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THE WHITE HOUSE

WASHINGTON

September 3, 1976

MEMORANDUM TO: BF STAFF

FROM: SUSAN PORTER

Attached is the overview statement about "The Ford Americans," an umbrella organization developed by Jack Ford and others. The First Family will serve as Honorary National Chairmen, Elly Peterson as the Executive Director. David Sands will be the staff person and Jack Ford will also have a desk at the Committee and will be involved when he is in town. The group will be an umbrella organization encompassing all of the special support groups: young people, women, ethnic Americans, etc.

The Program will encompass a variety of efforts, as described in the attachment, and rallies attended by First Family members will be held essentially every ten days. The press conference announcing this will probably be held on Tuesday, September 7th.

Thank you.

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Later: Aspects of this entire program are in flux at the present time, however, this basic information may be of interest or help.



M E M O R A N D U M

To: James Baker

From: Jack Ford, George Gorton, David Sands

Date: August 31, 1976

Re: "The Ford Americans" *PEOPLE FOR FORD*

If we are going to win on November 2, 1976, we must have an effective volunteer organization! The need for this recruitment program is based on the shortage of time and money that we have to work with. Only with large numbers of dedicated volunteers can we hope to achieve our objective.

In order to recruit these large numbers of people, we have to make these activities more glamorous and appealing to people of all ages. In other words, welcoming everyone into the Ford Campaign.

Enclosure



## The Ford Americans

To sell our umbrella organization, we would like to use the "Presidentials" program as an example. This was a semi-autonomous program that utilized all aspects of the PFC, and offered a valuable learning experience to 1,100 young people at the convention. The primary difference between our program and the "Presidential's" is that we will be encompassing all of the special voter groups.

The First Family will serve as Honorary National Chairmen and Ellie Peterson serving as its Executive Director with full control of it and the special voter group.

### FORMAT

The volunteer program is a combination of the traditional volunteer activities of every campaign: phone, banks, rallies, ✓ door to door canvassing, registration drives, and literature drops.

The cornerstone of this program, however, is through the effective use of each member of the First Family. By recognizing each of their unique strengths and diverse voter appeal, we can maximize their impact, thus drawing wide media attention. These events should excite the voters and create a snowball effect that would draw the large number of people into the campaign.

If the volunteer program is to be effective, the First Family has to be used immediately to generate this much needed resource.





## Series of Events

A Press Conference hosted by the President at which all members of the First Family involved in the "Ford Americans" program are introduced and national goals are outlined and explained.

- A. A series of Press Conferences in key states will be set up, hosted by a member of the First Family. The format will include introducing the "Ford Americans" state chairman and the goals each is pledged to work towards. These state chairmen will issue weekly press releases announcing what has been accomplished during the week and use of visual aids will be stressed as a daily reminder of what is expected. Competition among state chairmen is encouraged to reach our goals.
- B. Door-to-door Canvassing. We have tentatively scheduled four National Canvassing days during the two-month period. All members of the First Family will participate in each event in different key areas of the nation. Our goal here is to attract national media attention on these days.
- C. Phone Banks. We plan to stress the importance of the phone banks and the need for volunteer operators to assist in making phone calls. We will call this "National Phone Bank Nights." Family members will be located in phone bank areas that need special help.
- D. Literature Drops. A series of national literature drops using Family members as hosts will be employed.



- E. Volunteer Rallies. Every ten days, a rally will be held in key states under the title of the "Ford Americans Night." They will be used as a tool to recruit volunteers and to generate high visability of the campaign. The direct mail and phone banks will be our primary source in drawing large crouds out to meet the member or members of the First Family.

### Procedures

- A. Direct mail. We view the use of direct mail as serving two functions: 1) to reach people informing them about the President's stand on the issues and about his endorsement of the "Ford Americans" program and 2) as a vehicle for recruitment of volunteers. We would like to have some of the direct mail service for our use. It would be sent into those targeted regional areas that will be selected for our special recruitment rallies and PFC efforts. Each letter will contain a message from the member of the First Family hosting the event. These lists will then be turned over to the phone bank operations in the field for follow-up calls prior to each rally.
- B. Media. The generation of nationwide press coverage will deterine th success of our program. The President, we feel should hold a press conference within the next two weeks formally endorsing the "Ford Americans" concept thus helping to get the ball rolling.

With a good Press Secretary geared into the use of



media as a means of selling our program to the American people, our momentum will be unstoppable.

### Summary

Each special voter group will have responsibility to turn out the maximum number of their people to these rallies and recruitment drives. Their field people or state coordinators will work with the special event site advancement to recruit those people for use in the registration drives, canvassing and telephone bank efforts during that week and for the remainder of the campaign.

We feel it is imperative that these special event rallies initially be held in those key states (as determined by the early polling data) that will have large phone bank operators. The most essential ingredient to any phone bank operation is a large talent bank of volunteers. Without them, campaigns are lost causes.



## Staff for "Ford Americans" Special Events

Executive Director  
Assistant Director  
Staff Assistant  
Deputy Press Secretary

### Field Staff

Two Three-man teams for each ten day Special Events  
Special Voter group field personnel  
State GOP and PFC field personnel  
One Volunteer Ford Americans Chairman in each state.

### Budget

For two month period:

Washington Staff	10,300.00
Field Staff	12,000.00
Staff Travel Expenses	130,000.00
Special Events	35,000.00
Direct Mail	100,000.00
Supplemental Phone	<u>15,000.00</u>
Total	292,300.00







September 17, 1976

MEMORANDUM TO: John Andrews  
FROM: Elly

I talked to Eva Gabor (Mrs. Frank Jamison) this afternoon. She was just on the Merv Griffin Show and feels that the spot she did there could easily be adapted as a spot announcement for the campaign.

As I mentioned earlier to you her friend, Mimi Harris, is interested in being a Democrat for Ford. She is expecting a call: 213/273-2839 (h) or 213/550-1358(o).

Eva herself used to be a Democrat and her husband thinks it would be better to involve her in a Citizens for Ford program.

Eva is having the Kirk Douglas' to dinner tonight. She is a Democrat and is checking to see if they would like to get involved.

Eva: 213/CR3-4210 (8p.m. EDT best time to reach)

cc: ✓ Betty Ford  
Jim Baker  
Bill Greener



# President Ford Committee

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

September 18, 1976

Mrs. Wendell Thorne  
Post Office Box 4152 West  
Biloxi, Mississippi 39531

Dear Mrs. Thorne:

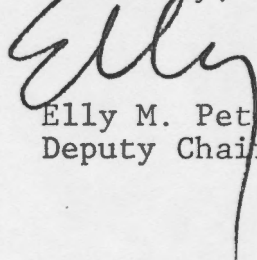
Mrs. Ford called my office this morning requesting campaign materials for you and your brother to distribute in the Biloxi area. We have sent 300 buttons, 300 bumper stickers and 40 posters which you should receive early next week. As soon as the newest campaign materials become available I have made a note to forward a supply to you.

At this time the main PFC Headquarters is located at 518-20 East Capital Street, Jackson, Mississippi. The Ford campaign in Biloxi will be operating out of the Republican Headquarters in Harrison County.

By the time this letter reaches you, Judy Petty who is the Regional Coordinator for the PEOPLE FOR FORD program in the Southern States will probably have reached you to explain our program. We are absolutely delighted to know of your interest in helping and hope you share our enthusiasm for this program which includes all people who support the President.

Please do let us know if there is anything else you need.

Sincerely,



Elly M. Peterson  
Deputy Chairman



cc: Betty Ford





September 20, 1976

MEMO TO: Jim Baker, Stu Spencer, Bill Greener, Roy Hughes,  
Jim Fields

FROM: Elly

Our People for Ford group meets on Monday and Thursday at 8:00 AM. This morning all were in place except DeFrancis who was covering the Scheduling meeting for us and Toby Knox.

Following are brief reports from each desk:

Farm Desk: Dick Lyng and Jim Lake are doing a great job. Today they will take to the White House their National Chairman, a HOG farmer from Iowa, Roy Keppe, as the beginning of their national program. They are building state organizations based on the state--it might be Farmers and Ranchers for Ford, or Farm Families etc. All will be announced and will work with the PFC. Texas, Indiana and Illinois are not set yet but will be soon.

They are bringing in some consultants this week to set up the agricultural area such as grain elevator operators, etc.

Older Americans Desk: They have written to all states both PFC and RNC for suggested people and are following with calls. They are working on their brochure. Margaret Arnold has met with John Martin and other Older American leaders and they are getting groups of this type to do mailings on the difference between the Republican and Democratic platforms senior citizens' plank which favors us -- not mentioning Ford as we can do this. She will form an Advisory Committee and work on registrations, get out the vote.

Youth Desk: They have only 6 states in which they are not now working but some like Hawaii and Alaska will be given help by Political Division, with whom they are working closely. They have set their priorities in each state for high schools and colleges -- have quite a number working now -- and are assisting in recruiting for phonebanks. They will have a lengthy report ready tomorrow by the state which we will submit.



