

TAPE OF MARCH 27

FOR BROADCAST MARCH 31

Ladies and gentlemen----

This is Senator Hubert Humphrey, reporting to you
from my office on Capitol Hill in Washington-----

In the United States today, hundreds of factories and plants remain idle and millions of men and women remain unemployed. This is the most tragic deficit in our Nation---and it represents the greatest domestic problem we face.

Our magnificent productive capacity---and the skills of our people---are simply not being used as fully as possible.

There are many steps which can be taken to increase the use of our productive capacity, and to reduce unemployment, but today I want to talk with you briefly about one area of effort which can provide a big part of the solution.

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I speak of our efforts to export American products to foreign markets.

So far, the United States has not exerted enough effort in its export programs. We have failed to win a large enough share of foreign markets. We have failed to export enough of our products to keep pace with the export success of many other advanced nations.

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.

There is no reasonable basic for this lag. The United States has the products and services; it has the capacity to produce far more than is required by domestic demands; it has the reputation for having the best salesmen in the world.

But the fact is that we have not utilized our capacity for production and salesmanship to win new customers overseas, and thus to boost our own

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economic health at home.

Agriculture is just one example. We have in this Nation the greatest and most productive agricultural system in the world. But instead of using our agricultural capacity fully, we have to fight off attempts to pressure farmers off their lands. Instead of boosting production to sell our food and fiber to more customers overseas, we jam our surpluses into storage bins.

There are dozens of others examples, representing many areas of our productive capacity.

For all of them, we must become more export-conscious. We must boost sales of our products to the growing foreign markets abroad.

A big start is now being made. The President's trade program, approved by Congress last year, is giving us some of the tools we need to increase our exports. Steps have already been taken to improve credit availability and export insurance, so American businessmen can compete with foreign exporters. The government has increased its efforts to sell American products abroad through trade missions, and by the establishment of trade

centers and trade fairs.

All these steps will help, but the basic job must be done by American business and industry.

Last week, in Minneapolis, I encouraged Minnesota business and industrial firms to step up their own efforts to sell abroad---partly by participating in international trade centers, fairs and missions on a regular basis. I will ~~also~~ continue to repeat that ~~we~~ challenge to businessmen in Minnesota and throughout the country---because this vital export effort can not be conducted by government alone.

Export is important to Minnesota. Our state's economy is linked closely to trade, and our exports exceed our imports in Minnesota. In 1960, for example, Minnesota exported more than \$175 million worth of manufactured goods, and more than \$163 billion worth of farm products.

With the increased efforts of government and private enterprise, those figures can be boosted tremendously---and the people of our state will find new jobs, new opportunities economically and greater general progress for themselves, their families and their communities.



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