

[October 5, 1978]

I am happy to be with all of you, especially our visitors from afar, from Japan, Australia, France, Great Britain, and Canada -- as we dedicate the new quarters of this company that has contributed so much to education, all around the world.

I would like to take a worldwide view today at what education and, especially universities which I know best, can do to alleviate the condition of one fourth of humanity that is almost totally without education.

Last year at the Department of State in Washington, I was sworn in as a United States Ambassador to head the U. S. Delegation to the United Nations Conference on Science and Technology for Development. This Conference, the last of the Nuga Conferences, will take place in Vienna during August and September. It may well be the capstone of the Conference on Hunger in Rome, on environment in Stockholm, on population in Bucharest, on habitat in Vancouver, on trade and on desertification in Nairobi, on the Law of the Sea in Caracas and Geneva.

My thinking during this past year, as we have met with hundreds of experts, runs to the possibility of a new crusade to eliminate the worst effects of poverty throughout the world by the year 2000.

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the human pettiness and selfishness, the national pride and religious prejudice, the cultural imperialism and color consciousness that have caused our beautiful spaceship earth to be so humanly unbeautiful and unjust and unpeaceful today. A new millennium is possible.

We have to begin working for it now. Education may well be the key to the whole effort, and I trust that the company we congratulate today may have an important role to play.

World Book-Childcraft International, Inc.
A Subsidiary of The Scott & Fetzer Company

Dedication of
The New Home Office

The Merchandise Mart, Thursday, October 5, 1978, 12:15 p.m.

PROGRAM

- Presiding* Mr. William T. Branham,
Chairman of the Board and Chief Executive Officer,
World Book-Childcraft International, Inc.
- Invocation* Mr. Vernon Cavill,
Vice-President and Manager, Zone 10,
World Book-Childcraft International, Inc.
- Luncheon*
- Greetings* Mr. Patrick L. O'Malley,
Chairman of the Board, Canteen Corporation and
President, The Chicago Park District
(Representing Michael Bilandic,
Mayor, The City of Chicago)
- Remarks* Mr. Thomas V. King,
General Manager, The Merchandise Mart
- Introduction
of the Speaker* Mr. Howard V. Phalin,
Retired Chairman of the Board and
Chief Executive Officer
- Address* The Very Reverend Theodore M. Hesburgh,
President, The University of Notre Dame
- Benediction* The Most Reverend William E. McManus,
Bishop of the Fort Wayne-South Bend Diocese and
Member, The World Book Encyclopedia
Editorial Advisory Board