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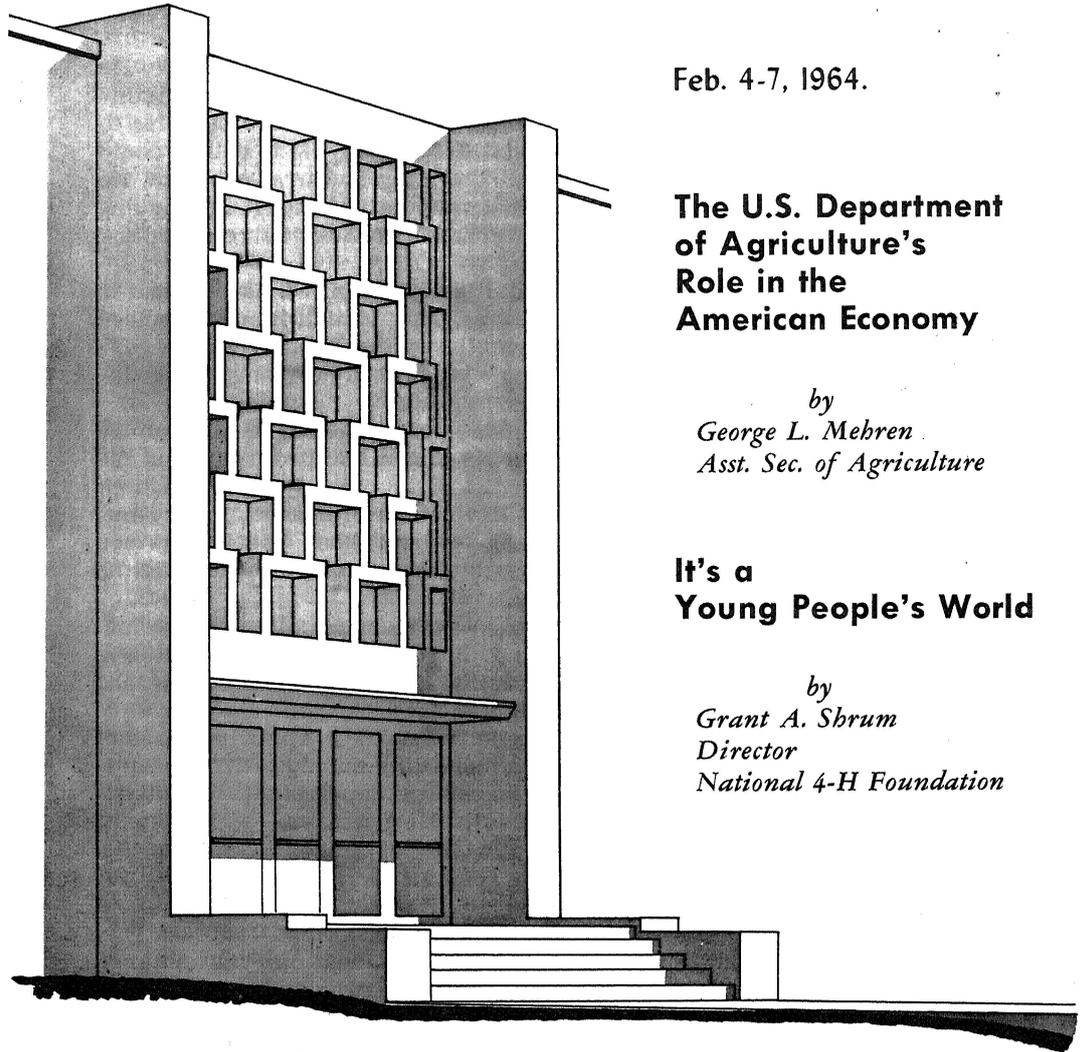
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**The U.S. Department
of Agriculture's
Role in the
American Economy**

by
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**It's a
Young People's World**

by
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The U.S. Department of Agriculture's Role in the American Economy



It is sometimes said that this country has a "farm problem" -- and that the U.S. Department of Agriculture is at least partly to blame.

Let me tell you about a farm problem.

Not long ago, an emissary from Indonesia spent some time here. He and others were endeavoring to promulgate a ten-year plan for Indonesia's growth. One of our people asked him if they were planning to introduce any industrial plants. He answered by saying that they could not do that until they partially settled their agricultural problem. He said that with more than 85 percent of their population engaged in finding sufficient food for the next day, that workers could not be released for factories.

