

The original documents are located in Box 23, folder “White House Conference, 1975/09/12 - St. Louis, MO (1)” of the Robert T. Hartmann Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

THE WHITE HOUSE
WASHINGTON

September 26, 1975

TO: BOB HARTMANN

FROM: WILLIAM J. BAROODY, JR.

 X FOR YOUR INFORMATION

 FOR APPROPRIATE ACTION

 FOR YOUR COMMENTS/
RECOMMENDATIONS

OFFICE OF PUBLIC LIAISON

WHITE HOUSE FIELD CONFERENCE

ST. LOUIS, MO.

September 12, 1975

PRESS COMMENTS

Page

The President

Tight Security for St. Louis Arrival	1
Governor Bond and Crowd	2
Ford Says Job to Meet People	2
Visit Hints of 1976	2
Increase in School Loan Defaults Alarms Ford	3
Ford Blames Congress for Inflation	4
Compromise on Oil Indicated	5
U.S. Won't Quit U.N.	6
Upholds Busing, But Cites Other Means	7
Gunman, Bomb Threats Mar Trip	8
Promises Equality	9

GENERAL

HEW

HEW Is Neutral on Abortion	10
HEW Head Senses Hostility and Disenchantment	11
Mathews Welcomes Public's Comments	12
Education Bill Veto Explained	13

Regulatory

Ford's Counsel Says Rules Hurt Rural Transportation	14
--	----

	<u>Page</u>
<u>Justice</u>	
Death Penalty Would Back Up Police	15
<u>Economics</u>	
Lynn Presents Spectre of 'Severe Recession'	16
Call Issued for Moderation	17
Ford Theme: Slash Federal Spending	18
<u>Energy</u>	
Zarb Says Congress Costs U. S. Jobs	19
Nation Must Face Reality on Energy	20
Explanation of Energy Situation	21
<u>Environment</u>	
Environmental-Energy Goals Called Compatible	22
<u>Conference</u>	
Local Issues Discussed With Federal Officials	23
Give and Take At Ford Road Show	24-25
St. Louis Woman Takes Top Ford Aides To Task	26
Ford Parley: Is It Political?	27-28
Ford Aide Seeks Out Citizenry to Save Nation	29
<u>Media Coverage</u>	30
<u>Editorial</u>	
Take Five	31
Mr. Ford In St. Louis	32
<u>Miscellaneous</u>	
Ford Aides Enjoyed Trip	33
Look of Adulation In Street Crowd	34
Baptists Buoyed By Ford's Speech	35

	<u>Page</u>
<u>Miscellaneous (cont.)</u>	
Program	36-37
Sponsors	38
Administration Participants	39
Comments	40

(Prepared by John Calhoun, Office of Public Liaison)

The President

President Arrives Here Today Amid Tight Security

Gerald R. Ford pays his first Presidential visit to St. Louis Friday to address the National Baptist Convention, woo other voters as part of his election effort, raise money for the local GOP, and take part in a White House Conference on Domestic and Economic Affairs.

Tight security will be in effect with more than 400 State and local policemen on duty.

His first stop will be at KMOX-TV, where he will tape a half-hour show with newsmen that will be shown at 5:30 p.m. Saturday.

He will then address 20,000 persons attending the National Baptist Convention.

The President will appear at the White House Conference, an all-day affair with eight of his top advisers taking part in lectures and question-and-answer periods.

A number of local organizations are sponsoring the Conference.

At some point, Mr. Ford will field questions from the audience for about 40 minutes. -- St. Louis Globe-Democrat (9/12/75)

Governor Bond, Crowd Greet President

President Ford was greeted by Governor and Mrs. Christopher S. Bond as he stepped out of Air Force One. He immediately plunged into a crowd of well wishers lining the fences, shaking hands with a greeting party of 250.

Newsmen claim to have spotted a distinctive ridge of a bulletproof vest across the shoulder and back as he shook hands.

He held a brief impromptu press conference after leaving the plane. Asked whether Ronald Reagan would be "an acceptable running mate" in the 1976 election, Mr. Ford said, "We're all Republicans, and that will be a decision for the convention."

-- St. Louis Post-Dispatch (9/12/75)

Ford Says Job To Meet People

President Ford said in St. Louis it is his job to meet with the American people, but declined to say whether or not he wears "the vest" while mingling with crowds.

Ford said he had "no intention of allowing the Government of the people to be held hostage at the point of a gun." He made the statement in remarks prepared for the White House Conference. -- AP, Springfield News & Leader (9/13/75)

Ford Visit Gave Hint of 1976 Campaigning

The external trappings of a President may have had more visible impact on the average St. Louisan than what President Ford may have actually said, but the White House Conference may have been just a sample of things to come as our Nation begins accelerating into 1976.

