

*Sp: Watertown, S. Dak.  
Sept. 11, 1964*

WATERTOWN, SOUTH DAKOTA SPEECH

Friday, Noon, September 11, 1964

It's great to be back in South Dakota!

I always enjoy returning to my native state,  
but there is an even greater thrill this time  
coming back among so many old friends who have  
meant so much to Muriel and me and our family.

Let me share with you something my family and  
my most intimate friends have long known. South  
Dakota HAS left its mark on me -- and I'm proud  
of it!

It was here in South Dakota that many of my  
deepest convictions were developed -- convictions  
for justice and fair play and concern for my fellow  
man that have stood me in good stead throughout my  
career in public life.



It was here that in my boyhood I came to know and understand the strength of character that can come from hard work, and, yes, from adversity.

It was here I came to first understand how vulnerable even the most rugged individualist was to the forces beyond his or her control -- the changes of climate and weather, or economic pressures originating far beyond the State's own borders. It was here I became deeply aware that all the good citizens of South Dakota wanted and needed a fair chance -- an equal chance -- to share justly in the fruits of their own toil -- without the cards always stacked against them.

It was here I learned early that man's well being was closely interlocked with the well being of his neighbors -- and that we hurt ourselves and



our own families when we fail to be concerned about our neighbors. It was here, too, that I learned how interdependent our cities are with the prosperity of our farmers -- how each suffered if the other was economically hurt.

And it was here that the inspiration, dedication, and firm convictions of my father chartered for me the course that has successfully guided me in public life -- really caring about people, and accepting public service as a responsibility and obligation to work diligently for the people, with absolute integrity

Simply put, Dad's political philosophy was this: The best politics, in the long run, is doing what is right -- morally, as well as economically.

This I strongly believe; and this I always have endeavored to do.



I deliberately chose my native State of South Dakota for one of my first campaign appearances outside of neighboring Minnesota. I did so, however, for reasons bigger than the fact that I am a native of South Dakota.

I chose to come here early because South Dakota -- and Watertown particularly -- exemplifies a significant theme I want to develop and emphasize throughout this great national campaign to decide future leadership of our nation.

I want to talk with you about agriculture, but in broader terms than just the individual well-being of farmers themselves, as vitally important as that is throughout our nation. In the educational process the sounding board of this campaign affords, I want to emphasize the vital contribution agriculture makes



to our entire national economy, to our posture for peace and freedom in the world, and to the health and well-being of all the American people.

It is my fervent hope that the nation can be made more aware not only of American agriculture, but of all rural America -- its towns and cities as well as its farms, its churches and its schools, and most significant of all, its people -- the wholesomeness of its people.

It is time all of us looked more closely at the role ahead for rural America in the Great Society envisaged by President Lyndon Johnson. And let me assure you of this right now: When President Johnson speaks and works for greater economic opportunity for all in the Great Society he envisages for our nation in the decades to come, he is vigorously determined



not to let the cities and towns and farms of rural America be left out. His dream for America -- a practical dream that his capable leadership can bring into reality in this age of abundance -- is your dream, for yourselves and your children, as well as the dream of your fellow Americans in the great metropolitan centers of this nation.

He is determined, as am I, that rural America never again be forgotten, nor neglected, in America's great march forward into the brighter promises of the future.

Out of all the attributes of greatness that have deeply impressed me about our calm but forceful and effective President of the United States -- the man who I hope to serve with all the energy, dedication, and devotion at my command -- perhaps the most impressive of all is his deep dedication to all the American people; his determination that there shall



be no second class citizens in this country, either economically, or by reason of race, creed, or color.

This, then, is why I am glad to be in South Dakota today.

Where else in the nation do the businessmen of the cities and towns better understand their interdependence with the tillers of the soil?

You businessmen of Watertown, and your fellow businessmen of Aberdeen, of Rapid City, of Huron, of Pierre, of Sioux Falls or any of the many other cities and towns in this State -- you know better than most that the cash registers ring best on main street when your farmers are getting decent returns for their crops.

And you also know better than most that your orders to the great manufacturing centers of America



creating jobs for thousands upon thousands of workmen, depend to an exact degree upon the rise and fall of farm income.

This, then, is the story of rural America that needs to be told and retold to this entire nation.

And this is why this nation needs leadership that understands rural America, and rural America's vital role in our national life -- not the kind of leadership of the man who has temporarily captured the Republican Party, the man who candidly has admitted, "I don't know anything about farming."

Rural America needs Lyndon Johnson -- but not Senator Goldwater!

Furtunately, a rural renaissance is already under way, holding a bright promise of a better future for rural America.



Improved farm income is the keystone to progress for rural America, and improved farm income has resulted from the positive efforts of our Democratic leadership over the past three years.

For the nation as a whole, gross farm income received by farmers during the last three years is over \$8.5 billion higher than if 1960 farm income levels had continued. South Dakota farmers alone earned \$236 million more in gross income during the last three years, because farm income was higher each year than the 1960 level. At long last the gap between farm and non-farm income is being narrowed, instead of widening.

Gains in farm income in recent years have sparked the start of new life for rural America, but increased farm income has not done it along. Self-help community development programs, encouraged by a



sympathetic and understanding national administration, also are playing an increasingly important role in reshaping the destiny of rural America.

The Rural Areas Development Program, virtually dormant under the Republicans, has been awakened during this administration. It has expanded from 300 pilot counties to a dynamic nationwide operation reaching into every rural community in the United States.

The volume of credit extended through Farmers Home Administration has been increased two and a half times over the 1960 level. These programs have helped more than 1,440,000 people -- 320,000 rural and farm families -- to strengthen family farm operations, develop rural water systems, recreation areas, improve housing for rural families, and build new housing for the elderly.



Rural electric cooperatives, as a result of expanded REA loan programs since 1960, have improved services to customers while lowering their power costs \$7.5 million this year alone.

Over 49,000 rural families, including 2,700 elderly persons, have built new homes or remodeled their present dwellings through programs which have become available or have been expanded since 1960.

All of these efforts and more are part of what I mean about building a brighter future for rural America -- a brighter future that holds more hope not only for the farmer himself but for his children, and for the merchants with whom he trades in our rural cities.



✓ The issue before you in this campaign is, who  
do you want helping you find the answers to your  
questions?

✓ Do you want a President who is a farmer and  
rancher himself, with Hubert Humphrey at his side,

✓ or do you want a Presidential-aspirant who says he  
doesn't "know anything about farming"?

✓ The future of South Dakota agriculture is at  
stake. The future of South Dakota business is at  
stake. And the future of your sons and daughters  
is at stake.

✓ You need leadership that really cares about  
rural America.

Rural America, I am convinced, needs President  
Lyndon Johnson -- but NOT Senator Goldwater!



Remarks of Senator Hubert Humphrey,  
Watertown, South Dakota, Civic Arena  
September 11, 1964

Senator Humphrey. Thank you very much, Senator George McGovern, my friend and neighbor, and may I express also my thanks to the Mayor of this great and fine city, Watertown, South Dakota, Mr. Roby, for his gracious and generous hospitable reception and introduction. And I surely want to thank this fine band. I think they deserve a good hand of applause.

(Applause)

You learned how to play the Minnesota Rouser almost as good as the Golden Gophers Band. I hope you will just keep practicing it everyday between now and November 3.

(Applause)

Permit me just once again to express my great pleasure in seeing an old friend and a fine man who is about to become the new Governor of the State of South Dakota, Mr. John F. Lindley.

Permit me to say, John, welcome to the folds of victory. We are expecting you out there in the State House.

(Applause)

As I recall, the first Governor to occupy the Governor's mansion out at Pierre was a Democrat and they tell me that Republicans have never liked it, and I see no reason to keep them in it.

So, John, we will put you there.

(Applause)



And may I say that I was delighted to meet here at the entrance to this great auditorium the man we want to see elected and who can be elected with your help and your enthusiastic support to represent this East River District of South Dakota in Congress, George E. May.

George, my best wishes.

(Applause)

It is always good to be on the same platform with a friend of the family, a friend of my father, my mother, a friend of all of us, my old friend, C. L. Chase. I just want to wish him the very, very best. I hope that we may have him with us as a leader in the Democratic ranks for years and years to come.

(Applause)

Now, I want to say a word to our friends of the press who came so far from way back East and those of you who are here from the Midwest. Most of the folks you see up here on this platform are relatives. I have built-in political strength in this State, I want you to know, and I hope it that they turned out -- I won't say en masse because, frankly, there are many more. We kept them working at the precinct level while most of them are out here enjoying life.

I want to thank each and every one of them for helping bring me up, so to speak. It does me so much good to see them. We have real family spirit in our family, and I love each and every one of them. I am so pleased that they are here. And I am so pleased that even the few of them who had at one time wandered into those paths of political indecision and



political doubt called Republicanism have now found the straight and narrow path of the Democratic Party.

(Applause)

This is a great auditorium. This community is to be commended for this wonderful, wonderful facility, and I would be less than honest with you if I didn't tell you that I was very concerned at having a meeting at high noon in a busy countryside, and in a fine busy city. I was concerned as to whether we would have such a splendid large audience. I am delighted. I am so happy and I want to thank every person here for your attendance today and for your willingness to join us on this occasion.

I wanted to come back to my native State to initiate at least in the early stages of this campaign -- last week, Mrs. Humphrey and I and our family were in our home State, Minnesota. We were in Minneapolis and St. Paul, where we received a wonderful welcome from friends and neighbors. Then we went out to the little community where we now reside and have our voting residence and our home, our Minneoota home. And we had several thousand people out in this little village, country village of less than 600 people. It was good to come home. It was good, as I said then and I say now, to touch the earth and to feel the hand of friendship and fellowship. Because in public life, strange as it may seem, with all of the crowds and all of the commotion, it is a lonely life. Sometimes you have all too little time with friends. In fact, most of the time too little time with friends and so often, so little time with your loved ones, your family. And when you lose a little



of your faith even in yourself or the things for which you are working, when you become tired and distressed, you like to come home. And when you want inspiration, when you want a good start, when you want the kind of energy that gives you sustenance over the long period, you want to come home. And when I come back here to South Dakota, to Codington County where I was born some 53 years ago, I feel I am at home, because my name is registered here in the official archives of this county as Hubert H. Humphrey, Jr., son of Hubert Humphrey and Christine Humphrey, born May 27, 1911. I am proud that I was born in this wonderful Midwestern State of South Dakota, where we judge people on merit, where we are proud of the greatest resource that any community can have, namely, a resource of the human being-- his mind, his heart, his body, his soul, his spirit. And you have it, my dear friends. This is what makes South Dakota, and I commend you.

(Applause)

I return here accompanied by not only my family -- they are not all with us today; my daughter and her two children couldn't be with us, our youngest son couldn't be with us, but Bob is here, Skip and his wife are here, our son-in-law, Bruce, is here; Muriel is here. So we have a pretty good representation of family.

But I am pleased, too, that I can come with my neighbor, the man and the wife that you sent to Washington to represent you in the United States Senate. And I say from this platform as I have said a dozen times or more in this eastern part of South Dakota in years before, there is no finer public servant in Washington, D. C., now or in the past, and likely in the



years to come, than Senator George McGovern of South Dakota.

(Applause)

George and Eleanor are our friends. Their family and our family are friends. We are neighbors, we are friends, and we are fellow Democrats, and we love the people of this great State.

Now, George, I speak for both of us today, because what I am about to say now I discussed with you on the plane as we came out from Washington this morning. We are back here to give to the people of South Dakota in the few moments that you have provided us a performance report, a performance report on the Kennedy-Johnson Administration, because pledges were made in 1960 by Senator McGovern, by Hubert Humphrey, by the late and beloved President, John F. Kennedy, and by the Vice President of the United States at that time, Lyndon Johnson, and now our President. Everyone of us was in this State and each of us made a set of commitments and promises to the people of our State. And I am here to report faithfully to you that those pledges and those promises were not only made, they have been kept and they have been carried out.

You may remember that cold day in January 1961, inaugural day. You will remember that the day before there was a blizzard in Washington, which I think was somewhat indicative of what had been going on in Washington, the confusion, the slip and the slide -- one step forward, two steps backward and a slide to the left and a slide to the right and a twist and a twirl were about what we had been going through. Then on that day of January 20, 1961, a young man, young of heart, bright of mind,



good of soul and spirit, stood before the American people, took his place of office and delivered a magnificent inaugural address, an address that commanded the attention not only of the people of America but of the whole world. In that address, he reminded us of the situation that then prevailed and where we were going, a nation whose economy was limping along in 1960, and that was the fact. That nation that was limping along in 1960 now has the quickened pace of a strong, vital, free enterprise system, encouraged by a government that is interested in the people and inspired by confidence as the result of the actions of the government.

In less than four years, our beloved America, the pride of our hearts and, indeed, the miracle of the world, this beloved America has expanded its economy until today, it is running at a rate of over \$600 billion a year, and in fact, we have added over \$150 billion of new production, of goods and services in these last three-and-one-half years. What a record!

(Applause)

Now, this is what President Kennedy meant when he said, Let's get this country moving again, and when he said, Let's get America moving again. He gave us a command and that command was joined in by his partner, Lyndon Johnson.

What was the command? "Let us begin."

No more of this Sleepy Hollow melodrama. No more of this apathy and economic paralysis. But get America moving: Let us begin.

The spirit of youth, of vitality. And we started to get America moving again.