Business and Profession Desk: I am not satisfied with this desk. Kent Kahle came but as yet I have not caught up with Toby Knox or gotten their budget, etc. Ruffin is working on this. We were not happy with the feedback from the meeting last week although 1000 telegrams went out. The people attending indicated they were not given enough to do. However, Kent says now they are doing letters to encourage them to write letters, bring their friends, and associates together to work for Ford, cover speaking engagements, etc. so am hopeful this will improve. Kent did not know what else was being done about Athletes, etc. but I know Fry has been hired to do Doctors and has his budget set. Will have Tom bird dog this group further.

Labor Desk: Ned Shreve has setup an advisory committee of Usery, Armao, Baroody, deLuria etc. and they are planning a state blitz using top labor figures like the Secretary---also working on some congressional relations like the bill with the fire fighters which would be helpful with labor groups.

We will try to help work the state groups for them.

Jewish Desk: Rena Button has pulled together 162 Jewish leaders from 24 states for a meeting today and they will also be meeting with the President. They will set up their campaign by communities to include letter writing, speaking to special groups and with their own groups. They plan to bring the Jewish press in across the country on September 30.

National Volunteer Desk : Judy McLennan has sent letters to 4309 people who wrote to either the President or the PFC to volunteer for the President. As of this morning, cabinet wives/White House wives are calling each personally to solicit their help in phonebanks, local operations, home headquarters.

Our funniest response to date came from a man who wrote back that he had complimented the President on his speech, but he really was a Democrat---and for Carter--but he surely did think it was great the way the "correspondence was handled".

We are working towards involving the 200 women who work on Capitol Hill who have indicated an interest in working in the evenings in handling the volume of mail which is processed through this desk.

Ethnic Desk: George Ramonos reported that they are waiting for a date with the President for Senator Domenici and the desk people to be pictured with the President as their first kickoff. Then they will form their Advisory Committee of ALL groups and hopefully a lot of new faces.



They plan a meeting with ethnic editors---a large direct mailing---and are cooperating closely with the WH and RNC. They do have a problem as scheduling into an industrial area means "ethnics" of one kind or another. We will call this to DeFrancis' attention.

Personally I think this situation is working out well . I URGE IMMEDIATE DATE FOR DOMENICI so we can get the show on the road.

Special Events Desk: The first big DO is in Springfield, Illinois with Jack Ford on October 1st. Armory is rented for a 7:30 meeting. We are a bit afraid the young men working for Jack are not heavy enough to carry this whole advance load so we are going to try to back them up with some experiences "advancers"----DeFrancis is working on this. Jack, Steve and Susan scheduled.

Veterans Desk: All's going well. Four national co-chairmen appointed because of the different groups---from Alabama, Connecticut, Ohio and California. They have done a mailing to 4000 veteran leaders and return cards are beginning to come back. They have 18 state chairmen set so far. Congressmen are being advised so they can help.

They want a picture with Ford, Dole, Roudebush and the four as soon as they can do it---White House, I believe, are holding this up at the moment.

Bill Ayres is good. We had to let his "boss" go as the man felt \$23,000 was a good fee for the six weeks.

Black Desk: Dinkins has just come on board and he and Keyes have smoothed out White House and RNC cooperation. They are preparing budget. Dr. Rickman is working on Black women leaders and we are tying in with Jeanne Holm on this. Black women comprise the largest part of the black voters and have a good voting record (among the middle class up). Lionel Hampton is coming today to work on black athletes, entertainers and prominent people. Their slogan: "Performance not promises".

Keyes is attending Liberian dinner and there will be some black leadership there.



Women: Pam Curtis has set my schedule now to hit all the regions and visit with State People for Ford Chairmen within a week. I am talking with them about three stages:

Now until October 8 - Recruit, fill out the President Ford Committees within the states, get their people to work in phonebanks, GET SET.

October 8 - NATIONAL CAPITOL LAWN RALLY in each state. I will know by next Tuesday which ones will work on this.

It will be the kickoff of the National Caravans - or TAKE FORD TO THE PEOPLE. We are preparing a manual on this I will use this week. We will cooperate with Political, Press and either do it well--OR not at all.

October 8 - 23 - then becomes Rally/Caravan period. Again, we will make the pitch (with youth regional directors there) have them go back and set their PFC leaders and be set.

October 23 - Election Day: EVERYBODY in People for Ford will be working on getting out the vote--including phoning, absentee ballots, etc.

I have visited with Medical Auxiliary leadership and they will help on this.

Our newsletter begins today to keep the people "out there" abreast of People for Ford and where they can tie in.

Morning reports of the Women Regional people are going to you on a regular basis---I am pleased with their progress.

While I am away Tom Ruffin is administrative head and hopes by the end of the week to have all budgets, staffs, direct mail requests and advertising in position.

Keyes is still trying to clear out the black situation but is also working on black business and professionals, athletes, etc.

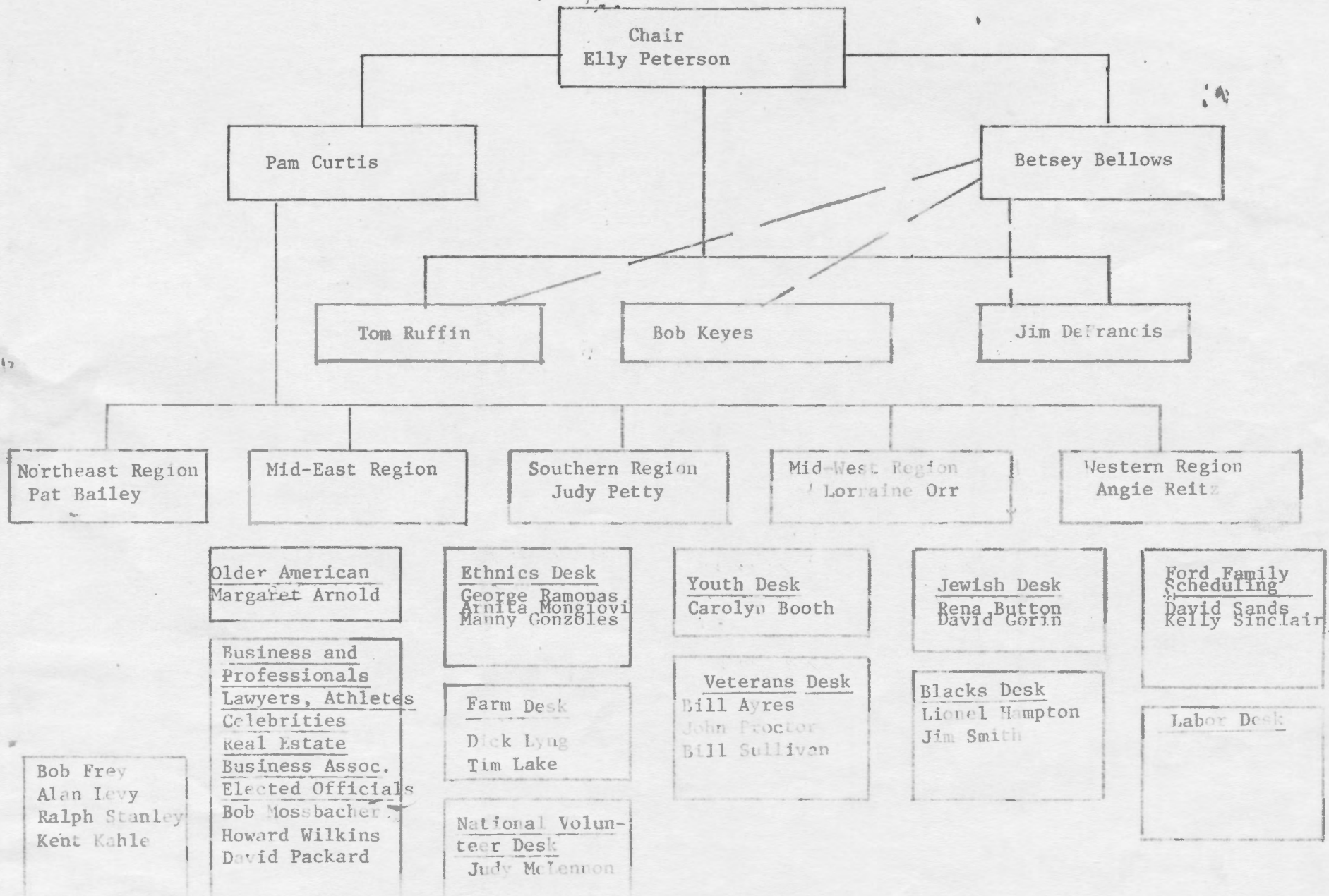
DeFrancis is mainly concerned in bird dogging the scheduling, advocates, youth and Jack Ford's operation. He will also add rallies and caravans plus the PFF newsletter.

Curtis is working in the area of the Regional Directors, State People for Ford chairmen and making sure these are all coordinated with the Political Division.

Bellows coordinates the offices on 2nd Floor and 10th.







People  
for  
Ford

October 11, 1976

Mrs. Betty Ford  
White House

Dear Betty:

I am enclosing our last newsletters. We are now turning our attention to the field to show them what other states are doing.

