

MEMO

To: Senator

From: Bob Jensen

This is a copy of the news release that was dictated to the Midwest Conference for distribution in Des Moines.

HUMPHREY PREDICTS LARGE DEMOCRATIC GAINS IN MIDWEST

Senate Majority Whip Hubert H. Humphrey (D-Minn.)

predicted today that President Johnson will lead the Democrats to the greatest victory they have ever known in the Midwest this fall.

Humphrey spoke at the Iowa Democrats' Jefferson-Jackson Day dinner in Des Moines held in conjunction with the 14-state Midwest Democratic conference.

He said that President Johnson's tremendous popularity will have a strong effect on the entire Democratic ticket this fall and will lead to increased Democratic strength in Congress.

He predicted that President Johnson would carry more states in the Midwest this fall than Harry S. Truman did in 1948 when he carried eight of the 14 states in the Midwest Conference.

Humphrey said the main battleground in this fall's elections will be in the House and Senate races and most of the activity will be centered in the Midwest.

He noted that in the 14 states that make up the Midwest Conference there are 56 Democrats and 80 Republicans in the House.

"There is an opportunity here," Humphrey said, "to make important Democratic gains and give President Johnson the votes he needs in Congress to give a 'Better Deal' to the American people."

"He needs those Democratic votes to build a Better America...to give Better Education to our children... to build a Healthier America...to build Better Roads, provide Better Transportation--in short, to give the American people the means and the opportunity to secure the better things in life for themselves and their children," Humphrey added.

Humphrey said there are 15 "doubtful" Republican House seats in the Midwest--those which the Congressman won by less than 55 percent of the vote--and 12 "doubtful" Democratic seats.

"With Lyndon Johnson at the head of the ticket--a man who is recognized in the Midwest as a champion of the farmer and a President of all the people, we have an excellent chance of holding all our 'doubtful' seats and not only unseating those 'doubtful' Republicans, but also many others who have been technically classified as 'safe.'

Humphrey also said that President Johnson would add strength to the nine Democratic Senators who are up for re-election in the Midwest. Only one Midwest Republican is running for re-election this year.

Humphrey said the Johnson political appeal also would be felt in the races for Governor in the Midwest and the

Democrats could look forward to increasing their strength in the state capitals. He noted that nine of the 14 governors in the Midwest are Democrats and three of the five Republican Governors are up for re-election.

###

Educ

I want to say a word about this country of ours and what we need to work on and what we need to do to build a Better America.

Educ Above all else we must give Better Education to our children.

Everybody knows we need to do this. And every dollar we invest in education will come back tenfold. There is no such thing as an expenditure for education.

A Better Deal for the Youth

Invest in Educ

There is such a thing as an investment in education. An investment for your sons and daughters, for your grandchildren, for your country.....because education is power, education is wealth.

<u>A Better Deal</u> for <u>A Better America</u>	- For Youth = Educ -	Higher Ed. Voc.
	- For Healthier America -	Mental Health, Med Educ
	- For our Elderly -	Hosp Care - Medicare!
	- For our Cities -	Housing, Mass Transit!

This means we must build more new schools for elementary,
secondary and higher education. And this Administration, the
 Kennedy-Johnson administration, has enacted the most comprehensive
 and far-reaching program of Federal Aid to Education that this
nation has ever known.

#2 Healthier America

We also are going to build a Healthier America. We are
 going to do it by adding to our health facilities, to our
 great medical institutions and by increasing the number of
~~DOCTORS,~~ ^{pharmacists} ~~doctors~~, dentists, nurses and laboratory technicians. We
 have made a start in this by enacting the most ambitious ^{PROGRAM OF FEDERAL} ~~of aid~~
 to medical schools in the history of this country.

Mental Health + Mental Retardation

~~we~~ ^{ALSO} have made a start with a massive program in the field of mental health and mental retardation. We Democrats can be proud that the Kennedy-Johnson Administration has made the greatest advance in the field of mental health and the first major attack on mental retardation by any country in the history of the world.

*85th Congress - The Health Cong*7- *Better Hospital Care for Elderly*

This is a good beginning. ^{But} Before this year is through we are going to provide ^{+ Nursing home} a better hospital care at much lower cost for our elderly. We are going to have a program of Medicare so that when someone at the age of 60 or 65 needs hospital care and nursing home care ^{HE DOESN'T} ~~they don't~~ have to declare ^{HIMSELF} ~~themselves~~ a pauper to get it.

