

WINTER

FEBRUARY, 1964

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No. 8



WILKES COLLEGE ALUMNUS

THIS ISSUE OF THE ALUMNUS is devoted exclusively to the recent Convocation held at Wilkes in early January. Dedication of the new Wilkes College Research Center for the Physical and Biological Sciences was the highlight of the Convocation.

We call your attention to the center insert in which specific information concerning the Research Center is mentioned.

The College is tremendously proud and grateful for the support of numerous alumni and friends who have contributed to the establishment of this new and significant building. We hope that you are also proud of Wilkes and its recent progress and growth.

Your continued support is so necessary.

Let us hear from you in the important weeks ahead.

ON THE COVER . . .

AT THE CONVOCATION: MR. WALTER S. CARPENTER IS SHOWN RECEIVING THE HONORARY DEGREE OF DOCTOR OF HUMANE LETTERS, THE FIRST SUCH HONORARY DEGREE EVER CONFERRED BY WILKES COLLEGE. DR. FARLEY, DR. REIF, AND DR. BASTRESS ARE PICTURED NEAR DR. CARPENTER.



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Attention to the center insert in which you will find an interesting article concerning the Research Center.

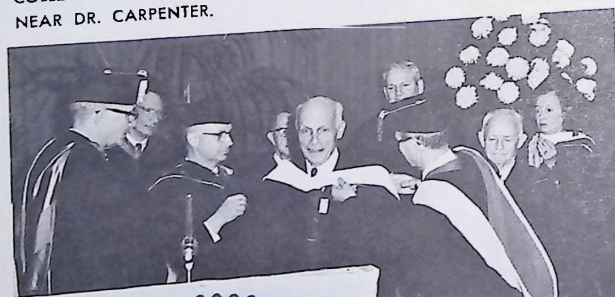
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Keep you in the important weeks ahead.

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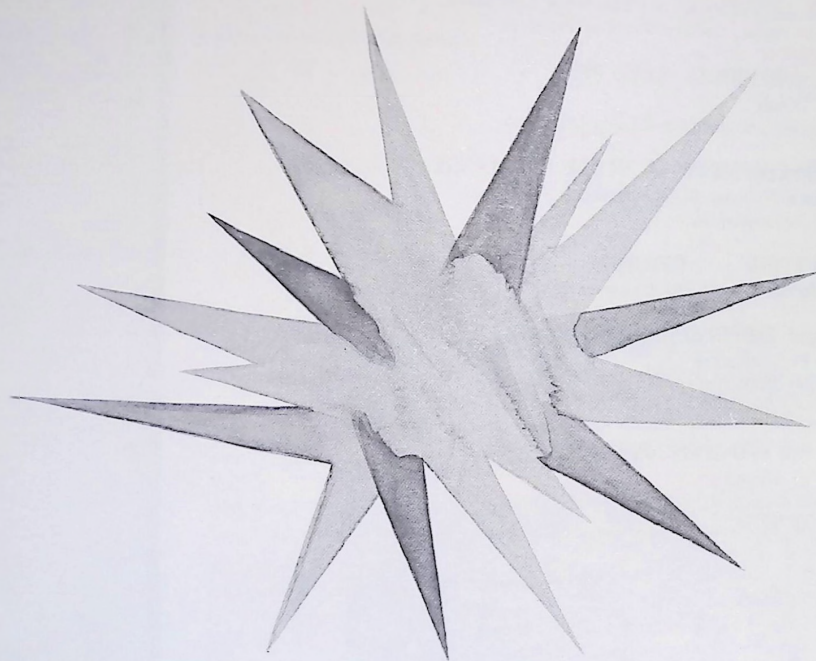
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"WIDER REGIONAL HORIZONS THROUGH EDUCATION AND RESEARCH"

WILKES COLLEGE CONVOCATION

Since the founding of Wilkes College thirty years ago, there have been profound changes in our nation and our Community. Business has gained in responsibility and vision, and government has assumed increasing powers of economic control.

There are those who fear the continuous growth of governmental powers but there is little doubt that revolutionary changes compel the assumption of new responsibilities by government. It is apparent, however, that thoughtful and responsible citizens must concern themselves with the nature and extent of governmental power.

We are now at a crucial period when men must decide upon the relations of the private and government sectors of our economy. If we are to maintain and strengthen the economic-political system that has combined the highest standard of living yet attained by men with the maximum of freedom of action and of opportunity, the people of this country must decide upon the course they wish to follow. In a general sense three choices are open to us. They are:

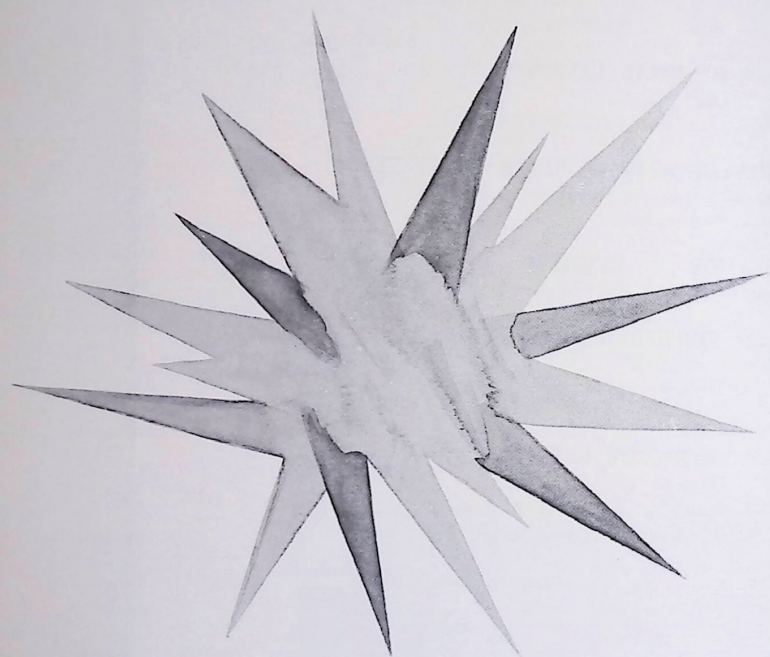
1. *Will we expect government to strengthen our present economic-political system by creating conditions that promote its growth and assist in the resolution of its critical problems — Or*
2. *Will we expect government to limit the freedom of our economy by imposing controls and restrictions that curtail the vitality and creative efforts of free men — Or*
3. *Will we expect government to assume the ownership of our productive resources with its consequent control of employment, of business, and of thought?*

The dedication of the new Research and Graduate Center illustrates the results that can be attained through the joint efforts of the private and public sectors of our economy. Friends, businesses, and Foundations gave \$2,250,000 toward the development of this extension of our science facilities in Stark Hall. The Federal Government, through A.R.A., gave \$400,000 so that we could add the new Research Center. The initiative for this effort came from individuals; the responsibility for its administration rests with the College; but the financing has been shared by the public and private sectors of our economy. This is the growing pattern of development and of redevelopment in many sections of the country. Possibly, as Austin Kiplinger has recently stated, we are unconsciously developing a new economic system based upon a partnership between business and government.

This partnership may have developed without any great public awareness, but great awareness is needed if a productive balance is to be attained and then maintained.

It is hoped and expected that the varied points of view presented by our speakers will stimulate thoughtful consideration of this emerging problem. The conclusions that are reached will affect the future of our economic and political institutions — and the freedom and vitality of our people.

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AN
EMERGING
ECONOMY

DEFINING THE PROBLEM

by Dr. Eugene S. Farley

REGIONAL DEVELOPMENT —
WHAT IS THE PROBLEM?

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A region that places its full dependence for prosperity in its natural resources faces social and economic disaster when these resources are exhausted, or their use is curtailed.

A region that depends upon its geographic position for its prosperity can be destroyed by changes in other areas, and by new methods of transportation.

By way of contrast — a region that nurtures the talents of its people creates the soundest foundation for social stability and economic growth.

Although history reveals no guarantee of a lasting prosperity, the intelligence and character of men provide the surest base for stability and growth. The society that cultivates the intelligence and character of its youth, multiplies its productive capacity from generation to generation.

For three centuries Pennsylvania prospered because of its natural resources and its advantageous geographic location. During the colonial period, Pennsylvania was the center of the colonies, and the Delaware River assured communication with other colonies and with the rest of the world. Furs were the earliest of the great natural resources to be exploited and shipped abroad. Furs were followed by timber, and in turn, timber gave way to iron and coal.

Slowly these great natural resources were exploited to the point of exhaustion. The fur trade disappeared as fur-bearing animals were exterminated by excessive trapping. The great timber resources were demolished by hungry lumbermen and steel producers. Lumbermen cut trees with little regard for the future, and early steel producers devastated thousands of acres of prime timber to feed the insatiable appetites of their furnaces. By the end of the nineteenth century, the great stands of timber and local iron deposits were both exhausted.

At the turn of the century coal was king, and northeastern and western Pennsylvania were enjoying an era of prosperity. Anthracite from the northeastern section of the state heated homes and offices of the East. Bituminous coal from western Pennsylvania fed the steel furnaces of Pittsburgh while the Great Lakes and the Ohio River provided economical transportation for iron ore from Minnesota.

For half a century it seemed that both areas were destined, because of their resources and their accessibility, to endure lasting prosperity. But their great advantages diminished with time and change, so that today both areas are engaged in a struggle to build a new and more lasting economy. Pittsburgh lost its preferred position when the great iron deposits of the Mesabi Range were depleted. Northeastern Pennsylvania lost its prosperity when competing fuels and rising costs reduced the market for anthracite.

Although the great coal resources of neither section are exhausted, the economies of both have been upset by changing conditions. In the West, steel production no longer provides an adequate market for bituminous coal, but the growing demand for electricity steadily increases the consumption of soft coal. Unfortunately no great new use holds forth a similar promise for anthracite. Competitive fuels have reduced

its market and new uses have yet to be discovered. To restore its economy, Northeastern Pennsylvania must attract and develop new industries. It should not, however, neglect its basic industry. Research and technology may yet discover new uses for this great resource upon which our regional economy was based for nearly one hundred years.

In Northeastern Pennsylvania, an era of new growth begins, as an era of dependence upon natural resources ends. Regional leaders recognize our regional needs. In consequence, they have organized and have formulated plans for new growth. They have formulated attainable objectives and move consistently toward their realization. They have founded colleges to educate their young people. They persistently strive to improve their regional image by improving their local condition. They formulate and reformulate, modify and expand plans for regional development.

As a part of this regional effort, we are today dedicating a Research and Graduate Center that will extend the education of our people beyond the undergraduate years. It will at the same time add to our growing store of scientific knowledge and will increase our technical competence. This Center will bring together scientific personnel and will provide research facilities required by modern technological industries. By meeting this single need, one more element essential to regional economic growth is made available.

Over the years, Northeastern Pennsylvania has experienced three phases in its efforts to build a new economy. The first phase was an unorganized attempt, by enlightened individuals, to fill vacant factories with any industry that would create jobs. The second was the creation of an organization that could acquire sites and develop long-range plans. The third phase, an outgrowth of the first two, is concerned with the creation of an environment that will attract modern industries requiring scientific and technical personnel.

This type of personnel is in short supply and in great demand; it can select its place of work. Because of this fact, industry requiring such personnel is compelled to locate in areas that provide a favorable environment. The administrative and scientific personnel associated with modern technological industries have known cultural advantages. They are unwilling to bring their families to an area that does not offer the benefits of a highly developed culture. To attract this type of personnel, and the industries that depend upon this trained intelligence, a region must develop cultural advantages of the highest order.

In Wyoming Valley and Northeastern Pennsylvania, we are painfully engaged in creating such an environment. All who have struggled long in this effort know that much has been done. They are aware that much more must be done.

The Science Center that we are dedicating is but one of many factors essential to the development of a favorable environment. By itself it is of no great significance. Its full significance and use depend upon comprehensive planning and coordinated effort. Only because the Trustees, Faculty, Friends, and Officers of Wilkes College are convinced that such a Center is essential to the accomplishment of larger regional objectives,

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were they willing to give of their resources and their energies for the construction of this new Center.

Past experience gives confidence that this step forward will lead to other advances. In the past, each forward step has created new opportunities and imposed new obligations. This Research and Graduate Center also will create new opportunities and impose new obligations. This sequence is inevitable for progress that is based on creative vision, cooperative effort, and sound achievement is not easily halted. These three — vision, cooperation, and achievement have made possible this latest step in the development of a College and the redevelopment of a Region. They will make possible further and greater developments in the future.

Today, both our Region and our State are making the difficult transition from dependence upon natural resources and geographic location to reliance upon our human resources. Harsh experience has taught us that we can expect no prosperity in our future unless we cultivate the resources of mind and spirit.

In 1900 Walter Hines Page, initiating the social and economic renaissance that has made possible the great progress in North Carolina, wrote:

"... By the right training of men, we add to the wealth of the world. All wealth is the creation of man, and he creates it only in proportion to the trained uses of the community; and, the more men we train, the more wealth everyone may create."

The road ahead is not easy, nor is our final objective in sight. With vision, with intelligence, with patience, with planning, and with cooperation we will attain our immediate goals. Once they are attained we will envision new goals that today may seem impracticable and unattainable.

Long ago Tennyson, describing the experiences of those who quest for something finer, placed these words on the lips of Ulysses:

*"... I am a part of all that I have met;
Yet all experience is an arch wherethrough
Gleams that untraveled world, whose margins fade
Forever and forever as I move."*

January is named for Janus, the Roman God of Gates and Doors. He is pictured with two faces — one looking forward, the other looking backward. As we begin this New Year here, looking forward in dimensions which would shock worshipers of Janus, we should also be mindful of the history of our economic revitalization.