The rallies got off to a good start---yours in Washington really lifted their spirits; Thurmond in Louisiana; a good one in Georgia; Minnesota had terrible weather but a good rally; Lionel Hampton flew to Missouri to play for them and get theirs going. So it was a good kick off, if not as many as we would have liked.

Caravans are beginning now and I had a few bad moments when I heard the weather caused a minor problem with Mike and Gail but it was not too bad---and they are off in Vermont today. Everyone thinks they are great.

The cabinet wives and White House wives are beginning to campaign in Virginia and Maryland and are also helping in the phonebanks. Some of them are just outstanding and I will give you their names at the close of the campaign.

Thanks for all you are doing.

Love,







PEOPLE FOR FORD, ELLY PETERSON, CHAIR, 1828 L Street, Washington, D.C. 20036 202/457-6430

EDITOR: ANN CHASE PRIESTLEY

17  17

October 8, 1976

*The punishment of wise men who refuse to take part in the affairs of government  
is to live under the government of unwise men.*

— Plato

### **Kickoff in Springfield . . . .**

Music, songs and cheers rang out across the crowd at the Illinois State Armory in Springfield Oct. 1 as Jack and Susan Ford enthusiastically greeted thousands of Illinois People for Ford. A kickoff People for Ford rally was the occasion for the First Family members' visit.

Jazz musician Al Hirt and his band flew to Springfield from New Orleans to take part in the rally. Hirt, his trumpet, his band and his special brand of humor and entertainment electrified the crowd. A self-proclaimed Democrat who solidly supports President Ford, Hirt brought to the rally an excitement and magnetism every campaign strives to achieve.

*(please turn to p. 3)*

### **Ford People in the States . . . .**

Every Tuesday evening during the campaign People for Ford will gather in homes across the *LOS ANGELES* area to pledge their support to the President. There will be about 20 people at each home who will be served a chicken dish appropriate to the host's ethnic background. By the end of the evening President Ford will have many more devoted volunteers ready to man phone banks, work in local headquarters and canvass others in their neighborhoods. Bon appetit!

Our hats are off to Ford People in *COLORADO*, who have a chairman in every county in the state. They are busy traveling door to door and meeting people on behalf of the President. They even have special shifts

*(please turn to p. 2)*



**Susan and Jack Ford Address Rally in Springfield**

for weekends.

On the evenings of the next debates over 60 private homes in *CONNECTICUT* will open their doors for "debate parties," with the news media in attendance. If you would like to attend one of the debate parties, check with your local newspaper for the nearest location. Connecticut also has 125 statewide coordinators—many of them Democrats and Independents—who will lend their support.

October 7 will mark the beginning of a big weekend in *GEORGIA*. GOP Sen. John Tower of Texas, along with singer Pat Boone, will highlight an evening of entertainment at which the President and Sen. Dole will talk with those in attendance over closed circuit television. October 22 will see a "Georgians Know the Difference" rally. Rallies and caravans will be held in downtown Atlanta, Columbus, Augusta and Rome beginning at twelve noon. Atlanta's rally will be highlighted by a genuine elephant appropriately decorated. There will be speeches, excitement and the signing up of volunteer workers. And it won't be limited to the center of town, following the rallies there will be caravans throughout the state.

There are 99 county chairmen in the Hawkeye state of *IOWA* who will be busy during the campaign working home headquarters in the rural areas. For the first time in the history of the state, Iowans, in order to vote, must be registered. Ford volunteers who provide voter registration information have their work cut out for them with headquarters phones ringing day and night.

The Northwest Livestock Exhibition Sale and Showing marks the beginning in *MONTANA* of the Ford Campaign. Between 600 and 1000 ranchers plan to attend the exhibition on Oct. 20. The Ford youth organization in the state is planning intra-state rallies and activities at various colleges to take place at homecoming football games.

**President Ford's "Best" Campaigners Enjoy Their Time on the Stump**

Throughout the campaign, President Ford has benefitted from four very special assets—his children. Each has been a tremendous attribute to the President and each has sacrificed his own privacy and time to a nearly full-time job of campaigning. While campaigning is rewarding, it is also exhausting; while it is encouraging, it may also be discouraging. There are times when the Ford children must campaign in crowds when they might prefer to be alone. They must be both personable and personal.

It is not a life any of them have sought, but it is a commitment they each have made.

(please turn to p. 3)

A 27-foot-long commercial van with Ford/Dole logos on its sides is traveling the roads of *NEW JERSEY*. It stops in towns all over the state and passes out literature. Inside visitors may watch the 15-minute movie of President Ford's life that was one of the highlights of the Kansas City convention. When the movie ends visitors are free to browse among a collection of White House memorabilia on display. The van has attracted so much attention that a second one will hit the road soon. New Jersey Women for Ford was organized prior to the convention by Ming Hsu, and members now are volunteering throughout the state to handle phone banks and to staff headquarters operations. Each person contacts 100 people.

A massive phone campaign is going on in *NEW YORK*—and it's all on a personal basis. There are over 2000 volunteers phoning friends. New York has some very special People for Ford: among them Nurses, Housewives, College Faculty, Teachers, Social Workers, Retail Workers and Community Leaders.

The first weekend in October found Libby and Bob Dole in *VERMONT*. They arrived and did a television taping before visiting Essex Junior College where Sen. Dole spoke. They went next to the University to join an estimated crowd of 30,000 at the annual October-Fest.

October 8 is the day set for a big rally on the steps of the state Capitol building in *WEST VIRGINIA*. The Kanawha County Republican Womens Club will caravan to the rally and add their support and enthusiasm to the event. Following the rally decorated cars with local and state candidates will drive to a meeting with the West Virginia Federation of Republican Women, where the topic will center around campaign activities. Following the meeting there will be a huge spaghetti dinner. □



Jack and Susan Ford with musician Al Hirt

**Celebrities Speak Out For President Ford**

The state rallies and other special events highlighting the campaign often feature appearances by well-known film and television personalities, athletes and recording artists. At the Ford Committee headquarters in Washington Ed Cowling synchronizes the frequent requests for personalities with their busy schedules. Ed is aided in California by staff members Ray Caldiero, Sue Taurog and Carol Curb.

Following is what a few of the celebrities told us about why they endorse President Ford.

**Glenn Ford**

"I have had the privilege of meeting Mr. Ford and the First Lady and I find in both of them the quality of honesty and integrity, much more than any other candidate that has run for the office of President. Keep in mind that the word gentleman is not one but two words, gentle—man. This is what Mr. Ford is. But just as important, he is also a strong man and this is precisely what our country needs."

**Lionel Hampton**

"The record of Mr. Carter in civil rights is a disgrace. One of the things I hope to accomplish is . . . to make the public more aware of his failures, while on the other hand getting the civil rights record of President Ford



Lionel Hampton

before them. It is a good one and should be told. I will work hard for President Ford. He is an outstanding President and a good friend. The American people need him and he deserves to be elected. He has made America

stronger, and he has made the White House the Right House."

**Zsa Zsa Gabor**

"I support him because he is perfect for the country, he is a real gentleman and he is a perfect father image. I hate that they try to make him look clumsy. Any real man who is not a ham, is shy before the television camera."

**Lynda Day George**

"I am very impressed with President Ford and his realistic approach toward government and his own life. It is very nice to be ideological and live in a fantasy world, but that doesn't work in government. I am very proud to say that I support President Ford. There is something about a man who will take over in the middle of someone else's term and take all the flak that he has so gracefully. I don't like people who make promises that they obviously can't keep."

(continued from p. 2)

Steve, the youngest son, is on leave of absence from California Polytechnic and is campaigning in the 10 states of the far west. Campaigning while traveling in a van, Steve has met people from all walks of life and has enjoyed his experience. "I believe in my father," says Steve, "and want to see him elected. This is my way of paying him back for all he has done for me."

Susan and Jack are making personal appearances all over the country. They have knocked on doors, introduced themselves and asked support for their father. They have attended rallies, dinners, receptions and teas. There has been no limit to their campaigning. According to Susan, "People have been so receptive, I will gladly go to any state or precinct to help my father. I enjoy the appearances and there is no way to ever thank all those who devote so much time and energy to smoothing out the rough spots in making each trip delightful and productive."

Susan's older brother Jack thanked the Ford volunteers in Springfield, Illinois, when he said, "It is people like you who are here today that are so important to

our campaign." Jack plans to do all he can to bring his Father's views to the people.

Next week's issue will feature Mike and Gail Ford, the President's oldest son and his wife. □

**Kickoff:**

(continued from p. 1)

Jack and Susan Ford, representing their father on the campaign trail, addressed the packed armory later that evening. Susan noted that "the momentum is moving in our direction, and that momentum is going to carry us to victory on November 2."

On the morning following the rally, the two Fords walked door-to-door in three Springfield precincts on behalf of the President. Family after family greeted the callers with pleased surprise and offered support for the Ford-Dole ticket.

