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REMARKS

VICE PRESIDENT HUBERT HUMPHREY

AGRICULTURAL STABILIZATION AND CONSERVATION SERVICE

STATE CONVENTION

YORK, PENNSYLVANIA

OCTOBER 11, 1966

19th Cong DIST
Neyman Criley 19th
Joseph Vignetta 24th
James White

Ch Penn
ASCS
Comm

David Wilson
Ch. York County
ASC

Susquehanna
High School
Chorus

change.

it and we adapt to it.

it good; but some of it not so good.

The greatest change --- and this has been a change
for the better --- has been the tremendous increase in the
past few years in our agricultural productivity.

The American farmer stands today as the all-time
undefeated, champion, unchallenged, unexcelled producingest
person on earth.

Each American farmer feeds himself and 37 other

people -- and he feeds them well. No other farmer in any other country even comes close to that. — ag means - exports

↳ All of us grew up hearing that the American farmer was the backbone of the country. That has never been more true — (despite all the changes taking place in our society) — than it is today.

and Today I want to talk with you about how we can keep that backbone straight and strong.

In this century, rural Americans have been rushing in increasing numbers to urban centers.

↳ The trend has continued to the point where today 70 per cent of our total population lives on only one per cent of our land area.

↳ If the trend continues it will be 75 per cent in 1975, and by 1985 there will be as many people crowded into our cities as there were in all America in 1960.

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↳ But the flight from rural America has not been one of quantity alone.

↳ Rural America has been exporting some of its most talented people.

↳ And this has not been a change for the better.

↳ One recent survey showed that, of 100 presidents of the nation's leading industrial firms, 41 came from small towns and rural areas.

↳ Of 20 president of our leading colleges and universities, 12 came from rural areas.

↳ Of 20 top men in the sciences, 9 came from farm communities.

↳ It does not make sense for our already-crowded cities to be filled with more and more migrants. Nor does it make sense for rural America to lose a good share of its greatest resources -- its human resources.

But How are we going to keep them down on the farm?

and How are we going to bring them back once they've gone -- and how are we going to get more city people to join them in rural America?

↳ The heart of our efforts lies in *Keeping* making rural America a more attractive -- attractive in the real sense of the word, that is -- place than it is today ... for people and for industry.

↳ This year industry in the United States is investing about 26 billion dollars in new plants and equipment for manufacturing alone.

↳ Every billion invested is equal to one thousand plants, worth a million dollars each. Stack 25 thousand more plants on top of that and we get an idea of our annual industrial growth or replacement.

Is it impossible to believe that rural America could get more of this than today -- not necessarily all in million dollar plants but in whatever size is most suitable for the location, along with the supporting business that comes with new industry? ~~I think so.~~

Rural industrialization may not be as difficult as many think. It has already worked in some parts of our country.

For one thing, nearly every town has a committee or group prepared to deal with industrial and business growth.

State governments constantly strive to encourage industrial and business investments in their states.

And the federal government has ^{wide} a range of programs to give impetus to rural revival -- including the new rural industrialization program in the Department of Agriculture.

All the local, state and federal people devoted to this effort can talk about increased profits, low personnel turn-over

and high staff morale in rural America -- because people perform better when they are living in a place they like.

↳ They can talk about transportation systems that bring raw materials and markets no more than a few hours away. They can discuss with industry our great *electrical* power complex with sources seldom far from a rural community.

↳ They can talk about manpower -- manpower that has handled machinery from childhood... manpower that is trained or trainable.

↳ They can talk about the choice industrial land to be found in rural America. It is land that can accomodate present needs and future expansion. It is land nearer regional markets and nearer new, expanding markets.

↳ There is another thing they can tell industry: It is about the 150 thousand rural leaders mobilized since 1961 -- under the Rural Community Development program -- to create more jobs in rural communities and to improve rural living conditions.

↳ Rural Community Development groups have already accomplished a great many things that attract industry and small business.

↳ And it is in that respect that every community has a continuing opportunity.

↳ No industry wants to locate in a place that looks as if it's headed for the 1950's instead of the 1970's.

↳ Industry and business representatives must be sold on the appearance and quality of a community.

↳ And this is an area in which the American farmer knows how to lead.

↳ The quality appearance in a community comes in the form of landscaped farmsteads, homesites, townsites and public properties.

↳ It means the removal or upgrading of dilapidated or deteriorating buildings.

