

Paper to be delivered before the
ATHENEAEUM SOCIETY, March 1, 1990 by Martin Standard.

Gentlemen, as a lingering effect to my NHH Syndrome, I am running on 2 cylinders and a 'Peace Maker' tonight, but having been a Boy Scout, I have prepared for the 'UNexpected. If my energy or my eyesight give out, my good friend GEORGE DRAPER has offered to take over and read my paper for me.

EVERYONE should have at least one friend like GEORGE has been to me. Thank you George.

The subject of my Paper is:-

"PREPARING YOUR FAMILY TO SURVIVE
IN THE COMING ECONOMY"

WHAT do I mean by the "COMING ECONOMY"?

I mean 'That Period' when our so-called 'Affluence' from living on 'BORROWED MONEY' will provide neither Shelter nor Food for our Children and Grandchildren.

Each of us lives in a HOUSE that was built on a sunny day, but 'experience' had shown the Builder that there would be 'Rainy Days' and so he put a roof on that House.

In like manner, each of us in this Audience, as grown men, intelligent men, and HEADS of our respective Families, has a "Moral Responsibility" to pause from our daily routine and take a serious look at what our Families MAY BE faced with in the next year or two and to advise them on what they CAN DO to protect themselves.

It is said that Man cannot live by "BREAD ALONE". Neither can Man live by "FUN ALONE". There comes

a TIME when every man must think Seriously, and so, in this ^{perhaps} /my last program before the Atheneaum Society I come NOT to "Entertain you" but to 'inform you' on HOW you can best protect your Family from the worst 'downturn' our economy may have ever experienced.

While I speak of your Children and Grandchildren, any one of you in this audience may need to know WHAT you can do if you lose your job because of your Company being "bought out and Consolidated", Bankruptcy of your Company, or an 'across the board' layoff. And if you do lose your job you may never get another job in Hopkinsville paying enough to meet your expenses, and if you have to leave town selling your house is going to be almost impossible.

To show you that this is not an "Unrealistic" picture, one of my sons who was a well qualified and experienced Engineer, has had three Companies he worked for to go broke, and each time he lost his pension, his savings, and had to sell his house and move. My other son was watching the news once

at my house and a 'news flash' came on saying that his Company in Dallas had filed for "Bankruptcy". The stock he had paid \$55.00 per share for in the Savings Plan, promptly fell to \$5.00 and then to \$1.00.

➤ I had to SOLVE the problem I speak of when I came on the "Job-Market" during the depth of the Great Depression, so I feel sort of a 'Moral Responsibility' to pass my solution on to your Generation so that you may better protect your Children & Grandchildren.

The situation was THEN, and will be again, "that no matter how well you are qualified you cannot get the job unless you are qualified for MORE than that particular job and can convince the Employer that YOU are the most 'versatile' applicant of perhaps several hundred 'qualified' applicants, and therefore are the 'best buy' for the money."

I will show you from 'Personal' experience how one can successfully get hired for almost any job that comes vacant, thereby materially increasing

the chances of your Children & Grandchildren keeping "BREAD ON THE TABLE".

Now, before I get too deep into the details of the "Solution", for the benefit of the newer members I think I should tell them a little about my BACKGROUND and "Attitude" toward work!

I was born on a very large Farm where there was a 'VERY' large amount of work'. But THAT was no problem because our FATHER informed us boys at an 'Early Age' that:- "Everything that ATE on his farm had to WORK, LAY EGGS or GIVE MILK". After much consideration I realized that "WORK" was the only one of the Three I could do. So, I 'dived in' with enthusiasm and have been 'Plowing 2 rows at a time' ever since.

I have enjoyed every job of importance I have undertaken, because "an empty stomach and a Family to FEED helped my 'attitude' toward my Work.

Finally, my Character, my Name and fame spread

throughout the Oil Industry, and I was told by Company Executives at my "Retirement Party" that I had made the Company far more than a Hundred Million Dollars.

WHY is this important to you Gentlemen? Because it demonstrates perfectly the "REWARDS" to be had by doing WHAT I am suggesting that you do for your Children and Grandchildren. There were absolutely no Engineering jobs because 'Government and Private Funds' had dried up and all construction stopped. Three out of five stores were closed in some cities and the two that were open had signs on the door:- "NO HELP WANTED". That was when your "Belly" rubbing on your backbone told you WHAT a depression meant.

There were hundreds of "Applicants" for every job, many with years of experience and far more qualified than I for the job described. Therefore if I was to have a chance of getting the job advertised, I had to convince the employer that I could do not only the job advertised, but could do a half dozen other things for his Company and thereby ^{make} him a more valuable employee than any other applicant.

Here are some of the skills I had mastered and could offer a "Prospective Employer":- I had had 2 years of Engineering & taught surveying and could do drafting and many related practical things for him. I had had 18 Months of Business School and was skilled in Bookkeeping, typing, shorthand and report writing. I studied law with a practicing Attorney and was a licensed Notary Public, Court Reporter and Law Clerk; I had been Secretary for the Chief Architect of a Major Railroad but got fired for catching him Cheating on Contracts!

