

From the Office of  
Citizens for Humphrey Committee  
1625 Hennepin Avenue  
Minneapolis, Minnesota  
FEderal 9-0521

For Release: Wednesday p.m.'s  
September 14, 1960

#### HUMPHREY PROPOSES CONSUMERS DEPARTMENT

Senator Hubert H. Humphrey today outlined a proposal to establish a new Federal department with the responsibility to protect the economic interests of American consumers.

The Senator told a luncheon meeting of businessmen in Minneapolis that he will ask Congress to act on his proposal at next year's session.

Humphrey and Senator Estes Kefauver (D., Tenn.) this year sponsored a bill calling for a "Department of Consumers" in the Executive Branch of the Government. The department head would have full Cabinet status.

"Our Government agencies continue to represent producers, rather than consumers," Humphrey said. "The Department of Labor represents working men as producers, Agriculture represents farmers as producers, Commerce represents businessmen as producers.

"These are necessary, but we must have a department which represents Americans in their role as consumers. The consumer interest is really the most basic public interest."

The Senator said that the new department would have the authority to shape government policy, act in the courts and regulatory agencies and conduct investigations "to protect the interest of the consuming public - the buying public."

"The goal of this department," Humphrey concluded, "will be to assure each citizen the most efficient possible use of his personal income on the market.

"In plain words, this department would work to give each consumer the opportunity to get the 'best buy' for his dollar."

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HUMPHREY WARNS OF SOVIET EDUCATION THREAT

Senator Hubert H. Humphrey said last night that Soviet education could push the United States to the status of a second-class power in 10 years unless America invests more in schools.

"We can not imitate the Soviet system," Humphrey emphasized. "The Soviets train students for service to an all-powerful state. We in America educate for freedom, and we must continue to do so."

The Senator, speaking at a 2nd Ward Rally in Minneapolis, said that Soviet education progress "challenges our position as the leader of the free world."

"The Soviet Union is spending just as much on education as we do - and it is only half as rich as we are," Humphrey declared.

"There are twice as many science teachers in the Soviet Union as in the United States," the Senator reported. "Teachers and professors in the Soviet Union enjoy high salaries and prestige. Ten million Russians study English, but only 10,000 Americans are studying Russian."

Humphrey called for America to "answer the Soviet education challenge" by investing more money in schools, teachers' salaries, scholarship programs and library and laboratory projects.

"It is false economy to shortchange America's young people in education," the Senator concluded. "It is first-rate foolishness to give our boys and girls a second-rate education in a world of competitive coexistence."

NEEDED -- A DEPARTMENT OF CONSUMERS

Business and Professional Men's Luncheon  
Minneapolis, Minn.

Wednesday noon, September 14, 1960

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America stands today as a magnificent example  
of a free nation with a representative government.

Democratic representation is responsible  
representation. It is the key to our greatness,  
our integrity, our strength.

Any official who confines his interest or  
work to a few, special projects and ignores the  
needs of the nation as a whole cannot truly qualify  
for public trust.

Today I wish to speak with you about  
responsible representation in the Executive  
Branch of government.

L The President -- far more than any other  
elected official -- is responsible to the entire  
nation. He, and the vice president, are the only  
officials chosen by all the people.

Thus it is the responsibility of the Executive  
Branch of our government to see that the interests  
of all Americans are protected.

L Our Government has special departments  
in the executive branch to protect the interests  
of large blocks of Americans.

L The Department of Labor represents the  
interests of working men and women.

L The Department of Agriculture is intended  
to represent the interests of the farmers.

L And, yes, the Department of Commerce represents  
the interests of the nation's businessmen.

But these departments represent the working man, the farmer and the businessman in their roles as producers. This is as it should be, but present functioning of these departments leave a gap in representation.

There is no department of government which represents the interests of Americans in their roles as consumers.

During this last year, I joined with Senator Estes Kefauver to sponsor a bill intended to fill that gap -- a bill to establish a Federal Department of Consumers.

This department, whose head would have full cabinet status, would have the goal of assuring each citizen the most efficient possible use of

his personal income on the market.

In plain words, the Department of Consumers would work to give each citizen the opportunity to get the "best buy" for his dollar.

The new department would function this way:

First, to present the viewpoint of consumers in the formulation of the Federal government's policies.

Second, to represent the economic interests of consumers in proceedings before courts and regulatory agencies of the United States.

Third, to conduct an annual National Consumers Conference.

Fourth, to receive and evaluate complaints from consumers.



And fifth, to conduct economic studies  
and investigations relating to productive  
capacity, methods of distribution, price levels,  
quality and suitability of goods affecting consumers.

Some of these functions are now spread  
among several existing departments. The  
Department of Consumers would absorb those  
agencies and offices of the government which  
are directly linked to consumers' interests.

