

PRESIDENT'S COUNCIL ON YOUTH
OPPORTUNITY

Washington, D.C. 20005

FOR RELEASE WED. PM's
May 24, 1967

Hubert H. Humphrey
Chairman

FOR FURTHER INFORMATION:

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Vice President Hubert H. Humphrey today urged American businessmen to hire more disadvantaged youngsters this summer and show them "the challenge and opportunities in the world of private enterprise."

Speaking at the annual Washington Conference of the Advertising Council, the Vice President reported more than a quarter million jobs already pledged in the initial response to appeals from the President's Council on Youth Opportunity.

Organized labor, the mayors of most large cities, civic and professional organizations and the Federal Civil Service Commission also have pledged full support for summer programs of jobs, recreation and education.

He described the Federal summer programs which are budgeted at more than 600 million dollars, and he noted that each one requires local planning and local administration.

"We can help from Washington, but the job has to be done at home -- in your communities, where youngsters live and where adults must provide leadership and guidance."

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The Vice President's remarks are scheduled for delivery at 9:30 a.m. on May 24, at the National Headquarters of the American Red Cross in Washington. The text is attached.

FOR RELEASE: MAY 24, 1967

WEDNESDAY PM'S

REMARKS OF VICE PRESIDENT HUBERT H. HUMPHREY
ADVERTISING COUNCIL WASHINGTON CONFERENCE
WASHINGTON, D. C.
MAY 24, 1967

This year marks the twenty-fifth anniversary of the Advertising Council, so it is with special pleasure that I share this occasion with you.

I can't resist telling you what an old newspaper advertising friend of mine once told me, he said that Samson was the earliest successful advertiser.

I asked him why and he said: "He took two columns and brought down the house."

More seriously, I know that J. Walter Thompson in his famous definition, once said that advertising's goal is to provide more people with better products at lower prices.

I believe you are doing a magnificent job of achieving that goal. And I want to thank you today for doing so for helping to keep this free economy of ours growing and dynamic and propelled by the fuel of ideas.

This occasion also gives me the chance to convey a personal "Thank You" for the hundreds of other good causes you have supported over these years, including the Discover America campaign now in progress. And particularly I thank you for the advertising campaign to be launched shortly on behalf of the Summer Program of the new President's Council on Youth Opportunity, which I am privileged to chair.

The Advertising Council was set up shortly after Pearl Harbor. That doesn't seem so long ago. But almost half the people in our country today are younger than the Ad Council.

And they are an important half -- as you who know the youth market are well aware.

For those of us in the other half of the population, there is the challenge to help young people build meaningful, useful lives -- and that is what the President's Council on Youth Opportunity is all about. We want to do a full-time, year-round job of helping to provide opportunities in recreation, education and employment.

There is an immediate task before us: Helping young people this summer.

First, there is the need for summer jobs.

This will be the third year the federal government has taken on the task of coordinating a summer jobs campaign. In the summer of 1965 we found about a million extra jobs which would not otherwise have been available. We found useful work for young people who otherwise would have been idle in the streets.

Last year we found more than a million jobs.

But in 1967 we need to do even better.

I think an absolute minimum ought to be one million two hundred thousand. The ideal would be two million.

We know, from our work the past two summers, that American businessmen want to give young people a chance to develop their aptitudes and talents.

What better time is there to show a youngster the challenge and opportunities available in the world of private enterprise? He will go back to school in the fall more determined -- and, because of his summer pay, able -- to complete his education and prepare himself for a responsible job, and I need not tell you that few jobs exist anymore for people without education and training.

Let me give you a few examples of what is being done around this country to find summer jobs for young people.

--The AFL-CIO Executive Council has issued a statement urging all its affiliate unions "to make every effort to hire, and induce employers to hire, young workers for summer jobs, in keeping with the objectives of the President's Summer Jobs for Youth Campaign and in the highest interest of the nation's future."

--The Federal Civil Service Commission has undertaken the coordination of an expanded 1967 Federal Summer Employment Program. A goal has been set for every federal agency throughout the nation: To hire one extra summer young person

for every 100 regular workers, and in Washington, D. C. the goal is at least three extra summer workers for every 100 employees. This will mean jobs for over 50 thousand young people between the ages of 16 and 21.

--Thousands of individual private employers are writing in to pledge jobs. As of today, more than a quarter million jobs have been pledged in this fashion.

--Radio and Television support has been enthusiastic, ranging from thousands of hours of programmed spot announcements to half-hour documentary programs and radio-thons.

--Newspaper response has been excellent. All over America newspapers are running free want ads for youngsters . . . featuring stories about the problems of job-seekers . . . and giving editorial support to the program.

--The National Restaurant Association is working through its membership to hire young people and support local and state efforts.

--The Holiday Inns, for example, and other firms are bringing public attention to the campaign through the use of their marquees.

The mayors of our cities are writing me daily about their plans for the summer.

In Atlanta, Mayor Ivan Allen has set up the Atlanta Youth Council with full-time citizen staff under the direction of Robert Wood of Sears, Roebuck and Company. They are contacting 13 thousand metropolitan-area businessmen to find summer jobs. Mass registration is now going on in the high schools to place young people on job registers.

In Chicago, Mayor Richard Daley has set a goal of 20 thousand jobs and established a Summer Jobs for Youth Committee co-chaired by Morgan F. Murphy, Chairman of the Executive Committee of Commonwealth Edison, and Thomas F. Murray, President of the Chicago Building Trades Council. Twenty-five thousand employer appeals have already been sent.

In Chattanooga, Mayor Ralph Kelly has established the Full Employment Committee through the Junior Chamber of Commerce. Committee members are a cross-section of members paid for by the city. A telephone campaign is now underway with Jaycee volunteers at 13 points throughout the city.

In New York, Mayor John Lindsay has a task force representing his office and all those city agencies concerned with youth problems and summer activities. Contracts have already been signed with the Neighborhood Youth Corps to employ 14 thousand youths, and special efforts are being made to open additional job opportunities in private industry.

In Baltimore Mayor Theodore McKeldin has appointed a Council on Youth Opportunity as part of his task force committee for Equal Rights. Made up of business and civic leaders, it has received commitments for eleven hundred jobs and hopes to get more. To facilitate the program, the local council has set up a business for Youth Center.

In Jacksonville Mayor Louis H. Ritter has proclaimed June as Youth Opportunity Month. He has called a conference of leading representatives in business, industry, government and labor to help promote the program and find jobs for 65 hundred young people who will enter the community's job market this summer.

This is the "jobs" part of our summer program. But there are other ways we can make this a better summer for young people and for America.

We try to instill in our youngsters a love for books. Yet in the summer months, when the youngsters have more leisure time, we lock up the school libraries.

