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SPEECH FOR CENTURY CLUB  
STATLER-HILTON, SALINA, KANSAS

*July 26, 1968*

1                   VICE-PRESIDENT HUMPHREY: I want to take advantage  
2 of this microphone. You can't keep a politician away  
3 from a microphone. Just to let you in on the secret why  
4 we're just a little slow in making our way through the  
5 crowd here. Whenever you are alongside of Governor  
6 Docking in Kansas, you are going to make progress but  
7 it's going to be steady and slow because they all want  
8 to talk to him. (Applause.) I learned a long time ago  
9 if you want the people that are following you in your  
10 entourage and the boys in the press and radio and tele-  
11 vision to ever get the idea that you're popular, what  
12 you do if you are my case is latch onto a popular fellow  
13 like the Governor (applause) and then when the folks are  
14 applauding, you just nod and, you know, kind of pretend  
15 it's for you. The best sign that I've seen today is the  
16 one that says "Docking for Governor". I think it's just  
17 great-- (applause). I was going to say I'm for Docking  
18 for anything but I'm having enough trouble without  
19 getting more opposition, but I sure am for him and I  
20 want you to know, as I said to some of you people out at  
21 the airport, I hate to repeat myself, one of the real  
22 pleasures that Mrs. Humphrey and I have had is the  
23 privilege of getting to know and to share the friendship  
24 with the Governor and Mrs. Docking and indeed the  
25 Governor's mother and the late beloved Governor of the

1 State. As a matter of fact, I'm going to let you in on  
2 a secret, let you know why I'm in on this, the reason I'm  
3 running for President. Everything was just fine, I was  
4 perfectly content to try to once again aspire to be  
5 Vice-President and Bob Docking and Meredith were down  
6 to Washington, I went over to see them. They were having  
7 their reception at the Kansas State Society and I asked  
8 him if they would mind ~~spending~~ a little time with me and  
9 I said, "Mrs. Humphrey and I would like to have you see  
10 our new apartment". Just a little side matter on that  
11 apartment. I was opposed to the whole idea. We had to  
12 buy it and had to sell my house. I had never lived in  
13 an apartment. She dragged me in by the back of the neck  
14 but she made me feel good. I got to sign a thirty-year  
15 mortgage to make me feel young. But, anyway, Bob and  
16 his wife came on over. That was on the 29th day of March  
17 and we were talking about all kinds of things, about the  
18 President and the Vice-President, about the Governor,  
19 our respective plans and sort of just visiting around,  
20 and I have the feeling that that visit of the Governor of  
21 this State to Washington just upset everything. The  
22 President up and almost resigned; at least he said he  
23 wasn't going to run for President again. That is the  
24 first thing that happened, and he sent me off to Mexico.  
25 I left for Mexico a day later. I don't want to blame that

1 on Docking but that is what happened. I'm down in Mexico  
2 one day away from the executive office building and not  
3 keeping my eye on the White House, you know, just looking  
4 across the street, and I tune in the radio and the Presi-  
5 dent says that he is not going to run and under no circum-  
6 stances will he seek the nomination or accept it, and  
7 there I am Vice-President in Mexico. That is a terrible  
8 place for a fellow to be on an occasion like that even  
9 though it is always generally nice to be in Mexico. So I  
10 tried to trace the trouble that I'm in and I find-- I  
11 blamed it on the President the other night and he said,  
12 "It's not my fault, wait 'til you get to Kansas and you'll  
13 find the whole reason for the whole thing." So I come on out  
14 here to put the finger on him right now. So my success or  
15 failure, Robert, Governor, is in your hands. I guess this  
16 will sort of exonerate-- Did Mrs. Humphrey get around here  
17 yet? Well, here she is. (Applause.) I'll let you in on  
18 another secret. There are a lot of folks who say, "I  
19 don't go much for that Humphrey but he's got a nice wife",  
20 so we give you two for one. She goes along with me and I  
21 will tell you I think she would make a wonderful First  
22 Lady. I'm convinced of that (applause). I will take just  
23 one more minute and then we do want to have a chance to  
24 shake hands with each and every one of you because some-  
25 times we come to these receptions, we just get caught up

