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THE WHITE HOUSE  
WASHINGTON

Dick Cheney.

I believe we should  
invite Mr. & Mrs. BO  
Calloway to the German  
dinner.



ORIGINAL RETIRED TO  
SPECIAL DOCUMENTS FILE



[June 1975?]

THE WHITE HOUSE  
WASHINGTON

Dick Cheney

(F)

1) I called V.P. +  
notified of Bo announcement.

2) Chuck Chamberlain is  
about 99% OK. but call  
him back by 10 A.M. if he  
hasn't called Don R. or you.

ORIGINAL RETIRED TO  
SPECIAL DOCUMENTS FILE



August 11, 1975

MEMORANDUM FOR BO CALLAWAY

In response to your August 5 memo, the President has reviewed it and we have these thoughts:

Item #1

Interesting

Item #2

He feels we have to use the rule of reason, that the President probably will want to respond personally to public office holders, Party office holders, certain personal friends and key groups like the Forty Four in California. You probably ought to respond to everyone, and we will just have to work out and develop a clearer line as we go along. Let's talk about it at our next meeting if you wish.

Item #3

The President will deal with it.

Item #4

I advised you previously, I believe, that the President had decided that he wanted Max Fisher on.

Item #5

The President said no.

Item #6

The President said no.

Item #7

The President said yes.

Item #8

We will work it out with Jim Cannon.

Item #9

Interesting



---

Kathie

I think you now have the memo to  
Bo Callaway that answers the attached.  
You may want to keep them together.

Lee 8/18

COMM

PRECEDENCE

UNCLAS

CLASSIFICATION

FOR COMM CENTER USE ONLY

FROM: JAMES CONNOR  
TO: DONALD RUMSFELD

DEX \_\_\_\_\_

DAC 013

GPS \_\_\_\_\_

LDX \_\_\_\_\_

PAGES 5

TTY \_\_\_\_\_

CITE \_\_\_\_\_

INFO:

DTG: 112042Z

RELEASED BY: JP

TOR: 11/2055Z

SPECIAL INSTRUCTIONS:

TO U A I C

1975 AUG 11 20 42



THE WHITE HOUSE  
WASHINGTON

dex

August 11, 1975

MEMORANDUM FOR: DONALD RUMSFELD  
VAIL

FROM: JAMES CONNOR

The attached came in from Bo Callaway who wanted  
it sent to you immediately.

Attachment



# The President Ford Committee

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

1200 Eighteenth Street, N.W.  
Suite 916  
Washington, D. C. 20036  
(202) 833-8920

August 5, 1975

MEMORANDUM FOR: DICK CHENEY  
FROM: BO CALLAWAY *Bo*  
SUBJECT: THIS AND THAT

1. Barry Goldwater has written and talked with me about the President beginning a 1970's version of the old FDR fire-side chats. A copy of his letter is attached.
2. Mail. There still seems to be a question as to what mail is and can be sent directly to us for answer, with the appropriate lead in, "Your letter has been sent to us.....". It seems to me that all mail, ~~including contributions,~~ volunteers, etc., could automatically be picked up by the courier. This would include mail being handled by the White House Correspondence Section. *see Bo*  
*File Rec.*
3. John Tower would like to be Chairman of the Platform Committee at the Convention. He indicated that he had not talked to the President, but would plan to do so. *Pres - No*  
*hell*
4. Max Fisher. Per Max Fisher, the President has asked him to be on the Advisory Committee which Dean then confirmed in writing. This is obviously fine with me if this is what the President wants. However, we need to get this information from you or from the President, not from the individual. *Yes*
5. I received a letter from State Assemblyman Paul T. Bannai in California requesting that the President write a congratulatory letter to the Sports Nippon press in Tokyo relative to their sponsoring a college all-star football game in Tokyo next January. He apparently was told by the White House that it is not the policy of the President to write such letters. *NO*

Since I am sure we will be getting many similar requests during the campaign, could you let me know the reasons behind this.



FOR DICK CHENEY  
"THIS AND THAT"

August 5, 1975

6. MISSISSIPPI. Bud Meredith, head of the American Apparel Manufacturers Association, and a good supporter of the President, has asked if President Ford would take part in a fund raiser in Washington for Gil Carmichael who is running for Governor in Mississippi. Carmichael ran against Eastland previously and got 40% of the vote.

*No Carmichael*

I told Bud I thought that there was little likelihood of this. If I have misread the President and he would be interested in this, I am to get back in touch with Bud.

