

EMBASSY OF THE UNITED STATES OF AMERICA
LONDON

June 29, 1981

Dear Prime Minister:

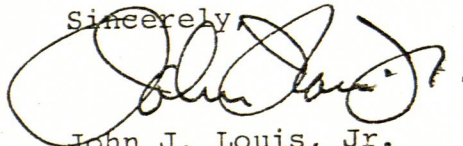
Mrs. Louis and I were most appreciative of your thoughtfulness in including us among your guests at your dinner for Vice President and Mrs. Bush. The evening was most interesting and entertaining. We enjoyed the opportunity to meet Princess Alexandra, Michael Foot, John Nott, and the other important guests who all contribute so much to the well being of your country.

I hope you will forgive my gratuitous suggestions to you concerning possible methods for explaining the Northern Ireland situation more effectively to the citizens of the United States. I suggested the idea of employing a New York public relations and advertising firm only because I have spent part of my life in that business, and because I know that the best of these firms can do much to help in this area. I noted with surprise this morning that the current issue of the "Economist" makes the same sort of suggestion in an editorial.

I mentioned to you that I have a favorite quotation from Ray Kroc (founder of the MacDonal'd's fast-food chain). I think it describes very well the quality of persistence which serves you and our President so well:

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination are omnipotent."

Sincerely,



John J. Louis, Jr.
Ambassador

The Rt. Hon. Margaret Thatcher, M. P.,
Prime Minister,
10 Downing Street,
London, SW 1.