↳ It means the man-made structures and plantings should enhance the beauty of their natural setting -- a setting that includes landscape, open space, wildlife and natural recreation places.

↳ In attracting business and industry, there must be quality in community facilities, too.

↳ These facilities should reflect the level of improvements in private property.

↳ Schools, churches, parks, and public utilities should be upgraded as high as the community can afford.

*Edna
Harris*

and ↳ We are committed in Washington to the upgrading of our rural communities.

↳ 300 million dollars annually has been authorized for rural housing improvement loans. ↳ The Farmers Home Administration provides each year approximately 1.1 billion dollars in loans, benefiting nearly 2-1/2 million rural people.

↳ In the Office of Economic Opportunity program during the past two years, some 30 thousand anti-poverty loans totaling over 51 million dollars have been made to develop income-producing farm enterprises.

↳ REA brought electricity to more than 155 thousand rural consumers for the first time during the past year. ??

↳ Since 1961 over 1 thousand 7 hundred loans for 241 million dollars have been made to develop community water and sewage systems.

↳ More than half of all the families who have benefited from our public housing and urban renewal programs now live in communities of less than 50 thousand people.

↳ 95 out of every 100 urban planning grants go to communities under 50 thousand.

↳ Four out of five of the communities receiving public housing grants now have populations under 25 thousand.

Yet each of us knows that all the plans, all the money, all the speeches coming from Washington will not be enough in themselves to change the picture of rural America in the eyes of the sons and daughters who look toward a future in the city, or of those charged with decision for business and industrial investment.

What will be needed, above all, will be leadership -- leadership at every level of government, in each community, in every school board, in every civic organization, in every household, by each of you.

Rural America does not have to be a place where people are from. It can be a place where people are and where they will be, where industry is and will be --- growing... moving forward .. challenging its people to meet new opportunities and to create new and rewarding change.

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Thank you, Jim White, for presenting me to this very fine audience of York, Pennsylvania. May I first of all congratulate this very gifted and talented choral group and all these charming lovely ladies and you healthy looking young men. I was surprised and pleased to see you here; and I want you to take back to Susquehannock High School and your community, the very best wishes from all of us here and particularly from the Vice President. You have honored me a great deal. You made me feel quite proud this morning once again to be an American.

My dear friends, it is a special privilege to come to this fine area in Pennsylvania once again and to be here in the presence of two of my working colleagues in the Congress of the United States: the gentleman that proudly and easily represents the 19th District of Pennsylvania, Neiman Craley, and the gentleman that was introduced here just a moment ago (and I shall be in his community in Erie in a very short time in the 24th District) Joseph Vigorito. These are new members of the Congress, in the 89th Congress; and I think that you can feel very proud of the quality of their work and above all their dedication to your country and their country and to the good of the people. This meeting this morning is not a political meeting. I did address a political group out here at the airport, but I am going to confine myself, Mr. White, to matters relating to your program of the ASCS, this great Agricultural Stabilization and Conservation Program, and matters relating to the relation between our agricultural economy and

Address by Vice President Hubert H. Humphrey at the State Conference of the Pennsylvania ASCS, Yorktowne Hotel, York, Pa. on Tuesday, October 11, 1966 at 11:00 A.M. (EDT)

the total economy of this Nation. We are very honored to have one of the members of the National Advisory Committee on Agricultural with us, Mr. Jim Work. That Committee, as you know, advises the Secretary of Agriculture and the President upon matters relating to the agricultural resources of this Nation.

Now I should tell my young friends in the choral group that I'm a refugee from a classroom. Once I was a teacher and like to think that I still am; and my favorite subjects were in the field of social science, political science, American Government, civics, they call it, and history. I'm going to add a little history lesson this morning, of course, you know it, particularly all you good folks in York. You are very proud of your history here because York, Pennsylvania, was once the Capitol of the United States of America; and this puts everything in proper focus for us today. Did you know that the Capitol of this Nation was transferred eleven times before it finally settled in Washington? So what you see in other countries that have some difficulty in getting established, when you see other countries or read about other countries that seem to have instability, you might remember that your own blessed America had a very difficult time getting its freedom - a very difficult time getting itself properly established as a growing republic. You still remember that one-third of all the people in this Nation, at the time we fought for our independence, were Tories; and they literally sabotaged the effort to gain independence - many of them went to our neighboring country called Canada and many of them stayed here and for all practical purposes consorted with the King, even as we fought to gain