The theme of morality in the home, church and in government was warmly received as evidenced by the burst of applause as the President touched on these issues. -- Daily Banner News, St. Charles, Mo. (9/15/75)

Increase In School Loan Defaults Alarms Ford

President Ford has expressed alarm at the growing number of college students who fail to repay educational loans made them by the Federal Government.

"If the Government is going to loan, then young people should take the responsibility to repay," the President said during an hour-long appearance before the White House Conference on Domestic and Economic Affairs.

Mr. Ford's comments came during a wide-range question-and-answer period. He answered 18 questions.

In answering questions, he renewed his attack on Congress for its economic policies, pledged to start no more social programs to aid the poor, and said his Administration reluctantly supported court-ordered busing of students.

Federal studies say defaults on college loans are costing taxpayers \$200 million per year.

On other topics, Mr. Ford sounded familiar themes:

-- He blamed the Democrats in Congress as the principal contributors to inflation in the country because of their failure to stay within the budget.

-- He urged low income groups to look toward a revitalized economy instead of costly social spending programs for relief.

-- St. Louis Globe-Democrat (September 13-14, 1975)

Ford Blames Congress For Inflation

President Promises To Veto Bills He Finds Too Costly

President Ford took Congress to task with a vengeance in St. Louis, terming the legislators "the principal contributors to inflation" and promising veto after veto until Congress awakens to fiscal responsibility.

The President was cheered when he made the remarks at a White House Conference -- the last stop on his whirlwind visit.

"Despite our efforts to turn the squeeze, to cut unemployment by 40,000, with everything we could do," Mr. Ford said, "we ended up with a deficit of \$52 billion. "

"I was dumbfounded. "

"When (Congress) sat down to do the same job, they came up with a deficit of \$68 billion," Mr. Ford added.

In other public statements issued along the Presidential itinerary, Mr. Ford:

-- Remarkd that he could not foresee circumstances where the U.S. would withdraw from the United Nation, an apparent contradiction to a statement by Secretary Kissinger that the U.S. would withdraw if Israel was expelled from the body.

-- Pledged to continue personal contact with the American people.

-- Called for continued struggle for personal freedom and equality for all Americans.

-- Issued a strong endorsement of Vice President Rockefeller.

-- St. Louis Globe-Democrat (September 13-14, 1975)

The President

Compromise On Oil Indicated By Ford

President Ford is talking tough to the Democrats on the issue of Government spending but soft to the same Democrats on a possible compromise on oil price controls.

Mr. Ford headed for Dallas after warming up in the Midwest with new attacks on the Democratic majority in Congress. He called the Democrats irresponsible big spenders who are hampering the fight against inflation.

The President suggested that he might accept a House-passed bill to extend until October 31 price controls on domestically produced oil.

He made a series of appearances in St. Louis, only one was avowedly political, a GOP fundraising reception.

During a television interview, he promised to make public all details related to the use of civilian technicians in the Middle East peace agreement.

In reply to another question, the President said "very preliminary discussions are underway with the Russians about a possible barter of Soviet oil for American grain."
-- St. Louis Post-Dispatch (9/13/75)

U.S. Won't Quit U.N., Ford Says
Remarks Apparently Contradicts Statements Made By Kissinger

In an apparent contradiction of Secretary Kissinger, President Ford said in St. Louis that he could foresee no circumstances under which the United States would voluntarily withdraw from the United Nations.

"That would be a mistake," the President said during a taped interview with KMOX-TV. "The best way to win a game is to play it, not sit on the sidelines."

The President's statement was an apparent contradiction to a statement made two months ago by Secretary Kissinger in which he indicated that the United States would pull out of the world body if attempts were made to expel Israel.

"The United States should be in the U.N. to protect our interest," Mr. Ford said during the interview.

In other public statements made during the visit, the President:

- Pledged to continue mixing with the American people;
 - Called for a "communion of Americans" to continue the struggle for equality;
 - Issued a strong endorsement of Vice President Rockefeller;
 - Criticized North Vietnam for lack of information on Americans missing in action.
- St. Louis Globe-Democrat (7/1/75)

Ford Upholds Busing
Cites Law, But Favors Other Means

President Ford today offered "a better answer" than court-ordered busing to achieve what he said all Americans want for their children -- quality education.

"I think that quality education can be achieved by better school facilities, lower teacher-pupil ratios, the improvement of neighborhoods as such," he said in a radio interview in St. Louis.

Nevertheless, the President pledged his Administration's support of court-ordered busing in Boston and Louisville as "the law of the land."

"As far as the Administration is concerned, the law of the land will be upheld," he said. "But I think I have the right to give what I think is a better answer toward the achievement of quality education, which is what we all seek."

