

- LBJ

Luci + Pat + Co

Mr. Johnson
amb. Galbraith
P. M. DeLoach
Gen. Sorenson
Sen. Kennedy
Gov. Connally

Republicans
- V.P. Nixon
- Gov. Romney
- Ronald Reagan

Star of Platoon
Place

Frank
- Gov. Morrison
- St. Louis
- Iowa
- Callin

REMARKS

VICE PRESIDENT HUBERT HUMPHREY

NEBRASKA CORN-PICKING CONTEST

UTICA, NEBRASKA

OCTOBER 4, 1966

Bill
Tomes
Farm

I did not come here today to tell you that you never had it so good.

↳ I did not come to criticize or to lecture.

I have come to Nebraska to thank you, on behalf of the President, for a job well done.

↳ I have come to thank you for your patience.

↳ I have come to thank you for your responsible stewardship of our vital soil resources.

↳ I have come to thank you for your hard work... for your ingenuity... for your progressive thinking... for your unsung success in making America the best-nourished nation in the world.

Geo. Norris
Chas. Bryan
A.C. Sorenson

∟ I have come to thank you for being the resourceful, productive people that you are.

∟ And I have come to tell you that the Johnson-Humphrey Administration is fully committed to giving the American farmer his full and rightful place in our growth and our prosperity.

∟ He deserves nothing less. He ~~must~~ must have nothing less.

Let me take a few moments today to put into perspective the challenges we Americans face in the world today, and especially those challenges which directly involve and affect the American farmer.

∟ When we look at American agriculture, we see an industry strong and highly developed in its productive efficiency.

∟ The American farmer stands as the all-time undefeated, champion, unchallenged, unexcelled producingest person on earth.

↳ Each American farmer feeds himself and 37 other people and he feeds them well. No other farmer in any other country even comes close to that. — *Productive efficiency*

In recent years we have sought to improve government programs designed to assist agriculture. Neither the machinery nor the programs have been perfect, but we are trying each day to make them better.

Since 1961 we have achieved a better balance between supply and demand.

↳ The surplus is gone. It no longer hangs over markets to depress them. The rate of consumption is growing.

↳ We see, in short, an agriculture superbly and uniquely qualified to help meet the challenge not only of expanding domestic markets, but of a hungry world.

and ↳ There is a new day ahead for American agriculture.

↳ We must be ready for that day. We must do what is needed to meet the times.

↳ We must be ready to expand American agricultural production.

↳ And we must be ready for changes in emphasis in our government agricultural policies.

↳ Today we need to expand production of wheat, feed grains, soybeans, and dairy products.

↳ In the last four years, the world has consumed some 200 million bushels of wheat per year more than it has produced.

↳ In the last four years, it has utilized about 6 million tons of feed grains more than it has harvested.

↳ In the case of soybeans, we are using all we produce. Carryovers are minimal. The demand continues to grow.

↳ There is every indication we will need big crops in these commodities for several years hence.

with high market demand - Prices good!

↳ Our production of milk is insufficient now. That is why we raised the support level for manufacturing milk to four dollars per hundredweight.

and ↳ We also need to determine and announce government programs at an early date. And we will. For example, we should not and we shall not postpone until just before planting time the feed grain and oilseed production goals the Department of Agriculture recommends as desirable in 1967. ↳ We all know that more and more farm plans are now made so far in advance that there isn't much left undecided by Christmas for the next year's production program.

↳ We need to maintain adequate reserves.

↳ We must have food reserves for national security. We must have them to assure our markets of adequate supply at fair prices. We must have them to serve as a cushion against bad weather.

These reserves can and should be insulated from
the marketplace. They will be used if needed, but they are
not meant to be used in direct competition with sales by
farmers. The Commodity Credit Corporation should not be
and will not be your competitor. It should supplement ~~not~~ ^{- strengthen}
~~supplement~~ farm income.

Our position of world leadership requires that we
maintain an arsenal of food and fiber just as we maintain an
arsenal of military weapons.

But your government has no intention of calling upon
the American farmer to provide that arsenal at the sacrifice
of a fair price and a decent income.

We have no intention of calling on American agriculture
to pay the cost of policies and programs that belong to the
entire nation.

and Now a word about Food Prices

INSERT

Inflation

In the last five years, the price of eleven key foods in the consumer price index has risen less than nine per cent.

During the same period, the weekly earnings after taxes of a worker in industry has risen more than twenty per cent. The profits of American corporations have more than doubled and dividends have more than tripled.

In no country do consumers have as large a choice of nutritious foods as in this country. And the percentage of disposable income that is spent for food is lower in the United States than in any country on the face of the earth.

The best bargain in the world is the food that the American people get this day, in this month of October, 1966.

Consumers can thank the American farmer for this in a very large part. Consumers reap the benefit of abundant production on our farms and, in turn, farmers benefit from full employment, in the rest of the economy.

INSERT (continued)

By the same token, consumers do not benefit in the long run from depressed farm prices. We all need each other for a full and balanced prosperity.

and on Inflation. The consumer price index 1956-61 - went up 17% more than 1961-1966 yet in 1956-61 period 2 recessions - + farm income down!