our freedom. So when you read - and I want to talk particularly to our young friends - when you read about other Nations that are having difficulty in Nation building, when you read about Nations that seem to have all kinds of internal problems, you might remember that once we too, and even now we have our fair share. Why, did you know that the first Chief of Staff of the United States Army was in the pay of the Spanish King? He betrayed his own country. These are facts that sometimes go unnoticed in history, as we had a secession movement in this country long before we ever had a war between the States. In fact, some of the so-called outstanding citizens from the early eighteen hundreds wanted to see that we had troubles. The Continental Congress met in York - here's where our first constitution was written - here in York, Pennsylvania, and his name was Hanson, and he was of Swedish descent I mention that; coming from Minnesota, it's always very good to give this fact. I've addressed many of what we call, "Stenstock," out our way. We have a large group of the Scandinavian people in our State and most of them are Swedish descent; and they have had what they call their Mid-Summer Festival and are always looking around for someone of Swedish background to address them. Now I can't claim any Swedish background, but as I did say, my mother was born in Norway and she was one of eleven children and five of them married Swedes, so that I do get a chance to get in some of those meetings. I frequently tell them, when I'm there, the background of people of many nationality groups of our country; and isn't it interesting to remember that George Washington wasn't the first President of the United States. The first President of the United States was John Hanson, and he served under the

Articles of Confederation. The Articles of Confederation were written in the Capitol here in York in 1777, and am I right in 1777 - September 1777 - until June 1778. So you have quite a history; and much of the American history is indeed found here in the memories and in the great landmarks of Pennsylvania, the Middle Atlantic States and, of course, up and down this Eastern Seaboard of ours. I shall be going from here very shortly up into the New England States where every foot of land, so to speak, is a great moment of history. Now that's my civics lesson for this morning; and when you go back to shcool, you can repeat, but you won't get an "A" because I didn't give you in full accuracy. I have to just remember in part, but you look it up to see if I haven't told you pretty much what is true.

Now today, I have an announcement I want to make that will be of great interest, I'm sure, to the members of the State Committee and the members of the County Committee that are here of our ASC Committees, and to all of you who are not members of the ASC, Agricultural Stabilization and Conservation Service. That announcement is that ten of the counties in Pennsylvania have, as of this morning, been designated for the Livestock Feed Program to help relieve some of the economic burden and suffering of the drought that has plagued this area for not only these few summer months, but for the last three or four years - and those are the counties - and I want you to know that Congressman Craley has been, well, I won't say he has bothered the Department of Agriculture, I'll just say that he has driven it practically to distraction trying to get some action out of them. York, Adams and Cumberland are taken care of, Congressman, I thought you would like to know.

The counties are Adams, Berks, Cumberland, Dauphin, Franklin, Fulton, Lebanon, Perry, Schuylkill and York. Not many people from Minnesota could pronounce S-c-h-u-y-l-k-i-l-l and call it Schuylkill. Those are the ones that have been designated thus far by your Department for the Emergency Feed Grain Program, which I know will be of a tremendous help; and your county committee people will explain to the farm families and the farm operators how this program operates and what it can mean to them in terms of assistance to a great agricultural economy.

Well, now you in this conference, and I know this conference includes now more than the ASC Committee members, it includes townspeople and visitors, but you are all concerned with the prevailing fact of our times and that prevailing fact is - change. This is the period of the greatest change that the world has ever known. I was speaking to a group of young Americans just last week, and I reminded them that the first computer, which has revolutionized industry, is only seventeen years old - it is a museum piece in the Smithsonian Institution; and John Glenn's space capsule, which is less than five years old - about four years old - the first entry of an American into space is in the Smithsonian Institution. So it shows you how it doesn't take long to become a museum piece any more. In four years you can make it, watch out! Change - change, the space age is upon us! The age of the computer which has literally revolutionized industry and management technique; information retrieval is upon us and there have been many other changes. Fortunately we Americans believe in change, we encourage it and we adapt to it. But the

greatest change that has taken place is in rural America - your part of America - and your part of America that's so much like mine.