He told the White House Conference that he can't get a sense of what Americans are thinking from the Oval Office or from public opinion polls.

He said trips such as the one today are important to the American people. -- Washington Post (9/13/75)

Report of Gunman, 3 Bomb Threats Mar Ford Trip

President Ford's visit to St. Louis was marred by the appearance of an armed man and three bomb threats, but the President declared that he will not curtail his travel or permit himself or his Administration "to be held hostage at the point of a gun."

Ford was a dozen blocks away when the gunman was spotted.

The President reiterated his vows to maintain his plans for a heavy schedule of travel outside Washington in a prepared text of a brief speech to the civic and business leaders gathered at Stouffer's Hotel for the White House sponsored Conference on Economic Affairs. -- Washington Star
(9/13/75)

President Promises Equality for Blacks

President Ford went to St. Louis with a conciliatory message for Black Americans in a speech before the National Baptist Convention USA, the largest Black religious organization.

He said, however, that "equality in the true spirit of the founding fathers is not yet a full reality for every American, I am sorry to say."

Mr. Ford spent five hours in St. Louis on his first visit since becoming President.

The crowded schedule included a television interview, a political appearance, a speech to a regional White House Conference on Domestic and Economic Affairs.

The visit to St. Louis gave Mr. Ford a chance to improve his standing with Black voters, and he appeared intent on doing so.

He praised Black Americans for their contributions to this Nation and added, "minorities and women still do not participate equally in employment. They do not share many economic, social and other resources of our Nation."

-- James Deakin, Washington Correspondent, St. Louis Post Dispatch (9/12/75)

HEW Is Neutral On Abortion Issue, Secretary Says

HEW's policy on abortion is "to take a neutral position with respect to this highly emotional issue," F. David Mathews, Secretary of HEW, said in St. Louis.

Mathew's remarks were made to the White House Conference before about 750 persons. The Conference provides for an exchange of ideas between community leaders and Federal officials.

The question of abortion was an exception in an hour of discussion with Mathews which focused mostly on educational issues.

When asked whether or not President Ford had a policy on education, Mathews cited several examples of what he called positive approaches by the Administration.

He said the Administration was concerned about the inflationary impact of the overall Federal education budget. This was given as the major reason for the Presidential veto of the education bill passed by Congress.

-- St. Louis Post-Dispatch (9/12/75)

HEW: General

New HEW Head Senses Hostility, Disenchantment

After 31 days as the head of HEW, Secretary Mathews already finds himself at a "tug-of-war."

Americans expect the government to solve the country's social ills and criticize it for overspending and interference, he said.

Mathews in St. Louis for the White House Conference, said he senses hostility and disenchantment with institutions, especially the Federal Government, and HEW in particular.

The youngest member of the President's Cabinet said he will "open up" his agency and try to establish a closer partnership with State and local officials.

In a brief televised talk, Mathews touched on a number of his department's concerns:

-- On education: look at educational expenditures as a kind of economic capitalization.

-- On busing: "I believe the American people have a commitment to a desegregated society. They don't want a fragile unjust solution."

As a Southerner who weathered a desegregation crisis (at the University of Alabama), he said he feels "compassion" for those on both sides of the controversy.

-- St. Louis Globe-Democrat (Sept. 13-14, 1975)

Mathews Welcomes Public's Comments

HEW Secretary David Mathews has been in Washington only a month but already can see the value getting out "to get a sense of country."

Mathews was part of a Ford Administration team he participated with Friday in an affair designed to get the pulse of the country -- The White House Conference on Domestic and Economics Affairs.

The former college president said he welcomed the chance to read "the minds and mood of the people."

"One of the main problems is that government doesn't do enough listening," he said. "When was the last time you heard that HEW listens, instead of HEW says this, or HEW sues on that?"

Speaking and listening on the part of Ford and eight top aides with an audience of 800 community and business leaders is just what took place.

"Only by going around the country to meetings like this, by meeting people face to face and listening to what they have to say, can you really learn how to gauge the country's mood, President Ford said in remarks at the Conference.
-- AP, St. Joseph News-Press (9/14/75)

HEW: General

Explains Ford's Veto of Education Fund Proposal

President Ford's veto of a \$7.9 billion education appropriation bill does not mean the President opposes education. It means he is more concerned with holding down the budget, said David Mathews, Secretary of Health, Education, and Welfare.

Mathews was the opening speaker at the White House Conference in St. Louis.

On the veto, which the Senate and the House overrode, Mathews said, "I think the veto has to be understood in light of the President's strong feeling that government must exercise itself to bring the economy under control."

Mathews said the President was "evenhanded" in other vetoes that would escalate the budget.

