

Juin Gruffin - Jack Sullivan - Bob Sweeney

PART I

The importance of this election . . . stressing

the theme of how the election of Johnson is vital,  
not only to the prosperity and continued progress of  
this nation at home, but also how crucial it is for  
a country that is the leader of the entire free  
world.

Ohio Important - Registration

Ohio has always played an important part in  
national elections and it is no different this year.

**BARRY GOLDWATER IS COUNTING ON THIS STATE.**

Youngstown, Ohio 9/7/64

Maya Flack  
Cong Kerven

Steve Young  
Gus Lombros

11th  
DIST

-2-

In the past this state has been called the  
mother of Presidents, and this state has a  
reputation of NOTING ~~having voted~~ for the winner in  
past national elections. In fact, in this  
century, Ohio has voted for the winner every  
time except twice -- in 1944 when ~~Franklin D. Roosevelt~~  
favorite son John Bricker was the Vice  
Presidential candidate with Thomas E. Dewey,  
and in 1960.

PART II

There is no reason why Ohio should ~~not~~ be in the Democratic column in 1964. In fact, Ohio should have been in the Democratic column in 1960. Ohio could very easily wind up in the Democratic column this year if there is a switch of only 4 votes out of every 100 to the Democrats. But this is something that cannot be done unless

loyal Democrats here in Youngstown and in all of Ohio register to vote.

Registration in Ohio closes on September 23rd.

I cannot stress ~~enough~~ enough the importance of a single vote. I come from a state which knows something about close elections. Our Democratic Governor, Karl Rolvaag, was elected by 91 votes after a long recount -- only <sup>a</sup>91-vote difference out of 1,300,000 votes cast.

We have a new saying in Minnesota -- when you ask what the difference between a Swede and a Norwegian is, we answer 91 votes. Because you see, our Democratic Governor is of Norwegian ancestry and his Republican opponent ~~was~~ of Swedish ancestry.

PART III

Let us Begin - Let us continue

Gains made by the Democratic Party for  
all the people. Cite record of Kennedy-  
Johnson Administration --

MORE PROFITS,  
More jobs, more investment by business,  
more sales by retail merchants, expanded  
programs of education and vocational training,  
aid for higher education, aid for medical  
training, and the prospect of medical care

*Prosperity*

for the elderly under Social Security.

*Promises  
Kept*

These are programs that have long been  
advocated by the Democratic Party. These  
are the programs that were promised by John  
Fitzgerald Kennedy and Lyndon Baines Johnson.  
These are the programs they enacted.

*Need  
help  
of Congress*

~~But these two great men could not enact~~  
~~these programs alone. They needed help from~~

*A* Democratic Congress -- from men like  
Mike Kirwan and Senator Steve Young, and  
they will need help from men like Bob Sweeny,  
who is running for Congressman at Large, and  
women like Frances McGovern.

*Kirwan  
Young  
Sweeny*

*They would NEVER get any help from  
GOLDWATERITES WHO HAVE ONLY ONE  
RALLYING CRY -- NO, NO, NO -- AGAINST,  
AGAINST, AGAINST.*

Goldwater - War on Progress  
Johnson War on Poverty

PART IV

Comparison of the Goldwater <sup>WAR</sup> ~~War~~ on progress  
and the Johnson program of achievement and vision.

Here you may want to work in some of the "but  
not Senator Goldwater" chant.

\* Most members of Congress and most of the  
American people welcomed a \$12 billion tax cut,  
But...  
but not Senator Goldwater.

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\* Most Americans - and most Members of Congress -  
believe in <sup>+ support</sup> programs that will help educate our  
young.

But not Senator Goldwater.

\* The vast majority of the American people  
wholeheartedly support a minimum wage of \$1.25  
an hour.

But not Senator Goldwater.

✓ Most Americans rejoiced at the signing of  
the Nuclear Test Ban Treaty — *to slow down the Nuclear  
arms race*  
But not Senator Goldwater.

✓ Most Americans look forward to the last half  
of the 20th century as a time when this country  
can fulfill the dream and the vision of the  
Great Society *outlined by President Johnson,*  
But not Senator Goldwater.

✓ Most Americans are going to vote for  
L.B.I. — but not Sen Goldwater

PART V - CONCLUSION

*Happiness*

The happiness theme -- ~~that~~ we are moving  
into a period that could be the most glorious  
years of our lives.

Also, that as a Democratic candidate running  
with Lyndon Johnson, I pledge to keep this

-12-

~~No, Senator Goldwater is still having a  
hard time adjusting himself to the first half  
of the 20th century.~~

Opportunity -  
Responsibility -  
Happiness - JFK Loved Life!