As I was driving in from the airport this morning, I noticed this beautiful countryside, and if I may say, it's just like my own Minnesota countryside. The magnificent beautiful trees changing color - is there an artist so great as the artist in Heaven - none indeed. The magnificent and beautiful panorama color, and I couldn't help but think how much this looks like the very area in Minnesota where I lived, out in Wright County, the 6th Congressional District. As I said at the airport, this area here in your district, Congressman, is a mixture between the smaller communities, the diversification of industry, the family farm, the smaller farm (I'm not quite sure of the size of your farms, but around where I live there are about 80 acre - 100 acre - 120 acre farms). We are a dairy farm country as feed grain, cattle farm country. My next door neighbor, right across the road from where I live, raises cattle, has corn, produces a small amount of wheat, some soybeans, most of it for feed purposes. Some of it he is feeding to cattle for dairy. So I believe that I have an infinity of interest and some understanding of what goes on here - this is the kind of country in which I was reared, and may I say quite candidly, the kind that I love. There is living space here, there is fresh air. While indeed we have problems of water pollution and air pollution, there's room - there's room and fresh air and we are going to do something about it. We are going to talk about these problems as I go through this part of America - there's more fresh air right here as you step out of these buildings and walk into the countryside than you will find in many areas of the world. I said rural America is still with change and most of it is good; this has been a change for the better,

but some of it is not good.

The greatest change, and this has been a change for the better, has been the tremendous increase in the past few years in our agricultural productivity and fortunately in agricultural income. I'm not one that comes to you and tells you that you never had it so good; I don't think people like to be told that. As a matter of fact, we Americans, we have our own set of standards; even if we could claim that it was very, very good this year, we want it better next year, and that's the way it ought to be, you ought to always be reaching for the stars, always setting new standards, new goals. The restlessness of the American people, their desire for self-improvement is the saving grace of this country; it keeps it moving forward, it demands of us better standards all the time. I look at my friends, the young men and women, they are better educated than their parents; they go to better schools in the main. They have to be better educated because they live a much more competitive world and a vast changing world, and it will be with their children as with them - better standards. It's hard for some of us to believe that it could be better, you know, than what we have; but the fact that it will always be better, this gives the youthful spirit of this young republic - and America is a young country. There are no real old landmarks in America in terms of history, there are some, yes, that remind us of our early days, but it's still a young country. Now that American farmer, that I spoke of that had performed this miracle of production, stands today as the all-time undefeated champion, unchallenged, unexcelled, "producingest" person on earth. That's as about as dramatic description as I can give the champion. I know American industry produces well and we are very proud of the efficiency of our industrial plants and our skilled

workers, but can I be quite frank with you they cannot hold a candle to the productivity of the American farm and the American agricultural system - this private enterprise, family farm privately owned farm system of ours. Oh, let me tell you if the Soviet Union or Communist China or any of the communist countries had this kind of a system, they would really be causing us trouble. Their major weakness today is the social system which denies incentive, which prevents private ownership, which I think in the very real sense stills or subdues motivation for progress, and it's manifested most clearly in agriculture; where in the main their agricultural system has bogged down, has been the drag on them, and has held them back. They are learning a great deal, however, from the exchange of information with the United States and others about agriculture productivity.

Now let me say a word about this farmer and I do this in the presence of people that are not agriculturalists because we need to know about each other. Each American farmer feeds himself and 37 other people and he feeds them well, in fact, almost too well. This is the only country in the world where you are really compelled to go on a diet in order to prevent yourself from becoming just plain out of shape. Other people are on a diet out of necessity because they don't have enough food, but we are the best fed, the best nourished Nation on the face of the earth. No other farmer in any other country can even approximate the production of the American farmer and his family. This is something to be proud of because if there's one crying need in this world today, it is to fill the food gap; or to put it in another way, if there is one danger that faces the world today above all others, it is the danger of mass hunger. With a growing population - with a world of rising expectations, the danger of a hungry world hangs ever

present and literally threatens the peace of the world. Agricultural income, I mentioned, is up, but more importantly, consider what the American farm does today for your country in terms of its position in the rest of the world. Our Food for Peace Program has saved more lives than any other single effort of the American Government. I want my America to be known as a life saving Nation. I want America to be known for the food that it produces, for the doctors, and the teachers, for the books they write, and for the beautiful art and music that it gives. We do not want this nation to be known as a policeman of the world but rather as the healer, the teacher, the scholar, the producer of food and fiber, the one that can bring plenty to the world. And our Food for Peace Program, which is operating today, has saved millions, hundreds of millions of lives in the world. Every farm family ought to be proud of it, and every American ought to be very proud of an agricultural and a political and economic system that can make that possible. Right now, as I speak to you, a hundred million children in the world are getting School Lunch Programs with milk for the first time in their lives. Because of American agriculture and your Government, working through private organizations, religious organizations, many of them bring this blessing of food to hungry people; and don't tell me it isn't appreciated because I know it is. I've been in the schools in Latin America and Asia, in the Middle East, in southern Europe and I've seen the sign on the wall that says, "This Food Is The Gift Of The Children Of The United States - To The Children Of Such And Such A Country". As a nation, this great nation will be remembered in the world for the teachers, and Peace Corpsmen that we send abroad; the doctors that we send abroad to heal and for the food that

