# The original documents are located in Box 27, "4/1/76 - Advertising Council Reception in the East Room" of the President's Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.

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THE FRESIDENT 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

#### 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 CEIEBRATED IT LAST WEEK IN NORTH CAROLINA.

#### -1-

#### 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.

-3-

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.

-5-

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.

-7-

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.

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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.

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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.

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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 AMERICANE

-15-

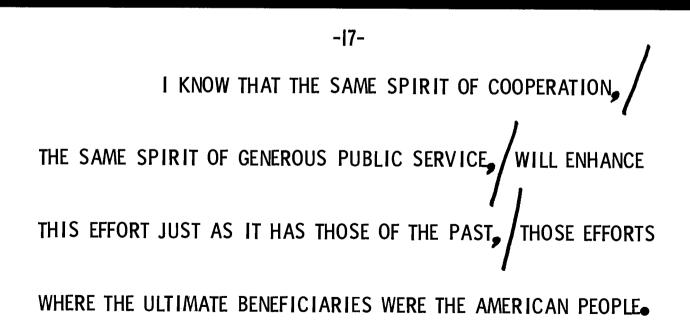
SO IN THE SAME SPIRIT IN WHICH YOU HAVE PERFORMED

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.



AND APPRECIATIVE OF ALL YOUR HELP AND COOPERATION IN THE PAST, AND NEXT YEAR I AM SURE THE DEBT WILL BE LARGER STILL BECAUSE

SO I THANK YOU AGAIN. I AM DEEPLY GRATEFUL

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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