolutionary Development program can be increasingly effective. This is the struggle to win and hold the allegiance of the Vietnamese who live in rural South Vietnam, in more than 2,600 villages and approximately 11,000 hamlets -- where they have been subject to decades of Viet Cong subversion and terror.

Pacificator

The heart of this campaign is the Vietnamese Revolutionary Development cadre program known as the "Can Bo" program. Cadre groups, each comprised of approximately 59 specialists in health, education, and agriculture and political action are trained as teams and sent out into the villages to help re-establish functioning local governments in areas recovered from VC control. From the training center at Vung Tau, the cadre training program has trained and deployed more than 22,000 cadre. By the end of 1966 that number should be doubled. This will still leave government cadre outnumbered in the nation by VC activists. But the gap continues to narrow.

The cadre program is coordinated by the Minister in charge of revolutionary development, Nguyen Duc Thang. He has drafted

a comprehensive plan for revolutionary development for each of the 43 provinces of South Vietnam.

Those directing the new cadre system have insisted that the cadre being deployed in the countryside do their work with spirit and enthusiasm, hopefully arousing in the people a desire to help themselves. Cadre work is hard and dangerous. In 1965, 354 were killed and 500 wounded.

The Revolutionary Development program involves the re-establishment of security in the hamlet and the village and the elimination of the Viet Cong organization and infra-structure. This process includes the formation of adequate local defense and the organization of the local hamlet administration in a manner which represents the desires of the local people.

Such practical steps -- seemingly obvious, but difficult to achieve -- are being included in the plans for each of the provincial Revolutionary Development programs now under way.

It would be a serious mistake, however, to over-emphasize the significance of the numbers of secured hamlets or the number of deployed cadre in any given time period. The success of the comprehensive effort to create a more dynamic national political structure in Vietnam will be equally important.

①

Notes
Advising Council
May 4-16, 1966

They have involved American power to help assure the South Vietnamese people the right to decide their own futures, freely and without intimidation.

②

I won't trace the history of our involvement in Vietnam or detail our present strategy there. This has been done many times. And you ^{have} will undoubtedly spend a good deal of time on these subjects today.

③ Begin

Over the past few weeks I have discussed Asia and Vietnam on numerous occasions.

One of the things I have said concerns you, and it is this: I believe communications media are, to a large degree, missing an important part of the story.

The old city hall tradition calls for the reporting of violence.

In Asia and Vietnam there is plenty of violence to find -- and it should be fully reported.

② Today I would like
to say a few words
about the social and
economic revolution that
is going on in Asia, the
"other war" in Asia.

In all these places -- as well as Vietnam -- military security was and is called for.

But, in the long run, the even more important security will be security from hunger, disease and ignorance.

Today, in Vietnam, we are striving to help establish military security.

But also we are -- in a struggle that, frankly, has been too greatly overlooked -- striving to achieve that second and even more critical security.

Begin
This is a war that is being waged without guns.

It is being waged by our soldiers and marines engaged in civic action -- and by civilians of equal valor and dedication.

It is being waged by doctors, nurses, teachers, farm and labor specialists, sanitarians, municipal experts, electric power and cooperative advisers.

[Insert] - p. 15

④ Closely related to the economic and social programs underway are the efforts to build a viable political structure.



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