-14-

campaign on a high plane that is worthy of  
the memory of John F. Kennedy.

IDEALS

DIGNITY

- ✓ OPPORTUNITY FOR THE YOUNG
- ✓ SECURITY AND DIGNITY FOR THE ELDERLY
- ✓ COMPASSION FOR THE AFFLICTED.





# news release

FROM THE DEMOCRATIC NATIONAL COMMITTEE PUBLICITY DIVISION 1730 K STREET, N.W. WASHINGTON 6, D.C. FEDERAL 3-8750

For Noon Release (EDT)  
Monday, September 7, 1964

B-3710

LABOR DAY SPEECH  
by  
SENATOR HUBERT H. HUMPHREY  
DEMOCRATIC CANDIDATE FOR VICE PRESIDENT  
OF THE UNITED STATES,  
BARBERTON, OHIO

This is the most important Labor Day in America in many years -- one of the most important since a Democratic Administration and a Democratic Congress first established Labor Day as a national holiday in 1894.

Traditionally, Labor Day opens the Presidential Campaign every four years.

Traditionally, the candidates of both major parties declare themselves for strong and progressive trade unionism in America.

-- But not this year.

Normally, on Labor Day, each candidate promises the help of the Government to every American to secure a decent home in a decent neighborhood.

-- But not this year.

Every Labor Day past, both candidates have said that government should care about a decent living for farmers, a good education for all children, and equal opportunity for all Americans.

-- But not this year.

These traditional goals have had bipartisan support in this great and rich nation.

-- But not this year.

Senator Goldwater rejects these goals. We in the Democratic Party, however, still support them. Lyndon Baines Johnson gave that pledge in his acceptance speech in Atlantic City when he said:

"These are the goals toward which I will lead if the American people choose to follow."

In this election of 1964 the American voters have a clear choice -- between vigor or vacuum, between progress or retreat, between responsibility or rashness.

I can testify that the Republican candidate is a man of his word. And I fear that he would fulfill his promises to lead this nation taillong into the 19th century.

--- more ---



And I can testify that Lyndon Baines Johnson is also a man of his word. I know he will keep his promise to lead this country forward.

We have the record to prove it.

Four years ago, John F. Kennedy pointed to an economy suffering its fourth post-war recession -- the last three of which were in a Republican administration. He pointed to a decline of 8 percent in industrial production in the previous year. He talked of an economy that was stagnant because its retail sales were down more than \$1 billion a month -- business investment had declined \$2.5 billion, and corporate profits before taxes had dropped over \$9 billion at an annual rate. Unemployment had reached almost 7 percent of the labor force.

John F. Kennedy spoke facts, not generalities -- and the facts in 1960 after eight Republican years, were bad.

But the Democratic party made promises -- to do something about the economic stagnation of a great country. You have a right to ask: What has been done about those promises? You have a right to ask: What are the facts today?

In 1961, the Gross National Product -- the sum total of what the entire economy produces -- was \$501.4 billion. Today it is \$618.6 billion. That is an increase of \$117 billion, or more than 23 percent.

Industrial production has risen more than 28 percent.

Retail sales have increased more than \$4 billion a month or more than \$48 billion a year.

Business investment has increased more than 30 percent -- corporate profits rose 46 percent before taxes, and more than 60 percent after taxes.

Total employment in the last three years has increased 5.7 million and is now at an all time high of 72 million persons.

In July 1964, the unemployment rate was pushed below 5 percent for the first time in more than four years.

Total income after taxes -- that is, spendable income -- of the average American family of four rose over \$1,200 or more than 15 percent.

This has been accomplished in a climate of relatively stable prices. In fact, wholesale prices are slightly lower than four years ago. The price record in the last four years in America is better than that of any industrial period of economic growth in our history and the end is not in sight. In 1965 the Gross National Product will exceed \$650 billion.

These achievements are no accident. Your government, under Democratic leadership, made coordinated and deliberate use of all policy instruments available to eliminate recession and promote economic growth.

The Kennedy-Johnson Administration stepped up its expenditures, stimulated housing, bolstered unemployment compensation systems, and made credit more plentiful.

And as economic recovery became evident, your government, under Democratic leadership, geared the nation's fiscal and monetary policies to promote higher levels of income, more production, and greater employment. It did not choke off business by increasing interest rates needlessly or by curtailing essential Federal programs.

Your Democratic Administration also began to push legislation to establish even greater economic independence for our people and to keep the economy growing.