The Food and Drug Administration is one.  
The Division of <sup>1</sup>Prices and <sup>4</sup>Cost of Living -- in  
the Bureau of Labor Statistics -- is another.

The Home Economics Research Branch in the Department  
of Agriculture is another.

Make no mistake. A Department of Consumers would not be just another new arm of government, with new power and new budgets.

It would pull together existing functions of the government and increase their efficiency through a single administrative arrangement.

Above all, the Department of Consumers would give the President the chance to improve the responsible representation of the Executive Branch, through representation of all consumers, all Americans who buy and use goods.

I feel that this step is needed -- to protect working men, farmers, businessmen and all Americans in their role as consumers. And I shall ask for action by Congress on the bill at next year's session.



COMMUNIST COMPETITION IN CUBA  
George Matthews Testimonial Dinner  
Minneapolis, Minn.

7 p.m., Wednesday, Sept. 14, 1960

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All of us have watched with deep concern the tragic developments in Cuba during the past year.

We have listened sadly and anxiously to the vicious rantings of Fidel Castro, and we are determined that the United States must answer his irresponsible attacks with dignity -- and firmness.

I am sure that Castro's bark is far worse than his bite. I suspect that his loud, angry words are intended only to arouse the passions of the people to shout affectionately "Fidel! Fidel!" and to spark an emotional type of support.

No leader who bases his authority on the passions and hates of a people can remain long in power. History has proven that countless times.

Thus Castro must become a rational and responsible leader, or he will pass from power. America may be saddened by the spectacle of Castro, but it should not be fearful of the danger of Castro.

The basic danger brewing in Cuba today  
is not Castro himself. No, he is but the  
opening wedge to the danger.

∠ The basic danger is the liklihood of the  
Soviet Union and Red China using Cuba for

aggressive activities against the United States *and L America,*

Do not underestimate the cleverness of these two Communist powers. Each is hard,  
tough and smart. Each is a master at the most  
advanced propaganda techniques. Each is willing  
to pour money and men into Cuba to gain an  
ideological and physical toe-hold in Latin  
America.

Both the Soviet Union and Red China are  
boosting their propaganda efforts in and from  
Cuba now.

And each is likely to try to outdo the  
other in these efforts.

Cuba could become a double-barrelled  
threat in which the Soviet Union and Red China  
compete in aggressive activities against the  
United States. *and L.A.*

There is no doubt now that increased tensions and disagreements exist between the Soviet Union and Red China. Cuba might become the critically dangerous focal point of their rivalry.

↳ Castro -- too small by himself to give real force to his angry words -- is a willing middle-man in this rivalry.

He would probably like to see Cuba emerge as a double-barreled threat to the United States, with Russia fingering one trigger and Red China itching to pull the other trigger.

Both of the Communist powers relish the opportunity of peppering Latin America

and the United States with propaganda buckshot.

And Castro is more than happy to let them use

a Cuba pointed in shotgun fashion at the United

States.

↳ Red China is likely to be the most aggressive of the two.

↳ It is now clear that Red China's goal is to make Cuba to the United States what Formosa is to the Communist Chinese mainland.

The Red Chinese want Cuba to be as embarrassing to us as possible -- both in a propoaganda and a military sense.

Russia will undoubtedly take a softer line on military activity in and from Cuba. But she could be ~~be~~ pushed to more strident

efforts by her aggressive partner.

Right now, the total propaganda assault  
of the Communist bloc in Latin America is  
massive.

↳ It is spending more than \$100 million  
a year in Latin America alone.

↳ That amount is approximately the same  
which the United States spends for its  
world-wide information program.

↳ Red China tripled her Spanish-language  
broadcasts to Latin America in just the  
past year. And she has tripled the number  
of delegations invited -- with all expenses  
paid -- from Latin America to Peking.



Clearly, Communist China is moving to the  
forefront -- speaking a strident and aggressive  
message, reaching out with a propaganda effort  
which sends words and experts to all parts of  
the world.

Red China is moving ahead not just to  
challenge the leadership of the Free World,  
but to make a bid for top leadership of world  
Communism.

But -- Make no mistake. The Communist alliance  
is not about to topple. The bonds between  
Red China and the Soviet Union are strong and  
enduring.

But deep-seated frictions have developed  
in the last few years, and it is a fair  
assumption that these differences will increase

instead of lessen.

One difference results from the relative population increase of the two Communist nations. To each, population means power.

The Chinese population increases at an estimated 15 to 25 million a year, compared with three to four million in the Soviet Union.

Another difference involves a rivalry for prestige. The Communist empire formerly had one center -- Moscow. Now it has two -- Moscow and Peking.

