



# news release

DEMOCRATIC NATIONAL COMMITTEE • PUBLIC AFFAIRS DIVISION • 2600 VIRGINIA AVE., N.W., WASHINGTON, D.C. 20037 • 202/333-8750

For Release Friday PMs  
November 1, 1968

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## HUMPHREY FAVORS RURAL REVITALIZATION, NATIONAL CONSERVATION AND LAND POLICY

Peoria, Ill., November 1--Vice President Humphrey said today that rural America must be revitalized as we rebuild our cities.

"Many Americans would prefer country life to city life," the Vice President said. "But today our cities are becoming overwhelmed with people and the countryside is becoming depopulated. I say this trend is not inevitable. We can stop it."

The Vice President said he would propose a national commitment to develop a basic national policy of conservation and use of resources and space for people.

"I propose creation of regional rural institutes for regional development," he said. "I propose a town and country development bank for rural America similar to the National Urban Development Bank I have recommended. The bank will underwrite unusual risks involved in rural development loans and loan money to public and private borrowers for community and industrial development programs that cannot now be financed."

The Vice President said that job training for people in rural areas would put them to work building new towns and a better environment in rural America.

Investment in people "pays off," the Vice President said. "We know from experience that this investment pays off--people leave the relief rolls and get onto the tax rolls and into the mainstream of the American economy."

The text of his remarks is attached.

REMARKS  
VICE PRESIDENT HUBERT H. HUMPHREY  
DOWNTOWN RALLY  
PEORIA, ILLINOIS  
NOVEMBER 1, 1968

For Release: Friday PMs  
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The crucial issue this year...and for the future of America...is trust.

Whom can you trust with the Presidency?

Whom can you trust with the Vice Presidency?

Whom can you trust to secure the peace?

Whom can you trust to hold this country together -- and keep it working?

Whom can you trust...period?

Trust between the President and the people can only exist when a man is not afraid to face the people -- when he takes his case directly to them -- honestly and openly.

I have called on Mr. Nixon to meet me in open debate. I have called on him to match his views with mine before the public -- as Abraham Lincoln and Stephen Douglas did in this very square a century ago.

He talks peace...and proposes a fifty billion dollar escalation in the arms race. Fifty billion dollars for disaster...money enough to put urban America on the road to rescue...or send millions of youngsters to college.

He talks law and order...but comes up with three retreads of present programs and a recommendation for more conferences. We want answers...and the answers -- as I said to you over national television -- lie in massive federal support of your local police.

And I would like to hear Mr. Nixon speak out clearly on his Republican economics. He says you never had it so bad.

Look at these new buildings.

Look at that shopping mall.

Look at this new court house.

Look at what has happened to Peoria since Jack Kennedy stood in this square eight years ago and pledged to get this country moving again.

Do you remember what it was like here back in about 1958 when one worker in ten was out of a job? Today it is only one in thirty.

Prosperity -- we've had 92 months of it under the Democrats.

But today, Mr. Nixon's economic advisers are calling for more unemployment as a means of keeping wages down and controlling prices. As a matter of policy, they are committed to throwing men out of work.

Whose job will be the first to go, Mr. Republican?...Whose overtime? I think we ought to keep Mr. Nixon unemployed.

. . . more

I pledge this to the American people: We will have full employment and economic growth in the Humphrey-Muskie Administration...and you can count on it.

And we will halt the rise in the cost of living...and reform the tax structure so that the man who works for a living pays no more than his fair share -- but with jobs and growth.

\* \* \*

Let me set before you today some thoughts on the urgent need to develop our rural areas as we wrestle with the problems of our cities.

Today, seventy percent of our people are crowded into less than two percent of the land.

And if the momentum toward urban areas continues for the next 30 years, 100 million more Americans will be crowded in with the 140 million already there. The countryside will stagnate. City congestion will worsen.

Many Americans would prefer country to city life. But today our cities are being overwhelmed with people...and the countryside is becoming depopulated.

I say this trend is not inevitable. We can stop it.

But to do it, we must revitalize town and country America, as we rebuild our cities.

Just as President Kennedy committed us to reach the moon by the end of this decade, so the next President must commit America to the goal of achieving a vital rural-urban balance.

This nation has been blessed with space. There is room to spare -- if we use it.

I say let's use it for people.

I would propose a national commitment to develop a basic national policy of conservation and use of resources and space for people -- of local, area, regional and national planning -- and action -- for people.

We desperately need a national policy for land and people.

We must be bold, imaginative and creative to remake this land, in the same way that our forebears were bold, imaginative and creative in wresting it from the wilderness.

I propose creation of regional rural institutes for regional development.

I propose a town and country development bank for rural America similar to the national Urban Development Bank I have recommended.

The bank will underwrite unusual risks involved in rural development loans and loan money to public and private borrowers for community and industrial development programs that cannot now be financed.

. . . more

I propose to upgrade rural schools -- they still lag behind.

I propose a cooperative Federal-state program to establish community colleges accessible to all people living outside the larger cities.

I propose job training for people in rural areas so they can go to work building new towns...a better environment...in rural America.

These and other programs are an investment in people. And we know from experience that this investment pays off -- people leave the relief rolls and get onto the tax rolls and into the mainstream of the American economy.

And we shall make those investments.

\* \* \*

America today calls for new leadership -- not just one man, but a generation of great leaders...a generation of great ideas...indeed, a generation of greatness.

I do not see that generation in the Republican Party of Nixon and Agnew.

I see it in the faces of the young people across this country who believe with me -- and with you -- and with the great purposes of the Democratic Party.