It's just my feeling that the President would not want to incur the enmity of Eastland and Stennis unnecessarily at this time when a fund raiser in Washington would not be that important for a Mississippi gubernatorial candidate anyway.

Incidentally, Carmichael is given a chance of winning and has the idea of naming himself as Senator (which he can do in Mississippi without consent of the legislature) in the event there is a vacancy during his term as Governor.

7. Bill Clifford, Executive Director of the American Water Ski Association, has written a letter to the President. As a former President of the Water Ski Association, I have stayed close to this board and that's the reason for my getting involved. These are high class young people and worthy of our support. As you can see from his letter, he is asking the President to greet them when they pass through Washington. I'm not sure it's appropriate, but if it fits within the policy, I do think it would be at least appropriate to send a letter of congratulations. I can easily deliver it to them when they pass through town or handle it in any way that seems appropriate.

*yes*

8. Senator Bob Stephens, Minority Leader in California, indicates that he thinks it's important for the White House to have a liaison with state legislators. What he wants is a person for contact, who should have the affirmative duty of legislative coordination and liaison. He should be working for such things as a White House conference on legislative leaders. Stephens apparently sent a resolution from California to the White House, but never got a response. He has asked for me to support this and let him know what I found out.

*CA 10*

9. I am enclosing a letter from Ben Kline which I think has merit. It's appealing to me -- "Gerald Ford, the Affordable Candidate."



BARREY GOLDWATER  
ARIZONA

*this is hot*

United States Senate

WASHINGTON, D.C. 20510

COMMITTEES:  
AERONAUTICAL AND SPACE SCIENCES  
ARMED SERVICES  
PREPAREDNESS INVESTIGATING SUBCOMMITTEE  
TACTICAL AIR POWER SUBCOMMITTEE  
INTELLIGENCE SUBCOMMITTEE  
MILITARY CONSTRUCTION SUBCOMMITTEE  
RESEARCH AND DEVELOPMENT SUBCOMMITTEE

July 21, 1975

JUL 24 1975

The Honorable Howard Callaway  
President Ford Committee  
1200 Eighteenth Street, NW  
Washington, D. C. 20036

Dear Bo:

Although I will mention this subject to you at our luncheon this week, I would like to have you and Dean have it on paper.

I think one of the best things the President could do at this stage of the game, at least started at this time and continued over maybe a month or two, would be to copy the old Franklin Roosevelt fireside chats. I think the American people are crying for some leader to say to them, "Folks this is the situation that we are in, a situation domestically and internationally."

I think Jerry's honesty that shines through like a bright light would get the approval of the American people, and I think it would be a feather in his cap, particularly if he is meticulous about laying out all of the problems, identifying them exactly and pinpointing them with easily understood figures and position charts and maps.

Give this your consideration. No one has done it since Roosevelt's time and it's needed.

With best wishes,

*Barry*  
Barry Goldwater



JUN 25 1975

1133 Ocean Shore Blvd,  
Ormond Beach, FL 32074  
June 23, 1975

Mr. Frank Barnett, President  
National Strategy Information Center, Inc.  
111 East 58th Street  
New York, N.Y. 10022

Dear Frank:

Sorry about the bad news from Beurt. So here's some good news, seeing that Bo is going to general '76.

Yesterday's ORLANDO SENTINEL carried a blurb that Ford's aides were high on New Agenda as the key to the campaign, expecting to build it into a New Deal for Gerry. Agenda is not a word to swing the Wallace supporters, and that's where the critical votes are going to be.

Try this one on your salivary glands:

Gerald Ford - The Affordable Candidate

1. He held the budget to \_\_\_\_\_ when the spenders wanted \_\_\_\_\_
2. He vetoed big spending bills for a savings of \_\_\_\_\_ billion dollars in 1974.
3. He vetoed \_\_\_\_\_ big spending bills for a savings of \_\_\_\_\_ billion dollars in 1975.

America can't afford a high-spending, deficit-loving, inflation-creating mogul of the Welfare State.

Stay with Gerald Ford, the Affordable Candidate.

He will stand for the taxpayer against the taxspenders four more years.

Polish it needs. But no other candidate can come close to affordable.

What do you think?