Over the years, starting in the 1880's, there was a general consciousness that this area was too dependent on a single industry. Early minutes of the Wilkes-Barre Board of Trade reflect concern, but nothing other than sporadic efforts were made. The prosperity of a booming anthracite industry was a potent soporific. The various difficulties experienced by our principal industry in adjusting to modernization were minimized or ignored. The area, then, continued to drift, its future tied completely to the anthracite industry.

As our country struggled to get out of the great Depression, a determined local group activated an aggressive organization for the first time in the late thirties. Some of the members of that group are with us today as our most distinguished citizens. My earliest memory as a fledgling lawyer is of handling some of the details relative to the Welsh Aircraft Company, a plant in the Ashley area. These efforts, however, although visionary and orientated in exactly the proper direction, did not receive the broad community support to which they were entitled. They were like the Biblical seed which fell on barren ground. The community at that time did not provide the necessary fertile soil of funds to bring these early efforts to fruition.

But the intoxication with anthracite began to wear off. The War Years were wonderful, but after a high of coal production in Luzerne County of nearly 26,000,000 tons in 1942, the figure was 21,000,000 tons in 1945. Levittown and other literally new cities were being built, and were being heated by competitive fuels. As coal production tumbled, rumblings of activity started. By 1949, production in the county was at 16,000,000 tons — and employment had fallen to a new low, less than 30,000 employees.

Against this background, the first really organized campaign for industrial funds was run in 1949, and \$256,000 was raised. These funds were used to construct two shell buildings on lower Carey Avenue. Although the original tenants no longer occupy them, the shells are now occupied by flourishing and successful businesses. Nineteen hundred forty-nine also saw the advent of several other significant industries.

It soon became apparent that the organized efforts, heroic though they were, would have to be multiplied. By 1951, county coal production was less than 15,000,000 tons and still falling. Groups of persons, seriously concerned with the impending economic disaster and emigration from the area as the supply of jobs diminished, met at Percy Brown's to determine a course of action. From these meetings sprung a new group, The Committee of 100, which drafted William O. Sword to undertake the leadership in organizing our economic redevelopment. He asked for and received unqualified pledges of support from the Committee of 100, which

THE COMMUNITY EFFORTS - - PAST

by Attorney
Andrew Hourigan, Jr.
Past President
Greater Wilkes-Barre
Chamber of Commerce;
Member of the Wilkes
College Board of Trustees

was neither a Committee nor 100, but was in essence the vast bulk of our commercial, mercantile, professional and industrial leaders. This began the second phase of our development of which Dr. Farley spoke.

The wheels of action were soon moving. The community, through sheer adversity, was now ready. Its citizens were galvanized into action by a dynamic leader. Funds were obviously needed. By 1952, a full-fledged, well-organized campaign was mounted. Prospects were *billed*, not solicited for their pledges. And they accepted and paid these bills to the tune of \$739,000 — a fantastic result for the theretofore complacent community. Enthusiasm mounted.

But funds alone could do little. Industrial prospects were solicited aggressively. They demanded sites. It soon became obvious that the inventory of available sites in the Valley was wholly inadequate. A team to develop sites, led by Sword and Frank Mueller, rode the Central Railroad of New Jersey looking for possible locations. In a moment of inspiration, the tract which is now Crestwood Park was checked and quickly purchased in 1952 — and the Foster Wheeler Corporation was the first plant.

Encouraged with this success, Sword and his associates went into high gear. While they continued efforts to develop the new Industrial Park, they did not hesitate in 1953 to acquire the former Duplan Plant in Nanticoke for McGregor Sportswear. The effort was going well. Soon a second prospect, King Fifth Wheel Company, had a plant under construction at Crestwood in 1954.

But anthracite production continued its plunge. By 1955, the county production dipped below 10,000,000 tons for the first time. And The Industrial Fund had little unexpended cash. A new drive was mounted, and produced \$757,000 in three year pledges.

Before those pledges were paid, amazing successes occurred. The Air Production Company, even then a young giant in the chemical field, located in the old Vulcan Plant in Hanover Township. Superior Combustion, Inc., joined us. And then came Eberhard Faber to Crestwood.

In 1956, the Labor-Management Citizens Committee came into existence. This was a citizen directed effort, supported by both labor and management to create a better climate and reputation in labor relations. Many people feel that this is one of the most significant developments of a decade of growth.

In this same period, The Pennsylvania Industrial Development Authority was created by the legislature. This authority at first provided thirty percent of all loans for industrial expansion, and this was later increased to forty percent. With the State thus providing a substantial part of the investment for industrial plants, our funds could be used far more effectively.

And well it was. By the time the act was passed, anthracite production was at 8,000,000 tons per year, and still falling. Every year saw

new falls in anthracite employment. Despite all of our efforts and the almost spontaneous growth of the needlework industries, the area continued annually to lose more jobs than it created. The organized effort therefore redoubled its efforts. In 1958, another campaign raised \$650,000 of new pledges. The succeeding years saw the advent of Prestige Shoe Company, Metropolitan Wire Goods Company and R.C.A.

This, then, begins to bring us into current focus. It was the R.C.A. insistence on availability of graduate training which started the new building on its way — and it was their recognition of the importance of research which encouraged Gene Farley to struggle for this research center.

But our very success with R.C.A., even with the financial help of PIDA, strained our cash position. Again, in 1961, another and more ambitious fund-raising campaign was mounted. In every area, sights were lifted. The participation in the campaign of every employee in the Valley was sought. The goal was set at \$1,500,000 and the campaign began. During it, several fortunate acquisitions encouraged the Valley in the arrival of Fibrous Glass Products Company, and Leslie Henry Company to take over the former Hess Goldsmith Plant. The campaign, meanwhile, was receiving remarkable support from both labor and management. At the final dinner, pledges of \$1,720,000 were announced. This, then, represented the full maturity of Bill Sword's baby!

Funds were now available to do a really aggressive job. Anthracite production had bottomed out, and anthracite employment in the Valley was at about 5,000 men. But, most significantly, 1961 saw the creation of more jobs than we lost. Slowly, but steadily the scales began to balance favorably.

A further boost for the organized efforts came with the revisions of the Pennsylvania Industrial Development Act. As now liberalized the PIDA will finance 40% instead of 30% of the loans. In addition, communities such as ours which were aggressive in getting new industries in the early days of the PIDA, are now entitled to a credit for the 10% difference in the level of PIDA support on all loans outstanding at the lower rate of participation. As a result, the cash resources of The Industrial Fund were never in better condition.

Looking through Janus' mythical door at the over-all accomplishment in jobs, we find that 10,000 new jobs have been created since 1949. The United States Department of Commerce estimates that one indirect job results from every direct job created. This would thus indicate the economic impact of 20,000 new jobs in that period.

All of this adds up to real maturity of our industrial development. At the outset, a panic button started the second phase of our efforts. Now as we face a transition in our professional staff from Frank Earnest to Edgar Lashford, we look ahead confidently. We've organized effectively and successfully. We've obtained substantial and successful industry. Fortified substantially with all of the basic techniques and experience, we can now take a look through the door to the future.

Entirely too frequently, economic redevelopment depends on events outside the affected area. National forces frequently dominate economic developments throughout all of the United States. This we have experienced. But other areas have succeeded in forging ahead of the national rate of economic growth. We now look to those areas which are the leaders. We now strive for those additional community reforms and achievements which will help us to far greater security. With the solid foundation we now have, and with the prestige that this new research center will bring, we now aspire to be a community which will create economic trends, not follow them.

Much dedicated, selfless and unnoticed work has gone into this effort. It, of necessity, had to be a team effort. Although I've mentioned a few of the giants in the effort, I would like to feel that this talk and this Research Center are a logical and a tangible token of gratitude to so many devoted people of this community who have never hesitated to sacrifice so that this story of accomplishment can be told.

From Dr. Farley you have heard a concise statement of the problems which we face today in the Greater Wilkes-Barre Area and in Northeastern Pennsylvania. Mr. Hourigan has told you of a program of community industrial development which began after World War II, and which, under dynamic and dedicated leadership, has provided the basis for a healthy new economy.

This program of industrial development continues and during the past year, we have progressed well with the addition of a number of new plants as well as the expansion of existing local industries.

This is good and this sort of industrial development will continue, but today competition for industries is keener than at any time in the past. Almost every state and major city in the country has a financing program equal to or better than ours. Some cities are offering pie in the sky programs with free land and no taxes or guaranteed reduced tax rates.

However, this is not the major problem which we meet in our efforts to provide new jobs. Today we are confronted with the challenges of a new era. We face a new kind of competition for industrial plants and economic growth. We are in an era of technology and scientific development. In order to compete for this kind of industry, we have much to do and we must face squarely the trends and the demands of the times. Perhaps our greatest challenge is in the realm of scientific education and research. Today we are moving to meet that challenge with the dedication of this Graduate and Research Center here at Wilkes College. This represents the fulfillment of a promise made to RCA by Dr. Farley some four years ago. This is both the fulfillment of a promise and the beginning of a program which we hope and believe will be far reaching.

But if we are to bring young scientists and their families to Wilkes-Barre, if we are to perpetuate our good traditions and develop our culture, we must look to our image — the image of our area. What do people elsewhere think of us? It is time for a qualitative reappraisal of our community. It is not enough that we evaluate our assets, but that we also attempt a realistic appraisal of our liabilities. Of our assets and strong points, we have heard a great deal as we have always tried to put our best foot forward. We speak of our invigorating climate, of our beautiful mountains, of our manpower, transportation facilities, proximity to markets and many other favorable aspects of our area.

But let us be objective about our community problems. To paraphrase Bobby Burns, let's try to see ourselves as others see us. What is their preconceived notion of our city or perhaps more precisely, what is our reputation or image and when people come to visit us, what do they see? They see our friendly smiles and feel the warmth of our welcome, but they also see a community that has suffered from exploitation for generations. Exploitation of natural resources—lumber and coal. Exploitation of our natural scenic beauty by subsidence, culm and spoil banks and by neglect. These visitors see our polluted river. Yes, and they gain an awareness of the exploitation of our people through impoverishment and of the practice of business, professional and political immorality. They measure us and find us lacking. In short, they find us mediocre in many respects.

COMMUNITY EFFORT - - PRESENT and FUTURE

by Thomas H. Kiley
President
Greater Wilkes-Barre
Chamber of Commerce;
Member of the Wilkes
College Board of Trustees

I mention these conditions and characteristics, not by way of self criticism, but to orient our thinking to the problems which we must solve.

We are faced with the challenge of a new era which threatens to pass us by. This is an era of science and technology. As Dr. Farley has reminded us many times, 90 per cent of the world's scientists are living today and modern business is seeking out the areas where these scientific brains are located or where they can be educated.

Few communities of our size have indulged in the extravagance of exporting their outstanding young people. But this we have done for years, for lack of opportunity or challenge at home.

When we think of the future, we must think in terms of scientific education at the graduate level and of adequate educational and research facilities. We must think and plan in terms of quality. Not only quality of education at all levels, but quality of community development. Continuing progress requires a favorable environment in which to develop and this environment must be created if we are to build the image which will attract intellectually sophisticated people. New impetus should be given our urban renewal program. Our planning for new access highways and streets into Central City must be implemented. Programs for beautification of approaches to the city, of Public Square and of our parks must be pushed ahead. We are now promised the prompt completion of the long awaited tax reassessment program, which is a major step toward fiscal responsibility.

I am sure none of us will doubt that great strides have been taken to correct our shortcomings. Over the past few years, an awareness has developed of the nature and scope of our problems and this of itself is half of the battle.

What I am trying to say is what Mr. Harry Batten said to a group of his friends in Philadelphia who were discussing the seemingly insurmountable problems of their city back in 1948. Mr. Batten said, "The trouble with our city is us," and with that forthright statement, began the Greater Philadelphia Movement. For the first time in generations, a small group of angry men faced up to Philadelphia's problems and began to solve them. They had to create a new and favorable image for Philadelphia and they did.

It is now our task to create a new and favorable image for Wilkes-Barre and what we are doing here at Wilkes College this weekend is a vital part of that program.

But this is not enough. If we are to attract the type of industry which will dominate the nation's economy of tomorrow, we must move rapidly to improve the image of our area in such a way that we will gain acceptance as a good place to live and work.

It is a privilege to be here this evening and to have a part in the dedication of the Science Center and an honor to be on the program with our distinguished Governor, whose strong leadership has been greatly responsible for the resurgent economy of our State.

First of all, I should like to express my deep appreciation to Gene Farley. And I hope you will not discount what I have to say in this regard just because Dr. Farley, as a shareowner and director of PP&L, is one of my bosses. It is very clear to me that Gene Farley's vision and enthusiasm, his indefatigable appetite for tackling the big and tough problems, his spirit of teamwork, have contributed most significantly both to the advance of Wilkes College and to the forward progress of this community and the entire region of Northeastern Pennsylvania. One of my earliest contacts with Gene was a visit with him at his office, and before our discussion had gone far he pulled out of his desk drawer the well-defined plans for the future development of Wilkes College for the next forty years. It impressed me then and impresses me now to recall the provisions for growth that were embodied in those plans — so indicative of his deep and optimistic foresight that Wilkes College would have to meet a rising demand for its services — due to growth in employment and population, and in order to provide an enlarged educational base for the people of this area.

At the same time, as we all know, Dr. Farley has been much more than a planner. In this present time he has been a man of action, moving with great energy to bring into being the potentially fine future of this region. In specific terms, the creation of this new Science Center, dedicated here today, is a magnificent step towards the realization of this goal.

But I have the pleasure of being with you this evening for a purpose other than to congratulate Dr. Farley, well deserved though such congratulations are. My subject is "Industry and Regional Development." What I have to say is not intended to be a scholarly discourse. My remarks will be confined to some specifics about this particular region, the anthracite region of Northeastern Pennsylvania.