We can do it. But I need your help. Not just to win this election. But to create a new world for the 1970's.

America needs your ideas, your experience, and your talents.

We need new people taking part, to make our efforts work.

America needs you, every one of you...and now.

# # # #

REMARKS OF HUBERT H. HUMPHREY  
PEORIA, ILLINOIS  
NOVEMBER 1, 1968

VICE PRESIDENT HUMPHREY: Thank you very much. Thank you, thank you, thank you. Thank you. Thank you. And may I say that is music to my ears and Humphrey wants you.

(Applause.)

Governor Shapiro, what a great privilege it is to come to your great State of Illinois, what a privilege it is to be with you and Mrs. Shapiro today, and how good it is to see what is beginning to happen in this country, and just as surely as we are gathered here today in this huge multitude, there is going to be something happen on November 5th, and it is going to be a Democratic victory.

(Applause.)

I come to Illinois -- I come to Illinois and to Peoria to talk about our country, about our election, and about your role in it. The central, crucial issue in this election will be decided, of course, by the people. It will be decided as to whether or not you want to continue the leadership in this state of a truly gifted man who has been unselfish in his devotion to the welfare of the State of Illinois, and I know that you are going to re-elect and elect Sam Shapiro as your governor.

(Applause.)

And Paul Simon, Paul Simon as your lieutenant governor.

(Applause.)

And that very, very popular Paul Powell. He is bound to be re-elected.

(Applause.)

Let me also say that the next Congress of the United States could well use and needs a man of the quality and of the attitudes of James Hatcher, and while I know that only a few miles from here is the home town of the Republican Senator, may I say that I feel that Bill Clark would do a great job for you in the United States Senate.

(Applause.)

You know, friends, just about two or three weeks ago I was reading all those stories about how the election was all over. Why they told me that Mr. Nixon was taking afternoon naps, that he was sleeping, sleeping calmly and quietly at night. Why, they told me that his campaign was cool and efficient. Well, let me tell you something. We have really cooled it off plenty in these last few days.

(Applause.)

I read -- and I read, for example, where Mr. Nixon was supposed to have this election in the bag. Why they said he has got it all tied up. It is in the bag. But, ladies and gentlemen, when he opens that bag, on November 5th, out will jump Humphrey and Muskie.

(Applause.)

Friends, may I just say that during this campaign we have tried to do what we thought was the historical pattern of the great State of Illinois. The State of Illinois is known for the Lincoln-Douglas debates, those great debates that ultimately propelled Abraham Lincoln to the White House. The debates at that time were for the Senate seat, but historical in their significance. I came to your capital city and suggested from the platform there that Mr. Nixon and the third party candidate and myself engage in the historical pattern that was so well accepted in these parts, and is so vital to our democracy. I said let us debate, let us take our issues as we see them before the same audience, in the same city, at the same time, before the same television cameras, and let us have equal time, and let us state our case, and



let us cross examine each other and then let the American jury, the voters of America, make up their minds after sensible, responsible, vigorous discussion and debate. But, ladies and gentlemen, the man that wants to be president of this country on the Republican ticket who knows that he will have to stand up against the powerful voices of our enemies abroad, who knows that he will have to state the American case to the world, that same man who says he wants your support for the presidency, was unwilling to stand on the same platform with a fellow American, speaking the same language, to discuss before the same audiences the same issues. I say if he can't talk to me, he can't talk to the world.

(Applause.)

I say that any man that is unwilling to debate the issues before the American people in the presence of a fellow American is unworthy of having the trust of the American people to sit in the White House as their leader.

(Applause.)

But I must say that Mr. Nixon has had a little debate of his own going on. There is the old Nixon, and then there is the new Nixon, and they keep debating, they keep debating what he said, what he has done, as to what he now says he wants to do and hopes that he can do. It is one of the most interesting debates I have ever seen. I will tell you, friends, I haven't decided who has really won yet, whether it is the old or the new, but there is one thing I know, that there isn't any old Nixon, and there isn't any new one. There is just the real one, and that real one should not be in the White House, and he will not be.

(Applause.)

Mr. Nixon, on one day he tells you that there is a great security gap in our country. He tells you, and he tells our allies and our enemies that this country is weak, and when we put the facts to him, he avoids the issue because he had no issue. He was guilty of misrepresenting the facts to the Americans, destroying the confidence of our allies, and of even enticing miscalculation by our enemies, and when we show him what the truth is, he makes another radio speech, and he says he was for peace. And while he says he is for peace, he proposes to balance a budget and, at the same time, to add approximately \$50 billion per year of increased expenditure for armaments which this country doesn't need, when this country is the most powerful nation on the face of the earth.

Mr. Nixon, where are you going to get the \$50 billion? Where are you going to get it? And, Mr. Nixon, let me tell you what we need if we have got \$50 billion extra: We need schools, we need homes, we need cities, we need to help our elderly. \$50 billion would provide for 12 million young Americans for a four-year college course free of charge, \$50 billion.

(Applause.)

\$50 billion could help rebuild, could help rebuild 50 great American cities, and yet, Mr. Nixon, knowing that this country has incredible nuclear power, knowing that this country has the most powerful military establishment ever created by the hand of man, Mr. Nixon says we ought to add on more. I say to you, Mr. Nixon, you are dead wrong, and the American people are not going to buy it. They don't want that kind of a president, and they are not going to get him either.

(Applause.)