There may be some college student, majoring in library science and home for the summer, who could work in the library at a minimum cost. At least the library could be open for a few hours a day.

We urge physical fitness. Yet when summer comes, we close the gymnasiums. And many of the parks and playgrounds are closed at sunset, because they are not lighted.

These are things you can do something about, right in your own communities.

There are more than 600 million dollars budgeted for federal programs to make this a good summer--programs under the Elementary and Secondary Education Act...the College Work-Study Program...the Neighborhood Youth Corps... the Labor Department's concentrated employment program... community action...project Head Start...Upward Bound, and others.

But every single program I have listed requires local planning and local administration. We can help from Washington, but the job has to be done at home--in your communities, where youngsters live and where adults must provide leadership and guidance.

* * * *

Last week when I spoke on Wall Street at the 175th Anniversary of the New York Stock Exchange, I recalled J.P. Morgan's statement, "I don't believe in selling this country short."

I think most citizens of this country agree with that.

We can read about what's wrong with the younger generation. But I don't believe for a minute that this generation will become known as the "lost generation" or the "beat generation" or the "alienated generation"--unless we make it that way.

A nation that can produce the kind of young men and women we have serving in Southeast Asia, in our Armed Forces, in the Peace Corps, in VISTA, in the programs of our religious denominations and voluntary agencies--this is a nation that has something going for it among its younger generation.

But there is so much to be done.

Figures released this week show that last year the Army examined 1: million 6 hundred thousand draftees, and found more than one-third medically or educationally unacceptable for military service.

The New York Times pointed out editorially last week that one child in five in this nation's largest city is growing up "in an atmosphere of dependency and defeat--most of them in the slums, in homes without fathers and without minimal comforts except for that omnipresent television set to remind them of the society of abundance that has passed them by."

You know the magic of television. You know the tremendous impact it has in selling and in sharing ideas. But television also opens up to the hopeless array of hope, and we cannot let that hope go unanswered and trampled.

Your great campaigns of the past have served America--from "Save Tin" and "Plant Victory Gardens" in the darkest days of World War II. But I was particularly impressed with the coming campaign for our summer program developed by the Marschalk Company.

I was listening to the radio tapes, with Charlton Heston's magnificent voice urging our citizens to telephone their local agency and offer a job--or to volunteer to help make some youngster's summer a little brighter.

He concluded his appeal with these words:

"It could be the most important call you'll make this summer."

And he was right. I urge you as leaders and communicators, to go back to your communities and to help wherever you can.

I hope you will make jobs available to young people this summer.

If you don't have jobs to offer yourself, why not offer to hire a youngster to work for your city? Local officials tell me they have lots of work available in the parks and playgrounds but no funds to hire additional young workers.

Call your mayor. Pledge your support to his local Youth Opportunity Council. If he doesn't have one, urge him to set one up. Tell him you'll serve on it.

If you're in any doubt as to how to help in your particular community, just write: The Vice President, Washington, D. C.

REMARKS
VICE PRESIDENT HUBERT HUMPHREY
ADVERTISING COUNCIL WASHINGTON CONFERENCE
WASHINGTON, D. C.
MAY 24, 1967

THIS YEAR MARKS THE TWENTY-FIFTH ANNIVERSARY
OF THE ADVERTISING COUNCIL, SO IT IS WITH SPECIAL PLEASURE
THAT I SHARE THIS OCCASION WITH YOU.

↳ I CAN'T RESIST TELLING YOU WHAT AN OLD
NEWSPAPER ADVERTISING FRIEND OF MINE ONCE TOLD ME.

↳ HE SAID THAT SAMSON WAS THE EARLIEST SUCCESSFUL
ADVERTISER.

↳ I ASKED HIM WHY AND HE SAID: "HE TOOK TWO
COLUMNS AND BROUGHT DOWN THE HOUSE."

MORE SERIOUSLY, I KNOW THAT J. WALTER
THOMPSON IN HIS FAMOUS DEFINITION, ONCE SAID THAT

ADVERTISING'S GOAL IS TO PROVIDE MORE PEOPLE WITH
BETTER PRODUCTS AT LOWER PRICES.

↳ ^{and} ~~I BELIEVE~~ YOU ARE DOING A MAGNIFICENT JOB
OF ACHIEVING THAT GOAL. AND I WANT TO THANK YOU TODAY
FOR DOING SO ... FOR HELPING TO KEEP THIS FREE ECONOMY
OF OURS GROWING AND DYNAMIC AND PROPELLED BY THE
FUEL OF IDEAS.

↳ THIS OCCASION ALSO GIVES ME THE CHANCE TO
CONVEY A PERSONAL "THANK YOU" FOR THE HUNDREDS OF
OTHER GOOD CAUSES YOU HAVE SUPPORTED OVER THESE YEARS,
INCLUDING THE DISCOVER AMERICA CAMPAIGN NOW IN PROGRESS,
AND PARTICULARLY I THANK YOU FOR THE ADVERTISING CAMPAIGN
TO BE LAUNCHED SHORTLY ON BEHALF OF THE SUMMER ^{Youth} PROGRAM
OF THE NEW PRESIDENT'S COUNCIL ON YOUTH OPPORTUNITY,
WHICH I AM PRIVILEGED TO CHAIR.

THE ADVERTISING COUNCIL WAS SET UP SHORTLY AFTER PEARL HARBOR. THAT DOESN'T SEEM SO LONG AGO, BUT ALMOST HALF THE PEOPLE IN OUR COUNTRY TODAY ARE YOUNGER THAN THE AD COUNCIL.

↳ AND THEY ARE AN IMPORTANT HALF -- AS YOU WHO KNOW THE YOUTH MARKET ARE WELL AWARE.

↳ FOR THOSE OF US IN THE OTHER HALF OF THE POPULATION, THERE IS THE CHALLENGE TO HELP YOUNG PEOPLE BUILD MEANINGFUL, USEFUL LIVES -- AND THAT IS WHAT THE PRESIDENT'S COUNCIL ON YOUTH OPPORTUNITY IS ALL ABOUT.

↳ WE WANT TO DO A FULL-TIME, YEAR-ROUND JOB OF HELPING TO PROVIDE OPPORTUNITIES IN RECREATION, EDUCATION AND EMPLOYMENT.

↳ THERE IS AN IMMEDIATE TASK BEFORE US: HELPING YOUNG PEOPLE THIS SUMMER.

Jobs

FIRST, THERE IS THE NEED FOR SUMMER JOBS.

THIS WILL BE THE THIRD YEAR THE FEDERAL GOVERNMENT HAS TAKEN ON THE TASK OF COORDINATING A SUMMER JOBS CAMPAIGN. ↳ IN THE SUMMER OF 1965 WE FOUND ABOUT A MILLION EXTRA JOBS WHICH WOULD NOT OTHERWISE HAVE BEEN AVAILABLE. WE FOUND USEFUL WORK FOR YOUNG PEOPLE WHO OTHERWISE WOULD HAVE BEEN IDLE IN THE STREETS.

