

**The original documents are located in Box 7, folder “Campaign - General (2)” of the John Marsh Files at the Gerald R. Ford Presidential Library.**

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[1/76]

SUGGESTED RADIO SPOTS/IOWA

1976 is our Bicentennial Year. The question is often asked by the individual American what he or she can do to observe our Nation's Bicentennial. As President of the United States, I suggest there is no better way for free men and women to demonstrate their love for our country than to participate in the elective process. For this reason, I urge you to participate in the party caucus of your choice here in Iowa. You will be playing an active role in the process whereby Americans elect their President.

\* \* \* \* \*

---

1976 marks our Bicentennial year. There is no better way to observe it than by taking part in the elective process. Therefore, as President of the United States, I urge every citizen who is eligible to participate in the caucus of the party of your choice.

\* \* \* \* \*



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\* \* \* \* \*

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I urge you to participate in the party caucus of your choice,  
the first step in the process whereby America will elect their  
President.

\* \* \* \* \*

This is your President, Gerald Ford. The Bicentennial Year  
gives us an unusual opportunity to show that the great strength  
of this country is the free people taking part in the great American  
elective process. I suggest that you observe the Bicentennial by  
exercising your privilege to vote and, therefore, encourage you  
to participate in the political caucus of your choice.

\* \* \* \* \*

The right to vote is one of the strengths of American and the  
privilege of a free people. There's no better way to observe  
the Bicentennial than the exercise of this privilege. Therefore,  
I, Gerald Ford, President of the United States urge you to take  
part in the political caucus of your choice. In this way you play  
a key part in the process whereby a free government elects its  
President.

\* \* \* \* \*



THE WHITE HOUSE  
WASHINGTON

1/13/76

NOTE FOR:

Jack Marsh

FROM :

RON NESSEN

I suggest  
version # 2  
as revised.

RAN

Jan. 13

THE WHITE HOUSE  
WASHINGTON

TO:           RON NESSEN

FROM:        JOHN O. MARSH, JR.

\_\_\_\_\_ For Direct Reply

\_\_\_\_\_ For Draft Response

\_\_\_\_\_ For Your Information

\_\_\_\_\_ Please Advise

SUGGESTED RADIO SPOTS/IOWA

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\* \* \* \* \*

*OK mail*

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\* \* \* \* \*

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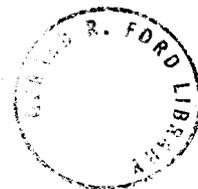
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CONFIDENTIAL

Determined to be an administrative marking  
Cancelled per E.O. 12356, Sec. 1.3 and  
Archivist's memo of March 16, 1983

THE WHITE HOUSE

WASHINGTON

January 2, 1976

By DND NARE date 12/3/85

MEMORANDUM FOR:

TERRY O'DONNELL

FROM:

MAX FRIEDERSDORF *mb*

SUBJECT:

Congressional Support Assessment  
for President Ford

The following Members, according to my estimate and without  
personally asking them would likely endorse and campaign  
for the President.

Jack Edwards  
Don Young  
John Rhodes  
Pete McCloskey  
Chuck Wiggins  
Bob Wilson  
Clair Burgener  
Bill Armstrong  
Stewart McKinney  
Ron Sarasin  
Bill Young  
Lou Frey  
Skip Bafalis  
Bob McClory  
Ed Derwinski  
John Erlenborn  
John Anderson  
Bob Michel  
Tom Railsback  
Paul Findley  
Bud Hillis  
John Myers  
Chuck Grassley  
Dave Treen  
Sil Conte  
Peggy Heckler  
Marv Esch  
Garry Brown  
Ed Hutchinson  
Guy Vander Jagt  
Al Cederberg  
Phil Ruppe  
Bill Broomfield  
Al Quie  
Tom Hagedorn

Bill Frenzel  
Gene Taylor  
John McCollister  
Jim Cleveland  
Millicent Fenwick  
Ed Forsythe  
Matt Rinaldo  
Jack Wydler  
Peter Peyser  
Ham Fish  
Ben Gilman  
Bob McEwen  
Don Mitchell  
Barber Conable  
Jack Kemp  
Jim Broyhill  
Bill Archer  
Bill Whitehurst  
Caldwell Butler  
Ken Robinson  
Bill Wampler  
Joel Pritchard  
Bill Steiger  
Bill Gradison  
Tenny Guyer  
Del Latta  
Bud Brown  
Tom Kindness  
Bill Stanton  
Sam Devine  
Chuck Mosher  
Chalmers Wylie  
John Jarman  
Joe McDade  
Ed Eshleman



CONFIDENTIAL

Herm Schneebeli  
Al Johnson  
Jim Quillen  
Allan Steelman

John Heinz  
Jim Abdnor  
Robin Beard  
Bill Cohen

The following House Members are good prospects for endorsement, but not as likely to campaign for the President:

|                         |                |
|-------------------------|----------------|
| Bill Dickinson          | Tim Lee Carter |
| John Buchanan           | Henson Moore   |
| John Paul Hammerschmidt | Marjorie Holt  |
| Don Clausen             | Gil Gude       |
| Al Bell                 | Thad Cochran   |
| Del Clawson             | Trent Lott     |
| Jim Johnson             | Charlie Thone  |
| Shirley Pettis          | Virginia Smith |
| Pete duPont             | Manuel Lujan   |
| Henry Hyde              | Norm Lent      |
| George O'Brien          | Bill Walsh     |
| Ed Madigan              | Frank Horton   |
| Keith Sebelius          | Jim Martin     |
| Larry Winn              | Mark Andrews   |
| Garner Shriver          | Don Clancy     |
| Joe Skubitz             | Chuck Whalen   |
| Bill Harsha             | Ralph Regula   |
| Clarence Miller         | Dick Schulze   |
| Pete Biester            | Bud Shuster    |
| Larry Coughlin          | Gary Myers     |
| Jim Collins             | John Duncan    |
| Jim Jeffords            | Bob Daniel     |
| Bob Kasten              |                |

The following Senators either have endorsed or are good prospects for endorsement of the President. Those marked with an asterik are possible speakers for the President.

|           |              |
|-----------|--------------|
| Baker*    | Javits*      |
| Beall*    | McClure      |
| Brock*    | Packwood*    |
| Brooke*   | Pearson*     |
| Case      | Percy*       |
| Curtis*   | Roth*        |
| Dole*     | Schweiker    |
| Domenici* | Scott, Hugh* |
| Fannin    | Stafford*    |
| Fong      | Stevens*     |
| Garn      | Taft         |
| Goldwater | Thurmond*    |
| Griffin*  | Tower*       |
| Hansen    | Weicker*     |
| Hatfield* | Young        |
| Hruska*   |              |



cc: Jack Marsh, Dick Cheney

*see: Hauser*

January 14, 1976

MEMORANDUM TO:

~~RICK CHENEY~~  
BO CALLAWAY  
~~BILL BRADLEY~~ *Reg Martin*

FROM:

JACK MARSH

The attached communication from Rita Hauser provides some excellent food for thought. In the event it is deemed appropriate and necessary, I am certain that Rita Hauser would make herself available for any meeting that might be held to discuss the general areas referred to in her letter. As you may know, Rita is an extremely intelligent lawyer, possessed of a keen intellect and great political instincts.