And are we moving? We are moving indeed. And we are moving forward, everyone of us. And we are moving forward together -- government, business, agriculture, labor, people everywhere; all of us together are building a stronger America, and that is the kind of leadership that America deserves and needs, a leadership that builds and constructs.

Yet I listen to the voice of the opposition and the voice of the temporary spokesman of the Republican party. And what does he do? He tells us of the tyranny of your government, the Federal government, a government of law, a Constitutional



government, a government of a republic, a government of the people, by the people, and for the people. He tells us that there is a war going on between federal and state governments. He seeks to divide worker from farmer, city from country, state from locality, national government from state government. And that kind of divisive talk is unworthy of a nation that is known as the United States of America, one nation inseparable, one union, one people. What America needs today is a voice that asks us to stand together, to work together, to build together; not a voice that pits one group against another; not a voice that denies, if you please, the basic unity of our nation.

I am happy to say that President Lyndon Johnson is known not only in Washington, but is known throughout this land as one that brings people together, that brings together labor and business, that brings together farmer and city, that brings together the fifty states of this union, and that brings together the nations of the free world in a great alliance. That is the kind of leadership America needs. (Applause)

The economic facts of 1964 tell us the story of what has happened these past three-and-a-half years. Those economic facts tell us that America is enjoying unprecedented prosperity, unprecedented production, high employment -- the highest in the nation's history -- good profits for the nation's industry, and heavy investment on the part of our management and financiers. The country is filled with optimism. Everybody is optimistic except Barry.

(Applause)

He started out not liking the whole thing and he is determined to stick to it. Everybody in America is confident of the future except the man that says it is a fake, and he charges us today with a fake prosperity. Well, let him tell the president of General Motors that, whose profits are unprecedented this year.

Is it any wonder that the leaders of business are abandoning this false prophet? Is it any wonder that leaders of business, traditionally Republican, are now joining by the hundreds the Johnson-Humphrey team for the election and the victory that will be ours on November 3, 1964?



American business is not going to turn this country over to the uncertain hands of one who can't differentiate between what is real and what is false. And I don't believe, my friends, that when you are winning the ballgame and gaining the victory, you change captains or quarterbacks in the middle of the game, or that you even change the signals, particularly when you wear glasses without lenses.

And I don't believe you ought to give the ball to a fellow that only runs backwards.

But, my friends, we are not content with just yesterday's glories, yesterday's victories. Nor are we going around in ashes and sackcloth and talking about just our problems and our difficulties. We are going to talk about our challenges and we are going to talk about our opportunities. Because if there is one thing that America ought to stand for, my fellow Americans, and particularly may I say to our young friends today, America ought to stand for and ought to symbolize opportunity -- opportunity. The chance to make something out of your life, the chance to be someone, the chance to do something, the opportunity to live the good life.

So we are not going to rest on our laurels. We are not going to look over yesterday's scores and cheer about the victories that we have already done. Because there are things to be done yet in this great land of ours. There are, in the words of the poet, miles to go before we sleep. There are yet victories to be won; there are wrongs to be righted, and there are inequities to be overcome. And we are at the business of righting those wrongs and of conquering those inequities.

The last four years have represented real gains for American agriculture, but we know there is yet much to be done. American farmers deserve a better deal and rural America needs a friendly and sympathetic government. Rural America doesn't need a President that has never understood agriculture any



time in his public career.

In fact, I must say for the candidate of the opposition party that he is incredibly candid on occasion. He is the man who said publicly that he doesn't know anything about farming. I agree.

Now, the American farmer needs someone who does know something about agriculture, needs someone, if you please, that at least knows that agriculture has not fully shared in this national prosperity. The American farmer needs a break, a fair break in the market place. He needs to share this economy on the basis of equality, he needs help from his government. He needs cooperation from his government. And we intend to see to it that that cooperation is ever forthcoming.

American agriculture has been in the forefront of this Administration's action program. For example, our surplus food has been made available to the needy and the hungry. We have a food stamp plan in operation, one that Senator McGovern and Hubert Humphrey and others like us helped perfect and pass in the Congress of the United States without the help, may I say, of the temporary spokesman of the Goldwater faction of the Republican Party.

We have the feed grains program at work in the field, on your farm, and it is bringing in new income, but not with the vote of the temporary spokesman of the Goldwater faction of the Republican Party. He voted no.

We have a voluntary wheat program which provides new income for our wheat farmers, but it didn't come about because of the inspiring leadership of the aspirant of the Republican Party; not on your life. He voted no, and I hope every wheat farmer in South Dakota remembers it.

And there is a greatly expanded food for peace program, and every farmer, every producer of food and fiber in America should be proud of the fact that it is our food today which is one of the great margins of strength on our side in the world struggle. Food, American food, saves lives. Food, American food, saves freedom. Food, American food, is a part of a great



economic program abroad. And the farmers of South Dakota and Minnesota and other States have been patriots in the fullest sense of the word. They have, indeed, produced the new weapons of a peaceful world, the weapon of food for peace and food for people. And I, as one who has worked for it, and your Senator who is the administrator of that program, I believe that we have the right to say that the job has been well done. But without the help, may I say, of the gentleman from Arizona.

There is the School Lunch, the free milk program. There is a broad program of aid with our cattlemen, which today is stabilizing the price of meat. These are the programs of this Administration and with few exceptions, my fellow citizens, these programs have been legislated over the firm and resolute resistance of the temporary spokesman of the Grand Old Party.

I want to say right now that we welcome into our ranks, in fact we extend the hand of fellowship and welcome, to the thousands and thousands of good Republicans who have fought for what was their belief and what was their convictions. The fact of the matter is that the Democrats have treated the Republicans better than the Goldwater faction of the Republican Party has treated their own. And we welcome into our ranks today and tonight and in the weeks ahead, the thousands -- nay, I think the millions -- of liberal, modern, progressive, constructive Republicans who put their country above their party and are going to vote for Lyndon B. Johnson for President of the United States.

There are many other things that I want to comment on on this agriculture front. The rural area development program. That was nothing but a dusty folder on a shelf in the Department of Agriculture until President Kennedy and President Johnson put it to work. The Farmers Home Administration, Capital Credit enabled them in ever-increasing amounts and the lights are on all over rural America, too. And REA, Rural Electric Cooperatives, REA is stronger and more effective today than ever before. And these programs are yours.



Keep them.

Now, together, we shall guarantee that rural America is not only a place in which you can earn a good income but, more important, a place in which you can live the good life, the good earth and good people make up a good society.

South Dakota farmers, indeed all South Dakotans, in the cities, and on the farms, have benefitted from the many programs of these past three and a half years. If there is any one place where we know the doctrine of interdependence, it is here. Every merchant on Main Street depends on agricultural income. What is good for that farmer is good for that druggist. What is good for that farmer is good for that hardware store. What is good for that farmer is good for that filling station. It is all together. The doctrine of interdependence is written across the map of South Dakota. That is why when you have a candidate or aspirant for public office that has forsaken you, that has refused to ever consider your problems and, frankly confesses that he knows nothing about farming, then I say he has little or nothing to contribute to the well being of this State.

The tax cut which the Congress passed gave you new spendable income. But the Republican candidate, the faction candidate, did not vote for it. Aid to education has strengthened our colleges, made possible their expansion. Area Development and public works, conservation, reclamation and irrigation legislation, all have benefitted every citizen of this State.

Beyond these economic gains, my friends, we have taken long strides in the pursuit of peace. And this is the fundamental issue of our lives. The question before the American people in this election is simple and direct and profound: Which of the two candidates is best equipped by experience, by background, by intellect, by emotion to give this Nation and the free world the leadership that it needs in the coming years? Which of the two? Which of these men do you want to have his hand on the nuclear trigger? Which one do you



trust?

And as our President said only the other day in Detroit, Michigan, the responsibility for the nuclear weapon, the responsibility for the ultimate security of this Nation can't be, may I say, can't be delegated to a colonel or a general in the field; it must be only in the hands of the President of the United States in Washington, D. C.

So our great goal in the pursuit of peace. Our nation today is powerful, more powerful than all the nations of the world put together. The power that our nation has, may I say to our young people, is so staggering that it is almost beyond human comprehension. Yet within less than one hour, if there is miscalculation, if there is rashness or if there is irresponsibility or if there is poor judgment, within less than one hour, mothers and fathers, or if one hundred million of us, could be ashes by one nuclear attack. We are not talking about little things these days. We are talking about life itself. We are talking about the future of this planet; we are talking, if you please, about the salvation of the species, not merely some of the trivia which is all too often spread across the land in a political campaign.

So let us thank God that today our nation is mighty and strong, because that strength is used for peace; that our allies are strong and prosperous. And let us remember, too, that our adversaries are disorganized. They are split and they are on the defense. And I don't think it helps America, and I don't think it helps the cause of freedom for the spokesman of the opposition to run up and down this land telling us how the Communists are winning. They don't need any propagandists on the American political scene.

The air that we breathe today is clean and the milk that we drink today is pure because a President of the United States had the vision and had the courage to negotiate with the Soviet Union and other countries a nuclear test ban treaty to stop the testing of nuclear weapons in the atmosphere. This was an act of mercy; this was an act of humanity; this was an act of peace; this was an act, if you please, to forestall a terrible



day of conflict. Yet the man who talks today and asks for your vote and who would have you believe that he is for a better America and a peaceful world -- that man, the Senator from Arizona -- voted no on that great fundamental issue.

The United Nations, the United Nations, which is the hope of peace, the United Nations which is man's most important instrument in the pursuit of peace, requires the constant attention, the constant strength of America. And the United Nations has given much of the peace-keeping operations of this world. When the hour came when the United Nations had to have the capital to continue its functions of peace-keeping, the whole peace, and when your America, through its government, voted to give that money to the United Nations, where was the Senator from Arizona? He was in the opposition.

I cannot forgive these acts of public opposition, a record of no, no, no, a thousand times no; a record of retreat, retreat, retreat, back away from reality. This is no way to give leadership to our great, young, and vital America.

Peace, we know, is a process and it has to be pursued relentlessly and it requires courage and it requires sacrifice and it requires confidence and vision. Peace is indeed a journey of a thousand miles. But we now know the direction. We see our goal, and we, as Americans, Republicans and Democrats, whatever our political persuasion, we are determined to reach that goal and with God's help and with the confidence of the American people, we will pursue relentlessly the path of peace until the goal of a peaceful and free and just world is achieved.

Thank you very much.



Press Conference of  
Senator Hubert H. Humphrey  
at Watertown Airport  
Watertown, South Dakota  
September 11, 1964

Senator McGovern. Ladies and gentlemen, this is one of the proudest moments in the life of South Dakota, when we can welcome to Watertown and to his native State, the next Vice President of the United States, Senator Hubert Humphrey.

I know the press have some questions for him. Without any further delay, I am going to put him on.

Senator Humphrey. Thank you very much, George.

My friends of Codington County, and relatives -- there are about half of each here today -- I hope relatives are friends, too -- Mayor Roby, our good friend, C. L. Chase, our candidate on the Democratic ticket who ought to be and will be the next Governor of South Dakota; Mr. Lindley, and all the officers of the county committee and the State committee that are here and our friends of the press, first of all, I want to say to our friends who came out from Washington, we should have checked the weather before we left. It was hot and sultry in Washington this morning, and it is crisp and cool, it is just good, Democratic victory weather out here in South Dakota.

Having said that, I turn myself over to the tender mercies of the press, radio, and television here.

Question. Senator, one of the big issues right here now, as you undoubtedly know, is the National Farmers Organization holding action, and so on. Do you see any chance of permanent benefit to the farmer through this withholding action?

Senator Humphrey. Well, it is my view that our farmers can do a great deal to help themselves through the building of their cooperatives, through, of course, the strengthening of our farm laws that aid a great deal in the maintenance of a fair place in the marketplace. I am going to address myself to these matters in my remarks at the auditorium today when I speak this noon.

We surely do need farm organization, and I would hope that our great farm organizations might be able to pool their efforts into one constructive program.

Regrettably, one of the things that has injured the cause



of agriculture thus far is the division in the great farm organizations. Therefore, whatever can be done to bring these organizations into closer harmony as to objectives and as to means of achieving those objectives will be very, very helpful.

Question. Senator, which do you consider your home State? Is it Minnesota or South Dakota?

Senator Humphrey. Well, my home State, of course, is Minnesota. My native State is South Dakota. But I just love the whole country so much that I wish I could have lived in each and every one of the 50 States.

But I was born in Codington County -- my birth certificate is on file here at the court house -- on that day of May 27, 1911, at Wallace, South Dakota, a nearby community and a fine rural community, where my father had a drug store. I was born above that drug store and, as Bob said, raised inside it.

Question. Senator, do you favor immediate implementation of the Supreme Court's ruling on legislative reapportionment? If you do, how are you going to explain that stand here in South Dakota or throughout the midwestern States?

Senator Humphrey. No, I have joined my colleague in the Senate, Senator McCarthy, in offering a resolution in the Senate called the sense of the Congress, which recognizes, of course, the jurisdiction of the court, I do not believe there is any doubt about that, but also recognizes that the matter of reapportionment requires what the court once said in its famous desegregation decision, deliberate speed. It means some time, giving our courts, giving legislatures the opportunity to fulfill their constitutional requirement of equal representation.

Our "sense of Congress" resolution would not violate any of the relationships between the branches of government, but at the same time, would express the sense of the Congress that the court's decision, while valid, should be permitted to be brought into effect over a short but reasonable period of time.

Question. What do you foresee as the outcome of the election right here in South Dakota? Do you have a feeling of it yet?