↳ LAST YEAR WE FOUND MORE THAN A MILLION JOBS.

↳ BUT IN 1967 WE NEED TO DO EVEN BETTER.

I THINK AN ABSOLUTE MINIMUM OUGHT TO BE ONE MILLION TWO HUNDRED THOUSAND. THE IDEAL WOULD BE TWO MILLION.

↳ WE KNOW, FROM OUR WORK THE PAST TWO SUMMERS, THAT AMERICAN BUSINESSMEN WANT TO GIVE YOUNG PEOPLE A CHANCE TO DEVELOP THEIR APTITUDES AND TALENTS.

↳ WHAT BETTER TIME IS THERE TO SHOW A YOUNGSTER THE CHALLENGE AND OPPORTUNITIES AVAILABLE IN THE WORLD OF PRIVATE ENTERPRISE?

HE WILL GO BACK TO SCHOOL IN THE FALL MORE DETERMINED--
AND, BECAUSE OF HIS SUMMER PAY, ABLE -- TO COMPLETE HIS
EDUCATION AND PREPARE HIMSELF FOR A RESPONSIBLE JOB.
AND I NEED NOT TELL YOU THAT FEW JOBS EXIST ANYMORE FOR
PEOPLE WITHOUT EDUCATION AND TRAINING.

LET ME GIVE YOU A FEW EXAMPLES OF WHAT IS
BEING DONE AROUND THIS COUNTRY TO FIND **SUMMER** JOBS FOR
YOUNG PEOPLE.

-- THE AFL-CIO EXECUTIVE COUNCIL HAS ISSUED
A STATEMENT URGING ALL ITS AFFILIATE UNIONS "TO MAKE
EVERY EFFORT TO HIRE, AND INDUCE EMPLOYERS TO HIRE, YOUNG
WORKERS FOR SUMMER JOBS, IN KEEPING WITH THE OBJECTIVES OF
THE PRESIDENT'S SUMMER JOBS FOR YOUTH CAMPAIGN AND IN
THE HIGHEST INTEREST OF THE NATION'S FUTURE."

-- THE FEDERAL CIVIL SERVICE COMMISSION HAS
UNDERTAKEN THE COORDINATION OF AN EXPANDED 1967 FEDERAL
SUMMER EMPLOYMENT PROGRAM.

A GOAL HAS BEEN SET FOR EVERY FEDERAL AGENCY THROUGHOUT THE NATION: TO HIRE ONE EXTRA SUMMER YOUNG PERSON FOR EVERY 100 REGULAR WORKERS, AND IN WASHINGTON, D.C., THE GOAL IS AT LEAST THREE EXTRA SUMMER WORKERS FOR EVERY 100 EMPLOYEES. THIS WILL MEAN JOBS FOR OVER 50 THOUSAND YOUNG PEOPLE BETWEEN THE AGES OF 16 AND 21.

↳ -- THOUSANDS OF INDIVIDUAL PRIVATE EMPLOYERS ARE WRITING IN TO PLEDGE JOBS. AS OF TODAY, MORE THAN A QUARTER MILLION JOBS HAVE BEEN PLEDGED IN THIS FASHION.

↳ -- RADIO AND TELEVISION SUPPORT HAS BEEN ENTHUSIASTIC, RANGING FROM THOUSANDS OF HOURS OF PROGRAMMED SPOT ANNOUNCEMENTS TO HALF-HOUR DOCUMENTARY PROGRAMS AND RADIO-THONS.

↳ -- NEWSPAPER RESPONSE HAS BEEN EXCELLENT. ALL OVER AMERICA NEWSPAPERS ARE RUNNING FREE WANT ADS FOR YOUNGSTERS ... FEATURING STORIES ABOUT THE PROBLEMS OF JOB-SEEKERS ... AND GIVING EDITORIAL SUPPORT TO THE PROGRAM.

-- THE NATIONAL RESTAURANT ASSOCIATION IS WORKING THROUGH ITS MEMBERSHIP TO HIRE YOUNG PEOPLE AND SUPPORT LOCAL AND STATE EFFORTS,

↳ -- THE HOLIDAY INNS, FOR EXAMPLE, AND OTHER FIRMS ARE BRINGING PUBLIC ATTENTION TO THE CAMPAIGN THROUGH THE USE OF THEIR MARQUEES,

↳ THE MAYORS OF OUR CITIES ARE WRITING ME DAILY ABOUT THEIR PLANS FOR THE SUMMER,

↳ IN ATLANTA, MAYOR IVAN ALLEN HAS SET UP THE ATLANTA YOUTH COUNCIL WITH FULL-TIME CITIZEN STAFF UNDER THE DIRECTION OF ~~ROBERT HIND~~ OF SEARS, ROEBUCK AND COMPANY,

↳ THEY ARE CONTACTING 13 THOUSAND METROPOLITAN-AREA BUSINESSMEN TO FIND SUMMER JOBS. MASS REGISTRATION IS NOW GOING ON IN THE HIGH SCHOOLS TO PLACE YOUNG PEOPLE ON JOB REGISTERS.

↳ IN CHICAGO, MAYOR RICHARD DALEY HAS SET A GOAL OF 20 THOUSAND JOBS AND ESTABLISHED A SUMMER JOBS FOR YOUTH COMMITTEE CO-CHAIRLED BY MORGAN F. MURPHY, CHAIRMAN OF THE EXECUTIVE COMMITTEE OF COMMONWEALTH EDISON, AND THOMAS F. MURRAY, PRESIDENT OF THE CHICAGO BUILDING TRADES COUNCIL. TWENTY-FIVE THOUSAND EMPLOYER APPEALS HAVE ALREADY BEEN SENT.

↳ IN CHATTANOOGA, MAYOR RALPH KELLY HAS ESTABLISHED THE FULL EMPLOYMENT COMMITTEE THROUGH THE JUNIOR CHAMBER OF COMMERCE. ~~COMMITTEE MEMBERS ARE A CROSS-SECTION OF MEMBERS PAID FOR BY THE CITY.~~ A TELEPHONE CAMPAIGN IS NOW UNDERWAY WITH JAYCEE VOLUNTEERS AT 13 POINTS THROUGHOUT THE CITY.

↳ IN NEW YORK, MAYOR JOHN LINDSAY HAS A TASK FORCE REPRESENTING HIS OFFICE AND ALL THOSE CITY AGENCIES CONCERNED WITH YOUTH PROBLEMS AND SUMMER ACTIVITIES. CONTRACTS HAVE ALREADY BEEN SIGNED WITH THE NEIGHBORHOOD YOUTH CORPS TO

EMPLOY 14 THOUSAND YOUTHS, AND SPECIAL EFFORTS ARE BEING MADE TO OPEN ADDITIONAL JOB OPPORTUNITIES IN PRIVATE INDUSTRY.

