

Excerpts of Remarks by
SENATOR HUBERT H. HUMPHREY

National Wine and Spirits Industry Dinner
for Brandeis University

March 27, 1963
New York City

Most of you here tonight are businessmen. All
of you, I know, are also individuals with a sense of
responsibility for service to your communities and
to the Nation.

~~These are the reasons~~ I welcome the chance to
talk with you, because tonight I want to turn our
attention to two basic challenges which this Nation
must face more squarely in this decade of the sixties.

The first is a practical---and, yes, a commercial---
challenge. The second is a human challenge.

Wash
I speak of the challenge---posed by the ~~foreign~~ *Industry abroad*
~~Market abroad~~ and unemployment at home---to boost our

Wash

exports overseas and to utilize fully the tremendous productive capacity of the United States.

And I speak of the challenge to increase our efforts to cultivate and develop the human resources--- the skills and talents of people---in other nations ~~which~~ ^{which} are striving for progress.

This matter of exports by the United States requires frankness. You are businessmen; I can be blunt with you.

The United States has failed to earn and win its share of world markets for American products. We have failed to export enough of our products to keep pace with the export success of many other advanced nations. We have failed to win the foreign customers for our products which can be won with a reasonably effective export program.

I know that you and most businessmen will understand me. You do not produce or acquire what you hope

to sell, and then just let it sit in a warehouse and hope that the customers will come flocking in.

You advertise. You promote. You talk it up.

You sell..... And you prosper.

I fear that the United States has allowed too great a part of its potential productivity to sit in a figurative "warehouse" and just hopes that foreign customers would come flocking to its doors.

△ This Nation has not been export-conscious. For almost 200 years, we have enjoyed an economic honey-
moon---with the demands of our own increasing and
vibrant population keeping pace with our growing
productive capacity.

△ But the story is changing. Our productive capacity, thanks to technical advances and automation and the skills of our people, is continuing to grow by leaps and bounds.

And so is our population. But our capacity for production is ahead of our own ^{present} domestic capacity to consume.

The most dramatic example of this is our agriculture. We could boast of the greatest success story of production in the world's history in our own American agriculture. But instead, we tend to be ashamed of our surplus foods and fiber, sweep the problem under the rug, and jam the surpluses into storage bins.

And it's the same with other areas of our magnificent productive capacity. We should be proud of it. We should be utilizing it to the limit for a nation which must continue to grow and for a world with continuing, desperate needs for basic products.

Instead, we are operating far below our real capacity. And we see the results in unused plants,

and unused men. Thousands of factories and plants
remain idle. And millions of American men and women
remain unemployed.

A big answer---and a big part of the solution to
the problem---can come from increasing our exports
overseas.

But today, our exports account for only four
per cent of our gross national product. The six
countries of the European Common Market export 12
per cent of their total gross national product---three
times our own rate.

4%
As
to
12%

We have an historic reputation for having the
best salesmen in the world. It is high time that we
put our salesmanship to the test of foreign markets,
and directed more of our talents and energies to exporting.

Happily, we are now beginning to move.

The President's new trade program, approved by
Congress last year, gives us the tools to build up our

exports to other nations.

{ The new tax credit for investment, also approved
by the 87th Congress, ^{Should} ~~will~~ encourage American business
and industry to invest more in new equipment and
machinery to produce the modern products which foreign
markets want.

L Through the Export-Import Bank of Washington,
and the Foreign Credit Insurance Corporation, steps
have been taken to improve credit availability and
export insurance for commercial and political risks,
so American businessmen can compete with foreign exporters.

The government, largely through the Department
of Commerce, has boosted its efforts to promote
American products abroad---through the National Export
Expansion Council, through trade missions, by the
establishment of trade centers and trade fairs.

But in the final analysis, American business

① \$383,000
Contributors -
my Speech

① Brandeis - Commencement
1961

-7-

Rebuttal

and industry itself must take the major responsibility
for selling our products to foreign markets. The
real export job must be done by private business.

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I turn now to a second basic challenge this
Nation must face on the international front in
the decade of the sixties.

Brandeis

This is the challenge to develop the human
resources of the nations throughout the world which
today hang in the balance between stagnation and
progress, between freedom and totalitarianism.

I feel free to discuss this harder-to-define
challenge because of the atmosphere and tradition of
the Brandeis University community.

Brandeis has a magnificent record of service--
to its students, to the community, to the Nation, to
man's yearnings for dignity, progress and the good life.

But Brandeis University does not just talk about

service to society. Its professors do not just stand
at lecture platforms and speak of social service as
an abstraction.

School of Social Welfare

Brandeis University trains thousands of citizens
in the field of social service. It gives them not
just the will---but the skills---to serve humanity,
to help people ~~overcome~~ *meet* their needs to build decent
lives for themselves, their families and their com-
munities.

This Nation and this government must apply some
of the principles and practices of Brandeis University
in its international aid programs.

Yes, we must continue the effort to boost our
export programs. We must continue to offer aid in
the form of military "hardware." We must continue
to help with long-range loan programs, big projects
of industrial expansion and all the other vital tools
of foreign aid which are necessary to win the ancient

battle against poverty and the modern battle against
a superficially attractive form of totalitarianism.

But we must increase the scope of a dimension
of our foreign aid which I feel has remained too small,
too neglected, and too-often ignored.

We must boost our efforts to develop the human
resources in the nations which comprise the zone of
poverty which circles this tense world. It is not
enough to develop the economic and natural resources
alone.

This challenge calls for greater efforts to
train the people of under-developed nations in the
skills they want and need to achieve freedom, security
and progress.

It is not enough ~~for us~~ to help build a steel
mill in another country. We must help train the men
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It is not enough for us to help build a school-

Human
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house in an area of ignorance and illiteracy. We must help to train a local citizen to become a teacher in that schoolhouse.

It is not enough to help finance the purchase of tractors and plows in backward rural areas. We must help train the local farmers in the effective agricultural techniques and skills of modern farming.

It is not enough to send supplies of medicines and drugs and hospital equipment to areas of misery and disease. We must help train local doctors, nurses, and hygeinists.

I salute Israel for its efforts of this type.

In recent years, Israel has recognized the critical need of the peoples of Asia, Africa and Latin America for education and new skills---and has acted responsibly and successfully to help meet that need.

I was pleased to note just a few months ago that Israel is now stepping up its direct training programs,

particularly in agriculture, in Latin America.

What Israel has done and is doing is to send many of its own skilled citizens to other nations to train others in their skills.

This is what the United States must do in larger proportion in the years to come. We have the skills. We have the skilled people. We must send more of them overseas to teach those skills to others.

It boils down to this: Our record of foreign aid is a good record, but we now run the risk of becoming known as a nation of bankers. Let us earn the respect---and win the progress needed for freedom---by becoming a nation of teachers.

All of you who share an interest in the progress of education generally and the fulfillment of Brandeis University's goals in particular will understand my basic message tonight.

In our international programs of helping others help themselves to freedom and progress, dollars are not enough. They are spent, and then gone. Supplies are used, and then gone. Equipment is used, and then *becomes obsolete.*
~~can rust and wear out.~~

But education, knowledge and skills possessed by human beings are enduring. Human talents and human skills will never wear out. They will endure, ~~and~~ grow and spread to the day when men and women throughout the world achieve freedom from the tyranny of poverty and freedom from the domination of dictators.

(END)

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