

Tuesday, Feb. 7, 6:00-7:30 pm.
Congressional Reception, Advertising
Federation of America
DRAFT NOTES

(On Advertising Themes)

Shoreham Hotel, Washington, D.C.

It is a pleasure to visit with men,
who like Hertz, "are in the driver's seat" of
a great industry -- advertising.

Like Avis, -- No. 2, "I try harder."
But it isn't hard to have fun with men -- who --
like myself -- do enjoy salesmanship, dialogue,
communications.

Tonight is a time for relaxation -- even
though tomorrow morning we may look like a candidate
for an Alka Seltzer stomach commercial.

Whether or not we're in the Pepsi Generation,
we do "come alive" with such stimulating company.

It's cold outside, but it's warm here. Today's
snow-storm (so Rinso-white), looks like an ad for a ski
resort or for McGregor Woolens. We sure could use
"Mr. Clean" with a snow-plow.

It's no "snow job" that I do like advertising.

It creates and expands mass markets. It builds reputations for quality and reliability. I am opposed to efforts to straight-jacket brand-name merchandising.

This is a creative country and yours is one of America's most creative industries. And one of the most highly competitive -- with "cost-per-thousand" battles between all media -- newspaper, magazines, radio, TV, direct mail, outdoor advertising, ~~point~~-of-sale . . .

Like Tareyton, I'd rather fight than switch for American freedom.

And to Government, you might well say (like Chanel No. 5) "promise us anything, but give us liberty."

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