Cordially  
  
Bennett E. Kline  
President

BEK:dmr



# The President Ford Committee

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

1828 L Street, N.W.  
Suite 250  
Washington, D. C. 20036  
(202) 833-8920

August 21, 1975

MEMORANDUM FOR THE PRESIDENT

FROM: BO CALLAWAY   
SUBJECT: Letters for Signature

Per our conversation and your request, I have outlined below my recommendations for letters which should be prepared for your signature:

- (1) The policy should be fairly liberal in the area of PFC Chairmen, Finance Chairmen and key Committee workers in each State.
- (2) We believe that letters should be confined at this time to workers and not contributors, with the possible exception noted below. Emphasis should be on the people who give their volunteer time to get results both in the fund-raising and political areas.

However, Dave Packard would like letters to go to the first 1,000 people who have contributed, which will include a cross section of contributors from a \$1.00 to \$1,000 contributor. This is acceptable to me if you agree.

- (3) Names should be submitted by the Chairmen in each State and coordinated through our office for submission to the White House. This should continue throughout the campaign, and sufficient background on the individual should be included.
- (4) At present, such a list would include the "California 44", selected individuals from the North Carolina group, and all Finance Chairmen who have accepted this responsibility.
- (5) I believe it is important that all letters over your signature are "special". If too many people, for any reason, receive a letter, it will lessen the significance and impact of the thank you.
- (6) We will prepare all letters for your signature so no questions can be raised concerning expenditures. Basic drafts for your signature will be submitted to your office for approval.



-2-

Please let me know your decision on this.

cc: Don Rumsfeld  
Dave Packard



THE WHITE HOUSE  
WASHINGTON

8/25/75

Don Rumsfeld -

DR HAS SEEN

The attached was returned  
in the President's outbox from Vail.



Jim Connor



DR HAS SEEN

1.1111  
PRECEDENCE

CONFIDENTIAL  
CLASSIFICATION

FOR COMMCENTER USE ONLY

FROM: LEE GODDELL  
TO: RICHARD CHENEY

DEX \_\_\_\_\_  
DAC 249 GPS \_\_\_\_\_  
LDX \_\_\_\_\_ PAGES 2  
TTY \_\_\_\_\_ CITE \_\_\_\_\_

INFO:

DTG: 220003Z AUG 75

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SPECIAL INSTRUCTIONS:

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1975 AUG 22 00 06



THE PRESIDENT HAS SEEN....

August 21, 1975

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-2-

Please let me know your decision on this.

cc: Don Rumsfeld  
Dave Packard



# The President Ford Committee

☆☆

1828 L Street, N.W.  
Suite 250  
Washington, D. C. 20036  
(202) 833-8920

September 4, 1975

*gpc*  
*Sent letters to BO - JFD him President approved.*

MEMORANDUM FOR THE PRESIDENT

FROM: BO CALLAWAY

SUBJECT: Letters for your Signature

Attached are four draft letters to the following categories of people:

1. State PFC Chairmen and key Committee members.
2. Special State workers as recommended by the PFC Committees in that State.
3. PFC Finance Chairmen.
4. State Fundraisers who have met quotas and who have been recommended by the State Finance Chairman.

Although each letter will basically fit this suggested format, if approved by you, they will be personally tailored to the individual where possible. For example, where you perhaps know the man's wife or when you have recently visited the State and seen the individual, this type of information will be included in the letter to personalize it.

Each, of course, will be hand typed and will be sent to your office for signature.

Please let me know your thoughts on this.

*Bo*

Copy to:  
Don Rumsfeld



September 19, 1975

MEMORANDUM FOR: JUDY HARBAUGH

FROM: KATHIE

Judy, the President has approved the attached.

It was good to see you last night -- you look terrific!

Attachments



✓

THE WHITE HOUSE  
WASHINGTON

Don R) Dick Ch.

Bill Clements asked -  
Can his wife Ruth - formerly  
Texas National Committeewoman  
work for Bob C. on a  
voluntary basis?

So wants her.

(JL)

Memo to Bo Callaway  
11/14/75

ORIGINAL RETIRED TO  
SPECIAL DOCUMENTS FILE



# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

December 31, 1975

MEMORANDUM FOR: DICK CHENEY  
FROM: BO CALLAWAY

Dick:

Confirming our conversation, I'm sending you the information about Freedoms Foundation at Valley Forge.

Just to reiterate, I believe that Freedoms Foundation at Valley Forge is one of the most historic spots in America. It is the actual site of Washington's winter headquarters. On this site there is a spectacular monument of George Washington at prayer, this beautiful chapel, and there is a good organization. Since President Ford is the Honorary Chairman of Freedoms Foundation, there is a special reason for him to be connected with it.

