

REMARKS

VICE PRESIDENT HUBERT HUMPHREY

FIFTH ANNIVERSARY CEREMONY

PLANS FOR PROGRESS

Washington, D.C.

June 6, 1966

Chief Executives  
of over 300 Corps

Mr Charles Spahr  
Mr Mulford  
Member of Congress  
Sen. Foley.

I want to express my personal respect and appreciation to each of you for being with us here today. I know you all have companies to run and stockholders to keep happy. So we are truly grateful that you could take time away from your important tasks to help us mark this occasion.

We are here to celebrate the 5th Anniversary of Plans for Progress. And we have come a long way in five years.

↳ Yes, I recall the day when the first Plan for Progress was signed -- May 25, 1961. I recall that in the late afternoon I was called to the office of the then Vice President.

↳ We had worked closely together on passing the Civil Rights Acts of 1957 and 1960 when he was Senate Majority Leader.

↳ He knew of my intense concern in promoting equal employment opportunity.

↳ When I arrived at his office in the Capitol, he handed me a copy of the freshly signed initial "Plans for Progress" and said, "Hubert, I think we have found a way to do something about one of those problems in which you are so interested."

↳ When I read this first plan, I knew that Lyndon Johnson was right. ! That relatively simple document

embodied an important new concept -- the idea that  
a major American corporation would pledge to the  
President of the United States its determination to  
direct the energies and talents of its employees to promote  
equal employment opportunity affirmatively, as well as  
carrying forward the more negative duty of eliminating  
discrimination.

And, As you know, we have with us this afternoon the  
man who signed the first Plan for Progress --

Courtlandt Gross of Lockheed.

At the risk of embarrassing one of the most modest  
and unassuming gentlemen I know, I want to express  
the thanks and appreciation of the U. S. Government to  
Courtlandt Gross for his remarkable leadership in carrying  
forward the concept of Plans for Progress.

I have learned that when the first plan was being  
written in Marietta, Georgia, Courtlandt Gross spent a

whole weekend sitting in his shirt sleeves at his secretary's desk writing into that plan the essentials in which he believed.

↳ Lockheed was number one. Today, five years later, the Plans for Progress family is considerably larger -- 328 Plans for Progress companies at last count. And the end is not in sight.

↳ Plans for Progress was conceived as a program to create circumstances and attitudes which would insure an equal chance for employment, training and promotion for all employees and potential employees. And the results have been most heartening.

↳ A year ago I reported on the progress made between 1963 and 1964 by the first 100 companies to join the program. Today, we are releasing the progress for 1965.

↳ Our new statistics demonstrate continuing gains in non-white employment in both white collar and blue collar

positions. But, these statistics also demonstrate that the rate of improvement has slackened somewhat over the previous year.

↳ These figures suggest to me that perhaps the "easy hires" have been made -- the skilled, educated and qualified -- and now we must develop new approaches which rely more on training, preparation, and helping persons to become fully qualified.

↳ It is also important to realize that statistics can be misleading. If you start from a small enough base, any increase will look better than it actually is. You should also know that the performance of some Plans for Progress companies is superior to others. There is, in short, much work to be done.

↳ But, on this fifth anniversary, we must not obscure the tremendous strides forward which have been taken. *We need not downgrade our efforts in order to stimulate us to greater deeds.*

*To eliminate Discrimination in employment on  
basis of race or creed*

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↳ Plans for Progress has been seeking to remedy those things which cause some people to be ill-prepared for the opportunities that are increasingly available to them. There are hundreds of small, intimate personal stories of men and women whose lives have been touched and made more meaningful by the affirmative action programs of individual Plans for Progress companies.

↳ -- I recall the major aluminum company which was tearing down an old smelter in North Carolina to replace it with the most modern facility in the country.

The old operation did not require that employees be able to read and write and do simple arithmetic; the new one would. More than 100 employees, most of them non-white, were unable to meet the new standards.

↳ But the company, in a positive undertaking under its Plan for Progress, worked with its unions and

North Carolina

with the ~~State~~ Department of Education to set up

classes in basic reading, writing and arithmetic so these men could hold jobs in the new smelter.

↳ I understand there was a wonderful response.

All but about two or three made the grade. One middle-aged man told his supervisor how he had used his new-found abilities to read the daily newspaper to his kids -- and how proud they were of him.

