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January 27, 1970

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202/638-4508

REMARKS
THE HONORABLE HUBERT H. HUMPHREY

BUSINESS AND CIVIC LUNCHEON

PHILADELPHIA, PA.

January 27, 1970

This is a good time to be in business in America; a time of corporate social action when we see the American business community beginning to exploit its vast resources, technology and talent for the benefit of its true stockholders -- the citizens of this nation.

The thousand corporate leaders who last year responded to President Johnson's appeal to establish the National Alliance of Businessmen in order to attack an urgent national problem -- finding jobs for the chronically unemployed -- have graphically demonstrated that the days when the "business of business is business" are long past. Today, in the words of Alcoa President and Chief Executive Officer John Harper, we can re-write that slogan to read "The business of business is to make a profit by answering human wants and human needs."

Examples of such humane corporate leadership abound. In Detroit, their city ravaged by riot, businessmen formed the New Detroit Committee to rebuild the inner city. The Urban Coalition, under my old friend John Gardner, has prompted a national dialogue among leaders from business, the community, labor and minority groups. In city after city, the Coalition has won support and admiration from all segments of the community as it tackles urgent urban dilemmas.

Such formerly all-business organizations as the Chamber of Commerce and the National Association of Manufacturers today focus their programs and publications on the responsibility of the business community toward the wider community. Such corporations as Aerojet, with its plant in Watts, and the Hotel Corporation of America, with a new motel going up in Harlem, are trying to revitalize the inner city economically, to provide jobs and facilities that make urban living bearable.

Clearly, such new directions are called for.

The best of governments -- local, state or federal -- cannot by itself solve the tough, societal problems facing us today, problems we have in part inherited, and in part created. Business, along with all other elements of our society, must share the blame and bear the burden of restructuring our imperfect society.

It would be easy if we could start this effort with a clean slate, but we have to deal with the accumulated liabilities of yesterday, with those who grew among us ill-housed, poorly fed and semi-literate.

In an earlier America, a strong back and a willing heart could get anyone past the hiring gate. But in our increasingly technological society, more than half a million willing adults are simply not equipped to hold a job. Another half million or more are barred at the employment door because of obsolete and racially restrictive hiring practices.

Correcting such conditions should be a matter of conscience, but conscience or no conscience, the hard economic data is punishing: These million or more people are a consistent and persistent tax drain and they hold back an otherwise expanding economy. Clyde Skeen, President of LTV,

computed the cost for us. Skeen notes that it costs some twenty-eight or twenty-nine hundred dollars to train disadvantaged workers. Against this cost, Skeen notes the thirteen hundred dollar average welfare support payment annually and the federal, state and local income sales and other taxes now contributed by this new employee, and points out that this adds up to an average burden of over sixteen hundred dollars removed from the taxpayer -- a return on the original investment of over 65% in the first year and over 100% by the end of the second year.

In addition, these newly educated people become productive workers. They increase their purchasing power for goods and services by an average of over thirty-four hundred dollars a year and they contribute some ten thousand dollars annually to the Gross National Product as this money filters down through the butcher, the baker and the candlestick maker -- and your own particular corporations and firms.

One million is by no means the total unemployed population. These one million people are the active job seekers, those who meet frustration every day as they search for work.

Correcting such circumstances are matters of compassion, concern -- and vital self-interest. The unemployed and their families are the primary victims. But as Skeen pointed out, we all suffer some of the consequences of their deprivation.

The dominant image of America is the economic well-being of the majority of its citizens. Inflation or no, national income is at an all time high. The Gross National Product continues its record breaking ascendance. The evidence of abundance is everywhere. Prosperity stretches from Wall Street to Gopher Gulch.

But the dollar growth of the economy only serves to highlight the chronic failure of many to keep up. One out of five Americans still lives in an area where economic opportunity is severely limited; one out of four of our counties is having serious financial problems. The impact of this economic imbalance is pervasive. There are fewer customers for the products of the economically healthy regions. The prosperous regions must be taxed more heavily to compensate for the minimal revenues from the distressed regions. And the unemployed in both areas are tax-users, not tax payers.

There is only one answer to unemployment. Jobs, -- And no White House advisor playing Monopoly games with the economy has the right to toy with the lives of millions of our citizens and accept rising unemployment as a trade-off for price stability.

This has been the most inflationary twelve months since the end of the Korean War. In the past year inflation has run wild. It is clearly one of the most dangerous developments on the national horizon. But unemployment is not and never will be an acceptable consequence of its control. We can never afford to forget people because our money is threatened.

How much unemployment is the Nixon Administration willing to accept? Four and a half percent? Five percent?

These are small numbers and they may not sound frightening, but remember that every half of a percentage point represents over one million people -- and every single one of these is a person in the midst of trouble.

What do I mean by trouble? A recent national nutrition survey examining physical conditions among thousands of families turned up this appalling information;

- . . 34 percent of the pre-school children had anemia.

- . . 33 percent had Vitamin A deficiency -- a condition that does not exist when a child has enough milk to drink.

- . . A majority had serious dental problems; large numbers had rickets or scurvy or beriberi or other diseases normally associated with famine conditions.

This is trouble.

Last year, tests in the New York City public schools showed that 85 percent of all children were retarded in reading by the end of the sixth grade; in the disadvantaged neighborhoods of the Bronx, 51 percent of the eighth graders are three or more years behind. Of eleven hundred and thirty-five Puerto Rican youngsters who should have graduated from high school last year, only thirty-four received a diploma.