Democratic

↳ The Johnson-Humphrey Administration knows that the American farmer is doing more than his share in helping to create well-being and prosperity in his country.

↳ Three agricultural commodities — wheat, feed grains, and soybeans — are leading exports from the United States, each over \$1 billion a year.

↳ In the current fiscal year, our agricultural exports are estimated to reach nearly \$7 billion. We will receive \$5 billion of this in dollars — a major, positive contribution to our balance of payments.

↳ We know that farmers are doing more than their share in helping to create a freer and more peaceful world. And we will not be satisfied until they stand in the position of equality they deserve in our society.

Today, partly because of farm legislation achieved in the past few years, we are seeing an improvement in farm income.

On October 1, 1960, you were selling your hogs in OMAHA for \$16.90 a hundredweight. On October 1 of this year you were getting \$21.12 a hundredweight.

Number one yellow soybeans were bringing you \$2.12 a bushel in Chicago on October 1, 1960. On that same date this year they brought you \$3.02 a bushel.

Farmers were receiving \$1.05 a bushel in OMAHA for their number 2 yellow corn on October 1, 1960. Six years later that corn was bringing them \$1.33 a bushel. And if you were in the Fedd Grains Program you received an average of \$1.58 a bushel.

Suggest delete very few dairy farmers in Nebraska

The price to farmers for manufacturing milk was \$2.95 a hundredweight in August 1960. In August of this year it was ~~about \$4.00~~ ~~about \$4.00~~ a hundredweight.

Choice grade beef steers weighing between 900 and 1100 pounds were bringing farmers \$23.72 ^{in Omaha} on October 1, 1960. The price has risen to \$25.32 on October 1, 1966.

*Farmers up since 1960
near \$45 incl tax*

And number 2 hard winter wheat was selling in ~~Kansas City~~ ^{OMAHA} for [¢]1.96 on ~~October~~ ^{October}, 1960. Six years later, with the Wheat Certificate Program in operation, farmers were an receiving/average of [¢]2.41 for the same type wheat.

h The farm programs begun by the Johnson-Humphrey Administration have worked. They have had a favorable effect on farm income. We should not abandon them. Rather, we should continue to make improvements in them which will work for the benefit of all our farmers and those living in rural America.

*Need Gov. Morrison
Debts - ^{Phil} ^{Erman}
Cory
Callan*

Today nothing is more obvious than the failure of Communist societies to meet the food and fiber needs of their own people — much less the needs of others in the world.

As a result, the developing nations of Asia, Africa and Latin America look increasingly to America and other free nations — not just for food and fiber, but also for answers as to how they can do more to feed and clothe themselves.

That is why I believe that, in the long run, our food power ~~is~~ more than military power can be the critical factor in the achievement both of democratic institutions and of peace in the world.

The overwhelming fact of our time — a fact that is being recognized far too late in the day — is this: That in a world of hunger, there can be no peace.

Food power is our secret weapon. Food is life. Food is strength. Food is hope and compassion.

Food is the giver of health and vigor to children. Food is the vital ingredient of social stability and peaceful change.

Let us use that power wisely and well.

Let us, in the world, act in the same spirit that today is everywhere in our society at home — a spirit of building, or progress, of commitment to equality and justice.

Let us use the tremendous resources at our command to bring health, education, food and the techniques of modern agriculture to struggling nations living in the shadow of famine and outside aggression.

It is today our challenge and our responsibility to replace, throughout the world, the blind stare of hunger and poverty with the clear vision of a freer and happier day ahead.

If we meet that responsibility, we have the chance as few others have to be remembered in history not as makers of war, but as makers of peace . . . not for our wealth, but for our compassion . . . not for our things, but for our ideals.

I have faith that we Americans and especially those Americans who draw their strength from the rich earth will prove equal to that responsibility.

I have faith that our productivity, our experience, our knowledge, our determination, can be successful in the building

of a world where lights shine forth from every window ...

where the bounty of earth waves from across open fields

where children stand strong and straight to face a future

filled with peace and promise.

*meanly done or nobly done
last best hope on earth*

(FOR FILES)

For TUESDAY pm's

REMARKS

VICE PRESIDENT HUBERT HUMPHREY
NEBRASKA CORN-PICKING CONTEST
UTICA, NEBRASKA
OCTOBER 4, 1966

Major Political

I like contests. I like competition. (And I know that some of you will point out that I've chosen the right occupation for it.)

We Americans are good competitors. The American farmer is the best.

He stands as the all-time undefeated, champion, unchallenged, unexcelled producingest person on earth.

Each American farmer feeds himself and 37 other people -- and he feeds them well. No other farmer in any other country even comes close to that.

All of us grew up hearing that the American farmer was the backbone of the country. That has never been more true -- despite all the changes taking place in our society -- than it is today.

Today I want to talk with you about how we can keep that backbone straight and strong.

In this century, rural Americans have been rushing in increasing numbers to urban centers.

The trend has continued to the point where today 70 per cent of our total population lives on only one per cent of our land area.

If the trend continues it will be 75 per cent in 1975, and by 1985 there will be as many people crowded into our cities as there were in all America in 1960

But the flight from rural America has not been one of quantity alone.