Senator Humphrey. Mr. Mazo, we are very gratified by the recent public opinion poll that was in the news this morning



in South Dakota. Having been interested in the development of South Dakota politically and economically all of my life. I don't recall any time in my memory at least when a political public opinion poll showed such a margin of strength for the Democratic Party and the Democratic candidate. I am very pleased that the folks in South Dakota have expressed, at least in the public opinion sampling, this great confidence in President Johnson and in their native son, Hubert Humphrey. Nothing could be more gratifying to me.

Question. What do you think of the tone of the campaign being waged by Mr. Goldwater and Mr. Miller?

Senator Humphrey. Mr. Scherer, I felt that the speech of Mr. Goldwater last evening in Minneapolis represented a kind of sense of desperation on his part. Everybody in this Nation that is a decent citizen believes in law and order. Every one of us that have been public officials support law and order.

And it is, it seems to me, the responsibility of a national candidate -- that is, a candidate for the office of President or Vice President -- to encourage observance of the law, to speak in such a manner as to encourage every citizen to want to do better, to want to play a constructive role in the life of the community.

I don't believe that it helps to condemn, if only indirectly, but nevertheless to condemn, every mayor, every chief of police, every sheriff, every police officer, including, may I say, the investigatory services such as the Federal Bureau of Investigation, all of which have been reflected upon adversely by the constant comments of the Republican candidate that America is a lawless nation. I do not think America is lawless. I think the American people in the main are law-abiding.

For the few that violate the law, there are millions that adhere to the law and support the law.

I would hope that Senator Goldwater would speak up for the observance of the law, including the Civil Rights Law, rather than to say that it breeds hatred and violence. It does not breed hatred and violence. It is a doctrine of voluntary compliance, basing its major effect upon local community action in observance of the law.



Any man that seeks to be President of the United States should seek to raise the level of citizen conduct and citizen performance, rather than to chastize every community, every officer of -- every public officer, which is apparently what has been done in these recent utterances.

Question. Senator, what is your feeling about re-opening the Bobby Baker investigation?

Senator Humphrey. It has been re-opened. I so voted yesterday.

Anyone else?

Question. Senator, what will the Rules Committee find out about the Bobby Baker case the second time that it didn't the first time?

Senator Humphrey. I couldn't say until they hold the hearings, sir.

Question. What reason have we to suspect they will find out anything more?

Senator Humphrey. I couldn't say. I have some qualities, but one of them is not extrasensory. I really am not a prophet and able to look into the future. However, any misdoing that is brought to the attention of that committee will be exposed.

May I add, one of the most potent and reliable agencies of this government, namely, the Federal Bureau of Investigation, is conducting a sweeping investigation of every allegation and every charge. I wouldn't be surprised if they didn't do a better job of it than Senators who are in betwixt politicking and committee hearings, and most of the time in recent days, politicking.

I believe that is all.

Question. Do you have any opinion at this time on the agricultural withholding?

Senator Humphrey. I expressed some answer about this earlier. I have very serious doubts as to whether limited actions such as this really have much effect on the market.



- 5 -

I think the program that the government has initiated in the matter of supporting the beef price is much more effective.

Question. Thank you.

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COPY  
SENATOR HUMPHREY'S SPEECH  
WATERTOWN, SO. DAK.  
NOVEMBER 11

[September 11?]

I RETURN TO MY NATIVE STATE  
OF SOUTH DAKOTA AND TO THE COUNTY  
IN WHICH I WAS BORN. I RETURN  
ACCOMPANIED BY MY GOOD FRIEND AND  
NEIGHBOR AND YOUR OUTSTANDING UNITED  
STATES SENATOR, GEORGE MC GOVERN.  
THE MC GOVERNS AND THE HUMPHREYS ...  
PARENTS AND CHILDREN ... ARE MORE  
THAN FELLOW DEMOCRATS. WE ARE THE  
CLOSEST OF FRIENDS AND NEIGHBORS  
IN THE TRUEST SENSE OF THE WORD.

SENATOR MC GOVERN AND I COME  
BACK TO SOUTH DAKOTA TO GIVE YOU A  
PERFORMANCE REPORT ON THE KENNEDY  
JOHNSON ADMINISTRATION. PLEDGES  
WERE MADE IN 1960 AND PROMISES WERE  
GIVEN. THOSE PLEDGES AND PROMISES  
HAVE BEEN CARRIED OUT.



COPY

A NATION WHOSE ECONOMY WAS LIMPING ALONG IN 1960 NOW HAS THE QUICKENED PACE OF A STRONG, VITAL FREE ENTERPRISE SYSTEM, ENCOURAGED BY GOVERNMENT AND INSPIRED BY CONFIDENCE. IN LESS THAN FOUR YEARS OUR AMERICA HAS INCREASED ITS GROSS NATIONAL PRODUCT BY OVER 115 BILLION DOLLARS.

THIS IS WHAT THE KENNEDY JOHNSON ADMINISTRATION MEANS WHEN IT SAID LET'S GET THIS COUNTRY MOVING AGAIN. WE ARE MOVING AND WE ARE MOVING FORWARD. ALL OF US TOGETHER ... GOVERNMENT, BUSINESS, AGRICULTURE, LABOR, PEOPLE EVERY WHERE ... ARE BUILDING A STRONGER AND BETTER AMERICA.

THE ECONOMIC FACTS OF 1964 TELL ONE STORY ... THAT AMERICA IS ENJOYING UNPRECEDENTED PROSPERITY, UNPRECEDENTED PRODUCTION, HIGH EMPLOYMENT,



# COPY

GOOD PROFITS, AND HEAVY INVESTMENT. THE COUNTRY IS FILLED WITH OPTIMISM AND CONFIDENCE. AND I DON'T BELIEVE THAT WHEN YOU ARE WINNING THE GAME AND GAINING THE VICTORY THAT YOU CHANGE CAPTAINS OR EVEN CHANGE THE SIGNALS. SURELY WE DON'T WANT TO HAND THE BALL TO A PLAYER WHO RUNS BACKWARDS.

BUT WE ARE NOT A PARTY OR A COUNTRY THAT IS CONTENT WITH YESTERDAY'S ACHIEVEMENTS. THERE ARE MILES TO GO BEFORE WE SLEEP... THERE ARE VICTORIES TO BE WON ... WRONGS TO BE RIGHTED ... AND INEQUITIES TO BE OVERCOME.

THESE LAST FOUR YEARS HAVE REPRESENTED REAL GAINS FOR AMERICAN AGRICULTURE, BUT THERE IS MUCH YET TO BE DONE. AMERICA'S FARMERS DESERVE A BETTER DEAL. RURAL AMERICA NEEDS A FRIENDLY AND SYMPATHETIC GOVERNMENT.



4  
COPY

AND THE AMERICAN FARMER NEEDS A  
FAIR BREAK IN THE MARKET PLACE.  
HE NEEDS TO SHARE IN THIS ECONOMY  
ON THE BASIS OF EQUALITY. AND WE  
INTEND TO SEE THAT THIS IS DONE.

AMERICAN AGRICULTURE HAS BEEN  
IN THE FOREFRONT OF THE ACTION PROGRAM  
OF THE DEMOCRATIC ADMINISTRATION.  
OUR SURPLUS FOOD HAS BEEN MADE  
AVAILABLE TO THE NEEDY AND THE HUNGRY.  
A FOOD STAMP PLAN IS IN OPERATION.  
FEED GRAINS PROGRAM INCREASES FARM  
INCOME. THE VOLUNTARY WHEAT PROGRAM  
PROVIDES NEW INCOME FOR OUR WHEAT  
FARMERS. THERE IS A GREATLY EXPANDED  
FOOD FOR PEACE PROGRAM THAT  
STRENGTHENS OUR NATION AT HOME AND  
ABROAD. THERE IS AN EXPANDED SCHOOL  
LUNCH AND SPECIAL MILK PROGRAM. AND  
THERE IS A BROAD PROGRAM OF AID TO  
AND COOPERATION WITH OUR CATTLEMEN,  
STRENGTHENING THE PRICE OF BEEF PRODUCTS.



COPY

AND ADD TO THIS THE RURAL  
AREAS DEVELOPMENT PROGRAM THAT WAS  
BUT A DUSTY FOLDER ON THE SHELF IN  
THE DEPARTMENT OF AGRICULTURE IN  
1960 AND NOW IS AN ACTIVE WORKING  
PROGRAM IN THOUSANDS OF COUNTIES  
ACROSS THE NATION.

THROUGH THE FARMERS HOME  
ADMINISTRATION CAPITAL AND CREDIT  
HAVE BEEN MADE AVAILABLE IN EVER  
INCREASING AMOUNTS FOR A MODERN  
AGRICULTURE. THE LIGHTS ARE ON ALL  
OVER RURAL AMERICA ... AND REA IS  
STRONGER AND MORE EFFECTIVE TODAY  
THAN EVER BEFORE.

TOGETHER WE SHALL GUARANTEE  
THAT RURAL AMERICA IS NOT ONLY A  
PLACE IN WHICH YOU EARN A GOOD  
~~XXXXXXXX~~ INCOME, BUT A PLACE IN WHICH  
YOU LIVE THE GOOD LIFE. THE GOOD  
EARTH AND GOOD PEOPLE MAKE A GOOD  
SOCIETY.



# COPY

SOUTH DAKOTA FARMERS ...

INDEED ALL SOUTH DAKOTANS IN THE  
CITIES, THE TOWNS, AND THE FARMS...  
HAVE BENEFITED FROM THE MANY PROGRAMS  
OF THESE PAST THREE AND ONE HALF YEARS.

THE TAX CUT GAVE YOU NEW  
SPENDABLE INCOME. THE AID TO EDUCATION  
HAS STRENGTHENED OUR COLLEGES AND  
MADE POSSIBLE THEIR EXPANSION. AREA  
REDEVELOPMENT AND PUBLIC WORKS,  
CONSERVATION, RECLAMATION AND IRRIGATION  
LEGISLATION ... ALL HAVE BENEFITED  
EVERY SOUTH DAKOTAN AND INDEED EVERY  
AMERICAN.

BEYOND THESE ~~BOX~~ ECONOMIC GAINS  
AT HOME, WE HAVE TAKEN LONG STRIDES  
IN THE PURSUIT OF PEACE. OUR NATION  
IS POWERFUL AND MIGHTY. OUR ALLIES  
ARE STRONG AND PROSPEROUS. OUR  
ADVERSARIES ARE DISORGANIZED, SPLIT,  
AND ON THE DEFENSE. THE AIR WE BREATHE  
IS CLEANER BECAUSE A PRESIDENT OF THE



# COPY

UNITED STATES HAD THE VISION AND THE COURAGE TO NEGOTIATE A NUCLEAR TEST BAN TREATY. THE UNITED NATIONS LIVES ON BECAUSE THIS COUNTRY AND THIS GOVERNMENT IS A STAUNCH DEFENSE AND A WILLING PROTECTOR. THE MARKETS OF THE WORLD ARE OPEN AND GROWING BECAUSE OF OUR TRADE EXPANSION PROGRAMS

PEACE IS A PROCESS TO BE PURSUED. IT REQUIRES COURAGE AND SACRIFICE. PEACE IS INDEED A JOURNEY OF A THOUSAND MILES, BUT WE ARE ON THE WAY. WE KNOW THE DIRECTION. WE SEE OUR GOAL. AND WE ARE DETERMINED TO REACH IT.

END



Remarks of Mrs. Hubert H. Humphrey

At: Doland, South Dakota

September 11, 1964

Mrs. Humphrey. One of the hardest things that Muriel Humphrey has to do in her lifetime of living with Hubert Humphrey is to follow him after such a moving, wonderful, thought-provoking speech. He does this to me, I think, on purpose, just to test me to see if I can come up with something that might be interesting.

My thoughts, too, are sentimental today. My thoughts, too, are of people we are coming back to.

I was born and raised in Huron, South Dakota; for 25 years lived there. It took me two of those years to catch Hubert Humphrey.

I know you girls appreciate that. It wasn't just that he was fast-moving, he was interesting and our courtship was a most wonderful and romantic and fun and exciting time.

I tell you a little bit about this, because I think that many of you have seen a lot of us, you have seen us way, way far away and now you see us here back among you. You know, when we are way far away from you, perhaps in Atlantic City or on our travels to wherever we are in the whole wide world, the thing we think of is I wonder what the people back home think of us. I wonder if they still like us, wonder whether they will be proud of us. And then to come back and have them be, seem to be as proud of us as you folks are and of how they have been in Watertown, today, I can't tell you. My heart bursts with pride, too, pride for my husband, the man I married 28 years ago, in Huron, and now I am working hard to help him get to the high position we would all like to see him have; not just because he is my husband but because he is the man we feel best able to take care of our country and lead us through the problems that our country may have ahead.

This, truly, is what I feel.

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Remarks of Senator Hubert H. Humphrey  
at Doland, South Dakota

September 11, 1964

Senator Humphrey. Thank you very much, Senator McGovern. May I thank this enthusiastic, vitalized, energetic, cheering section that we have here. This bodes well for the Doland High School basketball team and football team and debate team and all the other teams. If you have as much punch on the field as you have in the cheering section, you are already the champs, district, region and State.

Mayor Hofer, my classmates that were here with me today, and my eighth grade teacher, Miss Eireman, I want to swear you to an oath of silence on the various activities that I may have engaged in, particularly you, Deschler, and Homer. You start telling on me and I am going to tell on you.