This is trouble.

Although a research project just released by the U. S. Bureau of the Census shows that the number of substandard housing units in the nation dropped from 18 percent to 9 percent in the eight Kennedy-Johnson years, over six million households in this country are still rated substandard by the most minimum measurements. This, notes Art Young, Chief of the Census Bureau's Housing Division, means that six million housing units are delapidated, seriously overcrowded, lack indoor plumbing -- or all three.

Though no accurate count is available, six million such households very likely hold between twenty and thirty million Americans who are living in squalor amidst the general plenty.

And this data does not begin to tell the whole story: an adequate physical structure is no guarantee of an adequate environment, of green space or playgrounds for growing children, of transportation to jobs or to health facilities, of clean air or rodent and vermin-free residential neighborhoods.

As the Douglas Commission report on Urban Problems noted, housing expectations, like other expectations, have risen. What was acceptable in the 1940's (when housing standards were developed) is no longer acceptable to a very substantial portion of the population today.

This is trouble.

Substandard housing, like hunger, poor health and illiteracy, is a consequence of chronic poverty and like all other situations in which goods and services are exchanged for money, the solution lies in expanding job markets and job opportunities. This is too big a job for government to tackle alone -- even a government committed to these goals.

Six out of seven jobs in this country are in private industry and it is industry that must, with whatever help, if any, is required from the Federal government, make whatever investment is necessary to start

these by-passed Americans on the long climb to productivity and prosperity.

There is no millennium; we are not going to wake up some Monday morning and find everything rosy. No present program -- public or private -- seriously threatens the conditions of life in the urban ghetto or the rural slum. Each of us must develop a personal program, must take our own first step.

The men and women in the business world today must support bold policies and place themselves in the forefront of brave ventures.

Business must offer its executives the opportunity to make a contribution to their world at the same time they are making a contribution to their employer. The corporate captains who offer that kind of leadership and that kind of opportunity will attract the best of employees. Many recognize this; many are already doing so.

Last year over five thousand young executives had the opportunity to serve in local and regional offices of the National Alliance of Businessmen, on loan from their companies at full salary. They worked from one to twelve months seeking jobs for disadvantaged youth and the hard-core unemployed.

Uncounted thousands more worked in storefront recruiting operations deep in the ghettos of our largest cities. Other business volunteers helped after hours in such vocational counseling programs as the Volunteer Advisor Corps in Indianapolis.

Many more served in in-plant buddy and guidance programs, or helped develop sensitivity training programs to assist foremen and supervisors in understanding the problems of newly hired disadvantaged workers.

Business leaders across the nation supported training facilities like the Opportunities Industrialization Centers, and voluntary employment integration efforts like Plans for Progress.

These are good developments and they deserve a hearty well done -- for effort.

But not yet for achievement.

For the serious problems remain.

Despite the exemplary job drive by the National Alliance of Businessmen under the exhortative leadership of Henry Ford and Leo Beebe in its first year, this year -- its second -- unemployment in the nation is again on the rise.

Despite a technological proficiency that offers us new wonders almost everytime we open a newspaper, our scientific and technical leaders have yet to successfully scout the sea for new sources of food, have yet to devise cheap, comfortable structures to house the poor, have yet to apply new learning techniques to make the nation fully literate, have yet to control the industrial wastes that befoul the air and water supplies of the nation.

Industry and government working together can go to the moon and Mars, can develop information devices that make the world a global village -- but we are still waiting for the task forces of systems engineers to come to grips with the human problems that beset us:

hunger and housing, health and literacy, environmental pollution and traffic congestion.

There is no conflict here between the liberal and the conservative. The liberal and conservative philosophies are both rooted in a common understanding of democratic development and both are equally committed to the values and principles necessary for the survival of democracy. Liberals and conservatives alike recognize the existing inequities in our society and realize that we must work together to find solutions or we shall succumb to the advocates and practitioners of force and violence.

We must end the petty preoccupation with our precise location on the political spectrum and agree together that this is not a struggle between liberals and conservatives, but a united effort to make our institutions work -- in defiance of those who would prefer to see our system destroyed.

In this cooperative spirit we begin together a search for a new philosophy -- one that will help us adapt those values of the past that have stood well the test of time -- and discover the new principles required by a space-age society that is changing at a pace we are often hard put to comprehend.

This is the challenge for Americans today.

Some people think history is being made by the confrontations on the streets. I am convinced it is being made by people like yourselves, quietly struggling to solve the problems of today.

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001320

FIRST PENNSYLVANIA BANK - ST. JOSEPH'S COLLEGE
DISTINGUISHED LECTURE PROGRAM

January 27, 1970

AGENDA

WELCOME

John R. Bunting, Jr., President
First Pennsylvania Bank

INVOCATION

Very Reverend Terrence Toland, S.J.
President, St. Joseph's College

INTRODUCTION OF HEAD TABLE

Contracts

Vast Construction -
Drop housing

- Prosperity + Poverty
- Transport + Congestion
- Food Abundance + Hunger - malnutrition
- medical miracles - lack of med. care
- Billions for Educ - Educ. Deficiency
- One Nation - Racism

INTRODUCTION OF THE HONORABLE HUBERT H. HUMPHREY

Systems to Conquer Space - can't make Traffic, Pollution,
ADDRESS

"OUR ECONOMIC AND SOCIAL ORDER NOW AND TOMORROW"

- Vast open space - metropolitan congestion
- massive Power - get Geneva warfare.