The Fords' visit to Illinois concluded with a stop at Lincoln's tomb before leaving the state for other campaign activities. □



## Focus: Veterans for Ford

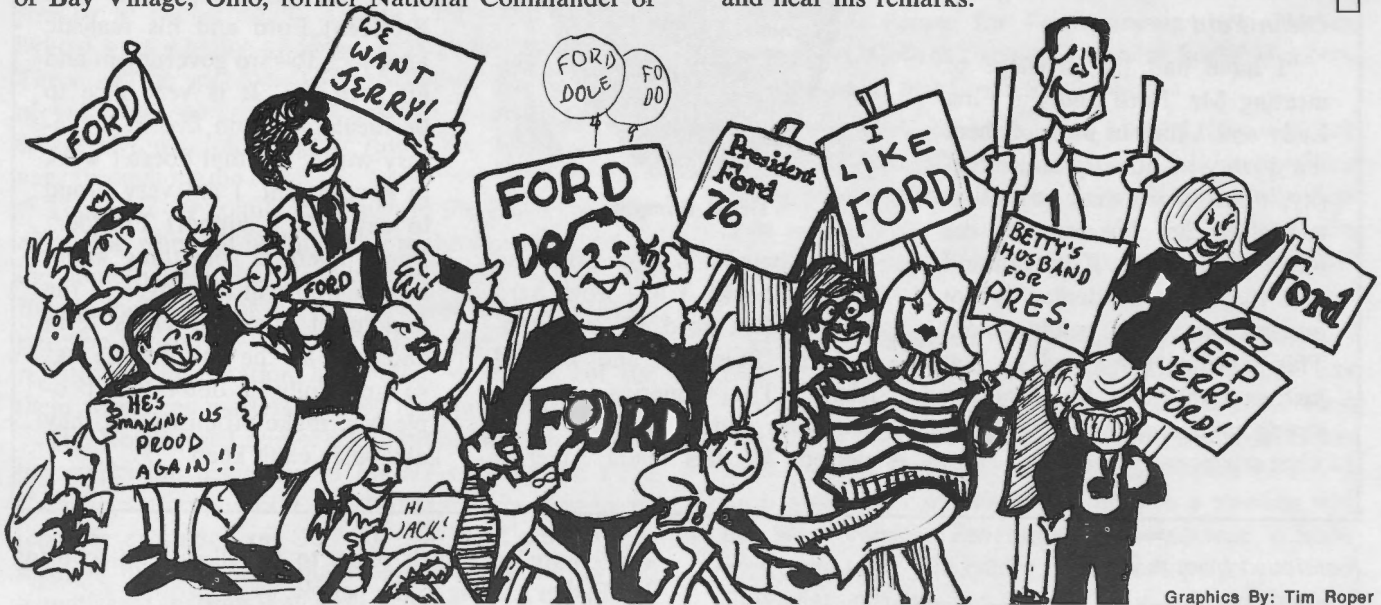
"Veterans appreciate having two dedicated veterans such as President Ford and Senator Dole running for president and vice president." These are the approving words of Joe L. Matthews, a Veteran for Ford whose own record shows dedication to America's armed forces. He expresses the sentiment shared by other veterans joining the ranks of PFF throughout the nation. Veterans for Ford, a volunteer group that is actively involved in recruiting and organizing this widespread support for the President among vets, features distinguished records of service on all levels of its leadership.

Heading the division as co-chairmen are four widely known leaders of veteran's organizations. They are: Matthews of Fort Worth, Texas, former national commander of the American Legion; Thomas C. "Pete" Walker of New London, Conn., a past Commander-in-Chief of the Veterans of Foreign Wars; Stuart J. Satullo of Bay Village, Ohio, former National Commander of

American Veterans of W.W.II—AMvets; and Lloyd F. Oleson of Ventura, Calif., past National Commander of the Disabled American Veterans.

Florida veterans will be organized by a chairman with an outstanding background in leadership—General Lewis W. Walt, a Marine combat veteran of three wars and a former Assistant Commandant of the U.S. Marine Corps who served in the Pacific during World War II, and later in Korea and Vietnam. All chairmen will work under the direction of former Congressman William Ayres of Ohio, who will coordinate their efforts from Washington.

Veterans' recognition of the service record that the Ford-Dole team represents was demonstrated by the VFW executive committee's choice of Sen. Dole as the keynote speaker at their Sept. 18 meeting. Dole addressed the executive committee in Washington, and VFW representatives were there to greet the Senator and hear his remarks. ☐



Only 25 More Working Days Til Victory

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PEOPLE FOR FORD, ELLY PETERSON, CHAIR, 1828 L Street, Washington, D.C. 20036 202/457-6430

EDITOR: ANN CHASE PRIESTLEY

17  17

October 3, 1976

### ***Taking Ford To The People***

On October 8 People for Ford committees across the nation will kick off their campaign to take President Ford and his record to the people. TAKING FORD TO THE PEOPLE rallies will begin at noon on the lawns of many state capitols. Local notables will emcee the rallies and will introduce dignitaries, entertainers, GOP candidates and other officeholders who support the President. Civic and community leaders will be there to join in the fun; while high school bands and poster-laden motorcades will parade for all to see. The rallies will be highlighted by appearances from members of the President's family—or his special representatives—in as many states as possible.

The rallies will be only the beginning. During the next two weeks TAKING FORD TO THE PEOPLE caravans will be seen across the country as they wind their way through the countryside of every state. Enthusiastic supporters—traveling in vans, buses and cars—will carry the President's campaign to small towns everywhere. Posters and lawn signs will be posted where appropriate and caravan members will meet with local leaders on behalf of the President. But, most important of all, they will open Neighborhood Home Headquarters where local campaigns will continue long after the PEOPLE FOR FORD caravan has left for the next town.

One thing is certain—these towns will know that the President's campaign has arrived! ☐

### ***Regional and State PFF Committees Draw Rave Reviews from National Chairman***

On her return last week from a highly successful People for Ford tour, an elated Elly Peterson said she was impressed by the high caliber of men and women working on the PFF committees throughout the country.

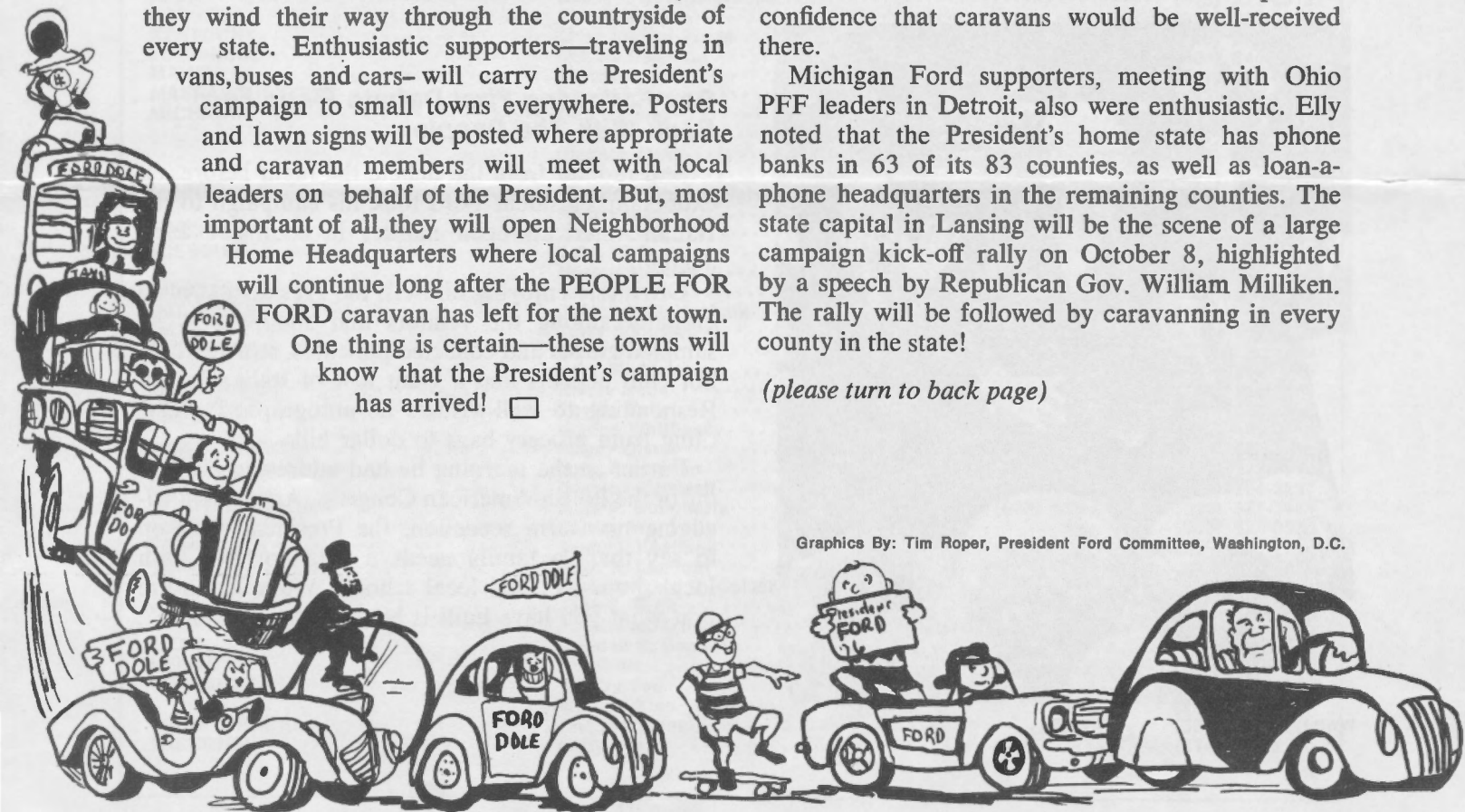
Elly, who traveled to eight major cities during her trip, said she was excited about the large number of planned activities in each area she visited. Enthusiasm ran particularly high in the Midwest where Iowans plan to caravan for the President and where supporters in Missouri have scheduled a statewide antique car rally.