↳ IN BALTIMORE MAYOR THEODORE MCKELDIN HAS APPOINTED A COUNCIL ON YOUTH OPPORTUNITY AS PART OF HIS TASK FORCE COMMITTEE FOR EQUAL RIGHTS. ↳ MADE UP OF BUSINESS AND CIVIC LEADERS, IT HAS RECEIVED COMMITMENTS FOR ELEVEN HUNDRED JOBS AND HOPES TO GET MORE. TO FACILITATE THE PROGRAM,

THE LOCAL COUNCIL HAS SET UP A BUSINESS FOR YOUTH CENTER,

↳ ^{72a} IN JACKSONVILLE MAYOR LOUIS H. RITTER HAS PROCLAIMED JUNE AS YOUTH OPPORTUNITY MONTH. HE HAS CALLED A CONFERENCE OF LEADING REPRESENTATIVES IN BUSINESS, INDUSTRY, GOVERNMENT AND LABOR TO HELP PROMOTE THE PROGRAM AND FIND JOBS FOR 65 HUNDRED YOUNG PEOPLE WHO WILL ENTER THE COMMUNITY'S JOB MARKET THIS SUMMER.

↳ THIS IS THE "JOBS" PART OF OUR SUMMER PROGRAM. BUT THERE ARE OTHER WAYS WE CAN MAKE THIS A BETTER SUMMER FOR YOUNG PEOPLE AND FOR AMERICA.

↳ WE TRY TO INSTILL IN OUR YOUNGSTERS A LOVE FOR BOOKS. YET IN THE SUMMER MONTHS, WHEN THE YOUNGSTERS HAVE MORE LEISURE TIME, WE LOCK UP THE SCHOOL LIBRARIES.

↳ THERE MAY BE SOME COLLEGE STUDENT, MAJORING IN LIBRARY SCIENCE AND HOME FOR THE SUMMER, WHO COULD WORK IN THE LIBRARY AT A MINIMUM COST. AT LEAST THE LIBRARY COULD BE OPEN FOR A FEW HOURS A DAY.

↳ WE URGE PHYSICAL FITNESS. YET WHEN SUMMER COMES, WE CLOSE THE GYMNASIUMS. AND MANY OF THE PARKS AND PLAYGROUNDS ARE CLOSED AT SUNSET, BECAUSE THEY ARE NOT LIGHTED.

↳ THESE ARE THINGS YOU CAN DO SOMETHING ABOUT, RIGHT IN YOUR OWN COMMUNITIES.

↳ THERE ARE MORE THAN 600 MILLION DOLLARS BUDGETED FOR FEDERAL PROGRAMS TO MAKE THIS A GOOD SUMMER -- PROGRAMS UNDER THE ELEMENTARY AND SECONDARY EDUCATION ACT ... THE

COLLEGE WORK-STUDY PROGRAM ... THE NEIGHBORHOOD YOUTH
CORPS ... THE LABOR DEPARTMENT'S CONCENTRATED EMPLOYMENT
PROGRAM ... COMMUNITY ACTION ... PROJECT HEAD START ...
UPWARD BOUND, AND OTHERS.

↳ BUT EVERY SINGLE PROGRAM I HAVE LISTED REQUIRES
LOCAL PLANNING AND LOCAL ADMINISTRATION. WE CAN HELP
FROM WASHINGTON, BUT THE JOB HAS TO BE DONE AT HOME --
IN YOUR COMMUNITIES, WHERE YOUNGSTERS LIVE AND WHERE
ADULTS MUST PROVIDE LEADERSHIP AND GUIDANCE.

* **

↳ LAST WEEK WHEN I SPOKE ON WALL STREET AT THE
175TH ANNIVERSARY OF THE NEW YORK STOCK EXCHANGE, I RECALLED
J.P. MORGAN'S STATEMENT, "I DON'T BELIEVE IN SELLING THIS
COUNTRY SHORT."

I THINK MOST CITIZENS OF THIS COUNTRY AGREE
WITH THAT.

↳ WE CAN READ ABOUT WHAT'S WRONG WITH THE YOUNGER GENERATION. BUT I DON'T BELIEVE FOR A MINUTE THAT THIS GENERATION WILL BECOME KNOWN AS THE "LOST GENERATION" OR THE "BEAT GENERATION" OR THE "ALIENATED GENERATION"-- UNLESS WE MAKE IT THAT WAY.

↳ A NATION THAT CAN PRODUCE THE KIND OF YOUNG MEN AND WOMEN WE HAVE SERVING IN SOUTHEAST ASIA, IN OUR ARMED FORCES, IN THE PEACE CORPS, IN VISTA, IN THE PROGRAMS OF OUR RELIGIOUS DENOMINATIONS AND VOLUNTARY AGENCIES -- THIS IS A NATION THAT HAS SOMETHING GOING FOR IT AMONG ITS YOUNGER GENERATION.

↳ BUT THERE IS SO MUCH TO BE DONE.

↳ FIGURES RELEASED THIS WEEK SHOW THAT LAST YEAR THE ARMY EXAMINED 1 MILLION 6 HUNDRED THOUSAND DRAFTEES, AND FOUND MORE THAN ONE-THIRD MEDICALLY OR EDUCATIONALLY UNACCEPTABLE FOR MILITARY SERVICE.

THE NEW YORK TIMES POINTED OUT EDITORIALY LAST WEEK THAT ONE CHILD IN FIVE IN THIS NATION'S LARGEST CITY IS GROWING UP "IN AN ATMOSPHERE OF DEPENDENCY AND DEFEAT -- MOST OF THEM IN THE SLUMS, IN HOMES WITHOUT FATHERS AND WITHOUT MINIMAL COMFORTS EXCEPT FOR THAT OMNIPRESENT TELEVISION SET ^{to} REMIND THEM OF THE SOCIETY OF ABUNDANCE THAT HAS PASSED THEM BY."

↳ YOU KNOW THE MAGIC OF TELEVISION, YOU KNOW THE TREMENDOUS IMPACT IT HAS IN SELLING AND IN SHARING IDEAS. (BUT TELEVISION ALSO OPENS UP TO THE HOPELESS A RAY OF HOPE, AND WE CANNOT LET THAT HOPE GO UNANSWERED AND TRAMPLED.

↳ YOUR GREAT CAMPAIGNS OF THE PAST HAVE SERVED AMERICA -- FROM "SAVE TIN" AND "PLANT VICTORY GARDENS" IN THE DARKEST DAYS OF WORLD WAR II. BUT I WAS PARTICULARLY IMPRESSED WITH THE COMING CAMPAIGN FOR OUR SUMMER PROGRAM DEVELOPED BY THE MARSCHALK COMPANY.