ADJOURN

- Higher Standard of living - get Decent living, respect

all of this requires Partners - Govt + Private

- 001321
- (1) Father Terrance Toland (St Josephs College)
 - (2) John Bunting (First Penn. Banking + Trust Co)
 - (3) William Day (Chr Bd)
 - (4) Paul Dorfman (President Phil City Council)
 - (5) Tom Meinhardt (Chr Penn Democratic Party)
 - (6) Joseph Scanlon (City Chr - Democrats)
- 1 - Cong Bill Greene

REMARKS

BY

HUBERT H. HUMPHREY

BUSINESS AND CIVIC LUNCHEON

BELLEVUE STRATFORD HOTEL

PHILADELPHIA, PA.

JANUARY 27, 1970

This is a good time to be in business in America; a time of corporate social action when we see the American business community beginning to exploit its vast resources, technology and talent for the benefit of its true stockholders -- the citizens of this nation.

From years ago

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finding jobs for the chronically unemployed -- have graphically demonstrated that the days when the "business of business is business" are long past. Today, in the words of Alcoa President and Chief Executive Officer John Harper, we can re-write that slogan to read "The business of business is to make a profit by answering human wants and human needs."

Examples of such humane corporate leadership abound. In Detroit, their city ravaged by riot, businessmen formed the New Detroit Committee to rebuild the inner city. The Urban Coalition, under my old friend John Gardner, has prompted a national dialogue among leaders from business, the community, labor and minority groups. In city after city, the Coalition has won support and admiration from all segments of the community as it tackles urgent urban dilemmas.

Such formerly all-business organizations as the Chamber

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of Commerce and the National Association of Manufacturers today focus their programs and publications on the responsibility of the business community toward the wider community. Such corporations as Aerojet, with its plant in Watts, and the Hotel Corporation of America, with a new motel going up in Harlem, are trying to revitalize the inner city economically, to provide jobs and facilities that make urban living bearable.

Clearly, such new directions are heartening!

* The best of governments -- local, state or federal -- cannot by itself solve the tough, societal problems facing us today, problems we have in part inherited, and in part created. Business, along with all other elements of our society, must share the blame and bear the burden of restructuring our imperfect society.

It would be easy if we could start this effort with a clean slate, but we have to deal with the accumulated liabilities of yesterday, with those who grew among us ill-housed, poorly fed

and semi-literate.

Partnership

Cost of Training a worker \$2900

opportunity Cost of welfare \$1300
Stamp Taxes Pd when on job } \$1600 or

65% return on original investment 1st year
and 100% " on investment 2d yr

& greatly improved GNP

Welfare Reform

Inflation yes, but forced unemployment
is not the answer.

and semi-literate.

↳ In an earlier America, a strong back and a willing heart could get anyone past the hiring gate. But in our increasingly technological society, more than half a million willing adults are simply not equipped to hold a job. Another half million or more are barred at the employment door because of obsolete and racially restrictive hiring practices.

↳ Correcting such conditions should be a matter of conscience, but conscience or no conscience, the hard economic data is punishing: These million or more people are a consistent and persistent tax drain and they hold back an otherwise expanding economy. Clyde Skeen, President of LTV, computed the cost for us. Skeen notes that it costs some twenty-eight or twenty-nine hundred dollars to train disadvantaged workers. Against this cost, Skeen notes the thirteen hundred dollar average welfare support payment ^{\$1300} annually and the federal, state and local income sales and other taxes now contributed by this new employee, and points out that this

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from the taxpayer -- a return on the original investment of over 65%
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↳ In addition, these newly educated people become productive
workers. They increase their purchasing power for goods and
services by an average of over thirty-four hundred dollars a year
and they contribute some ten thousand dollars annually to the
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↳ But the dollar growth of the economy only serves to highlight the chronic failure of many to keep up. One out of five Americans still lives in an area where economic opportunity is severely limited;

↳ one out of four of our counties is having serious financial problems. The impact of this economic imbalance is pervasive. There are fewer customers for the products of the economically healthy regions. The prosperous regions must be taxed more heavily to compensate for the minimal revenues from the distressed regions. ↳ And the unemployed in both areas are tax-users, not tax payers. ↳

↳ There is only one answer to unemployment. Jobs. And no White House advisor playing Monopoly games with the economy has the right to toy with the lives of millions of our citizens and accept rising unemployment as a trade-off for price stability.! - This is Trouble

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salary. They worked from one to twelve months seeking jobs for disadvantaged youth and the hard-core unemployed.

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Despite a technological ^{break-throughs} ~~proficiency~~ that offers us new wonders almost everytime we open a newspaper, our scientific and technical leaders have yet to successfully scout the sea for new sources of food, have yet to devise cheap, comfortable structures to house the poor, have yet to apply new learning techniques to make the nation fully literate, have yet to control the industrial wastes that befoul the air and water supplies of the nation.

Industry and government working together can go to the moon and Mars, can develop information devices that make the world a global village -- but we are still waiting for the task forces of systems engineers to come to grips with the human problems that beset us: hunger and housing, health and literacy, environmental pollution and traffic congestion.