In Minnesota, People for Ford plans to kick-off its campaign festivities in a nine-block-long mall, and state PFF Chairman Rhoda Lund expressed confidence that caravans would be well-received there.

Michigan Ford supporters, meeting with Ohio PFF leaders in Detroit, also were enthusiastic. Elly noted that the President's home state has phone banks in 63 of its 83 counties, as well as loan-a-phone headquarters in the remaining counties. The state capital in Lansing will be the scene of a large campaign kick-off rally on October 8, highlighted by a speech by Republican Gov. William Milliken. The rally will be followed by caravanning in every county in the state!

*(please turn to back page)*

Graphics By: Tim Roper, President Ford Committee, Washington, D.C.







### Focus: Volunteers for President Ford

Performing a multitude of meaningful and important tasks, volunteers make an immeasurable contribution to the Ford Campaign. These people, who sacrifice their leisure time without benefit of salary, impart to the campaign much of the vitality and enthusiasm that is essential to its success. From all parts of the country and from all walks of life, they arrive at national, state and local Ford headquarters and do the hard work that wins campaigns. Their jobs are usually not glamorous, often they are tedious and time-consuming; but, mailing, address-

ing, telephoning, collating and copying could not be accomplished without the assistance of these volunteers. Volunteers are not a commodity, they are a devoted and integral part of our campaign. Their incentive is the satisfaction they will gain by helping President Ford win the election on November 2nd.

In the photos above, from the left, Doe McGullough efficiently helps the Committee with correspondence; volunteers, including the wives of some Cabinet-level officials, help the PFC with its country-wide phone bank; and Joe Peterson sends out posters and other campaign material to local committees across the country. □



### Day Following First Debate Finds Ford Back With The People

Still radiant from the debate the night before, an exuberant President Ford took his campaign to the Italian-American open market in southside Philadelphia.

Obviously enjoying himself, the President strolled casually among the vendors and shoppers as he sampled grapes and collected pimentos, strawberries, hot chili peppers and a giant loaf of Italian bread. Responding to well-wishers he autographed everything from grocery bags to dollar bills.

Earlier in the morning he had addressed a meeting of the Polish-American Congress. After acknowledging his warm reception, the President went on to say that "a family needs a neighborhood with local shops . . . and local schools. We must ensure that what you have built is here for your children".



### Focus: The President Ford Committee Staff

President Ford reaches out to American people. He campaigns personally and his family campaigns along with him. Since there is no physical way in which they can meet and touch all Americans, the President's image must be conveyed by means other than personal appearances. A special crew of the President Ford Committee devotes its time and talents to creating the most effective method to take the President's message to the hearts and minds of people everywhere. Our advertising people design posters, buttons, and stickers to encourage Americans to join the campaign and to express their support for the President. It's an important job, and the President Ford Committee is fortunate to have people with energy and expertise to fit the bill. Pictured above are "Campaign '76" co-directors Doug Bailey (left) and John Deardourff (center), with executive vice president Phil Angell. In the photo on the right Marcie Taylor Pattinson discusses a layout with Jack Frost (who designed the now-famous Republican Elephant). □

### State Chairmen

Following is a list of the current state chairmen of People for Ford, their home state and either a home or an office telephone number where they may be reached.

ALASKA	Edith Holm	(907) 456-3761
ARIZONA	Anne Lindeman	(602) 271-5897
ARKANSAS	William Clark	(501) 225-5587
CALIFORNIA	Nancy Nesbitt	(213) 670-4803
COLORADO	Sheika Gramshammer	(303) 476-5626
CONNECTICUT	Warren Chase	(203) 244-4978
DELAWARE	Sabina Holland	(302) 475-7358
FLORIDA	Hon. Mary Grizzle	(813) 446-1692
GEORGIA	Tarby Bryant	(404) 636-2422
HAWAII	Hon. Patricia Saiki	(808) 548-3867
IDAHO	Leora Day	(208) 345-6640
ILLINOIS	Mary Alice Erickson	(309) 692-7720
INDIANA	Lols Horth	(317) 253-8835
IOWA	Genie & George Wilson	(515) 225-8313
KANSAS	Chuck McAtee	(913) 233-2332
KENTUCKY	Mary Louise Foust	(606) 278-0240
LOUISIANA	Debbie Bowland	(504) 344-6726
MAINE	Phyllis Palmer	(207) 622-4649
MASSACHUSETTS	Kay Faucher	(617) 527-2156
MICHIGAN	Gini Candey	(616) 947-8298
	Dee Kinzel	(517) 332-6413
	Eleanor Blum	(313) 851-7244
	Marilyn Hurley	(517) 373-2426
MINNESOTA	The Hon. Ancher Nelsen	(612) 879-5140
	Rhoda Lund	(612) 927-9791
MISSISSIPPI	John Rushing	(601) 922-9742
MISSOURI	John W. Buechner	(314) 781-0700
	Norma Stevens	(816) 523-4610
MONTANA	Ann Olson	(406) 245-7258
NEBRASKA	Gretchen Gottschalk	(402) 489-6141
NEVADA	Terry Schueler	(702) 878-3797
NEW JERSEY	Ming Hsu	(201) 233-5360
	Vera M. Steinberg	(201) 285-6213
NEW MEXICO	Randy Baca	(505) 298-7451
NEW YORK	Phyllis Kelly	(716) 839-1952
	Eunice Whittlesey	(518) 462-2601
NORTH DAKOTA	Dagny Olson	(701) 662-2514
OHIO	Judy Brachman	(614) 221-3673
OKLAHOMA	Dorothy Zumwalt	(918) 224-3537
SOUTH CAROLINA	Julia P. Dougherty	(803) 556-5159 or (803) 571-3454
SOUTH DAKOTA	Shirley Wackerly	(605) 334-0970
TENNESSEE	Jean O. Keathley	(615) 893-1743
TEXAS	John N. Leedom	(214) 824-3001
	Hon. Barbara G. Culver	(915) 682-9481
	Jane E. Erck	(713) 468-1054
	Janelle McArthur	(512) 478-5963
UTAH	Dolores B. Bennett	(801) 533-9777
VERMONT	Bill Fritts	(802) 658-4240
WASHINGTON	Wesley Tao	(206) 624-7117
	Victoria Klos	(206) 624-7117
WEST VIRGINIA	Phoebe Trost	(304) 346-8216
WISCONSIN	Patty Brash	(414) 276-5200

(continued from front page)

In addition, supporters in Michigan and Ohio plan a joint rally on the border between the two states on October 22. Ford backers from Indiana also have been invited to attend.

Regional leaders in the Northwest had an "inspirational" gathering in Seattle, according to Elly. In Phoenix, Southwestern PFF chairmen discussed plans for a four-state rally and caravans; while in Dallas Elly met with Southern state representatives and was delighted to hear of large-scale organizational plans being carried out in Texas. Both rallies and caravans are planned throughout the state.

In Boston the Northeast People for Ford meeting was highlighted by a report from Massachusetts volunteers of particular success in the Italian community. Active "Columbus Day" celebrations will be held throughout the state—including a special

ceremony in honor of U.S. Rep. Silvio O. Conte.

Elly reported that New York People for Ford is extremely well organized. State Republican Women's Federation President Phyllis Kelly, also serving as a PFF co-chairman, reported that the Women's Federation would be responsible for New York's phone banks. Next door, in New Jersey, Ford backers will be led in their caravanning by a special "Ford Mobile."

Elly feels that each state organization will have an important role in the campaign, and she describes the People for Ford leadership as "experienced in political operations and capable of creating a great deal of excitement and visibility for the President within their own states." She also notes that young people will play a more important role than ever as we work toward victory in November. ☐



### **Bagwell Named Head of New Peanut Growers Unit**

With the appointment Sept. 27 by PFF of Mr. Truett Bagwell of Portales, New Mexico, to be national chairman of "Peanut Growers for Ford," some campaign officials in Washington now feel that the President will win the peanut farmer vote in November by a comfortable margin. Mr. Bagwell, on accepting the chairmanship of the newly formed volunteer group, said that President Ford's program "is a good one for farmers. . . . I'm for Ford because I agree with what he stands for—less government interference, lower government spending and greater individual freedom." And that's not peanuts—or corn—friends.