And the last basic difference stems from policy disagreements. The most serious is the attitude of each toward war and peace. Khrushchev appears to believe that the Communists

can win control of the world through  
political and economic efforts -- short of all-out  
war.

The Red Chinese leaders, however, appear  
to believe that the struggle between Communism  
and democracy must inevitably be resolved by  
full-scale war.

America and its government must be fully  
aware of these growing differences between the  
two major Communist powers. Our leaders cannot  
formulate realistic foreign policy unless the  
rivalry of China and Russian is taken into  
account.

And America must be acutely conscious  
of the possibility of Red China and the Soviet

Union clashing more and more frequently, and  
trying to outdo each other in aggressive  
tactics aimed at the United States and the  
Free world.

Above all -- and most immediately --  
America must watch the efforts of Red China  
and the Soviet Union from Cuba. Cuba and  
the rest of Latin America must be considered  
a region of potential trouble as violent as  
the Congo.

Our foreign policies and our information  
and economic assistance programs must be keyed  
to the newly developing danger exemplified by  
Cuba. We cannot ignore the increased -- and  
competing -- aggressive efforts of the two  
Communist giants on that small isle close to our shores.

A NEW CHALLENGE -- SOVIET EDUCATION

2nd Ward Rally, Minneapolis  
9 p.m., Thursday, Sept. 15, 1960

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This is not a comfortable age in which to live -- despite the constant smiles and reassurances of Republicans that all is well in the world.

We are threatened.

Our prestige and support throughout the world are threatened by a massive propaganda effort of the Communist powers.

Our freedom is threatened by the clever and cynical aggressions of the forces of totalitarianism.

And, yes, our lives are threatened by missiles and bombs poised precariously on a balance of nuclear terror.

~~Tonight~~ <sup>today</sup> I want to issue a warning --

yes, a warning -- about a threat which is perhaps not immediate or dramatic enough to command big headlines.

It is a threat which could push the United States to the status of a second-class power in ten years if it goes unchallenged.

It is a threat which could swing the balance of strength and power from the free world to the Communist world if allowed to progress unchecked.

It is the threat of Soviet education.

Let me tell you something about the fantastic progress of Soviet education in recent decades.



[ In 1914, there were only 86,500 students  
in colleges and universities in the area which  
now comprises the Soviet Union. Today, there  
are at least a million and a half university  
students.

In 1914, only 10,700 "specialists"  
graduated from secondary and higher special  
institutions in the area of the Soviet Union.  
Last year, there were almost two million such  
graduates.

[ In 1914, 75 percent of the Russian people  
were illiterate. Today illiteracy is almost  
completely wiped out.

/ In little more than 40 years, a country  
once dependent on the ox and the hoe has become

the second most heavily industrialized nation in the world and a major leader of pioneering into space.

It is an unpleasant -- but necessary -- task to compare Soviet and American education today.

More than ten million Soviet students are now studying the English language. Half of our high schools do not teach any foreign language.

Every Soviet university student must learn one of the languages of Asia or Africa. Only a few thousand American students are studying languages of those vitally important continents.

But we must wake up to the fact that the struggle between Communism and the Free World is linked to education.

Our Danger

{ We must wake up to the fact that our greatest danger is not in the missile gap or the military gap -- but in the education gap between the Soviet Union and the United States.

{ We must answer the threat and the challenge of Soviet education by investing more in our schools, our teachers' salaries, our scholarship programs, our library and laboratory facilities.

Invest more

{ I will be blunt. We must invest more money in American education. We must have more aid

to education -- yes, Federal aid to education.

↳ This may not be a popular stand for a public official. It probably is not in this era in which slogans about budget-balancing thunder out of the White House.

But I cannot keep quiet about this. The minds of our children -- and the future of our nation and the free world -- are more important to me than popular penny-pinching phrases.

Our opponents talk piously about fiscal responsibility.

↳ I believe that it is fiscal irresponsibility -- and false economy -- to shortchange America's young people in education.

↳ It is first-rate foolishness to give our

boys and girls a second-rate education in a world of competitive coexistence.

It is a national scandal that we spend more on ~~alcohol and tobacco~~ <sup>Commercial Recreation</sup> than we spend on all elementary and secondary schools put together.

We will not meet the challenge of Soviet education if we allow our schools to remain overcrowded and inadequately supplied.

We will not meet the challenge of Soviet education if low wages and low prestige sustain a shortage of good teachers.

We will not meet the challenge of Soviet education if we allow continued waste of brilliant children because of lack of scholarship

opportunities.

We will meet the threat and challenge of Soviet education only if the American people respond with vigor and determination.

I will not relax. I will not rest. I pledge all of my energy to the task of informing the people of the challenge. I pledge all of my effort to the work of winning support for the most important investment in our future -- investment in the education of our children.





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