∟ There is no conflict here between the liberal and the conservative. ∟ The liberal and conservative philosophies are both rooted in a common understanding of democratic development and both are equally committed to the values and principles necessary for the survival of democracy. ∟ Liberals and conservatives alike recognize the existing inequities in our society and realize that we must work together to find solutions or we shall succumb to the advocates and practitioners of force and violence.

We must end the petty preoccupation with our precise location on the political spectrum and agree together that this is not a struggle between liberals and conservatives, but a united effort to make our institutions work -- in defiance of those who would prefer to see our system destroyed.

In this cooperative spirit we begin together a search for a new philosophy -- one that will help us adapt those values of the past that have stood well the test of time -- and discover the new principles

required by a space-age society that is changing at a pace we are often hard put to comprehend.

This is the challenge for Americans today.

Some people think history is being made by the confrontations on the streets. I am convinced it is being made by people like yourselves, quietly struggling to solve the problems of today.

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~~Business and Civic and Bankers~~
Luncheon

Belleme Hotel
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REMARKS

BY

HUBERT H. HUMPHREY

St. Joseph's College
Student Body at
St. Joseph's College

~~BUSINESSMEN'S LUNCHEON~~

ST. Joseph's College Businessmen ?
~~DALLAS, TEXAS~~ (call Ursula for correct title)

~~DECEMBER 2, 1969~~ Philadelphia, Pennsylvania

January 27, 1970

THIS IS A GOOD TIME TO BE IN BUSINESS IN AMERICA;
A TIME OF CORPORATE SOCIAL ACTION WHEN WE SEE THE AMERICAN
BUSINESS COMMUNITY BEGINNING TO EXPLOIT ITS VAST RESOURCES,
TECHNOLOGY AND TALENT FOR THE BENEFIT OF ITS TRUE STOCKHOLDERS --
THE CITIZENS OF THIS NATION.

THE THOUSAND CORPORATE LEADERS WHO LAST YEAR
RESPONDED TO PRESIDENT JOHNSON'S APPEAL TO ESTABLISH THE
NATIONAL ALLIANCE OF BUSINESSMEN IN ORDER TO ATTACK AN URGENT
NATIONAL PROBLEM -- FINDING JOBS FOR THE CHRONICALLY UNEM-
PLOYED -- HAVE GRAPHICALLY DEMONSTRATED THAT THE DAYS WHEN THE
"BUSINESS OF BUSINESS IS BUSINESS" ARE LONG PAST. TODAY, IN
THE WORDS OF ALCOA PRESIDENT AND CHIEF EXECUTIVE OFFICER
JOHN HARPER, WE CAN RE-WRITE THAT SLOGAN TO READ "THE
BUSINESS OF BUSINESS IS TO MAKE A PROFIT BY ANSWERING HUMAN

WANTS AND HUMAN NEEDS."

EXAMPLES OF SUCH HUMAN CORPORATE LEADERSHIP ABOUND. IN DETROIT, THEIR CITY RAVAGED BY RIOT, BUSINESSMEN FORMED THE NEW DETROIT COMMITTEE TO REBUILD THE INNER CITY. THE URBAN COALITION, UNDER MY OLD FRIEND JOHN GARDNER, HAS PROMPTED A NATIONAL DIALOGUE AMONG LEADERS FROM BUSINESS, THE COMMUNITY, LABOR AND MINORITY GROUPS. IN CITY AFTER CITY, THE COALITION HAS WON SUPPORT AND ADMIRATION FROM ALL SEGMENTS OF THE COMMUNITY AS IT TACKLES URGENT URBAN DILEMMAS.

~~SUCH FORMERLY ALL-BUSINESS ORGANIZATIONS AS YOUR PARENT ORGANIZATION, THE CHAMBER OF COMMERCE AND THE NATIONAL ASSOCIATION OF MANUFACTURERS TODAY FOCUS THEIR PROGRAMS AND PUBLICATIONS ON THE RESPONSIBILITY OF THE BUSINESS COMMUNITY TOWARD THE WIDER COMMUNITY. SUCH CORPORATIONS AS AEROJET, WITH ITS PLANT IN WATTS, AND THE HOTEL CORPORATION OF AMERICA, WITH A NEW MOTEL GOING UP IN HARLEM, ARE TRYING TO REVITALIZE THE INNER CITY ECONOMICALLY, TO PROVIDE THE JOBS AND FACILITIES THAT MAKE URBAN LIVING BEARABLE. HERE IN THE DALLAS - FORT WORTH AREA THE BUSINESS COMMUNITY HAS ALWAYS HAD A CLOSE INVOLVEMENT WITH MATTERS OF COMMUNITY CONCERN. FIRMS SUCH AS LTV -- AT THE FIRM'S OWN EXPENSE -- HAVE MOVED WHOLE FAMILIES FROM THE IMPOVERISHED RIO GRANDE VALLEY INTO THE HEALTHY DALLAS EMPLOYMENT MARKET.~~

Such formerly all-business organizations

MEXICAN-AMERICAN FAMILIES, THEIR GAME COCKS PACKED ON TOP OF OLD PICK-UP TRUCKS AMONG TATTERED FAMILY BELONGINGS ARRIVE BEMILDERED AND FRIGHTENED BY URBAN CONFUSION. LTV COUNSELS, PROVIDES HOUSING AND OTHER RELOCATION ASSISTANCE, AND -- MOST IMPORTANT -- JOBS.