**ONLY 32 MORE WORKING DAYS 'TIL VICTORY**

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THE WHITE HOUSE  
WASHINGTON

Nancy -  
List of athletes  
who support  
Presidential Fund



For release:            Immediate:    October 21, 1976

Contact: Bill Greener (202) 457-1955

76-224

Mark Rosenker (202) 457-1957

WASHINGTON, D.C. - James A. Baker III, Chairman of the President Ford Committee, announced today the formation of "Athletes for President Ford", an organization of more than 100 prominent professional and amateur athletes, coaches and sportscasters. "Athletes for President Ford" is part of the national "People for Ford" volunteer campaign effort.

In making the announcement Baker said: "We are delighted to have the enthusiastic support and volunteer assistance from so many well known and respected members of the sports community. I know the President is proud and grateful to have so many winners on his team."

Baker named 21 members of the group to serve as national co-chairpersons. They are: Mario Andretti, international race car driver; Eddie Arcaro, jockey and sportscaster; Shirley Babashoff, 1976 Olympic swimming gold medalist; Buddy Bomar, Bowling Hall of Fame; Lee Elder, professional golfer and Houston Open winner; Chris Evert, 1976 Forest Hills singles winner and 1974 & 1976 Wimbledon winner; Rocky Graziano, Boxing Hall of Fame; Dorothy Hamill, 1976 Olympic gold medalist, ice skating; Al Kaline, former right fielder, Detroit Tigers; Billie Jean King, tennis, six-time singles Wimbledon champ (first woman athlete to earn \$100,000, 1971); Billy Kidd, 1964 Olympic silver medalist, slalom; Bobby Knight, coach, University of Indiana Basketball team; Mickey Mantle, Baseball Hall of Fame; Richard Petty, championship 1971 NASCAR Grand National Champion; Cathy Rigby, U.S. Gymnast team, gold medalist at the USSR's Grande Competition; Mark Spitz, 1972 Olympic gold medalist, swimming, 7 world records; Don Schollander, Olympic gold medalist, swimming; Bo Schenbeckler, football coach, University of Michigan; Willie Shoemaker, Horse Racing Hall of Fame; Al Unser, Indianapolis 500 winner; Bobby Unser, Indianapolis 500 winner.

(Attached is a list of "Athletes for President Ford")



ATHLETES FOR PRESIDENT FORD

Tony Adams, quarterback, Kansas City Chiefs  
George Allen, Head Coach, Washington Redskins  
Dick Anderson, Miami Dolphins, defensive halfback  
Rooster Andrews, former kicker, Texas University football  
Dean Beman, Commissioner of PGA Tournament Players Division  
Jay Berwanger, 1935 Heisman Trophy winner, University of Chicago  
George Blanda, former Oakland Raider, quarterback and kicker  
Reds Bagnell, former all-American football, University of Pennsylvania  
Don Bies, professional golfer  
Terry Brennan, former Head Coach, Notre Dame football  
"Bear" Bryant, Head Coach, University of Alabama football  
Billy Casper 1966 U.S. Open Champion, 1970 U.S. Masters Tournament Champion  
Len Casanova, former football coach, Universities of Oregon and Pittsburgh  
Don Canham, Director of Athletics, University of Michigan  
Jim Colbert, professional golfer  
Dr. Jim Counsilman, swimming coach, U.S. Olympic team, University of Indiana  
Forest Evashevski, former coach, University of Iowa (also Director of Athletics)  
Al Eveland, kicker, University of Nebraska Cornhuskers  
Chuck Fairbanks, General Manager & Head Coach, New England Patriots  
Jim Finks, General Manager, Chicago Bears  
Peggy Fleming, 1972 Olympic gold medalist, ice skating  
Bill Fleming, sports announcer, ABC  
Whitey Ford, former pitcher, New York Yankees  
Bill Freehan, catcher, Detroit Tigers  
Steve Garvey, Most Valuable Player 1975, Los Angeles Dodgers  
Joe Garagiola, sports announcer  
Meredith Gourdine, 1952 silver medalist, Olympic broad jump  
Lou Graham, professional golfer, winner 1975 U.S. Open



Andy Granatelli, professional race car owner  
 Clark Graebner, 1971 U.S. singles tennis champion  
 Hubert Green, professional golfer  
 Colleen Graham, coach, UCLA women's swim team  
 Al Geiberger, professional golfer  
 George Halas, Jr., owner, Chicago Bears  
 Gary Hall, 1976 Olympic gold medal winner, swimming  
 Adm. Thomas Hamilton, former coach, U.S. Naval Academy football and Director  
 of Athletics, University of Pittsburgh  
 Coach Woody Hayes, Ohio State football  
 Bill Heath, former catcher, Detroit Tigers, Chicago Cubs, Houston Astros  
 Ken Huff, football, Baltimore Colts  
 Elroy "Crazylegs" Hirsch, Director of Athletics, University of Wisconsin,  
 eighteenth all-time greatest receiver  
 Larry Jackson, former St. Louis Cardinals  
 Nick Kerbaway, former General Manager, Detroit Lions, currently Commissioner of  
 Michigan Sports Hall of Fame  
 Dr. Bob Jones, former Big Ten football official  
 Bob Keyes, former member of Oakland Raiders and San Francisco '49ers football teams  
 Congressman Jack Kemp, former Buffalo Bills quarterback  
 Billy Kilmer, quarterback, Washington Redskins  
 Jack Kramer, tennis, former Wimbledon & U.S. Outdoor champion  
 Greg Lashutka, former tight end, Ohio State football  
 Tom Landry, Head Coach, Dallas Cowboys  
 Bobby Lane, former quarterback, Detroit Lions and Pittsburgh Steelers  
 Bob Lilly, all-pro football, former Dallas Cowboy  
 Joe Louis, Heavyweight Champion 1937-49, ranked greatest boxer (#1) by Ring  
 Magazine  
 Carol Mann, professional women's golfer, won U.S. Women's Open 1965  
 Billy Martin, General Manager, New York Yankees  
 Tommy Mason, former running back, Los Angeles Rams  
 Earl Morrall, quarterback, Miami Dolphins



Rey Maduro, former basketball player, Drake University

Don McCauley, running back, Baltimore Colts

Bob Mathias, former Olympic champion 1948 and 1952

Jeff Mullins, former Golden State Warrior and now Assistant Athletic Director of Duke University

Bob Murphy, professional golfer

Jack Nelson, current Coach, U.S. Olympic swimming team

Alex Olmedo, former Wimbledon tennis Champion, 1959

Johnnie Orr, Head Coach, University of Michigan basketball team

Dr. William Osmanski, former Chicago Bears

Jesse Owens, Olympic track & field gold medalist, 1936

Arnold Palmer, professional golfer, four-time U.S. Masters Tournament winner

Bob Reynolds, Detroit Lions sports announcer and Sports Director WJR Radio

Robin Roberts, Philadelphia Phillies Hall of Fame pitcher

Barbara Romack, professional woman golfer

Bob Seagren, 1968 Olympic gold medalist, pole vault

Don Shula, Head Coach, Miami Dolphins

Michael Spinks, 1976 Olympic gold medalist, middleweight boxing

Stan Smith, tennis, winner Forest Hills singles, Wimbledon Singles Champion

Jerry Smith, Washington Redskins

J.C. Snead, professional golfer

Bart Starr, Head Coach, Greenbay Packers

Coach Ernie Stautner, Defensive Coordinator, Dallas Cowboys

Dave Stockton, professional golfer, 1968 PGA Champion

Marilynn Smith, professional woman golfer

Andy Stanfield, 1956 Olympic gold medalist, track & field (200 meters)

Don Sutton, pitcher, Los Angeles Dodgers (21 game winner)

Francis Tarkenton, quarterback, Minnesota Vikings

Dave Taylor, tackle Baltimore Colts

Joe Theisman, quarterback, Washington Redskins





Bill Toomey, 1968 Olympic gold medalist, Decathlon champion

Tom Tresh, former New York Yankees & Detroit Tigers

State Senator Jack Toepp, football and basketball announcer, Michigan

Dr. Ernest Vandeweghe, former All-American Basketball player, Colgate University  
former New York Knicks

Billy Vessel~~s~~, 1952 Heisman Trophy winner, Oklahoma

Dick Wakefield, former Detroit Tigers

Bud Wilkinson, ABC sports announcer, former Head Coach, University of Oklahoma,  
member Football Hall of Fame (won 47 straight games)

Jay Wilkinson, former All-American, Duke University

Kyle Rote Jr., soccer player, Dallas Tornados

Ron Kramer, former Green Bay Packers and Detroit Lions

Willie Davenport, 1976 Olympic medalist, hurdles

# # # # #





CITY

ATLANTA

BIRMINGHAM

✓ BOSTON

CHICAGO

CLEVELAND

DALLAS

DENVER

DETROIT

HOUSTON

✓ JACKSONVILLE

LOS ANGELES

MIAMI

MINNEAPOLIS

NASHVILLE

NEW ORLEANS

NEW YORK (10/12)

. PHILADELPHIA

SAN FRANCISCO

SEATTLE

ST. PETERSBURG

✓ ST. LOUIS

CHAIRMAN

Richard Guthman

William J. Cabaniss

Lloyd Waring

Robert Galvin

Samuel Scovil

Trammell Crow

John Love/Joe Coors

Robert B. Evans

William S. Farish

L. E. "Tommy" Thomas

Margaret Brock/Holmes Tuttle

H. Earl Smalley

C. C. Jackson

Mrs. Guilford Dudley

Alvin Bertel

Gustave Levy

John Ware

Benjamin Biaggini

Wells McCurdy

Alfred Austin

Gene McNary

SPEAKER

Sen. John Tower

Sen. Barry Goldwater

James T. Lynn

Sen. Dole and Rockefeller

Sen. Robert Griffin

William Buckley

Cong. Barry Goldwater, Jr.