All in all I had a pretty impressive 'hand of Cards' to offer an employer, and I played them

well to protect my 'hungry wife and 2 sons', and when at last I got a job I worked well and hard.

It was the 'combination' of two of these skills which landed me the job in which I made the 'more than a Hundred Million Dollars' for what was at the time the Second Largest Oil Company in the World.

How did it happen? A friend told me that they were looking for a "Draftsman". In a cut of forces they had laid off their one and only Secretary, but I did not know it when I applied. However, when I did apply I gave ALL of my skills, and low and behold they hired me obstinsibly as a Draftsman but I served as the Secretary to the Chief Engineer

From that 'humble' beginning, I quickly expanded my responsibilities to 35 years of employment, about 20 as Head of the Engineering Department and as "TECHNICAL-LEGAL ADVISER" to the Chief Executive Officers. Yes Gentlemen, those were fabulous years all because my 'multiple skills' let me get my foot in the door. And once I got my foot in the door,

I found 55,000 employes working for the same GOAL that I was working for, viz "to make money for the thousands of stockholders. Each was skilled to perfection for their own work, BUT my 'Multiple' training in "TECHNICAL" and "LEGAL work, soon told me that there was a 'Large Gap' between the many skills that NO ONE was looking after for the Chief Executives'; somewhat like the "GAPS" between Divisions on the Battlefield, where the ENEMY pours through with 'minimum oposition'.

I immediately began studying every aspect of the Oil Industry "OPERATIONS" and all of the LAWS and Government REGULATIONS under which the Operations were being conducted. Eventually I became a "WALKING ENCYCLOPEDIA" of the Oil Industry and was able to advise the "Technical people" on LEGAL matters and the "Legal people" on the TECHNICAL matters.

I was told that soon a 'directive' was given the Mail Room in New York that "Any Letter or report dictated by, or signed by, Martin Standard was to be put in the 'stack' for the President to take

Home and 'read on the Commuter Train', and was to be on the Agenda of the next Executive Meeting.

When Great Britian discovered oil in the NORTH their SEA Assistant Ambassador in charge of Oil operations was sent to America to study which were HELPFUL and which were HARMFUL "Laws & Regulations" so that they could help the Oil Operators and at the same time PROTECT the "Public Interests". Because of my 'multiple knowledge' on the subject he was sent to New Oreleans for 2 days of conferences with me.

At another time I was "Borrowed" by the Attorney General of California for a week of consultations on a 'Billion dollar Law Suit' they had with the Government on the Ownership of the Offshore Oil.

At another time I was "INVITED" by the Government "Technical-Leagal" Expert who was writing what became the "BIBLE" for all Nations of the World to 'determine' their 'Boundaries in the Open Sea', to "REVIEW" his Manuscript of the Book, saying that "he considered me the only man in the United States

knowledgeable enough on the "Technical-Legal" aspects on the SUBJECT to ADVISE him on his manuscript".

I tell you these 'personal' things BECAUSE they illustrate so well the "REWARD" to come from the THING I am suggesting that YOU as Head of your Family urge your Children and Grandchildren to do, viz., "Become proficient in a wide range of 'skills' for 2 reasons:- (1) if they have to compete with dozens of applicants, they will have more to offer than any of the other applicants, and (2) that after they get the job, their diversity of knowledge will help them to advance faster than their teammates".

When you start to talk with your Children and Grandchildren do NOT let it disturb you if it seems that 95 percent of what you tells them goes in one ear and out of the other. Just think of your own self:- you eat a hundred pounds of food and not more than 2 or 3 pounds stay in your body to build

muscle, bone and to fire your energy furnace. The remainder goes out the other end as waste.

And so it is with what you tell your children. 98 percent goes out the other ear, BUT, don't stop talking BECAUSE the 2 or 3 percent which 'stays' 'BETWEEN the EARS', remains there, building CHARACTER and MEMORIES which will stay with them for "LIFE". And when they are grown and far beyond the reach of 'Parental Advice' ^{they will have} those 'MEMORIES' of your VOICE to guide them when the 'going gets rough', and they will LOVE and BLESS you as you never thought you would be loved.

I know this is so, for at 85 I can still hear these gentle voices of 'Parental Teaching', and recall numerous times, long after they were deceased that their words of wisdom led me safely out of a wilderness of complexity.

So, 'just keep on talking'. One day a 'word from them' will make you GLAD you did.

Now Gentlemen, I would like to say a word about
The ATHENEUM SOCIETY.

The Atheneum Society was 'Conceived and Born'
April 21, 1902. Two years later I was 'Conceived
and Born'.

Since those 'Auspicious Dates', both the
Atheneum Society and myself have experienced a
"Wonderfully Full Life".

The Atheneum Society "SUCCEDED" because from
the very beginning the "Membership" consisted of
some of the most intellectual and brilliant men of
the Community.