JOBS -- PLUS THE PATIENCE AND THE TRAINING THAT MAKE IT POSSIBLE FOR THESE NEW ARRIVALS -- MANY OF WHOM HAVE NEVER HELD A JOB BEFORE -- TO BECOME PART OF THE ECONOMIC MAINSTREAM OF AMERICA.

CLEARLY, SUCH NEW DIRECTIONS ARE CALLED FOR.

THE BEST OF GOVERNMENTS - LOCAL, STATE OR FEDERAL -- CANNOT BY ITSELF SOLVE THE TOUGH, SOCIETAL PROBLEMS FACING US TODAY, PROBLEMS WE HAVE IN PART INHERITED, AND IN PART CREATED. BUSINESS, ALONG WITH ALL OTHER ELEMENTS OF OUR SOCIETY, MUST SHARE THE BLAME AND BEAR THE BURDEN OF RESTRUCTURING OUR IMPERFECT SOCIETY.

IT WOULD BE EASY IF WE COULD START THIS EFFORT WITH A CLEAN SLATE, BUT WE HAVE TO DEAL WITH THE ACCUMULATED LIABILITIES OF YESTERDAY, WITH THOSE WHO GREW AMONG US ILL-HOUSED, POORLY FED AND SEMI-LITERATE.

IN AN EARLIER AMERICA A STRONG BACK AND A WILLING HEART COULD GET ANYONE PAST THE HIRING GATE. BUT IN OUR INCREASINGLY TECHNOLOGICAL SOCIETY, MORE THAN HALF A MILLION WILLING ADULTS ARE SIMPLY NOT EQUIPPED TO HOLD A JOB. ANOTHER

HALF MILLION OR MORE ARE BARRED AT THE EMPLOYMENT DOOR BECAUSE OF OBSOLETE AND RACIALLY RESTRICTIVE HIRING PRACTICES.

CORRECTING SUCH CONDITIONS SHOULD BE A MATTER OF CONSCIENCE, BUT CONSCIENCE OR NO CONSCIENCE, THE HARD ECONOMIC DATA IS PUNISHING: THESE MILLION OR MORE PEOPLE ARE A CONSISTENT AND PERSISTENT TAX DRAIN AND THEY HOLD BACK AN OTHERWISE EXPANDING ECONOMY. CLYDE SKEEN, PRESIDENT OF LTV, ^{Computed} ~~HAS DONE THE COMPUTATION FOR US.~~ ^{The cost for us.} SKEEN NOTES THAT IT COSTS SOME TWENTY-EIGHT OR TWENTY-NINE HUNDRED DOLLARS TO TRAIN DISADVANTAGED WORKERS. AGAINST THIS COST, SKEEN NOTES THE \$1300 AVERAGE WELFARE SUPPORT PAYMENT ANNUALLY AND THE FEDERAL, STATE AND LOCAL INCOME SALES AND OTHER TAXES NOW CONTRIBUTED BY THIS NEW EMPLOYEE, AND POINTS OUT THAT THIS ADDS UP TO AN AVERAGE BURDEN OF OVER \$1600 REMOVED FROM THE TAXPAYER -- A RETURN ON THE ORIGINAL INVESTMENT OF OVER 65% IN THE FIRST YEAR AND OVER 100% BY THE END OF THE SECOND YEAR.

IN ADDITION, THESE NEWLY EDUCATED PEOPLE BECOME PRODUCTIVE WORKERS. THEY INCREASE THEIR PURCHASING POWER FOR GOODS AND SERVICES BY AN AVERAGE OF OVER \$3400 A YEAR AND THEY CONTRIBUTE SOME \$10,000 ANNUALLY TO THE GROSS NATIONAL PRODUCT AS THIS MONEY FILTERS DOWN THROUGH THE BUTCHER, THE BAKER AND THE CANDLESTICK MAKER -- AND YOUR OWN PARTICULAR CORPORATIONS AND FIRMS. ~~AND THIS~~ ONE MILLION IS BY NO MEANS THE TOTAL UNEMPLOYED POPULATION. THESE ^{one} MILLION PEOPLE ARE THE ACTIVE JOB SEEKERS, THOSE WHO MEET FRUSTRATION EVERY DAY

as THEY SEARCH FOR WORK. CORRECTING SUCH CIRCUMSTANCES ARE MATTERS OF COMPASSION, CONCERN -- AND VITAL SELF-INTEREST. THE UNEMPLOYED AND THEIR FAMILIES ARE THE PRIMARY VICTIMS, BUT AS SKEEN POINTED OUT, WE ALL SUFFER SOME OF THE CONSEQUENCES OF THEIR DEPRIVATION.

THE DOMINANT IMAGE OF AMERICA IS THE ECONOMIC WELL-BEING OF THE MAJORITY OF ITS CITIZENS. INFLATION OR NO, NATIONAL INCOME IS AT AN ALL TIME HIGH. THE GROSS NATIONAL PRODUCT CONTINUES ITS RECORD BREAKING ASCENDANCE. THE EVIDENCE OF ABUNDANCE IS EVERYWHERE. PROSPERITY STRETCHES FROM WALL STREET TO GOPHER GULCH.