That, my friends, is a farm problem. It's a problem we haven't had in this country for well over 100 years. And I think there are three reasons: the U.S. Department of Agriculture, the Land-Grant universities, and that cussed, discussed, ingenious, hard-working, and independent fellow -- the American farmer.

It has become a cliché to say that America has changed agriculture more in 100 years -- or in 50 years even -- than it had progressed in the previous 20 centuries.

Change has come unevenly. With it have come problems, to be sure. But remember this: Agricultural change -- and those public services that have promoted it -- has made possible the winning of wars and the building of a great industrial nation.

We have seen a revolution in farming with mechanical and electrical power; a revolution in the animal and plant sciences; a revolution in extending science to the farm; a revolution in marketing services; and revolution in consumer expectations.

We have seen the rise of great urban complexes where millions of people are blissfully dependent upon an unfailing supply of fresh, pure, and highly-convenient foods -- and upon food pipelines that, without constant refilling, would go empty within just a few days.

We have seen a continuous decrease in the real cost of food -- so that today Americans spend less than 19 percent of their take-home pay for the world's best diet.

All of this, in this country, we take for granted.

But it didn't just happen. Our agriculture and our vast national marketing system have developed, grown, and prospered -- and been revolutionized -- with the aid of a vast number of public services. The need for these services, in our democratic system, was brought to the attention of the Congress which, in turn, translated them into legislation.

Address by Assistant Secretary of Agriculture George L. Mehren, at the College of Agriculture, University of Missouri, Thursday, February 6, 1964, at 4:00 p.m. (CST)

The logical instrument for putting most of this legislation into effect has been the U.S. Department of Agriculture, and to the Department have come new assignments from the Congress each year. In just one recent session, Congress enacted 126 laws that affected USDA in one way or another.

As the Department's responsibilities have grown, the Department has grown. But this is hardly surprising in a nation that now numbers more than 190 million and grows at the rate of 8,000 a day. Most of the Department's employees -- 8 out of 9 -- are field employees, stationed across the country where farm products are grown and marketed. Their work touches the lives of every American at least three times a day -- and the lives of millions in other countries as well.

Let me take just a few minutes to outline the range of programs administered by the Department of Agriculture today.

First, there is the research, famed around the world, which has had so much to do with the productive success of our agriculture.

The Department provides, also, the services, regulatory programs, and research needed to modernize, streamline, and generally grease the wheels of the whole farm marketing mechanism.

The Department provides statistical services which gather, analyze, and interpret economic, price, production, and shipping data, to provide better information to those who make plans and decisions -- farmers, businessmen, legislators, and housewives.

The Department administers programs aimed at safeguarding the Nation's food supply and wisely managing the natural resources of soil, water, ranges, and forests -- to be used for the permanent good of all the people.

The Department administers programs aimed at strengthening the farm economic position through income protection -- not only through price programs but also through crop insurance.

The Department administers credit programs to help farmers improve their farming and their living -- and provides a broad service to farmer cooperatives.

The Department carries on programs to improve the diets of Americans -- both through research and through action programs such as School Lunch and Food Stamp to make highly nutritious foods available to more people.

The Department administers extension and information services in response to its original mandate to "acquire and diffuse among the people of the United States useful information on subjects connected with agriculture in the most general and comprehensive sense of the word."

The Department acts as the U.S. farmer's representative overseas -- in the market development, overseas distribution programs, and in gathering information through the worldwide network of agricultural attaches.

Finally, the Department looks to the future with an aggressive program of Rural Areas Development -- to help develop more income and employment in rural communities -- to help revitalize and recapitalize rural America.

That, in very broad outline, is the Department of Agriculture -- the product, and the creator, of a century of change. Its duties reach into

every aspect of our daily lives. They affect not only our food and clothing, but also much of our shelter and recreation. They underpin industries, employment opportunities, and the life resources for future generations.

But in some respects, the job is only beginning. Much more progress can, and will, be made in farm production. But it is the field of marketing that now offers the greatest challenge. The challenge is twofold: to help hold down, or reduce, the cost of marketing, which now takes more than 60 cents out of each dollar consumers spend for food, and to foster and safeguard the free and open competitive marketing system upon which our economy is based.

Our marketing system has developed almost entirely as a result of competition and free enterprise. Each business unit has made its own way. The weak parts of the machine are gradually replaced by stronger ones. The changes that have been made because of competition have brought about greater efficiency.

