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FROM: THE OFFICE OF U.S. SENATOR BOB DOLE
NEW SENATE OFFICE BUILDING
WASHINGTON, D.C. 20510
(202) 225-6521

FOR RELEASE AFTER 7 P.M. WEDNESDAY, Oct. 29, 1969,

SILVER SPRING, MARYLAND---"Business can make the difference in whether our society provides not only the opportunity, but the necessary support to guarantee that each man achieves his potential," U.S. Senator Bob Dole (R-Kans.) said here tonight.

"To those who question the value of the free enterprise system, our answer should be to show our conviction by making our businesses more responsive and sensitive to urban problems. To those who question the vigor of our society, our answer should be to show our belief by involving ourselves in community work."

Dole spoke before the Service Corps of Retired Executives (SCORE).

SCORE is a non-profit group organized in 1964 to provide advice and assistance to small, fledgling businesses and is sponsored by the Small Business Administration.

"Government programs can go only so far," Dole said. "The real key to success lies in the one-to-one relationship -- in the knowledge that some one person cares enough to help. This, the government cannot create.

"Private enterprise and volunteer efforts to improve our society are of special significance in light of the negative attitude of some who devote much time to finding fault with America. Too many people try to make our national costume one of sack cloth and ashes.

"Let us answer their protestation by our participation. Let us reply to their dissent by our involvement. Let the doubters be shown by the doers.

"Businessmen can make the difference in whether our society provides not only the opportunity, but also the necessary support to guarantee that each man achieves his potential. Let each of us realize that the investment of our time is a human investment in America's future."

In his speech, Dole urged the Small Business Administration to consider extending the SCORE program by involving active, as well as retired, businessmen. Dole is a member of the Senate Select Small Business Committee.