JOM:RAR:cb



*see: Kuykendall*

January 22, 1976

MEMORANDUM TO:

**BO CALLAWAY**

FROM:

**JACK MARSH**

Bo, Russ Rourke spoke with Libby Powell in Dan Kuykendall's Office about the attached matter today.

Russ indicated that, under no circumstances, should Former Members be polled. Libby indicated to Russ that you had discussed this project on a number of occasions with Dan Kuykendall. I would suggest that you coordinate with Dan in drafting a proposed letter from the President to the Former Members in question.

Many thanks.

cc: BChesey

JOM:RAR:cb

*Carl K, don't  
not have poll numbers*



JAN 26 1976

THE WHITE HOUSE  
WASHINGTON

January 24, 1976

MEMORANDUM FOR: BO CALLAWAY ✓  
THROUGH: DICK CHENEY  
FROM: MAX FRIEDERSDORF *M. G.*  
SUBJECT: GOP Leadership Meeting

The following Republican Congressional leaders will attend the meeting with the President in the Cabinet Room at 8:00 a.m. on Wednesday, January 28:

HOUSE

John Rhodes  
Bob Michel  
John Anderson  
Sam Devine  
Jack Edwards  
Barber Conable  
Lou Frey  
Jim Quillen  
Guy Vander Jagt

SENATE

Hugh Scott  
Bob Griffin  
Carl Curtis  
Bob Stafford  
John Tower  
Ted Stevens

As we discussed, the meeting will be on politics and the campaign with remarks by the President and presentations by yourself, Stu Spencer, Ted Stevens and Guy Vander Jagt, as well as time at the close for questions and answers.

Rog Morton will be absent.

cc: Jack Marsh



FEB 11 1976

THE WHITE HOUSE  
WASHINGTON  
February 10, 1976

MEMORANDUM FOR: RED CAVANEY  
BILL NICHOLSON

FROM: MAX FRIEDERSDORF

SUBJECT: Presidential Visit to Illinois

Congressman George O'Brien (R-Ill.) has personally contacted us pertaining to his desire for the President to include a stop at Joliet Junior College during his trip to Illinois prior to the March 16 primary election.

You will note that the invitation which I am attaching mentioned the date of May 16 but O'Brien said that the President would glean full benefit if he moved his appearance up prior to the election.

O'Brien said that Reagan troops are very active in this area and that although the President looks good in Joliet with 37 of the 45 precincts favoring the President, the trip to Joliet would be well worthwhile.

O'Brien added that this event would have the full blessing of Dick Ogilvie, the PRC Chairman in Illinois.

O'Brien himself is a strong supporter of the President and a person we would want to help.

cc: Jack Marsh  
Dick Cheney  
Rog Morton



February 10, 1976

Dear George:

Your request for the President to make an appearance at Joliet Junior College has been forwarded to the appropriate people here in the White House together with my strong recommendation that the appearance be scheduled if at all possible.

We appreciate your calling personally on this matter and hope to be of assistance.

With kindest regards,

Sincerely yours,

Max L. Friedersdorf  
Assistant to the President

Honorable George M. O'Brien  
House of Representatives  
Washington, D. C. 20515

MLF:jg



GEORGE M. O'BRIEN  
17TH DISTRICT, ILLINOIS

COMMITTEE ON  
ARMED SERVICES

SUBCOMMITTEES  
MILITARY INSTALLATIONS  
AND FACILITIES  
HUMAN RELATIONS

Congress of the United States  
House of Representatives  
Washington, D.C. 20515

February 5, 1976

422 CANNON HOUSE OFFICE BUILDING  
(202) 225-3635

DISTRICT OFFICE  
57 N. OTTAWA STREET  
JOLIET, ILLINOIS 60438  
(815) 727-4718

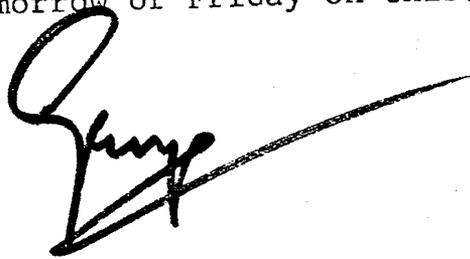
FEB 5 1976

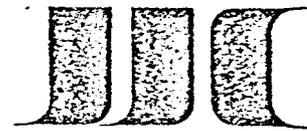
Mr. Max Friedersdorf  
Assistant to the President  
The White House  
Washington, D.C. 20515

Dear Max:

This is an event that means a great deal to me,  
and want to talk to you about it, but wanted to  
wait until you had letter in hand.

I'll call you either tomorrow or Friday on this.  
Appreciate your help!





Joliet Junior College

1216 HOUBOLT AVENUE

JOLIET, ILLINOIS 60436

(815) 729-9020

*Office of the President*

January 30, 1976

The Honorable Gerald Ford  
The President  
The White House  
Washington, DC 20515

Dear President Ford:

Last February we extended an invitation to you to address the graduating class of Joliet Junior College on the college's 75th anniversary. As you are aware, since Joliet Junior College is the oldest public community college in the United States, this event is not only commemorating our anniversary, it is a celebration of the 75th birthday of the community college movement. It would seem most appropriate if the President of the United States could so honor this birth of the most democratic institution of higher education in the United States during the celebration of the two hundredth birthday of the most democratic nation in the world.

As I indicated to you in an earlier letter that although the event is scheduled for May 16, during the afternoon, there is some flexibility--3 or 4 days before or after that date. We would be most happy to work around your schedule.

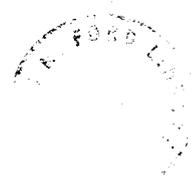
We are most hopeful that your schedule will allow you to accept our invitation. Our students and I am sure those at other community colleges across the nation would consider it a great honor if you could address them on this occasion.

Sincerely,

H. D. McAninch  
President

HDM:sf

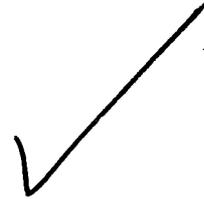
cc: Congressman O'Brien ✓  
Senator Percy



THE WHITE HOUSE  
WASHINGTON

MAR 1 1976

March 1, 1976



MEMORANDUM FOR: RED CAVANEY  
FROM: MAX FRIEDERSDORF *M.G.*  
SUBJECT: Presidential Visitation to Illinois

Congressman Bob Michel requested I convey his invitation to the President to be his guest for a late supper or dinner on Friday night in Peoria.