The largest tax-cut in history was enacted -- to put more money in the pockets of people and to stimulate business investment.

We recognized the problem of economically depressed areas and enacted legislation for area redevelopment -- to restore these regions and the people in them to economic health.

We understood that men were standing in line for jobs which had been eliminated by machines so we launched a manpower development and training program.

Your Democratic administration knew that we were in the midst of a technological and scientific revolution which was changing the whole manpower and employment market.

And we knew that education was the key to the problem. So we began to overhaul vocational education, to provide for technical education, to make it possible for our young people to have the education they will need to participate fully in today's industrialized economy.

The Democratic Party takes pride in this record of keeping its word to the American people. John F. Kennedy and Lyndon B. Johnson kept the promises they made in 1960. They got this country moving again.

Yes, this great and strong nation, this rich and prosperous land is on the move today. It is going forward to new levels of achievement. But no party asking for the responsibility of guiding this nation in the future can claim that the job is complete.

There are still challenges before us. You remember President Kennedy's favorite lines from the pen of Robert Frost:

"The woods are lovely, dark and deep,  
But I have promises to keep  
And miles to go before I sleep,  
And miles to go before I sleep."

We will walk those miles. We will keep those promises.

Our population is growing faster than ever before. It will double by the end of this century. We must build at least 2 million homes a year. We must build more schools, more hospitals, more highways, and all other facilities -- equal in amount to all the facilities that have been built in the United States since it was first settled. And we must do this in the next forty years.

There must be a job for every American who wants work and can work. There are still too many unemployed. The postwar baby crop is just now hitting the labor market. This, plus the impact of automation, requires us to find 300,000 jobs per month -- as many new jobs each month as there are people in Akron.

Sixty-nine million children have been born since 1949. Most of them are still in school. Today we do not have enough classrooms or enough teachers. And within the next 10 years we will face another baby boom.

This is a scientific and technological age. We must see to it that man is the master of the machine not its servant. As President Johnson has said, machines must be made "a boon not a bane" to humanity.

Each day one thousand Americans reach the age of 65. By 1980 there will be 26 billion people over 65 years of age. We have a moral obligation to honor the Biblical command: "Honor thy father and mother."

There must be no poverty in a land as rich in human and material resources as America.

And there must be no second-class citizenship in America.

In short -- this must be a land of opportunity for all, for the word "opportunity" is at the heart of America.

The years ahead can be the most glorious years in American history -- economically, politically, socially, spiritually. As President Johnson has said, "We are on the edge of an abundance which can tower over all the gains of the past.---We can build a nation which will enlarge and enrich the life of every citizen."

We can do it. We have the wit and the wisdom. We have the resources and the skill. The only question is whether we have the will, the heart, the vision, and the moral determination to succeed.

This is a big country. It takes a big man to be President of the United States. It takes a man with a warm heart and a creative mind. In 1964, that man is Lyndon B. Johnson.

He is a man who welcomes the challenges of America and the responsibilities of leadership toward that "destiny where the meaning of our lives matches the marvelous products of our labor."

Lyndon Johnson is a man who understands the needs and the aspirations of the American people -- a man who does not stand apart from the men and women of America.

I believe that most men and women of America welcomed the tax-cut and the economic stimulus it provided.

-- But not Senator Goldwater.

I believe that most men and women of America welcomed a minimum wage of \$1.25 and the extended coverage provided by our Kennedy-Johnson Administration.

-- But not Senator Goldwater.

I believe that most men and women of America welcomed the programs of area redevelopment, manpower training, and anti-poverty.

-- But not Senator Goldwater.

I believe that most men and women of America welcomed expanding the facilities of higher education, providing more loans for students to go to college, and increasing medical training facilities, and loans for medical students.

-- But not Senator Goldwater.

I believe that most men and women of America welcomed our passage of a program to employ and train jobless young men and women in a youth conservation corps and a job training corps.

-- But not Senator Goldwater.

And I believe that most men and women of America want to see our elderly citizens live their golden years in dignity -- protected by a hospital insurance program financed under social security.

-- But not Senator Goldwater.

Never in the history of America have we witnessed such a record of protest against progress by the candidate of a major political party.

