

Washington, D.C.
May 8, 1968
*Peace Corps &
Smoking the Peace*

The Advertising Council has been hard at work. A secret, privately sponsored random sample of middle class Americans showed that 68.2 per cent who ~~believed~~ last year the glass was half-empty now think it's half full. (Reference to Peace Corps campaign.)

Another 24.7 per cent speak with very deep, deep voices while grinding out smokes and camp fires.

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You have worked your selling magic on problems of every kind in the nation's behalf: crime... health... manpower... balance of payments... industrial development. I have seen it work first-hand, on behalf of the National Alliance of Businessmen, the President's Council on Youth Opportunity and the President's Council on Physical Fitness and Sports.

You have my heartfelt thanks.

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That kind of public service is critical to our national strength today.

For we have rediscovered the Jeffersonian verity that it is the people -- the industrialists, the housewives, the farmers, the kids -- who make a democracy work.

Government can pay for a trade school, but only an individual can teach skills and ambition.

Government can set up a Headstart program, but it is the individual teacher who raises a child's eyes above the litter of the street.

Government can enact civil rights laws, but it is the attitude of millions of individuals that makes equal opportunity a reality.

Our ability to get all those millions of individuals moving in the right direction -- doing the right things in their own communities -- will decide the success or failure of the War on Poverty and much else on our domestic agenda today.

That means persuasion.

It means developing and reinforcing a market for change and progress.

It means awakening the social conscience of some and channeling a burning demand for justice in others.

It means hanging a sign on every one of our communities with new, first-time-ever, improved advertising that says, "Help Wanted. Inquire Within."

Now let me hear from you.



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