The specific request right now is for the President to participate in any way that he thinks appropriate for the only non-American award granted by Freedoms Foundation this year. The recipient is to be Alexander Solzhenitsen. This is not yet public knowledge and Freedoms Foundation would like to keep this confidential. The award will be made at Freedoms Foundation on February 21. Ideally, Bob Miller, President of Freedoms Foundation, would like for the President to come to present the award. This is probably impractical, and the President should consider a letter or telegram of congratulations.

As you requested, I am also inclosing all of the correspondence concerning the Fourth of July invitation submitted by me and Bob Miller and declined by Bill Nicholson.

Attachments



January 6, 1976

MEMORANDUM FOR: BRENT SCOWCROFT

FROM: DICK CHENEY

Brent, attached is some information on the Freedoms Foundation in Valley Forge.

The President has been asked to appear there, and has had to turn it down because of scheduling conflicts.

However, they do have an awards ceremony of some kind planned for February 21st for Alexander Solzhenitsyn.

At the present time, the proposal is that we send a telegram or a letter to be read at the ceremony on Mr. Solzhenitsyn. It makes good sense from our standpoint, but I wanted to check with you before we did anything on it.

Can you please let me have your views on it?

Attachment

P. S. Please return the attached information



# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

Memorandum

March 22, 1976

TO: THE PRESIDENT

FROM: STU SPENCER 

Is this what you meant about winning the other night  
coming home from North Carolina?

cc: Dick Cheney



GERALD N. FORD LIBRARY

**CROCK**

By Rechin & Parker



**LITTLE ORPHAN ANNIE**

By Harold Gray

Johnson



Sent copy to Stu Spencer

4/22/76

•

THE WHITE HOUSE  
WASHINGTON

Mr Spencer

1) My brother, Tom,  
is available for week-ends.

2) He can go to Indiana  
with Pete Seebach if  
you want that operation  
to go. He has been  
with them in Fla & Wisc.

ORIGINAL RETIRED TO  
SPECIAL DOCUMENTS FILE



APR 22 1976

# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

July 6, 1976

The President and Mrs. Ford  
The White House

Dear Mr. President and Betty:

You both are always doing thoughtful things, but one that means a great deal to me is the fact that you include the members of the PFC staff and the volunteers in events at the White House.

You can hardly imagine all the excitement about viewing the fireworks from the White House lawn. A group of our young people even chartered a two-decker bus decorated for the Bicentennial.

On behalf of everyone here, and myself in particular, our deepest thanks to you both.

Yours sincerely,

  
ROGERS/C.B. MORTON  
Chairman



# The President Ford Committee

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

1828 L Street, N.W.  
Suite 250  
Washington, D. C. 20036  
(202) 833-8920

July 6, 1976

Dear Mr. President:

Mr. Peter Kapetanacos is in Washington and wished to thank you for the blessed celebration. He is confident that you will continue in your sincere effort and will be intensified.

With warm thanks indeed.

Sincerely,



Peter A. Kapetanacos



THE WHITE HOUSE

WASHINGTON

July 13, 1976



Dear Mr. President:

This gentleman, Mr. George Fox, is an old and dear friend with resources in Chicago to assist us in the campaign. If you have a moment, please peruse the letter and send it, if you think proper, to either Morton or Spencer or tell me what you would like done.

Don

Attachment



HOLLYCOURT 5-3634

G. GEORGE FOX

PRESIDENT



WARNER ELECTRIC COMPANY, INC.

1512 WEST JARVIS AVENUE • CHICAGO, ILLINOIS 60626



**REYNARD PRESS**

1512 WEST JARVIS AVENUE

CHICAGO, ILLINOIS 60626

312/HO 5-3634

ADVERTISING AND PUBLIC RELATIONS

July 9, 1976

Mr. Don Penny  
The White House  
Washington, DC

Dear Don:

As a short follow-up to our conversation of today and as an introduction to our talents, Reynard Press is the in-house agency for the various divisions of Warner Electric Company. Our entire marketing and sales program is through print media and direct mail and though over the years we have tested broadcast media we have always found that print media, and most especially direct mail, has been our most fruitful area.