Michel is part owner in a Peoria restaurant and would like to lay it on first class for the President after the campaigning is over for that day.

cc: ~~Jack Marsh~~  
Dick Cheney  
Jerry Jones



MAR 23 1976

THE WHITE HOUSE  
WASHINGTON

March 22, 1976

MEMORANDUM FOR: JACK MARSH  
DICK CHENEY

FROM: MAX FRIEDERSDORF *m.b.*

SUBJECT: Campaign Strategy Meeting  
March 23, 1976 - 5:30 p.m.

The following will be in attendance:

SENATE

Mark Hatfield  
Bob Packwood  
Ted Stevens  
Paul Fannin  
Barry Goldwater  
Jim McClure

HOUSE

Joel Pritchard  
Don Young  
Sam Steiger  
Clair Burgener  
Del Clawson  
Don Clausen  
Barry Goldwater, Jr.  
Pete McCloskey  
Bob Lagomarsino  
Shirley Pettis  
John Roussetot  
Burt Talcott  
Chuck Wiggins  
Bob Wilson  
Carlos Moorhead  
George Hansen

REGRETS

John Rhodes  
Al Bell



APR 7 1976

THE WHITE HOUSE  
WASHINGTON

April 6, 1976

MEMORANDUM FOR:

JACK MARSH ✓  
BOB HARTMANN  
DICK CHENEY

FROM:

MAX FRIEDERSDORF *mf*

SUBJECT:

Campaign Meeting - Wednesday, April 7

The following will be in attendance at tomorrow's campaign meeting:

HOUSE

Gene Taylor  
Charley Thone  
Manuel Lujan  
Keith Sebelius  
Garner Shriver  
Joe Skubitz  
Larry Winn  
Jim Armstrong  
Jim Johnson  
Mark Andrews  
Jim Abdnor  
Larry Pressler  
John Rhodes  
Bud Brown  
Del Latta  
Ralph Regula  
Bill Stanton

SENATE

Carl Curtis  
Roman Hruska  
Pete Domenici  
Bob Dole  
Jim Pearson  
Milt Young  
Cliff Hansen

REGRETS

John McCollister  
Virginia Smith  
Tennyson Guyer

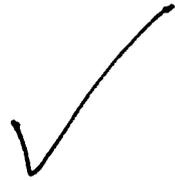


THE WHITE HOUSE  
WASHINGTON

May 7, 1976

MEMORANDUM FOR:

- ✓ Mr. Marsh
- Mr. Friedersdorf
- Mr. Leppert
- Mr. Kendall
- Mr. Wolthuis
- Mr. Cavanaugh
- Mr. Speakes
- Mr. Bennett



The President has signed:

LETTER to James A. Baker, III accepting  
his resignation as Under Secretary of  
Commerce, effective May 7, 1976

The Press Office is being advised of this action and the time of  
release will, of course, be determined by that office.

*Robert D. Linder*  
(*RL*)

Robert D. Linder



THE WHITE HOUSE  
WASHINGTON

Date 5-7-76

TO: Jack Marsh

FROM: Max L. Friedersdorf

For Your Information

Please Handle

Please See Me

Comments, Please

Other

*This is The  
GOP resolution  
in support of  
President.*

RESOLUTION

WHEREAS President Ford has as President and throughout his public career worked effectively for a strong national defense and a viable and sustainable economy, and

WHEREAS he has courageously vetoed legislation thrust upon him by an irresponsible controlling majority of Congress, and

WHEREAS this majority has consistently sought to hamstring the President in his conduct of a strong foreign policy, and

WHEREAS he has successfully brought us out of a recession and well upon the road to economic recovery through the application of economic principles, which have worked successfully, and

WHEREAS he has fully earned through his leadership as President, the support of his party, now therefore be it

RESOLVED that the Republican Leaders of the House of Representatives and the Senate hereby express to President Ford their deep appreciation for his wise leadership and pledge their support to him as the nominee of his party at the Republican Convention.



Done in the United States Congress this  
Sixth day of May, 1976

*Hugh Scott*  
*Frank Rosten*  
*Carl Curtis*  
*John Tower*  
*John D. Dingell*  
*Ed Stevens*



MEMORANDUM  
FOR THE RECORD  
SAMUEL L. DELANEY, M.C.  
1210 14 STREET, OHIO  
SECRETARY  
JAMES LEVARDIS, M.C.  
187 LA GRANGE, ALABAMA

REPUBLICAN CONFERENCE  
U.S. House of Representatives  
Washington, D.C. 20515

EXECUTIVE DIRECTOR

DRAFT

Statement of the Joint House-Senate Republican Leadership

At the time President Ford took office on August 9, 1974, the Nation was ripped apart by Watergate: the world's most powerful government was in a state of near paralysis and the people it was intended to serve had grown bitter and disillusioned with its institutions and its leaders. With wisdom, firmness, and integrity, the new president gathered up the pieces of the fractured body politic and set about to restore the confidence of the people in themselves and in their national government.

This, perhaps, is President Ford's greatest accomplishment: against historically unprecedented odds, he was able to take command and give the nation back to itself by bringing order and positive direction to our national government. His firm hand has helped the nation recover its health, to restore a nation's badly battered self-respect.

But Ford's accomplishments have gone far beyond healing over the scars of corruption and conspiracy in high places:

The inflation rate, at 12.2% in 1974 when President Ford took office, has been cut to 2.9% for the 1st quarter of 1976.



President Ford's tenure has also signaled a marked change in the direction of the Federal government. He heralds a new age of government, to be characterized by more respect for individual rights and liberties, less regulation of people's lives and welfare, and, simply put, less expensive--in all, a government less burdensome to its citizens.

None of these accomplishments has been achieved with ease. In fact, many of President Ford's successes have been wrung out of a recalcitrant Congress dominated by a philosophy antithetical to his own. Nonetheless, under Ford's leadership, the taxpayers have been spared over \$5 billion in unnecessary Federal expenditures through our President's effective use of the veto.

In spite of all these accomplishments, and many others besides, President Ford's greatest contribution to this nation has undeniably been the gift of solace. At home, he gave our nation a new-found sense of inner peace by being forthright, firm, and fair in his dealings with Congress and the American people. Abroad, he has been a dedicated and innovative force for the furtherance of world peace. These great deeds notwithstanding, there is much that remains to be done. Therefore, we, the Republican leadership of the House of Representatives and the United States Senate, extend our undivided endorsement of Gerald R. Ford in his conduct of the Presidency. Furthermore, we urge that the Republican Party select Gerald R. Ford as its



nominee for President at its National Convention.

We believe strongly that it is imperative to our best national interest that Gerald R. Ford be elected to a full term as President on November 2, to provide the stability and leadership the Nation will require to meet and solve the diverse and serious challenges of the late years of the decade of the 1970's.