And then he talks peace, and when he had a chance to vote for a test ban treaty to keep radioactivity out of the air, to slow down the arms race, he called it a cruel hoax. When he had a chance to speak out for the Peace Corps, he said it was a haven for draft dodgers. When he had a chance this year to help us

ratify the treaty to stop the spread of nuclear weapons from having them, stopping them from falling into the hands of the Castros and the Nassers, he said no, not now.

Mr. Nixon, your words of peace come very late, and I believe the Scripturues are eminently right when they say we shall judge them by their deeds and not by their words, at least not by their words two weeks -- one week before an election that you are about to lose.

(Applause.)

And he talks law and order. Everybody talks it, law and order, but comes up with a p-ogram that is nothing but retreads of what we already have, a four-point program, three of which are at work, and the fourth one says we ought to have another meeting. I will tell you what you need for law and order, and I laid it out; pay your police, improve them, train them, equip them, back them. It costs money but Mr. Nixon doesn't want to face up to that. You won't get law and order by bumper stickers, and you won't get law and order by saying you are for it. You will get it when a policeman that is on the front line of duty for the protection of your community, when that policeman is paid, trained, equipped, and supported by the people of his city and by the people of his state.

(Applause.)

I might add you won't get it either by saying that you are just for it. The third party candidate says he is for it, and yet he had the highest rate of murder in the state of which he was governor of any state in the union, the second highest rate of aggravated assault.

Ladies and gentlemen, law and order is in the hands of your governor, in the hands of your mayor, in the hands of your police. I am not running for sheriff. I am running for the presidency of the United States.

(Applause.)

But may I say in all candor, I have been a mayor of a great city, and I have enforced the law, and I have run a police department, and I know what it takes, and one of the things that will help Peoria and one of the things that will help any other city is when the Federal Government helps these local taxpayers, helps them by federal assistance to your local community so that these great municipal services can be paid for without breaking your back with the property tax which goes up and up on every home in America. That is what you need. That is what you need, some cooperation out of Washington, not slogans, not bumper stickers, and you will get it with Humphrey in the White House.

(Applause.)

Mr. Nixon talks about jobs, and he offers no program at all. When his administration was in power, not a single job training program was underway, not one, not one single worker was ever trained that was out of a job. The unemployment stood at 7 percent, three recessions in eight years, and not a single job training program, ladies and gentlemen, not one. Mr. Nixon's job training program is to abolish the Job Corps. That is no way to do it. The Job Corps offered a few kids the first chance they ever had for a job.

And he talks about education, and he talks about federal aid to education now. My, I am glad we have converted him. He is a slow learner, it has taken 22 years to get Mr. Nixon to say that he believes in federal aid to education. I have voted for it, worked for it, fought for it, and am an author of it. Mr. Nixon, you are late, too late, for the American people.

(Applause.)

And he talks of social security and Medicare. He is beginning to sound like a Democrat. The only trouble is his heart isn't right,

his tougue works but not his heart. Social security, he says, will improve it. Medicare, he says, we will improve it. But, Richard Milhous Nixon, you stabbed it in the back, you never voted for it, you said Medicare wouldn't work. You said that it was a bureaucratic tangle, you have never been for it, and any person in this audience that would trust him for it will lose their Medicare. Don't believe him, friends. You shall judge them by their deeds, not by their words.

(Applause.)

Well, friends, I like to hear Mr. Nixon speak out on Republican economics. He says you have never had it so bad. Look at these new buildings, look at this new courthouse, look at what has happened in Peoria since Jack Kennedy stood right here in this square eight years ago. Look at the difference, my fellow Americans.

(Applause.)

And don't you forget that back in 1958 and '60 one out of every ten workers in this city was unemployed, one out of every ten. And that is why John Kennedy's message was listened to when he said let's get this country moving again, and we have, and we don't intend to turn it back to a candidate who says that maybe what we need to stabilize prices and to reduce wages is a little more unemployment. A man that hasn't learned any more about the economy of this country than that is too unreliable and too dangerous to manage the affairs of this government, and I don't believe a working family in this city will vote for him because he is bad news, my friends, bad news for the job holder.

(Applause.)

You know I thought it was bad enough when Mr. Nixon said that we could endure 4.5 million unemployed, but now he says we can ante it a little bit, make it 5.5 million. Whose job is he talking about?

You better take a look at yourself and go home and take a look at your family and ask yourself what kind of a program is this for America that has great burdens, for a country that has troubles, for a nation that needs to do great things? What kind of philosophy is it that says that what we need is a little more unemployment? Well, I might answer it. There is one man I think could really serve his country well by being unemployed, and his name is Nixon is the one.

The Humphrey-Muskie administration is not addicted to that old fashioned discredited Republican economics. We are pledged to the continued expansion of this economy. We are pledged to continued improvement of jobs, to the training of new workers, and they are here to be trained, and to the building of new industries, and they are here to be built, and to the building of new cities, and they are here to be constructed, and to the modernization of a city like what has happened here in Peoria which is a credit to this community and to its leadership.

Yes, my friends, we believe in the future. We happen to know that in the next few years there will be another 100 million Americans, and where are they going to live? Presently 70 percent of our people live on 2 percent of the land in our great cities. Are we going to put the other 100 million on that same 2 percent of the land, or are we going to try to strike a balance in this country with a national program of what we call rural and urban development, building new cities, moderizing rural communities, bringing to rural America some of the great opportunities that it ought to have. This country is growing, and this country can move forward, and we do not need merely to fight the battle of the slums. We need to get at the headwaters of the slums, which is the movement of people from rural America into our cities, because there has been no opportunity for them back on the land.