-- AP, Neosho Daily News, Chillicothe Constitution-Tribune
(9/12/75)

Ford's counsel says rules hurt rural transportation

Regulatory: Legal

By SHIRLEY MARLOW
Courier-Post Staff Writer

ST. LOUIS — Bus and train service to a city the size of Hannibal should be on a competitive basis, in the opinion of Roderick M. Hills, counsel to the President and an expert on economic deregulation.

Hills made his comments in an interview with The Courier-Post during

the White House Conference on Domestic and Economic Affairs Friday at Stouffer's Riverfront Towers in St. Louis.

"We are trying to peel away the layers of regulations that have protected businesses from competition," Hills said explaining the administration's deregulation policy.

He said the administration would like

regulatory agencies, such as the Interstate Commerce Commission and the Federal Aviation Administration, to permit carriers to serve cities they think would be profitable, withdraw from those cities that are not profitable and set competitive prices.

"Each carrier could set the price it wants. This would permit an efficient carrier to go into a market and compete

with an inefficient one," he said.

"That leaves you with the final question of what to do with areas that need service which competitive carriers won't provide. There's no question that the government has a role to play.

"If we find a place that's not served, we could say to the carriers, 'Here's Hannibal that's not served, how much

"Airlines that have bought more

Death Penalty Would Back Up Police -- Justice Official

It is not right to ask police to risk their lives without giving them the protection of the death penalty as a deterrent to would-be killers, Assistant Attorney General Richard L. Thornburgh said at the Conference.

Thornburgh, who was recently appointed head of the Criminal Division of the Justice Department, said the death penalty also should be used in cases involving assassins and paid killers.

He also called for stiffer penalties for those convicted of crimes, particularly repeat offenders.

"One of the mistakes we have made is that we think we can rehabilitate every criminal. There is no sense in wasting our limited resources on five-time losers," he said.

At the same time, Thornburgh said, "more money must be spent on rehabilitating those who are not yet hardened criminals.

Richard D. Parsons, Associate Director of the Domestic Council who appeared with Thornburgh, rejected a suggestion that drug addicts be sold drugs legally in an effort to combat the drug problem.

"I don't think the American public is willing to admit defeat on this problem," Parsons said, adding that all techniques had not been used. -- St. Louis Globe-Democrat (September 13-14, 1975)

Budget Director Presents Spectre of 'Severe Recession'

Unless the American public and Congress begin to restrain Federal spending, the Nation could be facing a "severe recession" in 1977 or 1978.

This gloomy prediction was made Friday by James T. Lynn, Director of the Office of Management and Budget, who was in St. Louis to participate in the White House Conference.

Lynn noted that Congress had passed legislation that would add another \$3 billion deficit to the already \$60 billion deficit of the budget. Proposed legislation could easily drive that figure up to \$70 or \$80 billion.

"Frankly this country can't stand that kind of figure," he said.

"When Secretary Simon goes to money markets to borrow that kind of money, he competes with businessmen who want to build new factories and with consumers who want to buy new houses."

"Every time the Government goes to the money market we drive rates up and other people out," he said.

Lynn said his office is taking a hard look at programs with a view toward cutting administrative costs, eliminating overlapping areas and particularly seeing if the program is doing its job.

The Federal bureaucracy, he said, was handicapped by not having the profit motive of business. He said this might be substituted in Government by evaluation.

-- St. Louis Globe-Democrat (Sept. 13-14, 1975)

Federal Budget Director Calls for Moderation

OMB Director James T. Lynn said few Americans today realize that almost one-third of all spending is from all levels of government, local, State and Federal.

Lynn, one of the featured speakers at the White House Conference, said the U.S. must moderate its growth at all levels of government, not cut them back as has been proposed by some in Washington. He said a slight moderation could lead to a balanced budget in three years.

Lynn said that one of the least understood facts about Uncle Sam's expenditures today is a major increase in human resource programs. He said that such programs now represent 51 percent of the total Federal budget, an increase of 500 percent over the past 10 years.

He said that this year's 336 billion dollar budget could go to 400 billion by next year unless Congressional spending is moderated. -- Daily Dunklin Democrat, Kenneth, Mo. (9/12/75)

Ford Theme: Slash Federal Spending

President Ford and a cluster of top Federal officials advised community leaders to look more to local and State government and the free enterprise system for solutions to social problems.

They repeatedly stressed that more Federal programs and higher Federal spending would fuel inflation and be counterproductive.

The officials addressed 800 persons in a town-hall style meeting that featured questions and answers.

The Regional Commerce and Growth Association, a St. Louis area business organization, directed the local efforts in setting up the Conference. It featured participants from an array of interest groups -- among them: business, education, the bar, high school students, police and environmental groups.

L. William Seidman, the President's top economic adviser, and James T. Lynn, Director of OMB, said an economic recovery from high unemployment was underway.