1 in a corner and some of the folks we wanted to see and  
2 hope might want to see us didn't get the chance. I just  
3 want you to know how much I do appreciate the generous  
4 support that we've received here in Kansas. I want you  
5 to know that I do not take these things lightly. I've  
6 been in public life quite a while. I've been in it be-  
7 cause I felt that there was a service to perform and a  
8 mission to accomplish. I've been in it also because most  
9 of the time I like it like any other position, but I've  
10 found it a source of encouragement and inspiration and  
11 really of strength despite all of its fatiguing moments.  
12 It means a great deal to me to have the support of the  
13 people here in the Midwest, the support of the people here  
14 in Kansas, the support of this Governor, this very fine  
15 and distinguished and talented Governor, the support of  
16 this Party, and I know that I'm in the presence of the  
17 Governor and the Governor's best friends, the people that  
18 made it possible for him to serve the State so brilliantly  
19 and so effectively. If I am privileged to be the nominee  
20 of our Party, and I believe that I can be with your help,  
21 I will carry on a campaign of which you will at least be  
22 proud. I will do the best that I can do, and I will do  
23 even better than I planned on doing because you helped  
24 me, and we will carry the fight to the opposition. And  
25 we're not about ready to turn this country over to the

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Republicans. (Applause.) And don't you dare turn this State over to them. (Applause.) So we will work together come what may. We are going to make it a fight that they will not forget. We will fight cleanly and honorably and we will fight hard and when we are through in November, we are going to have a victory party and I want all of you ladies to tell your husbands to set aside a little of that extra money-- if they don't set it aside, you nip off a little somewhere, get yourself a new gown, because we are going to have the best inaugural party that Washington has had since Andrew Jackson. (Applause.)

Stehr  
c Herbert Breiting  
c Nell Blangens  
c Marshall (Dodge City)  
Ramon K House

- 1 -

As I think you may know, this is an election year.  
Farmers can always sense that from which politicians come out  
to see them. When the Fifth Avenue farmers start reminding  
you how they used to get up at 5 o'clock in the morning, put on  
their overalls, and go out to milk the stock market -- then  
election day can't be far away.

\* \* \*

- 2 -

Of course, farmers have a pretty good way to know  
the real McCoy. In 1948, a big-city politician spoke to Bess  
Truman and asked her, "Could you please get President Truman  
to say 'fertilizer' instead of 'manure'?" Mrs. Truman stared at  
the man for a moment and then said, "Don't rock the boat; we  
finally managed to get him to say 'manure'."

\* \* \*

Gov. Mrs. Docking  
Mayor Bill Yost

REMARKS

VICE PRESIDENT HUBERT HUMPHREY

RURAL AMERICA DAY

SALINA, KANSAS

JULY 26, 1968

I am deeply grateful for the raincheck you issued when I was unable to keep my date in Salina last week. I am glad to be here.

The delay has had one good result: I have had a chance to ponder a very fine ~~piece of~~ editorial ~~writing~~ which appeared in the Journal on July 17, the day before I was to arrive. !

(Editorial)

Listen

Troubled  
650,000 miles

Listen Mr  
H

It was called "Listen Mr. Humphrey, to our Troubled  
Hearts," and went on to express the concerns I know ~~of~~  
~~you, and~~ all Americans, share -- concerns about the  
agonizingly slow business of finding peace in Vietnam ...  
about inflation ... about farm prices ... about crime ...  
about racial strife.

The editorial said, "We are troubled because our America  
seems to have lost its sense of high purpose and direction. We  
feel the great need of a leader to mobilize our latent strengths  
and our basic good will ... ."

I have offered specific programs to deal with many of  
those issues and will cover them all in the weeks ahead. Today  
I want to say what I had hoped to say to you last week about the  
need to provide a better break for the American farmer and his  
family.

Last  
Week

- Yokuna, Love's order,
- Peace - Paris Vietnam

But I want to tell you at the beginning that I have been listening. I have travelled over 650 thousand miles in this country as your Vice President, and talked with hundreds of thousands of Americans in all but one of our states.

And I don't believe we have lost our sense of high purpose and direction.

Consider what you yourselves have done in Salina since 1964 -- converted your <sup>city</sup> town from a declining appendage of the SAC base, into a vital, growing city firmly based on a civilian economy. That is not the work of people who are afraid ~~to~~ who lack a sense of purpose!