8- Better Roads - Transport

⌈ We are going to build better roads, provide better transportation and improve our ports. We need more roads for our growing population. We need better airports as we enter this supersonic age. - We simply must come to grips with the problem of urban transportation or America will choke to death riding to work in a new car.

9- Housing

We need Better Houses. We haven't even scratched the surface of the housing possibilities of this country. We need to make sure that every American has a decent home in which to live. *and America grows - new family units need new homes.*

Better Cities

We are going to build better cities. The cities of yesterday are not built for the life of today. We are going to have to clean out the whole ^{center} ~~heart~~ of many cities, clean out their fringes and rebuild them. — rebuild for better living

We are going to help create a better rural America —

Better Rural America — Income for Farmer
 — New Jobs —
 — Recreation
 — Conservation

Business — Labor

My friends, we are going to build a Better America. We are going to give the American people the means and the opportunity to secure the better things of life for themselves and their children.

~~War on Poverty~~
Business

Labor

A Better Deal for Business
 — Tax cut — Exports

A Better Deal for Labor —
 — A fund in the White House
 — Collective bargaining
 — Better wages
 — Training & Retraining

Business is Good - Attack on Unemploy

h The richest nation in the world can't afford unemployment.

The richest nation in the world can't afford pockets of poverty

and periods of economic recession.

ARA

Top act

Public works

Investment

SBA

+ Credit

39 months of continuing
prosperity & Progress
100 Billion Added to GNP
Jobs up, Profits up, income up;

\$65 Billion GNP

70 million jobs

But, yet, unemployed - must retrain - must have
economy grow

h It is to our advantage...to everyone's advantage...to the
nation's advantage to have everyone in this country aspiring to
live a better life and to reach a little higher on the ladder and
have better economic opportunities and more social justice.

12

Civil R+ -

Poverty

That is what we are talking about when we are working for

civil rights. That is what we are talking about when we are

waging the War on Poverty.

Civil R+ S Bill
Titles 1-7

① Poverty is not new, what is new is that we can do something about it.

Poverty - Economic, Cultural, Social, Spiritual

Poverty - a continuing infection the enemy within.

"No conscientious objectors in the War on Poverty"

Prejudice + Poverty

Discrimination + Depression

Civil Rts must replace Civil Rights
Social Justice replace Social inequality
the Constitution or Violence

National, moral

Politically right
Socially right
Morally right

Internationally right

William Simon, Atlanta

15

A Better Deal for America

Building a Better America

I want to say a word to you about building a better America.

I know that when I am talking to Democrats I am talking to

the right people. Democrats are builders. And this country needs

more people who want to build a better America and a better world.

Chairman Lee Harvey
Democrats for Future

a Better Deal for America

A better Deal for the world

Peace - U.A.

DA 110. unreheld
Mrs FDR
Pope P. XII
J.E. K.

(A) ~~AB~~ ~~Peace - Strength - Security~~ ~~may get P.O. Jones~~ Young Don's Winner

All this boils down to one simple thing. A short time ago

President Johnson was asked on a television program ^{the question -} about this:

~~on the identifying phrase of your Administration - he said -~~
Franklin Roosevelt had the New Deal, Harry Truman the Fair Deal

and President Kennedy the New Frontier. What do you call your

Administration, the President was asked.

- ~~Religious~~ (Midwest Democ Conf) 145 states
- ① Gov Harold Hughes, Mich Hughes
 - ② Sen Hawkins - (Don Mitchell) (Alberta Mical Kelly)
 - ③ Congressman Neal Smith | 1 Dem | Legislators | 16 Rep. | 4 Gov Bob Fulton

(B) ~~AB~~

And President Johnson in a quiet and humble way said in
thoughtful and restrained terms--"All I seek to do as President
of the United States is to give our people a Better Deal."

~~This~~ That is the promise we Democrats are going to take to the people
this fall.

and we start here with the ~~Midwest~~ N.Y.
Assurance -

LB 5 lead us to Greatest Victory ever - Jim Farley says O.K



Minnesota Historical Society

Copyright in this digital version belongs to the Minnesota Historical Society and its content may not be copied without the copyright holder's express written permission. Users may print, download, link to, or email content, however, for individual use.

To request permission for commercial or educational use, please contact the Minnesota Historical Society.



www.mnhs.org