They said recovery could be wrecked if Congress continued to establish new Federal programs and increased the money for existing ones.

Seidman said, "In our democratic form of society, there is a tendency for government to try to do all things for all people. Politically this is attractive, but economically, it is not feasible." -- St. Louis Post-Dispatch (9/13/75)

Zarb Says Congress Costs U.S. Jobs

Inaction by Congress on an energy policy the past five years has cost this country a million new jobs, and a continuation of no action will cost another million jobs, according to Frank G. Zarb, Federal Energy Administrator.

"This country has the potential to make itself self-sufficient in energy but it will never be achieved if politics keep upsetting attempts to find a sound, achievable policy," he said in St. Louis.

Asked about Democratic charges that the Administration's policy on decontrol will only produce higher prices, Zarb replied:

"I think the average man on the street understands more than many in Congress that the days of cheap energy are gone forever."

"Let's consider what our lack of national policy has cost so far," he declared.

"Since 1971 the importation of foreign oil has doubled and prices have increased 700 percent. The price of imported oil has gone from \$3 billion to \$25 billion annually. And who's paying the price? That \$22 billion difference could have been spent developing new sources in this country instead of enriching foreign oil producers," said Zarb.

He also declared that EPA and his agency are not in serious conflict. -- St. Louis Globe-Democrat (Sept. 13-14, 1975)

Nation Must Face Reality On Energy

Probably one of the most productive aspects of the Conference was the scheduled press conferences with Administration officials.

Two of the more interesting personalities were Frank Zarb, FEA, and David Mathews, HEW Secretary. Zarb spoke with frankness, relating the work of his department in clear, definite terms. Mathews, on the other hand, spoke in such abstract fashion that it was difficult to determine exactly what he was saying.

Zarb predicted a cold winter ahead for some parts of the country, with shortages of natural gas expected to curtail some industrial users.

The research must be stepped up in the use of coal, nuclear and solar power, Zarb said.

-- Daily Banner News (9/18/75)

The Tribune's view

Frank G. Zarb

Explanations of the energy situation

At the White House Conference on Domestic and Economic Affairs held in St. Louis last Friday, one of the stars of the show was energy chief Frank G. Zarb, the head of the Federal Energy Administration. He made a good impres-

Concerning the automobile and whether it is the chief culprit, Zarb said the auto uses only 13% of the nation's energy. It is important, but not the single-handed villain some people think. More efficiency is being built into

ment: more dependence on foreign oil, and oil in general, which threatens more oil spills; more coal mining with its environmental problems; more coal burning with associated pollution woes.

Environmental-Energy Goals Called Compatible

National goals to clean up the environment have not faltered because of energy crisis pressures to lift controls on high pollution fuels, says Russell E. Train, Administrator of the Environmental Protection Agency.

"All the polls we see say the public is not willing to see environmental controls ripped off," Train said. "The public is insisting that we deal with energy and the environment together."

Many of the goals of our energy program are consistent with environmental goals, he said.

He cited efforts to curb auto pollution which increases gas mileage as an example.

During the Conference, Train was asked why environmentalists are opposed to the development of nuclear power plants when additional energy sources are in demand.

"I am not for a moratorium on nuclear power development," Train said. He also noted that the problems of nuclear waste and plutonium safeguards still need to be solved before nuclear power becomes a completely safe energy source.

-- St. Louis Globe-Democrat (Sept. 13-14, 1975)

Local Issues Discussed With Federal Officials

A number of meetings took place between top Federal officials and select private groups, including 35 area educators and the Secretary of HEW.

Press coverage of these private sessions was not permitted.

William J. Barody, Jr., Assistant to the President for Public Liaison and the man in charge of the Conference, said it was policy to bar the press from such meetings.

The policy is based on a belief that there is a freer exchange of ideas without reporters being present, he said.

Barody said the purpose of the Conference was to make Administration officials more aware of public opinion, as reflected by leaders in the community.

His Office of Public Liaison was set up one year ago by President Ford.

The office hopes to communicate with 12,000 private organizations across the country just as thoroughly as the White House communicates with Congress and the press, he said.

In addition to the White House Conferences set up around the country, Barody's staff brings various groups to confer regularly with Mr. Ford's assistants.

Making "government more accessible to the people; to bring about a better-informed Administration that will be better able to form public policy," were cited by Barody as goals of his office. -- St. Louis Post-Dispatch (9/12/75)

ST. LOUIS POST-DISPATCH

SUNDAY, SEPTEMBER 14, 1975

Conference: General

Give And Take

At Ford Road Show

By RICHARD DUDMAN
Chief Washington Correspondent

PRESIDENT GERALD R. FORD's Washington road show had its one-day stand in St. Louis Friday, and it amounted to a preview of his 1976 campaign

When a black woman asked President Ford whether he had any new social programs in mind to help the poor and

the disadvantaged, he told her what would help more was a healthy economy. He said that if more people were working unemployment benefits would drop, food stamps and

St. Louis Woman Takes Top Ford Aides To Task

Mrs. Freddie Brown, wearing a brightly colored dashiki dress, brought a touch of irreverence to Friday's White House Conference.