we send abroad to feed the hungry. This is the kind of foreign policy that ultimately builds the real enduring strength of this republic. And then we send vast amounts of agricultural exports. Everybody in this room is concerned about what we call the stability of the dollar. Agriculture has done more to promote the stability of the dollar than any other segment of this economy. You know you don't get much of this because every newspaper printed in the large city are necessarily concerned about most of the things that develop in the city. But there isn't a city in America that can survive thirty days without the farm people of Pennsylvania or Minnesota or some other State. First of all, this is the only country in the world today of any size that has any extra production and that's why when weather turns on us and when you have had long droughts, it's a matter of serious concern not only for the current market condition but for the safety of the republic. But our agricultural exports this year will total over seven billion dollars and one of the real dangers facing this country today is what we call the gold outflow, thereby weakening the value of the dollar and the stability of the dollar as a respected currency in the world. What one segment of America does more to protect that dollar than any other? The American farm, the greatest single export that we have by far exceeding anything that anybody else and any other segment of the economy can even talk about.

So those are a few I think of the bench marks of success and needs to be known.

Now all of us grew up hearing of that American farmer as the backbone of the country, at least those of my generation, and that was never more true despite all the changes taking place today as I've tried to indicate and I want to talk to you now about how we can keep that backbone straight and strong and why it's important to do so. You see I had the good fortune

of being reared in a family that was a business family. We still operate the same business. It's sixty-three years old out in South Dakota. It's a drug store; it's a retail pharmacy and it caters primarily to rural trade - veterinarian supplies for example. You know what a modern drug store looks like and we have one. Its got a little of everything in it - even a prescription department - we still have that. But my father was a very close friend to the rural people and we grew up in rural America. And there's one lesson that needs to be remembered, "That a man on main street is no more prosperous than his customers". I don't care how intelligent you are, how good you are, or how close a friend you are of the banker; when you go in to see the banker ultimately he wants collateral; and if you are in the retail business he wants to know what your sales are and he would like to know a little bit about your margins, the profit. We have been to the bank. I know of what I speak.

When the farm community, the rural community, is without income or has less than the fair income you can rest assured that the rest of the community is the same way and this goes all the way up the line. One of the reasons the automobile industry is good today is because they are selling more automobiles in rural America than every before. I wonder how many people in this audience know that the farmers use more steel than in all the automobile industry put together in farm machinery. I wonder how many people realize that the farmer of America use more petroleum than any other segment of American industry - far more than the steel industry or the automobile industry. Rural America has a tremendous affect upon the rest of the community. This is why we are concerned in part with what we call parity of income. This is why we try to take the message from

Washington, D. C. or the State Capitol or any other place to the workers in the factory and tell them to look when a farmer gets a fair price for his milk. You have a chance for a good job. If he gets a fair price for his beef cattle - you have a chance for a good job. But if a farmer has a losing price on his milk, on his beef cattle or whatever else, his feed grain, you lose your job and my dear friends you can chart industrial employment by the basis of agricultural prices, the lines on those charts just run just like that. When farm prices are reasonably good, employment is good, wages are good, overtime is good. When farm prices are down, wages are down, employment is down, overtime is down. If there every were two people that ought to walk side by side, it's the man that works in that factory and the farm family. As a matter of fact, the farm family supplies the people that work in the factory. And needless to say, if the worker in the factory hasn't a job the man that's selling those shirts and trying to seel that automobile and hopefully trying to sell something else doesn't have many customers. I guess what we are trying to say is that we need each other and I am proud to be a part of a government that does not promote a class struggle. You haven't heard a word come out of the White House that condemns American industry or American labor or the American farmer. You haven't heard anybody talk about those profiteers. You haven't heard anybody talk about those labor crooks as they used to talk or about those grasping farmers. We don't talk that way, because we know that in this nation today we need each other and we have a better balanced economic growth in America than any other nation on the face of the earth. Nothing ever equalled it. You're in the sixty-eighth month of your continuous prosperity and the records this morning, the newspaper this morning show you that the unemployment figures are the lowest they have been for decades,