Sen. Dole - reception

Sen. Charles Percy - speaker

Cong. Jack Kemp

Gov. James Edwards, S.C.

Pres. Ford/Gov. Reagan

Sec. Earl Butz

Cong. John Rhodes

Sen. Strom Thurmond

Sen. Jesse Helms

President Ford

Cong. John Anderson

Sen. Howard Baker

Sec. Thomas Kleppe

Gov. John Connally

James A. Baker, III

CELEBRITY

Pat Boone

does not want celebrity

Mike and Gayle Ford - 2 opera *Perles* ✓

Vikki Carr

*ROGER WILLIAMS*

James Stewart/Tom Landry

*HOWARD KEEL**JOHN WAYNE*Jack Ford *Lionel Hampton* ✓

Bob Hope

*TONY MARTIN*

does not want celebrity

Arlene Dahl ?

~~Robert Redford~~ *KAYE STEWENS*

Telly Savalas

Edgar Bergen - *BOB BOONE**DO NOT WANT CELEBRITY*~~Lionel Hampton~~ *MERLE OBERON**STEVE FORD* ✓

CITY

TULSA

WICHITA

CHAIRMAN

Charles Williams

B. B. Andersen

SPEAKER

Sen. Paul Laxalt

Sec. Elliot Richardson

CELEBRITY

<sup>was</sup>  
~~was~~ No CELEBRITY

Chad Everett



For release: 6:00 pm., October 28, 1976

Contact: Bill Greener (202) 457-1955

Pete Teeley, (202) 457-1955

TEXT OF A SPEECH ON WOMEN TO BE DELIVERED BY ELLY PETERSON,  
DEPUTY CHAIRMAN, PRESIDENT FORD COMMITTEE, AT A GOP RALLY,  
GEORGETOWN UNIVERSITY, OCTOBER 28, 1976.

WASHINGTON--

I'd like to share with you a few thoughts that I have about what's happening to us and our nation.

Over the past few years, we have become more and more conscious of to whom we give our trust. Why? Because we've seen too many credibility gaps, cover-ups, wars, too much unfair treatment of some.

We have found that putting our faith and trust in someone we really don't know can result in problems.

We have learned to look beyond appearances... to look beyond rhetoric to action.

There have been too many promises broken...to many trusts betrayed to believe in a person's virtuous character, just because they say they possess it.

Many of the promises later broken are made at campaign time. The trusts later betrayed are developed at campaign time.

Many of the people later disappointed are this nation's women.

Will the women of this country have promises made this campaign season...only to be broken? Will the women of this country misplace their trust in tomorrow's leaders? In other words, will women have their concerns handled for the next four years by rhetoric or by action?

Let's look at the candidates. Governor Carter has many times said that he strongly supports women in government. Just recently he appeared before a women's alliance group in Maryland. I quote:

" There is a devastating discrimination against women around the globe...It must be charged that you have been excluded from decision-making in this government. I am determined to tear down the walls that exclude you from decision-making... There is no way a White House can be aware of women unless women are part of the process."



There is the old saying that actions speak louder than words. So, to test the trueness of Governor Carter's statements, I took a look at the actions Governor Carter has taken on behalf of women in Georgia.

I'd like to briefly share with you what I discovered. I think you'll find it interesting.

Georgia has, as does many states, a number of executive boards that insure that various professions and trades are fair and law-abiding. Three boards have been traditionally female areas: cosmetics; nursing; and physical therapy. Of the remaining 34 boards which include professions such as pharmacy and psychology; Governor Carter has appointed--134 men but only 7 women.

Georgia also has various departments, such as the department of Human Resources. Governor Carter to these offices appointed a total of 262 men and only 22 women.

And finally, Georgia has 38 councils which advise on such matters as health, drug abuse and crime. Excluding the three traditional women's groups, the Arts, Nursing and a study group on women, Governor Carter appointed 330 men...56 women.

All together, Governor Carter has appointed over 725 men but only 89 women, only about 10%.

Now I'm sure, there are more than 89 women (one of whom was a member of his family) in the state of Georgia that are qualified enough to fill those positions. Apparently Governor Carter didn't think so.

Carter says he would fight to end sex discrimination in Georgia.

Women in Georgia testified that they saw themselves as victims of discrimination in housing, based on sex.

Yet! Carter appointed all men to his five member Board of Real Estate.

Women were pressuring banks to change their credit policy so women can be given credit on the same level as other human beings.

Yet Carter appointed all men to his five member board of the Department of Banking and Finance.

Over 50% of the women in Atlanta could not find jobs. Georgia's Department of Labor is supposed to upgrade people's skills to help them enter the job market.

Yet how dedicated can this department be to reduce the 50% unemployment of women when all of Carter's 11 appointments were men?





Let me remind you of Governor Carter's words before the women's alliance:

"There is devastating discrimination against women around the globe...It must be charged that you have been excluded from decision-making in this Government...I am determined to tear down the walls that exclude you from decision making...There is no way a White House can be aware of women unless women are part of the process".

Now back to the action ...

Of the 4 advisory commissions involving law and criminal justice, Carter has appointed 58 men, but only 3 women.

According to a survey conducted in Georgia, there are no women college presidents and few in administrative offices.

Yet Carter has done nothing to change this situation. Carter has made 15 appointments to the Board of Regents -- 14 are men. Furthermore, of the 20 officers and staff 19 are men. All together--36 men--2 women. And: Of his 16 appointments on the State Scholarship Board, 14 are men, 2 are women.

Carter did appoint a woman, Barbara Bent, to the Merit Board which is supposed to insure fairness in government hiring. Carter said he thought that his appointment of Barbara "will insure that there is no discrimination against women in state government".

Yet: How realistic is this statement when the merit board has 8 men, but only 2 women, including Barbara.

Carter said there is no way government can be aware of women, unless women are part of the process.

But I had to ask myself, why would a Governor who says he supports women in government, have such a dismal record in practice? Why would someone who says he wants to end sex discrimination, appoint all men to executive boards which are supposed to guard against sex discrimination?

Now let's look at the other candidate.

In just two years, Gerald Ford has appointed one third of all the women Ambassadors that were ever appointed in the last two hundred years.

Prior to President Ford, there were 29 women serving in top executive positions, now there are 52.



Not only were Carter's woman appointments meager, but no woman served as Chairperson outside of boards like cosmetics. In contrast, President Ford has put 22 of his 26 appointments in policy-making positions, either as directors, administrators or chief commissioners.

Ford has taken the initiative to appoint Betty Southern Murphy, the first woman member of the National Labor Relations Board; to appoint Shirley Temple Black, the first woman to serve as Chief of Protocol, to appoint Juanita Ashcroft, the first woman to serve as Assistant Secretary of the Air Force; to appoint Barbara Simpson as the first woman on the Federal Power Commission. The list goes on...Anne Armstrong is the first woman ever to be Ambassador to the Court of St. James.

Gerald Ford is more than an honest person, he is an honest leader. The President has for many years, been an advocate of the Equal Rights Amendment. And in 1970, when the ERA first reached the House of Representatives, Gerald Ford was instrumental in obtaining enough votes to get it out of a Committee, where it had been trapped for 47 years.

Carter on the other hand, although saying he supported the ERA, was not at all assertive in moving it through the Georgia legislature. As a result, the ERA was killed not once, but twice in Georgia.

Jimmy Carter says he's for a lot of things, but his record shows he drags his feet in getting things done. In January of 1972, for example, he unveiled a multi-million dollar plan for early childhood care, which included Day Care.

It was not until two and one-half years later that he actually formed a council to sit down and implement the plan.

President Ford on the other hand has demonstrated thoughtful and quick action.

In August 1974, President Ford signed the Housing and Community Development Act which prohibits discrimination on the basis of sex, in housing and mortgage credit lending. Regulations to implement this Act were issued a few months later in December. In addition, the Department of Housing and Urban Development, headed by Carla Hills, sponsored a women's conference on housing and community development in April, 1976, dealing with the credit issue as well as other critical issues affecting women.

In October 1974, President Ford signed the Equal Credit Opportunity Act which prohibits discrimination on the basis of sex or marital status in granting or denying credit.



