

From the Office of  
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SENATOR HUMPHREY OUTLINES 'SMALL BUSINESS OPPORTUNITY'  
PROGRAM

Senator Hubert H. Humphrey yesterday outlined seven legislative goals for which he has been working in Congress in behalf of the nation's small businessmen, called his "Small Business Opportunity Program".

Senator Humphrey explained his efforts in a talk to business and professional men at a luncheon in Richfield, presided over by Richfield's Mayor Irving Keldsen.

Election of "responsible liberals" to Congress and a victory for the Democratic presidential ticket in November, will give his small business program "a tremendous boost," Senator Humphrey declared.

Humphrey, ranking member of the Senate Small Business Committee, deplored what he called "the dwindling opportunities and the unjust economic pressures on the nation's independent businessmen."

He reported that in 1959 there were more than 14,053 small business failures in the United States -- "almost double the 1952 number."

"The number of 1958 small business failures was higher than the number for any of the previous 25 years," he said.

The Senator, addressing a meeting of businessmen from suburban Bloomington and Richfield, outlined his seven point program submitted to Congress:

- 1 -- A graduated income tax on business. "This measure would give substantial tax relief to all corporations with incomes under \$100,000 and up to one-third reductions in the taxes of firms with earnings of less than \$10,000 a year."
- 2 -- Strengthening of the present prohibition against sales at unreasonably low prices. "This would remove the practice of many big firms to cut prices drastically only to injure competition."
- 3 -- Prohibition of "loss leader" sales. "This would end the policy of many giant retail organizations which sell a few items at a loss to attract customers, then mark up other products."
- 4 -- Authorization of disaster loans to small businesses which are forced to move because of Federal highway construction.
- 5 -- Requirement of publication of all details of anti-trust judgements and orders in the Federal Register. "This would help put a brake on the pattern of light punishments to anti-trust violators."
- 6 -- Prohibition of the waiver of private enforcement rights under anti-trust laws.

(over)

SENATOR HUNTER'S BUSINESS OPPORTUNITY

7 -- Declaration that private anti-trust suits are impressed with the public interest. "This would protect the rights of small businesses to sue for treble damages under anti-trust laws."

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The Senator, addressing a meeting of businessmen from suburban Bloomington and Richfield, outlined his seven-point program submitted to Congress:

- 1 -- A graduated income tax on business. This measure would give substantial tax relief to all corporations with incomes under \$100,000 and would cut total tax burdens in the taxes of firms with earnings of less than \$10,000 a year.
- 2 -- Strengthening of the present prohibition against sales at unreasonably low prices. This would remove the practice of many big firms to cut prices drastically only to injure competition.
- 3 -- Prohibition of "low leader" sales. This would end the policy of many giant retail organizations which sell a few items at a loss to attract customers, then mark up other products.
- 4 -- Authorization of disaster loans to small businesses which are forced to move because of Federal highway construction.
- 5 -- Requirement of publication of all details of anti-trust judgments and orders in the Federal Register. This would help put a brake on the pattern of light punishments to anti-trust violators.
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Excerpts of Remarks by  
Senator Hubert H. Humphrey  
Business and Professional Men's Luncheon  
Richfield, Minnesota  
Saturday, September 10, 1960, 12:45 p.m.

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The greatest challenge to America for this new decade has already been uttered clearly and forcefully -- in the form of a threat.

It was hurled at us by Soviet Premier Nikita Khrushchev. He said the Soviet Union would "bury" the United States, not with rockets and bombs but with an expanding productivity which would overwhelm our economic health.

I have news for Mr. Khrushchev. No one is going to bury this country. No system of totalitarianism is going to overwhelm America's tradition of free enterprise and economic growth.

But the challenge is great. America cannot relax. It can not allow its economic growth to fall behind the growth of the population and the increased needs of all citizens.

America must remain strong, and I am convinced that the small business community of America is a key to our strength.

Today the nation has more than four and a half million independent businessmen. It is their energy, ingenuity and competitive spirit which stimulate the timely supply of new and better products at prices people can afford.

It is their diversity and independence which provide the most effective safeguard against the stifling effects of monopoly.

America's economy will continue free and competitive as long as independent businessmen remain numerous and prosperous.

But there is dramatic evidence that the small business community of America is in trouble.

In 1958, the number of small business failures was higher than at any time in the previous 25 years.

Last year, there were 14,053 small business failures -- almost double the 1952 number.

These figures represent only those failures involving court action.

Hardships on independent retailers are particularly acute. The Senate Committee on

Small Business -- of which I am a member -- has heard estimates that only 74 of every retail stores opening today will survive longer than six months. It is estimated that only 17 of the 100 will be in business 10 years from now.

Inevitably, many small businesses will fail. That is the nature of competition. But the pattern of increasing failures is a symptom of a broad, national problem.

Our committee has pinpointed the problem with this report. And I quote:

"Nowhere during the past few years have adverse economic conditions hammered with greater force than on the ranks of small manufacturers. High

taxes and tight money have contributed to the plight of these businessmen."

I am convinced that a new program is needed to help reverse the dwindling opportunities and the unjust economic pressures on the nation's independent businessmen.

And -- to be frank -- I feel that the election of responsible liberals and the Democratic presidential ticket in November would give what I call my "Small Business Opportunity Program" a tremendous boost.

Let me outline the seven legislative goals on which I have been working in Congress.

They are:

First -- A graduated income tax on business.

This measure would give substantial tax relief to all corporations with incomes under \$100,000 and up to one-third reductions in the taxes of firms with earnings of less than \$10,000 a year.

Second -- Strengthening of the present prohibition against sales at unreasonably low prices. This would remove the practice of many big firms to cut prices drastically only to injure competition.

Third -- Prohibition of "loss leader" sales. This would end the policy of many giant retail organizations which sell a few items at a loss to attract customers, then mark up other products.

Fourth -- Authorization of disaster loans to small businesses which are forced to move because of Federal highway construction.

Fifth -- Requirement of publication of all details of anti-trust judgements and orders in the Federal Register. This would help put a brake on the pattern of light punishments to anti-trust violators.

Sixth -- Prohibition of the waiver of private enforcement rights under anti-trust laws.

Seventh -- Declaration that private anti-trust suits are impressed with the public interest. This would protect the rights of small businesses to sue for treble damages under anti-trust laws.



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