

FOR RELEASE UPON DELIVERY OF REMARKS  
EXPECTED AT 1 P.M. (EST) FRIDAY, MARCH 22, 1968

Remarks of Vice President Hubert Humphrey  
National Alliance of Businessmen  
Pittsburgh, Pennsylvania

It is a privilege to help inaugurate the National Alliance of Businessmen's JOBS program in Pittsburgh.

And I can think of no more appropriate place to make my first local appearance on behalf of the Alliance.

For it was in Pittsburgh six years ago, that the nation's first job training program under the Manpower Development and Training Act started.

Since then you have trained over 5 thousand people in a wide variety of skills and occupations. Eighty per cent of them are now gainfully employed. That means a lot in terms of new dignity and new security for thousands of Pittsburgh families.

During those same years our entire free enterprise system has shown amazing vitality. Unemployment has dropped from slightly under 6 per cent to about 3.8 per cent today. The vast majority of Americans are living better than ever before.

Once -- not so long ago -- we would have been content to let that record stand. Today it is not enough.

For we know that there is still a hard core of unemployed American men...women...youngsters just starting out in life -- who have been virtually untouched by the unprecedented expansion of our economy.

And we are no longer content to let those left-out citizens suffer on the dark side of American affluence.

The National Alliance of Businessmen, in cooperation with the Federal Government, is prepared to end this tragic waste of human resources.

The Alliance is no welfare organization. It is designed to bring the opportunity and dignity of a well-paying, productive job within the reach of every American, regardless of race, education or past work experience.

This commitment rests on a solid economic foundation.

You know, far better than we, what you pay in terms of lost productivity...of the increased costs of doing business in a tight labor market...of the decreased market for your goods and services resulting from unemployment.

What is true for your company is also true for the nation.

Success in the task undertaken by the National Alliance of Businessmen will mean:

- the typical family of the worker hired because of the JOBS program will see its income raised above the poverty level;
- a total addition to national income in 1971 of \$2 billion;
- additional Federal income tax receipts of over \$150 million;
- commensurately increased state and local tax receipts;
- an annual saving in welfare costs of almost half a billion dollars; and
- increased purchases of goods and services produced by American firms totaling almost a billion dollars a year.

Yes, there are persuasive economic arguments for participation in the NAB program.

But let us remember the human purpose of our effort here.

We are seeking to save lives.

That is no exaggeration. That is our central purpose.

When we use these marvelously rounded figures and these imposing statistics -- two hundred thousand here, five hundred thousand there -- let us remember that we are speaking of human beings...Americans who live and breathe and fear and hope.

When we define our practical and necessary objectives, let us remember that our essential goal is to transform human waste into human worth.

When we become immersed in the charts and plans, the techniques and organization of our effort -- as we must -- let us pause occasionally to realize that we are serving individual men and women, not just national policy or corporate interests.

I am privileged to serve as the chairman of the President's Council on Youth Opportunity. One of the Council's major assignments is to coordinate at the Federal level a variety of programs designed to assist disadvantaged youths in jobs, education, recreation and related programs. We are particularly concerned with the special needs faced by disadvantaged youngsters during the summer months.

Most of these young people will face a summer of unemployment and enforced idleness when they might otherwise be engaged in activities which would help liberate them from the cycle of poverty.

I have often described the summer as a time of opportunity for our young people. It need not be a time of emptiness, frustration and resentment. Instead, it should be a time to expand the young person's horizons and to offer tangible evidence that there is still a place in our society for those who try.

It should be a time when the nation's investment in schools is used to the full -- not allowed to stay locked up and idle.

And it should be a time of productive employment for those old enough to work.

For the past three years the Council on Youth Opportunity's summer job program has successfully encouraged many employers to hire extra young people during the summer months. But the youth opportunity campaign did not adequately reach into the disadvantaged areas of our major cities.

Here unemployment was as high as ever, frequently over 30 per cent for the non-white youngsters between the ages of 16 and 21.

This summer we must do a better job.

I am confident that Pittsburgh's business community will tackle both goals -- permanent jobs for the hard-core unemployed, and summer jobs for disadvantaged youth.

There is nothing inconsistent between these programs. Indeed, they work hand in glove.