We all know what the problems are, how they came about, and what their principal consequences have been, particularly the consequence of out-migration of many of our young people because of the lack of job opportunities. On the other side of the ledger, we all agree that our common objective is and must be the revitalization of our regional economy, a revitalization that will provide the incentive for our young people to build their lives and homes here in Northeastern Pennsylvania. And we also agree that a key element in this revitalization is the expansion of diversified industry.

As we view the recent past, we can properly take great encouragement from the fine progress that has been made. For the region as a whole, we have broken away from that grim pattern in which year after year the record showed decrease after decrease in employment. Compared with the early and middle 1950's, when employment dropped by 45,000 in the years 1953 to 1958, we now have a record of reversal and gain in employment. Since 1958, there has been an increase of 22,000 in

Industry and Regional Development

by Jack K. Busby
President
Pennsylvania Power &
Light Company

employment in the anthracite region. In the important category of manufacturing employment, there has been a 16% gain since 1958. You will be interested to know that this is a substantially greater percentage gain than occurred during the same period for manufacturing employment in the State as a whole.

Yet, because we still have a relatively low employment base with fewer jobs than was the case some years ago, we naturally seek a faster rate of employment gains. Can we reasonably expect to accomplish this and, if so, how? In exploring the answer to this broad question, I will comment briefly on five underlying questions that are involved.

1. Do we meet the basic requirements for industrial growth?
2. What are our regional environment needs?
3. What kind of industry are we after?
4. What is our top priority need in the region?
5. What must we mainly rely on in rebuilding our regional economy?

1. THE BASIC REQUIREMENTS

The basic requirements for industrial growth for any region are threefold. They are —

- convenience to markets,
- availability of raw materials, and
- an adequate labor force.

We meet these basic requirements. Convenience to markets and availability of materials we have through our burgeoning highway system and other transportation media. It is a fact worth re-emphasizing that some 40 million people, and their associated industrial complexes, are within 100 miles of Wilkes-Barre. Fortifying this advantage, we have here in the region the required human resources — a skilled and improving labor force.

I well recall a round of conversations that I had with managers of businesses and plants right here in Wilkes-Barre. Their comments on the skills and the attitudes of the citizens of this community were most favorable. The better-than-national record of work continuity was pointed to with pride. And, surprising though it may seem, I was told on more than one occasion that businesses formerly located in New York City were now able to do a better job in making on-time deliveries to their New York customers from their new Wilkes-Barre plants than had been the case previously.

Yet, clearly, it is not enough that we meet these three basic requirements of convenience to markets, availability of raw materials and an adequate labor force. Obviously, other regions and areas also meet these requirements. We well know that we cannot sit back.

2. A FAVORABLE ENVIRONMENT

Once basic requirements have been met, the screening process which industry uses in expansion and plant location decisions brings to the fore a qualitative appraisal of the local environment. In this kind of an appraisal, the factors that are important are these:

- the profit performance of new businesses and their treatment in the region after they have established new plants.
- the record of labor-management relations.
- the attitude of the labor force towards productivity.
- the availability of attractive natural surroundings combined with good recreational opportunities.
- the availability of buildings and land for industrial use.
- satisfactory services at the community and local government levels.
- the presence of excellent facilities and services to meet education, training, scientific and cultural needs, that is to say, the availability of facilities and services which are essential from the standpoint of providing wide-ranging opportunities for the individual growth and self development of the employees of new industry.

On many of these items a calm evaluation indicates that we rate quite well. This new Science Center is a most important plus for the entire region.

Certainly, though, much work remains to be done in some of these areas. While good progress has been made in raising the level of community and local services, we cannot forget that fire protection systems, water supply and sewage systems are in their way just as important and just as essential as educational, scientific and cultural facilities. We know, too, that we have to overcome the impairment of our natural surroundings in some respects. But this we can do. I hope the plans that have been made for the planting of some 250,000 seedlings in this region this year will shortly be followed by programs carried forward by the interested citizenry of this region whereby we will plant for screening and ground cover not thousands but millions of seedlings — all within the next five years.

On such critical items as the current availability of buildings and land, the quality of labor-management relations, the attitude of the work force, the record of achievement of new businesses — in all of these we can stand up and be counted. But permit me to stress, if I may, that in industrial development we are really selling land. It is essential that communities make farsighted provisions to ensure the availability, at reasonable prices, of suitable land for industrial development; otherwise the natural growth potential will be curtailed and frustrated.

3. THE KIND OF INDUSTRY WE SEEK

The pressures for more employment in this region are so great that there is a natural inclination to grasp at almost any industrial prospect which purports to offer continuing job opportunities. Yet this is the road to ruin. In seeking after new industry, in committing community and regional resources to industrial growth, tough, quality requirements must be adhered to. The only kind of industry that can make continuing long-term, substantial contributions to regional development is the kind of industry which meets quality standards. The first standard is that the industry be profitable. The only industry that can steadily grow, can

carry out necessary research, invest more capital, add new plants and equipment, pay good wages and provide expanding job opportunities for a growing labor force is a profitable industry. Another standard is that the industry and its management have a philosophy of being a good corporate citizen. In this phrase I certainly include the proposition of corporate support of civic and community undertakings, including encouragement of employees to participate and assist in such activities. But good corporate citizenship goes farther than this. It includes being a good employer both from a financial and human standpoint; protection and conservation of the natural environment; accepting and providing for the full costs of business operations; and, last but certainly not least, refraining from cost savings which ultimately result in burdens and costs being placed on the community and its citizens.

It may sound utopian, or impractical, to say that a region which so greatly needs industrial growth should require compliance with such qualitative standards in seeking new industry. But this is the case. The disappointments in industrial and regional development are those that come about when a region, or a community, under-values its own worth and commits its limited resources, perhaps all of the resources available for a considerable period of time, to a marginal undertaking. All too often, having risked everything on a poor gamble, the community and its citizens lose their investment or, at best, gain only thin and marginal benefits. In short, the community or region that offers itself for exploitation will be exploited. Again, the contribution represented by this Science Center becomes important to note. Communities and regions that build quality into their structure, as typified by this Science Center, can attract and can hold out for industries of good quality which have sound prospects for future growth.

4. OUR TOP PRIORITY NEED IN THE REGION

In actively pursuing programs for the revitalization of the economy of the anthracite region of Northeastern Pennsylvania, it is no longer enough that individual communities have their separate industrial parks and fund-raising drives, and their specific local advantages. The very same highways that make Northeastern Pennsylvania as a whole an attractive location for industry also serve to knit together this area into a regional community in which the strong and weak points of localities are merged, insofar as the outside world is concerned, into an over-all impression of the entire area. Appropriate here, as appropriate in so many places, is John Donne's famous poem, where he said:

"No man is an island, entire of itself; every man is
a piece of the continent, a part of the main; . . ."

We are at the point of great opportunity where we have reversed the trend from downturn to upturn in the principal communities of this region. But the fact remains, whether we like it or not, that the region as a whole still has to overcome the residue of an unfavorable reputation from the past. The diversification of industry which has been accomplished, the rising pattern of employment, the better-than-national average work continuity record, the good performance in the field of management-labor relations, the improvements that are under way in the natural surroundings; all of these things are not fully known, or accepted, or

appreciated in the outside world. It is not enough to secure a fine modern image for Wilkes-Barre, or for any other community in Northeastern Pennsylvania. It is the entire region itself which must achieve a new reputation in keeping with its present-day new and different performance. This can only be accomplished through the coordinated and joint efforts and activities of the citizens in all the communities in the region working together, setting aside factionalism and separatism. For all the communities to grow in the years ahead in keeping with their full potential, we must all work together much more strongly to achieve for Northeastern Pennsylvania a good reputation — just as the better reputation currently being built for the State as a whole helps all communities and all parts of the State.

5. OUR MAIN RELIANCE FOR THE FUTURE

Finally, looking to the future, we must continue to recognize that our main reliance must be on ourselves. We all know that the essential ingredient that makes great communities and fine regions is the quality of the people. At the same time, however, we can also recognize that we have been greatly helped by the aid that has been forthcoming through State and Federal programs. These have been of tremendous value in strengthening this region. Nonetheless, the basic source of action has been our own efforts, for these government grants have been based on the concept of matching support and thus tied — and properly so — to the willingness and the capacity of local citizens to summon up their own resources to build anew in their own behalf. An excellent demonstration of this cooperation between government and local community is provided by this Science Center — where a government grant of \$400,000 was based on the willingness of citizens to raise \$600,000 in local funds.

It is this determination of people to work for and earn a better future which produces continuing and lasting progress. This is the quality that is of the essence in constructing a revitalized economy for this region. This thought has been very well expressed in a policy statement of Governor Scranton's administration. I quote: "Local effort, private and public, is the key to economic renewal and help. Citizens at the local level can and must work with State and Federal programs, but it is these local people, aware of their needs, motivated and ready to assume their responsibilities, who ultimately must marshal their assets, economic and human, and do the job."

I am sure that in this community and in this region we do have the human resources, and we shall marshal our assets to do the job and continue to move forward strongly. I would like to make clear that Pennsylvania Power & Light Company has great confidence in the people of this region and this State. A measure of this confidence is that PP&L expects to invest new capital in new machinery and equipment to replace old facilities, to modernize, to help lower costs and prices, and to provide for growth, an amount of \$500 million over the 10-year period 1964 to 1973. Large amounts will be put to work right here in Northeastern Pennsylvania as tangible evidence of our faith in the industrial growth and fine future of this area. In closing I should like to express again appreciation to Dr. Farley for his great contributions to this notable pattern of progress in this region.

Regional Development - - A State Challenge

by Honorable
William W. Scranton
Governor of Pennsylvania

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I am delighted to be with you this evening, and am particularly pleased that you have chosen Regional Development as the topic for this convocation. Regional Development is one of those concepts which from time to time get into the academic air and then filter into the political atmosphere and finally into the general social environment.

The very idea of the Region, with a capital "R," is, as you know, relatively new. If properly understood and implemented, it contains extremely important implications for the future of our country and the future of our people.

It is based on the view that man is a social being who achieves his fullest development as a member of a community of his fellow men. It rejects a good many of the theories and a good many of the prejudices that have fogged up the social atmosphere of this country and in fact of the entire Western World in recent years. It stands in distinct contrast to the view that man is an economic atom, whose primary goal is simply to fill his stomach or to keep up with the Jones family.

If we believe that men and women should be able to sink firm roots in a region and a community, we dare not abandon our people to the effects of impersonal economic pressures. We must not stand idly by and permit human beings to be swept along by economic forces as though they were bits of clay in a stream running down hill.

At the same time, let us reject the approach of those social planners who would shift men here and there around the country in accordance with some abstract economic blueprint.

A community and a region are more than the places where people happen to live. A community is composed of homes, and churches, and schools, and streets, and industries. In a deeper sense, it is composed of friends and families, and memories and aspirations.

We who have our roots in the hard coal region of Pennsylvania are particularly aware of this because we belong to a region that has endured a period of severe challenge. It is common to refer to our region as "a depressed area." Certainly we have our economic problems, but in matters of the spirit we are not depressed. Quite the contrary. The economic challenges of the past decades have renewed our faith and our conviction that the coal region is a good place in which to live.

We have suffered population decline, but if those who think exclusively in economic terms were right, that decline would have been far sharper than it has been. Furthermore, whenever a new plant or a new industry brings new opportunity to our region, to this day it receives literally hundreds of applications from our former residents who have been forced to find work in New Jersey or Delaware or Connecticut. The tie that binds is based on something more than a fat pay check.

Even for economic reasons we cannot and should not give up on regions which have suffered economic reverses. Churches, schools and

streets represent financial investments. To replace them unnecessarily would be enormously wasteful. Human hopes that are based on a place or on a region are investments of a different kind, and they are virtually irreplaceable.

The idea of the region contradicts another of the common fallacies that plagues our civilization. I speak of the supposed antagonism between the country and the city. However valid that antagonism may have been in former times, it makes no sense at our current stage of social development.

The city and the country today are socially related and interdependent in the unit of the region. Even the physical distinction between them is rapidly disappearing. Many persons who are classified as living in cities actually make their homes in suburban communities which physically resemble small towns and even the rural countryside.

Modern achievements in transportation and communication make it fully possible for persons living in a rural environment or a small town environment to enjoy the social, economic, and cultural advantages that have historically been associated with big cities. At the same time, these very achievements of technology tie the country and the small towns to the products which result from coordinated decisions and transactions made possible by the modern city.

As we in Pennsylvania know, the problems of the cities, the problems of the suburbs, the problems of small towns, and the problems of the countryside cannot be considered apart from each other.

The construction of highways and the development of adequate transportation are perhaps the clearest examples of the interdependence of all communities in a region. It no longer makes sense to have a Luzerne County road building program or a Philadelphia transit plan. Such activities must be placed within the setting of the needs of the entire region.

In this connection, your State Government is going ahead with the most extensive highway program in our history.

Here in Luzerne County the State Highway Department will this month receive bids to construct 10 miles of highway on Interstate 80 and 81. The final mile is expected to be put under contract later this year. Ten miles of construction on the Anthracite Expressway have already been completed. Work this month will begin on another fifteen miles. In addition, the Luzerne-Dallas Highway is progressing rapidly even during the winter months and paving operations will be resumed in the spring.

Industrial development is another example of regional activity with which we are very familiar in the coal regions. We learned years ago, and other regions of the Nation are now copying us, that the entire region has an interest in attracting industry to any city or town with that region. The regional concept has underlain the economic recovery that is now underway here in the counties of the anthracite region.