I am just so thrilled at the homecoming that we are having here that it is very difficult to even express myself. I want you to notice that to go to Doland High School today and to visit once again the classroom and see the gym, just walk through those halls that were literally, if not my home, a very important part of my home, 12 years from the first grade through the senior year -- to do that was the sort of experience that grips your heart. No matter how much public speaking you may have done, no matter how many articles you may have written, no matter how many things you may have said, you never can find the right word at this time to express the thanks and the emotions that are in one's heart and spirit.

I guess the best thing for me to say is that I love the people that are here, those that preceded you, and when I go back to the old familiar places, my heart is filled to overflowing.

As I have said on one or two other occasions, my cup of appreciation runneth over.

Now, I want to say to Ervin Herther that we have to stick together on the prowess and the formidable qualities of the Doland athletic teams. I have spread the news throughout this fair land -- in fact, in foreign countries -- that when it comes to competitive spirit, win, lose or draw, there never was a town that was any better than Doland, South Dakota.

I want to say that there are many improvements. First of all, the band is a lot better band than I remember. They look better and they play better, and I can remember that I was in the local band here for awhile. They were a little short of talent and I used to work over here in the family drug store, where it says West Side Cafe, now, Wells Hardware Store used to be right next door and that was the Security State Bank where it says The Mary Jo. The telephone exchange was right up there on the side. I can remember when they used to have band concerts out here in the middle of the street and they got a little hard up for a baritone horn player one time. I guess I got one or two lessons and they put me in. The only number I could play was the Washington Post March. As I recall, there were only two or three chords or notes that you had to notice. I was good at it; at least I was loud. But when they got hard up for a bass drummer, the best you had to do at that time to qualify was to keep time, and since you were setting the pace you could always blame others if things didn't come out right. You see



I look down this main street and I remember when I thought it was the biggest main street in the world and, as a matter of fact, it is pretty big at that.

I can remember when they built that hotel over there. If my father were here, he could tell you he remembers, too, because they lost some money. But it is there. That is part of the way we built America. Some people had to take a chance, some people had to be willing to risk a little money, a little time, a little energy.

I met my friend Bill James here and his mother. I remember James' Garage, and I remember Art James. I remember when he and my dad used to argue politics; as a matter of fact, everybody argued politics with Dad, didn't they? I was sort of brought up on it. We had Oatmeal for breakfast and politics all day. I guess that is the way I got started in politics.

But this isn't going to be any speech. It is just going to be a few reminiscences, a few memories.

I would like to say that the great treasure of this community has been in its people. This isn't from an esthetic point of view in terms of the beauty of the landscape or fine paintings or architecture. I suppose you couldn't say that Doland would stack up with Rome or Washington, D. C., or Paris. But I will tell you, there are some wonderful people in this community and the memory that I have of Doland is not about buildings or even about this little park right over here. I remember when that park was dedicated. It isn't about the buildings, it isn't about the street. Yet I can remember when Doland had one of the first gravel streets of any of the communities in these parts.

But what I remember about is old Doc Sherwood, for example, who is no longer with us physically. His office used to be right above the drug store. He could cure you even if he didn't have any medicine. He just sort of held your hand and said, "You are getting well," and you did, most of the time.

I can remember Doc Williams, who used to be down on the other corner. There was Smith's Drug Store down there and Humphrey's Drug Store over here. We have always had competition in our family, for some reason or the other.

I remember, for example, these great names that you see up here, Fargo and Riske, and the Garthwaite and La Brie. I remember that this community was filled with people that were the salt of the earth and it still is. I hope that the young people of this school will recollect some of these names or remember some of these names, because I don't know of any community, and I have lived in a lot of them, where there was as much yearning for education, as much basic culture, a lot of good things, as much genuine religion and as much loyalty as this community of Doland, a great place. That is what it takes to make a great country.

Now, I have bragged on this town, as I have said, all over. My children -- some of them are here with me today and I wanted them to come here because I have told them about Doland. They have heard so much about it that they have become a little weary of it, I might add. I told their mother a lot about it, too. She was a big



city girl; she is from Huron, South Dakota. We folks were always a little suspicious of those big city folk, you know.

But truly, I have told Muriel, who is here with us, and I know she will want to say a word here later on -- I have told Muriel about Doland and its people. I have reminded her when we took the measure of Huron in football, too, I can remember when every once in awhile, we would even get to thinking we could even beat Aberdeen and Watertown and Huron all in the same season. I won't say that we had the stuff to do it, but we sure had the idea that we could do it. And we tried. We sometimes won, occasionally lost. But whatever it was, it was well done, one way or another.

I have our son, Hubert, "Skipper" here today, and his wife, Nancy, our son Robert. I have our son-in-law, Bruce Solomonson, sitting here with us, today. Our daughter, Nancy, had to stay back with her two little children, and our son Doug is going back to school -- that is a precinct worker for the Democratic Party out there. By golly, I am glad he has a little punch left in him. We need him.

I was just going to mention that my son Doug was home with his ponies, and I guess he got that donkey out there, that young Democrat, a little excited.

I hope that Bob and Skip will really look this town over now so that they can understand what Dad has been talking about all these years.

Well, now, let me just improve my talks with you today. Mike, my good friend, Mike Twiss, my father's friend, my mother's friend, I want to thank you very much for that beautiful, beautiful plaque. Those two miniature pheasants. By the way, I wanted good men of the news media to notice that before I went to high school in the morning back here in the 20's, I would go out and get my limit of pheasants before breakfast. That is a fact.

How many pheasants can we shoot each year now, Walter? Just two, legally?

I knew. I just thought of that.  
How well I remember.

Just a few serious words about things to come. Since leaving Doland, I went to Huron, a wonderful city, just 40 miles south of here. Then I went on to Minneapolis, and the people of Minneapolis have been very good to us, you know that. I simply can't tell you how much I owe to people. Everything I have or everything I hope to be is due to the confidence and trust and friendship of many people.

I notice many of you have been to Minneapolis. It is a beautiful city. It is one of the most lovely cities in all America. I had the honor of being Mayor of that city for two terms. I hadn't lived there very long, as a matter of fact, before I was elected mayor. I had actually lived there less than eight years and was made the Mayor of that great city.



In 1948, I went to Washington as a United States Senator and we lived longer in one house in Washington than any other one place in my life. It is a lovely house, just like the one I grew up in here in Doland. I don't know if any of you have seen the film that was done on Doland. I notice some of you went to a lot of trouble to get the film, but it is called "My Childhood." Young Larry Thompson, who was with us here today -- where is young Larry?

Larry, you get up on the platform. If anybody belongs up on the platform, it is you.

He has just as many freckles now as I had then. I used to go right down to Longsberry's Barber Shop right over there. That is the young boy who played my part in "My Childhood." The only difference is, he is a better-mannered young boy.

As I said, we have lived in Washington now these years and I have had the privilege, like your man, George McGovern, and my neighbor and my good friend, to be a United States Senator. I suppose that when I was a boy, according to what I hear here once in awhile, I had dreams of serving in the Government. I guess I did. In fact, I know I did. It is a great privilege to serve in the Congress and it is a great honor to serve in the United States Senate and it is a great opportunity.

I have traveled a great deal since those days. I hadn't done much traveling by the time I was a senior in high school. Young seniors have done much more than I did. But we traveled through our books, through the words of our teachers, through the lectures we heard here, through the words of the minister at the church, and through the friends. Since then, as I grew older and obtained and was able to receive these positions of responsibility and honor, we have traveled to the Soviet Union, to Latin America, to the Scandinavian countries, to North Africa, Egypt. We have traveled all over Europe and many other parts of the world. I come back each time loving this country more and more.

I wonder if we have ever stopped to think for a moment, what is it that is so different about us? Because people look so much alike all over the world. I have seen fine towns like this in every country in Europe. I have gone to the beautiful villages, lovely, quaint villages and big cities. And I have seen the people. I have seen people, audiences, large crowds, inside Russia. I have seen the unbelievable poverty and the slums of some of the cities of Latin America. But wherever I have gone, I have found one thing that may never quite measure up to what we have here. I think that what we do is to take it all for granted. We just sort of assume that it is supposed to be this way, until you see how other people have it or don't have it. We have a tremendous system here of government, of enterprise, of social organization. We have a great constitution that was designed by men of vision and foresight. And we have a capacity for self government in America that no other people have ever quite developed.

This is such a big country. It is not like England, a wonderful country, but small as the State of Minnesota. We have learned how to govern ourselves, making our mistakes but learning from them. But one other thing that I think we have learned is that if you are going to have a country that is, that offers a future to each generation, you have to keep open the doors of opportunity.



When I saw Doland High School today, I said, this is the key to opportunity, because there is no opportunity for the ignorant. There isn't any opportunity for the illiterate, and there isn't any opportunity for the uneducated. People who are uneducated nowadays, people who have not been privileged to experience learning, they are prisoners. They are like slaves. So, education, in a free society, where you have freedom of choice, where you have opportunity to make choices, where you have opportunity to prove yourself, where you have the opportunity to enrich yourself through enlightenment, education is the secret to power, to freedom, to the good life.

And one of the things that I am so proud of about Doland is that the people of this community and this district have taken care of that school and you have turned out, year in and year out, dozens of students that have gone on to make a name for themselves, to build good homes, to construct businesses, to do big things for yourself and themselves and their country. And as long as communities like Doland love their schools and love their churches and love their homes and families, there isn't a thing that is going to go wrong with the United States of America. Just remember that.

Now, let me say that this system includes something else. It includes respect for one another. The only aristocracy that we have in America is the aristocracy of achievement and merit, not because of your color, not because of your creed, not because of your place of birth, but because of you. And one of the commitments of my life has been to help eradicate in America these false barriers, these false standards of discrimination, of bigotry and of intolerance that have denied so many people a chance to give of themselves to their country.

We Americans need everybody helping out. We Americans need to set the example of community peace, community tranquility, community order, law and order. We Americans need in our own community to demonstrate the love of one another, the true meaning of brotherhood, applied, not talked about, applied. We need to set an example in America of how we can reconcile our differences and still be different; of how we can have unity without unanimity, of how we can disagree without being disagreeable to one another, and of how we can bind ourselves together in common purpose for great national and international objectives.

The truth is that we are entering upon a new epoch and I envy the young here today. Because what a world they are going to live in unless the adults are foolish enough and mad enough to destroy it. We have within our hands today the power of destruction or the power of salvation. We have in our own hands the power of a whole new world, a better world for everybody, or a world in ashes contaminated by a radioactive debris. Never before has a people been called upon for such self-discipline, and I want to repeat it -- never before has a people been called upon for such self-discipline, to control our passions, to control our emotions, and to be resolute in purpose, tolerant of one another and understanding. If we can do this in America, then we have the right to say to the rest of the world "Follow us." But if we can't do it, then no one is going to follow us and follow our lead.



So, possibly, on Main Street in Doland, it is the best place to talk about building a community, not just the community of Doland or of Spink County or of South Dakota or of the United States, but the community of free men throughout the world.

Freedom is not license, freedom is not lawlessness, freedom is not anarchy. Freedom is responsibility with respect for the rights of others. Freedom is opportunity put to work by a new generation in our time and in time to come. Freedom is what this Nation stands for and lives for, and you don't defend it in Washington alone. You defend it here by what you do, what you believe, what you say and how you live.

Now, that is my message for the day and I am delighted that you have been such a patient audience to listen to an old high school graduate of Doland sort of philosophize with you, giving of himself his innermost thoughts.

May I say now in all seriousness, God bless you.

Thank you.

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# news release

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

FOR RELEASE AFTER  
7:30 P.M. (CST),  
FRIDAY, SEPTEMBER 11, 1964

B-3727

TEXT PREPARED FOR DELIVERY  
by  
SENATOR HUBERT HUMPHREY  
DEMOCRATIC CANDIDATE FOR VICE PRESIDENT  
HURON, SOUTH DAKOTA  
FRIDAY, SEPTEMBER 11

This has been a great day for me!

Traveling from Watertown, through Doland, and here to Huron . .  
renewing acquaintances with thousands of old friends in my native  
State . . mixing at first hand again with the sturdy midwestern  
people who have always provided so much to the moral fiber of our  
nation . .

Yes, it has been a truly thrilling experience for a boy born in  
Wallace, back now as a man to ask your confidence and trust as a  
candidate for Vice President of the United States.

The experience has been both inspiring and humbling. I accepted  
the nomination as President Johnson's running mate deeply  
conscious of the heavy responsibility and obligation it imposes to  
serve all the people of this nation to the very best of my ability.  
In Watertown earlier today, I emphasized my hope that this campaign  
could become an opportunity to make the entire nation more aware of  
the vital contribution rural America makes to our entire national  
economy,

-- to our posture for peace and freedom in the world,

--and to the health and well being of all the American people.

South Dakota is a great agricultural state. The success or failure  
of its main street business enterprises rests largely upon the rise  
and fall of farm income. I am, however, tired -- as I suspect you  
are -- of most commentators talking or writing about the farm  
"problem."

-- more --



Humphrey / "...writing about the farm problem."

Rather than a "problem," agriculture is America's No. 1 economic success story.

American agriculture is the greatest man-made miracle of history.

Fewer than 8 percent of the people in America produce enough food and fiber to feed and clothe all the rest.

We give away to our needy at home nearly \$1 billion of food each year, distribute some \$2 billion worth around the world under our Food for Peace Program, sell for dollars \$4.6 billion worth of food to reduce our balance of payments deficit -- and still have an estimated unused capacity of 25 percent.

