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SEN. HUMPHREY SAYS JOHNSON ADMINISTRATION'S 'BETTER DEAL'
CONTINUES NEW FRONTIER PROGRAM TO BUILD A BETTER AMERICA

Senate Majority Whip Hubert H. Humphrey (D-Minn.) said tonight that President Johnson's "Better Deal" continues the New Frontier program that enabled President John F. Kennedy's administration to inspire the nation.

"I am proud to be a part of the Kennedy-Johnson team that will continue the New Frontier program to Build a Better America," he said.

"We have done much in the last four years but we know there still is much to be done."

Humphrey spoke in Boston at the third biennial Gompers-Murray Memorial Banquet, where he was awarded the Gompers-Murray Memorial Award.

He said it is to the nation's advantage to have everyone aspiring to live a better life, have better economic opportunity, and enjoy more social justice.

"Our goal - the goal of the Kennedy-Johnson Administration - is to give a Better Deal to All Americans - better education for our youth, better medical care for our elderly, better living conditions in our cities and on our farms, better housing, better opportunities for labor and business," he said.

Humphrey said the job of reaching these goals is one the federal government is unable to do alone.

"We need labor's help and support," he said. "Labor will play a leading role in reaching these goals."

The late President Kennedy, Humphrey said, had inspired everyone to seek higher personal and national goals.

"Now the task has fallen to President Johnson to carry on the programs of our fallen leader. Shortly after he took office during those sad days in November, President Johnson

(OVER)

told the Congress 'Let us continue,' " Humphrey said.

"Remember those three words - let us continue - for they are the central theme of the Johnson Administration."

Humphrey said the nation had made a major start in reaching New Frontier goals with enactment of the most far-reaching program of Federal Aid to Education the nation had ever known and a massive program in the field of mental health and mental retardation.

Financing these programs, he said, is made possible by a growing economy that has brought 39 months of continuing prosperity and progress and an addition of \$110 billion to the Gross National Product.

"But we shouldn't be fooled by this," he said.

"The richest nation in the world can't afford the unemployment we have in this country. The richest nation in the world can't afford pockets of poverty and periods of economic recession."

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① 1st City Labor Council Charter
② Boston Mass

THIRD BIENNIAL GOMPERS-MURRAY MEMORIAL

BANQUET

Boston, May 21, 1964

1962 - Copeland
Candidates 84.6%
elected

Mass -
600,000
members

This is a proud moment for me tonight - being given
the Gompers-Murray Memorial Award.

Samuel Gompers and Philip Murray were two of the
most universally respected leaders in the American labor
movement.

Great Americans

Their work made it possible for Americans to live
a better life. More importantly, their inspiration and
their efforts have guaranteed that the working men and
women of America can live their lives in dignity.

I am also proud to be in Boston - the home city of
one of the greatest Presidents ever to grace this country.

① Sen Ted Kennedy - Justing - Reelect
② Gov Peabody - Reelect.

JFK

John F. Kennedy ~~has~~ left this nation a great legacy.

This vigorous young President revived the idealistic
faith of the American people and set this nation firmly
down the road to peace and prosperity.

~~JFK~~
~~Boh~~
Inspired
us to
greater
goals

He inspired all of us to seek greater goals - not
only for ourselves and our children but for our country.

Now the task has fallen to President Johnson to
carry on the programs of our fallen leader. Shortly
after he took office during those sad days in November,
President Johnson told the Congress, "Let us continue."

Remember those three words - let us continue - for
they are the central theme of the Johnson Administration.

and I am proud to be a part of the Kennedy-Johnson team
that will continue the New Frontier program to Build a
Better America.

~~FOR new Seal~~
~~Truman Fair Deal~~
~~JFK New~~

Kennedy-Johnson
Program

L We have done much in the last four years but we know there still is much to be done.

Done much

But you and I know that the federal government

COPE can't do this job alone. We need the help of everyone in this country. We need labor's help and support.

Labor Role

Labor will play a leading role now - as it has in the past - in working for a Better America.

L Our goal - the goal of the Kennedy-Johnson Administration - is to give a Better Deal to all Americans -

Better Deal

Our Goal Better Education for our youth, Better Medical Care for our elderly, Better living conditions in our cities,

and on our Farms, Better housing, and Better opportunities for labor and business.

Justice, freedom + Justice

for all

Education

- 4 -

L We must give Better Education to our children.

This is going to cost money. But there is no such thing as an expenditure for education. There is such

a thing as investment in education. An investment for

your sons and daughters, for your grandchildren, for your

country ... because education is power, education is

wealth.