We need a new national policy of land and people, and when I am your president I say to you that we will start to develop the great spaces of America which God has blessed us with, the great land of this country to modernize our smaller communities, to bring industry to them and investment, to help them with their schools and their hospitals, to help them with their transportation and their airports, to help them with their communication, to help them in every way we can as they help themselves, and it can be done, my friends, it must be done. A hundred million more Americans to live in this family of ours in the next 25 years, those hundred million, some to live in Peoria, others will live elsewhere. But wherever they live let it be a fact that they will have the best in education, let it be known that they will have modern health care, let it be known that they will have jobs, let it be known that we will train workers for jobs, and let it be known that we will conserve the land, and that we will develop the human resources because we know how.

Ladies and gentlemen, there is a bright day for America ahead. This country's story is the story of unfinished business. There is a basic goodness in the American people, and we need not, we need not look elsewhere to find that goodness except in our own community. We Americans must learn to trust one another. We must learn how to work together as a family. We must learn how to go to school together as children, and we must learn how to work and live together as adults. Some day this nation may have to stand alone, and if it does, then every American must have a stake in it, every American must live it, because it has blessed him with the opportunities of a good life. Fortunately most of us have that blessing. This is the only nation on the face of the earth where the poor are not a majority. This is a land where the poor, thank God, are a small minority. But it is in that poor group that the richness of America is yet to be discovered. It is from them today that we get our champions.

Oh, I couldn't help but think of Mr. Nixon last Sunday as he condemned the Job Corps, which has given a chance to 200,000 kids that never had a chance, for what reason I cannot say, but never had it, and he said he would do away with it. And at the very moment that he says he would do away with it, my fellow Americans, a young American born in Brooklyn, grew to manhood in California, stood on the platform, the Star Spangled Banner was played, the American flag went to the mast, and the announcement was made that a man by the name of George Foreman was the Olympic champion, gold medal winner for the United States of America, and as he accepted that honor for you and for me and for his family and for the glory of this Republic, he said, "I got my chance in the Job Corps." But Mr. Nixon said abolish it.

(Applause.)

Now, ladies and gentlemen, a man that has no better heart than that is not what we need. We need a government that cares, and we need a president that cares, and we need a vice president that cares, and I ask this audience to consider the stakes. I ask you to remember one thing, that you are electing not only a president but you are electing a vice president. In the last 50 years one out of every three of your presidents has not lived out his term. It is not nice to say, it is tragic, but it is a fact. One out of every three, and when you elect a president you better take a look at not only the president but you had better take a look at the man that is one heartbeat away from the president, and, ladies and gentlemen -- (applause) -- ladies and gentlemen, when I selected my candidate for vice president, I thought of you, I thought of our country. I didn't make any deal. Nobody had to twist my arm or break my back. Strom Thurmond didn't have to talk to me. I didn't

make any deal. Nobody had to twist my arm or break my back. Strom Thurmond didn't have to talk to me. I didn't have to kneel to anyone. I selected the man that I believe if fate should decree, I selected the man who by temperament and judgment and experience and character and mind and ability could serve this nation with great distinction, and so I say to you, take your choice, Nixon and Agnew or Humphrey and Muskie.

(Applause.)

Takes your choice.

I want to thank you.

(Cries of "We want Humphrey.")

I want to thank you very much, thank you so much for listening to me. You have honored me by your attention. May I just remind you that election day is your day. I know that many of you here are of different persuasion. That is really not so important. What is important is that we do not take our citizenship for granted, and I call upon the young people particularly in this audience to be the campaign workers for get out the vote. Every vote counts, and what you have is the most powerful weapon in the world at your command. You have the ballot, and when you go to that voting booth, and you pull that curtain, you will be there only with your God and your conscience, and you must think of what is good for your family. You must think of what is good for your country, you must think of what is good for your world, and you must remember what your own Abraham Lincoln said, that this is the last best hope of earth, and you must also think that we are one people, not two, and I want you above all to think as you vote of the security of your nation, of the desire for peace of our people, of the need of a growing economy for a rising and increasing population, and I want you to think of how we can bind up the wounds, how we can heal the sores, how we can prevent the divisions that are in this society.

Our currency says in God we trust, and I hope we do, and I pray we do. But may I suggest that it would be very helpful if in the years ahead we could also say in each other we trust, black or white, Protestant, Catholic, or Jew, trust one another, and elect leadership, elect leadership that will call forth the basic decency of the people, elect leadership that will call forth the bigness of the American character, and elect leadership that will challenge the greatness of this land.

There is nothing that we cannot do if we will to do it. We have the resources, we have the means, we have the know-how. I would like to ask you to help me, help me call forth that goodness, call forth that greatness. I ask you, therefore, on November 5th to go to the polls, think, act, vote, and, may I suggest as my commercial, that you vote the Democratic ticket for Humphrey and Muskie and for Shapiro and all the way down the line.

Thank you.

(Applause.)

MEMORANDUM FOR THE VICE PRESIDENT:

FACTS ON PEORIA, ILLINOIS

AUDIENCE: Office workers, shoppers, the faithful, some retired people, and workers. The city is largely Republican, but reasonably progressive.

There is little Wallace support. Dirksen's Pekin is across the Illinois River.

POINTS TO HIT: Trust (debates), Peace, Order, Prosperity, Rural-urban balance, Local initiative.