Look  
at  
Salina

↳ The evidence is overwhelming throughout America

that an increasing number of us believe that every child is entitled to a full educational opportunity ... that hard-core unemployment is unacceptable ... that hunger must be eliminated in this rich nation ... that our cities and towns should be safe and clean ... that a balance of nuclear terror need not and must not be a permanent feature of modern man's environment.

Educ  
Jobs  
Hunger

Cities  
Nuclear  
Control

↳ These fundamental problems aren't new. What is new is our impatience to solve them.

and I think they can be solved.

I think the American people have the courage and will and know-how to solve them.

Change - Impatience

Violence - Law + Order

Peace - (Paris - Vietnam)

We are not a country that has lost its way. We are  
a country seeking a better way.

↳ It is in that spirit and in that cause that I seek  
the Presidency.

*Today - Speak on Rural America.*

Building a national economy where farm prosperity  
is a reality ... and building a rural America that offers the  
best in modern living and opportunity ... is some of America's  
most urgent business.

The business activity of small towns and cities is directly tied to conditions in agriculture. Ask an implement dealer, a lumber yard manager, a banker, or any other businessman in a rural community what happens to business when the farmers and ranchers have a bad year. There is a rule of thumb which says that we lose one Main Street business every time six farm families move out.

Agriculture is America's largest single industry.

It supports more families than any other.

*and* Our farmers are the keystone of America's economic strength and food is a source of enormous potential export earnings <sup>a</sup> in/ hungry world.

It is time to bring agriculture into the mainstream of our American economy.

Low farm prices and inadequate income are the persistent symptoms of agriculture's problems.

But we must go further to tackle the basic issues. We have to do more

... about high interest rates and the farm credit shortage;

... about expanding markets for farm commodities here

and overseas;

... about ever-increasing production costs that take the

profit out of farming.

This urgent business belongs high on the agenda of the next Administration. And that Administration must be prepared to provide fundamental answers.

So I am ready and willing to take the case for agriculture to the American people -- not as a special interest, but as a national interest.

↳ I mean to ask them for a mandate to assure America's farmers the kind of return their productivity and importance deserves.

↳ I'll need your help. You will be choosing more than a new President this fall. You will also be choosing the Congress that will decide whether or not America makes the new departures our farmers need. The composition of that Congress is up to you.

~~I believe~~ our first step must be to recognize that  
we do not now have all the answers to agriculture's problems --  
and that no Washington bureaucracy has all the answers either.

↳ The answers will have to be developed with the help of the farmers and their leaders. The President must have their advice before he asks Congress to act.

↳ ~~Two weeks ago I issued a major statement on my concept of an Open Presidency. In it I called for a greater public contribution before governmental programs reach Congress, and also for greater popular participation when executive departments administer acts of Congress.~~

↳ ~~I called for the establishment of Councils of Citizens in the Executive Office of the President, in the Department of Agriculture, and in all other major executive departments.~~  
~~I believe the Open Presidency would provide farmers and rural people with a better opportunity to make their case than they have enjoyed in the past.~~

Ag People  
in Govt

In addition, we need people with a specific agricultural background permanently located at critical points throughout the government.

} ✓

-- in the Tariff Commission, which deals with quotas and imports and other farm trade problems;

-- in the Council of Economic Advisers, which counsels the President on taxes, balance of payments, and other economic policy questions;

-- in the Budget Bureau, where spending guidelines are established.

+ Federal Reserve Board

-- in the Department of Transportation;

- The D.C.C.

-- and in the National Domestic Policy Council. I would ~~in~~ <sup>this in</sup> establish ~~in~~ the White House to provide the same coordination and staffing for domestic programs which the National Security Council provides on foreign policy and national defense issues.

If I am elected, farm people will be there, making sure that agriculture gets the attention it deserves -- regularly.

\* \* \*

Meanwhile ... as a starter ... I shall recommend a sizeable increase in Farmers Home Administration lending authority to ease the farm credit situation. I shall also continue to urge passage of legislation to enable young farmers to finance land purchases over periods of up to 40 years.

I shall fight for federal tax reform to remove artificial incentives for the movement of non-farmers into agriculture.

Tax laws

These investors now enjoy an unfair tax writeoff break which gives them an advantage over independent farmers. Family farmers are efficient enough to compete with anybody, providing the rules are fair. We have an obligation to see that they are.