It was a 'Distinct Honor' to be a member, and
thankfully it is still an Honor. Lets keep it
that way for another 88 years.

As for MYSELF, 'my life' has been a happier
life because of being a Member of the Society
for 18 of my 85 years. By and large the Papers
have been full of wisdom, good humor and fun, and
the Membership has been a 'cross-section' of some

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of the finest men I have ever known, and many of you have become close friends. Thanks to all of YOU for being 'just what you are', a bunch of fine guys.

I am sorry that I had to miss Happy Higgins' paper last month on the "Demise of the Corner Grocery". Looking back at earlier periods of our History is important because it gives us a "YARDSTICK" by which to measure our "Present Situation.

Finally, I must appologize to the Society for having missed about 4 meetings because of illness. I have had a pretty rough time but my Doctor tells me that I am now so much improved that IF I can get by the remainder of the Flue Season without Flue, I should look forward to complete recovery and 10 more years of 'active life'.

With this, I will say 'Goodnight and best wishes to each of you and to the Society. *Martin Standard*

ADDENDUM:- Cases verified to substantiate the "Severity" of the Employment Picture NOW:

(1). A girl graduated at Vanderbilt Univ. with a Masters Degree & good grades in 2 years ago and still does not have a job.

(A \$50,000 College Degree is no longer a guarantee of any kind of job)

(2). I know of a girl who graduated from George Washington Univ. in St. Louis, in "CHEMICAL ENGR." and it took her two years to get a job. She sent out over 1,000 resumes and while waiting, had to work in a 'Kinder Garden' for minimum wages.

(3). A young man who worked for me graduated in "Business Management" at U.K. 2 years ago, and is now in Law School. He said that over a hundred who graduated with him 2 yrs. ago, have not yet found a job.

(4). I once interviewed 16 "GEOLIGISTS" at the Univ. of Tenn, all with PhD Degrees. Only one of

the 16 had had an 'offer of a job' and that was as 'An Insurance Salesman'.

(Before you deplete the Family Savings to the extent of \$40,000 to \$60,000 I suggest you consider the child's attitude toward 'studying', the kind of Degree they want, and finally whether his or her past grades indicate 'aptitude' for College work.

There are thousands of College Graduates working for 'minimum wages'.

But even if your Children or Grandchildren do not plan to go to College, the principle enunciated above of becoming proficient in several skills, will still pay great "REWARDS" in helping them get a job and then 'advancing' faster in the Company.

Martin Standard

Conversation with a Brilliant Minister who has 1st Hand
Knowledge of the Problems Graduates are having getting jobs.

QUESTION: Are College Graduates really having trouble getting
Jobs?

ANSWER:- The situation is very bad. A "Degree" is no longer
any assurance that one will get a job other than a menial job
with no future. We are very much in an economic depression.

Even the brightest students cannot get jobs in their field
of study, or any job where there is a future. Virtually all
graduates have to take jobs below their qualifications. and
this is distroying their spirit.

New Industries moving in need a Manager and a hand-full of
assistants, and all the rest are low paid routine jobs, paying
close to minimum wages, and with no prospect of advancing beyond
the task they are assigned to. Many College Graduates are having
to take these low paid jobs, and the daily grind is taking a
heavy toll on their attitude toward Life. But even worse is the
side effect it is having on their High School and undergraduate
friends. When these younger friends see their highly qualified
Graduate Friend unable to get a respectable job, they lose faith
in College and many drop out or just stay in for the fun life in
College. Some take to the street and night life and become real
problems for their Families.

All of our young people are facing a "Reduced Living Style",
unable to make enough to live on and to get married on. This
brings them to 'shacking up', with all the attendant problems
it brings up of out-of-wedlock children.

AMERICA is no longer a "Country of Great Opportunity", as we older ones knew it to be. And it is breaking the spirit of our younger people, in many cases driving them to crime and an attitude of 'getting all they can while they can'.

NOW, a 'Teenager' has little chance or prospect for a good future.

Virtually our entire 22 through 33 year old young people are "Under-Employed" and consequently 'low paid'.

Young people considering College, should make a study of the employment situation and attempt to get a degree in a field which seems to offer a "good job market for the next 6 years".

The cost of going to College is increasing every year, and at Vanderbilt the cost is now about \$20,000 per year, or \$80,000 for a B.S. Degree, and \$120,000 for a Masters. Few Families can afford to deplete their Family Savings that amount when the prospects of the Graduate getting a job are so poor.

Finally, there seems to be no chance to improve the situation ever, BECAUSE our "ECONOMY" has sunk to the state of being 'Service Oriented' with only low-wage jobs.

I consider the above to be a very "REALISTIC" appraisal of the situation, because the speaker is a brilliant man and as a minister has an 'inside-track' on the feeling of our Youth. Frankly, he thinks the problem is too deep seated for any improvement.

To me "What he said" only emphasizes the need of each of YOU in the audience to do what I have suggested with respect to becoming proficient in several skills.

Martin Standard