Rural America has been exporting some of its most talented people.

One recent survey showed that, of 100 presidents of the nation's leading industrial firms, 41 came from small towns and rural areas.

Of 20 presidents of our leading colleges and universities, 12 came from rural areas.

Of 20 top men in the sciences, 9 came from farm communities.

It does not make sense for our already-crowded cities to be filled with more and more migrants. Nor does it make sense for rural America to lose a good share of its greatest resources -- its human resources.

How are we going to keep them down on the farm?

How are we going to bring them back once they've gone -- and how are we going to get more city people to join them in rural America?

② The heart of our efforts lies in making rural America a more attractive -- attractive in the real sense of the word, that is -- place than it is today...for people and for industry.

This year industry in the United States is investing about 26 billion dollars in new plants and equipment for manufacturing alone

Every billion invested is equal to one thousand plants, worth a million dollars each. Stack 25 thousand more plants on top of that and we get an idea of our annual industrial growth or replacement.

Is it impossible to believe that rural America could get more of this than today -- not necessarily all in million dollar plants but in whatever size is most suitable for the location, along with the supporting business that comes with new industry?

Rural industrialization may not be as difficult as many think. It has already worked in some parts of our country.

For one thing, nearly every town has a committee or group prepared to deal with industrial and business growth. State governments constantly strive to encourage industrial and business investments in their states -- as your state government has under the leadership of Frank Morrison.

And the federal government has a range of programs to give impetus to rural revival -- including the new rural industrialization program in the Department of Agriculture.

All the local, state and federal people devoted to this effort can talk about increased profits, low personnel turnover and high staff morale in rural America -- because people perform better when they are living in a place they like.

They can talk about transportation systems that bring raw materials and markets no more than a few hours away. They can discuss with industry our great power complex with sources seldom far from a rural community.

They can talk about manpower -- manpower that has handled machinery from childhood...manpower that is trained or trainable.

They can talk about the choice industrial land to be found in rural America. It is land that can accommodate present needs and future expansion. It is land nearer regional markets and nearer new, expanding markets.

There is another thing they can tell industry: It is about the 150 thousand rural leaders mobilized since 1961 to create more jobs in rural communities and to improve rural living conditions.

In Nebraska there are 840 of these volunteers working in the Rural Community Development program. Since 1961 they have completed or have under way 137 projects and they have 41 in the planning stage. The projects include more recreational facilities, marketing facilities and business expansion loans, and a range of other activities.

Rural Community Development groups have already accomplished a great many things that attract industry and small business.

And it is in that respect that every community has a continuing opportunity.

③ No industry wants to locate in a place that looks as if it's headed for the 1950's instead of the 1970's.

Industry and business representatives must be sold on the appearance and quality of a community.

And this is an area in which the American farmer knows how to lead.

The quality appearance in a community comes in the form of landscaped farmsteads, homesites, townsites, and public properties.

It means the removal or upgrading of dilapidated or deteriorating buildings.

It means the man-made structures and plantings should enhance the beauty of their natural setting -- a setting that includes landscape, open space, wildlife and natural recreation places.

In attracting business and industry, there must be quality in community facilities, too.

These facilities should reflect the level of improvements in private property.

Schools, churches, parks, and public utilities should be upgraded as high as the community can afford.

We are committed in Washington to the upgrading of our rural communities.

300 million dollars annually has been authorized for rural housing improvement loans. The Farmers Home Administration provides each year approximately 1.1 billion dollars in loans, benefiting nearly 2-1/2 million rural people.

In the Office of Economic Opportunity program during the past two years, some 30 thousand anti-poverty loans totaling over 51 million dollars have been made to develop income-producing farm enterprises.

REA brought electricity to more than 155 thousand rural consumers for the first time during the past year.

Since 1961 over 1 thousand 7 hundred loans for 241 million dollars have been made to develop community water and sewage systems.

More than half of all the families who have benefited from our public housing and urban renewal programs now live in communities of less than 50 thousand people.

95 out of every 100 urban planning grants go to communities under 50 thousand.

Four out of five of the communities receiving public housing grants now have populations under 25 thousand.

Yet each of us knows that all the plans, all the money, all the speeches coming from Washington will not be enough in themselves to change the picture of rural America in the eyes of the sons and daughters who look toward

a future in the city, or of those charged with decision for business and industrial investment.

(1) What will be needed, above all, will be leadership -- leadership at every level of government, in each community, in every school board, in every civic organization, in every household.

What will be needed will be leadership by men of the courage and the vision of Frank Morrison...of Phil Sorensen...of your Congressman, Clair Callan. And that is why I ask for your support of these men in November.

These are men who do not see Nebraska as a place where people are from. They see Nebraska as a place where people are and where they will be, where industry is and will be. They see Nebraska as a state growing... moving forward...challenging its people to meet new opportunities.

They see Nebraska as a state where prosperous and happy people can lead the way for all rural America.

These are men whose voices will be, and are, heard in Washington just as they are at home. These are men with solid records of public service and of accomplishment on behalf of the people of Nebraska. They deserve your support. I ask you to give that support.

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