A summer job for a potential school dropout will keep that young person in school today and prevent him from becoming the hard-core unemployed worker of tomorrow.

I believe Pittsburgh, for this coming summer, has been assigned a quota of 2,000 hard-core jobs and 3,500 summer jobs.

Knowing of Pittsburgh's reputation for getting things done, I have no hesitation in predicting that these are minimum figures, that you will oversubscribe both quotas, and that you will set the standard for other cities to follow.

You will make the pledges...and then accept the more difficult burden of seeing these commitments through.

You will seek out the abandoned and forgotten worker...and lead him from despair to self-confidence. You will find the hostile teenager and make his summer a time of challenge and fulfillment...yes, a time of opportunity.

You will learn to live with the frustration, the failure, and the disappointments. And you will maintain your commitment and enthusiasm despite these temporary setbacks.

You will also come to see the incredible potential of what the Alliance is striving to achieve.

Jobs for the hard-core unemployed? Yes.

Jobs for needy youngsters this summer? Yes.

A total reorientation of attitudes and practices within the American business community in relation to unskilled workers? Yes, that too is likely to happen.

But surpassing all these objectives, you will see the chance to fulfill what Thomas Wolfe called "the promise of America."

"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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Mayor Barr  
Don Burnham  
(Pittsburgh ~~not~~ Chairman)  
NAB

✓ Bob Blazier Pittsburgh  
✓ Henry Neill Director  
John Harper - Alcoa

REMARKS

⊗ Father  
MacAnulty

VICE PRESIDENT HUBERT HUMPHREY

NATIONAL ALLIANCE OF BUSINESSMEN

Pittsburgh -

PITTSBURGH, PENNSYLVANIA

the city of  
tomorrow

⊗ Last Saturday  
in DC.

MARCH 22, 1968

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6 yrs  
Ago

over 5000 Trained  
over 80% Employed

Trained <sup>over</sup> 5000

-2-

80% - gainfully  
employed

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our  
Economy!  
⇒

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↳ For we know that there is still a hard-core of unemployed American men... women... youngsters just starting out in life -- who have been virtually untouched by the unprecedented expansion of our economy.

⊗  
Partnership  
Business  
Success

The "left outs"

The Other America  
American Conscience!

And we are no longer content to let those 'left-out' citizens suffer on the dark side of American prosperity

Labr

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NOTE the gratifying support of the LABOR movement.

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not welfare

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Good Economics  
Good Morals  
Good Govt.

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| ✓

| ✓

| welfare Savings

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*Youth opportunity*

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John Kennedy said it: "Peace and freedom do not come cheap, and we are destined -- all of us <sup>here</sup> today -- to live out most if not all of our lives in uncertainty and challenge and peril." *Finally,*

↳ That is how it is.

We Americans must ask ourselves: Are we willing to accept that?

↳ Are we willing to make the sacrifices we will have to make?

↳ Do we have the courage to face up to our own prejudices and shortcomings and imperfections in America?

↳ Do we have the courage to match our noble words with often painful deeds in distant places?

↳ Our answer can and must be yes.

Finally, let's talk sense about our party.

Our party will undergo a severe test in the months ahead.

I think it will be good for the party -- if the real issues and real alternative courses of action, not just the hopes and wishes -- are fully debated.

↳ I think it will be good for the country -- as long as we remember that we Democrats are today responsible for the fate of this nation and, to a very large extent, the fate of the world. ↳ And the world is listening to us today -- not as the "outs" who will say whatever is necessary to get in, but as the policy-makers, statesmen and guiding spirit of America. *We are the majority Party!*

I think the Democratic Party is fully capable of meeting that extra responsibility, and the voter of America will recognize it.

↳ Twenty years ago I stood in Convention Hall in Philadelphia and said the time had come in America for the full realization of human rights.

↳ A good number of our fellow Democratic Party members walked out.

↳ That same year others left our party because they placed more faith than we in the intentions of totalitarian forces in this world. They distrusted our President and opposed his policy.

Others didn't like President Truman's "style" -- the way he talked or the patterns on his shirts or the width of his trouser cuffs.

↳ But those of us who had hope and faith and a willingness to see it through stood by our President.

We fought and we won.