We should be proud of this success story, not ashamed of it. Our farm abundance is one of America's greatest assets.

Most people would agree that America's farmers deserve the nation's thanks, not a kick in the pants, for this amazing success story. . but not Barry Goldwater. He would take away -- if you let him -- the limited protection your government now provides for the producers who have made this modern miracle possible.

Today no other nation provides so abundantly for its food needs at so small a relative cost as the United States.

Most people of the world are required to spend half their disposable income for food, while we spend less than a fifth of ours.

Our incomes have gone up more than the price of food. Greater buying power enables us to take advantage of the abundance of food, including the animal products, provided by an efficient, modern agriculture.

The farmer's share of our food dollar in 1963 was 37 cents. It was 40 cents in 1940, and 53 cents in the war year 1945.

--more--



Perhaps these facts will convince most consumers that the amazing American farmers are still their best friends -- but, apparently, not Barry Goldwater. He still sees no national interest in our government extending a helping hand to the farm families who guarantee American consumers such food bargains.

The story of rural America's abundant production stands today as our most dramatic example of the success of our traditional free enterprise farmer-owned family farm system as compared to Soviet collectivism.

People in the world's newly emerging nations, who know hunger as a daily companion, are confronted with two systems: One is called Democracy, the other Communism.

But only one system has produced the miracle of agricultural abundance.

When the Soviet Union came to the West to buy surplus wheat, we scored one of our most impressive propaganda victories in the Cold War. Agriculture has indeed provided a dramatic comparison between the forces of freedom and the slavery of Soviet agricultural collectivism.

Most Americans are grateful to American agriculture for proving to the world what free men in a free society can achieve . . . but not Barry Goldwater.

But if the temporary spokesman of the Republican Party doesn't understand the power of food in the Cold War, Secretary of State Dean Rusk does.

In a speech earlier this year before a great farm gathering in St. Paul, Secretary Rusk said, in part:

"The abundance of food and fiber that you produce is a powerful element in our national strength. It is a powerful asset in the defense of our national interests and national life, and in promoting peace and freedom throughout the world."

-- more --



The proof of Secretary Rusk's assertion about the power of America's abundance to promote peace and freedom is best illustrated in the overwhelming success of our great Food-for-Peace Program, a program which your distinguished Senator George McGovern had the honor of developing and directing at the beginning of this Administration.

History will record our Food-for-Peace undertaking as one of the great humanitarian efforts of all times. It is a product of American compassion . . . an effective instrument of practical diplomacy which strengthens free nations and underdeveloped areas . . . and it is also an important instrument of foreign trade.

Food-for-Peace is helping to build free nations by generating local capital for economic development. Food-for-Peace is improving child nutrition and education to a remarkable degree through an expanding school lunch program around the world. And Food-for-Peace is also good business: it is building new markets and new world trade by creating new appetites and a new ability to buy.

Thanks to the achievements of American agriculture, we have the ability to do something about the world's hunger gap -- if we have the vision and courage to do it.

Bread, not bullets, may yet prove the real answer to mankind's problems of survival.

Tonight I have emphasized the success story of American agriculture, and the meaning of our abundant production to our nation -- to our consumers, to our businessmen, and to our hopes for peace and freedom in the world.

It is a story all rural America knows, yet a story that needs to be retold until all America knows and understands.

--more--



Humphrey / " America knows and understands."

But how do we reward the farmers who wrote this success story?

The farmer very properly may wonder why his city brother takes his food abundance for granted. He may wonder why success is rewarded with an income that averages only 60 percent of the income received by the non-farmer.

Our farm people are patient, though long-suffering. They ask no special privilege. They ask only equality of economic opportunity for rural America -- for themselves, for their non-farm neighbors, and for their children.

The goal of President Johnson and the Democratic Party is parity of opportunity for rural America.

This includes:

- Eliminating the gap between income for the farm family and the non-farm family.
- Providing job and income opportunities in rural America as attractive as those in the cities and suburbs.
- Creating outstanding educational and technical training opportunities for young people in rural areas.
- Establishing public services and facilities in rural America equal to those elsewhere.

The farm family is the principal element in the economic and social structure of rural America -- this has been true in the past and it will be true in the future.

But the majority of people in rural America today do not make their living on farms. Thus the progress of farm families and non-farm families in rural America is closely interrelated.

-- more --



Page 5

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Humphrey / "America is closely interrelated."

The Democratic Party is deeply concerned with the incomes of those who grow wheat, corn, cotton and other crops, or raise livestock or dairy cattle.

The Democratic Party is equally concerned, however, with the progress of non-farm families in rural communities -- with educational opportunities, with modern community facilities and services, and, most of all, with jobs.

To these goals we are firmly dedicated. With your help we can make them a reality.

But to achieve these goals, rural America needs President Lyndon B. Johnson -- and not Barry Goldwater!

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Remarks of Senator Hubert H. Humphrey,  
At The Huron Civic Arena, Huron, South Dakota  
Friday, September 11, 1964

Senator Humphrey. Thank you very much, Senator McGovern. Thank you, my good neighbor and my good friend for an introduction that is overly generous, but one that is deeply appreciated.

All I can say to the people of South Dakota is you are so very, very fortunate to have a man of this integrity, of this quality, and of this ability to represent you in the greatest deliberative body of the world, the United States Senate, your own Senator George McGovern.

George, I am so pleased that it was possible for you and Eleanor to join us on this trip. We have had a wonderful day together.

In fact, my friends and neighbors of Huron, South Dakota, I haven't seen quite so much of the McGoverns for weeks as I have seen today, even though we are next door neighbors. But we are very busy people, but this has been a rare pleasure.

But I am pleased, too, that on leaving Washington this morning, I could stop at Minneapolis and there pick up the better half of the Humphrey family and have Muriel join us for her trip back to her home town, because it was in Huron that Muriel Humphrey was born and it was in Huron that Hubert Humphrey found Muriel Humphrey.

Mayor Dunison, I want to thank you so much for your kind words of welcome and reception. I want to thank every one of the many fine groups and citizens in this community for this outpouring of affection and of welcome. I know that in this audience tonight are people of different political persuasions. I know that we have been honored tonight by the great veterans organizations, by our churches. We have been honored tonight by the Chamber of Commerce of this city and of neighboring cities, even of our largest city of the State, Sioux Falls. We have been honored tonight by young people from all over the State, by farmers and workers and businessmen, by doctors and lawyers and people of every profession. And this sort of outpouring, of friendliness, of neighborliness, and of welcome touches my heart to a point where I scarcely know how to adequately thank you.

May I just say quite humbly and sincerely, thank you, thank you, thank you for what you have done.

I know that the members of our family tonight wish that our dad could be here and that our mother could be here, and I know that Muriel and I and others wish that Andy Butler could be here. What a great family reunion that would be. But I have a feeling that we are all here together, because this is an unusual day. It has been a day so filled with love, so filled with attention, so filled with the kindness of friends that is it beyond my capacity. I can hardly contain myself. And I do want the people in Doland, the people in Watertown, the people from all over the State whom I have seen today, with whom I have shaken hands and exchanged friendly words, I want you to know how happy you have made us.

And I want this band of Doland, South Dakota, to know that I appreciate their coming here tonight and being with us once again. They play good and they play loud. That is like Democrats.

It is a long way from Wallace, South Dakota, to a nomination by a major political party for the office of Vice President. It was just 53 years ago on a day in May that I came to this earthly existence in that little town of Wallace, and many of my days, indeed my early years, those formative years, were spent right here on the great plains of South Dakota. Those were wonderful days, days of character molding, days of forming attitudes, opinions, philosophy. And I think I am a very fortunate man. I have been able to live through the days of South Dakota's travail and heartache and to live in



the days of South Dakota's happiness and prosperity.

I think I am a very fortunate man to have been born in the 20th century at a time when a whole new world was opening up to anyone who would see it.

I know that I am very, very fortunate to have such a fine family, such a wonderful wife, and so many good friends. So I feel very prepared, very well prepared as much as one can be with my limited capacities for the challenge I have had and for the opportunities that might lie in the future. Because I am going to talk to you tonight about problems and difficulties and worries and concerns. I am going to talk to you about the hopes and the aspirations of America. I am going to talk to you about our opportunities and our challenges, and I am going to talk to you about a better America. Because I have been hearing too many voices that tell us of evil days and evil doing. I have been hearing too often the voices of those that tell us that Americans are unkind to one another, lawless, riotous, licentious. I have been hearing far too often that there is conflict and division between Federal and State Government, between State and local government, Mr. Mayor, between worker and farmer, between city and rural area. I have been hearing, too often over the airwaves and viewing on the television and hearing from the public platform that America is sick, that our prosperity is a fake, and that we are losing the cold war and that the Communists are winning. I say to you it is a lie. America is not sick; it is strong.

We are not losing the cold war; we are winning it. Freedom is on the march; Communism is in retreat and every decent American knows it to be a fact and we ought to cheer it.

Mr. Mayor of this great city, an enterprising city and one you have a right to be justly proud of, the Federal Government is not your enemy. It has no tyranny and it practices none. The Federal Government is represented on this platform tonight by two United States Senators from the people, elected by the people, controlled by the people, by their votes, subject to recall by the people. Those Senators have taken an oath to uphold the Constitution of the United States, the greatest political document ever struck off by the hands of man at anyone time in the history of the world. I, for one, resent the attack that is made, by spokesmen whoever they may be, that tell us that tyranny reigns in Washington, that our streets are unsafe, that the Federal Government is your enemy and that somehow or another there is a clandestine fraternal war going on between the States and Washington, between the cities and States and farms. It is wrong, my friends. It breeds discontent rather than content, it breeds dissension, it divides the nation at a time when America needs to be a brotherhood and needs to be undivided as never before in its history.

I shall continue this message wherever I go, because I believe that the time is at hand for America to have advocates, not merely critics. I think the time is at hand for Americans to think positively, not negatively. I think the time is long overdue for Americans to look ahead and not back. I think the time is at hand for adults to plan for a better future for the youth rather than complain about them. And this Senator is going to act that way.

I really believe that America is beautiful. I truly believe that this is the home of the brave. I believe that this is the land of the free. And I believe that this America is literally the greatest opportunity that the world has ever known for anyone who wants to enjoy an opportunity and the privilege of an opportunity.

I know that in America, everyone makes a contribution to our country. I know, for example, that the immigrant that came to this land only a few years ago -- yea, less than a year ago -- is helping build a better America. I know that my mother, an immigrant, helped make a better America. And I know that any spokesman for a political party that talks about immigration and immigrants as if it were an evil and they were some sort of a foreign foe, does a disservice to a vast number of Americans who came to America from other lands.

And I also know, my friends, that if America is to lead one people, united, we, the people of the United States of America, if we are to be one people, then we must be in fact and not merely in theory. We must have no second-class citizenship. There can only be one kind of an American, just an American



citizen under the Constitution, constitutional guarantees, equal opportunity, equal rights under the law. And any form of second-class citizenship, any form of discrimination, is a denial of the very promise of this land. In fact, it is the denial of the birthright of every American. I believe in full and equal opportunity for all.

And that means not only for the city dweller but also for the rural dweller, not only for the young but for the old. I believe in an America where there is opportunity for our young, where there is compassion for our afflicted, and where there is dignified treatment for our elderly. And I do not believe, my fellow Americans, that those who show compassion for the afflicted are weak and I don't believe that those who show concern for the unfortunate are socialists. I believe they are good people.

Now, let me say a word or two about one area of our life that all too often gets too little attention in too many places. Earlier today, in Watertown, I spoke of agriculture and I emphasized my hope that in this campaign, we could make it an educational experience as well as just an oratorical exercise. I want to see this campaign give us an opportunity to make the entire nation understand the contributions of every segment of this country. I want Americans to understand the contribution of agriculture, just as I want farm people to understand the contributions of our great cities. I want us to learn not only to know each other but to know how to live together in respect and in affection.

I want to have America become aware of the vital contribution that rural America makes to our national economy, to our posture of peace and freedom in the world and to the health and to the well being of the American people.

Now, South Dakota is above all an agricultural State. It has many other assets. But agriculture, the land, and the people are the great resources of this State. And the success or failure of any business, whether it be a department store or whether it be Humphrey's drug store, or a filling station, the success of that business in this State depends upon farm income and what happens if we are not getting on well.

I was once asked who was my greatest teacher, or which, of all the teachers I had, which of the teachers did I think was the better, and I answered, "My father," because I learned from him as a merchant that the prosperity of every businessman on main street, what was in that cash register depended entirely upon the earning capacity of the customers who came through that door. And in this State, as in Minnesota, as all up and down this great Midwest, the largest enterprise in this State is agricultural production and I am for it.

I do not speak of agriculture as a problem. I don't think farmers are problems at all. Sometimes those of us in public office are, but not farmers. I am going to speak of agriculture as America's No. 1 success story and let this story go out through the world.

I have been told in many places that it doesn't make much news nor does it seem to be very dramatic to say that agriculture is the greatest man-made miracle of modern history.

Well, it may not make headlines, but it is a fact. There isn't anything in the world to compare with the miracle of American agricultural efficiency and production. No place can they claim such an achievement.

I have heard of the efficiency of some of our giant corporations, and they are efficient and they make a great contribution to America. But in terms of per capita output, the American farmer has outstripped American industry so that it isn't even a close race. Fewer than 8 percent of the people in America produce enough food and fiber for all of America -- actually more than we need -- and indeed, produce more than we seem to be able to properly distribute. We give away to our needy at home nearly \$1 million worth of food every year so that no American will ever have to go to bed hungry.



