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THE PRESIDENT HAS SEEN....

ADVERTISING COUNCIL RECEPTION

THE EAST ROOM

THURSDAY, APRIL 1, 1976

THE PRESIDENT HAS SEEN....

ADVERTISING COUNCIL RECEPTION

ACKNOWLEDGEMENTS

- TOM ADAMS (Chairman, Advertising Council)
- BOB KLEIN (President, Advertising Council)
- MEMBERS AND GUESTS OF THE ADVERTISING COUNCIL

-A-

I'M HAPPY TO SEE SO MANY OF YOU HERE TODAY  
ON THIS FIRST DAY OF APRIL -- A DAY THAT IS SOMETIMES  
ASSOCIATED WITH PRACTICAL JOKES. I THINK I MAY HAVE  
CELEBRATED IT LAST WEEK IN NORTH CAROLINA.

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LET ME WISH YOU A WARM WELCOME,  
AND AFTER A FEW BRIEF REMARKS, I LOOK FORWARD TO MEETING YOU  
IN THE STATE DINING ROOM.

I HOPE YOU'VE HAD A PRODUCTIVE AND ENJOYABLE TIME  
DURING YOUR 32nd ANNUAL CONFERENCE IN THE NATION'S CAPITAL,  
AND LET ME TAKE THIS OPPORTUNITY TO AGAIN EXPRESS MY DEEP  
GRATITUDE AND EVER-GROWING APPRECIATION FOR WHAT THE  
ADVERTISING COUNCIL HAS DONE OVER THE YEARS IN SERVICE  
TO ITS COUNTRY.

AMERICA IS A BETTER PLACE BECAUSE OF YOUR CREATIVE  
AND UNSELFISH EFFORTS, AND THE EFFECTS OF YOUR WORK, YOUR SENSE  
OF PUBLIC SPIRIT AND GOODWILL, HAVE BEEN BOTH PROFOUND  
AND MEASURABLE.

LAST YEAR WAS A RECORD YEAR FOR U.S. SAVINGS BONDS,

THANKS IN A LARGE MEASURE TO THE ADVERTISING COUNCIL

AND THE MEDIA. PEOPLE ARE BUYING STOCK IN AMERICA,

AND THEY ARE DOING IT IN RECORD NUMBERS.

MORE THAN SEVEN BILLION DOLLARS WORTH OF SERIES "E" AND "H" BONDS

WERE SOLD LAST YEAR AND THE SALES OF SERIES "E" BONDS IN 1975

WERE THE BEST SINCE 1945, THE LAST YEAR OF WORLD WAR TWO.

YOUR CAMPAIGN OBSERVING THE 55-MILE-PER-HOUR SPEED

LIMIT HAS ALSO HELPED IN THE SAVING OF THOUSANDS OF AMERICAN

LIVES, AS WELL AS CONSERVING MILLIONS OF GALLONS OF FUEL.

THE IMPACT OF YOUR WORK IS ENORMOUS, AND AS  
ALWAYS, IT'S DONE IN THE BEST SENSE OF PUBLIC SERVICE. I AM  
PARTICULARLY APPRECIATIVE OF THE MEDIA IN AMERICA WHO HAVE  
COOPERATED SO WELL AND SO GENEROUSLY, CONTRIBUTING MORE THAN  
A HALF-BILLION DOLLARS IN PUBLIC SERVICE ADVERTISING ANNUALLY.

IT REPRESENTS THE BEST OF THE NATIVE AMERICAN  
CREATIVE GENIUS, THE AMERICAN SPIRIT OF FREE ENTERPRISE,  
AMERICA'S GREAT GENEROSITY, AND THE ABILITY OF AMERICANS  
TO HELP THEIR GOVERNMENT, AND IN SO DOING, HELP THEMSELVES.

THE ADVERTISING COUNCIL DOES THIS, DOES IT WELL,  
DOES IT GENEROUSLY, AND DOES IT OFTEN.