In 1968, too, I stand by my President. And we shall fight and win.

President Johnson has done more, in the past four years, for the full realization of democracy in America than any American President in this century.

That is his record. That is the record on which he should be judged.

I am proud to be a part of that record.

I am proud to say that he has brought to reality causes we have fought for all our lives.

If we, ~~as Democrats and Americans~~, will stand with him, we will make it through these difficult times.

America has not lost its way.

America is on its way.

And that is why President Johnson deserves and needs your support today and every day until November.



Westinghouse Electric Corporation

3 Gateway Center  
Box 2278, Pittsburgh, Pa. 15230

March 29, 1968

\*  
Mr. Martin McNamara  
Office of the Vice President  
New Executive Office Building  
Washington, D. C.

Dear Mr. McNamara:

After a series of mishaps and misfires, we finally have the tapes you requested on Mr. Humphrey's various speeches in Pittsburgh last week. They are being sent to you today under separate cover. The tapes include:

Mr. Humphrey's press conference at KDKA; the 30-minute Pennsylvania News Conference aired over the two Pennsylvania Group W stations; the address at the National Alliance of Businessmen's luncheon, and the speech at the Democratic meeting.

While I'd hate to testify that the transcripts are verbatim and while the spelling could use a little work, I am enclosing approximations of what Mr. Humphrey said at the NAB luncheon and at the press conference. Hal Lauth had asked me to get these to you.

Sincerely,

*C. F. Carroll*  
Charles F. Carroll, Manager  
Corporate Public Relations

csb

*Two v Pyke*

*National Alliance of Businessmen  
Pittsburgh Pa. March 22, 1968*

Thank you very much Mr. Burnham, my friend the Mayor of the City of Pittsburgh, Mayor Barr to Bob <sup>BLASIER</sup> Leisure to all of those who have so generously and unselfishly given of their time and talents to the National Alliance of Business Men and this program of jobs. To my fellow Americans I know that in this audience today we have leaders of this great metropolitan community. My friend, Joe Barr has given me a sort of a quick rundown through my right ear and Don Burnham has been whispering in my left ear and I know that I am talking to the people that make this city hum. I know that we are privileged to have in this audience today the representatives of many of the community organizations. This is a community meeting. We're here for some very, very important business, and both Mrs. Humphrey and myself feel singularly honored to be included in your deliberations and in your plans and in the inception of your program. Just as I was getting ready to speak to you Mrs. Humphrey gave me a note she'd been trying to tell me something here and I was busily writing a note or two on these prepared remarks which mean very little as to what I am going to say to you. This is sort of like Little Linus in Peanuts, this is my blanket these notes and I carry it along with me, but she wanted to remind me that only last Tuesday she had been in West Chester, Pa. with the Human Resources Institute on the employment of the handicapped, and what wonderful things are being done in our country today to utilize that great reservoir of talent in the human resource among our handicapped who only a few years ago were cast aside and today many of them hundreds of thousands are self-sustained citizens with all the pride and all the dignity that comes through being able to sustain oneself and <sup>MAKE?</sup> own his own way.

Last Saturday I was with some of you in Washington. I'm sort of glad to be out of Washington, I know the President can't up-stage me here I know that somebody's got to stay there and mind the store. So today I feel very much at ease and I know no one is going to walk in on me and say, 'it's my time to speak'. I'm happy to be in Pittsburgh which I consider the city of tomorrow as well as the