And speaking of efficiency, what is more efficient than meal preparation in many American homes today? The chicken -- of assured wholesomeness and cleanliness -- is ready to pop into the pan. The frozen vegetables need only to be heated. The bread and the cake or pie, most likely, are ready to eat as-is. If not, they come from a mix that needs only to be stirred up with a little water before going into the oven.

This is quite a contrast to the job of meal preparation 50 years ago when practically everything -- bread, butter, soup, salad dressing -- was made from scratch. By the same token, today's gleaming supermarket, in which the housewife can choose from some 6,000 highly-processed items, is quite a contrast with the grocery store of 50 years ago when 500 items, many of them in bulk form, were just about the complete stock.

These and other improvements in marketing and in marketing efficiency -- better and more reliable quality, new and better packaging, year-round fresh fruits and vegetables, new forms of preservation, streamlined handling methods -- these were all developments that came about gradually, almost imperceptibly. They were not spectacular like the atom bomb or shooting a rocket to the moon.

And so most people are scarcely aware that they have happened. These marketing improvements, of course, came together with other technological developments -- improvements in refrigeration, for instance, that made possible the quick-freezing of food, super-highways, new chemicals, new plastics.

And they came with the help of the U.S. and State departments of agriculture and the State universities, which have provided research, services, and regulation.

The growth of these services has paralleled the growth of the marketing functions themselves. Programs were developed in response to the needs of farmers, marketing agencies, and consumers -- needs for greater efficiency and economy in marketing -- needs to protect against fraud and preserve competition -- needs to improve the bargaining position of farmers. Many laws were enacted -- USDA's marketing agency, the Agricultural Marketing Service, administers some 30 of them.

The most significant probably was the Agricultural Marketing Act of 1946 in which Congress wrote out a goal of bringing the same scientific approach to solving marketing problems that had been so successfully employed since 1862 in solving problems of production. The Act declared efficient marketing for farm products to be "essential to a prosperous agriculture" and "indispensable to the maintenance of full employment and to the welfare, prosperity, and health of the nation."

This remarkable piece of legislation, passed unanimously by the Congress, gave new force and direction to the Department's marketing work. And whether as a result or coincidentally, marketing progress in this country in the post-war years has been nothing short of phenomenal. At the least, there is little doubt that these government services aided immensely.

The USDA kit of marketing aids now includes Federal standards of quality for almost every major farm product -- nationally uniform specifications that have become the backbone of modern trade.

It includes grading services -- many operated cooperatively with State departments of agriculture -- that provide official, impartial certification of quality and have meant tremendous savings in time, energy, and money in national and international marketing. Grades are also a boon to consumers -- available to them for no other commercial products -- in selecting the qualities they desire and in comparing quality and price. And they aid farmers in producing the kind of products consumers want and in meeting the needs of mass merchandisers.

Federal inspection for wholesomeness of meat and poultry is a vital consumer protection service -- important to farmers and the trade in building markets at home and abroad for these products.

A nationwide Federal-State market news system provides farmers, processors, and dealers with daily -- even hourly -- reports on going prices, supplies, and demand at all major markets and production areas.

Regulatory programs which carry out such legislation as the Packers and Stockyards Act and the Perishable Agricultural Commodities Act have helped to protect and preserve the competitive marketing system -- safeguarding the interests of farmers, traders, and consumers.

Marketing agreements and orders, born in the depression of the 30's, reached their period of greatest development in the post-war years. There are now 45 agreements for fruits and vegetables, covering products worth more than a billion dollars, and 82 milk orders, regulating the marketing of two-thirds of all Grade A milk sold. These unique voluntary programs have aided producers and producers' cooperatives greatly in stabilizing the markets for their most highly perishable products -- and in improving their bargaining position.

Food distribution programs of the Department, also largely based on legislation of the 1930's, likewise have received rising attention in the post-war years. Moreover, this Administration has shifted the emphasis from that of surplus disposal to that of improving dietary levels of school children and those who for whatever reason are unable to purchase an adequate diet. Even so, these programs do have the effect of expanding present and future markets for farm products -- just as do our Food for Peace activities abroad. A third of the Nation's school children now take part in the school lunch program -- and nearly 6 million Americans currently receive USDA-donated foods or participate in the Pilot Food Stamp Program.