not just years. And I know that people are concerned about matters like inflation and rightly they should be. I will just make this observation-- that this nation has the least amount of price increase of any industrialized nation on the face of the earth and if you think interest rates are high here, go to Germany and try to borrow some money. And they say the deutsch mark is a good currency. You think that money is tight here, try to borrow some in France or in England where interest rates are ten percent, eleven percent, if you can get a loan and where they don't loan you much money. Everything is relative. We made fantastic progress and what we need to do is hold on to it and as I said to some of our friends, "From where I come we have what we call the smorgasbord". You know, you put all the good food out on the table and you don't have to eat it all at one time. If you will just take enough each time to keep a reasonably balanced diet, there will be enough there for years to come. But it's when somebody decides that this is his last chance and he has decided that he is going to get all the profit he can get, all the price he can get, all the wage he can get and when he gets that he ends up sick and he doesn't have any more meals. If he survives, that's inflation. When people try to get everything they can get now and forget self discipline, self restraint, self improvement and I am happy to be in a community where self discipline, self restraint, self improvement, self reliance is a standard of conduct and a pattern of character, because that's exactly what this county needs today more than anything else. It's got everything else going for it. It obviously has divine blessings or it couldn't do what it is doing. It obviously has fantastic resources or we couldn't be as wealthy as we are. It has the greatest science and technology that the world has ever known. It has vast amounts of capital and

all we need to do is have a little character. And if we just decide that we are not going to have self indulgence we can have self respect, and long term growth. That's what I mean about keeping this country strong - keeping it on the right path.

Now my young friends here are very aware of the fact that rural Americans have been rushing in an increasing number to these urban centers because the city always has an attraction. The trend has continued to a point where today seventy percent of our total population lives on only one percent of our land area. You know, you sorta wonder about our rationality at times. Seventy percent of our people living on one percent of the land area. Now if that trend continues, seventy-five percent of our people in 1975 will be living on one percent of the land area and by 1985 there will be as many people crowded in our cities as there was in all of America in 1960.

I tried to drive in from the airport this morning and it took me fifty minutes on those speed-up highways we have. When I first came to Washington, you could make it in twenty. So you have some problems even moving around. You know we are going to be able to get to the moon and back faster than we are going to be able to get from Harrisburg to Pittsburgh if we don't watch out. But the flight from rural American has not been one of just numbers of people or quantity - rural American has been exporting some of its most talented people. And this has not been a change for the better. One recent survey showed that out of 100 Presidents of the nations industrial firms 41 came from small towns in rural areas. I have a lot of fun as I travel around American founding out where all the big shots come from. I was up to the New York Stock Exchange sometime ago and

I met Keith Funston. He is the President of the New York Stock Exchange and I was brought up to believe that it is the biggest going operation in the world--you know. I went up there and I was United States Senator. I was the Majority Whip in the Senate and I am frank to tell you that I was very, very concerned when I walked in and I didn't know if I should call on that big man, Mr. Funston, or not. Finally I got up enough courage to go in and he had a very friendly secretary that took me on in to Mr. Funston and I stood there and shook hands with him and he looked me over. He had heard some things about me and I had heard some things about him and neither one of us thought we were going to be too friendly. And we sort of sized each other up and somehow or other he got around and said, "I understand you were born in South Dakota." I said, "That's right." He said, "In a rather small town." I thought there he goes--he's going to rub it in right away. "Yes", I said "a rather small town I was born in, I think it was a little less than 100 people in that town. But I moved to a larger one. I got in a town of 600 a little later and then I finally made it up to a town of 10,000. Made constant progress you see." He said, "Well, you would be interested to know that I was born in Ramona, South Dakota." I said, "Ramona, the town I was born in was a cultural center compared to that." Well we struck it off just like that. Within the week I went over to visit the President of the National City Bank and I found out he was born in Normal, Illinois. I hadn't heard about that either. Most of the people you meet, or a goodly number of them, come from some little place far out here in the country where they had a good chance to learn some of the real values of life. Well, of the 20 Presidents of our leading colleges and universities 12 of them came from a rural area. Of the top 20 men in science 9 came from farm communities. The fact of the matter