great city of today. We walked just recently just in the last hour from the Hotel across this great city Plaza these open spaces over to this meeting. I can remember being in Pittsburgh some years past when the area where we are right now was a blighted area and today it's a beautiful area. I know how it started, I of course, remember with great fondness and a sense of great personal pride the very fine and distinguished mayor, the fine citizen David Lawrence and I know how he worked to make this possible, but I know how you business men made it possible long before the government really got involved in what we call the urban renewal effort and the program of making things better. Right here in Pittsburgh you started it, you gave hundreds of people, mayors, and city officials throughout this nation inspiration and confidence. I was one of the mayors of the city of Minneapolis back in 1945 I was Mayor of that city and I can remember coming to Pittsburgh and seeing during my incumbency as Mayor and later on as a junior senator, what you were able to do here in this city. So when I come to you today I know I am coming to the right place there isn't a thing that needs to be done in America that you can't do. A place to go when you need something done is the people who know how to do it. People that have had some experience. Now I'm going to say to you what I did say to some of your compatriots Saturday. The government of the United States is turning to you because we need your help, because we know that you can do what we ask you to do. If we could do it I suppose alone with our sometimes fumbling ways we maybe would be on the way to get it done. I don't think it injures anyone to confess sometimes his inadequacy and I do believe that its fair to say that in doing what we're asking you to do or in trying to do what we're asking you to do we have not been quite up to the task. But thats sort of good, I don't think you should get in the habit of having the government doing things for you. I think the role of government and this has come after 20 years of experience in which they're have been changes in thought. I believe that the role of government is not to take over, it is not to supplant private effort, private endeavor, private enterprise, but the role of government is to supplant, to aid, to assist, to be a

junior partner, if you please. America is not just a government of the United States or of Pennsylvania or of the city of Pittsburgh. America is the sum total of the human and the material resources of this country. Most of America is in the private sector, six out of every seven jobs are in the private sector. When you speak of success in America you generally don't speak of success as a man in public life you speak of success in business life. In the economic life. We speak of our business leaders, we speak of our labor leaders, we speak of our economy. Now I'm not going to make a morale judgement as to that's the way it ought to be, but that's the way it is, and I learned a long time ago in politics that what people believe to be true is more important than what is true. I happen to think that this is both true and I think people believe it to be true. When we think of some of the great people of our country today, we think of men who have made our mark in the field of industry, commerce, business and finance, of the professional life of our nation. That's good. I want to see us encourage the best of our young people to enter into corporate life, into professional life, I want to see them believe and I hope and pray that they will believe that a great opportunity for both economic and social service is in American business enterprise. Now my friends of the business community I have a very limited association with business, but I always get a plug in for the local store, it's no real conflict of interest, but I was the son of a business man and I always say a very ingenious one because the firm is still alive and still going out in South Dakota and if you can stay in business for over 60 years in South Dakota and not go broke your pretty good. Good times and bad times. If you ever get to Huron, South Dakota stop in to Humphrey's Drug Store, it's still operating out there.. Frankly, we could use you, just stop by. I have a high regard and respect for both the profit motive and above all the competitiveness and the initiative that is required in the business community. Now I'll tell you something else, you maybe don't know it, but your the biggest radicals of the modern world. Now don't let that upset you, there's no worker in the world that gets a standard of living that the American worker. The fringe benefits of most of your companies are better than the

EQUAL TO  
the

government benefits of any socialist country. There's never been an enterprise system that's done more for more people in terms of standard of living, production of goods and services, distribution of goods and services than ours. Why hide our light under a bushel. Why go around and tell people we're reactionaries or conservatives or whatever you wish to call them, why don't we just say that we're the people that are engaged in trying to develop both a government and a social economic system that provides the most, the best benefits, the greatest amount of benefits for the largest number of people. That's what we're trying to do, and the world needs it and we've set an example here not in theory but in practice. So we come to you and I come to you today to talk to you about something else that needs to be done. Now Joe Barr said that you train here in your city three or four thousand workers, the actual number of workers on a government training program both state, local and federal and this city is over 5,000 in all the programs. People that have been trained that were untrained. That have been brought up to a standard of semi-skilled or skilled that were unskilled. Frequently, people that were illiterate and uneducated and right here in this city 5,000 productive workers that have come into being and over 80% of them are right at this very hour gainfully employed in this city. Some have left and gone to other cities. Now think of what that means in terms of income. Think of what it means in terms of revenue and were all very conscious of revenue <sup>—</sup> those of us in government <sup>—</sup> these days. But think of what it means of self-respect and dignity. That's what's most important. Unemployment rates have been cut down, we know that we don't need to spend much time on it, we don't need to brag about our record, it's there. But the fact is it's not enough. We cannot be content in this country with yesterday's performance. There isn't a businessman in this room that's content with yesterday's sales. If you are why you better see the Board of Directors. There isn't a person that's content with what he had yesterday, he wants to set a higher standard, and that's the way it ought to be. We may not succeed, but we ought to set that higher