I will not review all of the Governmental services to marketing but I must mention the marketing research that has developed largely since the passage of the Agricultural Marketing Act. Truly we have all enjoyed handsome dividends from the work of the small number of scientists, engineers, economists, and marketing specialists assigned to finding better ways to handle, transport, and protect the quality of farm products on their way from the farm to the consumer.

This research and all our other marketing services are designed to enhance the working of our private and competitive marketing system -- to help hold down the cost of marketing even though it is constantly providing greater services and greater conveniences.

We think they have worked very well. They have not been perfect, of course, any more than the marketing system they service has been perfect. But we do have today a food marketing system that works. There is no other system in the world that can approach it. It provides the consumer with the greatest variety of wholesome, high quality, dependable food that mankind has ever known. And it does with great efficiency and very little waste.

But we stand now on the threshold of a new era, in marketing as in our whole economy and in the world. The changes that are sweeping our marketing system -- that have brought with them undisputed efficiencies and progress -- have also raised some disturbing questions for a Government agency charged with safeguarding the interests of farmers -- and of consumers -- and with enhancing the working of a competitive marketing system.

They are, briefly, changes in the size and number of firms engaged in processing and distribution -- and in the amount of power that may be concentrated in a few national and regional organizations. They are changes in demand -- as the large scale operator presses for ever more dependable and uniform supplies -- and turns increasingly to specification buying. They are also changes in ways of doing business, as exemplified by the telescoping of various stages in marketing and by-passing of market exchange through direct trading and through arrangements broadly classified as vertical integration.

This is all very different from the series of open markets, with many buyers and many sellers, that until recently was -- in the main -- the marketing system. The operation of these markets was impersonal, visible, and often largely self-regulating. Prices were arrived at in explicit transactions. Competition was not perfect. It never is. But the degree of market perfection was enhanced greatly by the development of accepted rules of commercial practice and trading, by research, by accurate market news, and by inspection and grading.

This system has not disappeared. It is still very much in use. But there is no longer one system -- there are many. We are not well informed about the newer forces in the market place because we are not able to see them work. We know very little about the contractual relationships that have developed, or about the way buying techniques employed by large buyers affect the market for the independent farmer -- or their ultimate effect on the consumer.

Farmers and farm organizations are disturbed -- there is disquietude in all parts of the farm and food industry -- in part simply because we know so little about the new enterprise outlets, markets, channels, and methods of operation.

Our concern in government is not only for farmers -- though we are concerned for them and for the traditional family farm that has served this nation so well. We are concerned as well, however, with the implications for consumers -- and for the freely competitive economy that we in this country prefer to either a privately monopolized or a governmentally-managed one.

These are some of the questions we are pondering today as we head into a second century of service to farmers and to the American public.

We need to know much more about the changes that are going on in marketing -- and those that are due to come if present trends continue. We have reached the point where we must face up to some hard questions of public policy.

How can we insure that our marketing system will continue to provide both efficiency and effective competition, in the overall and long-run interests of the nation?

Can the family farmer who has served this nation so well survive in the fact of disparity of bargaining power on the part of his suppliers and buyers?

What changes in Government services and programs are necessary to meet the changing requirements of the marketing system?

The need for flexibility and for adapting to changes in marketing would seem obvious. Yet not infrequently we meet violent opposition to changes in some of our basic marketing services -- for instance to proposals to adapt grade standards to the needs of mass merchandising -- changes which would, we feel, provide the farmer with a better tool for marketing his products.

This is but one example of the problems facing us today in meeting the current needs of marketing -- other questions arise in connection with the rules of trading that were devised in earlier days. Do they need to be revised -- or do we need a whole new set of rules?

The market news that for so many years has aided the farmer in marketing his production is another service that is challenged by the shifts away from the open markets that until recently had always been the price setters and price leaders. Ironically, many of the contract arrangements that bypass these markets specify prices from those very markets to fulfill contract terms. If those markets continue to shrink, what then becomes the basis for pricing?

Farmers have responded to present marketing trends by increasing the size of their own operations, by strengthening their cooperatives, by forming bargaining associations, by using marketing agreements and orders. USDA has given what aid and service it could. But still their bargaining position is precarious. If they should lose out to non-farm interests, the consumer, too, might find his economic condition less assured.

So the questions I raise are not questions for government alone. They are problems also for industry, for farmers, for everyone. They are in short public questions -- and questions for public policy. In the end, the people of this country must decide what course we will follow -- whether it will be one of preserving whatever self-regulating forces still exist in the economy -- or whether we permit a new type of economy to develop -- and what steps will then be needed to assure that it works in the public interest.