\* \* \*



United States Senate

OFFICE OF THE MINORITY LEADER

WASHINGTON, D.C. 20510

OFFICIAL BUSINESS

A handwritten signature in black ink that reads "Hugh Scott". The signature is written in a cursive style with a long, sweeping horizontal line extending from the end of the name.

U. S. S.

Mr. Max Friedersdorf

The White House

BY MESSENGER

MAY 8 1976

May 7, 1976

MEMORANDUM FOR:

DICK CHENEY  
BOG MORTON

FROM:

MAX FRIEDERSDORF

SUBJECT:

Congressman Elwood H. "Bud" Hillis (R-IND), who have the President strong support, has forwarded the suggestion of forming a "CCC" - Congressional Campaign Corps.

This idea germinated from Hillis' role in New Hampshire of flying his own plane, full of Members, up to the State for campaigning.

Hillis suggests taking 5 or 6 Members into key States, having been briefed on specific issues.

PFC could set up rallies, and send Members from other States, not to go into their home States, on weekends.

Hillis suggests some of the events could be backed up by Presidential phone hook-ups.

Hillis and other strong Ford supporters would be willing to help organize such a project.

cc: Jack Marsh

*Max,*  
*must be voluntary*  
*and independent effort.*  
*Jack*



MAY 13 1976

May 11, 1976

Dear Jim:

Your letter of **today's** date **has** reached my desk. Although I have **not had** an opportunity to absorb fully the excellent points you **raised**, I intend to study **it** in depth later today.

You have been **in** the front line on my behalf and I respect your judgment on what can and should be done.

With warmest personal regards,

Sincerely,

**JERRY FORD**

The Honorable James C. Cleveland  
House of Representatives  
Washington, D.C. 20515

bcc: w/incoming to ~~John Marsh~~  
Rogers C.B. Morton  
Dick Cheney

GRF:MLP:JEB:VG:ve



JAMES C. CLEVELAND  
25 DISTRICT, NEW HAMPSHIRE

COMMITTEES:  
PUBLIC WORKS  
HOUSE ADMINISTRATION  
JOINT COMMITTEE ON  
CONGRESSIONAL OPERATIONS

Congress of the United States  
House of Representatives  
Washington, D.C. 20515

May 11, 1976

5-11  
WASHINGTON OFFICE:  
2246 RAYBURN HOUSE OFFICE BLDG.  
WASHINGTON, D.C. 20515  
TEL.: 223-3206

DISTRICT OFFICES:  
316 FEDERAL BUILDING  
55 PLEASANT STREET  
CONCORD, NEW HAMPSHIRE 03301  
TEL.: 224-4187  
23 TEMPLE STREET  
NASHUA, NEW HAMPSHIRE 03060  
TEL.: 883-4523

Honorable Gerald Ford  
President of the United States of America  
The White House  
Washington, D. C.

MAY 1 1976



Dear Jerry:

When I agreed to take over your campaign in New Hampshire, you agreed that to the extent possible you would accept input. During the campaign this worked out pretty well and I have no complaints on that score.

Since the New Hampshire campaign, however, I have gradually decided that there is some additional input I should share with you. I think it is important. Based on the New Hampshire experience and discussions with people in other states, I would like to make the following suggestions:

- 1) Jerry Ford unrehearsed (but obviously not unbriefed) is your strong suit--and really strong.
- 2) But, as President you are perceived as being responsible for the government of the United States and that's the problem.

Some of the myriad departments and agencies of your government seem hell bent to ruin your candidacy. I won't burden you with a long and melancholy list. In New Hampshire it could be best summed up by the Coast Guard takeover of our lakes. Here is a situation where your people (Dr. James Cannon) in the White House and the people at the Department of Transportation absolutely promised me there was no way to step back and take another look. Based on this assertion, which made a liar out of me and inferentially one out of you, we addressed the problem during the campaign. Two months later they suddenly found there was a way. And then I was the last to be told!

From this type of situation I believe there is a lesson to be learned and I think there is still time. The bureaucratic first reaction that "there is no way" is pervasive. Damn it, there is almost always a way. You or somebody on your behalf has got to get this message across to the decision makers in your administration.

5/11/76

I am not and I repeat I am not suggesting that every Congressional shopping list be promptly filled.

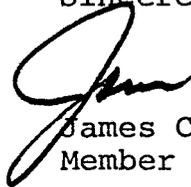
I am suggesting that legitimate gripes about foolish and arrogant and unnecessary abuses of the government-- your government-- be acted on decisively.

This is an urgent message from the firing line. Too many of your people do not know where the firing line is-- or for that matter that there is one.

It is true that some of the problems cannot be solved by the executive, but it is equally true that some of the problems which can be solved are not being effectively addressed.

The solution? Not easy but as a starter you should have someone with power designated to act in this area and available to listen.

Sincerely,



James C. Cleveland  
Member of Congress

JCC/jem



P.S. Most of this was dictated before Texas & Indiana - & since then I am sure you've been getting plenty of advice - maybe too much - but my principal point remains important

May 20, 1976

Dear John:

Many thanks for your letter of May 13 and the attached copies of your "Dial For Ford" program. The effort put forth by you and your people in Texas was deeply appreciated. I agree wholeheartedly that your "Dial For Ford" operation will be of tremendous assistance in connection with the all-out general election effort.

Please give me a call when you get back to Washington.

With warmest personal regards, I remain,

Sincerely,

Russell A. Rourke  
Deputy to Presidential  
Counsellor, John O. Marsh, Jr.

Mr. John L. Stafford  
President  
Associated Credit Bureaus, Inc.  
6767 Southwest Freeway  
Houston, Texas 77036

cc: JLow



May 20, 1976

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE

Jack, John Spafford is the former Chairman of the Board of the American Society of Association Executives. Working with Jim Low at ASAE and Bill Low at the PFC, John undertook the "Dial For Ford" program in Texas.

FYI, Jim Low is directly responsible for similar efforts in other critical areas of the country.

bcc: Jim Low

RAR:kar



MAY 19 1976

JOHN L. SPAFFORD

PRESIDENT

May 13, 1976

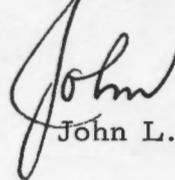
Here, Russ,

are a couple of copies of the last minute work that Bill Low of President Ford's Committee asked me to do. While it didn't seem to help much it might well be of assistance in the big push in November.

Enjoyed visiting with you over the phone. I will look forward to seeing you soon.

Best personal regards.

Sincerely,



John L. Spafford

Mr. Russell A. Rourke  
Deputy to Presidential  
Counsellor, John O. Marsh, Jr.  
The White House  
Washington, D.C.



DIAL FOR FORD

APRIL 26 - MAY 1, 1976



"DIAL FOR FORD"

April 26 - May 1, 1976

Monday - Friday, 6:00 p. m. - 11:00 p. m.

Saturday - 9:00 a. m. - 7:00 p. m.