What a wonderful thing that is. Oh, I have heard that this is what they call welfarism, but let me say that the religion that is mine taught me that it is right and proper to share and a government of the people, by the people, and for the people should have the same standards as the people. And if it is good enough for a neighbor to share from his table, then it is good enough for a government to share from its wealth.

We distribute overseas nearly \$2 billion worth of food every year. We sell over \$4-1/2 billion, about \$4.6 billion of food in foreign trade to reduce our balance of payments deficits. In fact, American agricultural exports are the largest single item of exports in our total foreign trade. And we still have in America an unused agricultural capacity of over 25 percent.

I hear people worry about the growth of our population. There is plenty of room in America, my fellow Americans, for more good people and there is plenty of food to feed God's children, worry not about that.

And we should be proud of this success story, not ashamed of it. Because our farm abundance is one of America's greatest assets.

Now, most people would agree, yes, they would agree that American farmers deserve the nation's thanks, not a kick in the pants for this amazing success story. But I must respectfully and regretfully report tonight that Senator Goldwater doesn't agree. He would take it away, he has said so, if you will let him. He would take away the limited protection your government now provides for the producers of food and fiber who have made this modern miracle possible, and I don't intend to let him take it away if I can help it.

Today, no other nation provides so abundantly for its food needs at so small a relative cost as the United States. Most people of the world are required to spend up to half of their disposable income, so much more, for basic food essentials. And in the United States of America, you can get all you need to eat and then some of the finest nutritional value for less than a fifth of your disposable income. Food is the best bargain in the world in the United States of America. The farmers share of that food dollar is something to note. Our incomes have gone up. In fact, our family income has gone up \$1200 per family since 1961. Our incomes have gone up and food prices have remained relatively stable. The farmers' share of that food dollar, my city friend, my consumer friend, in 1963 was 37 cents; in 1940, it was 40 cents; in the war years, it was 45 cents. So don't let me ever hear a political candidate or anyone else say that the American farmer is being treated too generously or is a victim of special privilege. He is not.

Now, perhaps, these facts that I have cited will convince most of the consumers that American farmers are still their best friends. But apparently, the spokesman for the opposition, Senator Goldwater, doesn't agree with me. He still sees no national interest, as he put it, in our government extending a helping hand to farm families who can guarantee American consumers such an abundance of food at such reasonable prices. Is it any wonder that he reported himself quite accurately when he said he knows nothing about farming?

I agree.

I might add, however, that while he would take away our price



supports for South Dakota wheat, he doesn't mind advocating in the Congress of the United States a \$1 billion irrigation program for his State.

For this, I wish to commend him. I agree with him; it is needed, just exactly as harnessing the Missouri River in South Dakota and North Dakota is needed for this great Midwest, and he never once ever gave you a vote to help you with that project.

Now, the story of rural America's abundant production stands today as the most dramatic example of the success of our free enterprise, private owner, farmer-owned, family farm system as compared to Communist collectivism. And the people in the world newly emerging nations who are watching these two systems of capitalism and communism, the people who know hunger as their daily companion, are confronted by these two systems and they are making choices. One system we call Democracy, the other Communism. But they now see that only one system has been able to produce the miracle of an abundance of food for the people.

When the Soviet Union came to the west, to Canada, and to the United States to buy wheat, a matter which has been criticized in many quarters, we in America scored one of the most impressive propaganda victories of the cold war. We not only scored a great victory, we made them pay for it. We sold over \$65 million bushels of wheat, we received over \$140 million in cash and gold and the Soviet Union had to go before the world and confess that its system was a failure.

What more victory do you want?

Indeed, American agriculture has provided a dramatic example of the difference between our systems. Now, most Americans are very grateful to American agriculture for proving to the whole world what free men, free enterprise, in a free society can achieve. But not Senator Goldwater.

If the temporary spokesman of his party doesn't understand the power of food in the cold war, thank goodness, some important public officials do. The Secretary of State, for example, Mr Rusk, does. In a speech earlier this year before a great farm gathering in St. Paul, Secretary Rusk said this: "The abundance of food and fiber that you produce is a powerful element in our national strength. It is a powerful asset in the defense of our national interests and national life, and in promoting peace and freedom throughout the world."

This Georgia farm boy, and Dean Rusk was born on a farm in Georgia, reared on a farm in Georgia, this great distinguished scholar, this able, distinguished Secretary of State, respected throughout the world, he understands the importance of food, an abundance of food and fiber in this great struggle that takes place in the world. It would seem to me that a spokesman for a major political party would at least understand that face of our national life.

Now, the importance of food to our security and freedom is best illustrated in the overwhelming success story of the Food for Peace Program, a program we referred to earlier this evening, yes, one in which I did have a hand -- I am proud of it -- but a program which your own distinguished United States Senator, George McGovern, had the honor of developing and expanding and directing at the beginning of the Kennedy-Johnson Administration.



And the name of George McGovern is known throughout the world as a name that saved lives, that helped the unfortunate, that fed the hungry and helped the sick. What greater honor could a man want in his lifetime than to know that he had saved the life of some person somewhere in this great world of ours!

History will record our Food for Peace undertaking as one of the truly great humanitarian efforts of all times. It is a product of American compassion -- a compassion that has been taught to us in our churches, in our fraternal orders, in our homes. Thank God for America's soft heart. Thank God for America's compassion. Don't be ashamed of it; be proud of it.

The Food for Peace program has been an effective instrument of practical American diplomacy which has strengthened free nations and helped underdeveloped areas and it has been an important instrument in the development of foreign trade. American agricultural exports are flourishing. Our commerce is expanding. Why? Because we were willing to share of our abundance and because we did cast our bread upon the water, it has come back a thousand-fold in commerce and trade and goodwill throughout all the earth.

Food for Peace is helping to build free nations generating local capital, building local economies. Food for Peace is improving child nutrition, training doctors, permitting roads to be built, paying for work in countries and places far away. And it has provided, my dear friends for the daily feeding of 100 million children in school lunch programs, children who never would have tasted the fruit of the earth that is a gift not only of man but of Divine Providence. I am proud of my government. I am proud of a government that does this for a needy and a hungry humanity. Aren't you?

Food for Peace is, as I said, also good business. It is building those new markets, new world trade, by creating new appetites and new ability to buy. So thanks to the achievements of our farm families, we have the ability to do something about the world hunger gap. And the hunger gap is more dangerous, my friends, than any weapons gap. And that hunger gap we have been able to help fill.

When it comes to weapons and military power, there is no combination of nations now or in the foreseeable future that will ever be able to equal the power that the United States of America has available at this very hour that I speak to you. Bread, not bullets, may yet prove the real answer to mankind's problem of surviving. And bread we have, and bullets, too. We have demonstrated to the world for friend and foe alike to see that we can have both butter and guns. We can have the strength that is necessary to put us in the position to bargain and to negotiate with order, and we have the material substance that can sustain us over the long period of our trials and of our tribulations.

Oh, I am not one that is losing confidence in America. I don't think we are soft. I don't think we are losing. I don't think we are being outmaneuvered. I think we have within our hands every instrument that is needed to build a better world if we but have the will to use those instruments for the good of mankind.

So tonight I have told you what I believe to be the essential part of the great success of America, American agriculture, the meaning of the abundant farm production to our nation, to our consumers, to our businessmen, to our hopes for freedom and peace in the world. It is a story that all America needs and it is a story that needs to be retold in every hall, over every radio and television, in every school



and every club until Americans appreciate what the tillers of the soil have done and are doing and until we understand and appreciate the meaning of food and fiber in a hungry and sick world.

But how do we reward our farmers for this store? The farmer may very properly wonder why his city brother takes this food and this achievement for granted. He may wonder why his success is rewarded with an income that averages only 60 percent of the income received by the non-farmer.

Our farm people are patient, though long-suffering. They ask no special privilege. They ask only equality of economic opportunity for rural America, for themselves, for their non-farm neighbors, and for their children. And I say to this audience tonight the goal of President Lyndon Johnson, the man with whom I am privileged to run on this great Democratic ticket, the role of President Johnson and the Democratic Party is parity of opportunity for rural America and it is to that goal that we are working.

And what does this mean? It means eliminating the gap between the income of the farm family and the non-farm family.

It means providing job and income opportunities in Rural America as attractive as those in our cities and our suburbs.

It means creating outstanding educational and technical training opportunities for young people in rural America.

The only way that I know that we are going to be able to maintain young people on our farms and in rural America is to make rural America such a wonderful place in which to live that people will want to stay there so that they can live the good life.

The progress of farm families and non-farm families in rural America is as one, interrelated. Yes, my fellow Americans, the Democratic Party is deeply concerned about the incomes of those who grow wheat, corn, cotton, and other crops or raise livestock or dairy cattle. And that concern has been expressed in legislation. It has been expressed in administrative policy. It has been expressed in action, in REA and Farmers Home Administration, Soil Conservation, in price supports and crop controls and school lunches, in special milk programs -- in a host of programs.

The Democratic Party is equally concerned with the progress of non-farm families in all communities. That has been expressed in educational opportunities, in aid to education, modern community facilities, housing, the rebuilding of our cities, the building of our roads and transportation. Because if there is any one lesson that we know tonight, in this year 1964, it is that we are our brother's keeper, it is that we are one family and it is that we are interdependent.

There is no such thing as a United States of America part of the rich and part of the poor. There is no such thing as a United America, part of the behind and part of the ahead. What we need to do is not to pull down those who are on top, but to help those who are coming up.

Our ambition and our commitment should be, as I said in the beginning of these remarks, opening the pathways of opportunity, giving people the tools to do the job to make a better life, having a better America.

When our President was asked early in his administration: "Mr. President," said this TV commentator -- "Franklin Roosevelt had his New Deal, Harry Truman had his Fair Deal and the late beloved President John Kennedy had his New Frontier. How would you describe or term your administration?"

And quietly, thoughtfully, President Lyndon Johnson responded to the commentator. He said, "What this administration seeks is a better deal for all Americans, a better deal for the world, a better deal in terms of better living, a better education, a better health, a better public facilities, a better security, a better diplomacy, and a better chance for peace. To achieve these goals, it is my considered judgment and it has been for a long time that America needs leadership that looks to the future. America needs a President who has the courage to wage war on poverty and not one that wages war on progress."



And I don't think I need to say more. It adds up to but one conclusion and that decision is in your hands, you, the voters. On that eventual and fateful day of November 3, 1964, I would say to you that America needs President Lyndon B. Johnson in the White House for four more years.

- - -



Mayor <sup>men</sup> Denisen  
Ralph

Doland Band — Larvin Thompson  
— Carl Obergard

HURON, SOUTH DAKOTA, SPEECH

Dadandy Buck

My thanks to  
Huron + S.D.

My Dad — trout  
my mom —

Pres Johnson be  
Happy

Watertown  
Doland

This has been a great day for me!

Traveling from Watertown, through Doland, and  
here to Huron . . . renewing acquaintances with  
thousands of old friends in my native State . .  
mixing at first hand again with the sturdy midwestern  
people who have always provided so much to the moral  
fiber of our nation . .

Yes, it has been a truly thrilling experience  
for a boy born in Wallace, back now as a man to ask  
your confidence and trust as a candidate for Vice  
President of the United States.

Born in  
Wallace  
Back  
now as  
a man

L The experience has been both inspiring and  
humbling. I accepted the nomination as President



Johnson's running mate deeply conscious of the heavy  
responsibility and obligation it imposes to serve  
all the people of this nation to the very best of  
my ability.

(In Watertown)

L In Watertown earlier today, I emphasized my  
hope that this campaign could become an opportunity  
to make the entire nation more aware of the vital  
contribution rural America makes to our entire national  
economy,

Q -- to our posture for peace and freedom in  
the world,

L- and to the health and well being of all the  
American people.

L South Dakota is a great agricultural state.  
The success or failure of its main street business  
enterprises rests largely upon the rise and fall

S.D.,  
Agriculture  
&  
Business



of farm income. I am, however, tired -- as I suspect  
you are -- of most commentators talking or writing  
about the farm "problem."

} Farm  
Problem

L Rather than a "problem," agriculture is America's  
No. 1 ~~economic~~ success story.

Success Story

L American agriculture is the greatest man-made  
miracle of history.

L Fewer than 8 percent of the people in America  
produce enough food and fiber to feed and clothe  
all the rest.

L We give away to our needy at home nearly \$1  
billion of food each year. distribute some \$2 billion  
worth around the world under our Food for Peace

Program, sell for dollars \$4.6 billion worth of  
food to ~~reduce our balance of payments deficit~~

to expand our foreign trade

and still have an estimated unused capacity of 25  
percent.



✓ We should be proud of this success story, not  
ashamed of it. ✓ Our farm abundance is one of America's  
greatest assets.

✓ Most people would agree that America's farmers  
deserve the nation's thanks, not a kick in the pants,  
for this amazing success story . . . but not Barry  
Goldwater. ✓ He would take away -- if you let him --  
the limited protection your government now provides  
for the producers who have made this modern miracle  
possible.

✓ Today no other nation provides so abundantly  
for its food needs at so small a relative cost as  
the United States.

✓ Most people of the world are required to spend  
half their disposable income for food, while we  
spend less than a fifth of ours.



*Our incomes up much faster than food prices.*

- 5 -

Our incomes have gone up <sup>far</sup> more than the price of food. Greater buying power enables us to take advantage of the abundance of food, including the animal products, provided by an efficient, modern agriculture.