AVOID: ~~Poverty programs,~~  
~~Civil rights (3% Negro vote)~~

Jon Renan  
Dorothy O'Brien  
Fred Schraeder et. al  
Dorothy Shearer

Gov <sup>& Mrs</sup> Sam Shapiro  
Paul Simon  
Paul Powell  
James Hatcher  
(Cong candidates)

REMARKS

VICE PRESIDENT HUBERT H. HUMPHREY

Peoria County

DOWNTOWN RALLY

PEORIA, ILLINOIS

NOVEMBER 1, 1968

~~Mayor Lehman~~

~~Paul Douglas~~

~~Bill Clark~~

The crucial issue this year ... and for the  
future of America ... is trust.

↳ Whom can you trust with the Presidency?

↳ Whom can you trust with the Vice Presidency?

↳ Whom can you trust to secure the peace?

↳ Whom can you trust to hold this country together --

and keep it working?

~~Whom can you trust~~ period?



Trust between the President and the people can only exist when a man is not afraid to face the people -- when he takes his case directly to them -- honestly and openly.

I have called on Mr. Nixon to meet me in open debate. I have called on him to match his views with mine before the public -- as Abraham Lincoln and Stephen Douglas did in this very square a century ago. •

He talks peace ... and proposes a fifty billion dollar ~~increase~~ in the arms race. Fifty billion dollars for disaster ... money enough to put urban America on the road to rescue ... or send millions of youngsters to college.

He talks law and order ... but comes up with three retreads of present programs and a recommendation for more conferences. We want answers ... and the answers -- as I said to you over national television -- lie in massive federal support of your local police.

Lincoln  
Douglas

Arms

He talks Educ + has  
fought against @Q Fed  
Aid to Educ.

He talks

✓ He talks jobs - and offering program  
except to abolish the GI Corps

He talks Sec Sec + medicare - and has a left hand  
And I would like to hear Mr. Nixon speak out  
clearly on his Republican economics. He says you never

had it so bad.

↳ Look at these new buildings.

↳ Look at this new court house.

↳ Look at what has happened to Peoria since

Jack Kennedy stood in this square eight years ago and

pledged to get this country moving again.

↳ Do you remember what it was like here back  
in about 1958 when one worker in ten was out of a job?

Today it is only one in thirty.

↳ Prosperity --- we've had 92 months of it under  
the Democrats.

magnificent  
downtown  
development

Mr  
LBS

1-in-10

└ But today, Mr. Nixon's economic advisers are calling for more unemployment as a means of keeping wages down and controlling prices. As a matter of policy, they are committed to throwing men out of work.

└ Whose job will be the first to go, Mr. Republican? ... whose overtime?

└ I think we ought to keep Mr. Nixon unemployed!

└ I pledge this to the American people: We will have full employment and economic growth in the Humphrey-Muskie Administration ... and you can count on it.

└ And we will halt the rise in the cost of living ... and reform the tax structure so that the man who works for

a living pays no more than his fair share ~~but with jobs~~ and growth.

*But we can + will do this with jobs + growth*



Let me set before you today some thoughts on the urgent need to develop our rural areas as we struggle with the problems of our cities.

Let Today, 70 per cent of our people are crowded onto less than two per cent of the land.

70%  
~  
2%

And if the momentum toward urban areas continues for the next 30 years, 100 million more Americans will be crowded in on the 140 million already there.

The countryside will stagnate. City congestion will ~~worsen~~ *grow worse.*

Many Americans would prefer country to city life. But today our cities are being overwhelmed with people ... and the countryside is becoming depopulated.

I say this trend is not inevitable, We can stop it. But to do it, we must revitalize town and country America, as we rebuild our cities.

Just as President Kennedy committed us to reach the moon by the end of this decade, so the next President must commit America to the goal of achieving a vital rural-urban balance.

Rural  
Urban  
Balance

This nation has been blessed with space. There is room to spare -- if we use it.

I say let's use it for people.

I would propose a national commitment to develop a basic national policy of conservation and use of resources and space for people -- of local, area, regional and national planning -- for action -- for people.

We desperately need a national policy for land and people.

↳ We must be bold, imaginative and creative to remake this land, in the same way that our forebears were bold, imaginative and creative in wresting it from the wilderness.

↳ I propose creation of regional rural institutes for regional development.

↳ I propose a Town and Country Development Bank for rural America similar to the National Urban Development Bank I have recommended.

↳ The Bank will underwrite unusual risks involved in rural development loans and loan money to public and private borrowers for community and industrial development programs that cannot now be financed.

↳ I propose to upgrade rural schools --- they still lag behind.

└ I propose a cooperative federal-state program  
to establish community colleges accessible to all people  
living outside the larger cities.

└ I propose job training for people in rural areas  
so they can go to work building new towns ... a better  
environment ... in rural America.

└ These and other programs are an investment in  
people. And we know from experience that this investment  
pays off --- people leave the relief rolls and get onto the tax  
rolls and into the mainstream of the American economy.

└ And those investments are the ones we shall make.  
└ America today calls for new leadership -- not  
just one man, but a generation of great leaders ... a  
generation of great ideas ... indeed, a generation of greatness.



L I do not see that generation in the Republican Party of Nixon and Agnew.

L I see it in the faces of the young people across this country who believe with me -- and with you -- and with the great purpose of the Democratic Party.

L We can do it. But I need your help. Not just to win this election, but to create a new world for the 1970's.

— L America needs your ideas, your experience, and your talents.

— L We need new people taking part, to make our efforts work.

America needs you, every one of you ... and now.

# # #

THERE IS ONE PROBLEM IN THE TEXT OF THE SPEECH

WHAT IS THAT?