OBJECTIVE:

To motivate as many friends and acquaintances of an adult age to join the "Dial For Ford" campaign during the week of April 26, 1976. Specifically, the objective is to help President Ford and other Republican candidates win the Primary on May 1.

PLAN OF ACTION:

Each Task Force Leader is to contact personally a minimum of five Ford supporters who will serve as a team captain. The responsibility of each team captain is to muster as many "Dial For Ford" friends and neighbors and request their support at the polls on May 1.

Each team captain is asked to request each of those personally contacted to in turn contact a minimum of five to follow the same procedure. The purpose is to escalate in multiples of five among friends and neighbors adinfinitum.



There are no geographical considerations. Individuals contacted should be those with whom you are acquainted in some way. All efforts are to be done voluntarily, using only free time, using only personal telephones and in no way involve the use of any company or business facilities. This is a personal effort in behalf of President Ford and should be stressed as such in all contacts.

It is each task force leaders responsibility to contact the team leaders at least twice during the week of April 26 to obtain a status report and motivate team captains to call "down the line" through the escalation structure to maintain and regenerate interest in this effort. The final call should be made Friday, April 30 or Saturday, May 1, so as to motivate a large Ford turnout on May 1.

#### RATIONALE TO BE USED IN PERSONAL CONTACT

I am sure you are all aware of the importance of President Ford being nominated and subsequently being elected as President. There are many reasons for this which I will not bother to list because you are aware of them. However, on those who are reached and who are of a marginal opinion, the following specifics are suggestions:

1. President Ford is the incumbent and history shows it is difficult to defeat an incumbent president.



2. President Ford assumed office under most trying circumstances and inherited unique problems that no other President has had to face in the history of the country.

3. President Ford has grown tremendously with the job as evidenced by his record.

4. President Ford has done an excellent job in turning the economy around and in all economic matters, i. e., 48 vetoes saving the American taxpayers some 14 billion dollars.

5. Under President Ford's administration inflation has been curtailed.

6. President Ford has taken a more realistic but hard-nosed approach to foreign affairs.

7. The economy is growing stronger. . . people are regaining confidence and are spending money thus creating more jobs.

8. President Ford is a man of high moral character. . . unbending courage. . . experienced in government. . . and a practical politician whose main interest is his country. . . the people he serves and world peace.

9. There are other thoughts which can be used in your conversations in attachment #5.



COMMENTS:

Campaign victories are won through a concentrated, dedicated volunteer effort. Follow-through is extremely important. I need not tell you this. You are successful in your own right. This message, however, must be passed down the line and stressed in each call.

While money, of course, is important to any successful campaign and should be stressed in each call, the primary purpose at this moment however, is to motivate votes for President Ford in the Texas Primary. Subsequently, another effort can be made for campaign funds.

ATTACHMENTS FOR IMPLEMENTATION

1. Sample structure.
2. Names of individuals involved thus far.
3. Young adult structures.
4. Names of young adults.
5. Additional data from The President Ford Committee.



DIAL FOR FORD

TASK FORCE

TASK FORCE LEADERS

J. D. Baker  
D. Barry Connelly  
C. A. Coskey, Jr.  
Everett Mattson  
Clifford Venarde

TEAM CAPTAINS

Paul T. Babb  
E. B. Bader  
Richard A. Baile  
Joe M. Bailey  
L. Beard  
Harry Blair  
Harold C. Block  
J. Brandenburg  
Jean Brown  
Knud Bruun  
J. T. Clarke  
J. B. Coskey  
Merle Crockard  
Joel Cummings  
Harry Dazey  
Ernest Deal  
Granville M. Deane, Jr.  
Frank J. Dyke  
J. W. Ewing  
A. T. Eyler, Jr.  
Jeff D. Giller  
James B. Henderson  
Henry Hood  
Paul Jameson  
M. Kaplan

