

## SAVINGS BONDS RALLY

April 14, 1966

MR. O'BRIEN: My friends, today we at this ceremony have an unusual and very pleasant duty to perform. As I indicated in my remarks, for the first time since the end of World War II, we have an independent Federal agency which has attained 100 percent participation in the Savings Bond program.

I know that you are all pleased to know that the White House, under the incomparable leadership of our President, has attained this perfect record. And that certainly sets an example for all of us to follow.

It is now my pleasure to present to the Vice President of the United States, the highest award for excellence in the Savings Bond program, the Treasury Minute Man Flag Award.

Ladies and gentlemen, I give you our Vice President.

(Applause.)

PRESENTATION BY

THE VICE PRESIDENT OF

THE UNITED STATES OF AMERICA

THE HONORABLE HUBERT H. HUMPHREY

MR. HUMPHREY: Thank you very much, Mr. O'Brien.

Our distinguished Postmaster General has taken on new responsibilities, has delivered to you, I am sure, the type of inspirational address that will encourage you to do an even better job than you have already done. And may I say to the

Postmaster General that he has surely attracted the top echelon of Government here today. I notice that we have almost a full cabinet meeting present in this departmental auditorium. And, I can see a smile over the countenance of the Secretary of the Treasury.

(General laughter.)

The Post Office Department is going to be of great help to the Department of the Treasury. It will be bringing in the income tax returns very shortly. And now, under the splendid leadership of Larry O'Brien it will be carrying forward on the Savings Bond program.

First, may I express on behalf of the President, his thanks and appreciation, not only for the award which has been given to the White House and the President, but in particular his thanks for the outstanding work of the department heads, the agency chiefs and directors, and all of our fine civil servants and officers of the Federal establishment.

I am going to take just a moment to tell you that we ought to do even a better job.

I noticed that the citation was for 100 percent performance in the White House. And Mr. O'Brien, less I seem too immodest to you, may I just say that there was 100 percent performance in the Vice President's office too, on the Bond program.

(Applause.)

I merely wanted to spread that note on the records of this

meeting, and I'll be back for my flag a little later.

(General laughter.)

Larry O'Brien is the Minute Man of today insofar as the Bond program is concerned, but really, he's the man of the hour many hours of the day and he's the model mailman. And just as the Post Office Department reminds us the mail must go through, I gather that what Mr. O'Brien is saying today is that our Bond program must go through, too. And, it's going to.

Savings bonds have a very unique place in the history of our country. People all over this land feel a little closer to their Government when they have a bond that has the seal of the United States Government upon it.

It is more than a document and more than a piece of paper. It is a commitment on the part of the citizen to his Government, to this democracy, to the purposes of this nation, and to its present and to its future. It's the wisest investment that anyone ever made. And when we ask one another to share in this program, we are really asking one another to not only do better for our country, but to do better for ourselves.

It's not bad to be able to invest your money and get 4.15 percent interest. And, to be sure, you are going to get it with no risk, a guaranteed income if there ever was one.

So we can say that a bond, a U. S. Savings Bond, is a prudent investment for a people that believe in their country and in the future of this land.

I like to look upon these bonds as a share in freedom. And in a big country like ours, Government can become impersonal. Many things can become very impersonal because of the bigness of everything that happens in our land.

That bond that you buy, or that someone else buys, adds that personal touch. It makes it quite clear that you do have a share in the cause of this nation. Not only your vote, not only your citizenship, but you have put your money on the line. And in so doing, have made that extra pledge of fidelity and of loyalty to this republic. A share in freedom, and an investment in the future. I can think of no greater service that any of us can perform at this particular time.

We know of course that these bonds will act as an anti-inflationary force. But we know even more importantly than that, that they represent our participation in our commitments in our involvement all over this world. I've heard our President say that it is not right to expect the men who are in Vietnam, and their families, to bear all the suffering, all the pain, all the worry, all the fighting and still finance the war.

Those of us who are privileged to live a much more luxurious and easy life can do no less than to at least express our willingness through our investment in this Government and in its purposes through the Savings Bonds.

Now I'm going to ask you one final thing. It isn't good enough for us just to do a good job in the Federal establishment,

in the Federal Government, even though this would, in itself, be a singular accomplishment. Every one of us have contacts outside. I have almost wanted to volunteer, in fact I have, to the Secretary of the Treasury, as a bond salesman. I'd like to just go across this country, arousing people's interest in this great endeavor.

Every organization that you belong to should redouble it's efforts. Most of them haven't even been reminded that there's a need of a Savings Bond program. Every fraternal order, every labor organization, every management organization, the chambers of commerce, the veterans organizations, every single group in America should be called upon to act, and not just to talk. To invest, and not just to inquire as to what's going on.

So I commission you this morning in this moment that I have with you, as a bond salesman in your own right, to go across the length and breadth of your country, or at least in your neighborhood, or in your office, or in your club, or in your Legion or VFW post, or Disabled Veterans, or whatever group it may be. I ask you to make yourself the number one salesman for United States Savings Bonds. And we'll see if we can't get some more flags to present to those who do a bang-up good job.

And it's in that spirit that I come to you this morning as one of the members of this Government, to ask us to do the kind of a job that will gain the admiration and the respect of friend and foe alike. Be a believer. Express that faith in your Govern-

ment by good deeds, and we'll pay you better than 4 percent interest as you go along and do it.

Thank you, very much.

(Applause.)

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To: John W.

U. S. SAVINGS BONDS DIVISION

SP Folder  
Savings Bonds  
Apr. 14

MEMORANDUM TO MR. JULIUS CAHN:

April 20, 1966

From: Robert E. Harper

Julie --

Here is your copy of our transcript of the Vice President's remarks during the Interdepartmental Savings Bonds Rally last Thursday, April 14.

With your earliest possible approval, we would like to reproduce his remarks and circulate them widely.

You may wish to let my secretary, Mrs. Kay Harvey, know that we may proceed as indicated above. Also, during my absence in San Diego, she may be relied on for answers to questions or as to reaching me quickly. Call her on Code 184/5775.

Warmest best regards.



Attachment

	Initiator	Reviewer	Reviewer	Reviewer	Reviewer	
Surname						
Initials						

MEMORANDUM

OFFICE OF THE VICE PRESIDENT  
WASHINGTON

April 21, 1966

TO: Ruth

FROM: Julie

RE: SAVINGS BOND, APRIL 14 -- EDITED TRANSCRIPT

The Treasury Department was so anxious to get the Savings Bond talk "in the mill" that it did some very minor editing. I have looked over the transcript and it looks just fine. The transcript is attached.

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TRANSCRIPT OF REMARKS BY THE VICE PRESIDENT  
BEFORE FEDERAL EMPLOYEES SAVINGS BOND RALLY  
DEPARTMENTAL AUDITORIUM, APRIL 14, 1966

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Thank you very much.



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