ONE CAMPAIGN, PROPOSED TO THE ADVERTISING COUNCIL  
BETTER THAN A YEAR AGO BY AMBASSADOR FREDERICK DENT,  
IS VERY DESERVING OF YOUR BEST EFFORTS.

THIS CAMPAIGN, COORDINATED THROUGH THE DEPARTMENT  
OF COMMERCE, AND STRONGLY SUPPORTED BY SECRETARY RICHARDSON,  
WILL BE EDUCATIONAL IN NATURE, AND ENHANCES THE PUBLIC  
UNDERSTANDING OF AMERICA'S ECONOMIC SYSTEM. IT IS BUILT  
AROUND A SIMPLE, READABLE, 20-PAGE BOOKLET WHICH WILL BE  
AUGMENTED BY PUBLIC SERVICE ADVERTISING.

I CONGRATULATE YOU ON THE COMPLETION OF THIS PROJECT AND  
LOOK FORWARD TO ITS KICK-OFF APRIL 21.

THE ADVERTISING COUNCIL CAN HELP IN YET ANOTHER  
VITALLY IMPORTANT AREA. A MINOR OUTBREAK OF A VERY  
DANGEROUS STRAIN OF INFLUENZA WAS REPORTED RECENTLY IN  
NEW JERSEY.

AS YOU KNOW, I ASKED THE CONGRESS FOR  
135 MILLION DOLLARS FOR THE PRODUCTION OF ENOUGH VACCINE  
TO INOCULATE EVERY MAN, WOMAN AND CHILD IN AMERICA.



I HAVE DIRECTED H.E.W. SECRETARY DAVID MATHEWS TO HAVE THIS  
VACCINE READY AND AVAILABLE FOR ALL AMERICANS DURING THE  
THREE-MONTH PERIOD FROM SEPTEMBER TO NOVEMBER OF THIS YEAR.  
AND I HAVE ASKED EVERY AMERICAN TO GET AN INOCULATION THIS FALL.

LET ME NOW RECOMMEND THAT THE ADVERTISING COUNCIL  
URGENTLY CONSIDER EDUCATING AMERICANS ABOUT THIS DISEASE  
AND THE NECESSITY OF INOCULATION.

IN THE 1918-1919 EPIDEMIC, 548,000 AMERICANS DIED  
OF SWINE FLU / AND ITS EMERGENCE AGAIN IS A TERRIFYING PROSPECT  
TO CONSIDER / IF WE DO NOT ACT IMMEDIATELY TO PROTECT  
EVERY AMERICAN.

SO IN THE SAME SPIRIT IN WHICH YOU HAVE PERFORMED  
IN THE PAST, I URGE YOU TO ACT NOW FOR THE FUTURE PROTECTION  
OF ALL AMERICANS.

SUCH CAMPAIGNS ARE NOT NEW TO YOU, FOR IT WAS  
YOUR WORK IN THE 1950'S WHICH EDUCATED AMERICANS TO THE MIRACLE  
OF THE SALK VACCINE, / THEREBY SAVING UNTOLD THOUSANDS OF  
AMERICANS FROM THE CRIPPLING AGONIES OF POLIO.

I KNOW THAT THE SAME SPIRIT OF COOPERATION, /  
THE SAME SPIRIT OF GENEROUS PUBLIC SERVICE, / WILL ENHANCE  
THIS EFFORT JUST AS IT HAS THOSE OF THE PAST, / THOSE EFFORTS  
WHERE THE ULTIMATE BENEFICIARIES WERE THE AMERICAN PEOPLE.

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SO I THANK YOU AGAIN. I AM DEEPLY GRATEFUL

AND APPRECIATIVE OF ALL YOUR HELP AND COOPERATION IN THE PAST,

AND NEXT YEAR I AM SURE THE DEBT WILL BE LARGER STILL / BECAUSE

OF THE TASKS WE NOW UNDERTAKE.

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ENJOY YOUR VISIT TO THE WHITE HOUSE AND NOW,

PLEASE JOIN ME IN THE STATE DINING ROOM FOR SOME LIGHT

REFRESHMENTS.

THANK YOU VERY MUCH.

END OF TEXT