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**Folder Title:** Nancy Reagan: Ad Council Silver  
Bell Award, Oct. 28, 1981

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NANCY REAGAN: AD COUNCIL SILVER BELL AWARD  
OCTOBER 28, 1981

-- Thank you so much. I couldn't be prouder that Smokey the Bear is also receiving the Silver Bell Award today. I must say I was something at a loss for words when told one of my fellow honorees had a hairy chest and a cold nose -- that could have been any number of people.

-- What Smokey and I have endeavored to do -- with the Ad Council's generous help -- is to get our messages out to the public. While Smokey has been preventing forest fires, I've been fanning the flames of interest in the Foster Grandparents program.

-- The Ad Council has assisted many wonderful causes, but too often you never see the results of your efforts. If you could accompany me on a foster grandparent outing, you would see children reaching out with their arms and older people reaching out with their hearts. And when the two meet there's such warmth and love your eyes can't help fill with tears. You would realize your contributions if you could see those older hands lovingly soothing a precious young face.

-- So I personally would like to do a five-second spot for the Ad Council, and say thank you for this award and thank you for what you are doing.

(Parvin)

October 27, 1981

-- I couldn't be prouder that Smokey the Bear is also receiving the Silver Bell Award today. I've always admired Smokey -- I just love a guy in uniform.

-- I'm glad Smokey is here today. It proves he is not a rug on James Watt's floor.

Parvin

- I ~~is~~ couldn't be prouder that Smokey the Bear is also receiving the Silver Ball Award today. I ~~is~~ always admired Smokey -- I just love a guy in ~~a~~ uniform
- I'm glad Smokey is here today. It proves he is not a rug on James Watt's floor.

NANCY REAGAN: AD COUNCIL SILVER BELL AWARD  
OCTOBER 28, 1981

-- Thank you so much. <sup>^</sup> ~~Let me say right off that~~ I couldn't  
be prouder that Smokey the Bear is also receiving the  
Silver Bell Award today. <sup>^</sup> ~~I've always liked Smokey~~  
<sup>also</sup> ~~there's just something about a guy in uniform~~

-- What Smokey and I have endeavored to do -- with the Ad  
Council's generous help -- is to get our messages out  
to the public. While Smokey has been preventing forest  
fires, I've been fanning the flames of interest in the  
Foster Grandparents program.

-- The Ad Council has <sup>^</sup> ~~assited~~ many wonderful causes, but  
too often you never see the results of your efforts.  
If you could accompany me on <sup>a</sup> ~~one~~ foster grandparent  
outing, you would see children reaching out with their  
arms and older people reaching out with their hearts.  
And when the two meet there's such warmth and love  
your eyes can't help fill with tears. You would realize  
your contributions if you could see those older hands  
lovingly soothing a precious young face.

-- So I personally would like to do a five-second spot  
for the Ad Council, and say thank you for this award  
and thank you for what you are doing.

I must say I was ~~somewhat~~ at a loss for words when told  
my fellow honoree ~~had~~ had a hairy chest and a cold nose -- that  
could have been any number of people.

(Parvin)

October 26, 1981

NANCY REAGAN: AD COUNCIL SILVER BELL AWARD  
OCTOBER 28, 1981

-- Thank you so much. Let me say right off that I couldn't be prouder that Smokey the Bear is also receiving the Silver Bell Award today. I've always liked Smokey -- there's just something about a guy in uniform.

-- What Smokey and I have endeavored to do -- with the Ad Council's generous help -- is to get our messages out to the public. While Smokey has been preventing forest fires, I've been fanning the flames of interest in the Foster Grandparents program.

-- The Ad Council has assisted many wonderful causes, but too often you never see the results of your efforts. If you could accompany me on one foster grandparent outing, you would see children reaching out with their arms and older people reaching out with their hearts. And when the two meet there's such warmth and love your eyes can't help fill with tears. You would realize your contributions if you could see those older hands lovingly soothing a precious young face.

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October 28, 1981

MRS. REAGAN: AD COUNCIL SILVER BELL AWARD  
OCTOBER 28, 1981

--Thank you so much. Let me say right off that I couldn't be prouder that Smokey the Bear is also receiving the Silver Bell Award today. I've always liked Smokey--there's just something about a guy in uniform.

--What Smokey and I have endeavored to do --with the Ad Council's generous help--is to get our messages out to the public. While Smokey has been preventing forest fires, I've been fanning the flames of <sup>interest in</sup> human understanding through the Foster Grandparents program.

--~~Through its voluntary spirit,~~ The Ad Council has assisted many wonderful causes, but too often you never see the results of your <sup>efforts.</sup> ~~contributions.~~ If you could accompany <sup>me</sup> on one foster grandparent outing, you would see children reaching out with their arms and older people reaching out with their

hearts. And when the two meet <sup>and you feel</sup> such warmth <sup>your eyes can't help fill with tears.</sup> ~~and love.~~ <sup>You would realize your contributions if you</sup> ~~And their eyes--it is impossible to tell whose eyes~~ <sup>could see these hands loving, soothing a precious young face.</sup> ~~are brighter and more sparkling.~~

<sup>personally</sup>  
--So I would like to do a five second spot for the Ad Council, and say thank you for this award and thank you for what you are <sup>personally</sup> doing. ~~for so many people you will never know.~~

I ~~must~~ say I was smelly at a loss for words when told  
~~that~~ one of my fellow horsemen had a fairy chest and a cold  
nose.



MRS. REAGAN REMARKS  
AD COUNCIL SILVER BELL AWARD  
October 28, 1981

Thank you so much for presenting me with your Silver Bell award. I understand that Smokey the Bear will also be getting a silver bell, and I want to tell you that I've always wanted to meet Smokey--I didn't realize all I had to do was a 60-second spot to get the opportunity.

Seriously, I'm honored that you found my Foster Grandparent Public Service Announcements worthy of the Silver Bell. The work of the Ad Council is well known, but I do want to comment on the role the Council plays in something dear to my heart--volunteerism. As my husband has said many times, for too long we have relied on the government for things we should do for each other. The Ad Council stands as a leader in the field of volunteerism--and the many, many advertising and communications professionals who help on your campaigns represent the best of the American spirit of self help.

I want to thank all the good people from ACTION who worked on my Foster Grandparent spots, but most of all, I want to thank the Ad Council for reproduction and distribution of those spots.

Now, where's Smokey?

NANCY REAGAN: AD COUNCIL SILVER BELL AWARD  
OCTOBER 28, 1981

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<sup>love</sup> ~~there's just something about a guy in uniform.~~

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to the public. While Smokey has been preventing forest  
fires, I've been fanning the flames of interest in the  
Foster Grandparents program.

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too often you never see the results of your efforts.  
If you could accompany me on <sup>a</sup> ~~one~~ foster grandparent  
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arms and older people reaching out with their hearts.  
And when the two meet there's such warmth and love  
your eyes can't help fill with tears. You would realize  
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and thank you for what you are doing.

I must say I was ~~somethy~~ at a loss for words when told  
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hearts. And when the two meet <sup>and there's</sup> ~~you will find~~ such warmth

<sup>your eyes can't help fill with tears. You would realize your contributions if you</sup> ~~and love. And their eyes--it is impossible to tell whose eyes could see these hands lovingly soothing a precious young face. are brighter and more sparkling.~~

<sup>personally</sup> --So I would like to do a five second spot for the Ad Council, and say thank you for this award and thank you for what you are <sup>doing</sup> ~~doing. for so many people you will never know~~

I ~~must~~ say I was sorely at a loss for words when told  
~~one~~ one of my fellow housemates had a Rainy Chest and a cold  
nose.

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