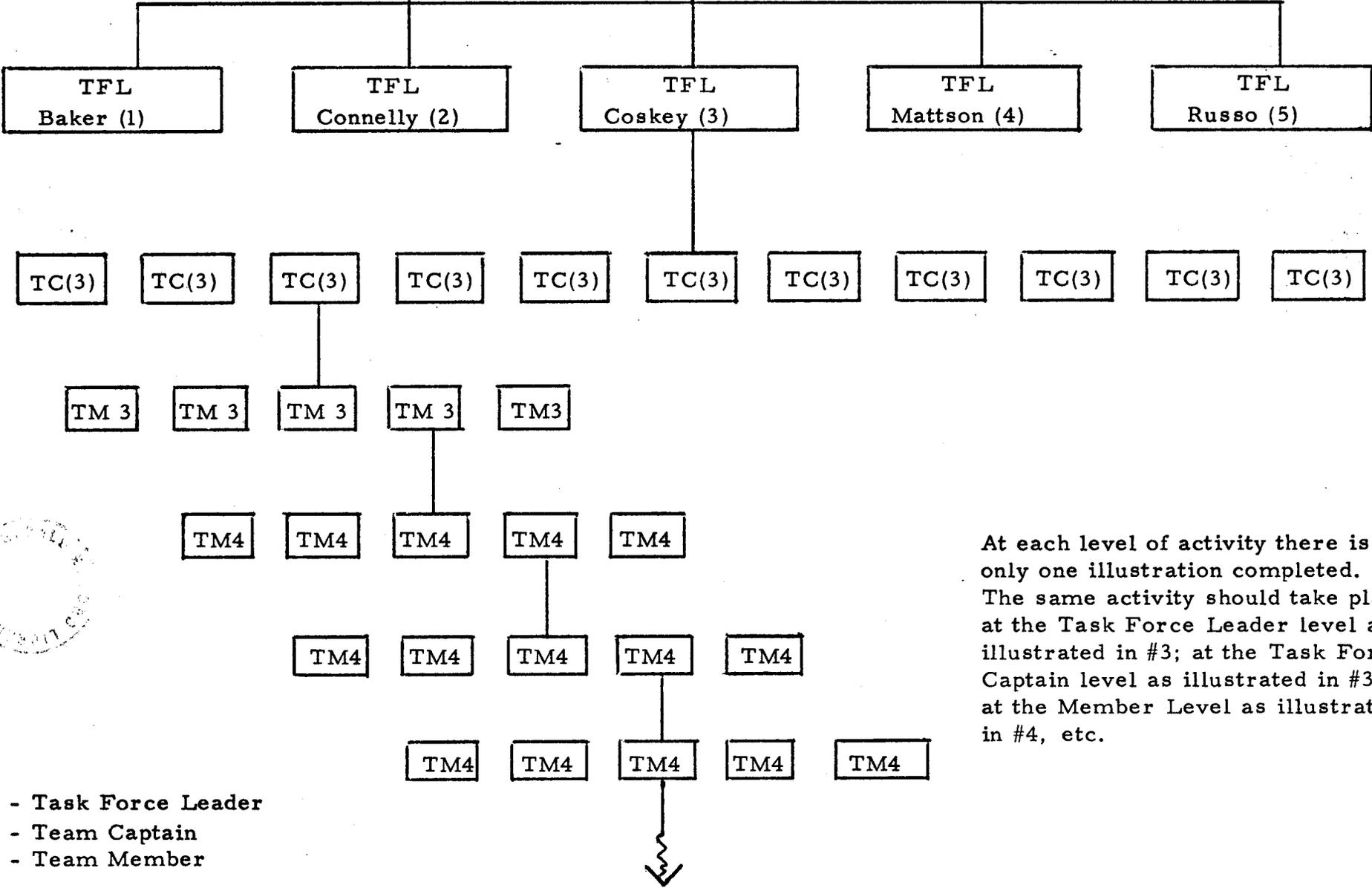


## TEAM CAPTAINS

Richard R. Kilday  
Julio S. Laguarda  
Gus D. Lewis  
Frank N. McClelland  
Mrs. Frank E. McGonagill, Jr.  
A. I. Neely  
Charles M. Nettles  
Nelson Ruche  
Joe E. Russo  
Raymond K. Smith  
T. D. Tabbert  
James A. Terry  
Rolan W. Walton  
B. C. Werla  
William M. Wrightman



DIAL FOR FORD



At each level of activity there is only one illustration completed. The same activity should take place at the Task Force Leader level as illustrated in #3; at the Task Force Captain level as illustrated in #3; at the Member Level as illustrated in #4, etc.

TFL - Task Force Leader  
 TC - Team Captain  
 TM - Team Member



DIAL FOR FORD

YOUNG ADULTS 18-30 Years of Age

Gary Barbles  
Mr. Addison Bryant  
Charles Campbell  
M/M Ted Carey  
M/M Carl D. Cook  
Clay & Pam Dewees  
Lind Dore  
Ms. Gina Hall  
M/M Wayne Hargrove  
M/M Alan Hetzer  
Mr. Holbert Lang  
Mr. Edward A. Mattingly  
M/M Michael Meagher  
Sandy Parker  
Ms. Ellen Petitfils  
Claude Rives, IV  
M/M Ronald G. Robertson  
David & Linda Schroeder  
M/M Joe Schultea  
Mr. Ronny Volkening  
Cathy Watts  
Nancy Wright  
M/M Bobby Woodward





President Ford Committee National Advisory Board of  
Business and Professional Leaders

BACKGROUND: The National Advisory Board has been formed by the President Ford Committee to provide a way for influential individuals to take an active role in the campaign. The emphasis is on individual action and initiative. It is a streamlined, results-oriented effort and is geared to meet the special needs of people who want to help President Ford through personal contact.

MISSION: The mission of the Advisory Board is to mobilize political and financial support for President Ford's campaign among business, agribusiness and professional leaders. The first thrust is the Nomination and the second will be the General Election in November.

INDIVIDUAL ACTION: Each Advisory Board Member is asked to take the following specific action steps to support President Ford:

1. Use your contacts and influence to recruit additional Advisory Board Members. Obviously, only top flight individuals should be selected for involvement at this level so please choose carefully.
2. Encourage your newly recruited members to include a contribution check along with their personal pledge of support for President Ford.
3. Become an advocate for President Ford. Through personal, one-on-one persuasion and by speaking to groups, you can present the facts about the President with an impact and credibility far greater than we can with mass media and other political appeals. A personal letter over your signature can have a very persuasive impact on everyone who knows you.
4. Utilize the special resources which are available to you as an influential member of several organizations. Through these contacts you can suggest appearance opportunities for the President or one of the National Spokesmen. You may be able to insert a favorable article about President Ford in an organization newsletter or other publication. You may be able to suggest special mailings and help the President Ford Committee obtain the necessary name/address lists. In short, you can have a very positive and significant impact on your peers and associates.
5. You can supply ideas and furnish information to the campaign and the administration through the Advisory Board structure. While there will be no quid-pro-quos in the President Ford campaign, we recognize that the Advisory Board Members have first hand knowledge and a realistic perspective concerning specific public policy matters. Bringing government and the people closer together is a major objective



of this Administration and President Ford has specifically requested that substantive recommendations for policy and administration action be generated by the Advisory Board Members.

6. Lend your time and talent to the President Ford Committee in your state or area. While the Advisory Board is national in scope and we are primarily dependent upon you and the other members for contact and activity without regard to geographic boundaries, we do hope that you will devote a portion of your energy and effort to the local campaign. As you know, that is where the election will ultimately be won.

GROUP ACTION:

In addition to undertaking the personal action outlined above, you may also wish to team up with other Advisory Board Members from your profession for group projects. Please feel free to do so but advise the National Headquarters in advance about your efforts and activities. For obvious reasons, Advisory Board Members and groups are not permitted to make financial commitments in the name of the President Ford Committee without prior written authorization.

ACTION STEPS TO GET STARTED:

1. You become an Advisory Board Member when your Special Business Reply Envelope is filled in, signed, and mailed to the National Campaign Headquarters in Washington, D. C.
2. You will then receive a formal acknowledgement of your Advisory Board membership from Chairman Callaway plus a handbook containing background information and an initial supply of special envelopes for your own recruiting efforts.
3. Your first official action as an Advisory Board Member should be to make a list of Business, Professional and Community Leaders who, in your judgment, should be invited to participate in the Advisory Board effort.
4. You should contact each individual on your list in person, by phone, or as a last resort, by letter. Using your own power of persuasion and influence, you can explain why you have chosen to support President Ford by becoming a member of the National Advisory Board. The person you invite to join you in this effort will probably say "yes" because you are doing the asking and because President Ford has a substantial amount of support among those who are in the community leadership group. Because of the prestige of the National Advisory Board, even those who decline will have been flattered by your invitation.



In fact, this is one way you can exert some "political" influence without losing friends in the process!

5. When the person accepts your invitation, complete the information form on the back side of the envelope. Make sure your name is printed legibly in the "contacted by" space so our records in Washington will properly reflect your efforts.

6. Explain to your new member that the Advisory Board acknowledgement letter and the materials will be mailed from Washington within 24 hours of receipt of the Special Business Reply Envelope. Your new Advisory Board Member can get a head start by preparing his/her list of prospective members in advance so action will be quick when the materials arrive.

Special Note: Please tell your prospective Advisory Board Members that they do not have to make a financial contribution in order to participate and to become a Member. They do not have to -- BUT IT SURE WOULD HELP!

\* \* \* \*

#### INSTRUCTIONS TO ADVISORY BOARD MEMBERS

#### REGARDING FUND RAISING AND PERSONAL EXPENSES

This checklist will take less than five minutes to read, but could save hours of work later on. Although this is not a comprehensive summary of all federal election campaign laws, it will provide you with information adequate to cover a vast majority of situations you may encounter while soliciting contributions for The President Ford Committee (PFC). Should you have any questions or problems, please contact your State Finance Chairman.