Three times, Mrs. Brown stood up to needle, josh and question some of the country's most influential policy-makers. She never got a chance to unload a question on President Ford.

Mrs. Brown didn't agree with the answers she got, but when the Conference had ended, she like almost every other participant, thought the day was worthwhile.

"Even though it cost me 20 bucks," she said, "it was a good chance to tell them what was on my mind."

At one point, she mispronounced the name of Assistant Attorney General Richard L. Thornburgh, calling him "Thorn (pause) bull."

Finally Mrs. Brown took on EPA Administrator Russell E. Train and challenged him to spend more time on problems of the environment in the inner city.

"Shouldn't we have preservation of the human being in addition to the yellow-bellied sapsucker?" she asked.

Few participants in the all-day conference spoke out as aggressively as Mrs. Brown, but the opportunity was there if they wanted to.

Many participants managed to corner an official offstage for a few moments of conversation. -- St. Louis Post-Dispatch (9/14/75)

Ford Parley Here: Is It Political?

By RICHARD K. WEIL JR.
Of the Post-Dispatch Staff

THE WHITE HOUSE Conference on Domestic and Economic Affairs. What is it?

Cynics call it a political road show, designed — among other things — to get President Gerald R. Ford elected in 1976. Others call it an important form of communication between government and its citizens.

After Friday, St. Louisans will be able to judge for themselves.

Beginning this afternoon, a group of presidential advisers and a Cabinet officer will arrive for seminars and private dinners with various organizations in their fields of interest.

It was held in conjunction with the conference and was sponsored by the university's Center for the Study of American Business. The seminar was financed by John M. Olin of Alton, a trustee of the university and a major Republican contributor.

White House Press Secretary Ronald H. Nessen said in a Washington briefing that Mr. Ford viewed the St. Louis conference as nonpolitical.

THE REPUBLICAN National Committee is paying for the transportation of Mr. Ford and his staff later tomorrow and Saturday to Kansas City area and Dallas. But Nessen announced that the \$44 per seat per hour cost on Air Force I for Mr. Ford and his immediate party would be charged off to the Government on the Washington-St. Louis leg of the journey.

While he is in St. Louis, Mr. Ford will

The White House Conference traces back to the Administration of Richard M. Nixon. The forerunners were conducted July 25 and 26 last year in Los Angeles and Chicago.

After Mr. Nixon resigned and Mr. Ford took over, the new President placed William J. Baroody Jr., the man who masterminded those first meetings, in charge of a new White House Office of Public Liaison.

Baroody's office is directed to communicate constantly with the public through about 12,000 citizen organizations. He is supposed to talk with these groups just as thoroughly as other White House offices deal with Congress or the press.

Every Tuesday and Thursday, Baroody's office brings representatives of various organizations to the White House to discuss problems with the President's top advisers.

Morley said the conference could accommodate about 800 if more invited guests want to sign up before the registration deadline of 5 p.m. today.

Among the federal officials participating in the conference will be F. David Matthews, Secretary of Health, Education and Welfare; James T. Lynn, director of the Office of Management and Budget; L. William Seidman, assistant to the President for economic affairs; Frank G. Zarb, administrator of the Federal Energy Commission, and Russell E. Train, administrator of the Environmental Protection Agency.

ALSO ON THE PROGRAM will be two administration experts on crime—Richard L. Thornburgh and Richard G. Parsons.

Conference: General

St. Louis Post-Dispatch -- September 11, 1975

"FORD PARLEY HERE:
IS IT POLITICAL?" (cont.)

12A THE KANSAS CITY TIMES Thursday, September 11, 1975

Aide to Ford Seeks Out Citizenry to Save Nation

By Richard M. Johnson
A Member of the Staff

Survival of democracy in this country may depend on revitalization of the "fifth branch" of government, a high White House official said here yesterday.

The fifth branch—after executive, legislative, judicial branches and the



making circles and to increase the public's confidence in the government, Baroody said. The broad emphasis is to get government to work in concert with private organizations, instead of ignoring them, he said.

For example:

- The family. "It is common practice to hand over physically or men-

St. Louis Post-Dispatch -- Sept. 11, 1975

Live Coverage On TV Of Liaison Conference

KETC Channel 9 will have live coverage of
the White House Conference on Domestic and

Local, area media representatives 212
Attendance 800
Good area coverage by printed and
electronic media

National Coverage

AP, N. Y. Times, Washington Post,
Washington Star, Christian Science Monitor.
Area coverage on public broadcast television,
entire conference (donated feed provided by
commercial station).