∟ I WAS LISTENING TO THE RADIO TAPES, WITH
CHARLTON HESTON'S MAGNIFICENT VOICE URGING OUR CITIZENS
TO TELEPHONE THEIR LOCAL AGENCY AND OFFER A JOB -- OR TO
VOLUNTEER TO HELP MAKE SOME YOUNGSTER'S SUMMER A LITTLE
BRIGHTER.

∟ HE CONCLUDED HIS APPEAL WITH THESE WORDS:
"IT COULD BE THE MOST IMPORTANT CALL YOU'LL
MAKE THIS SUMMER."

AND HE WAS RIGHT. I URGE YOU AS LEADERS
AND COMMUNICATORS, TO GO BACK TO YOUR COMMUNITIES AND TO
HELP WHEREVER YOU CAN.

∟ I HOPE YOU WILL MAKE JOBS AVAILABLE TO YOUNG
PEOPLE THIS SUMMER.

∟ IF YOU DON'T HAVE JOBS TO OFFER YOURSELF, WHY
NOT OFFER TO HIRE A YOUNGSTER TO WORK FOR YOUR CITY?
LOCAL OFFICIALS TELL ME THEY HAVE LOTS OF WORK AVAILABLE IN
THE PARKS AND PLAYGROUNDS BUT NO FUNDS TO HIRE ADDITIONAL
YOUNG WORKERS.

CALL YOUR MAYOR. PLEDGE YOUR SUPPORT TO HIS
LOCAL YOUTH OPPORTUNITY COUNCIL. IF HE DOESN'T HAVE
ONE, URGE HIM TO SET ONE UP. TELL HIM YOU'LL SERVE ON IT.

IF YOU'RE IN ANY DOUBT AS TO HOW TO HELP IN
YOUR PARTICULAR COMMUNITY, JUST WRITE: THE VICE PRESIDENT,
WASHINGTON, D.C.

LET ME PUT IT CLEARLY AND SIMPLY: IF WE WANT
THIS SUMMER TO BE A COOL SUMMER, AND NOT A HOT ONE ...
IF WE WANT OUR YOUNG PEOPLE TO GROW UP AS DECENT, CONSTRUCTIVE
CITIZENS AND NOT AS EMBITTERED, DISAPPOINTED DWELLERS OF
THE GHETTO ... IF WE WANT OUR AMERICA TO BE AN AMERICA
THAT IS STRONG AND FREE, IT WILL DEPEND ON US.

THIS SUMMER IS THE TIME TO BEGIN.

#

Address

of

HON. HUBERT H. HUMPHREY

Vice President of the United States

before the

Advertising Council

May 24, 1967

THE VICE PRESIDENT: You do put a man on in a hurry, I'll say that.

(Laughter)

I just got to bed. I haven't quite awakened yet.

Your schedule and mine just don't jibe, you see, and I--I'm sorry that--I'm glad, Joe, though, I'm glad you spoke loudly. That brought me to my feet.

(Laughter)

Well, I know you have a busy schedule and I recognize that you have a very--a very illustrious series of speakers following this opening of a rather cool cup of coffee that you're going to have at this moment, so I'm going to get on with what I have to say to you and if I'm correctly informed the format of this occasion is that I'm to say what I care to and then you're to get up and say what you'd like to and then I return the compliment, is that right, through questions and answers.

(Laughter)

1 And if that's--if this is a good time of the day because
2 it'll be sharp and to the point, because I seldom speak kindly
3 to anybody before Noon.

4 (Laughter)

5 I'm a night man myself and--and try to do most of my
6 work after 10 o'clock at night. And, so, I'll get on with my
7 work this morning.

8 I come here this morning to discuss a topic with you
9 of--of great concern, I think, to our country, and I'm sure
10 therefore of considerable concern to each of you in your indivi-
11 dual capacities in the business world.

12 I have many assignments in this government. I've often,
13 in a joking manner, discussed my role in the government as Vice
14 President--it's an office that carries with it considerable
15 responsibility, but little or no authority. It's a rather unique
16 office; in fact, it's rather awkward on occasion.

17 I even go so far as to say that when I get up to speak
18 like this I'm not ever quite sure that I'll really finish it,
19 because you can never tell, the President might walk in--

20 (Laughter)

21 I have a whole series of undelivered or half-delivered
22 speeches that--

23 (Laughter)

24 --that I have promised to place in the Johnson Library
25 at sometime so that--

1 (Laughter)

2 --that historians, at least, might look at them.

3 The--two of my assignments are in the fields of science;
4 one is the--and both of them by Congress. The only constitution-
5 al assignment that the Vice President has is to preside over the
6 Senate and whenever there is a tie vote, if he wants to, to
7 break that tie. Other than that, he's supposed to take it easy
8 and be well paid.

9 (Laughter)

10 I can assure you that those latter two standards have
11 been violated in recent years--

12 (Laughter)

13 Then the Congress decided that the Vice President would
14 be chairman of the Space Council, dealing with the work in re-
15 search and development in space science, and, then just a year
16 ago, decided that the Vice President would be Chairman of the
17 Council in Marine Resources Engineering and Development. This
18 is known as--in the common language--as oceanography, and I
19 generally say to my student groups that I speak to that you'll
20 notice that every time that the Congress gives the Vice President
21 anything to do it's either out of this world or in the bottom
22 of the ocean.

23 (Laughter)

24 And I have said (laughing)--I have said to the Presi-
25 dent, on occasion, that my knowledge of the globe tells me that

1 71 per cent of the earth's surface is water, 29 per cent is land,
2 and of the 29 per cent, he has a very small proportion of it
3 under his jurisdiction, namely, the United States, but because
4 waters are international and because all of us have the rights
5 in those international waters, at least we thought so--

6 (Laughter)

7 --I have jurisdiction over 71 per cent of the globe,
8 and it's quite obvious whose doing the most work.

9 (Laughter)

10 And then I go on to point out in these more happy
11 moments that my fish cause him less trouble than his people--

12 (Laughter)

13 --but--so this will give you (laughing) just a little
14 of the framework in which I--in which I work around this city.

15 But my most recent assignment and one that fits in very
16 well with what I've been trying to do is this chairmanship of
17 the President's Council on Youth Opportunity.

18 I have, ever since I've been Vice President, served
19 as the liaison man, or officer, with all of local government in
20 the United States. This is something that I started with a
21 legislative interest when I served in the Senate. I'm one of
22 the authors of the Inter-Governmental Relations Advisory Com-
23 mission. Being a former Mayor of the city of Minneapolis, I've
24 always had a great interest in the ethicacy and the activity of
25 and the resources of local government.