The farmer's share of our food dollar in 1963 was 37 cents. It was 40 cents in 1940, and 53 cents in the war year 1945.

Perhaps these facts will convince most consumers that the ~~amazing~~ American farmers are still their

best friends -- but, apparently, not Barry Goldwater.

He still sees no national interest in our government extending a helping hand to the farm families who guarantee American consumers such food bargains.



✓ The story of rural America's abundant production stands today as our most dramatic example of the success of our traditional free enterprise farmer-owned family farm system as compared to ~~Soviet~~ <sup>Communist</sup> collectivism.

✓ People in the world's newly emerging nations, who know hunger as a daily companion, are confronted with two systems: One is called Democracy, the other Communism.

✓ But only one system has produced the miracle of agricultural abundance.

✓ When the Soviet Union came to the West to buy surplus wheat, we scored one of our most impressive propaganda victories in the Cold War. Agriculture has indeed provided a dramatic comparison between the forces of freedom and the ~~slavery~~ of Soviet agricultural collectivism.

Wheat  
Sale  
over  
\$140  
million

~~140~~



Most Americans are grateful to American agriculture for proving to the world what free men in a free society can achieve . . . but not Barry Goldwater.

~~But~~ If the temporary spokesman of the Republican Party doesn't understand the power of food in the Cold War, Secretary of State Dean Rusk does.

In a speech earlier this year before a great farm gathering in St. Paul, Secretary Rusk said, in part:

"The abundance of food and fiber that you produce is a powerful ~~element~~ <sup>element</sup> in our national strength. It is a powerful asset in the defense of our national interests and national life, and in promoting peace and freedom throughout the world."

The proof of ~~Secretary Rusk's assertion about~~ the power of America's abundance to promote peace



Food for  
Peace

and freedom is best illustrated in the overwhelming  
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which your distinguished Senator George McGovern had  
the honor of developing and directing at the beginning  
of this Administration.

Mc  
Govern

< History will record our Food-for-Peace undertaking  
as one of the great humanitarian efforts of all times.

It is a product of American compassion . . . an effective  
instrument of practical diplomacy which strengthens  
free nations and underdeveloped areas . . . and it is  
also an important instrument of foreign trade.

< Food-for-Peace is helping to build free nations  
by generating local capital for economic development.

< Food-for-Peace is improving child nutrition and  
education to a remarkable degree through an expanding  
school lunch program around the world. And



L Food-for-Peace is also good business: it is building new markets and new world trade by creating new appetites and a new ability to buy.

*Hungry Gap.*  
L Thanks to the achievements of American agriculture, we have the ability to do something about the world's hunger gap -- if we have the vision and courage to do it.

L Bread, not bullets, may yet prove the real answer to mankind's problems of survival.

L Tonight I have emphasized the success story of American agriculture, and the meaning of our abundant production to our nation -- to our consumers, to our businessmen, and to our hopes for peace and freedom in the world.

L It is a story all rural America knows, yet a story that needs to be retold until all America knows and understands.



└ But how do we reward the farmers who wrote  
this success story?

└ The farmer very properly may wonder why his city  
brother takes his food abundance for granted. He may  
wonder why success is rewarded with an income that  
averages only 60 percent of the income received by  
the non-farmer.

└ Our farm people are patient, though long-suffering.  
They ask no special privilege. They ask only equality  
of economic opportunity for rural America -- for  
themselves, for their non-farm neighbors, and for  
their children.

└ The goal of President Johnson and the Democratic  
Parity of opportunity  
Party is parity of opportunity for rural America.

This includes:

Econ  
opportunity

Peace



✓ -- Eliminating the gap between income for  
the farm family and the non-farm family.

-- Providing job and income opportunities in  
rural America as attractive as those in the cities  
and suburbs.

✓ -- Creating outstanding educational and technical  
training opportunities for young people in rural areas.

✓ Establishing public services and facilities  
in rural America equal to those elsewhere.

✓ The farm family is the principal element in  
the economic and social structure of rural America  
-- this has been true in the past and it will be  
true in the future.

But the majority of people in rural America  
today do not make their living on farms. ~~Thus~~ the

progress of farm families and non-farm families in  
rural America is closely interrelated.



yes, < The Democratic Party is deeply concerned with  
the incomes of those who grow wheat, corn, cotton  
and other crops, or raise livestock or dairy cattle,

< The Democratic Party is equally concerned,  
~~prefer~~ all with the progress of non-farm families in  
all communities -- with educational opportunities,  
with modern community facilities and services, and,  
most of all, with jobs. — No Division

We are  
one people  
one  
nation

Fed Govt  
State

< To these goals we are firmly dedicated. With  
your help we can make them a reality.

< But to achieve these goals, ~~and~~ America needs  
President Lyndon B. Johnson -- ~~and not Barry Goldwater!~~

Need Strong America for World Peace  
A better America Ahead



DRAFT STATEMENT FOR SENATOR HUMPHREY - AT ABERDEEN FAIR,

ABERDEEN, SOUTH DAKOTA, SATURDAY MORNING, SEPTEMBER 12, 1964

I am glad to see the emphasis on cattle and livestock at this great fair.

The production of cattle and calves is the most important single source of American agriculture's cash income.

Production and sale of beef animals directly affects a great majority of those engaged in American farming. Cattle feeding in America consumes a tremendous amount of our grain; and the vast production of grass and forage on our farms and ranges is consumed by livestock which in turn serves mankind so ably with beef on our plates and milk in our glasses.

In the exciting drama of the revolution in American agriculture, nothing is quite so dramatic or has contributed



so greatly to our modern urban society as has beef produced on our ranges and fattened in our feedlots.

But this hasn't just happened. It has developed because of the God-given wealth of our range and farmland, the ingenuity and ability of our farmers and ranchers, and the outstanding distributive system of our nation.

During recent months, cattlemen have very rightly been deeply concerned over falling income as a result of the abundance they have produced. I share their deep concern. All American consumers also should share in that concern, because without decent profits for cattle producers our nation cannot expect to be assured of continued abundance of the high quality beef it prefers.

Fortunately, major improvements have taken place in our domestic cattle markets since May, 1964. Despite heavy runs, the market for cows has strengthened.



Fed steer prices at Chicago now are near \$26.00 per hundred-weight or more than \$5.00 per hundredweight above the May level.

The improvements in market prices of fed steers and cows have increased net incomes of cattlemen, brought about better price relationships among cattle of different types, and restored more satisfactory profit margins to cattle feeders. The continuing publicity given to retail prices of beef also has helped keep retail prices in line with changing prices of slaughter cattle. Exports of livestock and livestock products also are cincreasing. During the first six months of 1964, substantial increases have been shown in exports of beef and veal, lard, tallow, pork, variety meats, cattle hides and even live cattle. And other major exporting countries have reduced their shipments of beef and veal to the United States. United States imports of beef and veal from all countries are expected to be down more than 25 percent this year from last year.



But this does not mean we are out of the woods.

Cattle numbers are expected to increase by about 2 million head this year. Feeders should avoid marketing cattle at heavy weights, and should watch the markets carefully to avoid "bunching." Much progress has been made in reducing market weights, which are now averaging more than 30 pounds under last spring.

Cattlemen are realists, my friends, they have to be to survive. They cannot depend on conversation and empty promises. I do not intend to waste their time or mine in mouthing empty promises of a pie in the sky and a bonanza that is theirs for the asking. Rather, I would say to them that this Administration intends to continue along the road of helping to develop a market for their products while preserving full business freedom for them.

First, we intend to continue our cooperation with members of the cattle and beef industry in every feasible way--to consult



with them; to make available to them the services of the government, in the fields of research, marketing and regulatory activities, and to continue to preserve fair competition in the marketing of livestock.

Second, the conservation programs of the Department of Agriculture and other agencies will be designed to preserve our forests and public lands and gain the maximum grazing conditions consistent with sound conservation practices.

Third, this Administration will utilize every authority to maximize aid to cattlemen in need of credit, consistent with sound business practices. We are determined to use the regular facilities of the government so that cattlemen can work out their problems.

Fourth, consistent with the principles enunciated so often by cattlemen, we do not propose or support any direct price support programs, control programs or subsidy payment programs -



domestic or export - for beef cattle. We will support the cattlemen of America in their determination that there be a free market for livestock.

Fifth, with consultation and the aid of the cattle and beef industry we will continue to use the facilities of the government to encourage beef promotion, purchases for school lunch and needy persons, export market development and other actions designed to aid the profitable marketing of livestock and livestock products.

Sixth, the United States will continue to urge in negotiations in GATT that European and Japanese markets be open to all. We are interested in helping beef exporting nations find expanding markets outside the continental United States to relieve the pressure on our own people.

Seventh, the import quota legislation recently enacted into law and signed by the President now is the law of the



land. This will be used when necessary, taking into full consideration the needs of the domestic cattle industry, the American consumer and the stake of American agriculture in world markets.

The American cattleman is the guardian of a proud heritage. Like his fathers before him, he deals in the elements--birth and death--drought and storm--cold and heat. He believes in the free market and he is willing today as were his forebears to raise the calves and feed the cattle that put beef on our tables. The only thing he asks, and rightly so, is to share, as do other segments of our population, in the regular services of a government dedicated to a free agriculture. We will continue to help him help himself through this period of adjustment.

Never in the history of the world has more beef been produced and consumed in as short a period. We are determined



to continue to build markets, because the future of beef, as is true of all agricultural commodities, is in increased markets at fair prices.



Remarks of Senator Hubert H. Humphrey  
at Rapid City Airport,  
Rapid City, South Dakota  
September 12, 1964

Senator Humphrey. Thank you very much, Congressman Brown. You might just as well get used to saying that.

Bud, it is a joy to be here in your West River Country. Mayor Schroeder, I am very honored by your reception, your hospitality and your cordial welcome. I want to thank you and the people of Rapid City for this generous, hospitable welcome to our party.

I have been having such a good time with our neighbor and friend, your United States Senator, George McGovern. We have been together more in the past couple of days than we have for I don't know how long. We are both so busy in Washington, he with his work and Hubert Humphrey with his work, that we seldom get a chance to be good neighbors.

I want to tell you that the McGoverns live right next door to the Humphreys. While George and Hubert may not always have as much time to visit together as much as they would like, Eleanor and Muriel are doing just fine.

Now, having mentioned my Muriel, I want to apologize for her not being able to be with you today. She left us this morning in Huron, because she is not only my wife and the wife of a candidate, but she is also a mother and our 16 year old son is returning to school tomorrow and somebody has to be around to sort of make sure that at least he gets a good start. What happens from there on out, that is up to him.

Public life isn't the easiest sort of life on families. So we have made up our mind that somebody has to have good sense in the family when it comes to family life, at least, and that is Mrs. Humphrey. So she is there with our son.

I want to thank the welcoming committee, and the ladies that were here with their flowers. I will tell Mrs. Humphrey of your thoughtfulness and of your kindness.

To Homer Kandaris, my regards and thanks for all that you are doing in behalf of Bud Brown.

To a fellow Minnesotan that found his way out here to this beautiful part of America, to Nate Horowitz, as much as I would



like to have you back in Duluth, Nate, stay right here in Rapid City and help folks out around here.

You know, Mr. Mayor, I think you are a very lucky man to be the mayor of a great city here at the foot of the Black Hills. I have been in this part of America many times. I can remember my first trip out here. I remember it as a boy. I traveled out here in an old Model T sedan. I can remember having all the camping equipment on the running board.

Whatever happened to the running board?

I can remember that we parked that car out in one of the parks here and put up our tent and I can remember it rained all morning. I guess it was the only rain we had that year, but it all came out at once. I can remember and recall so well being in the Black Hills. I think the Black Hills is one of the most beautiful, beautiful areas of all the world, and I have seen a lot of this world. It is just beautiful.

They tell me that it has more mineral deposits, more resources in 100 square miles of it than any other place in the world.

I don't know too much about geology, but I sure do know that it is pretty. And I surely know that Harney's Peak is the highest peak from the east coast to the Rockies.

Isn't that right?

When I was a native South Dakotan, I bragged about that a good deal. By the way, I still do.

Mr. Mayor, you have some other things out here that I would like to comment on a moment. I want to say to you, Bud, when you get to represent this district, which will be right after that election on November 3rd, you are here representing for all practical purposes the great way to the west. The west is a part of America that is young; it is vital. It is filled with promise and filled with hope and every day, filled with more achievement.

If there ever was a slogan for a political party or administration that applied to this part of the country, it was the one that John Kennedy gave to his administration, the New Frontier. Because this is the New Frontier.



When I think how Rapid City has grown in these years, when I think of the tremendous development here, when I think of what has happened, for example, in the Missouri River -- we flew over the Oahe Dam this morning. What a magnificent reservoir, what potentialities, what possibilities for industrial growth and expansion here in this part of America.

I hope that isn't one of Barry's boys going by there.

But in all honesty, you really do live on the approaches of a great new era and a great new era of human history and human development. I want to commend you. I think you are lucky, real lucky.

Not long ago, I was in Salt Lake City, not too far from here by plane. There, again, I saw the very thing that I witness here, a new vitality, a sense of looking out across the countryside lifting one's eyes as you see the mountains. Because people who live in hill country or mountain country always have to look up unless you stumble.

And people that are looking up or looking ahead ought to vote for Lyndon B. Johnson in this next election.

Mr. Mayor, you made some reference to even driving a bit fast. I can't imagine to whom he was referring. But then on second thought, I can. I really think America has a choice in this election. You have a choice of whether or not you want a man with his foot on the throttle or his foot on the brake.