- Mayor Green - of Akron  
- Mayor ~~Frank~~ Moss

Sp: Barberton -  
Akron, Ohio

Mike Di Salle  
Bill Coleman

Sept. 7, 1964

Leo Dugan  
George Marineck

Sen Frank King - { Rubber Workers  
{ Chemical  
{ Bailor <sup>makers</sup>  
{ Steel

Frances McHouen (14th)

✓ Bob Sweeney (congr card at large.)  
Labor Day Speech  
Senator Hubert H. Humphrey

✓ Bob Freeman (16th)

#  
④ Joe Ferguson - ⑤ John Blatnik  
Mike Di Salle Tug Slav  
m m m

Steve Young

" Barberton Band "  
Barry. " At Home on the Range "

# ~~111~~ Barkerton-Alkron

✓ This is the most important Labor Day in America in many years -- one of the most important since a Democratic Administration and a Democratic Congress first established Labor Day as a national holiday in 1894.

✓ Traditionally, Labor Day opens the Presidential Campaign every four years.

✓ Traditionally, the candidates of both major parties declare themselves for strong and progressive trade unionism in America.

-- But not this year.

Normally, on Labor Day, each candidate promises the help of the Government to every American to secure



a decent home in a decent neighborhood.

-- But not this year.

Every Labor Day <sup>in the</sup> past, both candidates <sup>for President & Vice Pres</sup> have said  
that government should <sup>be concerned</sup> ~~care~~ about a decent living for, <sup>workers +</sup>  
farmers, a good education for all children, and equal  
opportunity for all Americans.

-- But not this year.

< These traditional goals have had bipartisan support <sup>in the past</sup>  
in this great and rich nation.

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< Senator Goldwater rejects these goals. We in the  
Democratic Party, however, still support them. Lyndon  
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"These are the goals toward which I will lead if  
the American people choose to follow."



In this election ~~of~~ 1964 the American voters have a clear choice -- between vigor or vacuum, between progress or retreat, between responsibility or rashness.

I can testify that the Republican candidate is a man of his word. And I fear that he would fulfill his promises to <sup>back</sup>~~lead~~ this nation <sup>first</sup>~~tail~~ into the 19th century.

<sup>President</sup>  
And I can ~~testify~~ that Lyndon B. ~~Johnson~~ Johnson is also a man of his word. ~~And~~ I know he will keep his promise to lead this country forward.

We have the record to prove it.

Four years ago, John <sup>F.</sup>~~Kennedy~~ Kennedy pointed to an economy suffering its fourth post-war recession -- the last three of which were in a Republican administration. He pointed to <sup>a</sup>~~a~~ decline of 8 percent in industrial production in the previous year. He talked of an economy that was stagnant.

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a month -- business investment had declined \$2.5 billion,  
and corporate profits before taxes had dropped over  
\$9 billion at an annual rate. Unemployment had reached  
almost 7 percent of the labor force. —

✓ John F. Kennedy spoke facts, not generalities --  
and the facts in 1960 after eight Republican years,  
were bad.

But the Democratic party made promises -- to do  
something about the economic stagnation of a great  
country. You have a right to ask: What has been done  
about those promises? You have a right to ask: What  
are the facts today?

*Well, here is the record*

✓ In 1961, the Gross National Product -- the sum total  
of what the entire economy produces -- was \$501.4 billion.

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*We are  
Moving  
Forward!*

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Business investment has increased more than 30  
percent -- corporate profits rose 46 percent before taxes,  
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*Profits*

Total employment in the last three years has  
increased 5.7 million and is now at an all time high  
of 72 million persons.

*Employment*

In July 1964, the unemployment rate was pushed  
below 5 percent for the first time in more than four  
years.

Total income after taxes -- that is, spendable  
income -- of the average American family of four rose  
over \$1,200 or more than 15 percent.

*- Good for America*

✓ This has been accomplished in a climate of relatively stable prices. In fact, wholesale prices are slightly lower than four years ago. ✓ The price record in the last four years in America is better than that of any industrial country in the world. ✓ We are in the longest sustained period of economic growth in our history and the end is not in sight. In 1965 the Gross National Product will exceed \$650 billion.

✓ These achievements are no accident. Your government, under Democratic leadership, made coordinated and deliberate use of all policy instruments available to eliminate recession and promote economic growth.

✓ The Kennedy-Johnson Administration stepped up its expenditures, stimulated housing, bolstered unemployment compensation systems, and made credit more plentiful; It

reduced taxes; it encouraged investment; it cooperated with state and local governments. It went to work.

*L* ~~And as economic recovery became evident, your~~

*L young* government, under Democratic leadership, geared the

nation's fiscal and monetary policies to promote higher

levels of income, more production, and greater employment.