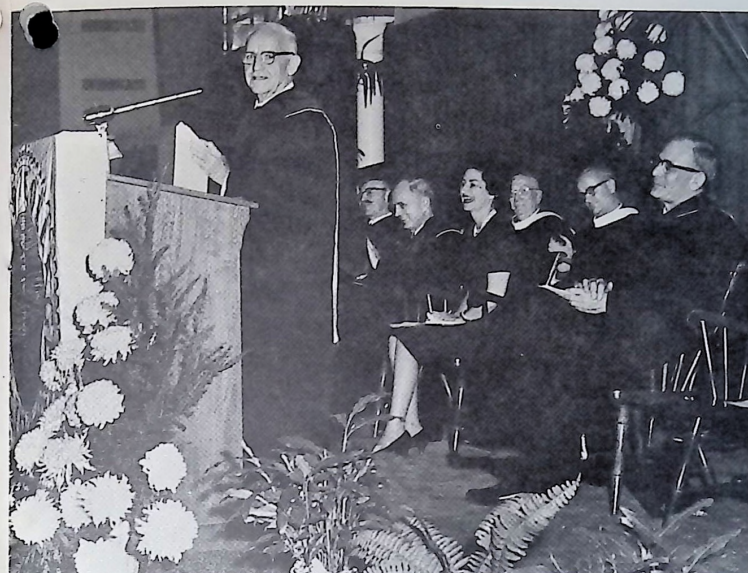
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The Convocation neared its climax with the arrival of the First Lady of the Land. She was greeted by President Farley, members of the Wilkes College Student Government and the college band.

Jack Busby, President, Pennsylvania Power and Light Company shared the gymnasium platform Friday night with the Governor of Pennsylvania, William Warren Scranton.



The Convocation Candidly



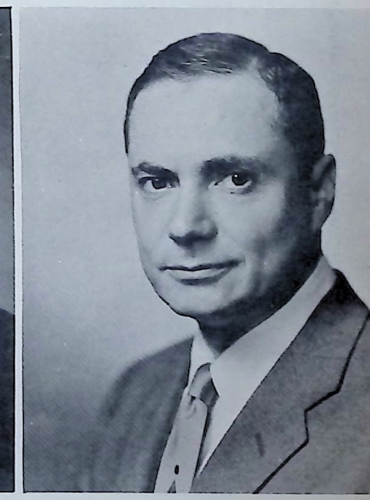
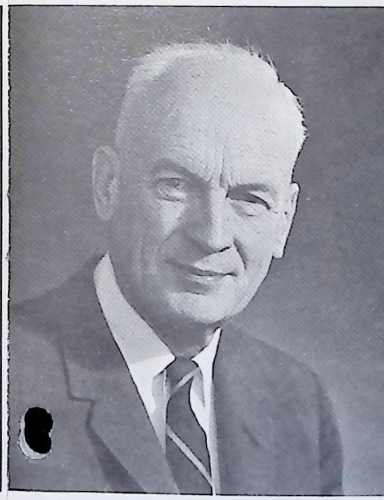
Dr. Frank P. Graham was the principal speaker of the two-day affair and touched on its theme internationally.



Just before his appearance at the gymnasium Friday evening, Governor Scranton was interviewed by members of the communications media in Weckesser Hall.



Mrs. Lyndon B. (Ladybird) Johnson captured the spirit of the occasion when she spoke Saturday afternoon. She also won the friendship and respect of the students during a special interview prior to the afternoon session.



Friday and Saturday sessions in The Commons saw civic and industrial leaders draw the theme of the Convocation tightly together. Appearing above are: Attorney Andrew Hourigan, Jr., Donald F. Carpenter, Thomas H. Kiley, and Milton J. Shapp.



Congressman Flood
introducing
Dr. Graham



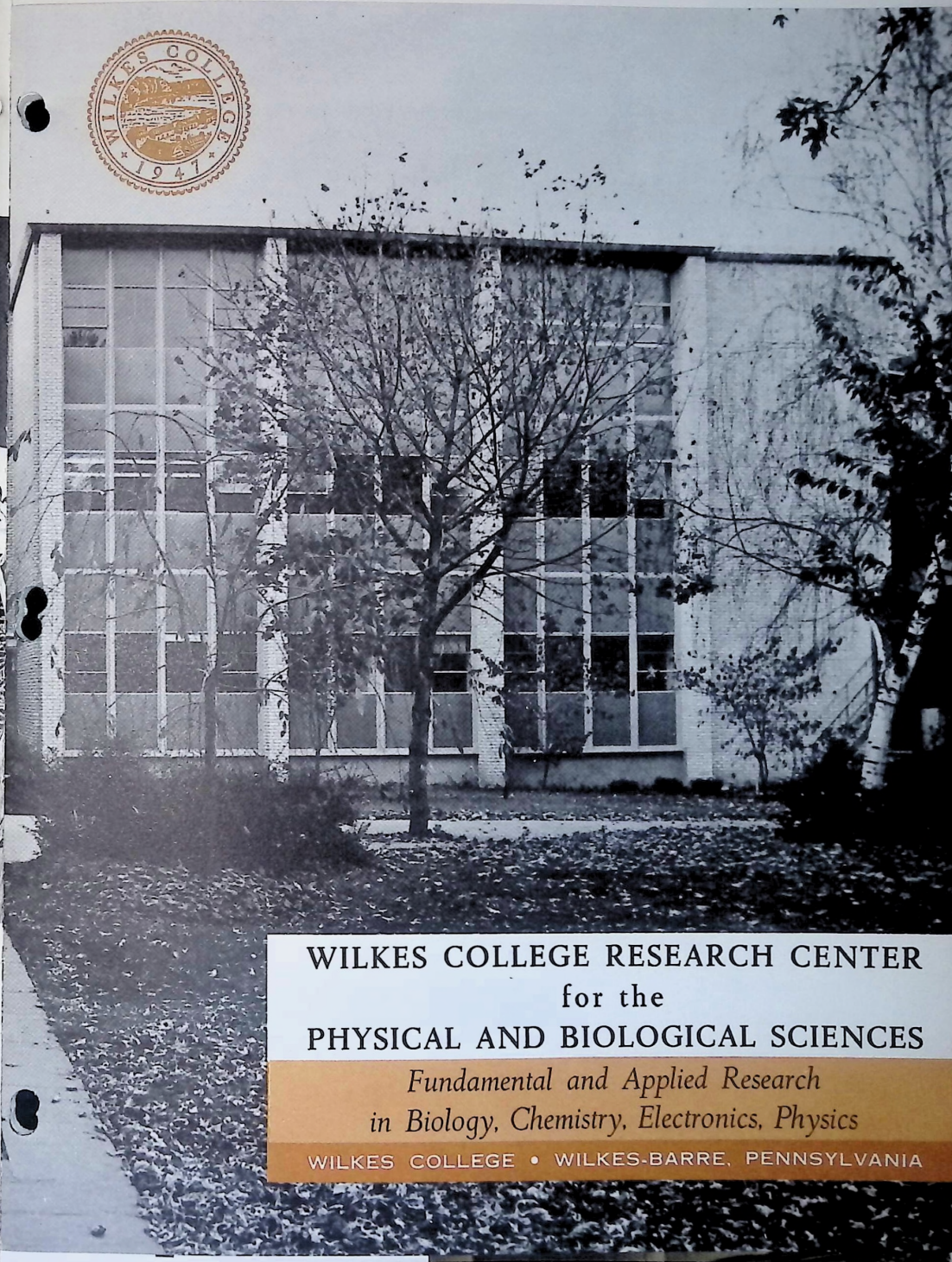
Three First Ladies:
Mrs. Scranton, Mrs. Farley, Mrs. Johnson



Scene at
the Wilkes-Barre
Scranton Airport



Dr. Farley introducing Governor Scranton



WILKES COLLEGE RESEARCH CENTER
for the
PHYSICAL AND BIOLOGICAL SCIENCES

*Fundamental and Applied Research
in Biology, Chemistry, Electronics, Physics*

WILKES COLLEGE • WILKES-BARRE, PENNSYLVANIA

Wilkes College, originally known as Bucknell University Junior College, was established in 1933 by a group of community leaders. Its purpose was to place higher education within reach of the young people of the community. In 1947 it was chartered as an independent liberal arts college.

Since its beginnings thirty years ago, Wilkes has grown to be an institution with a full-time enrollment of more than 1300 students, in addition to several hundred part-time students. The student body now represents ten states and eleven foreign countries, but a major proportion still come from Northeastern Pennsylvania, where Wilkes is the only non-sectarian college.

Throughout its history, Wilkes has subscribed to the proposition that an institution of higher learning bears a responsibility not only to its students, but also to the community, the state, and the nation. In keeping with this proposition, the College and its staff have participated heavily in many community endeavors, as evidenced, for example, by the Office of Community Services. A number of research programs have been and are being conducted for governmental agencies by various departments of the College.

In 1960, recognizing the importance of graduate education and scientific research to modern industry and to the attainment of our national goals, planning was begun for the development of a Research and Graduate Center. With the assistance of generous friends and the participation of the U. S. Area Redevelopment Administration, more than 35,000 square feet of modern laboratory, shop, and office space were completed in late 1963. This Center, in conjunction with the Stark Hall of Science, provides Northeastern Pennsylvania excellent facilities for graduate education and research in the natural sciences.

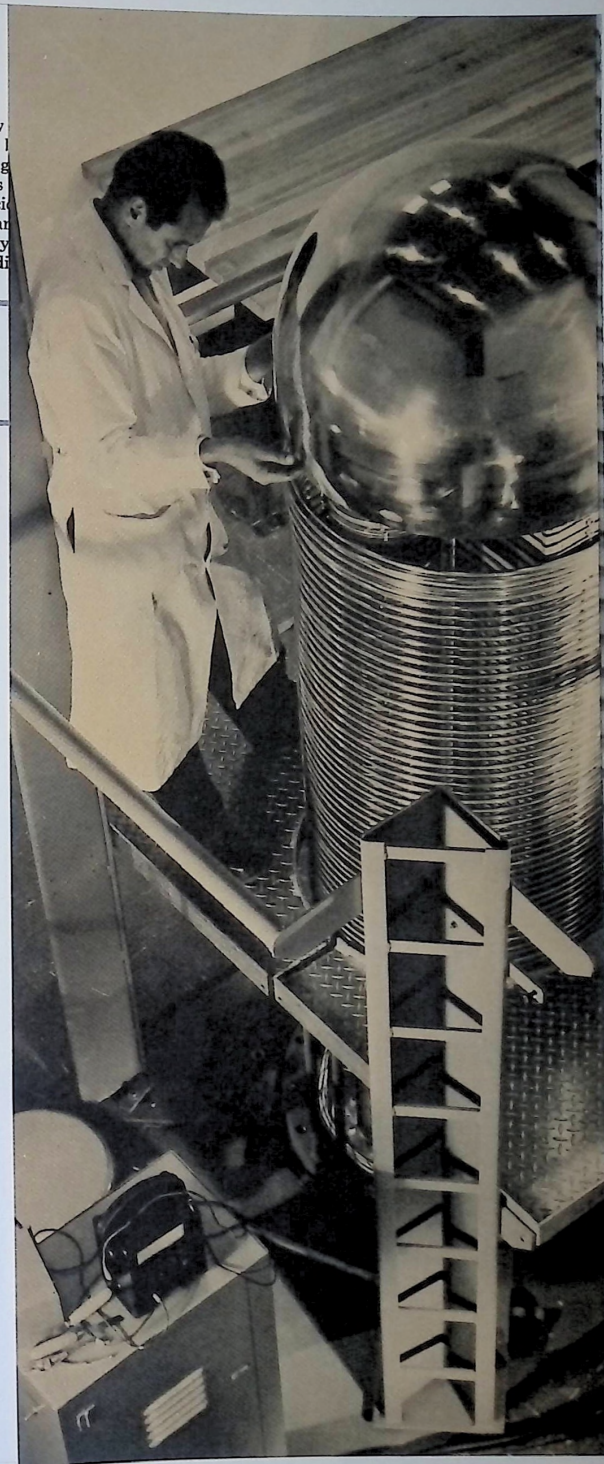
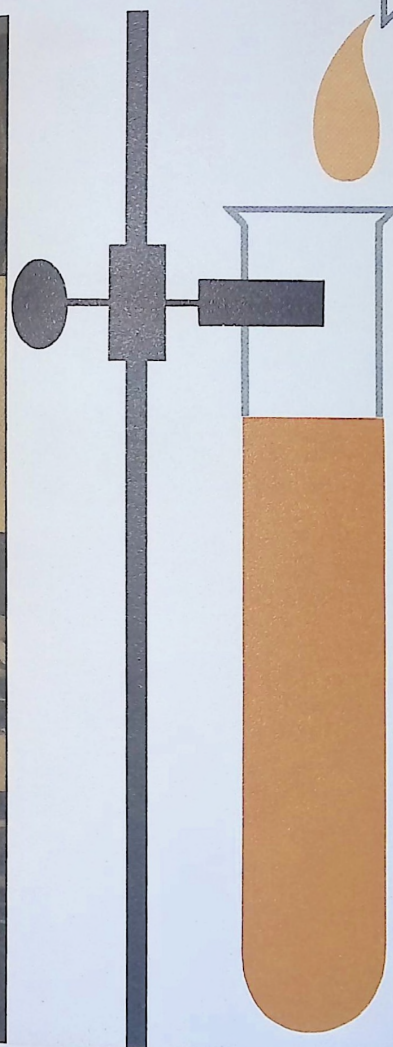
It is increasingly apparent that modern technologically oriented industries can attract and retain young scientists and engineers only when graduate and research facilities are within convenient commuting distance. Our expanding technology requires continued training beyond the baccalaureate degree for scientists and engineers who wish to attain the competence and sophistication required for advancement in such industries.

