

DRAFT

FOR T-V SOUND-ON-FILM RECORDING
2/2/54

COPY

LET THE FACTS SPEAK

As a Senator from a great agricultural state, I am disturbed by the barrage of distorted propaganda indicating farmers are getting all kinds of special privilege from the government. It simply isn't true. Reckless use of figures about costs of farm price supports are deliberately misleading.

As I have just said on the Senate floor, if the press insists on headlines about subsidies, here are a few more I would suggest for them to consider:

1. Government subsidies to business this year alone will equal the entire realized loss on price supports for the past 20 years.
2. Government subsidies to newspapers and magazines alone through loss in handling second-class mail for the past 20 years has been nearly $2\frac{1}{2}$ times the entire loss on farm price supports.

3. Agriculture, made up of around 15 percent of the country's population, gets less than $3\frac{1}{2}$ percent of the government's total outlay for subsidies in the form of expenses for aids and special services -- and that includes the school lunch program which is a program for all the people, not just for agriculture.

4. Farm price support programs have cost the American people an average of only 35 cents per person each year, while helping agriculture add \$184 billion dollars in new wealth to our economy during the past 20 years.

5. Total losses on government price support operations over the past twenty years amount to only one-half of one percent of the increased net agricultural income to which they greatly contributed over that same period.

I consider that a mighty good investment, one that has paid off solid dividends to our entire economy -- including increased tax revenue to the government more than offsetting the original cost.

Special Radio
For Frank Edwards Show
February 15, 1954

COPY

Secretary Benson's decision to lower price supports on dairy products to 75% of parity shows a shocking disregard for the basic role of dairy farming in our agricultural economy.

His decision will mean the loss of \$600,000,000 in income to dairy farmers as estimated by the National Milk Federation. It is a serious blow to family farmers, who depend upon dairying as the backbone of diversified farming, and it could set the stage for our country having too little instead of too much in way of dairy products to meet the needs of our growing population in the years to come. Once farmers go out of expensive dairying operations and are forced to dispose of their costly equipment, they won't shift back into it very quickly -- particularly if it's future is always going to be at the whim of some Secretary of Agriculture.

I'm amazed at the lack of initiative and imagination of the Department of Agriculture toward some more constructive approach, instead of just cutting prices and squeezing farmers out of business. For a full year they have been studying this problem, and have not come up with one firm, positive suggestion for increasing consumption and making use of our abundance, either at home or abroad. Many plans have been offered to them in the form of suggestions from the dairy industry itself, and from members of Congress. For some reason, Secretary Benson seems to ignore that approach of wider use of dairy products and turns instead to a deliberate effort to put the economic squeeze on producers.

I wish it meant that consumers would benefit, but quite frankly I don't believe they will. Whatever minor adjustment there is in retail prices of butter certainly won't offset the blow to our agricultural economy, and won't be enough of itself to stimulate the consumption we need. In other words, we've cut the dairyman's income and still solved none of our problems.

T-V SHORT

T A X E S

I am greatly encouraged by the prospect for favorable action for reducing taxes in the lower and middle income groups to stimulate purchasing power.

My own bill to raise the exemption limit from \$600 per person to \$800 has gained significant support with introduction of similar legislation by Senator George, senior Democrat on the Senate Finance Committee which handles tax legislation and recognized as the Senate's leading authority on tax and fiscal policies.

The change would save taxpayers about four and a half billion dollars this year, freeing that amount of income to spend and thereby build up a demand for production and employment. While all taxpayers would get a break, the greatest benefit would be where it belongs -- to the lower income groups. Withholding taxes would decrease immediately upon passage of the bill, and many taxpayers would receive a rebate at tax time next year.

I am convinced this tax situation must be regarded as part of our efforts to meet the internal threat of economic recession.

In addition to raising exemptions and thereby lowering taxes, we must also decrease taxes on non-luxury items and reduce and perhaps eliminate excise taxes as much as possible to stimulate business.

I am, also, hopeful on favorable action on my bill or similar bills from others to provide tax relief to working mothers.

CONGRATULATIONS TO CHANNEL 11

[Feb. 23]

I just want to add my hearty congratulations to Channel 11 on its increase in power to 316,000 watts. I am sure it's welcome news for television audiences of the Twin Cities and the widespread surrounding area served by Channel 11. The increased power will mean greater range and better viewing for the entire area -- another sign of Minnesota's progress.

I am quite a television fan myself -- when I can find time to join my wife and four children in enjoying a good T-V show. Of course, with all the public affairs panels and forums and filmed interviews in which a man in public life is asked to participate, it sometimes seems like I spend more time in front of the camera than in front of my own T-V set at home. However, I am sure all of us appreciate the wonderful contribution Television has made to American life, and the educational opportunities it provides. So good luck, Channel 11 -- Minnesota welcomes your progress! My heartiest personal congratulations to Larry Bentson, President of WMIN - TV, and Robert Butler, President of WTCN - TV! All of us, I am sure, are going to enjoy your expanded power and improved coverage.

2/23/54

[Feb 24]
T - V SHORT

D I V E R T E D A C R E S

One of agriculture's most pressing problems is what to do about the acres diverted from production of crops in over-supply.

We can ease that problem with the proper incentive for diverting such acres into conservation farming, building up our soil to meet future needs.

That's why I have introduced in the Senate a Soil Fertility Bank bill, calling for adequate incentive premiums to convert "diverted acres" under production restrictions to soil-building conservation practices, rather than to other competing and soil-depleting crops.