BUT THE DOLLAR GROWTH OF THE ECONOMY ONLY SERVES TO HIGHLIGHT THE CHRONIC FAILURE OF MANY TO KEEP UP. ONE OUT OF FIVE AMERICANS STILL LIVES IN AN AREA WHERE ECONOMIC OPPORTUNITY IS SEVERELY LIMITED; ONE OUT OF FOUR OF OUR COUNTIES IS HAVING SERIOUS FINANCIAL PROBLEMS. THE IMPACT OF THIS ECONOMIC IMBALANCE IS PERVASIVE. THERE ARE FEWER CUSTOMERS FOR THE PRODUCTS OF THE ECONOMICALLY HEALTHY REGIONS. THE PROSPEROUS REGIONS MUST BE TAXED MORE HEAVILY TO COMPENSATE FOR THE MINIMAL REVENUES FROM THE DISTRESSED REGIONS. AND THE UNEMPLOYED IN BOTH AREAS ARE TAX-USERS, NOT TAX PAYERS.

THERE IS ONLY ONE ANSWER TO UNEMPLOYMENT. JOBS. AND NO WHITE HOUSE ADVISOR PLAYING MONOPOLY GAMES WITH THE

ECONOMY HAS THE RIGHT TO TOY WITH THE LIVES OF MILLIONS OF OUR CITIZENS AND ACCEPT RISING UNEMPLOYMENT AS A TRADE-OFF FOR PRICE STABILITY.

IN THE PAST ~~TEN MONTHS~~ ^{year} INFLATION HAS RUN WILD; IT IS CLEARLY ONE OF THE MOST DANGEROUS DEVELOPMENTS ON THE NATIONAL HORIZON. BUT UNEMPLOYMENT IS NOT AND NEVER WILL BE AN ACCEPTABLE CONSEQUENCE OF ITS CONTROL. WE CAN NEVER AFFORD TO FORGET PEOPLE BECAUSE OUR MONEY IS THREATENED.

This has been the most inflationary 12 months since the end of the Korean war.

HOW MUCH UNEMPLOYMENT IS THE NIXON ADMINISTRATION WILLING TO ACCEPT? FOUR AND A HALF PERCENT? FIVE PERCENT? ~~FIVE AND A HALF PERCENT?~~

THESE ARE SMALL NUMBERS AND THEY MAY NOT SOUND FRIGHTENING, BUT REMEMBER THAT EVERY HALF OF A PERCENTAGE POINT REPRESENTS OVER ONE MILLION PEOPLE -- AND EVERY SINGLE ONE OF THESE IS A PERSON IN THE MIDST OF TROUBLE.

WHAT DO I MEAN BY TROUBLE? A RECENT NATIONAL NUTRITION SURVEY EXAMINING PHYSICAL CONDITIONS AMONG THOUSANDS OF FAMILIES TURNED UP THIS APPALLING INFORMATION:

. . . 34 PERCENT OF THE PRE-SCHOOL CHILDREN HAD ANEMIA.

. . . 33 PERCENT HAD VITAMIN A DEFICIENCY -- A CONDITION THAT DOES NOT EXIST WHEN A CHILD HAS ENOUGH MILK TO DRINK.

. . . A MAJORITY HAD SERIOUS DENTAL PROBLEMS; LARGE NUMBERS HAD RICKETS OR SCURVY OR BERIBERI OR OTHER DISEASES NORMALLY ASSOCIATED WITH FAMINE CONDITIONS.

THIS IS TROUBLE.

LADT YEAR, TESTS IN THE NEW YORK CITY PUBLIC SCHOOLS SHOWED THAT 85 PERCENT OF ALL CHILDREN WERE RETARDED IN READING BY THE END OF THE SIXTH GRADE; IN THE DISADVANTAGED NEIGHBORHOODS OF THE BRONX, 51 PERCENT OF EIGHTH GRADERS ARE THREE OR MORE YEARS BEHIND. OF 1135 PUERTO RICAN YOUNGSTERS WHO SHOULD HAVE GRADUATED FROM HIGH SCHOOL LAST YEAR, ONLY 34 RECEIVED A DIPLOMA.

THIS IS TROUBLE.

ALTHOUGH A RESEARCH PROJECT JUST RELEASED BY THE U. S. BUREAU OF THE CENSUS SHOWS THAT THE NUMBER OF SUB-STANDARD HOUSING UNITS IN THE NATION DROPPED FROM 18 PERCENT TO 9 PERCENT IN THE EIGHT KENNEDY - JOHNSON YEARS, OVER SIX MILLION HOUSEHOLDS IN THIS COUNTRY ARE STILL RATED SUBSTANDARD BY THE MOST MINIMUM MEASUREMENTS. THIS, NOTES ART YOUNG, CHIEF OF THE CENSUS BUREAU'S HOUSING DIVISION, MEANS THAT 6 MILLION HOUSING UNITS ARE DELAPIDATED, SERIOUSLY OVER-CROWDED, LACK INDOOR PLUMBING -- OR ALL THREE.

THOUGH NO ACCURATE COUNT IS AVAILABLE, SIX MILLION SUCH HOUSEHOLDS VERY LIKELY HOLD BETWEEN 20 AND 30 MILLION AMERICANS WHO ARE LIVING IN SQUALOR AMIDST THE GENERAL PLENTY.