Northeastern Pennsylvania has in the past been sorely deficient in the area of scientific research and training. The economy of the region has been based on the exploitation of natural resources, notably coal. As a result, the shift to use of other fuels which has occurred has led to severe dislocations in the regional economy as the demand for coal has declined.

To combat this trend, which threatened to leave the region outside the mainstream of progress, civic and business leaders have actively sought to attract new industry to locate in Northeastern Pennsylvania. These efforts have been aided by the presence of several colleges. The establishment in 1961 by Wilkes College of Master of Science degree programs in chemistry and in physics was of particular significance.



Wilkes College has now completed a new research and Graduate Center. This Center has been established to provide extensive facilities for graduate education and scientific research. This greatly strengthens the entire program of scientific education by exposing students to a greater variety of research activities conducted by a faculty involved in a variety of research projects. In addition



Bucknell University
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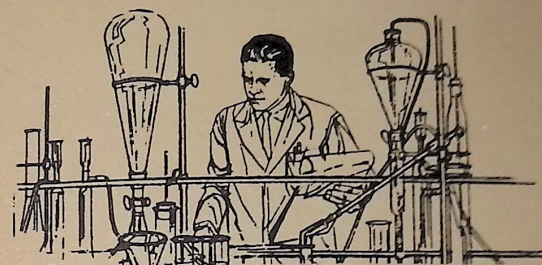
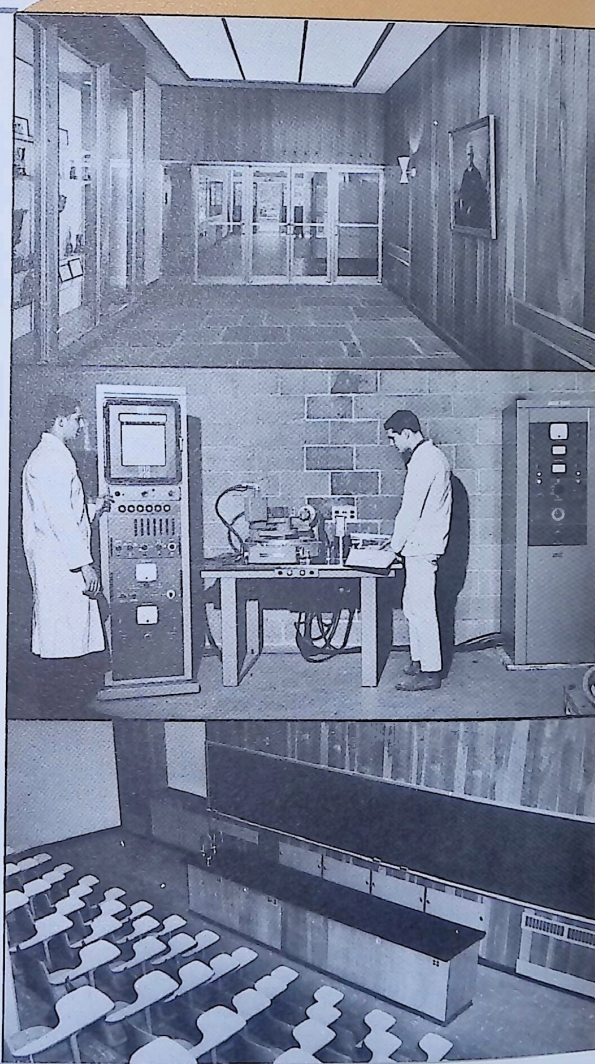
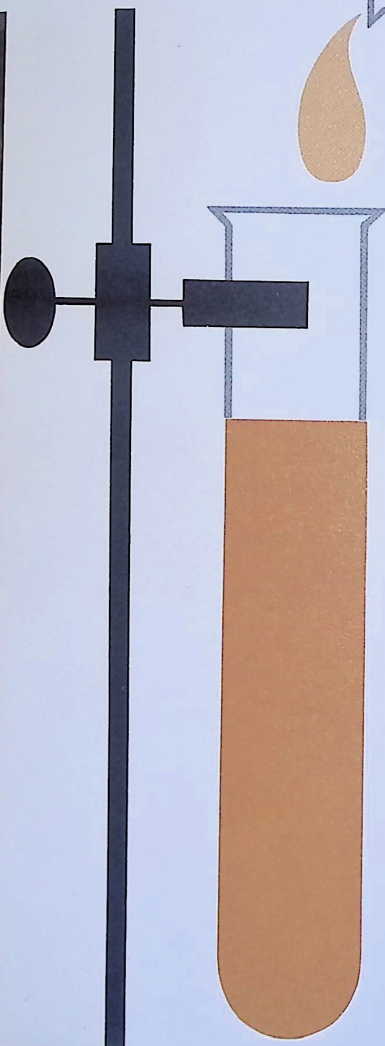
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it will make available to industry and government research facilities and specialized personnel which they may not have within their own operations.

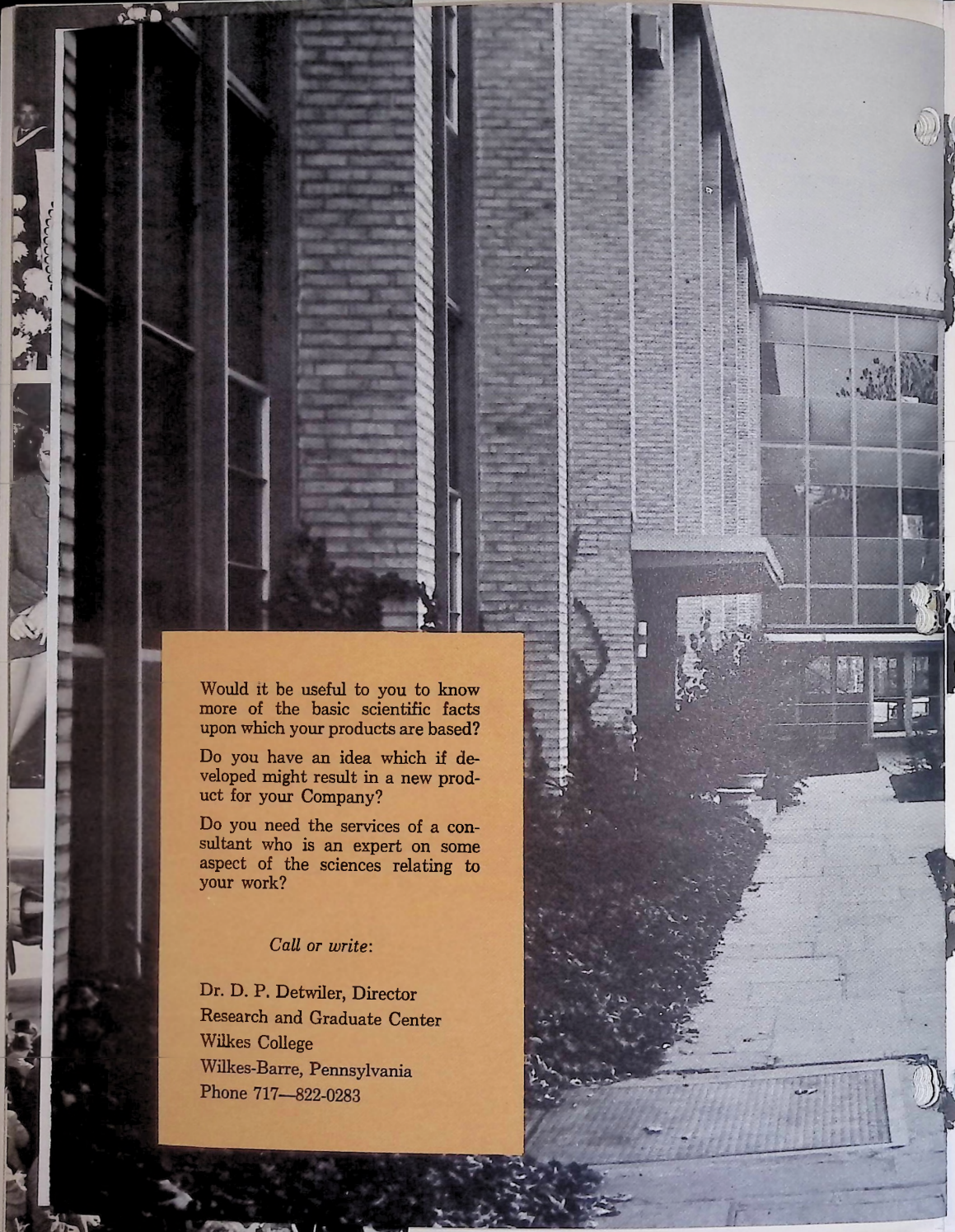
Modern industries have many requirements for their economic health. Wilkes is happy to provide two of these — research facilities and graduate education.



The following fields of research are currently being pursued by members of the staff:

- Acoustics
- Atmospheric Physics
- Solid State Physics
- Analytical Chemistry
- Fuel Cells
- Organic Synthesis
- Thermochemistry
- Surface Chemistry
- Radiochemistry
- Biophysics
- Developmental Morphology
- Ecology
- Immunology

Special equipment available includes ultraviolet, visible, and infrared spectrophotometers, gas chromatographs, X-ray diffractometer, air liquifier, refrigerated microtome, and so forth.



Would it be useful to you to know more of the basic scientific facts upon which your products are based?

Do you have an idea which if developed might result in a new product for your Company?

Do you need the services of a consultant who is an expert on some aspect of the sciences relating to your work?

Call or write:

Dr. D. P. Detwiler, Director
Research and Graduate Center
Wilkes College
Wilkes-Barre, Pennsylvania
Phone 717-822-0283

vania. As a first assignment, I have called upon the Council for a master plan for higher education in our State.

Last year the Legislature enacted a Community College program which will enable the State to aid regions to set up Community Colleges designed to produce skilled technicians — thereby filling one of the greatest needs in our State's economy.

The Legislature last year also authorized an area vocational school program. This will provide schools at the high school level serving one or more counties, which will train skilled workers for the industries of the region.

Probably the most important activity to be handled at the regional level is that of community development itself. In this area we have no more than made a beginning.

It is my conviction that the communities of the future must be based on our communities as they are today. Community development in Pennsylvania is no mere drawing board exercise — it is no utopian scheme. It is rather the preservation of values that are present in our existing communities, and the extension of these values to more and more of our citizens.

We are particularly rich in healthy and vigorous communities in Pennsylvania. Here the tradition of the New England town has blended with the tradition of the medieval German City — with its market, its courts, its university, and its center of religious worship.

Our heritage makes easily accessible a diversified social development on a regional basis.

As a part of our State Development Plan, the State Planning Board will this year launch a region-by-region analysis of the Commonwealth. For this purpose I have requested in our new budget that the appropriation to the Planning Board be doubled. Additional staff will be available to work in and with each of thirteen designated regions and thus improve the understanding and communication between them and the State. Through the Development Plan the State will be able to better recognize regional opportunities and problems, and the regions will be able to better perceive the State's position in over-all development policy.

Let me raise one word of caution. The regional idea should not be used as a mask for vast and inefficient projects designed to enhance the power of a national bureaucracy. The region should be identified with the State, which traditionally has been the object for regional loyalties in America.

It is of course desirable that states with common interests should join together for the promotion of these interests, and that they should devote their mutual energies to the solution of their mutual problems. Such interstate compacts are not, however, and cannot be, entities to which the human heart can attach its loyalties and aspirations.

Regional strength is in a very real sense dependent on the strength of state government and state institutions. If the states were to be superseded, the regions would quickly and inevitably be reduced to a drab uniformity. This is exactly what we do not need.

In my experience with Industrial Development, I have learned that the selective approach is the only approach that is really workable. There are no uniform solutions. The whole value of the regional concept is that it enables us to adapt our energies and our resources to problems which are as varied as there are sections and regions in our state and country.

As you see, the idea of regional development is to me a most exciting one. If there were a single unifying cord to the activities which we as a people are waging to achieve a better future, I would say that regional development might provide such a unity. It is involved with all of our problems, and all of our problems are involved with it.

It raises our thinking to a level from which we can view the future of man in all of its elements — physical, intellectual, and spiritual. To view man in lesser terms is to diminish unduly the size of his destiny.

We do not believe in economic man — or in political man — or in statistical man. We believe in man, the citizen — the maker of communities, the inhabitant of regions. We believe in his future because we have seen, in our own lives and in our own communities, a foretaste of that better society that men — men working together, men working in the fullness of their beings — may in God's good time, achieve.

You do me great honor to invite me to meet with you today, and I join you with the greatest of pleasure.

I left Wilkes-Barre 48 years ago, although I returned for a brief period several years later. Forty-eight years ago coal was king. Wilkes-Barre was a thriving community — as I recall it, the greater Wilkes-Barre community was the third largest in the state. The houses along River Street were owned and occupied by many friends and I used to do a very bad job of pitching for the schoolboy baseball team on the River Bank opposite the Kirby house. The baseball team was called the "Young Suffragettes." I don't know why the name, but I do know that our ball team got licked while the Suffragettes themselves eventually won.

I attended the public school on Union Street, the High School and Wyoming Seminary. There were no colleges there then and there were not many college graduates employed in local industries.

How things have changed! Coal is no longer king and you are seeking a replacement for this once giant industry. But perhaps the changes are more apparent than real. The energy, resourcefulness and wisdom which once made Wilkes-Barre the nation's leader in one field are still here and are now being devoted to other fields, and results are obvious.

The over-all subject of this convocation is Regional Development. You are meeting with some national leaders in this field, and you are determined that this community will continue to make its contribution to the nation and to the inhabitants of the area. But the transition from one field to another is not easy.