St. Louis Globe-Democrat -- Sept. 11, 1975

White House conference here will be televised



take five

with donald meyer

So the President made his historic visit to St. Louis. He's gone, and things are back to the hum-drum pace. It seemed like a lot of fanfare for such a short visit, and I can't help but wonder, in the final analysis, what it really achieved.

Mr. Ford didn't say a thing that anyone hadn't heard

many times before, and his key men, such as Frank Zarb and David Mathews, followed suit. And listening to the questions from a dozen or so St. Louisans during the President's hour-long appearance Friday afternoon did little to add to the occasion. Most of the questions were trite, to say the least, with few presenting probing queries of meaningful significance.

The White House Conference on Economic and Domestic Affairs, as it was billed, was ostensibly designed to give the public a chance to learn first-hand what was going on in the nation, and give top administration officials a chance to listen to the average guy on the street.

The conference did not tell a lot about what goes on in government that has not been known for a long time, and "average guy" the conference participants certainly weren't. They represented the cream of the crop as far as St. Louis goes — heads of everything from the Advertising Council to the Women's Federation.

ST. LOUIS POST-DISPATCH

September 14, 1975

Mr. Ford In St. Louis

If support for President Ford's policies and candidacy depended on an amiable demeanor and sincerely proclaimed goodwill, then Mr. Ford accomplished something in his hurried visit to St. Louis on Friday. Undoubtedly St. Louisans, like other Americans, have warm feelings for a president who exudes friendliness and who will not let fear of assassins deter him from public appearances.

But apart from his likeable manner and his backing for traditional economic and civic virtues, Mr. Ford offered little to his audiences

(Congress overrode the veto.) While he was urging his audience not to be victimized by fear, Mr. Ford was blithely oblivious to the fact that he had vetoed a 1.42 billion dollar health services bill that would have helped to alleviate the fear of illness. (Congress also overrode this veto.)

All of these presidential actions, of course, were justified at the time in the name of economy. Yet Mr. Ford has shown no inclination to economize in areas more subject to cost cutting without affecting human needs, as

Miscellaneous

PRESIDENT GERALD FORD answered questions on a variety of topics Friday afternoon at the White House Conference on Domestic and Economic Affairs at Stouffer's Riverfront Towers in St. Louis. Several administration officials addressed the day-long conference prior to Ford's appearance. (Staff photo by Shirley Marlow)

Ford aides enjoyed trip

ST. LOUIS (AP) — David Mathews, the new Secretary of Health, Education and Welfare, has been in Washington

government doesn't do enough listening," he said. "When's the last time you heard that HEW listens, in-

through the ninth such conference held this year.

"Only by going around the country to

Look Of Adulation In Street Crowd

By JOHN M. McGUIRE
Of the Post-Dispatch Staff

In the crowds of people jammed against the restraining ropes, the facial expressions were nearly the same — a strange sort of adulation.

Earlier in the day, a roped-off crowd was milling around in the small park across the street from the Gateway Tower building at 1 South Memorial Drive, where the presidential motorcade made its first stop.

and waving. "Hi, now are you?" seemed to be the President's only line to the crowds on Friday.

A group of wide-eyed chil-

St. Louis Globe-Democrat -- 9/13-14/75

Proud Day for St. Louis

Washed clean by a welcome rain and dried off by a bright sun in a cool, pleasant day.

He mixed socially at a fund-raising rede-

St. Louis Post-Dispatch

Sept. 14, 1975

Baptists Buoyed By Ford's Speech At Convention

By SHEILA RULE
Of the Post-Dispatch Staff

About 7000 receptive Baptists sang several choruses of "He's Got the Whole World in His Hands" after President Gerald R. Ford delivered a speech at the annual meeting of the National Baptist Convention USA here Friday.

In view of Mr. Ford's enthusiastic reception, the choice seemed appropriate — particularly the stanza, "He's got you and me, brother . . ."

Members of the conserva-

whether Mr. Ford should have outlined a plan to stamp out injustices. The Rev. Louis H. Wade of White Plains, N.Y., was in the minority. He said that the President made a timely, "beautiful" speech, but . . ."

"Yes, there's a but. I think he should have made some commitment to us. He did promise to work for everyone, every American, but he moved over issues that actually confront us," the Rev. Mr. Wade said.

"We could read into his message that he is going to do all he can to help in the field of education and employment," said the Rev. Mr. Jemison, who lives in Baton Rouge, La. "He gave us what we needed and wanted to hear. He said he was for quality education for every child and I think he will enforce laws related to that and to other aspects of life."