This is why I say that we need much more information about the changes taking place in this vital segment of our economy. We are not seeking to turn back the clock. But we must recognize that changes in technology and in organization require changes in economic and political institutions. It is not a question of stopping change but of channeling changes within the democratic framework of a free-enterprise economy.

Walter Lippmann in his newspaper column not long ago asked this very disturbing question: "How can democratic government, which was conceived in a very different era from this one, be made fit for the crises and the tempo and the complexities of the modern age?"

This same question is faced to some degree by every Department of the government, including the Department of Agriculture. It particularly applies to the marketing services of the Department.

There are no pat answers to this question, as Mr. Lippmann was quick to point out. Indeed we have yet to clearly define the problems. They are, however -- as far as the Department of Agriculture is concerned -- problems related to our basic economic philosophy of competitive enterprise -- and to the rapidly changing structure and operation of our farm and food marketing system.

President Johnson stressed the seriousness of these problems in his farm message to Congress last week, and he urged that the Congress establish a bipartisan Commission to "study and appraise" the recent changes in marketing and how greatly increased concentration of power in marketing is affecting farmers, handlers, and consumers.

Such an inquiry, we believe, is urgently needed to find answers to the questions I have been talking about -- questions that are basic to our whole economy and of compelling importance to all of us.

It would be an inquiry, not just by Government, but in the best American tradition, by representatives of government, industry, and the consuming public. It would not be conducted without controversy -- this would hardly be possible where financial interests are involved. Yet I am convinced that it would be conducted fairly and that it would bring forth some of the answers so clearly needed.

I know that we must find these answers, for what is at stake is not just a "farm problem" -- it is the very shape of our farm and food economy -- so vital to each one of us whether we realize it or not.

And we must find them, too, so that the services, regulation, research, and education efforts of the Department of Agriculture may continue to serve the needs of the American people and of this Nation as effectively in the future as they have in the past.

It's a Young People's World



In his major address to the 1963 World Food Congress, Dr. Arnold J. Toynbee stated, "We have been godlike in our planned breeding of our domesticated plants and animals, but we have been rabbit-like in our unplanned breeding of ourselves." Such lack of planning and concern, Dr. Toynbee believes, has resulted in the most rapid increase in human population so far recorded in history. Man has just reached a population of 3 billion. At the present growth rate, about 2% per year, it will only take 35 years to add the next 3 billion.

Of course, some of the increase is due to technological progress in medicine, pest control, sanitation, nutrition and health habits that help preserve life. But much of the increase is due to the increased birth rate which has moved us toward a younger society. It is estimated that over 40% of the people in many "underdeveloped" countries are 15 years old or younger. In our own country, seven of every ten people are 44 or under and four of these seven have lived less than 20 years. Most of you are from rural areas where more than 42% of the people are under 20.

Claire Cox in her book, "The Upbeat Generation", states, "There are no horizons in the Space Age. New frontiers abound on the bottom of the ocean, on the face of the moon and in atomic laboratories, automated factories and pushbutton homes. The horizons are gone and there is no ceiling on adventure or achievement."

Today, an idea can scarcely be expressed before some young scientific mind transforms it into reality. The new innovations and creations occurring daily are so great that we hardly publicize or talk about them.

We often hear the present referred to as a time of change. But change is not new; only the rate of change is new! If each hour on the face of a clock were to represent 100-thousand years of estimated human history, then the 8,000 odd years assigned to so-called civilized man occupies only the last five minutes of twelve-hour period. The most extraordinary changes have taken place in the past 450 years -- or in the last 20 seconds. Change has been even more rapid since World War II, which would represent little more than a tick of the clock.

A look at population statistics clearly indicates that it is truly a young people's world. In our own country there were over 64 million "young people" under 18 in 1960, an increase of more than 17 million in just 10 years. And we are still increasing! But I think it is also a young people's world from educational, technological and also economic points of view. The discovery, conservation, and dissemination of knowledge are the major components of an educational system that prepares people for a society constantly striving for improvement. From the very beginning of our country, we have emphasized education. Thomas Jefferson believed that only through an adequate educational system can a democracy

Address by Grant A. Shrum, Director, National 4-H Foundation, given at the University of Missouri, Tuesday, February 4, 1964, at 3:40 p.m.

survive. Under conditions of freedom, the discovery of new knowledge and the development of creative talents have flourished and transformed these into constructive uses for mankind. In a system that has provided both social and economic incentives, this freedom to explore, experiment, discover, has provided us with a tremendous increase in the body of knowledge known to man. Such explosion in technology, linked with the population explosion, has produced an atomic-like "mushroom" of the educational needs in the world, and the economic resources required to finance them.