Supply

For the foreseeable future American agriculture will need strong public programs to deal with the difficult problems of maintaining reasonable prices and a balance of supply and demand. I want our basic farm programs improved and made permanent. And I want them adequately funded.

No other important sector of our economy has to come back to Congress time after time to get basic legislation renewed.

It is time to end this requirement for farmers too.

↳ We need strategic reserves of major farm commodities.

Reserves

I favor a program that keeps these reserves at common-sense, clearly-defined levels ... one which specifies how and when they can be released so they do not interfere with the market ... and one which relies on private inventories for normal business operations.

Credit

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Coops

We also need stronger farm cooperatives. Farmers continue to face serious price problems, both in buying production items and in marketing commodities. We should expand credit for all farm cooperatives, including the rural electrics, and insist on a more extensive public effort to build and strengthen them. REAS

Exports

We need to build new export markets for our farm commodities. More sales of wheat, corn and soybeans, and their products, abroad mean more acres opened up for production here at home.

I have urged a foreign policy of reconciliation and peaceful engagement with the Soviet Union and Eastern Europe -- and with China when it chooses to rejoin the community of nations.

In the years ahead, I am convinced that such a policy can pay real dividends -- not only in peace for our children, but in important new markets for American farms and industries.

# War on Hunger

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Meanwhile, America has an obligation to escalate the War on Hunger, both in our own country and around the world.

The unparalleled productivity of American agriculture has enabled this nation to wage a War on Hunger abroad. American food has saved millions of children from permanent mental and physical injury. It has saved hundreds and thousands of lives. It has been one of America's proudest contributions to world peace, one we can and must expand in the future.

Here at home -- ~~given our national wealth and prosperity ... given our agricultural productivity and abundance~~ -- no pretext can justify the fact of hunger, malnutrition, or starvation.

Food stamp and commodity distribution programs must be put into operation in every county where severe problems of hunger exist. School lunches must be provided on a year-round basis for needy children as rapidly as possible.

The time has come for a simple and direct declaration of national policy: every American must be provided enough to eat. This is not a matter for debate or argument. It is simply a question of basic humanity and concern for our fellow man ... a national obligation we must now meet.

And let me emphasize an important part of that obligation: our farmers must get a fair price for what is nothing less than a major contribution to peace -- here and in the world.

Even if we can win these improvements for our farmers, the lasting health of American agriculture must depend on what farmers can do for themselves. That means bargaining power.

I am ready to work with you and for you on new concepts in farm bargaining power.

Farmers need bargaining power. They want it. And they should have the right and opportunity to use it.

Finally, I want to point out that we can make additional strides in increasing the commercial demand for food through a vigorous program to stimulate the American economy. New jobs and new income mean increased consumption of food -- and of better food.

Better Rural America ✓

I have spoken today about bringing agriculture into the American economic mainstream.

But we all know there is more to this subject than dollars and cents. What we are really talking about is the quality of life in rural America -- the opportunities you and your children have to take advantage of the unprecedented standard of living that America offers today.

We are talking about better schools, better hospitals. We are talking about communities that can afford the public services which will attract new industries, new job opportunities and new income.

We are talking about making it possible for rural youngsters to stay on the farm, stay in their home towns and still look forward to a full and rewarding life.

Today, for every 175 rural youngsters who reach working age there are fewer than 100 jobs. This year about 200 thousand of those young Americans will leave home and go into the city. Their departure will make rural America a poorer place. Their leaving will not only separate them from their families but weaken our rural communities -- weaken them spiritually as well as economically.

I am for giving those youngsters -- and every other American -- a choice about where to live, where to work, where to raise their families.

If they wish to live in the cities, those cities should be clean, wholesome and safe. Today, too often, they are not.

*Urban Crisis*

If they want to live in a small town or on the farm, they should be able to do so and enjoy a maximum standard of living in every way. Today, too often, they cannot.

The key to a fully developed rural America -- and one of the most important keys to the dilemma of urban blight which confronts this nation today -- is economic equity for the American farmer. Today, too often, they do not have it.

I have given you the facts as I see them.

This nation has a great debt to the American farmer and it is not being adequately repaid.

It will be repaid only when farm families have the security and opportunities that are the birthright of all American families.

It will be repaid only when America assures its farmers the same economic chance that others in our economy enjoy.

That is my cause.

I think it can be won in the next four years.

I ask your help.

# # #



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