

Remarks for John J. Heldrich  
New Brunswick Conference  
Wednesday, September 12, 1973

I am pleased to have the opportunity to speak to this group of leading realtors, bankers and businessmen. First of all, let me say that it is encouraging to see that so many of you were willing to participate in today's program and take a look at New Brunswick. I don't believe there is any substitute for this kind of first-hand evaluation, and we are delighted with this expression of interest in the city's future development potential.

To give you a little background about Johnson & Johnson in New Brunswick I would note that this city is our home, the location of our worldwide headquarters. It also is administrative headquarters for two of our largest affiliates, the Johnson & Johnson Domestic Operating Company and Chicopee Manufacturing Company. About 1,500 Johnson & Johnson employees work in the city.

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The company has been a corporate citizen here for 86 years, and Johnson & Johnson has been very involved in the life of the city since before the turn of the century. Our roots go deep. They date back to 1886 when the Johnson brothers selected New Brunswick as the site for a company that one day would grow to be a major international corporation. This gives us not only a long-standing historical relationship to the city, but also a close affinity to New Brunswick and its people.

Johnson & Johnson has a major stake in New Brunswick and a desire to see the city reach its fullest potential. As a corporate citizen, the company recognizes its social responsibilities to the community. In a number of ways we are now attempting to expand and build upon our past contributions.

One basic aspect of our policy of corporate social responsibility involves encouraging Johnson & Johnson employees to play an active role in community life and community organizations. A large number of employees serve in various capacities on hospital boards, with the United Way and its member agencies, the Chamber of Commerce and in local government. We have been well represented in these and numerous other areas of community needs and services for many years.

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Direct financial support by Johnson & Johnson is equally as varied and diverse. In 1972, the company and its employees contributed more than \$250,000 to the United Way campaign, 52 percent of the total contributions in the city of New Brunswick. The company and its employees gave more than half the total funds raised for a major building campaign for St. Peter's and Middlesex Hospitals. We granted \$100,000 to a Minority Enterprise Small Business Development Corporation sponsored by the Rutgers University Graduate School of Business; funded an inner-city "Theatre in the Streets" program this summer; and sponsored a Boy Scout troop for disadvantaged youngsters. Currently, Johnson & Johnson is working with the New Brunswick School System to develop a training program for school administrators and staffs.

These are but a few of Johnson & Johnson's many programs and activities where the company is assisting in meeting community needs. I bring them to your attention to indicate the strong obligation we feel toward this city.

The New Brunswick area also is my home town. I was born here, was graduated from <sup>H.P.</sup> ~~New Brunswick~~ High School and Rutgers University and have lived in neighboring Highland Park most of my life. I know the New Brunswick area, its assets as well as its problems, and like many of the businessmen and residents of the city I share a great concern for what lies ahead.

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There is no question that New Brunswick has its problems -- the same problems that characterize the difficulties facing a large number of center-cities in America. These problems are self-evident. They cannot be ignored, any more than we can pretend that the pressure exerted by suburban development on the center-city will diminish significantly. The life style of America is changing and the center-city has paid a high price, both economically and socially.

Yet, I submit that there is, and should be, a fundamental relationship between the center-city, the core or hub city, and surrounding suburbs. This presents us with numerous opportunities to restore New Brunswick's economic muscle and social grace. These opportunities are not as yet as nearly well defined as the city's problems, but all the same they do exist in relative abundance.

An infusion of new capital, new and improved housing, new businesses and commercial ventures, to name a few areas, is necessary. This is an economic fact of life. All cities need a certain amount of priming the economic pump to restore financial stability and to build a solid base for continued growth and development.

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And at the same time we recognize that there must be good reasons to attract this economic investment in the city's future. This requires sound planning, charting the directions New Brunswick will take, and modernization programs to make the city a good place to live and do business.

In recent years a good deal has been accomplished in this regard, but much remains to be done. You have seen tangible evidence of this in your tour today. A number of major projects are under way, nearing completion or in various stages of awaiting a formal go ahead. These would include the extension of Route 18, urban renewal projects, a proposal for the New Brunswick railroad station and a host of other programs.

It is not a time for discouragement when we find projects of this magnitude before the city. They represent only part of a total package that promises to have a significant and positive impact on the future of New Brunswick and surrounding communities.

To briefly summarize some of the key assets of the city, I would note the following:

1. New Brunswick is strategically located midway between New York and Philadelphia and the city is served by a transportation network that is vital to its economic well being. New Brunswick also is the county seat of one of the fastest growing counties in the nation.

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2. As the home of Rutgers University, New Brunswick benefits from the many opportunities provided by a major urban university. These include the contributions of academic and cultural life as well as a sense of vitality that permeates the university campus.

3. The city itself is moving ahead to generate the momentum required for its rebirth and revitalization through projects that will create new economic activity and help to improve social conditions.

Many cities in America, with populations well in excess of New Brunswick's 42,000 people, have far more difficult problems and fewer resources.

New Brunswick's progress will require practical, workable and economically feasible programs and the continued infusion of talent, energy and resources. All this is possible. We have hope and faith that this prognosis is realistic and attainable. I can assure you that Johnson & Johnson looks forward to helping the city achieve its promise and potential.

THANK YOU.