standard. The whole history of this country is the history of raising our standards of performance. In industry, in education, in a host of activities. We happen to know that in America today there is a great reservoir of untapped talent. A great potential here that hasn't been used. We charge all over the world looking for markets and I'm for that because I think we ought to be in those world markets. We go all over the world looking sometimes for workers and that's alright to I believe in policies of liberal immigration. Right here at our own feet, literally, in our own neighborhood, is a tremendous market untapped and a reserve of manpower to be developed. We're trying to do this through what Mr. Burnham said a partnership, and I think that the best thing that's come out of these recent years is a recognition of the fact that in order to do anything that's really great in this country today or in the world we have to have a partnership of both the government and the private life. We cannot ~~compete~~ compete with the totalitarian society my fellow Americans, a state capitalism, a state organized society with just the government of the United States trying to compete. We have to put together in a partnership where we do not lose our identity where we do not lose our freedom, but where we engage in cooperative efforts the resources of this country. Anything worth while doing today is so big, so complex that it requires all of us, otherwise we wouldn't need these meetings at all. If we're going to be able to do just limited things as do something about the pollution in the atmosphere it requires government and business working together. If we're going to solve the problems of transportation communication it requires your business and government working together and you know it. If we're going to save our educational system in America it's going to require private efforts as well as public efforts. Everything that's worthwhile today is too big for any one person, too difficult, too costly, and therefore we have to pull together. Now what we're trying to do is to see to it that in America that the title American Citizen is a meaningful title to every American that's the most honored title in the world, better to be a king of an empire to be a citizen of this country. But the time for second-class citizenship for some of our fellow Americans is all over. They won't

tolerate it nor should we, and we shouldn't wait for the trouble makers to remind us. There are very few men in this room born aristocrats, most of you came up from humble beginnings. You have a special obligation therefore, and a special experience to help other people and to enter into a full measure of opportunity. What we're really trying to do is to reclaim into our society the left-outs, and to let them in so they can be the left in ones. We need to do this for many reasons. Its good economics. Its good morales. Its good government. Good economics, my goodness, I'm not going to go down through the notes that I have here from one of my experts that told me if you could just employ the number that your thinking of in this city what it would be in increased revenue in this city, what it would mean in increased income to this city. But one of your neighboring cities, the city of Philadelphia reduced its welfare cost by millions of dollars by a job program and you can too. The only answer to welfare is jobs. Income producing. The alliances to which Mr. Burnhams gives his leadership and Mr. Leisure and others. Alliance is not a glorified private welfare program, now we have our United Fund, we have our Social Security System you have your benefits under your union contracts, these are all related to some type of welfare, but the truth is that what Americans need is a full measure of opportunity and you'll have less welfare. We're not trying to create in this country a welfare state, and if we are we ought to stop it. We're trying to create in this country a state of opportunity for everybody to make something out of himself, so he can be productive, so that he can be a consumer, so he can have a sense of self-respect and dignity, because when he ehlp<sup>s</sup> himself stands on his own feet, when he releases himself from his prison of his own fear and his own despair then he has dignity. Until then he's lost, he's not really a Citizen in the terms of what citizenship should mean in our country. He's not really what we call a man of dignity. So your engaged in a mighty experience here. Its a wonderful thing and I hope you feel it, its almost a spiritual mission as well as an economic mission. Your engaged in saving lives, gentlemen, and let me tell you there are a lot of people walking around that are nothing but examples of living death. There useless, lost , bitter, despairing, frustrated and