1 I believe, as you do do, that this country cannot be
2 operated out of one city, nor can it be centralized in the
3 national government. Decentralization has to be more than a
4 phrase; it has to be a fact, and this is why we have spent a
5 great deal of time in these recent years trying to, in a sense,
6 rejuvenate our federal system to get a better understanding of
7 what we mean by federalism. What we mean by creative federal-
8 ism. What we mean by--by a working partnership between the
9 Federal, State and local governments, and how that partnership
10 can be made real and effective and workable. And then how we can
11 pool the great public resources with the private resources of
12 our country.

13 As a matter of fact, the--the strength of this nation
14 is not to be found in its government; the strength of the nation
15 is in the totality of all of the resources, public and private,
16 and most of the resources are in the private sector, either in
17 the business community or the labor-management business area,
18 or in our great universities, or in our voluntary associations,
19 and we have to keep that in mind. We talk about what the United
20 States is going to do, or what the United States should do. We
21 must not think in terms only of what the government is doing,
22 or is going to do. Because then we--we lose our sense of per-
23 spective. We actually do not properly evaluate what resources
24 we have to bring to bear.

25 I've spent a good deal of time, gentlemen, trying to

1 understand this and to work on it, and I've had over 30--about
2 35 meetings in the last two years with the mayors and the city
3 managers and the county commissioners throughout the United
4 States to begin to build a better understanding, closer working
5 relationships, cut red tape that affects Federal, State, and
6 local government operation.

7 One of the areas of activity that has demanded our
8 attention is this area known as youth activity, and I might even
9 say the inactivity of some youth, the despair and the hopeless-
10 ness which seems to have gripped some of them.

11 Your government has a number of programs that are
12 directed towards the well-being, the meaningful lives of young
13 people. Of course, there are programs of health and health
14 research that affect everybody. But there is a program, such
15 as the Elementary and Secondary Education Act; last year that
16 program provided educational opportunities for eight million
17 deprived young people. There are a whole galaxy of programs,
18 series of programs under the Office of Economic Opportunity--
19 Project Upward Bound, the Job Corps, and then there is the
20 Neighborhood Youth Corps; and there are work-study programs;
21 all of which have been very, very helpful to a number of deprived
22 or disadvantaged young people.

23 We have our programs of Aid to Higher Education, for
24 fellowships and scholarships and student loans. One million
25 young Americans were in college last year because of those

1 programs. There are six million in our universities and colleges,
2 and one million alone because of those programs.

3 But despite all of this, we still have a tremendous
4 problem ahead of us.

5 There's a great restlessness in our country. I see
6 some people here from the medical world, from the scientific and
7 technological world. Science and technology are changing the
8 world fast. It's contracting at the same time that's its expand-
9 ing. If nothing else than the communications satellite it's a
10 different world. If nothing else than what we're doing in space
11 research it's a different world. Or in atomic energy. I see
12 it every day in my work.

13 This is a world of social change as well as scientific
14 and technological change. And as I've said so many times when
15 I've travelled by plane, when I get up and look at that map be-
16 fore we take off, I generally see weather systems, and when you
17 have these two weather systems that are moving across the country,
18 coming in contact. What happens when one system is moving out
19 and another system is moving in? You men that travel a lot know
20 what you go through when the pilot says "Put on the seat belt,
21 we're going to have a little turbulence" and you hope and pray
22 that that plane you're in is strong enough in its structure to
23 take that turbulence and that the pilot and the co-pilot and
24 the navigator and the engineer know how to get you through; and
25 that all of the devices that have been built in, the radar and

1 what-have-you, can circumvent some of the storms.

2 Well, we're going through exactly the same kind of a
3 situation in our social systems. One old system is kind of
4 passing out, and a new system is coming in, a system where for
5 example, a large number of people in our country because of
6 race or creed or ethnic origin or color didn't have a fair break
7 in life, were not permitted to have first class citizenship
8 and they're coming into it now. And as that system--one system
9 moves on and another one moves in, there's turbulence, and add
10 to that all of the other things that are happening in terms of
11 our economy and our scientific and educational community, and
12 you can see the kind of a period of restlessness that we now
13 face.

14 The question before the house is: have we built, have
15 we constructed a social structure strong enough to take it? Is
16 there enough flexibility, enough resiliency in this craft, this
17 ship of state that we've constructed, to take the stresses and
18 strains. Do we have the ground crews, and the navigator, and
19 the devices, and the co-pilot and the pilot and the crew that
20 can guide us through this?

21 These are the questions that we have to ask ourselves
22 every day.

23 I think we have.

24 But there are times that we're being sorely tested.

25 Now, one of the groups involved in all of this rest-

1 lessness--and sometimes this restless phenomena breaks out
2 into violence and social disorder--is young people, young men
3 and women particularly between the ages of 16 and 20 that are
4 jobless; young men and women that come from the slums and the
5 ghettos and the rural poverty areas of America.

6 And gentlemen--and ladies--I'm not talking to you
7 theoretically. I do see this country. I make it my business
8 to. I have travelled more in the last three days than some
9 people travel in three years. I have been in 21 meetings since
10 Saturday, and I have a lot of them today, and it's tiring, and
11 I have been meeting with groups just like this, talking with
12 them, visiting with them, going out and seeing what's going on;
13 meeting with Negro leaders, meeting with youth leaders, meeting
14 with Mexican-Americans, meeting with business, meeting with
15 social workers, meeting with bankers all over this country.

16 I started out of Washington into Miami, and into Dallas,
17 Texas, and into Huntsville and up to part--into lower Tennessee,
18 and back up here to Washington again, and I'll do it every week-
19 end of my life. It's the same sort of business. If I ever get
20 a day off in a weekend, it'll be proclaimed a national holiday--
21 at least in my mind, because that's the time that we have to
22 observe what's going on.

23 You can't find out what's going on in this town.

24 You can hear reports, but I'm an old teacher and I
25 want to say that I feel a sense of obligation to give a refund

1 to every student in American government that I ever taught--

2 (Laughter)

3 --after having served in the government--

4 (Laughter)

5 --because what I taught and what is in the government,
6 there's no relationship between that. And that's a true state-
7 ment. I was a professor of political science; I contributed even
8 books in American government, and I'm almost ashamed to say so,
9 because although I must say that the relationship between what
10 is and what some people think is means that somebody was on LSD
11 or something. I don't know what it was.

12 (Laughter)

13 So I try to get out and see what's going on in this
14 great world of ours, and this great America of ours.

15 And of course, I'm basically an optimist. I think this is
16 a tremendous society that we have.

17 I was up here to Wall Street the other day to the 175th
18 anniversary of the New York Stock Exchange, and I paraphrased
19 the remarks of J. Pierpont Morgan. I said "Don't see this--don't
20 sell America short". And don't sell it short. We've got tre-
21 mendous vitality, incredible power, and I believe a very socially-
22 concerned group of people.