1. You may volunteer your time to solicit contributions from your friends, provided you do it on your own time and not while you are on someone's payroll.

2. The legal limit is \$1,000 for each contributor, but remind every individual who contributes that his or her spouse may also contribute \$1,000 as can each of their children who are 18 years of age or older. The spouse is not required to have separate funds or a separate checking account. No contribution should be accepted from children under 18 and those over 18 should make contributions only from their own funds.

3. If you so desire, \$500 of your own money can be spent for travel expenses incurred in your fund raising efforts without this being considered a contribution which would be part of the \$1,000 limit. If such expenses are incurred, you must keep a record.

4. Another \$500 of your own money can be spent for such items as invitations, food and beverages in connection with any fund raising



activity conducted in your own home without this being considered an additional contribution. Again, records must be kept of these expenses.

5. A friendly vendor may sell you food and beverages for your fund raising event at his actual cost, donating -- in effect -- his normal profits up to \$500 without this being considered a contribution.

6. Keep a record of all expenditures in order to support any request for reimbursement. Receipts of your out-of-pocket expenses, including long distance telephone calls, should be retained.

7. Ask contributors to make their checks payable to: "THE PRESIDENT FORD COMMITTEE."

8. Accept only checks that are drawn on a personal checking account.

9. Fill out the Advisory Board information form supplied by The President Ford Committee for each contribution. This will include amount, date, full name and full address of the principal place of residence of the contributor. In addition, for contributions of \$100 or more you must also include the occupation and full name and address of the principal place of business (if any) of the contributor.

10. Do not accept anonymous contributions or any contributions that are made by one person in the name of someone else.

11. Do not solicit or accept any contributions from corporations or labor organizations. A contribution includes "in kind" goods and services. For example: Corporation stationery cannot be used for any letters you may write on behalf of President Ford. Office facilities such as secretarial assistance, postage, telephones, etc., cannot be used for your Advisory Board activities if they are being paid for with corporate funds. In addition, mailing lists and other materials of value must be purchased. (Remember, prior approval is required.)

12. Do not solicit or accept contributions from any non-United States citizen or from anyone on welfare, unemployment compensation or other work relief benefits.

Send all contributions you receive directly to The President Ford Committee in Washington on a daily basis in the envelopes provided.

\* \* \* \*

#### SOMETHING TO THINK ABOUT

The Nation has rung in its Bicentennial anniversary with a much needed dose of good economic news from the Ford Administration.



After the worst recession in over three decades, the President's firm economic policies have brought these results:

- Two million more Americans are working today than at the bottom of the recession.
- Food prices have fallen for the third straight month in a row.
- Consumer prices were rising at an annual rate of less than 7% at the end of 1975, and forecasts show inflation abating even further in 1976.
- Industrial production is up at an annual rate of 12%.

To quote Treasury Department economist Herman Leibling, "It's the best of all possible worlds -- an increase in employment and production and on the average, no inflation."

But this healthy economic news has not come about by coincidence. Let's look back to 1974 when the President took office. The problems he faced were immense. The Nation was still in the throes of the energy crisis, inflation was climbing at an alarming rate, jobs were scarce, and our growing loss of confidence in government was further eroding the economy.

The President set himself and the Nation on a course designed to pull the Nation out of the recession. He vetoed 44 bills submitted by the Congress that would have burdened taxpayers with billions of dollars in excess spending and taxes.

Time after time, he refused to throw dollars at problems.

He stuck to a steady course: restraining federal spending and reducing taxes to encourage the private sector to produce more.

And it has proved to be the right course.

President Ford said in his Inaugural Address on August 9, 1974: "My fellow Americans. Our long national nightmare is over. Our Constitution works. Our great republic is a government of laws and not of men. Here, the people rule."

The President has demonstrated he is "the President of all the people," and we have gone forward together as he promised we would.

He has shown he will roll up his sleeves and tackle our tough problems. And he's not satisfied yet.

"We are a growing nation. We need more and more jobs every year. . . . We have slowed inflation, but we must stop it cold."

President Ford's record shows he is the man to lead America into its third century and keep it on the path of freedom our forefathers set before us.



THE WHITE HOUSE  
WASHINGTON



Dick:

Goldwater has sent Henry an ultimatum: either respond to his China letter within 24 hours or he will publicly announce he cannot support Ford.

State has a letter that they are getting ready to send. I have advised Hyland we want to see it here before it goes to the Hill this afternoon.

Jack

GOLDWATER  
ALABAMA

# United States Senate

WASHINGTON, D.C. 20510

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

May 28, 1976

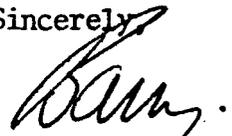
The Honorable Henry Kissinger  
Secretary of State  
Department of State  
Washington, D.C.

Dear Henry:

On numerous occasions you have told me that recognition of Red China was not even being considered. I heard on the news this morning that it is being considered and that we will recognize her after the elections.

I would like to have immediate verification or non verification of this because it will strongly affect whether or not I will support the President. It doesn't make any sense to me to forego our friends on Taiwan, and I don't intend to stay quiet about it, so please within twenty-four hours let me know what the truth is and I mean the truth.

Sincerely,

  
Barry Goldwater



Henry called the  
Senator this afternoon  
says he turned him off. JM

THE WHITE HOUSE

WASHINGTON

June 15, 1976

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE *Russ*

Jack, Tim Lee Carter called to strongly recommend that the following three individuals be contacted, and immediately brought on board in connection with the delegate hunt... Mel Laird, Ray Shafer and Lee Nunn.

I will fill you in on the substance of the conversation that followed at your convenience.

*D*

*RM*

*today*



June 15, 1976

Cong

MEMORANDUM FOR: THE PRESIDENT  
FROM: JACK MARSH

This afternoon I had the opportunity to visit with Senator Bill Roth of Delaware on several legislative matters. During the course of that conversation the situation in Delaware came up and Senator Roth gave me the following report.

Of the 17 delegates in Delaware, he says there are 13 delegates for Ford. Of the other four remaining delegates, he breaks them down 2 and 2 as to how they stand. Delegates Bill Lee and Jim Baxter, I gather, are leaning to you and delegates Pete Hughes and Hodgkins are apparently more on the fence.

The Senator is of the view that you have an opportunity of picking up probably 15 and possibly 17.

JOM/dl



*lickle  
11:00 June*

*Cong*  
—

June 15, 1976

MEMORANDUM FOR: THE PRESIDENT  
FROM: JACK MARSH

I thought it would be helpful for you to have the following two memos on North Dakota and Delaware before you meet with Griffin, Tower and Dole.

JOM/dl



THE WHITE HOUSE

WASHINGTON

July 23, 1976

MEMORANDUM FOR: DICK CHENEY

THRU: JACK MARSH  
MAX FRIEDERSDORF

FROM: CHARLES LEPPERT, JR. *CLJ.*

SUBJECT: Rep. William Dickinson (R. - Ala.)