the times easy target for demi... And yet there they are, flesh and blood mind and soul, they need a helping hand, they need guidance, they need direction, they need training, they need placement, they need jobs, now I'm going to level with you, its a tough, tough assignment, I think I told you Don and others when I talked to the first group that met on this program. I said if you think this is easy your wrong, if it was easy we'd do it. We're coming to the people that we think know how to do it, you know more about jobs than anyone else, you know more about training workers than anybody else, you know more about placement than anybody else. Thats - your in business, this is part of your business. Why we waited so long to get to you, I'm not quite sure. But let me tell you quite candidly , that your being asked to do the most difficult job that any group of people were ever asked to do, because many of the people that we call the hard core unemployed today have been unemployed so long that they've lost motivation, many of them have almost lost themselves and yet their they are, our neighbors, fellow americans, citizens of this country, black and white, poor, not only in purse, but poor in spirit, because the poverty of the purse can be remedied with a welfare check. But the poverty of the spirit can only be remedied when a man is literally re-born, rehabilitated, when he feels that he can care for himself, when he has a sense of self-respect and pride, P R I D E, thats what everybody needs, and he can't have it if he's pushed out, left out, embittered and nobody wants him, he soon doesn't even want himself. Now every American city is infected with some of this. But I'm not one of these Americans that thinks that America is sick, I've heard enough of that dribble, and that kind of talk, this country is not sick, this country is just getting a health examination. We're beginning to find out a few of our weaknesses and we are prescribing remedies for it and some of the prescription is self-analysis. Some of it is just self-help. I think that when a country that is as prosperous as ours begins to understand that there have been a group of people left out and that were determined to do something about it its a sign of morale strength, not immorality as some of our critics say. America is restless, it always has been. America is at times in turmoil, it has been many times.

Americans today have rising expectations just exactly as other people do, but this is not a sign of ill health, its a sign of health. When people ~~want~~ want to do something better, when they are determined to change their lot, that doesn't mean their weak, hopeless, it means that their beginning to feel new strength, and new hope.

I come from that great state of Minnesota and I see some men here who have some rather substantial investments in Minnesota. Some of you in the steel business. Well lets just talke about what we had happen up there, because its very similar what we're doing here with human resources. Human resources and material resources, we try to upgrade both. In my state of Minnesota we had the open iron ore pit, the great Mesabi Iron ore range, the two wars, and industrial expansion, three wars, consume most of that high grade open ore, thats like you skilled workers, anybody that has a skill if he wants a job can have it. Finally we ended up with great big gapping holes in our earth and we what we call low grade ore and most of that want not usable at least it wasn't competitive and taconite, nobody even knew how to ~~spell~~ spell taconite hardly we had two billion tons of it across northeasetern Minnesota at an estimated volume. It was looked on for years as almost worthless. It would hardly even grow scrub trees. It was non-productive in every way. Then somebody found a way to beneficiate it, a manufacturing process, we had to change our tax laws, we had to change some habits, I helped do that in my state, I fought my own political party to get it done. Hleped change the volte of a legislature, ~~worked~~ worked to amend our state constitution, worked with private industry, help convince a labor movement to change their position, becuase if we didn't have everybody pulling together we couldn't make it work. We found the process, now we think we know something about the process of up-grading human resources, now we need to pull together. Let me tell you what happened in taco- nite, the men here could tell you better. We took this worthless pile of rock across the broad expanse of northeastern Minnesota in an area that had as high as 40 - 50% unemployment only five years ago, a countryside that was prostrate, destitute, young people living, old people dieing, businesses closing up, no hope and suddenly we said we've got to do something we what's left here, and government and industry and labor

started pulling together and we have today one of the great industries of America, with full employment, with vast investments, with tremendous prospects for the future, taconite iron ore, 55 - 60% pure iron ore pellets that you men know about and we export them around the world and we export them to great steel factories. Well, let me tell you there are some taconite human beings around too. Some people have said they won't work, their worthless, their jobless, their illiterate, their unemployable, and there there. I'm here to tell the margin of safety in America is in that hard core unemployed. The margin of future prosperity in America is in that unemployed. The margin of new markets and new business is in that hard core unemployed and that's what we're talking to you about. To get you to do something about it. Now can I just say that all the statistics that we could put together are very meaningless on this, or relatively little meaning. I want to emphasize that the human purpose is here, our effort is directed towards human beings. We're seeking to save lives, and that's no exaggeration. Every time you found a job for a hard core unemployed you have saved a life, you have not only saved a life, you've helped benefit your community. Now when we define our practical and necessary objectives let's just put it down we're transforming human waste into human work and that's why we call upon you to help. To help. Now one final point on this. We've asked you to help us in the hard core unemployed in this area and all across America of the adults. We've set target dates, we've set numbers. Now those numbers that we gave you those are minimums. Those are minimum. My gracious if all we're going to settle for is the minimum quotas that we have then I don't think we're really the kind of people that we ought to be. Let's fulfill the minimum quotas and let's start it right here. All of these national figures, gentleman, and ladies are meaningless unless you start doing it where it counts at home. We've got so many people that look to Washington to save our cities, to save our country to save this, listen let's get right down to some fundamentals. If there's going to be a better America, it's going to be because it's in Pittsburgh, or Philadelphia