is that productivity of American agriculture has released talents for the rest of the nation. It does not make much sense for our already over crowded cities to be filled with more and more migrants. Your federal government is going to have to spend billions of dollars to try to find out how we can get some open space in the cities. That's a fact. We will be spending billions of dollars to see if we can plant a tree someplace in Brooklyn or in Harlem or in someplace else to try to get people out of this jungle of asphalt and concrete. People weren't intended to be living in that kind of atmosphere and to try to get some fresh air in there. That's free where I lived. We have to try and get it so that they can breathe it. All of us were not born with those fiber filters like they have on cigarettes. Somehow or other it just gets to you after while. It doesn't make much sense either for rural America to lose a good share of its greatest resources - its human resources. So how are we going to keep them down on the farm? That's the great question or at least to keep enough down on the farm so that we don't have a population movement that just breaks the back of our metropolitan areas.

These young folks might be interested in knowing that we are going to have one solid city between Boston and Norfolk, Virginia - one solid city by 1975 of over 100 million people. No one will ever know when you are going from one town to another - one solid city that is a major problem in America. That is a far greater problem than Viet Nam--a far greater problem than any disease that afflicts this nation. How are you going to maintain a quality of life in this great unbelievable, pressurized, urbanized society unless we can do something to make it more livable--where we can have neighborhoods, where we can have breathing space and where we can have

recreation and where we can have green areas and where we can have the place for people to grow as people and as neighbors and human beings rather than just as flesh and blood. Now the heart of our effort it seems to me in keeping rural America as we want it, the heart of our effort in getting people to stay in rural America, is to keep it attractive or to make it more attractive, attractive in the real sense of the word -- for people and for industry. This year industry in the United States is going to invest about 26 billion dollars in new plants and equipment for manufacturing alone. Where are they going to put it? To the one thousand plants worth a million dollars each. Now you stack 25 thousand more plants on top of that what we have already and you get an idea of the annual industrial growth and replacement. Can you imagine stacking 25 thousand more industrial plants in the big cities? Is it impossible to believe that rural America can get more of this than it is today? Not necessarily all these million dollar plants but in whatever size is more suitable for the location. I think it is possible. Rural industrialization may not be as difficult as many think. It has already worked in some parts of our country. For one thing, nearly every town has a committee or group to deal with industrial and business growth and I bet York has one. I bet every town in your district has one Congressman Craley. The State governments are constantly striving to encourage industrial and business investment in their States and then the Federal Government now has a wide range of programs, including the new Rural Industrial Program, the Industrialization Program of the Department of Agriculture. What's the purpose of it? To put small plants in a rural community or in smaller towns so that farmers or people that live in that community can do some part time farming if they wish and have part time work. Federal people devoted in this work are becoming more and more

necessary. Now all the local State and Federal people devoted to this effort have something to talk about. They can talk about increased profit, they can talk about rural personnel, turnover and high staff morale in rural America. Because people do perform better when they are living in a place that they like. And they can talk about transportation systems that bring raw materials to markets no more than a few hours away. They can discuss with industry our great electrical complex with sources seldom far from the rural community. REA, along with private power, provides great industrial electrical energy for these growing communities. They can talk about manpower. Manpower that handles machinery from childhood. You know what your United States Army finds. The United States Army finds that the best soldiers for the mechanized units of our army come from rural America for they are born with machinery. They know how to handle it and the American soldier is more adapted to the use of mechanized equipment than any soldier on the face of the earth, because he has been tinkering with something machines or cars all his life. Those who speak up with this new rural America can talk about the choice industrial land to be found in rural America. Land that can accommodate present needs and open for expansion, land near regional markets, near new expanding markets. There's another thing that you can tell industry. It's about the 150 thousand rural leaders who have been mobilized since 1961 under the Rural Community Development Program to create more jobs in rural communities and to improve rural living conditions. Now I spend my time mentioning this because I want young Americans to stay closer to the places where they grew up, where they have their neighbors and their friends and their families. They are not going to stay there -- mothers and fathers --