Rep. Bill Dickinson has asked me to inform the President that he is writing a letter to all the Republican Members of Congress from the Southern states asking their preference for the candidate for the Vice Presidency. Dickinson will make a compilation of the results he receives and wants the opportunity to meet with the President to discuss the results of the poll.

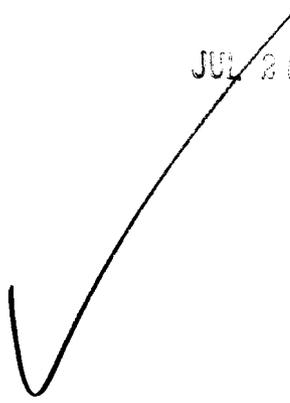


JUL 28 1976

THE WHITE HOUSE

WASHINGTON

July 26, 1976



MEMORANDUM FOR: JACK MARSH

THRU: MAX FRIEDERSDORF *M.F.*

FROM: CHARLES LEPPERT, JR. *Ch. Jr.*

SUBJECT: Rep. David Treen ( R. - La.)  
Rep. William Armstrong (R. - Colo.)

At the signing ceremony of the Coastal Zone Management Act Amendments bill, Rep. David Treen renewed his request to meet with the President concerning the delegate situation in Louisiana.

Treen also asked that his request to meet with the President be amended to include Rep. Bill Armstrong (R. - Colo.), and that both of them would like to discuss some national issues with the President.



THE WHITE HOUSE

WASHINGTON

September 14, 1976

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE *RR*

Jack, poor Milt Mitler is suffering still at the hands of John Warner. John has asked him for the 20th time to check with you concerning his possible future role in the campaign. Obviously, as a fellow Virginian and his strongest contact at the White House, John feels you are in a unique position to represent his interests with Cheney and the PFC re a possible role for him in the campaign.

*JRM*



October 18, 1976

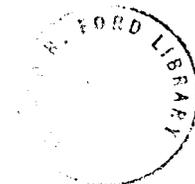
MEMORANDUM FOR: THE RECORD

Former Congresswoman Edith Green called from Oregon to make several points in reference to the President's T.V. ads which she had seen.

The ads that she has seen which stress the President's record, she said are outstanding. However, she says there is an ad running which is an interview on the street with a series of people, all of whom respond with comments as to why they do not like Carter either because of his lack of experience, the fact that he was not a good Governor, etc.

Mrs. Green feels this ad is too negative and therefore it is not helpful to the President.

cc: Dick Cheney  
Jim Cavanaugh



THE WHITE HOUSE

WASHINGTON

October 25, 1976

MEMORANDUM FOR:

THE RECORD

FROM:

JACK MARSH

Cliff White called Sunday afternoon from the New York Airport to indicate his interest in us getting in touch with former Congressman Charles Sandman of New Jersey.

White advises that Sandman has undertaken to bring to the public's attention efforts that the President made about two years ago concerning the retention in New Jersey of a NASA communications program. White says that Sandman is concerned that he has not been able to reach anyone in high authority to point out what his efforts are and the significance of this Presidential effort two years ago.

Sandman would like to talk with some of the leaders of the campaign. His telephone number is (609) 886-1960.

I am of the view that Jimmy Baker, Bill Kendall or Stu Spencer should give him a call Monday. The reason that it would be helpful to have a call on Monday is in order that the conversation, if it occurs, will precede the Presidential visit on Wednesday.



THE WHITE HOUSE  
WASHINGTON

NOTE:

I called Angela in  
Mr. Morton's office  
and read this memo  
to her (per JOM's  
instructions).

Donna Larsen

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.

WASHINGTON POST  
Saturday, October 30, 1976

# ***GOP 'Mismanagement' Of Economy Is Assailed***

## **Ford Aide Makes The Second Effort**

By Edward Walsh

Washington Post Staff Writer

ST. LOUIS, Oct. 29 — It is not likely that the 1976 presidential elec-

Wading into the crowd, Nessen sid up to duVair, introduced himself and promptly made an unsuccessful attempt to break up duVair's impromptu press conference.

"Thank you, Paul," he said, a broad smile on his face. "Gee, we were pleasantly surprised by what I

should be subject to physical or verbal abuse by students. Nor should any teacher be fearful of physical abuse by undisciplined students—and I add this with emphasis—nor by the undisciplined parents of those students."

As the Ford campaign moved from

Washington Post  
Saturday, October 30, 1976

## *Harris-ABC Poll Has Carter With 45-44 Pct. Lead*

As of Tuesday, Jimmy Carter held a 45 to 44 per cent lead over President Ford nationwide in the race for the presidency, according to a Louis Harris-ABC poll released yesterday.

Washington Post  
Saturday, October 30, 1976

# *Court Rebuffs McCarthy On Place on N.Y. Ballot*

Independent presidential candidate Eugene J. McCarthy lost a legal battle yesterday to keep his name on Tuesday's ballot in New York.

The Supreme Court turned down McCarthy's request to hold in abeyance an order by New York's high court dropping the name of the former Minnesota senator from the ballot.

McCarthy's petition for Supreme

Goldbaum lost his job when he told the Ford campaign staff that the New York Post was inquiring about his pornographic film, the spokesmen said.

It was the first they had heard of the sex film, they said.

The Post quoted Ford spokesman William Greener as saying: "Obviously, if the facts are true, the President

Washington Post  
Saturday, October 30, 1976

Jack Anderson and Les Whitten

# Campaign Violations Laid to GOP

With the 1976 campaign down to the wire, the Republicans appear to have violated the election laws in order to funnel \$308,470 into 33 hotly contested congressional races.

Carter authorized the congressional committee "to serve as the agent" of the national committee. In this capacity, the congressional committee was empowered to use up the contribution

The donations were reported by the congressional committee, not by the national committee which ostensibly made the contributions. This looks like another technical violation.

NOV 2 1976

November 2, 1976

MEMORANDUM FOR THE PRESIDENT

FROM: MAX FRIEDERSDORF

The following calls for the President were handled before the President arrived from Michigan.

Rep. Phil Landrum (D-Ga.) - called in to say that he and his entire family voted for the President today.

Rep. Jim Collins (R-Tex.) - called in to report extremely heavy voting in the Republican areas of Dallas. Jim believes the Republican vote in Dallas will be as strong as in the bumper year of '72.

bcc: ~~Marsh~~  
Cheney



NOV 4 1976

November 4, 1976

MEMORANDUM FOR THE PRESIDENT

FROM: MAX L. FRIEDERSDORF

SUBJECT: Les Arends

Les Arends phoned to express his utmost regret at the outcome of the election. Les wanted the President to know of his great admiration and respect for the President, and indicated he will call the President in a few days.

bcc: Jack Marsh  
Dick Cheney