In March of 1975 the President directed the heads of Federal Departments and agencies to guarantee that all persons have an opportunity to compete on a fair and equal basis for employment and advancement, in the federal government. The Chairman of the Civil Service Commission was directed by Ford to evaluate this program and report back to the President on an annual basis.

In October 1975, the President signed a bill permitting women to be eligible for appointment of admission to the Service Academies. Also the Coast Guard Academy announced it would open its doors to women for the first time. All together nearly 2,300 women were nominated for the Service Academies and over 350 women accepted.

The President is also fighting to eliminate the estate and gift tax on all transfers of assets between spouses (March, 1976). The President has said, "This problem (of estate tax) is not unique to American farm women. It is nothing more or less than a widow's tax, and it is nothing more than a gross injustice." (July 1, 1976).

Of particular interest to people is violent crime. President Ford has requested 5 million dollars to fund the National Center for the Prevention and Control of Rape. (Monday, September 27, 1976). He declared that crime reduction would be a top priority of the first 100 days of his next term. "To insure that this effort is fully coordinated, I will establish an interagency council on crime to be chaired by the Attorney General."

Another area of concern is the earnings gap between women and men. One effort in this direction is to be more responsive to the needs of business women.

In March, 1976, the White House sponsored the first meeting of women's organizations concerned about expanding opportunities for women.

Currently, ten regional meetings are being sponsored by the Small Business Administration and the White House, to encourage more women to go into business and to take advantage of the resources available.

As the domestic observance of the United Nations declared International Women's Year, 1975, President Ford issued an Executive Order in January 1975 forming the National Commission on the Observance of International Women's Year. The Executive Order charged the 39 member commission with determining where discrimination exists in the United States and making recommendations to eliminate these discriminatory practices. The Commission, appointed by the President, worked for 15 months and presented 120 recommendations to the President on July 1, 1976.



But enough of the past. What have these two men done recently for women. Has Carter changed, now that he wants to be President?

Carter says he's for women in responsible positions, yet in his very campaign there are very few women with any positions of responsibility.

President Ford, in contrast, has nineteen women in top positions, one of the most notable is Elly Peterson, Deputy Chairman, responsible for pulling together the movement of People for Ford.

Carter talked of Barbara Jordan as one of 35 possible running mates. Many Democrats concede she was never seriously considered.

President Ford, on the other hand, regarded Anne Armstrong as one of the five finalists considered for the Vice-Presidency.

But what about future actions. If there's one thing that guides people in their future actions, its their present attitude.

Does Carter really understand the housewife who struggles to raise the children, and care for the household? Does he really understand the working women, who gets labeled as a secretary when she is actually doing executive work? Does he really understand what it feels like to be denied credit, even if you have been self sufficient for years? Does he truly respect women as people? Does he understand the fight for equality?

I'm afraid that if he really did he would not have thought equality as frivolous when he said that women worked not out of a frivolous inclination towards establishing greater equality, but only to put enough bread on the table! As if women were meant to work only in times of economic hardship, rather than a means for self-development.

There is a stark contrast between Jimmy Carter and President Ford. I have asked myself, and I must now ask you. Do you want a man who has talked about the equality of women or do you want a man who has done something to bring about the equality of women. I for one, think the choice is obvious. We must have action not words. We must have for the next four years, President Ford, who has done and is doing more for women than any other President in history.





# President Ford Committee

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

## Carter: A Closet Sexist?

A recent dig into Georgia's state records during Governor Carter's term, has produced some startling findings. An exhaustive search of 95 Georgia governmental offices where Carter had major or total control of appointments, has revealed that despite Carter's vigorous verbal pledge to view women as people who ought to be involved in the process of government, Carter has done nothing to change the traditional stereotypic role of women in government, and has in fact reinforced it.

Carter's appointment of women:

	Men	Women
<u>6</u> traditional women areas	20	92
<u>89</u> non-traditional areas	726	89

Furthermore, to two (2) of the 89 non-traditional areas, Carter appointed a female member of his own family.

A statement Governor Carter made on 'Meet the Press', December of 1974, provides some provocative insight into why he neglected to make more women appointments. When asked where he was going to get \$250,000 to run his primary campaign, Carter replied:

" There is no doubt in my mind that I could get on the phone... and raise \$1000 each from 250 people in Georgia. I've appointed good people to 1,400 positions in state government. About 1,000 of these positions are held by people who are quite important, quite influential, and quite affluent. If I call up a lawyer in Brunswick who I may have put on the port authority... I might say, 'I'm running for President and I need your help.'" (Atlanta Constitution: 12/16/74:1-Af, Carter Says He's Both Conservative, Liberal)



Former Democratic Senator Gambell of Georgia, whom Carter appointed to fill the vacant Senate post of Richard Russell, had this to say about Carter's politics:

" The Georgia Democrat party is probably the worst example of political instability, personality cults, and hip pocket politics that exist in this country today." (Atlanta Constitution: 6/29/73:18-A, Gambell Hits Carter Party Leadership)

In sum, Governor Carter's 'mistake' of granting an interview to Playboy, was no isolated affair, but rather a continuing manifestation of his underlying attitude toward women.

-----

President Ford, in contrast, has in just two years appointed one third of all the women ambassadors that were ever appointed in the last two hundred years.

Prior to President Ford, there were 29 women serving in top executive positions, now there are 52 in top governmental positions.

In 1970, when the ERA first reached the House of Representatives, Gerald Ford was instrumental in obtaining the votes necessary to get it out of a committee where it had been trapped for 47 years.

Ford has taken the initiative to appoint women in positions where no women had ever been permitted to serve. He has had two women serve in his Cabinet, and in his very campaign, has many women serving in top policy making positions; the most notable being his Deputy campaign chairman, Elly Peterson.



November 1, 1976

Dear Betty,

I thought you would be interested in Sheika's reports-----as you know she has been absolutely fantastic!

Love

A handwritten signature in dark ink, appearing to be "Gale", written over the word "Love".



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People  
for  
Ford

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

Vail, Oct. 25. 1976



Dear Elli,

I guess it is about time that you get some kind a report from me, about my doings and actions in the beautiful State Colorado!

But first off all I would like to tell you what a wonderful person and Leader you have been and what great job you have done with "People for Ford" for the President.

I believe strongly that the Organisation of "People for Ford" has made all the difference in the Campaign through out the States!

The Slogan came true - you brought the President to the People.

I have enjoyed my work here in Colorado tremendously and can say that we have been quite successful. My luck was, that there have been so many wonderful and enthusiastic people to help me through out the State. Some of them really know what they were doing - I couldn't

Say the same thing for myself - Sometimes! ☺

This people really deserve credit for getting the materials to the homes and out on the streets, also for bringing the personal touch to the Campaign trail.

Elli, If I'll send you their names and addresses of the people who have done such outstanding job - is there a possibility for them to get an autographed Picture of the President? It would mean so very much to them.

In the past six weeks I ~~sure~~ <sup>sure</sup> had my ups and downs, (as high as the top of the world and as low it can<sup>①</sup> get) but it has been an fantastic experience for me.

My frustrations have been many, but the end result is optimistic and we shall look forward to a victory on November 2nd.

Double Martini time for me! ☺

With my best regards to you

fondly yours

Sheika

P.S. I believe very strongly that the President will win in Colorado! .. ~~Avalanche~~ Avalanche!!!



STEVE DUNCAN  
Vice-Chairman

KEITH L. BROWN  
Chairman

MICHAEL E. SOUTH  
Vice Chairman

TONY LIKINS  
Exec. Director



Report: (End result still unknown)

I had in every County (62) one woman in charge for the "People for Ford" Committee.

She was responsible for getting the Bell ringers, the materials, also to organize a Committee for the Phone calls to the undecided voters and Carpool for the upcoming polls!

In most of the Counties I had a fantastic success with the Doorbell ringers - Mesa County - 20,000.00 Eagle County 15,000.00. The big Counties like

Jefferson, Boulder, Adams, Denver and Arapahoe we combined the Doorbell with Telephone calls & Surveying! El Paso County and Pueblo did Block work, and many of the smaller ones! In the Farm Land County I had some small problems but got solved by supper workers. There have been some very good Rallies and Meetings - made sure we had enough enough material to hand out. Mesa County had a Barbeque for 2,000.00 people - most successful!

went to some Lady's meeting from which  
we have got a lot of Support.

Mrs Ford visit was fine and a hit - could have  
gotten better Press coverage but Washington Press  
Aids wouldn't let us! ☺.

It sure has been a difference with Steve and Jack  
the Papers were full of good stories. I think we  
are the Winners!!!

If there is some mistake in spelling - please for-  
give ☺! It's pretty hard for me to write with-  
out a Dictionary!

Best wishes to you

Sheila



## Volunteers

We the willing  
Led by the unknowing  
Do the impossible  
For the ungrateful  
We have done so much  
For so long  
With so little  
We are now qualified  
To do everything  
With nothing

*Sent these to our volunteers  
Betty - It seemed such a  
description! Love Elly*