It is difficult to set down a complete direct mail-marketing campaign in a few lines but historically both Mr. George Wallace and Mr. Richard Nixon profited greatly from a direct mail campaign using the more rudimentary demographic procedures. Here we have our own IBM 360 and in our market testing we are able to zero in on certain areas exactly as a company commander zeroes in on an enemy front. We use a test mailing for the probe and if this proves successful we then throw an entire campaign into that market. This entire probe campaign procedure is analyzed for us on our computer and these programs are our own which we have devised over the years.

In any direct mail campaign it is most important to understand that it must not only be self-liquidating, it must also be profitable. The initial monies for a direct mail campaign can be substantial, but the return is almost immediate.

Don, I believe strongly in this area as regards a Presidential campaign for a myriad of reasons, the first being that you can create any image you wish and flatter your candidate by stressing his positive points in print, whereas in broadcast media there is no room for imagination because of the graphics involved.



Page 2

Mr. Don Penny

Again, in print media the message is substantiated by having the letter lie on the recipient's desk or bureau so it can be read and re-read and handled and re-handled. Also, the broadcast media message is immediately erased by a commercial or succeeding program.

The key in direct mail marketing is the talent and the energy behind it. I am quite surprised that the President has not elected this form of marketing for himself and his administration since Mr. Nixon's record of his organization (CREEP) was so successful. Quite frankly, I do not know if there is enough time to accomplish the successful campaign which should be done if you elect to go this route. It will take twelve hours a day, seven days a week. Testing is a luxury we will not be able to afford timewise. It must be handled with experience and talent.

The President of the United States of America is running for re-election and the average man in the street has absolutely no idea why he should vote for this man. As horrible as this may read, this is a fact of life. We must reach this man in print in his home and explain why Mr. Ford represents the fulfillment of American ideals and personification of the American dream.

I was a founder of the Free Business School which is basically a black organization to aid the under-privileged in assuming responsibilities of management. My subject matter was The Success and Failure Factors and in my opening lecture I would always ask my students what is the single factor we cannot measure on an I.Q. test. Usually I was not disappointed. There was always one student who came up with the proper answer: drive!

The election can be won with the proper energy channelled into a spearhead marketing campaign for this magnificent product which you have the honor to represent.

Since I have handled the re-election campaign of a Congressman of many years standing, as well as Youth for Kennelly prior to Mr. Daley's taking office, I do believe I have some feel for political engineering and marketing. Upon Mr. Ford's receiving the nomination to again head the party, I would be honored if you would call upon me to contribute my services on a volunteer basis, or earlier if you so desire.

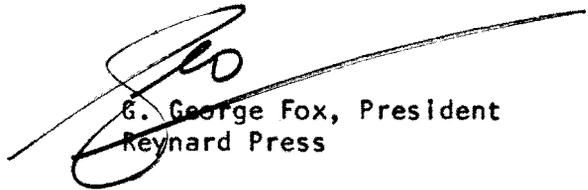


Page 3

Mr. Don Penny

With warmest personal regards I remain

Sincerely,



G. George Fox, President  
Keynard Press

GGF:cgr

P.S. As one old boxer to another, the hungry fighter will always triumph over the complacent fighter. Just how hungry is the President?



# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

September 20, 1976

The President  
The White House

Dear Mr. President:

Mr. James Julian Coleman of New Orleans is a man of great distinction. He has served his community, his State, and his country in many capacities. He is anxious to represent you in a diplomatic post.

I believe it would be for the good of the country and your Administration that he be considered. An outline of his biography is attached, and a copy of this letter, as well as a copy of the biography, has been sent to Doug Bennett.

Respectfully,



ROGERS C.B. MORTON



## BIOGRAPHY

### JAMES JULIAN COLEMAN

Born and reared in New Orleans, Mr. Coleman attended the public schools of this city and received his B. A. and J. D. degrees from Tulane University.

### PROFESSIONAL

Senior Partner - Coleman, Dutrey, Thomson, Meyer & Jurisich, Attorneys at Law - Established by Mr. Coleman in 1937

Member - New Orleans Bar Association, Louisiana Bar Association, American Bar Association and International Bar Association, Board Member - American Judicature Society

### BUSINESS

Chairman of the Board	International Tank Terminals, Ltd.
Chairman of the Board	ITT-Pakistan
Chairman of the Board	ITT-Bangladesh
Chairman of the Board	ITT-Korea
Chairman of the Board	Downtown Parking Service
Chairman of the Board	Civic Center Site Development Co., Inc.
Chairman of the Board	Coleman Development Co.-Partner
	International Rivercenter
Partner Representative	International Matex Tank Terminals