FROM WHERE THE VICE PRESIDENT WILL BE SPEAKING YOU CANNOT SEE

A SHOPPING MALL

LEAVE IT OUT.OKEY. WE WILL ALERT THE VP. OKEY?

ALL RIGHT. THANK YOU

THANK'S SO MUCH FOR CALLING IT TO OUR ATTENTIO. LOVE AND SMACKS.

OVER AND OUT. ROGER.

TWX

910 655-0129  
Jim Kenin

FRI PM

## REMARKS

VICE PRESIDENT HUBERT HUMPHREY

DOWNTOWN RALLY

PEORIA, ILLINOIS

NOVEMBER 1, 1968

The crucial issue this year ... and for the future of America ...  
is trust.

Whom can you trust with the Presidency?

Whom can you trust with the Vice Presidency?

*Whom can you trust to secure the peace?*

Whom can you trust to hold this country together? -- *and keep it working?*

Whom can you trust ... period?

Trust between the President and the people <sup>can</sup> only exist when a  
<sup>not</sup> man is unafraid to face the people -- when he takes his case directly to  
them -- honestly and openly.

I have called on Mr. Nixon to meet me in open debate. I have called  
on him to match his views with mine before the public -- as Abraham  
Lincoln and Stephen Douglas did in this very square a century ago.

He talks peace ... and proposes a fifty-billion dollar escalation in the arms race. Fifty billion dollars for disaster ... money enough to put urban America on the road to rescue ... or send millions of youngsters to college.

He talks law and order ... but comes up with three retreads of present programs and a recommendation for more conferences. We want answers ... and the answers -- as I said to you over national television -- lie in massive federal support of your local police.

And I would like to hear Mr. Nixon speak out clearly on his Republican economics. He says you never had it so bad.

Look at these new buildings.

Look at that shopping mall.

Look at this new court house.

Look at what has happened to Peoria since Jack Kennedy stood in this square eight years ago and pledged to get this country moving again.

Do you remember what it was like here back in about 1958 when one worker in ten was out of a job? Today it is only one in thirty.

*we've had under the Democrats*  
Prosperity -- 92 months of it. The Republicans won't guarantee it ... and you know they can't.

*But*  
Today, Mr. Nixon's economic advisers are calling for more unemployment as a means of keeping wages down and controlling prices.  
*As a matter of policy, they are committed to throwing men out of work.*

Whose job will be the first to go, Mr. Republican? ... whose overtime? *I think we ought to keep Mr. Nixon unemployed.*

I pledge this to the American people: We will have full employment and economic growth in the Humphrey-Muskie Administration ... and you can count on it.

And we will halt the excessive rise in the cost of living -- by getting a dollar's value from every tax dollar spent ... and by reforming the tax structure so that the man who works for a living pays no more than his fair share. *-- but with jobs and growth.*

We need not -- and we will not -- sacrifice prosperity on the altar of outdated Republican economics.

\* \* \*

Let me set before you today some thoughts on the urgent need to develop <sup>bar areas</sup> rural <sup>cityside</sup> as we wrestle with the problems of our cities.

Today, seventy percent of our people are crowded onto less than 2 percent of the land.

And if the momentum toward urban areas continues for the next 30 years, 100 million more Americans will be crowded <sup>on</sup> together with the 140 million already living in our cities and suburbs. The countryside will stagnate. City congestion will worsen.

<sup>Many Americans would prefer living in city life. But today our cities are being overcrowded with people and the countryside is becoming depopulated.</sup>  
I say this trend is not inevitable. <sup>We can stop it.</sup> We can give every American a free choice of an environment in which to live and work.

But to do it, we must revitalize town and country America, as we rebuild our cities.



Just as President Kennedy committed us to reach the moon by the end of this decade, so the next President must commit America to the goal of achieving a vital rural-urban balance, of giving each American effective choice of a living environment.

→ INSERT

I propose creation of regional rural institutes to provide research and training for regional development.

These institutes will link planning at all levels -- national to regional, regional to state, state to county, city, suburban, and rural.

I also propose a Town and Country Development Bank for rural America similar to the National Urban Development Bank I have recommended.

The Bank will underwrite unusual risks involved in rural development loans and <sup>loan money</sup> provide funds to public and private borrowers for community and industrial development programs that cannot now be financed.

<sup>I propose to</sup> Upgrading rural schools is a vital part of my development program for town and country America. <sup>-- they still lag behind --</sup> These schools still lag behind those in the cities in facilities, budgets, and teacher pay.

In the last eight years, we have taken major steps toward equalizing educational opportunity throughout the nation. And I have proposed specific new steps that must now be taken.

I propose a cooperative Federal-state program to establish community colleges accessible to all people living outside the larger cities.

*I propose job training for people in rural areas so they can go to work building a better environment in rural America.*

But there are hundreds of thousands of men and women in rural America who need job training. I have proposed an Emergency Public Sector Employment Act to put these people to work building rural America. I don't mean make work. I mean work with dignity, work that must be done if we are to revitalize rural America.

We must build new towns in rural America -- in regions with natural resources and rural populations now migrating to overcrowded metropolitan areas.

They would divert migration and create more balanced patterns of population and economic distribution across the land. And they will call forth the courage, energy, and vitality of America's spirit in making a fresh start .

These and other programs are an investment in people. And we know from experience that this investment carries a high payoff -- as <sup>page 10</sup> the people leave the relief rolls, <sup>and get into the</sup> for the tax rolls and into the mainstream of the American economy.

In the final analysis, many of our most severe domestic problems are rooted in our population imbalance.