While in many parts of the world the situation has improved, half the children between 5 and 15 years in the underdeveloped countries are not in school; most adults are illiterate; and thus, the general educational level is low. A recent study of Latin America found that only 38% of the young people between 7 and 19 years were enrolled in school. This study indicates that in several countries, less than one in four children complete primary school. In one country less than 1% reach this level. For the most part, fewer than 2 per 100 complete high school and less than 2 per 1,000 go to college. In rural areas where most of the people live, the picture is not even that bright.

In these areas, too, "it's a young people's world." Education is passionately desired in underdeveloped countries and efforts are being made to provide it. The job is colossal.

In Brazil, each 1,000 workers must bear the cost of expanding the educational plan to accommodate 10 additional male children each year. In the Republic of China, 1,000 workers must provide annually for 15 additional male children. These figures are based on population increase alone. They need to be at least doubled in order to establish the initial educational facilities and resources to provide education for all. Compare this situation with the United Kingdom where birth rates are low and a well-developed educational system exists. There we find that each 1,000 workers must provide for only one additional schoolboy each year. So, while we argue over taxes, expenditures, curriculum and Federal aid to education, in many areas of the world people are still looking for the first "one room" schoolhouse. Nonetheless, the desire to adequately prepare the young is top priority around the world.

Aside from all this preparation for the future, do you realize how much of our own society revolves around the young? There are 85-million of you under age 30. Miss Cox states in her book that if you subtract the juvenile delinquents and beatniks, we have the "upbeat generation" of well over 80-million. The over-advertising of the 5-million who bring discredit on themselves and us casts a shadow over young people in general. But -- today's young people as a whole are preparing themselves, performing constructive work in the home, school, church and community, contributing substantially to the national effort, making friends around the world, and at the same time providing a significant boost to our national economy. The estimated 25-million teenagers have about 10-billion dollars to spend every year. Too bad they spend it all before they get to college.

Competition for this money is very keen -- phonograph records, chewing gum, cosmetics, sports equipment, soft drinks, and many other products. I am sure you professors and high school administrators would include automobiles. (Would you like to know what a 17 year old is made of? I have one this week and I know. See list at end of talk, taken from chart.)

One survey research firm believes that young people in our economy may actually have the largest purchasing power and the greatest influence on marketing. Not only do young people have control over their own expenditures, but they also influence family expenditures. Decisions including automobile, where to live, clothes, foods, vacations, what college to attend, equipment, type and kind of livestock and allowances are all influenced by the young.

Books and magazines appeal to the young market; radio and TV programs revolve around their interests; advertising campaigns woo them; and manufacturers of hundreds of products and innovations try to "go steady" with the teenage and college sets.

Yes, if we view our situation demographically, socially, or economically, we must be impressed with the influence and contribution of youth in "their" world. But, while youth today may inherit a world that is a better place in which to live material-wise, there are great challenges that accompany this heritage. Many of the challenges are not of a materialistic nature, but are in the less-explored areas of behavioral sciences that deal with man as an end in himself rather than a means to some other goal. Young people and adults must plan their preparation and training toward making the world truly a better place in which to live.

The world is shrinking in the sense of time-distance, to which transportation and communications technology have contributed. It is expanding, however, in terms of social -- or human -- problems. While we have become masters of matter, we are still students at mastering ourselves. The achievements in the physical and biological sciences have brought us comfort and better health and a host of other improvements. They have also brought us destructive devices. The development of both the constructive and destructive products of these sciences makes the application of scientific knowledge of the behavioral sciences not only advisable but necessary. A couple of years ago, I read a paragraph entitled, "Our World in Miniature" that made an impression on me. It emphasizes my point.

"If the present population of the world could be represented by a thousand persons living in a single town, 60 persons would represent the population of the U.S.A. and 940 all the other nations. The 60 Americans would have half the income of the entire town; the 940 persons would share the other half. Three-hundred and three persons in the town would be white; 697 would be non-white. The 60 Americans would have an average life expectancy of 70 years; that of the 940 would be under 40 years. The average Christian American family would be spending \$850.00 a year for military defense, and less than \$3.50 a year to share with other residents the knowledge of why they are Christians."

