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OFFICE OF THE VICE PRESIDENT
WASHINGTON, D. C.

EXCERPTS OF REMARKS OF THE VICE PRESIDENT
AT THE
ADVERTISING COUNCIL, INCORPORATED LUNCHEON
BEN FRANKLIN DINING ROOM, THE STATE DEPARTMENT
WASHINGTON, D. C.

Through the years, the Advertising Council has done a brilliant job of increasing the public's understanding of the problems confronting this Country.

Today, in our present economic difficulties, there is one particular area where your communication skills are critically needed. Frankly, there is a serious lack of understanding by the public of the nature and role of the American private enterprise system -- what makes it work, what impedes its opportunities, what it has done to give Americans the highest living standard in the world, and the fact that the private sector, directly or indirectly, provides 85 percent of the taxes which are the basis of government revenues.

Free enterprise has provided opportunity within a framework of laws under our Federal system which has encouraged maximum diversity within unity.

Recently, I was appointed by President Ford as Chairman of the National Commission on Productivity. The Commission is concerned with three principal areas affecting productivity in our free economy: morale of workers and cooperation between labor and management; capital and technology and government regulations. As a Nation, we have serious problems in all three of these areas which must be faced realistically.

The Commission's objective is to determine what must be done in each of these areas so that we can restore the historic growth in productivity which has been the basis of America's strength and its capacity to meet its needs at home and its responsibilities in the world.

The advertising industry is a key element in our economic system. Your ability to communicate effectively and persuasively is unrivaled. Through your industry's public service arm, the Advertising Council, you have awakened Americans to a wide range of critical needs. Now, it is time to reawaken Americans to the unique values of private enterprise.

Only when the people understand how this system works for America will we be able to generate the public support required to implement the necessary changes to bring that system to its fullest productivity, highest levels of employment and to restore America's economic strength.

And no organization can drive that message home more convincingly than the Advertising Council.