... cities overwhelmed with population they are unable to serve,  
... depopulated rural areas.

Many Americans would prefer country to city life. In the New Day, we will assure them this choice.

\* \* \*

<sup>we shall</sup>  
And these investments will <sup>the</sup> <sup>the</sup> <sup>shall</sup> <sup>make</sup>

America today calls for new leadership -- not just one man, but a generation of great leaders ... a generation of great ideas ... indeed, a generation of greatness.

I do not see that generation in the Republican party of Nixon and Agnew.

I see it in the faces of the young people across this country who believe with me -- and with you -- and with the great purposes of the Democratic Party.

We can do it. But I need your help. Not just to win this election, but to create a new world for the 1970's.

America needs your ideas, your experience, and your talents.

We need new people taking part, to make our efforts work.

A America needs you, everyone of you ... and now.

REMARKS

VICE PRESIDENT HUBERT HUMPHREY  
DOWNTOWN RALLY  
PEORIA, ILLINOIS  
NOVEMBER 1, 1968

FOR FRIDAY PM RELEASE

THE CRUCIAL ISSUE THIS YEAR ... AND FOR THE FUTURE OF AMERICA ...  
IS TRUST.

WHOM CAN YOU TRUST WITH THE PRESIDENCY?

WHOM CAN YOU TRUST WITH THE VICE PRESIDENCY?

WHOM CAN YOU TRUST TO SECURE THE PEACE?

WHOM CAN YOU TRUST TO HOLD THIS COUNTRY TOGETHER -- AND KEEP IT  
WORKING?

WHOM CAN YOU TRUST ... PERIOD?

TRUST BETWEEN THE PRESIDENT AND THE PEOPLE CAN ONLY EXIST WHEN  
A MAN IS NOT AFRAID TO FACE THE PEOPLE -- WHEN HE TAKES HIS CASE  
DIRECTLY TO THEM -- HONESTLY AND OPENLY.

I HAVE CALLED ON MR. NIXON TO MEET ME IN OPEN DEBATE. I HAVE  
CALLED ON HIM TO MATCH HIS VIEWS WITH MINE BEFORE THE PUBLIC -- AS  
ABRAHAM LINCOLN AND STEPHEN DOUGLAS DID IN THIS VERY SQUARE A CENTURY  
AGO.

HE TALKS PEACE ... AND PROPOSES A FIFTY-BILLION DOLLAR ESCALATION  
IN THE ARMS RACE. FIFTY BILLION DOLLARS FOR DISASTER ... MONEY ENOUGH  
TO PUT URBAN AMERICA ON THE ROAD TO RESCUE ... OR SEND MILLIONS OF  
YOUNGSTERS TO COLLEGE.

HE TALKS LAW AND ORDER ... BUT COMES UP WITH THREE RETRAXX RETREAD  
OF PRESENT PROGRAMS AND [REDACTED] A RECOMMENDATION FOR MORE CONFERENCES. WE  
WANT ANSWERS ... AND THE ANSWERS -- AS I SAID TO YOU OVER NATIONAL  
TELEVISION -- LIE IN MASSIVE FEDERAL SUPPORT OF YOUR LOCAL POLICE.

AND I WOULD LIKE TO HEAR MR. NIXON SPEAK OUT CLEARLY ON HIS  
REPUBLICAN ECONOMICS. HE SAYS YOU NEVER HAD IT SO BAD.

LOOK AT THESE NEW BUILDINGS.

LOOK AT THAT SHOPPING MALL.

LOOK AT THIS NEW COURT HOUSE.

LOOK AT WHAT HAS HAPPENED TO PEORIA SINCE JACK KENNEDY STOOD  
IN THIS SQUARE EIGHT YEARS AGO AND PLEDGED TO GET THIS COUNTRY MOVING  
AGAIN.

DO YOU REMEMBER WHAT IT WAS LIKE HERE BACK IN ABOUT 1958 WHEN  
ONE WORKER IN TEN WAS OUT OF A JOB? TODAY IT IS ONLY ONE IN THIRTY.

[REDACTED] PROSPERITY -- WE'VE HAD 92 MONTHS OF IT UNDER THE DEMOCRATS.

BUT TODAY, MR. NIXON'S ECONOMIC ADVISERS ARE CALLING FOR MORE  
UNEMPLOYMENT AS A MEANS OF KEEPING WAGES DOWN AND CONTROLLING PRICES.  
AS A MATTER OF POLICY, THEY ARE COMMITTED TO THROWING MEN [REDACTED] OUT  
OF WORK.

WHOSE JOB WILL BE THE FIRST TO GO, MR. REPUBLICAN? ... WHOSE OVERTIME? I THINK WE OUGHT TO KEEP [REDACTED] MR. NIXON UNEMPLOYED.

I PLEDGE THIS TO THE AMERICAN PEOPLE: WE WILL HAVE FULL EMPLOYMENT AND ECONOMIC GROWTH IN THE HUMPHREY-MUSKIE ADMINISTRATION ... AND YOU CAN COUNT ON IT.

AND WE WILL HALT THE RISE IN THE COST OF LIVING ... AND REFORM THE TAX STRUCTURE SO THAT THE MAN WHO WORKS FOR A LIVING PAYS NO MORE THAN HIS FAIR SHARE -- BUT WITH JOBS AND GROWTH.

\* \* \*

LET ME SET BEFORE YOU TODAY SOME THOUGHTS ON THE URGENT NEED TO DEVELOP OUR RURAL AREAS AS WE WRESTLE WITH THE PROBLEMS OF OUR CITIES.