Henry Smith Leiper
SOCIAL ACTION, March 1959

We cannot expect peace to endure in a world where half the people go to bed hungry each night. Nor can we expect freedom for the individual to expand without adequate educational systems. Better living improvements are difficult where economic resources are extremely low or non-existent. In the Latin American study I referred to, the average annual

income per person in 28 countries and territories was estimated at about \$250. The low was only \$78. In the rural areas, the respective figures are only about \$60 and \$25.

Former President Eisenhower explained our adequate defense program on the basis of buying time until social and economic conditions can develop to make possible the elimination of destructive devices. I often wonder how well we are using this expensive time. We spend as much for defense in two years as the value of all farm land and buildings in the United States.

I estimate that we spend about 450 times the amount on defense that we do on all exchange programs, including student exchanges. There are approximately 60,000 exchange students in the U.S. this year. Using the cost of the cultural exchange program sponsored by 4-H Clubs and the National 4-H Club Foundation as an example, I have estimated that with the dollars provided for defense, we could send abroad 22 million young men and women annually as ambassadors of good will and bring a similar number from other lands to the U.S. This, of course, is not practical, but it makes the point. I doubt that we have thought about all the implications of such a project. If an increase in such exchange programs maintained something of the same contribution as present programs, there is little doubt that substantial advances could be made in the social and economic areas.

While we cannot possibly implement such a large involvement in the exchange of persons, somehow I feel we can do many more constructive things than we are to help expand the cause of freedom, raise levels of living, provide more and better education, increase economic resources, and feed hungry people. I wanted to include a reference back to the problem of birth control to which Dr. Toynbee referred, but I decided to let that be a subject for someone else. My point here is that you young people have a challenge facing you -- to decide how we as people and as a nation can best use the time we are buying. And I am not being critical of our national defense effort. I am only emphasizing the need for you to evaluate our constructive efforts as well as our destructive efforts.

Lest we think we are doing our best or that all young people are properly prepared, a look at the results of the Purdue Opinion Polls indicates that we still have work to do in educating our young. They asked some questions on "Does youth believe in the Bill of Rights?" Less than half of the nation's young adults believe that newspapers should be allowed to print anything they want except military secrets, while 41% disagree with this principle of freedom of the press. There are 34% who say that the government should prohibit some people from making public speeches. 26% believe that police should be allowed to search a person or his home without a warrant. The Poll also discovered that 9% of our teenagers believe one cannot be a scientist and be honest; 14% think there is something evil about scientists; and 27% feel that scientists are willing to sacrifice the welfare of others to further their own interests.

In two separate surveys, 41% of our high school students and 24% of college students feel it not worthwhile to send letters or telegrams to Congressmen. To a question asked, "Can you possibly do anything to help prevent another war?", a full one-third of our young people say "no". And this poll shows that 18% of our teenagers believe that basic industries should be government-owned; 22% would have the government run

all banks and all credit; 56% agree that large estates on which the land lies idle and unused should be divided up among the poor for farming; 49% believe that large masses of people are incapable of determining what is and what is not good for them; 14% say that foreign countries have very little to contribute to American progress; 32% say they do not like, but will cooperate and not complain about attending the same school with different races; only 45% of our teenagers say "I think things out for myself and act on my own decisions."

These opinions point to some of our unfinished work. Of course, literally hundreds of thousands of examples can be cited of the leadership roles and responsibilities assumed by young people. Young people have answered the real challenge of our day given by our late President Kennedy when he stated, "Do not ask what your country can do for you, but what you can do for your country." They have answered by giving themselves. Through the Peace Corps and other programs, they are teaching better farming methods in Latin America, sanitation and nutrition in Africa, improved livestock practices in Asia, and making friends as "grassroots" ambassadors at the same time.

Our young people are traveling and working in every corner of the globe. And not just in the big cities but in grass huts and adobe shacks, in the open country and small villages. There they thrive on the human satisfactions that come from helping a boy raise his first vegetable, or teaching a mother and her daughter how to read, how to sew, or the importance of changing the diet. Not for money do they serve -- but out of a sense of duty, love for others, and a desire to help others learn to help themselves.