*L* It did not choke off business by increasing interest

rates needlessly or by curtailing essential Federal

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legislation to establish even greater economic independence

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*over 9 billion - 2 billion*

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↳ We understood that men were standing in line for jobs which had been eliminated by machines, so we launched a manpower development and training program.

Manpower  
Training

↳ Your Democratic Administration knew that we were in the midst of a technological and scientific revolution which was changing the whole manpower and employment market.

↳ And we knew that education was the key to the problem. So we began to overhaul vocational education, to provide for technical education, to make it possible for our young people to have the education they will need to participate fully in today's industrialized economy.

Education

↳ The Democratic Party takes pardonable pride in this record of keeping its word to the American people.

Keeping  
our  
word.

↳ John F. Kennedy and Lyndon B. Johnson kept the promises they made in 1960. They got this country moving again.

L Yes, this great and strong nation, this rich and prosperous land is on the move today. It is going forward to new levels of achievement. But no party asking for the responsibility of guiding this nation in the future can claim that the job is complete.

There are still challenges before us. You remember President Kennedy's favorite lines from the pen of Robert Frost:

*Challenges  
to  
meet*

{ The woods are lovely, dark and deep,  
But I have promises to keep  
And miles to go before I sleep,  
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L We will walk those miles. We will keep those promises.

L Our population is growing faster than ever before. It will double by the end of this century. We must



*Here is  
the challenge!*

L build at least two million homes a year. We must build more schools, more hospitals, more highways, and all other facilities -- equal in amount to all the facilities that have been built in the United States since it was first settled. And we must do this in the next 40 years.

L There must be a job for every American who wants work and can work. There are still too many unemployed. >

The postwar baby crop is just now hitting the labor market. This, plus the impact of automation, requires

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L Sixty-nine million children have been born since 1949. Most of them are still in school. Today we do not have enough classrooms or enough teachers. And within the next 10 years we will face another baby boom.

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L Each day one thousand Americans reach the age of 65. By 1980 there will be 26 million people over 65 years of age. We have a moral obligation to honor the Biblical command: "Honor thy father and mother."

Elderly

L There must be no poverty in a land as rich in human and material resources as America.

No Poverty

L And there must be no second-class citizenship in America. - Every American a free + Equal man.

In short -- this must be a land of opportunity. ~~the~~ the word "opportunity" is at the heart of America.

Opportunity

ah yes,

The years ahead can be the most glorious years  
in American history -- economically, politically, socially,  
spiritually. As President Johnson has said, "We are  
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warm heart and a creative mind. In 1964 that man is  
Lyndon B. Johnson.

L He is a man who welcomes the challenges of America  
and the responsibilities of leadership toward that

He knows that compassion is not weakness; nor  
is concern for the less fortunate Socialism  
He knows that there is no dignity, no freedom,  
no liberty in Poverty. I believe most Americans

"destiny where the meaning of our lives matches the

Know this -

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a job training corps.

-- But not Senator Goldwater.

✓ And I believe that most men and women of America  
want to see our elderly citizens live their golden years  
in dignity -- protected by a hospital insurance program  
financed under social security.

-- But not Senator Goldwater.

I believe that most Americans know our country has  
the mightiest military power on the face of the earth  
but, not Sen. Goldwater

I believe that most Americans believe L.B.J.  
will be the next President, But Not Sen. Goldwater

Never in the history of America have we witnessed  
such a record of protest against progress by the candidate  
of a major political party.

for the Goldwater Faction  
of the G.O.P.

The temporary Republican spokesman does, however,  
offer this country a choice:

- a choice between action and reaction
- a choice between progress and retreat
- a choice between hope and despair
- a choice between giving your brother bread or

a stone when he asks for help.

And the temporary Republican spokesman also offers this  
country an echo: When Senator Goldwater attacked the vote

on medicare last week, he used words from a dead past  
when earlier Republicans attacked Franklin D. Roosevelt  
for establishing the social security system.

| L There is, then, in this election both a choice and  
an echo. But what a choice! What an echo! |

I am confident that the American people will make  
known their choice in terms both loud and clear. They  
will vote for progress. They will vote for Lyndon B.  
Johnson and the Democratic Party.

America needs a President with vision -- not an  
agent of division.

America requires leadership based on trust -- not  
the chaos resulting from distrust.

America seeks a voice which urges us to go forward  
-- not the disconsolate and dreary sounds of "No, no,  
no."



President Johnson has called on us to stand tall  
and to do more than we have done. He has pledged that  
he will be at our side. But he has also asked for our  
help.

I believe that most Americans will be at the side  
of President Johnson this November. He will have our  
help. - But not Sen Goldwater



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