

THE WHITE HOUSE

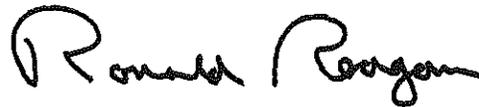
WASHINGTON

January 25, 1988

This year sees the inauguration of a recognition program for businesses, the Malcolm Baldrige National Quality Award, to be administered by both the National Bureau of Standards in the Department of Commerce and by a private foundation.

This Award salutes companies that improve the quality of their goods and services, thus enhancing productivity, lowering costs, and increasing profitability. The economic liberty and strong competition that are indispensable to economic progress were principles "Mac" Baldrige stressed, whether as a successful businessman or as a dynamic and effective Secretary of Commerce. They are the engines of growth, jobs, and prosperity in any society, along with the good management and attention to quality and customer needs that the Award will promote.

I am happy to commend all who have a hand in this Award, and all who compete for it. You can take great satisfaction in the knowledge that you are benefitting your customers, your companies, and your country -- and that you truly honor the memory of "Mac" Baldrige.

A handwritten signature in cursive script that reads "Ronald Reagan". The signature is written in dark ink and is centered on the page.