And while some go abroad to serve, others work at home. Would that we could tell the thousands of stories about the work of our young people. We seem to give so much space to the bad that there is none left for the good. The story should be told of the 4-H Club members in Georgia who are organizing their rural communities to vaccinate dogs for rabies. In my home area in suburban Washington, there are more young people volunteering for work in hospitals than can be used. Thousands of young people provide leadership for Boy Scouts, Girl Scouts, Camp Fire Girls, Young Life, religious groups, 4-H Clubs, Future Farmers and Homemakers of America, fraternities, sororities, settlement houses, Junior Achievement, Junior Chambers of Commerce, YMCA, YWCA, besides all the work they do as individuals.

Yes, it is a young people's world. We must continue to do a better job in preparing them for it. Youth has always contributed substantially to the development of our country. Thomas Jefferson was in his early thirties when he wrote the masterpiece -- the Declaration of Independence. John Adams was just past 40 when he became a leader of our then new nation. James Madison and James Monroe were in their twenties as Congressmen. Washington's first cabinet included only one man over 40. Our late President, John F. Kennedy, was our youngest elected President at 43 and his advisors were some of the youngest to occupy the nation's executive offices. The Constitution, developed by young men, provides that a President may be elected when only 35 years of age. It is likely that one so young may be elected in this century.

Thomas Paine, one of our early statesmen, at 37 wrote, "Those who expect to reap the blessings of freedom, must, like men, undergo the fatigues of supporting it ----."

His statement is much alive and valid today. Paine, Jefferson, and others believed that, given widespread educational opportunities, the whole world would eventually become democratic. But the fight for the cause of freedom is not easy. Theodore Roosevelt emphasized this when he said, "The things that will destroy America are prosperity-at-any-price, safety-first instead of duty-first, the love of soft living and the get-rich-quick theory of life.

I offer three suggestions to you young people -- perhaps some of you who are older could see some value in them too.

To meet the challenge of the future, be sure that you have some kind of a plan for your life -- your contribution. A good place to start is by having faith in yourself and confidence in your destiny. "Trust thyself" wrote Emerson "every heart vibrates to that iron string." Dare to be different; set your own pattern. Planning helps you to know yourself and to take stock of yourself. It builds an awareness of the blind spots in considering problems and situations. Planning helps you to think. You must plan your life and what you do if you are to make your best contribution to mankind.

My second suggestion is that you develop the trait of stepping into responsibility. In the words of Emerson, "Do the thing you fear and the death of fear is certain." Open doors to new experiences and step boldly forth to explore strange horizons. Refuse to always seek safe places and easy tasks. Have courage to wrestle with tough problems and difficulties. Break the chain of routine. Read books, travel to new places, make new friends, take up new hobbies, and adopt new viewpoints. Consider life a constant quest for the noblest and best. Move out of the shallow life and venture forth into the deep. Promote action instead of delay. Here, I cannot help but refer to the ancient, yet sound learning principle upon which the 4-H program is built, "You learn best by doing." Make sure you are a "doing" person. Today we need people who will accept the responsibilities and obligations of citizenship in a free society, rather than people who want to only enjoy the privileges of that citizenship. Make sure you step into responsibility -- not away from it.

My third suggestion is that your plan be for a life of service for good. The man who planted a tree at 90 was not only a man of vision, but one thinking about and serving others. No man stands alone. Men must set in motion today the influences that affect life tomorrow. Your example, your words, your ideas, your ideals can be projected into the future to live forever in the lives of others. As you help men to grow; as you work for peace, understanding and good will, your influence will merge with that of the men of every age. One writer has put it this way, "As you throw the weight of your influence on the side of the good, the true and the beautiful, your life will achieve an endless splendor. It will go on in others, bigger, finer, nobler than you ever dared to be." Give your community a good man, your country a loyal citizen, the world an example to live by.

It is a young people's world. I salute you who help prepare them and you who benefit from and receive the heritage of this great way of life.

Webster said:

“If you work upon marble, it will perish;
If you work upon brass, time will efface it.
And if you build temples, some say they too will
 crumble into dust.
But if you work upon the immortal souls of youth,
If you imbue them with a humane spirit,
If you instill in them a just fear of God and
 cause them to love their fellowmen,
You engrave upon those tablets something which
 will last through all eternity.”

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WHAT A SEVENTEEN-YEAR-OLD IS MADE OF

4,742 bottles of pop
200 phonograph records
3,000 worth of clothing
78 pairs of shoes
4,298 bowls of cereal
2,096 lbs. of meat
6,156 bars of candy
5,625 eggs
4,338 qts. of milk
5,720 hot dogs or hamburgers
49,504 hours of play
65,520 hours of sleep