Now seems a logical time to move forward on our conservation efforts. We have already exhausted 40% of our fertile soil, and only a concentrated program of restoration will assure us of the food our rapidly growing population will need in the future.

2/24/54

T-V SHORT

MINNEAPOLIS DAIRY OFFICE

Sixty-five percent of all the cheese purchases made nationally by the Department of Agriculture are handled through the Minneapolis office of the Commodity Stabilization Service...

Sixty-three percent of all the national purchases of non-fat dry milk solids are handled through the same Minneapolis office...

Thirty percent of all the butter purchased by the Department of Agriculture nationally is handled through the same Minneapolis office...

Yet the Department of Agriculture insists upon closing that Minneapolis office, as far as any operations on these commodities are concerned, and moving the entire operation to Cincinnati, Ohio.

Does that make good sense? I certainly don't think so, and I am continuing my fight to keep this service where it belongs -- in Minneapolis, where it is convenient for producers and processors alike.

Rather than move out of Minneapolis, if the Department of Agriculture thinks handling of such commodities should be centralized I am convinced the place for that office is IN Minneapolis, not in Cincinnati. The evidence overwhelmingly indicates it SHOULD be

in Minneapolis. And if Minneapolis puts up a fight for it, I am sure it can not only keep but expand the present service instead of having it taken away.

2/24/54

DEDICATION OF KDAL - TV

[Feb. 24]

It is a real thrill, today, to mark another milestone in the progress of Duluth and Minnesota through dedication of KDAL - TV, and the opening of program service to the people of Duluth and Superior over VHF Channel 3.

I want to add my heartiest congratulations to the many being received today by Dalton LeMasurier as president and the other officers of the Red River Valley Broadcasting Company. I know you can be counted upon to make your new television station a force for the good of this entire area, an influence for progress as well as a source of news and entertainment.

I am quite a television fan myself -- when I can find time to join my wife and four children in enjoying a good T-V show. Of course, with all the public affairs panels and forums and filmed interviews in which a man in public life is asked to participate, it sometimes seems like I spend more time in front of the camera than in front of my own T-V set at home. However, I am sure all of us appreciate the wonderful contribution Television has made to American life, and the educational opportunities it provides. So good luck, KDAL - TV -- Minnesota welcomes your addition to its T-V family.

2/24/54

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MEMORANDUM

TO: T-V NEWS EDITOR
STATION KDAL - TV

FROM: HERBERT J. WATERS
ASSISTANT TO SENATOR HUBERT H. HUMPHREY

DATE: MARCH 2, 1954

Under separate cover we have shipped you a spot-news sound-on-film recording. Attached is topic, release date, running time, and introductory material for announcer.

This release is spot-news break timed to record Senator Humphrey's introduction of bill on Monday.

We are trying to provide better news service for T-V by endeavoring to anticipate spot actions and news breaks. Any suggestions for improving such service will be welcome. We will also be glad to provide any special news spots or program material you may desire.

Thanks for your cooperation.

T-V SHORT

DAIRY DIET DIVIDENDS

For the past year I have insisted that the soundest answer to our dairy problem was stimulating outlets for milk and butter -- not cutting prices to the farmer.

Last August 1st I presented to the Senate a comprehensive study showing the diet deficiencies of millions of Americans in health-giving dairy products, and proposed adoption of a plan to put dairy products within reach of our aged people, dependent children, blind, and others on public assistance.

Because the Department of Agriculture has seemed to lack the initiative to explore such possibilities, I have now introduced in the Senate a bill to provide Dairy Diet Dividends to people on public assistance, recipients of old age or survivors insurance, and the unemployed.

The bill does not call for giving them dairy products outright. Instead, it calls for issuing certificates that would cover part of the cost of such products, making their purchasing power for the minimum

essentials of a correct diet of dairy products equal to the average income groups in this country. It would be simple to do, as already-established standards would determine eligibility -- and the certificates would be "cashed" through normal retail channels of trade.

Such a plan could increase consumption enough, I am sure, to wipe out any dairy surplus. Even Secretary Benson says there would be no surplus if the American people consumed the amount of milk and butter they should have in their diets. Why not make it possible for them to do so?

That is what my Dairy Diet Dividend Act proposes.

2/24/54

[Feb. 24]

FOR T-V SHORT - EIGHT STATIONS

April 1st will be a dark day for America's dairy farmers.

The lower prices for manufactured dairy ^{products} ~~prices~~ ordered into effect that day by Secretary of Agriculture Benson will wipe out from \$600,000,000 to a billion dollars in dairy farm income, according to estimates of the National Milk Producers Federation.

For Minnesota alone, the loss is conservatively estimated at \$2,500,000 per month.

That's too drastic a blow to toss at any industry. It is more than our important dairy industry can stand.

At a time when our economy is already slipping, it is a foolish mistake to deliberately create new downward pressures on America's economy by wiping out millions in farm purchasing power.

Appropriately enough, Secretary Benson has chosen April Fool's day to invoke this blow. But he is not fooling many farmers about what it means -- the forerunner of lower prices for all farm products, unless his action is checked by the Congress.

April 1st is a Thursday. I have just suggested on the Senate floor that America's dairymen designate it "Black Thursday", and make it a day of economic mourning. Perhaps they can demonstrate their protest by hanging black crepe paper on their doors, their gateposts, their mailboxes, or by draping their milk cans going to the creamery. "Black Thursday" should be made the rallying day for farmers to speak out against the threat confronting them, in any way they can.

Consumers should not be fooled. It is going to hurt, rather than help, all of them in the long run. Everybody suffers if we touch off a farm-led depression.

2/24/54



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