Yesterday's assets have lost much of their value. You had superb supplies of raw materials, excellent skills and unusually good transportation. Today the skills and transportation are still important, but there have been changes and you are looking for new opportunities.

It seems to me that the presence of Wilkes College is deeply significant. Was its founding influenced by the industrial transition in the region? Perhaps it did not appear to be at the time, but it seems to me to be more than a mere coincidence that you developed an institution of higher learning in your midst just when higher learning was coming into such demand.

As Wilkes College has prospered, there has been a demand for further and further education. The need for persons trained in the sciences and engineering has multiplied and the pressure for research and development has increased until the facilities had to be expanded and expanded again, and I presume you can see no end to expansion. Certainly, I can't, for greater education always opens up new and broader opportunities for still more education.

You have asked me to comment on Research and Industrial Development, and you have asked Mr. Shapp, who is much more qualified than I, to speak to you about education. But when I think of industrial development, I simultaneously think of education. Even as a man who has spent his entire life in industry, I find it difficult to separate them. In fact, if they were forcibly separated I fear both would suffer. Industry could not progress if it could not employ educated people to man its laboratories

Research and Industrial Development

by Donald F. Carpenter
Manager
Film Department
E. I. DuPont de Nemours
and Company, Retired

and plants, and education would not be as satisfying if graduates could not find an opportunity to apply their knowledge and abilities fruitfully and interestingly.

So I visualize trends of increasing education, increasing employment of educated people, and increasing virility of industrial development. Knowledge is expanding at a furious rate and with its growth come great new challenges and opportunities, especially to areas like this one.

When I left this region 48 years ago I went to New England to complete my education. After that I was associated with industrial activities in New England for many years. New England is many miles away, but its experiences in the past half-century may be relevant here.

New England was, as you know, very active in textiles. Nearly every village had its cotton mill, or woolen mill or yarn mill. Larger communities such as Lawrence, Lowell and Manchester were largely dominated by textiles. Then came changes and the textile industry in New England became smaller and smaller. Today I presume it is only a fraction of its former size in that region.

But what has happened? New England is still here, and still prospering. People have had a pretty rough time, but I believe they are emerging. What has done the trick? There are many factors, of course, but let's look at just one of them — Research.

In recent years industry has become more aware of the necessity for applying more scientific procedures in its processes and products. New England has responded to this trend and developed its research and scientific activities to a marked extent. I have heard it said, in fact, that the research activities of New England have revitalized that entire region. Research in the universities and corporation laboratories has brought out new processes and products of course, and these are very important. But of greatest importance are the men and women who have done this research. They have learned by doing, and they have prepared themselves to enter industry and apply this knowledge. They have been important factors in revitalizing old industries, as well as in creating new industries.

We now see important research laboratories built and operated in New England by industries which never had any real fundamental research programs before. Some of these laboratories are geographically far removed from their companies' regular activities, but it is a fair assumption that these companies' activities in New England will grow, and that others will do likewise.

Why do they go to New England? I presume it is because they find there an atmosphere conducive to research, people trained in research and laboratories and facilities accustomed to handling research — all of which are elements that are associated with centers like this one which will now serve the Wilkes-Barre area.

I believe that this amazing and wholly unexpected trend in New England may be of some interest to Wilkes College and to this community — particularly today as we dedicate this handsome building which will be devoted, at least in part, to research.

Modern industrial development is today a product of Research. This is recognized by the financial specialists who promptly inquire about their prospective client's research program. It is recognized by top-level college graduates who seek employment with so-called "forward looking" employers. It is vital to owners of industrial companies who desire to perpetuate the life and vigor of their enterprises. It is evident to the employees who see continual changes in the processes which they handle and in the products which they make. It is obvious to the customers who are constantly receiving new and improved supplies and have assurance that their supplier is in tune with the times.

We should not over-glamorize this thing called "Research" for, after all, it's just a type of purposeful and capable thinking—a set of attitudes, skills, and talents that are essential and must be exercised by many in our new world of advancing technology. The real research man speculates upon possible ways to reach his objective, and tests them out. He tries to explain what he sees, and if he sees something he can't explain, he just tries a little harder.

It's all just a process of enlightened thinking. But the art of thinking in this way has advanced to the point that it requires extensive training and specialized facilities. Wilkes College will now be in better position than ever to provide these, and I predict that this entire region will draw strength and stimulation from this new intellectual resource.

What could be more logical than to rejoice in this fine new development here in this community, directed under the demonstrated leadership of Wilkes College.

Gentlemen, you have the need, you have the people, you have the leadership and now you have the facilities to meet that need. I congratulate you.

Education and Economic Development

THE VALUE OF MINDS

by Milton J. Shapp
President
Jerrold Electronics Corp.

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Historians some day may note this date as a significant landmark on the Anthracite region's road back to prosperity.

This is the wish and hope that we all share as Wilkes College prepares to dedicate its new Research and Graduate Center.

The Center represents the College's—and the Community's—dedication to the theory that the region's future economic growth depends upon a new orientation on industrial development.

It is expected that this Center will attract to the Scranton-Wilkes-Barre area industries keyed to the future and not to the past.

Education and educational institutions play an ever-increasing role in today's economy.

Dramatic evidence of this may be found in areas where educational institutions have developed hand-in-hand with the new industries of the space age.

Perhaps the same new growth will occur here.

It would be hard to find a more deserving area.

Local initiative in the northeast region of Pennsylvania has been outstanding in its efforts to attract new industries.

Most cities have established non-profit industrial development corporations with businessmen, bankers, news media, civic leaders, labor leaders — the list is almost endless — all devoting a great deal of time and energy to the effort.

The very magnitude of the effort, however, has made these hard-working people painfully aware of the fact that hard work alone will not mean success in every endeavor.

Despite their efforts, the anthracite region continues to stagger under the heavy burden of chronic unemployment.

Obviously, some new and additional steps need to be taken.

A manifold approach is needed involving the cooperation of federal and state government with local groups.

This is evident by the fact that the Center here was built by a combination of local funds and federal Area Redevelopment Administration funds. But if the Center is to attract modern industries—growth industries—to the area, there should be transportation facilities—roads, airports, rail service—to make the area easily accessible. There is a need for land reclamation projects, the best possible medical services and the finest possible public schools to make the area attractive.

This is true, of course, in every area that hopes to improve its position in the competition for new industries.

I mention them, because I feel it would be a mistake for the industrial development leaders of this region to sit back and relax on the assumption that growth automatically will follow the establishment of the new Center.

Education is a partial answer, not the sole solution to the problem.

President Farley expressed the hope, however, that I would confine

myself to education's role in the development of the region. And I certainly would not want to upset those carefully-laid plans for this eventful day.

Actually, his admonition is easy to follow.

Dr. Arnaud Marts, one of the founders of Wilkes College and the present Vice Chairman of its Board of Trustees, once remarked: "The mines are closing . . . the minds are opening."

No statement ever expressed more simply and eloquently the role education can play in the industrial development of this area.

I could not improve upon it; I can only elaborate on it, today.

The greatest single investment we make—whether as businessmen or as governments—is in the development of the human mind and human skills.

Properly skilled, educated human beings are employable. They lead useful lives in our society. They contribute to economic growth—and they support government through taxes once they are able to earn a profitable living for themselves and their families.

An educated person is a flexible person. And in this day, flexibility is most essential to meet rapid technological changes.

It no longer is true that a young man can leave school untrained, unskilled, and find ready employment.

In past years, those who lacked education found unskilled jobs in industry and on farms. Uneducated immigrants were met at the docks by employers seeking muscle power for the mines and factories. Our forefathers had an excuse for not developing adequate education facilities. The economic problem created by the lack of education was not self-evident.

Today, only five out of one hundred jobs are open to the unskilled.

I am reminded of the letter a young woman wrote to one of the popular advice-to-the-lovelorn columns some months ago.

She told the columnist how she had quit school as a teenager to get married.

"I didn't think it was important for me to stay in high school and get my diploma," she wrote. "Why should I have to know anything?"

But some six years later, her husband died of a heart attack, leaving her with three children to support.

"I must go to work," she said, "but I'm not trained for anything. I realize now as never before the necessity of preparing for the future, since none of us knows what it may bring."

She concluded: "Please print this letter as a warning from someone who had to learn the hard way."

That was a mind that was opened to the need for education today.

The essence of education is more than the fact that a person's income rises in relation to the level of education achieved.

There is impressive evidence from every quarter that the education—the preparation—of young men and women for productive adult

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lives not only is essential for the welfare of these young people, themselves, but for the economic welfare of their community as well.

A trained labor force is one of the first and most important things an industry looks for in choosing a site for a new plant.

The means for providing such a labor force also is counted as a big "plus" by plant locators.

That is why facilities such as this Center are so important.

That is why a comprehensive program at the elementary and secondary school level are so important.

Industry's attitude was well expressed in a study of the Pittsburgh-Youngstown, Ohio region by the Pittsburgh and Lake Erie Railroad.

In opening commentary on the education of the region, the study made the general observation: "The amount of formal education attained by the adult population of a region is indicative of relative economic and social status and GIVES SOME CLUE TO INHERENT ECONOMIC POTENTIAL."

Studies of U.S. manpower needs through this decade indicate that there will be 2.5 million additional jobs in professional and technical occupations; 2 million more service workers and some 5 million additional skilled craftsmen. Today about 8% of all jobs call for technical training. By 1970 this figure will rise to 16%.

Moreover, it is estimated that there will be two million jobs eliminated as a result of technological advances and increased productivity. The heaviest impact of these lost jobs will be on those with a limited education or limited skills.

A panel of consultants who studied vocational education needs for the U.S. Department of Health, Education and Welfare estimated that a proper program of vocational education could help assure that this country would have the supply of trained labor needed to achieve a planned 50 per cent growth in the country's gross national product by 1970.

This was not a statement made on blind assumption.

The U.S. Census Bureau's latest report places the value of a college education at \$200,000 additional income for a college graduate over the income of a high school graduate.

The high school graduate, in turn, will earn an estimated \$48,000 more than a high school drop-out and \$77,000 more than a person who stopped his schooling at the eighth grade. Unemployment, by the way, is about twice as high among drop-outs as among high school graduates.

Since personal earnings indicate higher productivity, it is a fair conclusion it also means greater economic growth.

The costs of unfilled productivity can, on the contrary, be tremendous.

The conference on economic progress estimated in 1961 that about \$260 billion in national production was lost by failure of our economy to achieve what the conference considered its full potential.

Those are only a sampling of the impressive list of statistics empha-

sizing the importance of education in relation to economic growth today.

It has been said before — but worth repeating — the human mind is one of the great untapped resources of our society.

It is possible and practical to tap that resource.

I have cited estimated increases in earnings through increased educational achievement.

A government investment in providing education — in the most comprehensive sense — is the least expensive means of insuring adequate income for people. At the same time, it assures a source of taxes to support government and government's investments in education. I use the word "investment" deliberately in place of expenditures.

If the value of four years of high school is \$77,000, then the state's and local governments' return in terms of tax revenue can be placed in excess of \$6,400 — figuring the average tax take on income in Pennsylvania is over 8.3 per cent. The latest figures on education expenditures in Pennsylvania show that it costs about \$482 per pupil per year, or \$1,928 for four years. A return of over \$6,400 on an investment of \$1,928 is pretty good by any measure.

That is not even considering the federal government's share of that increased earning power, which at a minimum would be about \$16,000.

When you apply this same investment-return measure to higher education, you sometimes wonder why our governments — hard-pressed as they are to find new tax revenues to meet growing budgets — are not rushing to put everybody through college. It can be shown statistically that for each dollar invested to educate and train people there is an ultimate tax yield of at least \$10.

But that only measures one side of the problem.

A survey of the heads of families on relief in the state in 1961 showed that 78 per cent of them lacked a high school education; 19 per cent had finished high school; 3 per cent had some post-high school education.

Relief payments in Pennsylvania alone cost the state and federal governments about one-quarter of a billion dollars a year. Add in the cost of unemployment compensation, and the staggering nature of the savings becomes self-evident.

Examined from any aspect, then, education has a tremendous impact on the economic development of any part of the United States.

Educated, skilled people are adaptable to change.

Even automation, with its hidden terrors of technological unemployment, seems less terrible in the view of the flexible, educated human being.

In today's improving school programs . . . in expanding vocational and technical training programs . . . in the development of community colleges . . . in the manpower training programs . . . as well as in the establishment of centers such as this one at Wilkes College — lies the hope for present and future generations of people in this area and others like it to obtain the kind of economic growth they need to end chronic unemployment.

Regionalism a Basic Fact in the Life of the People

by Dr. Frank P. Graham
Chairman
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Washington, D. C.

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Regionalism has been and is a fact in the life of the people on the earth. Within historic times there have been and are the European, African, Asian, Australasian, Oceanic and American regions.

In the North Atlantic Region the Atlantic Pact, formalized in NATO, became a regional arrangement led by the United States. This regional arrangement was not only a counter-move against the proposal for an isolated unilateral Fortress America, but also was a cooperative multilateral partnership for defense against any possible aggression by the gigantic bloc of Eastern powers which was capable of pushing in any direction across Europe and Asia.

America, which had previously largely disarmed itself of conventional forces and had offered to transfer its then monopoly of atomic power to the United Nations, became deeply concerned when the massive power reaching across the heartland of the earth pushed menacing power from its bi-continental interior lines against Czechoslovakia and South Korea. Bases established for defense outside and along the perimeter of these massive interior lines are not analogous to the insertion through Western Hemispheric lines of the totalitarian missiles in Cuba.