unless it is made attractive with good schools, good hospitals, good junior colleges, community colleges, good universities. If everything is concentrated in the large metropolitan areas it is like a large magnet that draws away from your town and your county capable dedicated young people, the best resource that you have. I have the feeling that you will find that no industry wants to come to a community that's looking back to the 1950's instead of looking ahead to the 1970's. Industry and business representatives must be sold on the appearance and the quality of the community and that appearance is certainly here as you travel this country. Speaking of quality, I speak of schools, churches, parks and public utilities and of all these I would emphasize the importance of your educational structures. 500 leading corporations were recently asked this question -- where would you locate a new plant if you were given a free choice? The overwhelming majority said they would locate their new plant where they had the best system of elementary, secondary and higher education. The money invested in education is the best investment that we can make and one of the reasons that your government, your Federal Government, has gone into federal aid to education is not to have the federal government run the schools -- we don't want that -- but rather to have federal resources that can be brought to the communities to help upgrade the quality and the quantity of education for the young people, for all people, that have the great economic resources for education. I am happy to tell you that your government is deeply committed to upgrading our rural communities, rural health centers, community centers -- that is education in our smaller communities. To make it as good as anything you can get in the larger city and indeed better. We are interested in our

Rural Housing Improvement Programs and over 300 million dollars annually has gone into rural housing improvement loans. You speak of slums my friends. It is hard for you here in Pennsylvania to appreciate this fact that the worst housing in America today is not in the ghettos of our cities. Believe it or not, it's in the poverty stretches of rural America. When you go back into Appalachia, when you go into some of the share-crop areas, there are ramshackled, broken down homes with no modern facilities. The great need in America today is for housing for people of relatively low income in our cities and rural housing in rural America that is modern and decent. Fortunately we have a great electric program called the REA that has brought light to the countryside and you have one here in Pennsylvania second to none.

Now we are beginning to get new community water and sewage systems into our smaller rural areas so that stream pollution and water pollution is getting under control. More than half of all the families in America that have benefitted from urban renewal programs and public housing live in communities of less than fifty thousand people. 95 out of every 100 urban planning grants from your government go to communities under fifty thousand. There is a new effort being made, in other words, to make the smaller communities, the communities of 10,000, 15,000, 25,000, 50,000 and 100,000, to make them cultural centers, liveable functional communities with good schools, good parks, good recreation, modern libraries, great library programs and with growing contemporary industry. You see, I happen to believe that rural America does not have to be a place where people are from. When they ask you where are you from; you might say, "Right where I started." It can be a place where people are and where they will be and

where industry is and will be; where it will be growing and moving forward and challenging its people to meet new opportunities and to create new and rewarding changes. My fellow Americans, I know of no way that we can reverse the point in this nation of what I call "megapolis", not a metropolitan area, but the really giant urban community unless we set ourselves to the task of doing it. And the way you get it done is to have community pride -- the community pride that says my town will be the best town in the State -- the community pride that not only says that but goes ahead and gets it done -- the kind of community pride that compels one to invest in the resources that we are talking about. The resources of schools and parks, of hospitals, of medical centers and clinics, of libraries and then the resource of reaching out to this fabulous American economy in which this year 26 billion dollars will be spent in new plants and saying there is a place for you in my town. An electronics factory, a computer center, a part of the great program that you see so much of today, in the new metals as a result of our space effort -- these are the kinds of communities that the young people of America are going to want to live in. They will leave dying communities and go to hustling-bustling cities; but they would prefer to stay in the area where they know the people better and from whence they come, if that area is in the pattern of American life; if it is the area of the future and not of the past.

So I come here as one from the midwest to the people of this great State of Pennsylvania to tell you that I think that the best days of our nation are yet to come and I believe that all we need to do is to settle upon the standards that we want -- the standards of excellence for our individual conduct and the standards of beauty for our America. That

beautiful song, America the Beautiful, I know that you love it and you sing it. But I want to leave this thought with you, that it isn't a song just about the shrubs, and the trees, and the land, and the waves, and the ocean. It's a song about people and the real beauty of America is to be found on the countenance of the people that inhabit this land. The real beauty of this country is to be found in the simplest social justice. The real beauty of America is to be found in the restless, forward movement of young people that seek a better life every day for themselves; in that spirit of public happiness that John Adams once talked about when he said that spirit of public happiness is obtained because those who fought the revolution knew that they had won it before they ever started who were participants in the life of the nation. They had great faith in their cause and they were a part of, not removed from, the life of the nation. I ask you to join, as real participants, in the life of this the greatest republic on the face of the earth.

Thank you very much.

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