

MINNESOTA RADIO TAPE OF JUNE 28, 1963

FOR BROADCAST WEEK BEGINNING JULY 14

Ladies and gentlemen---

This is Senator Hubert Humphrey, reporting to you

from my office on Capitol Hill in Washington, D.C....

this broadcast
Today I begin with a single, staggering statistic:

Every single month, this Nation must create 300,000 new jobs
meet just to handle the current increases in population and workers who
to supply jobs

have lost their jobs through automation.

300,000 new jobs
I Think of it---every month, we must somehow create the equivalent

of three, complete General Motors Corporations---the largest employer

in the business world---to keep up with the demand for jobs. *pop. increase & effort jobs to show*

This is an immediate National challenge---and it is growing
in more intense. *45 YEARS AGO*

PLANNING

(more)

create the investment - 300,000
new jobs a year.

Before 1970---in the next six and a half years---we will need to develop an additional 35 million jobs just to keep pace with current patterns of population growth and employment.

This a big country. There's in big terror

The United States obviously must take steps now to boost its economic growth and business and industrial activity. Otherwise, we face an inevitable, massive boost in unemployment which would cripple our strength and create immense social and human ~~problems~~ problems *very time America* in the midst of plenty.

America is moving ahead. In the past three years, this country added two and a half million jobs . This is a fairly good record.

But a close examination of those jobs---those new jobs created in the past three years---reveals a significant fact.

Of the two and a half million new jobs in this country in the past three years, two million were the so-called white-collar jobs---the type requiring the highest degree of education, training and skills.

That pattern will certainly continue; that ratio will probably increase. More and more, this Nation and society demand trained and skilled citizens and workers. The day is gone when the emphasis in employment is on plain muscle-power. Today---for the country and for the individual---the need is for brainpower.

These two facts---the need for vast, new job opportunities, and the shift to a need for trained and skilled people to fill them---challenge us in two ways.

First, we must boost our economic growth rate. We can not remain content with the continuance of existing ~~low~~ levels of production and economic activity. These levels simply will not allow us to absorb new workers coming from increased population and the effects of automation and other technological change. To boost our economic growth, specific steps can and will be taken. And the first and most important is the President's tax reduction program, pending in Congress now. This program is a vital beginning to the task of boosting our economic growth and

(more)

paving the way to full employment in all future years.

Second, we must move to boost opportunities for our citizens to
be equipped with the skills and brainpower to qualify for the new types
of jobs which will be created. That is why President Kennedy and I
have placed such emphasis recently on new programs of education and
training, both academic and vocational.

Often you have heard me say that such programs are "investments in
America's future." When we realize the immensity of the challenge before
us, we recognize that such programs as tax reduction and job training
are more. They are imperative steps for the survival of the United States
as a strong and free nation.

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