L This means we must build more schools for elementary, secondary and higher education and provide the money

for higher salaries for teachers. The Kennedy-Johnson

Administration has made a good start by enacting the

most comprehensive and far-reaching program of Federal

Aid to Education this nation has ever known. But we

must - and we shall - do more.

Invest

College Enrollment

Voc. Educa
Tech Educa

Manpower Training!

L We also are building a Healthier America. We are adding to our health facilities, to our great medical institutions. And we are educating and training more doctors, dentists, pharmacist, nurses and laboratory technicians.

✓ Health
✓ Research
✓ Educ
✓ Hospitals

L We have made a start by enacting the most ambitious program of federal aid to medical, dental, nursing and pharmacy schools in the history of our nation.

L We also have made a start by enacting a massive program in the field of mental health and mental retardation.

mental Health
mental Retardation

Handicapped - Care, Training & Employment

Let us Begin - 6 -

Let us Continue

This is a good beginning. But we shall do more.

Before this year is through we are going to provide better hospital and nursing home care at much lower cost for our elderly. And we are going to make sure that an elderly person who needs this care does not have to take a pauper's oath to receive it. Yes, hospital and nursing home care as a part of social security.

Medicare

We are going to build more and Better Roads, provide Better Transportation and improve our ports. ^{and} We need

more roads for our growing population. We need better airports as we enter this supersonic age. We need better ports and we need to strengthen our merchant marine.

Merchant Marine

And we simply must come to grips with the problem of urban transportation or America will choke to death riding to work in a new car.

Roads
Transport

Urban
Transport

Better Housing - 1/2 Million
Per yr

- 7 -

L We need Better Houses. We haven't even scratched
the surface of the housing possibilities of this country.

L We need to make sure that every American has a decent
home in which to live.

L We are going to build Better Cities. The cities of
yesterday are not built for the life today. We will
have to clean out the whole center of many cities, clean
out their fringes and rebuild them - rebuild them so we
can all live better lives.

Cities - LBI
in
Michigan

L Yes, we are going to Build a Better America.

We are determined to offer to the American people the
means and the opportunity to secure the better things of
life for themselves and their children.

✓ Social Security
✓ Unemploy Compensation
✓ Minimum Wage

Business + Employment

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Business

h We know that business is good in this country today.

We have had 39 months of continuing prosperity and progress. We have added \$110 billion to our Gross National Income. Profits are up, incomes are rising, unemployment is reduced, and we have more people working than ever before.

Top
Dechuck

h But we shouldn't be fooled by this. The richest nation in the world can't afford the unemployment we have in this country. The richest nation in the world can't afford pockets of poverty and periods of economic recession.

We are living in an age of unbelievable technological revolution. The incredible pace of automation and technology is remaking our entire industrial economy - with machines doing more and more work. - and we face serious problems of unemployment.

Autism

The introduction of new machines is not a new story to labor. Samuel Gompers once wrote: "One of my most vivid early recollections is the great trouble that came to the silk weavers when machinery was invented to replace their skill and take their jobs. No thought was given those men whose trade was gone. Misery and suspense filled the neighborhood with the depressing air of dread." //

G
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M
P
E
R
S

The words of Samuel Gompers have a prophetic ring. But what he said need not be true today. As President Johnson said, we have the opportunity to make automation a "boon and not a bane."

But we won't do it by standing still and wringing
our hands. This is why I have introduced a bill in
Congress to establish a Commission on Automation, Technology
and Employment - so we can begin planning to deal with
the problems being forced on us by automation and the
shifting emphasis in defense spending.

It is to our advantage - to everyone's advantage -
to the nation's advantage to have everyone in this country
aspiring to live a Better Life and to reach a little
higher on the ladder and have better economic
opportunities and more social justice.

This is what we are talking about when we work for
civil rights. This is what we are talking about when we
wage the War on Poverty.

4 Freedoms
5th Freedom of Dignity

CIVIL RIGHTS
+
Poverty

Poverty is not new. But what is new is that we
have the resources and the knowledge to eradicate
poverty.

All of this was summed up clearly by President Johnson
on a television program a short time ago. A reporter
asked President Johnson this question: Franklin D.
Roosevelt had the New Deal, Harry Truman the Fair Deal
and President Kennedy the New Frontier. What do you call
your Administration?

And President Johnson in a quiet and humble way said
in thoughtful and restrained words - "All I seek to do as
President of the United States is to give our people a
Better Deal."

This is the promise we are going to take to the
American people this fall.

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