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ACKNOWLEDGEMENTS

CHAIRMAN MESCABE

PRESIDENT KEIM (RHYMES WITH "TIME")

MEMBERS OF THE CABINET

MEMBERS OF THE ADVERTISING COUNCIL

THE PRESENTING OFFICE SEEN *AS*

ADVERTISING COUNCIL RECEPTION

THURSDAY, APRIL 24, 1975

I AM PLEASED TO WELCOME ALL OF YOU TO THE WHITE HOUSE
THIS AFTERNOON. I HOPE AND TRUST THAT YOU'VE HAD AN ENJOYABLE
AND PRODUCTIVE VISIT HERE IN WASHINGTON AS APART OF YOUR
THIRTY-FIRST ANNUAL WASHINGTON CONFERENCE.

I WANT TO TAKE THIS OPPORTUNITY, AS OTHER PRESIDENTS
HAVE DONE BEFORE ME, TO EXPRESS MY DEEP APPRECIATION TO THE
ADVERTISING COUNCIL FOR THE GREAT WORK YOU'VE DONE OVER THE YEARS
IN THE SERVICE OF YOUR COUNTRY.

THE ADVERTISING COUNCIL HAS PLAYED A MAJOR ROLE
IN THE AFFAIRS OF STATE HERE IN AMERICA, IN WAR AND IN PEACE,
IN TIMES OF PROSPERITY AND IN TIMES OF ECONOMIC HARDSHIP.

YOUR WORK IN SUCH CAMPAIGNS AS THE SAVINGS BOND
DRIVES, THE FOREST FIRE PREVENTION EFFORT, THE DRUG ABUSE
INFORMATION PROGRAM, THE ACTION VOLUNTEER SERVICE PROGRAM,
AND SO MANY OTHERS HAS BEEN ESSENTIAL TO THE SUCCESS THESE
PROGRAMS HAVE ENJOYED.

AS I SAID IN MY STATE OF THE UNION ADDRESS IN JANUARY,
IT IS OUR URGENT NEED TO "MOBILIZE THE MOST POWERFUL AND MOST
CREATIVE INDUSTRIAL NATION THAT EVER EXISTED ON THIS EARTH"
TO SOLVE THE PROBLEMS OF OUR NATIONAL ECONOMY. IN THIS REGARD,
YOUR COUNCIL HAS BEEN MOST HELPFUL -- AND I KNOW WILL CONTINUE
TO BE HELPFUL.

SINCE MY REPORT TO THE CONGRESS, WE HAVE SEEN SOME
VERY ENCOURAGING SIGNS OF IMPROVEMENT IN THE ECONOMY --
ALTHOUGH WE STILL HAVE A LONG WAY TO GO.

ALL OF YOU KNOW THAT THE PSYCHOLOGY OF AN ECONOMIC
DOWNTURN -- THE DISTORTED PERCEPTIONS OF GLOOM AND DANGER
THAT OFTEN ACCOMPANY BAD ECONOMIC NEWS -- CAN MAKE A BAD
SITUATION EVEN WORSE.

AND THIS PSYCHOLOGY OF DEFEAT CAN FRUSTRATE AND IMPEDE
ALL OUR EFFORTS TOWARD RECOVERY.

I AM WELL AWARE THAT THE NEWS ON TELEVISION AND
IN OUR PAPERS IS SUFFICIENTLY BAD TO MAKE EACH OF US A LITTLE
SKEPTICAL ABOUT THE ABILITY OF THE GOVERNMENT -- OR ANYONE ELSE --
TO SOLVE THE PROBLEMS THAT KEEP CROWDING IN ON US.

THIS SKEPTICISM BREEDS CYNICISM, WHICH MAKES
ATTEMPTS TO REASON WITH PEOPLE, AND SHOW THEM THE TRUTH,
A VERY DIFFICULT PROPOSITION INDEED.

UNDER THESE CIRCUMSTANCES, THE CAMPAIGN WHICH
THE VICE PRESIDENT TELLS ME THE ADVERTISING COUNCIL IS DEVELOPING
TO HELP CLEAR UP THE DISTORTIONS AND COMBAT THE DEFEATISM
IN THE COUNTRY AS WELL AS TO EXPLAIN AND PROMOTE THE FREE
ENTERPRISE SYSTEM WILL BE MOST VALUABLE.

I KNOW THE POWER AND THE INFLUENCE WHICH MEN AND
WOMEN OF CREATIVITY AND PURPOSE CAN WIELD. THE ADVERTISING
COUNCIL HAS DEMONSTRATED -- TIME AND TIME AGAIN --
THAT ITS COLLECTIVE POWER AND INFLUENCE FOR GOOD, AND THE
CREATIVITY AND PURPOSE IT BRINGS TO ALL ITS ENDEAVORS,
CAN MOVE AMERICA FORWARD.

LET ME SAY AGAIN THAT I AM VERY HAPPY YOU ARE HERE

TODAY -- SO I CAN SAY THANKS IN PERSON TO YOU.

END OF TEXT