TODAY, SEVENTY PERCENT OF OUR PEOPLE ARE CROWDED INTO LESS THAN TWO PERCENT OF THE LAND.

AND IF THE MOMENTUM TOWARD URBAN AREAS CONTINUES FOR THE NEXT 30 YEARS, 100 MILLION MORE AMERICANS [REDACTED]

[REDACTED] WILL BE CROWDED IN WITH THE 140 MILLION ALREADY THERE. ) THE COUNTRYSIDE WILL STAGNATE. CITY CONGESTION WILL WORSEN.

MANY AMERICANS WOULD PREFER COUNTRY TO CITY LIFE. BUT TODAY OUR CITIES [REDACTED] ARE BEING OVERWHELMED WITH PEOPLE ... AND THE COUNTRYSIDE IS BECOMING DEPOPULATED.

I SAY THIS TREND IS NOT INEVITABLE. WE CAN STOP IT.

BUT TO DO IT, WE MUST REVITALIZE TOWN AND COUNTRY AMERICA, AS WE REBUILD OUR CITIES.

JUST AS PRESIDENT KENNEDY COMMITTED US TO REACH THE MOON BY THE END OF THIS DECADE, SO THE NEXT PRESIDENT MUST COMMIT AMERICA TO THE GOAL OF ACHIEVING A VITAL RURAL-URBAN BALANCE.

THIS NATION HAS BEEN BLESSED WITH SPACE. THERE IS ROOM TO SPARE -- IF WE USE IT.

I SAY LET'S USE [REDACTED] IT FOR PEOPLE. [REDACTED]

I WOULD PROPOSE A NATIONAL COMMITMENT TO [REDACTED] DEVELOP A BASIC NATIONAL POLICY OF CONSERVATION AND USE OF RESOURCES AND SPACE FOR PEOPLE [REDACTED] -- OF LOCAL, AREA, REGIONAL AND NATIONAL PLANNING -- AND ACTION -- FOR PEOPLE. [REDACTED]

WE DESPERATELY NEED A NATIONAL POLICY FOR LAND AND PEOPLE.

WE MUST BE BOLD, IMAGINATIVE AND CREATIVE TO REMAKE THIS LAND, IN THE SAME WAY THAT OUR FOREBEARS WERE BOLD, IMAGINATIVE AND CREATIVE IN WRESTING IT FROM THE WILDERNESS.

I PROPOSE CREATION OF REGIONAL RURAL INSTITUTES FOR REGIONAL DEVELOPMENT

I PROPOSE A TOWN AND COUNTRY DEVELOPMENT BANK FOR RURAL AMERICA SIMILAR TO THE NATIONAL URBAN DEVELOPMENT [REDACTED] BANK I HAVE RECOMMENDED.

THE BANK WILL UNDERWRITE UNUSUAL RISKS INVOLVED IN RURAL DEVELOPMENT LOANS AND LOAN MONEY TO PUBLIC AND PRIVATE BORROWERS FOR COMMUNITY AND INDUSTRIAL DEVELOPMENT PROGRAMS THAT CANNOT NOW BE FINANCED.

I PROPOSE TO UPGRADE RURAL SCHOOLS -- THEY STILL LAG BEHIND.

I PROPOSE A COOPERATIVE FEDERAL--STATE PROGRAM TO ESTABLISH COMMUNITY COLLEGES ACCESSIBLE TO ALL PEOPLE LIVING OUTSIDE THE LARGER CITIES.



I PROPOSE JOB TRAINING FOR PEOPLE IN RURAL RAXX AREAS SO THEY  
CAN GO TO WORK BUILDING NEW TOWNS ... A BETTER ENVIRONMENT .. IN  
RURAL AMERICA .

THESE AND OTHER PROGRAMS ARE AN INVESTMENT IN PEOPLE. AND WE  
KNOW FROM EXPERIENCE THAT THIS INVESTMENT PAYS OFF -- PEOPLE LEAVE  
THE RELIEF ROLLS AND GET ONTO THE TAX ROLLS AND INTO THE MAINSTREAM  
OF THE AMERICAN ECONOMY.

AND WE SHALL MAKE THOSE INVESTMENTS.

\* \* \*

AMERICA TODAY CALLS FOR NEW LEADERSHIP -- NOT JUST ONE MAN, BUT  
A GENERATION OF GREAT LEADERS ... A GENERATION OF GREAT [REDACTED] IDEAS ..  
INDEED, A GENERATION OF GREATNESS.

I DO NOT SEE THAT GENERATION IN THE REPUBLICAN PARTY OF NIXON AND  
AGNEW.

I SEE IT IN THE FACES OF THE YOUNG PEOPLE ACROSS THIS COUNTRY  
WHO BELIEVE WITH ME -- AND WITH YOU -- AND WITH THE GREAT PURPOSES  
OF THE DEMOCRATIC PARTY.

WE CAN DO IT. BUT I NEED YOUR HELP. NOT JUST TO WIN THIS ELECTION  
BUT TO CREATE A NEW WORLD FOR THE 1970'S.

AMERICA NEEDS YOUR IDEAS, YOUR EXPERIENCE, AND YOUR TALENTS.

WE NEED NEW PEOPLE TAKING PART, TO MAKE OUR EFFORTS WORK.  
[REDACTED]

AMERICA NEEDS YOU, EVERY ONE OF YOU ... AND NOW. [REDACTED]

# # #

END OF TEXT TO BE RELEASED LOCALLY AND GENERALLY -- FRIDAY PM.

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