AND THIS DATA DOES NOT BEGIN TO TELL THE WHOLE STORY: AN ADEQUATE PHYSICAL STRUCTURE IS NO GUARANTEE OF AN ADEQUATE ENVIRONMENT, OF GREEN SPACE OR PLAYGROUNDS FOR GROWING CHILDREN, OF TRANSPORTATION TO JOBS OR TO HEALTH

FACILITIES, OF CLEAN AIR OR RODENT AND VERMIN-FREE RESIDENTIAL NEIGHBORHOODS.

AS THE DOUGLAS COMMISSION REPORT ON URBAN PROBLEMS NOTED, HOUSING EXPECTATIONS, LIKE OTHER EXPECTATIONS, HAVE RISEN. WHAT WAS ACCEPTABLE IN THE 1940'S (WHEN HOUSING STANDARDS WERE DEVELOPED) IS NO LONGER ACCEPTABLE TO A VERY SUBSTANTIAL PORTION OF THE POPULATION TODAY.

THIS IS TROUBLE.

SUBSTANDARD HOUSING, LIKE HUNGER, POOR HEALTH AND ILLITERACY, IS A CONSEQUENCE OF CHRONIC POVERTY AND LIKE ALL OTHER SITUATIONS IN WHICH GOODS AND SERVICES ARE EXCHANGED FOR MONEY, THE SOLUTION LIES IN EXPANDING JOB MARKETS AND JOB OPPORTUNITIES. THIS IS TOO BIG A JOB FOR GOVERNMENT TO TACKLE ALONE -- EVEN A GOVERNMENT COMMITTED TO THESE GOALS.

SIX OUT OF SEVEN JOBS IN THIS COUNTRY ARE IN PRIVATE INDUSTRY AND IT IS INDUSTRY THAT MUST, WITH WHATEVER HELP, IF ANY, IS REQUIRED FROM THE FEDERAL GOVERNMENT, MAKE WHATEVER INVESTMENT IS NECESSARY TO START THESE BY-PASSED AMERICANS ON THE LONG CLIMB TO PRODUCTIVITY AND PROSPERITY.

THERE IS NO MILENIUM; WE ARE NOT GOING TO WAKE UP SOME MONDAY MORNING AND FIND EVERYTHING ROSY. NO PRESENT PROGRAM -- PUBLIC OR PRIVATE -- SERIOUSLY THREATENS THE CONDITIONS OF LIFE IN THE URBAN GHETTO OR THE RURAL SLUM. EACH OF US MUST DEVELOP A PERSONAL PROGRAM, MUST TAKE OUR OWN FIRST STEP.

THE ~~WARRING~~ MEN AND WOMEN IN THE BUSINESS WORLD TODAY MUST SUPPORT BOLD POLICIES AND PLACE THEMSELVES IN THE FOREFRONT OF ~~WAA~~ BRAVE VENTURES.

BUSINESS MUST OFFER ITS ~~WARRING~~ EXECUTIVES THE OPPORTUNITY TO MAKE A CONTRIBUTION TO THEIR WORLD AT THE SAME TIME THEY ARE MAKING A CONTRIBUTION TO THEIR EMPLOYER. THE CORPORATE CAPTAINS WHO OFFER THAT KIND OF LEADERSHIP AND THAT KIND OF OPPORTUNITY WILL ATTRACT THE BEST OF EMPLOYEES. MANY RECOGNIZE THIS; MANY ARE ALREADY DOING SO.

LAST YEAR OVER FIVE THOUSAND YOUNG EXECUTIVES ~~WAA~~ ~~MANY OF THEM FROM THE RANKS OF YOUR JUNIOR CHAPTERS~~ ~~WAA~~ HAD THE OPPORTUNITY TO SERVE IN LOCAL AND REGIONAL OFFICES OF THE NATIONAL ALLIANCE OF BUSINESSMEN, ON LOAN FROM THEIR COMPANIES AT FULL SALARY. THEY WORKED FROM ONE TO TWELVE MONTHS SEEKING JOBS FOR DISADVANTAGED YOUTH AND THE HARD-CORE UNEMPLOYED.

UNCOUNTED THOUSANDS MORE WORKED IN STOREFRONT RECRUITING OPERATIONS DEEP IN THE GHETTOS OF OUR LARGEST CITIES. OTHER BUSINESS VOLUNTEERS HELPED AFTER HOURS IN SUCH VOCATIONAL COUNSELING PROGRAMS AS THE VOLUNTEER ADVISOR CORPS IN INDIANAPOLIS.

MANY MORE SERVED IN IN-PLANT BUDDY AND GUIDANCE PROGRAMS, OR HELPED DEVELOP SENSITIVITY TRAINING PROGRAMS TO ASSIST FOREMEN AND SUPERVISORS IN UNDERSTANDING THE PROBLEMS OF NEWLY HIRED DISADVANTAGED WORKERS.

BUSINESS LEADERS ACROSS THE NATION SUPPORTED

TRAINING FACILITIES LIKE THE OPPORTUNITIES INDUSTRIALIZATION CENTERS, AND VOLUNTARY EMPLOYMENT INTEGRATION EFFORTS LIKE PLANS FOR PROGRESS.

