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THE WHITE HOUSE
WASHINGTON

April 11, 1975

MEMORANDUM FOR: THE PRESIDENT
FROM: BOB MEAD *BM*
SUBJECT: STATE OF THE WORLD SPEECH

MR 7
Thanks

Your televised speech from the Hill last night was excellent.

In addition to the subject matter--which needed to be said--
the dramatic pauses and emphasis when needed were very effective.
Pauses usually mean, "...think about it, I mean business..." and the
way you used them in delivery last night was very convincing. Never
be afraid to pause and look into the audience for that emphasis.

There also was good determination in your speech patterns,
particularly when you deviated from the text on the CIA and ad-libbed
your own immediate thoughts. This is always quite effective, especially
if it can be built into a speech.

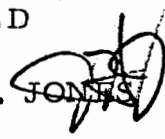
This was your best one. And I'm sure there are more to come.

P1W

THE WHITE HOUSE
WASHINGTON

April 11, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: BOB MEAD
FROM: JERRY H. JONES 
SUBJECT: State of the World Speech

Your memorandum to the President of April 11 on the above subject has been reviewed and the following notation was made:

-- Thanks.

cc: Don Rumsfeld