The Rev. B. D. Lambert of Mobile, Ala., agreed. The tone

of Mr. Ford's speech "showed us that he's with us — and that's the most important point," said the Rev. Mr. Lambert in a gravelly, Sunday morning-sermon delivery. "He's the only white man I've heard speaking to blacks who didn't call us his brothers and sisters in Christ. He simply called us his brothers and sisters.

"And that's great because if I'm somebody's brother I

PROGRAM

- 8:30 A. M. INTRODUCTORY REMARKS
 Clarence Barksdale, President
 St. Louis Regional Commerce
 and Growth Association
 William J. Baroody, Jr.
 Assistant to the President
- 8:57 A. M. Stanley S. Scott, Jr., Minority Affairs
- 9:00 A. M. THE FEDERAL ROLE IN EDUCATION
 Remarks/Questions and Answers
 David Mathews
- 9:55 A. M. INTERMISSION
- 10:05 A. M. CRIMINAL JUSTICE AND SOCIETY
 Remarks/Questions and Answers
 Richard L. Thornburgh
 Richard D. Parsons
- 11:05 A. M. INTERMISSION
- 11:20 A. M. THE BUDGET AND GOVERNMENT REGULATION
 Remarks/Questions and Answers
 James T. Lynn
 Roderick M. Hills
- 12:20 P. M. RECEPTION AND LUNCHEON
 (North Foyer and Ballroom)
 Luncheon Program:
 Moderator - Florence McGiffin
 President, Missouri Federation of Women's Clubs
 Invocation - The Rev. Paul C. Reinert, S. J., Chancellor
 St. Louis University
 Address "The State of the Economy"
 Remarks/Questions and Answers
 L. William Seidman
- 2:00 P. M. INTERMISSION (Reconvene South Ballroom)
- 2:10 P. M. THE ENVIRONMENT
 Remarks/Questions and Answers
 Russell E. Train

PROGRAM (cont.)

2:55 P.M.

ENERGY

Remarks/Questions and Answers
Frank G. Zarb

4:00 P.M.

INTRODUCTION OF THE PRESIDENT

Christopher S. Bond, Governor of Missouri

ADDRESS AND QUESTION AND ANSWERS
BY THE
PRESIDENT OF THE UNITED STATES

Program Moderator and Conference Chairman
William J. Baroody, Jr.

SPONSORING ORGANIZATIONS

Advertising Club of Greater St. Louis
Arts & Education Council of Greater St. Louis
Associated Industries of Missouri
Higher Education Coordinating Council of Metropolitan St. Louis
Missouri American Revolution Bicentennial Commission
The Missouri Bar
Missouri Federation of Women's Club
Missouri Press Association
Missouri State Medical Association
Regional Forum -- East-West Gateway
Coordinating Council
St. Louis O.I.C.
St. Louis Police Officers Association
St. Louis Regional Commerce and Growth Association
Sierra Club -- Ozark Chapter
Urban League of St. Louis
Vocational Industrial Clubs of America -- Missouri Chapter
Women's Crusade Against Crime
World Trade Club of St. Louis

ADMINISTRATION PARTICIPANTS

GERALD R. FORD
President of the United States

David Mathews
Secretary of Health, Education, and Welfare

James T. Lynn
Director, Office of Management and Budget

L. William Seidman
Assistant to the President for Economic Affairs

Frank G. Zarb
Administrator, Federal Energy Administration

Russell E. Train
Administrator, Environmental Protection Agency

William J. Baroody, Jr.
Assistant to the President for Public Liaison

Roderick M. Hills
Counsel to the President

Richard L. Thornburgh
Assistant Attorney General, Department of Justice

Richard G. Parsons
Associate Director, Domestic Council

Stanley S. Scott
Special Assistant to the President for Minority Affairs

COMMENTS

"I don't like the reaction I got from some of my friends that this thing was political. I know President Ford is going to run for office, but this conference did not smack of politics in any way." -- Mrs. James S. McClellan, Women Against Crime

* * *

"I thought the formal conference was essentially a dog-and-pony show. But there were more opportunities for coralling some of the officials and sitting them down than I had thought there would be." -- Benjamin Senturia, Coalition For The Environment

* * *

"I'm impressed with the quality of the people. We often think of public officials as idiots, and these guys certainly aren't idiots." -- Meade Summers, Jr., a lawyer

* * *

"We need a Secretary of Cities to shuttle back and forth and keep his -- or her -- finger on the pulse of problems in the urban areas." -- Mrs. Freddie Mae Brown, Health Center Worker

* * *

"The conference helped me to appreciate the Presidency again. I became disillusioned with the office after the Watergate scandals." -- Clarence C. Barksdale, Head of the Regional Commerce Growth Association

* * *