I would rather have a man who drives a little fast than a man who has his foot on the brake half the time and has his car in reverse the other half.

So ride along with Johnson and Humphrey, my folks, and we are going places.

Not far from here is one of the great defense installations of America. Again, you realize, once again, if you pause for just a moment, how important you are, how important this part of America is, the Ellsworth Air Force Base, a part of our great Strategic Air Command, the most powerful striking force for freedom and peace that the world has ever known.

And don't you ever let anybody tell you that this country is weak and don't you believe those prophets of despair and



division. This country is powerful and it is strong. Within a few miles of here is one of the mighty missile complexes, better than 100 Minutemen -- Minuteman, the finest missile ever perfected by the genius of man. How many, George? Nine squadrons of anti-missiles. And we are only beginning in our development of national strength.

All of this is for one purpose -- not for attack, not for aggression, not for power for the sake of power, but for peace and for justice and for freedom. That is what we build them for.

I can see part of my staff getting a little restless, because, you know, I have some remarks here that I want to make other than those I have already made. But I have a weakness. I like people and I like to be with you, I really and truly do.

I like all kinds of people. In fact, I like the man who is on the other ticket. I think he is a pretty fine man; he just has some bad ideas, that is all. I know him as a friend, know him as a colleague, and I hope that during this campaign, I can always think of him as a friend.

But I have had some pretty rough arguments with some of my friends. I have even had an argument once in awhile now at home. The only difference is I don't intend to lose this argument; I lost some of the others.

But let the record be clear. The gentleman from Arizona is a good citizen, he is a good man. We are on opposite sides of the fence politically.

That is a Democrat -- he is hitting on all 12.

Senator Goldwater is a man of many contradictions. For example, he has written books, he writes articles, he makes speeches. I have a little difficulty keeping up with where he stands, because this fellow is a moving target. He shifts on me all the time.

Recently, he has talked of reducing government expenditures -- that is a favorite topic, you know, to the political hustings -- while at the same time he is proposing the largest peacetime spending program in the Nation's history. If you will examine the record, you will see how right I am; that is correct, I am not as far right as Goldwater, but I am correct on this one.



Look at these contradictions now. When he had a chance in the Senate, when the vote was there, when there was an opportunity to do something about taxes and tax reduction, he votes against the tax reduction measure in January and February, and by September he proposes one of his own. It is safer that way, because this one he will never have a chance to work on. And on the day after he proposes his own 25 percent tax cut -- he does it in a big way -- he denounces a carefully thought out, fiscally responsible tax cut that was approved by Congress. He denounced it as, and I quote his own words "a cynical scheme that was impulsive, that was massive, politically motivated tax cut gimmickry."

Well, now, I wonder how the National Chamber of Commerce feels about that. They supported that tax cut that he denounced as cynical. Both political parties supported that tax cut. The most prominent businessmen in America, the outstanding economists of America, they supported the tax cut that George McGovern voted for, that Hubert Humphrey voted for and that Lyndon Johnson signed as a law.

I haven't seen anybody refuse to take it, either, including the Senator.

Now, the lesson of all of this is mighty clear. National budgets and fiscal policy can't and should not be formulated in the chaos of the Republican Convention of the Cow Palace in San Francisco or in the cabin of Senator Goldwater's jet plane. It takes more serious thought than that. I know the American people are waiting anxiously to learn how Senator Goldwater plans to increase spending, reduce revenues by 25 percent, and balance the budget all at the same time. I want to tell you if you can do that, you make Houdini look like a piker.

I have a suggestion. If Senator Goldwater would just trade in his ham radio for an adding machine, he would discover to his astonishment that his tax and expenditure commitments would add up to the biggest Federal deficit in peacetime history.

Now, let's just take a look at it. First, where does Senator Goldwater stand on government spending?

Well, adding up the costs and the promises of the Republican platform for 1964, just in the area of military items, Senator



Goldwater is committed to the following expenditures: Number One, he would develop and procure at a cost of approximately \$10 billion additional a new manned bomber in place of the B-52's. That is where he starts. That is just a little item to get started with.

He would spend at least \$7 billion a year more than is now being spent on military research and development. He proposes an anti-ballistic missile system around our cities at a cost of not less than \$20 billion.

Now, since this system would be of little value without air raid shelters to protect the cities, you would have to add another approximately \$2 billion, according to the Bureau of the Budget, just to make sure we have some place in which to hide.

He would expand our present one and a-half billion dollar space program. He says it is totally inadequate. He would build another \$400 million aircraft carrier that he has pledged himself to, and he is going to reactivate those military bases which have already been closed as obsolete and unnecessary.

That is quite an order, my taxpayers; quite an order.

Finally, he would urgently spend over \$1 billion for the Central Arizona Project for his own State --no budget cutting out there, you know, folks.

Now, with this program, at a rock-bottom minimum, and believe me, it is a minimum, because actually on the space program alone it runs higher than the figure I am about to talk about, he would increase Federal spending by not less than \$5 billion per year for the next five years, and by pure coincidence, this is exactly the amount that the Republican candidate pledged to cut the budget if he got elected President of the United States.

Now, at an early date in this campaign, Senator Goldwater is already \$10 billion behind the line of scrimmage and rapidly losing ground.

But this is only half the story. He has also promised some automated tax reductions -- automatically to happen. He promises these despite the fact that he voted against the \$11-1/2 billion tax cut, the largest tax cut in the Nation's history, which gave you \$9-1/2 billion as individuals in



tax reductions and \$2 billion to corporations, which was supported by 70 percent of the Republicans and 84 percent of the Democrats. They supported the tax cut, Republicans and Democrats alike, but not Senator Goldwater.

Mr. Goldwater has several items that he proposed. But it all adds up to one thing. There will be a \$5 billion minimum increase in the expenditures the first year and they rapidly increase each year. Added to a first year cut in Federal tax revenues of around 8 to 9 billion dollars that means an increase in the deficit for 1966, fiscal '66 -- that is the year in case the worst of all things should happen to us, if Mr. Goldwater were to become the President -- that is the year that you would have a deficit of 13 to 14 billion dollars. And add to that the present deficit of \$3 billion which might be expected in the absence of a Goldwater program, and there is a total deficit that Mr. Goldwater would have for the American people for 1966 of \$16 billion.

And he says he is fiscally responsible?

I don't want him keeping my books, believe me.

That is a far greater deficit than any previous peacetime record and the previous peacetime record wasn't under a Democrat.

It was in 1959, \$12-1/2 billion the books were out of balance.

Now, this massive deficit, with an exploding economy as it is now, approaching full employment, would wreck the economy and set off an orgy of inflation. And this is why the big business leaders of America have left Barry Goldwater. This is why you read in the press that the top corporate executives of America are voting for Lyndon Johnson.

Why? Because these men that are responsible for stocks, for your stocks, responsible for your investments, these bankers that are responsible for your deposits, they cannot bear the thought of having a man in the White House who is so fiscally irresponsible as the temporary spokesman of the Goldwater faction of the Republican Party.

And talk about a deficit in the balance of payments, a flight of gold; it would take wings and be gone. Over the next five years, according to your own Bureau of the Budget, there would be an accumulative revenue loss of \$90 billion.



You talk about a cynical tax proposal, a disregard for fact and reason!.

And, at the same time, Federal spending would be at an all-time high.

Now, my fellow Americans, no matter how thick or thin the Senator slices his fiscal and tax policy, it is still baloney. And don't forget it.

Now, we are going to leave you and going on to the great western City of Denver. We are going to try to bring a message there of our party. I want to say to you as I leave this platform that four years ago, almost, we made some promises to the American people. Our late, beloved, President, who never had a chance to live to see all those promises fulfilled, President Kennedy, told us on January 1961, "Let us begin." And I am happy to see the young people here, because of all the people whose lives he touched, it was the young. They loved him. And we did make that beginning.

I knew the President as a personal friend, and I wept unashamedly just as you did when he was taken from us. I know the present President as a personal friend. I have been with him for 16 years -- 12 years in Congress, and now four with him as Vice President and as President. For these almost four years, every Tuesday morning I have sat at the breakfast table with the late President John Kennedy and then Vice President Lyndon Johnson and now President Johnson. I have been there with them as I watched these programs develop and as I watched us and saw us perfect the programs to carry out our promises, and I say to this audience with all the sincerity at my command, we did make promises; we made some pledges.

Ladies and gentlemen, we have kept them. You check the record. We have kept them.

I ask you to give President Johnson the opportunity to do what he pledged us he would do on that day of November 27, 1963, five days after that shameful day at Dallas. You may remember those words; they were very simple. He said, "Let us continue."

And I ask in particular the young people here to give us a chance to continue the work that was so nobly begun. I ask you to give a vote of confidence to the man in whom President Kennedy put his confidence.



Remember that. Remember that possibly the greatest act of President Kennedy was his selection of his Vice President. And that Vice President is today at the White House, governing this country. He isn't going to have enough time to get out on the political hustings all the time. I am going to have to do that for him. I would say that the greatest privilege that has ever been mine is to have been selected, first recommended by President Johnson as his running mate. He reposed his confidence in me.

And, secondly, my friends, to have been nominated by acclamation by the Democratic Convention. I know that this is a sobering responsibility, I know that it is a heavy one, and I make you this pledge.

I will do everything within my power to be worthy of that responsibility and to be worthy of the honor. I will attempt to conduct myself in this campaign in a manner that will be at least worthy of your respect, and I hope of your vote.

Let's give Lyndon B. Johnson a vote of confidence, let's assure his victory, and Bud Brown his victory on November 3rd.

Thank you.



FOR RELEASE: P.M.'s of Saturday  
September 12, 1964

Following are excerpts of remarks by Senator Hubert H. Humphrey prepared for delivery at an airport rally in Rapid City, S.D.

# # # # #

Senator Goldwater is a man of many contradictions.

He talks of reducing government expenditures while simultaneously proposing the largest peacetime spending program in our nation's history.

He votes against a tax reduction measure in January and by September has proposed one of his own. And on the day after he proposes his own 25 per cent tax cut, he denounces a carefully thought-out, fiscally responsible tax cut approved by Congress as a "cynical scheme" that was "impulsive, massive, politically motivated tax cut gimmickry."

The lesson of all this is clear: National budgets and fiscal policy cannot be formulated in the chaos of the CowPalace or in the cabin of Senator Goldwater's jet plane.

I know the American people are waiting anxiously to learn how Senator Goldwater plans to increase spending, reduce revenues, and balance the budget at the same time.

If Senator Goldwater would trade in his ham radio for an adding machine, he would discover to his astonishment that his tax and expenditure commitments would add up to the biggest Federal deficit in peacetime history.

First, where does Senator Goldwater stand on Government spending? Adding up the costs of the promises of the Republican platform for 1964 in the area of military and related items, Senator Goldwater is committed to the following expenditures:

He would develop and procure--at a cost of about \$10 billion--a new manned bomber in place of the B-52.

He would spend at least \$7 billion a year more than is now being spent on military research and development.

He proposes an anti-ballistic missile system around our cities at a cost of not less than \$20 billion. Since this system would be of little value without fallout shelters, he would have to add at least \$2 billion of Federal funds for a shelter program.

He would expand our \$1½ billion military space program, build another \$400 million nuclear aircraft carrier, and reactivate military bases which have been.....

(MORE)



labeled as obsolete and unnecessary.

Finally, he would urgently spend over \$1 billion for the Central Indiana project in his home state.

This program, at a rock-bottom minimum, would increase Federal spending by over \$5 billion a year or \$25 billion in the next five years. By pure coincidence, this is the annual amount by which the Republican platform pledges to reduce Federal spending.

At this early date in the campaign, Senator Goldwater is \$10 billion behind the line of scrimmage and rapidly losing ground.

But this is only half the story. He is also promising automated revenue reductions despite the fact that earlier this year he voted against the \$11½ billion tax cut supported by 70 per cent of the Republicans and 84 per cent of the Democrats in the United States Senate.

Having thus changed his mind suddenly on still another major issue, here is what he proposes at least for the moment:

First, he wants income tax credits for medical and hospital insurance for the elderly, for college education costs, and ---just to be sure no one is overlooked--- for modernization of fishing vessels. Probable cost: not less than \$3 billion a year.

Second, he advocates the removal of a specified list of excise taxes. Cost: \$500 million annually.

Third, he urges the transfer of certain Federal excises and other tax sources to the States. Probable cost: \$1 to \$2 billion annually.

Fourth, being caught up in the spirit of the thing, he now offers an income tax cut increasing from 5 per cent in the first year to 25 per cent in the fifth. First-year cost: \$3-3/4 billion.

Now let's add up his proposed outlay and income. A \$5 billion increase in expenditures, added to a first-year cut in Federal tax revenues of \$3 1/4 to \$2 1/2 billion, means an increase in the fiscal 1966 deficit of about \$13 to \$14 billion. Add this to the deficit of about \$3 billion which might be expected in the absence of the Goldwater program, and there is a total deficit for 1966 of \$16 to \$17 billion---far greater than the previous peacetime record of \$12½ billion in 1959.

This massive deficit---exploding on an economy already approaching full employment---would wreck the economy and set off an orgy of inflation. It would reverse three years of progress in our balance of payments and spur the flight of gold abroad.

Over the course of the next five years he is proposing a cumulative revenue loss, based on the four points listed above, of about \$90 billion. He is also going to swell Federal spending to an all-time high.

No matter how thick or thin the Senator slices his fiscal and tax policy, it is still baloney.

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