The old exclusive reliance on the long established unilateral Monroe Doctrine was historically valid and accepted while the Latin American Republics were establishing their independence. The act of Chapultepec of 3 March 1945 and the Rio Treaty of 2 September 1947 formalized the regional arrangement of the Organization of American States for multilateral cooperation and mutual defense in the Western Hemisphere. The democratic Cuban Revolution against the totalitarian tyranny of Batista, who at times had the wrongful sanction of some elements in the United States, was tragically transformed into another totalitarian tyranny. The insertion into the Western Hemisphere of a totalitarian threat to the freedom of the American Republics in a mighty confrontation of bi-polar powers, required the withdrawal of totalitarian missiles from Cuba as a strategic menace within the Western Hemisphere.

The relaxation of heavy tensions, which came with these mutual arrangements for withdrawal, was aided by the good offices of the United Nations. This relaxation of tensions was later followed by the Test Ban Treaty, whose achievement was mutually shared by the President of the United States and the Chairman of the Council of Ministers of the Soviet Union. The Test Ban Treaty was signed by 107 of the then 111 member nations of the United Nations. The Test Ban Treaty was promptly followed by the unanimous resolution of the General Assembly of the United Nations for the nuclear disarmament of outer space. The meaning of these small steps is measured not by their distance but by their direction. Their adoption is a basis for hope of other steps toward effective universal disarmament. Little decisions, with cumulative power become great decisions, whether in the habits and character of persons or the trend and policies of nations.

The United States, as a region of North America, includes within its sovereignty ten regions: New England, the Mid-West, the Southeast, Puerto Rico (and the Virgin Islands), the Southwest, the states bordering on the Great Lakes, the Great Plains, the Mountain States, the Far West, Alaska and Hawaii.

New England, as a region, has made a national impact on the religious, educational, cultural, economic and political life of the nation. Frederick Turner envisaged the American frontier as a long influential region as it moved ever westward, renewing the insurgency and resurgence of American individualism, nationalism and democracy. William E. Dodd, while differentiating the influence of the Old South and the Lower South in the history of the United States, synthesized the rise and influence of the Cotton Kingdom as a decisive factor in American history for generations. Howard W. Odum, in his social researches and monumental work, *Southern Regions*, published by the University of North Carolina Press in 1936, revealed both the unity and diversity of several regions of the so-called "solid south."

In 1962 the University of Kentucky Press published, *A Survey, the Southern Appalachian Region*, also a monumental work and a compilation of the researches of 22 distinguished scholars from the colleges and universities of the region. The Editor-in-Chief, Professor Thomas Ford, in his introduction, states, "The Southern Appalachian Region as defined for the present survey included more than 80,000 square miles in Kentucky, Tennessee, West Virginia, Virginia, Alabama, Georgia and North Carolina. Containing the highest peaks and roughest terrain east of the Rockies, the Region is made up of three roughly parallel strips: on the east, the steep Blue Ridge; on the west, the rugged Cumberland Plateau; between them, the Great Valley, containing the region's better farmlands, its largest cities, and its major transportation routes."

This survey made humanly and statistically emphatic that the southern Appalachian Region was a depressed area with damaging consequences to the people of the Area, the South and the Nation. To meet the problem of a tragic number of depressed areas in the country, the first move of the new administration was to enact the Area Redevelopment Law. Mr. William Batt, son of an enlightened industrialist, had served in the Manpower Administration of the United States Department of Labor and as Secretary of Labor in the State of Pennsylvania, had become Administrator of A.R.A. in the Department of Commerce under Secretary Luther Hodges, the former Vice President of Marshall Field Industrial Enterprises and the former Governor of North Carolina.

Recognizing that the southern Appalachian and the northern Appalachian Regions have much in common, a constructive program for all Appalachia was envisaged.

North and South Appalachia have more in common than the tragedies of depressed areas. They have basically in common the Appalachian Mountain System, rich coal deposits, the Ohio River Systems, the original American stocks, in addition to some English, Welsh and Huguenots, more largely the Scotch-Irish, who came from Ulster, and the Germans, who came from the Palatinate. North and South Appalachia became part of the common backbone of both Jeffersonian and Jacksonian Democracy. In the Civil War, not only the sons of North Appalachia, but also a large majority of the sons of South Appalachia, in response to Lincoln's call, volunteered to fight to save the Union. The sharpshooting sons of Appalachia had a decisive part in its outcome. If the more than one hundred thousand men of the southern Appalachian

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region who joined the Union Armies, had joined the Confederate Armies instead, this difference might have given a different turn to the war. General George Thomas, the Rock of Chickamauga, was from the mountain country of southwest Virginia. Admiral David Farragut, the hero of Mobile Bay, was from the mountain country of east Tennessee.

In the reunited Union, which the sons of Appalachia had helped to save, the new immigrants from eastern and southern Europe went in large numbers into the iron regions of northern Minnesota, the coal mines of Pennsylvania, and, in lesser numbers, into the coal mines of West Virginia.

The coal miners of northern and southern Appalachia were a part of that combination of industrial power based largely on the steel mills of Pennsylvania, Ohio, Indiana and Illinois, where the coal of Appalachia met the iron ore of the Mesabi Range of northern Minnesota to play decisive parts in the winning of two world wars and are today one of the main strongholds for the defense of freedom and peace in the world.

NEED FOR INTELLIGENCE IN THE EVOLUTION OF WHAT IS INDISCRIMINATELY CALLED "SPENDING"

The values and responsibilities of the free individual, the local community, the several States and the Nation, are all provided for in the American system of a Union of States and a Nation of People, based on the Constitution and the Bill of Rights.

It should never be forgotten that the free and self-reliant individual, the private initiative, the free and socially responsible enterprise, agricultural and industrial, personal and corporate, are the sources of not only the dynamism of our gigantic American production on farms and in factories, but also of the creative American system of a mixed and balanced economy, adapted and advancing to meet the needs and opportunities of the American people in the world of the mid-twentieth century. It should also never be overlooked that the American way is an experimental approach for finding which way is the most intelligent and democratic way to meet the needs and fulfill the aspirations of the people for a more productive life for all the people.

The free, private and socially responsible ownership and management of agricultural, industrial and business enterprises, have mainly stood the test of both basic principle and historic experience. In the course of our history and experience it was also found that the private operation of the post office, roads and schools was not adapted for meeting the needs and hopes of a large majority of the population. The American people, therefore, established the public postal system, public roads and public schools in the open service of all the people as a more efficient way of satisfying the special needs of our varied and free society.

In the mountain and hill country of America is heard the call and need of tourism and its required services on the state and national highways, in the state and national parks, historic commemorative pageants, folk music and plays. In mountainous North Carolina, millions of people riding down the highways of America into the great Smoky National Park,

have seen Kermit Hunter's, *Unto These Hills*, the pageanted poignant story of the Cherokee Indians. In Carolina by the sea, more than a million people from all over North America have seen Paul Green's pioneer symphonic drama telling the story of *The Lost Colony* on Roanoke Island on which Sir Walter Raleigh stumbled in his imperial dream and which was to become the stepping stone to the British Empire and the American nation.

Not partisan prejudice, political slogans or sectional shibboleths, but judgment of the people as to what is most productive, necessary and fair, increasingly is becoming the guideline as to what should be private and what should be public in its basic structure, management and service of the people.

If abandoned or left exclusively to their own initiative and resources — always indispensable in any situation — depressed areas sometimes become the victims of national trends and world situations, and tend to perpetuate themselves in a vicious circle of exhaustion, dwindling capital, loss of wages, growing poverty and continuing depression. The depressed area, which needs capital most, has the least capital available for those undertakings that will help the people to help themselves so that they may rejoin the forward march of their own great country.

The A.R.A., mainly with loans at reasonable rates and grants in special cases, seeks and hopes, wisely, in response to community initiative, to provide the seed capital, the stimulus, the research and the cooperative guidance needed by the leaders, enterprises and programs in the areas of depression.

Common to South and North Appalachia are the needs for: (1) more and better general education; (2) specialized skills; (3) research; (4) diversified industries; (5) tourism; and (6) more and better community enterprises and social services.

For all these needs, cooperation between the local, state and federal governments is indispensable for full realization of the potentialities of the region. The main responsible agencies are the state and local governments, which too often abdicate their responsibilities and then complain about the advancing role of the federal government in helping to meet the human needs.

GENERAL AND VOCATIONAL EDUCATION

Basic and general education are needed to equip our youth to develop victorious personalities, civic understanding, and social and spiritual insights. Vocational and professional education are needed for the training and development of the special skills needed in our complex modern society.

Low income agricultural and industrial regions and depressed areas in general, have a larger proportion of children and smaller proportion of wealth than the national average. Just as within the state, state aid to the local communities is necessary to provide more equal educational opportunities, so, within the nation, federal aid, without federal control, is needed to supplement state funds to provide more equal educational

opportunity for all the children of our common country. In some areas of relative and continuing depression, the people have higher tax rate for the education of their children and yet provide less per child than the national average. The educated youth, whom the low income people with higher tax rates educate in their non-productive years, migrate annually with their knowledge and skills by score of thousands to become producers of wealth in other regions which had made no contribution to their education. The less educated and the unskilled also migrate to end up in the slums and on the already crowded relief rolls of the great cities. Both the skilled and the unskilled are citizens not only of the state but also of the Nation. It is in the interests of all communities, of all states, and of the Nation as a whole, that the federal government recognizes its supplementary responsibility for the equalization of the educational opportunity of all the children in all the states.

The Federal Government long ago recognized its responsibility in (1) federal aid to schools in the North West Ordinance of 1787; (2) in federal aid to land grant colleges by the Morrill Act, which was signed by Abraham Lincoln in 1862; and (3) in aid to vocational education. Vocational education, with all its values, has been largely geared to agriculture and now needs to be re-oriented to meet the needs of our increasingly diversified and complex society.

EDUCATION — THE FOUNDATION FOR ECONOMIC WELL-BEING

The values of a democratic and modern education are emphasized, for example, in the history of Massachusetts. Long before the crusade of Horace Mann for public education, Massachusetts led the country in per capita expenditure for education. The Puritan forefathers and the people of the State, with all their traditions of thrift and economy, showed their faith in the investments in education not only as a way of preventing the decline of Massachusetts, but also as a way of adaptation, prosperity and progress in changing times.

When the already stubborn soils of Massachusetts were becoming exhausted before the days of abundant fertilizer, the people, with their highly trained intelligence, shifted from too much reliance on the land to a larger reliance on the sea. Their initiative and bold sailors wrested oil from the whales and became the center of a fast-growing maritime enterprise, whose whalers and clipper ships encompassed the earth and became one of the wonders of the world. When oil was discovered in the earth at Titusville, Pennsylvania in 1859, the oil in the body of the earth supplanted the oil in the bodies of the whales. The people of Massachusetts again made a new adaptation in a larger concentration on the manufacture of textile and shoes. When the textile mills began moving west to be nearer to the leather, the educated people of Massachusetts, turned to a larger concentration on the manufacture of modern electrical and electronic engines, appliances and machinery. Instead of increasing the breadlines of a depressed area, the people and the youth of Massachusetts lengthened the enrollment in the many colleges and the booklines of many libraries.

The people of Massachusetts, who invested in education and had the largest per capita circulation of books from their college and public libraries, did not consider the money so spent as wasteful spending, but as investments in their own future as a great commonwealth. Of the ten foremost universities and research centers in America, two are in the one State of Massachusetts — Harvard and M.I.T., as are three of the six foremost colleges for women.

RESEARCH — A CREATOR OF WEALTH AND STABILITY

We will not here summarize the wonders of scientific research in the exploration of the interior of the earth and outer space, where the moon and the stars beckon to the adventurous zest of youth while the human spirit seeks to build a new earth and to find a new heaven in our expanding universe.

We recall in this college of freedom and responsibility that it was the groping and ever exploring mind of man which created the Commercial Revolution of the 15th, 16th, and 17th centuries, the Industrial Revolution of the 18th, 19th, and 20th centuries, and the Atomic Revolution of the mid-twentieth century. The idea of the electro-magnetic nature of the earth became more efficiently mechanized in the mariner's compass, which helped to bring on the Commercial Revolution. The latent power of heat in the expanding power of steam was mechanized in the modern steam engine, which, together with electric generators and gas engines brought on the Industrial Revolution. In this century the nuclear power of the atom was mechanized in reactors and bombs, which are causing the Atomic Revolution. These have tied all nations and all peoples together in one fatefully interdependent world, loaded with the doom or hopes of mankind. They make the United Nations a moral imperative in this age.

SCIENTIFIC, SOCIAL AND HUMANE RESEARCH HAVE THEIR GLOBAL SIGNIFICANCE AND LOCAL IMPACTS

As we move from a consideration of the global impacts of research to its local implications, we are impressed with the leadership of this historic College of liberal learning and scientific research as a center for the renaissance of the anthracite region of Pennsylvania and beyond. Here, trail blazers to new frontiers will discover new uses for old resources, will determine what industries are economically sound and which are most economically productive and humanly creative in this fast changing age. Both hard and soft coal are being increasingly replaced by oil and natural gas. Research here will seek to find new and increasing uses of coal in old and new industries.

Your creative artists will produce historical symphonic dramas telling the story of the struggles and hopes of the people, who had their valiant part in the epic drama of coal, iron and steel in the making of America as the industrial giant of modern times.

Scientific research and technology have a tremendous impact on the structure of a community and the hopes of the people in their work-a-

day lives. In our national and mechanically automated industrial society, the question arises as to where will be found the job opportunities for the millions of youth streaming steadily into a labor market. Is the answer in rural and urban slums and public relief rolls, with their loads on the national economy and the running sores of the body politic? A more intelligent, humane and productive answer is increased employment; employment in the adequate staffing of overcrowded schools and hospitals; in the construction of libraries, decent houses, centers for the performing arts, roads, clinical centers and research centers; and in community and recreational services.

