

implications are for society as a result of this new philosophy, and this new activity, with Job Corps.

Mr. Sol M. Linowitz, chairman of the board of Xerox Corp., in a speech before the Public Affairs Conference of the National Industrial Conference Board in New York, on April 21, 1966, addressed himself to the fact that "a far lesser number of young men are planning business careers these days"—14 percent in Harvard in 1966 versus 39 percent in 1959—only nine more into business that year went into the Peace Corps—says:

I think what the youth are seeking from American business and industry is a sure indication that it, too, feels their sense of responsibility and commitment—that it, too, recognizes it has a stake in the conquest of war, disease, hunger, and poverty. I am by no means proposing that American industry take upon itself a solitary crusade for the conquest of the world's burdens.

What I am suggesting is that a systematic and intimate understanding of the dominant social problems of our day, combined with a firm dedication to public service, will lead to the discovery by businessmen of innovations that will satisfy their direct corporate goals and simultaneously make a contribution to the most pressing human needs.

And witness the testimony of Wolham L. Batt, Jr., Administrator, Area Redevelopment Administration, U.S. Department of Commerce—at the 36th Annual Boston Conference on Distribution, October 19, 1964—re "The Invisible Market."

To make jobs available for the longterm unemployed or the underemployed—who lack either a job or a job opportunity, or both—is to add to our markets in just as positive way as by enlarging export markets in South America or in Asia.

Furthermore, this new domestic market is a more convenient market to service. We have acres of diamonds in our own backyard. A combination of investment, initiative, and imagination can change this problem into an opportunity, can transform public charges into private consumers.

Who can predict what great things can come to society when we help one another to examine their own unrecognized subjective concepts and attitudes that give meaning and power to our words. Such as, I object to the word "dropout," because it puts too much responsibility on the young person to say that he all of a sudden one day dropped out of school, when really what has happened is that his needs have not been met and what is the amazing thing is that he or she has stayed as long as they have.

Society has literally been pushing them out by failing to meet their needs.

We talk about immorality and poverty, as if they were synonyms. What I would like to say on this point now in regard to this is that one of the first jobs we have to perform with every youngster who comes to Job Corps is help them to get rid of these labels put on them by society, and I am hoping the day will come when we can find some of the terms we can use instead of these negative ones.

We become so clustered with labels that we can hardly find the youngsters themselves.

How can Job Corps make this partnership even more meaningful to the "power structure," the "policy and decision makers" as well as to the Job Corpswomen?

The primary purpose of Job Corps is to put itself out of business—to help public education define and eliminate the conditions which created the need for Job Corps to begin with.