or West Chester, or Minneapolis, or St. Paul. America is the sum total of the districts the counties, the villages, the cities of this nation. It isn't just a profile sketch of Washington, D.C. We'll take care of Washington, I work there. We got a pretty good program going in Washington. We had a pretty good summer, last summer. We've got a new Mayor in Washington, we have many problems in Washington, but Washington is just one of hundreds of cities in this land and its not an industrial city. The industrial base of America is in Cleveland, Pittsburgh, Detroit and cities like it, in Chicago, Cincinnati, and you go across this land. America is no richer or no better than these communities. If we're going to have better schools, better people, better business, its where you live. Everybody likes to get a little relief from this by saying, well, if they just do better in the state capital, well if they just do better down in Washington. Now listen, first of all you know we're not going to do as good as you thought we were going to do and as we thought we were going to do, you know that to start with. We're going to do our best, we try. Your going to do your best, we try. A better America is the aggregate total of better communities, and if we're going to employ the unemployables we're going to have to employ them in your town, and there going to have to be employed in your business, and your going to have to have patience and perseverance, and your going to have to have new techniques. Every community will have to do it its own way, we'll have general guidelines that your national business alliance men have developed, you'll get all kinds of suggestions, we'll exchange information, but we don't want something that has been designed and tooled and hoed in Washington and set out to you, we want you to design it and tool it and shape it up out here and see how it works in Pittsburgh, and each company will find a way to do it. I've met with many of your fellow industrialists, I met not long ago with one that came and told me that even in World War II he lost most of his good labor because it was a low-paying industry which he had and he had to go out and recruit what was considered to be second-class labor and now the second-class labor has become first-class and he has to go down deeper into the labor pile resources and they use new training techniques, new ways and means in guidance and counseling and thats what your going to have to do. Your going to have to have special

supervision, your going to have to talk to those personnel officers, they've been living out of that book, a lot of them. I think that is one of the thing the government done to you, we give you too many of those pamphlets. Your going to have to tell them look here, you've got to have a little flexibility, a little imagination you know if a fellow doesn't know anymore than whats in the book, you don't have to worry about his caliber he can read. He's supposed to have some creativity. We're finding some of the very best workers today out of people that have been rejected time after time afeter time. In Watts California, the productivity of a worker that was a felon and over the 60% of the workers in one plant were felons, far exceeds those that have been living a nice wholesome life. They have an incentive, they want to do something. I'm not advocating that you just look for felons, but what I'm telling you is that there are possibilities here. Possibilities and then when you fail the first time as you may, don't give up. When you hire 50 workers and 25 of them walk off the job, just look at the other 25 as another re-run. You'll have to go back at them again. Thats the only way you can look at it, and it will happen. Experience after experience that we've seen, but you will find that it works, in one of your neighboring communities 500 hard core unemployed were identified, 352 were hired 212 remained on the job. Thats less than 50% of the hard core unemployed, but thats 212 more than they had a year ago, and it was done without a dime of government help. It was done entirely by the business community. Now design your programs and tell us about it and expand and spread the word and if you get something that works here go get on a plane and tell somebody else about it. I've never seen a country that kept so many secrets that they ought not to keep and expose so many that it ought to keep. Well I guess I did give you the finally once before, but I want to mention a word. Joe just told me to tell you my story about one of these cases of rehabilitation that we're talking about and I think its quite demonstrative of what we're talking about. It was down at Loyola University, a father, in New Orleans, where we had a training program, and this woman was about 28 years of age, she never been able to hold a job, she had a family without a man in the house she was a mixed up woman and in trouble, but somebody got to her to recruit her to come into one of these training programs.