It is not the purpose of Wilkes College, or the Commonwealth of Pennsylvania, or the A.R.A., to encourage runaway industries, to promote artificial industries, or to give an unfair advantage to any industry or to any region. It is the purpose of Pennsylvania, the A.R.A., and of us all to help the people help themselves by providing seed capital for well-prepared and soundly-based enterprises which can stand up in our free society for the service of all the people. We cannot, with false and wasteful economies, *pinch* our way through to a more productive and better life for all people. We must invest wisely, and yet more liberally in general and higher education, in basic and applied research, in specialized and professional skills, in adventurous imagination, and in the noblest creations of the human spirit.

We must develop the untapped resources of the earth and the seas, the unused faculties of the bodies and the minds of people. If we cultivate all human resources the people will create their own recovery. Upon the leadership of the United States and in the free partnership of the United Nations, ride the perils and fears, the faith and hopes of the people of the world for freedom, justice, and peace on the earth as the God-given home of the family of man in this time of mortal peril and immortal hope.

I have come to this area — not just because my Commander-in-Chief wanted me to come — but because we both wanted to know better the people behind the statistics. And when I go home tonight, I shall not sleep until I tell him all about you.

Preparing for this trip, I was told of the hard times you in this area have been having. The mine cave-ins and fires have plagued life in this area along with the problems of a declining industry. But I know this is a part of our land that has refused to take defeat or decline.

I read over and over the words "depressed area" but in the six very busy hours I have spent here, meeting the people and seeing the area, I just don't feel the least bit depressed. There is too much "yeasty" thinking — too much can-do spirit — too much of a sense that you are building your own economic bridge from the past to the future.

I have found today that these are Phoenix-lands, rising from the ashes of yesterday, to light new fires of your own industrial renaissance.

You have impressed me. Last Wednesday I sat in the gallery of the Congress and heard my husband declare war on poverty in this country. Today, I feel as if I have been standing on the first battlefield of that war.

You are well aware — and I want you to know that we who live in the White House are equally aware — that: this area of the country was once prosperous; that you have been economically hard hit; and that you, by your own efforts and with the help of your State and Federal Government, are on the road back to prosperity.

This anthracite region has been suffering from the same ills of depression and deprivation which once gripped the whole Nation in the 1930's. Now, thirty years later in the midst of plenty, there is less reason than ever to permit these conditions to exist.

We cannot stand idly by while one fifth of our American families live in poverty — earn less than \$3,000 a year.

We cannot rest easy when 5½ percent of the American people are unemployed.

Here, in this area, that unemployment figure is nearly double what it is in the rest of the nation.

If we are wise enough to invent automation, we must be skillful enough to convert it into a blessing, not a curse.

We are a great nation — a nation wealthier than any other — any time in history.

We can afford anything we want, but the one thing we cannot afford — as Lyndon told the nation last Wednesday — is poverty.

The twenty-two percent of America's children who are living in poverty now sit on the sidelines of American life. They form the nucleus of our school drop-outs. This must not continue.

When we lose a student to poverty we lose an important source of America's future strength.

As Lyndon said, \$1,000 invested in reclaiming a youth today will yield him and the country \$40,000 in his earning lifetime.

I have seen your efforts work here in Pennsylvania today.

Mrs. Johnson's Remarks

*Impressions of
the First Lady
of the Land*

Here in the very apex of Appalachia, I have seen how the leaders and investors of this area, strengthened by that American spirit of decency and justice, have, already, issued a call to arms in the war against poverty.

I have seen how the whole communities — bankers, workers, business and professional men — contribute to war chests to finance the fight.

I have seen how they have been able to muster the forces of the Area Redevelopment Administration and the Accelerated Public Works projects to substantially reduce unemployment and defeat the common enemy.

They can and will do more, and they know now that they have the full force of the Administration and the Government of the United States behind them.

I have spent many a late night these past few weeks listening while Lyndon discussed with experts from every field — how best to fight this war on poverty.

The experts seem to be in agreement, and the one word that seems foremost in their conversation is *education*.

We need more scientists, more doctors, more engineers, more specially-trained post graduates, more highly-educated and highly-skilled workers.

We cannot assure the Nation's future without immediate attention to the vital problem of education. This problem runs all the way from school drop-outs to an inadequate supply of nuclear physicists.

This is why I always feel a surge of hope when I see — as I do today — a new improvement that strengthens our educational system.

The new Wilkes science center is a vital contribution to America's educational needs. It is just what the experts ordered to help ease a critical problem. But it is also much more.

It is an indispensable partner in your industrial rebirth.

It will help industries which are already here grow.

It will attract new science-oriented industries.

It will at one and the same time make it possible to train the young people of this area to learn skills which will be needed — and provide jobs for them to use these skills — here at home in the anthracite area.

What an exciting place to be—here in Wilkes-Barre—or, the threshold of a new era.

There is no limit to the opportunities.

Meeting your students here today makes me think of the line about Balboa — "like some watcher of the skies when with eagle eyes he did the vast Pacific scan."

Here not only the students — but the community will learn something of scientific development — and no longer feel an alien in a changing world.

I am grateful to you all today because you have taken me behind the cold statistics to the human needs, problems, and hopes of this area. I now feel better equipped to serve you in helping relate these needs and hopes to those who want to — and will — help you do something about them.

PRESENTATION SPEECH

by Dr. Daniel P. Detwiler, Director, Research and Graduate Center to Walter S. Carpenter, Jr.



Mr. President: I should like to present to you a native of Wilkes-Barre. After spending his early years here, he joined the great company which he has served for more than half a century, and of which he ultimately became President and Chairman of the Board. During the half century of his association, E. I. duPont de Nemours became not only one of the world's largest industries but it developed, through research, new materials and new products that have directly or indirectly affected the lives of all of us.

In a very real sense those who guided the destinies of the duPont Company were industrial and social pioneers. In their efforts to perfect the work of a great chemical company they relied upon the creative abilities of able and highly trained personnel. Because of this dependence, they encouraged colleges and universities to raise their intellectual standards. In so doing, they raised the sights of men and encouraged them to strive for greater stature and greater significance.

Because he has recognized the importance of trained intelligence, he, personally, has given quietly, but generously, to many institutions that strive to enrich the lives of men and to broaden their horizons. Universities, colleges, schools, libraries, hospitals have been aided by him and because of his generous assistance untold numbers of persons have enjoyed opportunities that without his vision and generosity would not have been theirs.

In the place of his birth he has generously, quietly and modestly encouraged and supported educational, social, and health services whose purpose is the enrichment of lives.

Because of his interest and generosity Wilkes-Barre and Wyoming Valley are better than they would otherwise be. In the years ahead they will become progressively better because of his benefactions. Today's dedication of the Research and Graduate Center bears clear testimony to the continuing influence of his work.

When he honored Wilkes College by creating in it a living memorial to his father, none of us could ever guess the consequences. Without that memorial we could not have committed ourselves to establishing a graduate degree program in the sciences so that RCA would come to Wilkes-Barre. Without his memorial and this commitment we would not now be dedicating a new research and graduate center. Those of us who will administer this Center are very conscious of our responsibility to him and to the future. The dedication of this Research and Graduate Center is but the beginning of a new and sustained effort of regional development. We hope it is the beginning of a new era for northeastern Pennsylvania.

We are grateful that today he permits us to express the appreciation of the Community and of the College for the greater opportunities that now open before us because of his vision, his faith and his generosity.

Mr. President, I am honored to present to you a distinguished son of Wyoming Valley who, by his ability, vision and generosity, merits our gratitude and who honors us in accepting the first honorary degree to be conferred by Wilkes College, Mr. Walter Samuel Carpenter, Jr., and ask you to confer upon him the Honorary Degree of Doctor of Humane Letters.

PRESIDENT:

Mr. Carpenter, by the authority vested in me by the Board of Trustees of Wilkes College and by the Commonwealth of Pennsylvania, I confer upon you the degree Doctor of Humane Letters with all the rights and privileges pertaining thereto.

May I also take this occasion to express to you our great appreciation of your willingness to join with us in this dedicatory convocation. We are grateful to you. We will try to justify the faith that you have shown in our willingness and ability to serve with growing effectiveness our Community and those students who will come to Wilkes in the decades ahead.

ACCEPTANCE SPEECH

Walter S. Carpenter, Jr.

I am told it is sometimes customary at this time for the awardee to launch upon a learned and profound disposition on some interesting subject. I am not going to attempt that at this time for many reasons. But it is particularly gratifying to me, today, that I am being honored by an institution which I like to think of as the hometown institution. For I was born here in Wilkes-Barre and received my elementary and secondary education here and later at the Wyoming Seminary.

I have many pleasant and nostalgic recollections of this very area on which your College is located.

I recall that quite a few years ago, as a young lad, I was a member of a football team which represented Union Street, several blocks north of here, and that each year we would make a southern trip, finally arriving at South Street; and there on the river bank, we young heroes were engaged in mortal combat with a corresponding team representing this area.

I remember also that occasionally a huge and tyrannical policeman would appear on the horizon and quickly he would disperse all these young heroes to the four quarters of the compass. It seems that any such evidence of private enterprise on the public lands could not be countenanced.

But, fortunately, our pain was not long-lasting for as the policeman wandered on his beat up the bank, and when he had safely disappeared around the corner of Northampton Street, we would immediately resume our operations.

I presume that there was never a time in the history of our country when there appears to be a greater need for more education than at the present time. Our competition is the nations of the Earth and our field of endeavor seems, at times, to reach even beyond those boundaries.

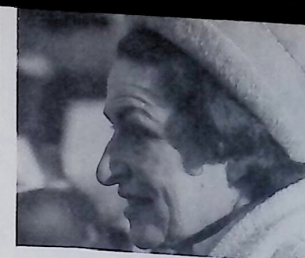
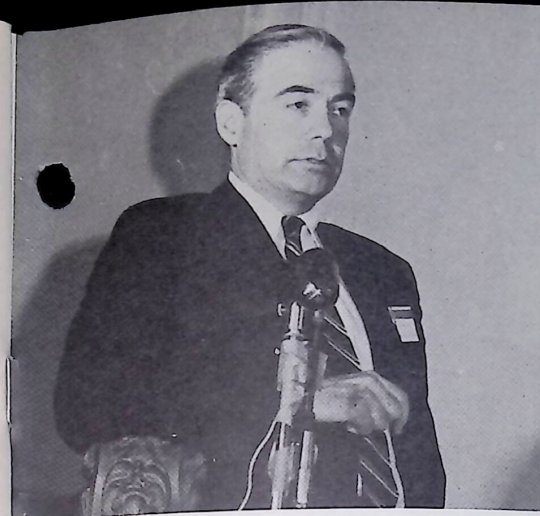
The American economy and the industrial economy of this country is daily becoming more complicated and more sophisticated — requiring more skills and more education for those who hope to participate and particularly for those who hope to progress.

At the present time, we might say that we have almost an industrial boom in this country and yet in spite of that we find rows of millions of people who are unemployed and seeking employment.

I think a further examination of those rows would show that a large majority of those people are people with little or no skills and very little education. And so it seems to me it must be a source of great satisfaction to Dr. Farley and all of his associates in creating this institution of higher learning here which gives such an opportunity to those who choose to participate directly in the opportunities afforded by it. And its very existence here seems to me to elevate the educational, cultural aspirations of the Community.

Dr. Farley has said that I have been of some help in connection with this. And if that is true I am very gratified. But I am sure that whatever I have done is quite microscopic compared with the enormous achievements of Dr. Farley and his associates — members of the Board, his staff, the members of the faculty and also the large number of people of this Community who contributed with their aid and sustenance in the development of this great institution.

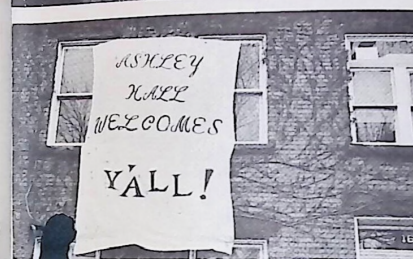
And so, Dr. Farley, I accept this honor and award with great enthusiasm and with great pride. Doubly so, I think, because it is being given by the institution which has given and is continuing to give such great help to the Community and in the solution of one of our important problems of the nation as a whole.



ABOVE: Attractive Lady of the Land

AT LEFT: Gov. Scranton at Press Conference

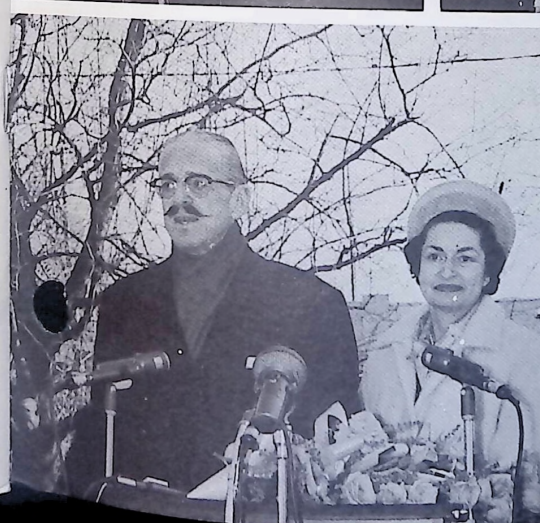
BELOW, LEFT PANELS: Northern Hospitality, Lady Bird at Public Square



ABOVE: Dr. Farley adjusts microphone for First Lady

AT LEFT: Congressman Flood and First Lady

BELOW: Academic Procession



IN APPRECIATION

*Through this Convocation
all who are striving to assure the growth of
Wilkes College and the Community
wish to express their gratitude
to those individuals, foundations, and businesses
that have made possible
the vigorous growth of the College
since its founding in 1933*