### BANKING

Past Chairman of the Board	International City Bank & Trust Company
----------------------------	---

### CIVIC

Past President	Chamber of Commerce, Greater New Orleans Area
Past President	Junior Achievement -New Orleans Area
Past Vice President	State of Louisiana Chamber of Commerce
Past Board Member	United States Chamber of Commerce
Past Board Member	National Junior Achievement Board
Board Member	Council for a Better Louisiana
Past Board Member	Foundation for a Better Louisiana
Board Member	Local Junior Achievement Board
Board Member & Vice President	New Orleans Philharmonic Symphony Society



EDUCATIONAL

Trustee	Principia College
Past Chairman	Tulane University Business School Council
Past Chairman	Wills and Bequests Division of Tulane
Past President	Adult Education Center
Founder	The Jimmy Club

CHARITABLE

Treasurer Trustee	The Bradley Family Foundation, Inc.
Former Treasurer	
Trustee	The Cordell Hull Foundation
Trustee	The Loving Foundation
Trustee	American Kor-Asian Foundation

POLITICAL

Founder and Chairman	Action Committee--The People's League
Special Legal Counsel	For Governor of State of Louisiana
Co-Chairman	Mayor's Inaugural Committee
Chairman	Select New Orleans Port Committee
Past Chairman	NASA-New Orleans Coordinating Committee
Board Member	International Trade Building Corp.

INTERNATIONAL

Honorary Consul General	Republic of Korea
Vice President and General Counsel	International Trade Mart
Board and Executive Committee. (Past Member)	International House
Member of International Relations Committee City of New Orleans (Past)	
Past Treasurer	Pakistan Typhoon Relief Fund
Chairman of the Board	Consular Corps College & International Consular Academy
Board Member	Save Venice Club



RELIGIOUS

First Reader (Past)	First Church of Christ, Scientist New Orleans, Louisiana
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RELIGIOUS (continued)

President (Past)	First Church of Christ, Scientist New Orleans, Louisiana
Sunday School Teacher	First Church of Christ, Scientist New Orleans, Louisiana
Religious Advisor (Past)	Tulane-Newcomb Christian Science College Organization
Speaker - Tuesday Evening Annual and College Biennial Meetings	The First Church of Christ, Scientist, Boston, Massachusetts

HONORS

Member	Tulane Law School Moot Court Board
Honorary Member	Beta Gamma Sigma
Captain of Industry	State of Louisiana
National Achievement Award	Junior Achievement
President's Plaque	Speaker 50th Anniversary - Chamber of Commerce
Consul of the Year	Consular Corps College & International Consular Academy - 1974
The Order of Diplomatic Service Merit Award	The Republic of Korea



THE PRESIDENT HAS SEEN....  
**President Ford Committee**

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

M E M O R A N D U M

October 2, 1976

FOR: THE PRESIDENT  
FROM: James A. Baker, III

I have received a copy of Mildred Leonard's memorandum to you of October 1 regarding Dave Mehney's suggestion for a "Motorcyclers for Ford Committee". If this effort is to be "independent", then, of course, there should be no approval of the activity by you, anyone on your behalf, or the PFC.

Naturally, we could go forward with their suggestions in a manner and to a financial extent that we approve, provided we do so as an official activity of the President Ford Committee.



THE WHITE HOUSE  
WASHINGTON

October 1, 1976

MEMORANDUM

TO: THE PRESIDENT  
FROM: MILDRED LEONARD *ML*  
RE: "MOTORCYCLERS FOR FORD COMMITTEE"

David Mehney has the following suggestion to assist in your campaign. He would like your approval of this idea and needs your response by Wednesday, October 6th:

Under the heading of "Motorcyclers for Ford Committee," which would consist of Dave Mehney and Ivan Wager, posters and a letter supporting you will be sent to the motorcycle dealers throughout the country.

On the posters for display in the dealerships Dave would like to have photographs of Jack or Steve (or both) showing them riding motorcycles. NO PARTICULAR MOTORCYCLE COMPANY WOULD BE ADVERTISED. In fact, Dave said the photos would definitely not show any brand names.

Dave Mehney and Ivan Wager want to do this on their own and at their own expense. He recognizes that the cyclists' endorsement of you might not go well with many people who do not like motorcycles. But those same people are not likely to go into the dealers where the posters and materials would be displayed.

cc: Mr. Buchen-per President's instructions for discussion with him.  
Mr. Baker - " " " " " " "  
Mr. Cheney " " " " " " "