↳ -- At a major aircraft manufacturing installation in the South, several men who were working as janitors read their company's Plan for Progress and applied for jobs as dispatchers. But this job required the ability to read blue prints -- and this in turn required a knowledge of simple mathematics. And the janitors lacked the necessary education. But the company took affirmative action to meet the situation. It set up a program for these --

and other -- middle-aged men with ambition; and they successfully completed it. Today they are working at the jobs they aimed for originally. *better Jobs, better Pay!*

↳ There are many minority employees who are taking advantage of "company tuition refund programs" to enhance their educations -- and advance their career possibilities. ( I have been told of one young man who has completed 33 graduate courses in the last few years -- and of another one who came to a major electronics company with a bachelor's <sup>degree</sup> and has just completed his Ph.D. at the company's expense.

↳ I am sure each of you could tell us of similar stories in your companies. While these incidents should not blind us to the massive job which remains, they do help us understand how thousands of fellow Americans received their chance to lead productive and

useful lives through the efforts of Plans for Progress.

*now* What of the future?

Plans for Progress has never been more active in developing new techniques and approaches to promote affirmatively equal employment opportunity and achievement.

Let me note just several for you.

-- The national public service advertising and communications campaign, "Things are Changing," has been given \$2.5 million in free advertising time and space in the last few months. And this is just the beginning of the Campaign.

-- The Vice President's Task Force on Youth Motivation, a group of some 200 young executives from minority backgrounds -- all of them employees of Plans for Progress companies -- has just completed visits to some 70 colleges and several high school systems in our

large cities as "living witnesses" that opportunity exists for those who prepare for it. And we are planning for the fall campaign.

↳-- The Plans for Progress Advisory Council is sponsoring the formation of local merit employment councils. We now have more than 30 of them. In the next few months, we hope to see many more -- with Plans for Progress companies at their core. We ~~went~~ <sup>to be the lead and</sup> your company ~~is~~ <sup>is</sup> or will be -- participating.

↳-- The Plans for Progress staff is conducting 24 seminars on manpower development and training programs across the country in cooperation with the Office of Economic Opportunity, the Department of Labor, and the Department of Health, Education and Welfare.

↳ One seminar, in Milwaukee, quickly resulted in commitments from companies to provide 200 openings for on-the-job training for disadvantaged young people.

↳ Another, in Chicago, resulted in one company taking on 25 young people -- completely apart from their normal employment standards -- in order to put them through a special program that hopefully will qualify them for permanent employment with the company.

↳ The third of these seminars will be held tomorrow in Cleveland and I want to tell Charlie Spahr we are expecting great things from this city. *his City.*

↳ -- There is one ~~final~~ <sup>other</sup> program which deserves special mention -- the Vocational Guidance Institutes.

In 1964, Plans for Progress started a pilot program in Detroit which brought together local businessmen, guidance counsellors, and administrators of core city high schools with large minority student populations.

↳ Through lectures, plant tours and discussions with personnel experts, the school officials acquired a more

accurate picture of the modern world of work and what their students needed to be prepared for employment.

∟ Last year, we sponsored 10 of these Vocational Guidance Institutes. This year we are planning 17.  
The Plans for Progress companies, on the basis of a national solicitation, have contributed more than \$150,000 toward the cost of the Institutes.

I am especially pleased to announce today that the Economic Development Administration of the Department of Commerce is making a \$125,000 grant to Plans for Progress, to complete financing of these institutes. My good friend, Assistant Secretary of Commerce Eugene Foley, who heads EDA, is with us today. We want to acknowledge his agency's contribution to the success of this program.

∟ Those of us in Washington who work with Plans for Progress are proud of these programs. To us,

Foley

they are our free enterprise system working at its best.

They are examples of what businessmen can do about community social and economic problems when they apply the same energies and skills that have gone into building their companies.

↳ In five years, you men and your companies have built for Plans for Progress an enviable record through such application. Our responsibility now is to see that record made still brighter.

↳ I hope that each of you will go away from this meeting determined to see what more you can do -- in your company and in your community -- to carry out the ideals expressed in your own Plan for Progress.

One of America's great authors, Thomas Wolfe, has summed up eloquently the purpose of all we are trying to do:

"To every man his chance,  
To every man, regardless of his birth,  
His shining, golden opportunity.  
To every man the right to live,  
To work, to be himself,  
And to become  
Whatever things his manhood and his vision  
Can combine to make him.  
This . . . is the promise of America."

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