23 But we also have some very serious problems that we
24 haven't been able to master as yet and one of those is how do we
25 get at this area of the poor--of the poverty-ridden people.

1 Now look, I don't think it'll do us any good to say
2 whose fault it is. And there's certainly no partisan fault in
3 this, unless they're all guilty. And you can say, "Well, some
4 of them are worthless and they ought to work" and so on and
5 I've gone through all of that. I was brought up under the
6 puritanical ethic myself. My father had a very simple way of
7 life. He just believed in 18 hours a day--not eight, eighteen.
8 He started me off by saying, "I want you know you're not half
9 as smart as you think you are and you better work twice as hard
10 as anybody ever thought you should work and you may make some-
11 thing out of yourself." That was the kind of indoctrination
12 that I got.

13 The later I got to bed the earlier I got up. And
14 those are the k--that's the kind of a life that I had to start
15 to lead.

16 Now we talk about our young people today. We have today
17 millions of young Americans that are unemployed, between the
18 ages of 16 and 21. We have millions of young Americans that
19 have had little or no education. I don't think we can take any
20 satisfaction in knowing that our rate of adult illiteracy is
21 one of the highest in the world for an industrialized nation.

22 I don't think we can take any great comfort out of
23 the fact that our rate of infant mortality is one of the highest
24 of any of the industrialized nations in the world, despite the
25 finest medical care available of any nation in the world; despite

1 the finest educational system of any nation in the world, and
2 we just have to face up to these facts.

3 We have a large number of young people today that are
4 not equipped for jobs. If they have equipment, if they're skilled
5 or semi-skilled, they can get a job. But some of them are not
6 equipped for jobs, and yet there they are.

7 And I must say to you that unless we can do something
8 about it, the demagogue, the militant is going to lead them into
9 paths of destructive activity, violence and riots and we know it.
10 We've had notice served on us in this community and in other
11 communities, that certain people are going to take it over. And
12 we've seen it happen in too many places.

13 And, ladies and gentlemen, what else happens? Once a
14 riot takes place--and I've been cautioned not to talk to you like
15 this, you know. They say, "Don't bring all that stuff up, Mr.
16 Vice President." Well, I'm going to bring it up, because you're
17 old enough to hear it and so am I. We just as well face the
18 facts.

19 Once a riot has taken place then you get busy and pro-
20 vide the jobs. You've never failed yet. But why don't you
21 provide them before the riot? Why reward violence? Why let
22 some fellow out here that is moved with some kind of concept
23 of power, whatever he wishes to call it, why let him set the
24 standard?

25 Why have to shake up a whole community, destroy

1 buildings, bomb buildings, people injured and killed, property
2 destroyed, and then the Chamber of Commerce says, "You know,
3 we better do something about that."

4 And that's happened all over America. People don't
5 like to hear this, but it's true. It happened--if there's any-
6 body here from Minneapolis, it happened in our town, didn't it?
7 Right on Plymouth Avenue, where a handful--about 200--got wild
8 one night and went down and destroyed several blocks of buildings,
9 and then a week later they found 2,000 jobs. Why weren't these
10 jobs found before the destruction?

11 They were there. In fact we found so many jobs we
12 couldn't find the people to fill them.

13 And then when the excuse some out and says, "Well,
14 they're not quite ready for the job." Well, were they any more
15 ready after the riot? I think not.

16 I know that a number of these young men that I'm talk-
17 ing about, and young women, are not ready for jobs, but they'll
18 never be any more ready if you keep waiting.

19 Now you cannot have television and radio beamed into
20 even the hovels of the poor and show them that there is a ray
21 of hope in this world and have them sit there hopeless without
22 something happening.

23 Somebody told me, in fact, I often quote him because
24 it was my Dad, because he was the best teacher I ever had,
25 he said, "Never give a man a T-bone steak, son, if you're going

1 to keep him on a hamburger diet." And that's a fact. Don't
2 let him see how good it can be if you intend to keep him down
3 or don't intend to help him get up.

4 And today we have this problem. Now I have the problem
5 or the challenge at the President's direction, to mobilize what
6 we call the Youth Opportunity Campaign. And we've been doing it
7 all over America.

8 I have some notes here. We're doing it just to give
9 you an example.

10 In Atlanta, Mayor Ivan Allen is doing a big job.

11 In Baltimore, Theodore McKelden.

12 In New York, Mayor Lindsey.

13 In Chicago, Mayor Daly.

14 And I can go from community to community--Jacksonville,
15 Florida; Chattanooga, Tennessee; Birmingham, Alabama--community
16 after community where the mayors are setting up Mayors Youth
17 Councils and I want you to go back to your city, wherever it
18 may be, and say to the mayor of that city, because you can get
19 to him, say, "Have you a Mayor's Youth Council".

20 Now, what does that mean? That means, have you a
21 council that's broadly representative of the ethnic groups,
22 and the economic groups, and the religious groups of that city
23 that is designed to activate every resource of your town for a
24 program for young people.

25 The first job is jobs. The Civil Service Commission

1 of the United States has an order out at direction of the
2 President, that we will hire in the Federal government one young
3 man or young woman--needy young man or young woman--for every
4 100 Federal employees for this summer.

5 I've gone to the great automobile companies. I was
6 up in Detroit only recently, and they're hiring thousands of
7 young men and young women this summer even though its the worst
8 time for them to do it, because they're in change of model and
9 car sales are not as good as they would like to have.

10 I want you to ask your mayor, "Have you set up an
11 employment program in your town?", in government and in private
12 industry. This goes directly to the heart of it because we
13 can't have the jobs for young people unless private industry
14 provides them. The government can provide a few, and we're
15 doing so.

16 Cities are doing so. And, by the way, many cities
17 don't have the resources to hire one. Maybe you do. If you
18 don't have a place in your business, to hire--to use a young
19 man or young woman--pay that person's salary and give them to
20 the city for their park program or for some other program that
21 they may have. Offer them.

22 I give you another example, that you can do. I want
23 to make it quite clear, the job thing rests with private industry.
24 It must be filled.

25 There are companies that have done amazing things with

1 this. Tremendous. I had the reference in my remarks here to
2 what Sears and Roebuck is doing. Let me give you what that
3 company did in Chicago alone. It opened up its parking lots for
4 playgrounds; they're illuminated parking lots. Isn't it inter-
5 esting, we can put lights in a parking lot to park your car, but
6 you can't put lights in a park to park your kids.

7 Now I want to tell you I think the cars are more im-
8 portant--the kids are more important than the cars. Or equally
9 so, so that I don't get in trouble with anybody.