And low and behold after many efforts she finally completed the course and at this hour she's working for a Medical Publication House. Publication of medical journals. Well the first check that she got, she came into see her instructor, or her counselor and she said, "Oh, I'm so happy, she said, look I've got a check this is the first check that I've ever had in my life that had my name on it. First money I've ever earned. I feel just wonderful. I know I'm a citizen now." She was so proud. A little bit later, about two weeks later the next check, she came back and she said, "Look here, look at this check, she said, and theres a little coupon on the end here and it has some numbers there? What are those numbers? Her instructor said, "Well, those are taxes, they are deducts, and she said, "Oh, I'm so proud I've never paid taxes in all my life, she said, thats a thrilling moment for me, I'll just never be able to thank you enough. First I get a check and now I'm paying taxes, I'm a full citizen. About a month later she cam back and she said, "I want to tell you something, these taxes are getting exorbitive its entirely..."

Now ladies and gentleman thats rehabilitation. Well, friends, go to it now will you, help our young people. Mayor Joe Barr has a youth council in this city, we're trying to provide jobs for young people. You know when some of you were real young it wasn't so difficult to get a job, some of you worked in your dads store, like I did, or your dad's shop. I didn't have much choice about a job, I just was told. Here it is. Now you won't let me take any of my kids to the office they call it nepotism, and as good a fellow as my friend John Harper is and others they just don't believe that you should bring the kids along when your working on the assembly line its very difficult. Now our young people today, part of the restlessness of our young people is due to the lack of job opportunities. Work is therpay. There is so much energy, the greatest amount of energy that far exceeds the atom is in youth and its explosive, if its not directed and properly utilized. We need jobs for these young people. Amongst our negro youth, tennagers between the ages of 16 and 19 as high a rate of unemployment in some cities as 40%, an average of 30%. And you wonder why there's trouble. Now lets find a job. Its a whole lot cheaper but more importantly its what people deserve

and the work experience, the discipline of a work experience helps build a life, and a youth opportunity program is pledged to find 200,000 jobs for hard core youth unemployed and we have them, and we're going to find many more jobs for young people. Last year 1,400,000 jobs were we able to put together with Mayors, and businessmen and labor and churches, and all of us working together. I am the Chairman of the Presidents' Youth Opportunity Program, you don't hear much about it, we haven't been in much trouble, but as soon as it gets in some it will be all around, you'll find out all about it. It is amazing isn't it. I want this community to tell success stories. We constantly hear of the failures of people. We hear of the trouble that our young people get in. I appeal to the media of this community, I appeal to the businessmen of this community. I appeal to the leaders of this community to start to broadcast the message of hope. You think you can get young people to do what they ought to do by constantly telling them their no good. By constantly giving front page headlines to all the misfits and all the kooks. Is that the way we instill inspiration into young people. Let's show young people that there is a chance. Let's show them that they can do something, let's show them that its being done. I can tell you that there are thousands of human interest storeis across America where young menand women have made something out of their life in a summer. Where our college students have gone out and bent down to ... work where kids in the neighborhood youth corp have been recreation supervisors, where lives have literally been saved, but how often do you hear about it. You cannot make a man do a better job by telling his he's a failure. You cannot inspire a young person to live a better life by pointint out only those that have misused their lives. It becomes the thing to do. If it constantly attracts public attention it becomes the thing to do. Most of our young people do not use dope. Most of our young people want to work, most of our young people are intelligent and decent. All of them have great energy and I appeal to this community to try to emphasize the positive. I ask you to broadcast the message of achievements, success and hope, I don't ask you to minimize the failures, let the failures challegne you. I ask you to utilize your schools as your doing here, you have a great superintendent, Doctor Marland, one of the best. I ask you to utilize your parks and recreation

sources as you are, your Mayor and his leadership in this community is nothing short of astounding for Youth Opportunity. I ask you to back it up, education, jobs, recreation, camping, lets make this summer a wholesome production summer for our young people. And your the ones that can do it! You run this town! I know I've been in public life a long time, your in charge, you are the establishment, I'm a part of it too, and they say theres a lot of people that are against us, not just me, but you might get asociated, they might get against you too. I don't think theres anything wrong with the American establishment, that cannot be remedied in a peaceful, orderly way. You want it to work, so do I, this American establishment that people criticize has been the greatest force for social and economic progress that this world has ever known, and I suggest that we keep it healthy, vital and responsive. Thank you very much.



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