~~THE DALLAS~~ THE CHAMBER OF COMMERCE, IN COOPERATION WITH THE NATIONAL ALLIANCE OF BUSINESSMEN HAS MOUNTED ONE OF THE BEST SUMMER EMPLOYMENT EFFORTS IN THE COUNTRY. CITIES ALL OVER THE COUNTRY ARE USING YOUR SUMMER JOB FAIR AS A MODEL IN THE EFFORT TO PROVIDE MEANINGFUL JOBS FOR DISADVANTAGED YOUNGSTERS.

IN THE DALLAS - FORT WORTH AREA, BUSINESSMEN HAVE RESPONDED WITH ALACRITY WHEN ASKED TO HELP OFFER HIGH SCHOOL STUDENTS EXPOSURE TO THE WORLD OF WORK.

ELSEWHERE IN TEXAS THERE HAVE BEEN NOTABLE EFFORTS. I CITE ONLY ONE: IN SAN ANTONIO, STATION WOAI, AN AFFILIATE OF AVCO CORPORATION, PROVIDED ONE-HALF HOUR OF PUBLIC SERVICE TIME TO THE N. A. B. JOB EFFORT EVERY SATURDAY MORNING FOR OVER A YEAR. IT IS A COMMUNITY EDUCATIONAL EFFORT AND IT IS WORKING IN SAN ANTONIO.

THESE ARE GOOD DEVELOPMENTS AND THEY DESERVE A HEARTY WELL DONE -- FOR EFFORT.

BUT NOT YET FOR ACHIEVEMENT.

FOR THE SERIOUS PROBLEMS REMAIN.

DESPITE THE EXEMPLARY JOB DRIVE BY THE NATIONAL ALLIANCE OF BUSINESSMEN UNDER THE EXHORTATIVE LEADERSHIP OF HENRY FORD AND LEO BEEBE IN ITS FIRST YEAR, THIS YEAR --

-- ITS SECOND -- UNEMPLOYMENT IN THE NATION IS AGAIN ON THE RISE.

DESPITE A TECHNOLOGICAL PROFICIENCY THAT OFFERS US NEW WONDERS ALMOST EVERYTIME WE OPEN A NEWSPAPER, OUR SCIENTIFIC AND TECHNICAL LEADERS HAVE YET TO SUCCESSFULLY SCOUT THE SEA FOR NEW SOURCES OF FOOD, HAVE YET TO DEVISE CHEAP, COMFORTABLE STRUCTURES TO HOUSE THE POOR, HAVE YET TO APPLY NEW LEARNING TECHNIQUES TO MAKE THE NATION FULLY LITERATE, *have yet to control the industrial wastes that ~~are~~ before*

INDUSTRY AND GOVERNMENT WORKING TOGETHER CAN GO TO THE MOON AND TO MARS, CAN DEVELOP INFORMATION DEVICES THAT MAKE THE WORLD A GLOBAL VILLAGE -- BUT WE ARE STILL WAITING FOR THE TASK FORCES SYSTEMS ENGINEERS TO COME TO GRIPS WITH THE HUMAN PROBLEMS THAT BESET US: HUNGER AND HOUSING, HEALTH AND LITERACY, ENVIRONMENTAL POLLUTION AND TRAFFIC CONGESTION.

the air we breathe and water supplies of the nation.

THERE IS NO CONFLICT HERE BETWEEN THE LIBERAL AND THE CONSERVATIVE. THE LIBERAL AND CONSERVATIVE PHILOSOPHIES ARE BOTH ROOTED IN A COMMON UNDERSTANDING OF DEMOCRATIC DEVELOPMENT AND BOTH ARE EQUALLY COMMITTED TO THE VALUES AND PRINCIPLES NECESSARY FOR THE SURVIVAL OF DEMOCRACY. LIBERALS AND CONSERVATIVES ALIKE ~~MUST~~ *realize that* RECOGNIZE THE EXISTING INEQUITIES IN OUR SOCIETY AND WE MUST WORK TOGETHER TO FIND SOLUTIONS OR WE SHALL SUCCEMB TO THE ADVOCATES AND PRACTITIONERS OF FORCE AND VIOLENCE.

WE MUST END THE PETTY PREOCCUPATION WITH OUR PRECISE LOCATION ON THE POLITICAL SPECTRUM AND AGREE TOGETHER THAT THIS IS NOT A STRUGGLE BETWEEN LIBERALS AND CONSERVATIVES, BUT A UNITED EFFORT TO MAKE OUR INSTITUTIONS WORK - IN DEFIANCE OF THOSE WHO WOULD PREFER TO SEE OUR SYSTEM DESTROYED.

IN THIS COOPERATIVE SPIRIT WE BEGIN TOGETHER A SEARCH FOR A NEW PHILOSOPHY -- ONE THAT WILL HELP US ADAPT THOSE VALUES OF THE PAST THAT HAVE STOOD WELL THE TEST OF TIME -- AND DISCOVER THE NEW PRINCIPLES REQUIRED BY A SPACE-AGE SOCIETY THAT IS CHANGING AT A PACE WE ARE OFTEN HARD PUT TO COMPREHEND.

THIS IS THE CHALLENGE FOR AMERICANS TODAY.

SOME PEOPLE THINK HISTORY IS BEING MADE BY THE CONFRONTATIONS ON THE STREETS. I AM CONVINCED IT IS BEING MADE BY PEOPLE LIKE YOURSELVES, QUIETLY STRUGGLING TO SOLVE THE PROBLEMS OF TODAY.

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