10 (Laughter)

11 Last summer I went around this city and panhandled this
12 town for lighted playgrounds and raised over \$150,000 myself as
13 Mayor--as Acting Mayor, so to speak, of the city of Washington,
14 because the Vice President isn't supposed to be doing things
15 like that; I just appointed myself.

16 And now I know why the Senators didn't win many ball
17 games. The lights that we got were out of the old Griffith
18 Stadium.

19 (Laughter)

20 They didn't shine very brightly; you couldn't see any
21 high flies. But we got those lights in the--in some playgrounds.
22 Here was the great Nation's Capital--they had fewer lighted
23 playgrounds in Washington, D. C. than they had in Wright County,
24 Minnesota, where I live, out in the country.

25 As I told the Board of Trade around here, we would con-

1 sider it un-American not to have a swimming pool and a lighted
2 playground even in the land of lakes, where they think we're
3 sort of kind of natives out there. That's a fact. My own little
4 town of 300 has a lighted playground. Everybody that's got
5 enough sense to come out of the rain in my State has a lighted
6 playground.

7 Every city that I know has one, and in Minneapolis we
8 have a dozen of them.

9 But the Nation's Capital was in darkness and they
10 wondered why there was a high rate of crime. We need lighted
11 playgrounds. Businessmen can light them. Right now department
12 stores are doing just that.

13 I had one here in Washington just the other day said
14 "How do I pay for a swimming pool? Tell me what to do. I'll
15 buy it." A company. Good. You don't need to wait for the
16 Government.

17 Another man said, "Look, can you get me to block off
18 a couple of streets and I'll equip it. I'll put in the--I'll
19 put in the playground attendants if you can op--if you can block
20 off two streets and make it into a temporary playground, we'll
21 take care of it."

22 I said, "Great. Now you're showing the imagination
23 that made you rich. That's why you are where you are. You
24 didn't sit around and say 'Well, I don't know what to do'."

25 All we need is the same creativity, the same imagination

1 that some of our businessmen used to get the customers and sell
2 their merchandise to put it on young people and we've got this
3 thing licked.

4 And that's what I'm asking you to do. Jobs. See if
5 your State Employment Office has a sign up there as big as
6 that wall that says "Youth Employment Center". See whether or
7 not your schools are conducting mass registration for students
8 and school drop-outs, for jobs. See whether or not your personnel
9 officials in your town have adjusted their personnel requirements.

10 You know what happened in my city? The job age was 18
11 and a high school diploma. You don't have to be 18 to be a
12 parking lot attendant, and you don't need a high school diploma.

13 Take a good look at it.

14 We got the Defense Department to re-examine some of
15 their security requirements for employment. We've simply got
16 to make the breakthrough. And I come to you this morning to
17 ask your cooperation.

18 May I say to the Advertising Council what good work
19 you've done. I don't want you to think that I'm unappreciative.

20 My goodness, I should have started out by praising you.
21 But now you're appreciate it more.

22 (Laughter)

23 I know what you've done in a host of causes; I know
24 how much you've helped in many, many great social causes. I
25 don't know what we'd do without you, and right now the--you're

1 doing us a marvelous--you're going to launch this great program
2 for our summer youth program and for camping. Listen, every
3 kid in America ought to have some time in a camp.

4 Do you know that last year 20 per cent of all the camp
5 facilities were non-used in this country.

6 Now, what do you think of it when you've got a plant
7 that has 20 per cent below capacity?

8 I run a little business. I was on the phone about it
9 last night. Always get a plug in for it, in case you ever get
10 out to Huron, South Dakota. We got a family drugstore. We've
11 been at for 64 years, and it's a darn good, modern business
12 house. In fact, every so often we change it completely, be-
13 cause we've got to keep up-to-date. We don't rest on last year's
14 laurels. And we're out after new customers every, every day
15 and we try to keep it properly organized and properly illuminated
16 in proper advertising.

17 So I want you to be as ingenious in your respective
18 businesses in trying to find work for these young people and
19 economic opportunity and playground opportunity and recreational
20 opportunity as you are in your business activities. You're on
21 radio and television right now. Your Advertising Council's
22 helped us with that. Spot announcements. See that they're on
23 in your town.

24 See that the Mayor's Council is appointed.

25 See that the clubs are activated.

1 See that a kid gets a break to go to camp.

2 It only costs \$35 a week to send--or \$40 at a maximum--
3 to send a kid to camp.

4 Now fellows, and ladies, we spend that much in the
5 club in one afternoon just discussing some of the things we
6 ought not to talk about.

7 (Laughter)

8 One of the advantages of my life is that it hasn't al-
9 ways been as saintly as some people would like it, so I know
10 what goes on.

11 (Laughter)

12 And I'm not going to tell you that you shouldn't have
13 that extra little lift that you want to get, that extra little
14 fun. I never was told in my life what time to go to bed, but
15 I was always told what time to get up.

16 And I'm here to tell you--I'm here to tell you that
17 we've got to do something about it. And I don't think that
18 everybody needs a yacht, but everybody ought to have a ride in a
19 rowboat. That's just my feeling about life.

20 I think every little kid in every one of these big
21 cities needs to know what clean air smells like. It'll be a
22 shock to his system, I know that, but he ought to have that one
23 exhilarating experience. And there are woods waiting for them,
24 and there are streams waiting for them and there are lakes wait-
25 ing for them, and 20 per cent of the camp facilities went unused,

1 and I'll guarantee you that if you had 20 per cent of your busi-
2 ness going unused you'd get a new manager. Or you'd shake it up.
3 You'd say, "I can't make a profit with my business operating at
4 80 per cent of capacity. I can't make a profit with 20 per cent
5 fewer customers coming through that door that's necessary to
6 keep and pay the expenses."

7 And we've built these camps with public funds and
8 private donations and there they sit, 20 per cent of the cots
9 unused. I ask you to contribute \$35, \$40 through your United
10 Givers Fund. I ask you to find ways and means of your corpora-
11 tion contributing thousands of dollars. It's deductible. We've
12 got that worked out pretty good for you.

13 You can reexamine up to--and you won't go to jail for
14 that. I'll guarantee you. I give you absolution right now.

15 (Laughter)

16 Just--just give us some help. And see what you can do
17 to make it a better summer, not just a summer of joy but a
18 summer of experience in enterprise, in work, in work discipline,
19 in a chance to earn some money, to get a kid back to school
20 this fall; to help somebody get out of that--that unbelievable
21 sickness of despair and hopelessness that grips too many of them.

22 Now, if you've got a couple of questions before I get
23 thrown out of hall, I'll take them.

24 Oh, I see Secretary McNamara's back there. I better
25 get out of here right now. All right. Thank you very much.

(Applause)

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