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1718 N. Water St.



The OKTOBERFEST is sponsored by the United German Societies of Milwaukee. It is held at the Old Heidelberg Park, behind the Bavarian Inn, 700 W. Lexington Blvd., Glendale, Wis.

The United German Societies (UGS) is made up of five clubs.

Wendls toana.....	Dance Group.....	President -	Joe Klingseisen
Bavarian Soccer Club.....	Soccer Club.....	"	Tony Kreidl
Gesangverein Bavaria.....	Men's Singing Club.....	"	Tony Lingel
Vergnuegungs Club.....	Social Club.....	"	George Enders
D ^o Oberlandler.....	Dance Group.....	"	John Schaefer

The Oktoberfest is held for three weekends in September. This year it was held September 11, 12, 18, 19, 25 and today, the last day, September 26th.

Mrs. Ford's escort from the car to the stage is Mr. Emil (Bob) Leuzinger. The band leading the way is Die Alte Kamaraden (The Old Comrades).

~~Yedeler on stage is Ernst Wicks.~~ George Enders, president of UGS, will greet Mrs. Ford. The Oktoberfest queen is Janice Klingseisen - 20 years old, 5' 3", lives in Milwaukee, majoring in Genetics at the University of Wisconsin.

D^o Oberlandler will perform the Gau Plattler Dance. The Wendlstoana will do the Bell Dance.

The song we all sing is EIN PROSIT.

Escorting Mrs. Ford from the stage to the kitchen area, etc., is Mr. Harold Seemann.

Ken Rupena is in charge of the spanferkel (roast pig) and chicken.

In the tent D^o Oberlandler children will do the Stechen Tanz (the Stick Dance) and Robert and Steve Forster, from the Wendlstoana, will sing the Chicken Song.



Rita Jensen, Publicity Chairman
The United German Societies of Milw.

WIRES

AP TIM HARPER reporter
PAUL SHANE

UPI LANCE HERDEGEN reporter
RALPH SCHAUER
JEFF UNGER reporter

sheila

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} meet
BF
at
gate

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Also: Norbert hynek, mayor of Glendale
Kenneth pederson, Pres of
German-Am societies
John Enders, VP of UGS

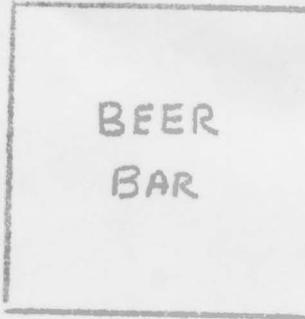
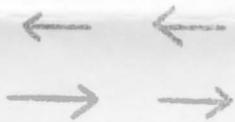
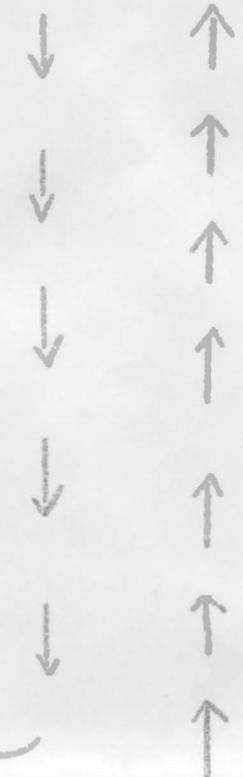
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GATE

TENT



STAGE

PRESS

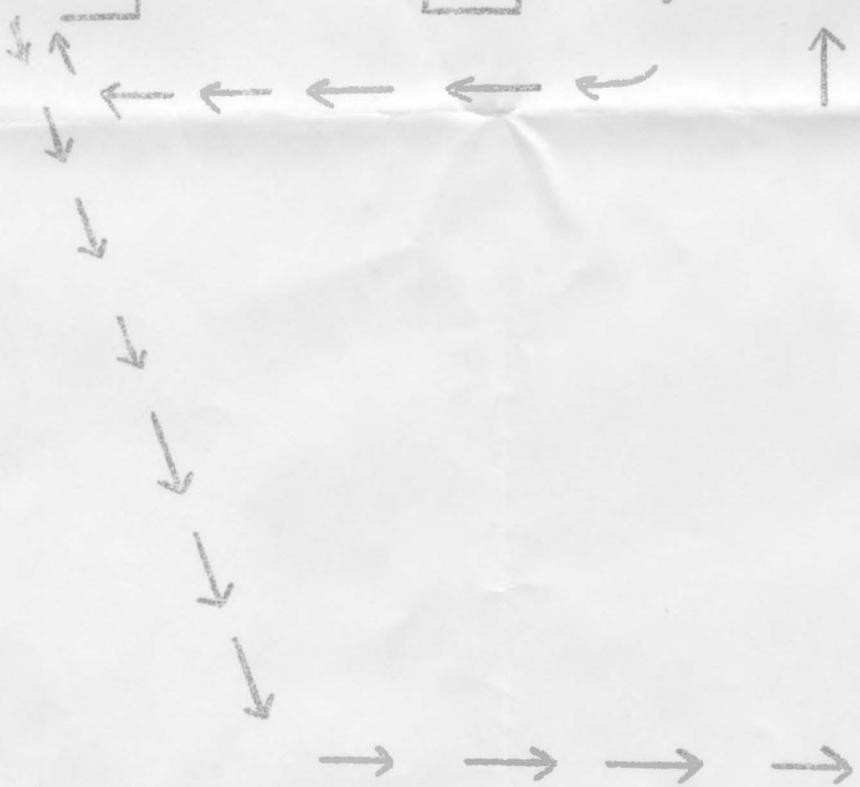
COFFEE STAND

KITCHEN

ROASTING PIT



TENT



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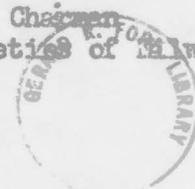
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The United German Societies of Milw.



ALJHE



GATE

TENT

TENT

STAGE

PRESS

GAME
BOOTHS

[Empty box]

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BEER
BAR

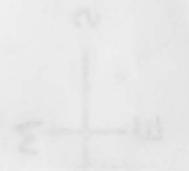
COFFEE
STAND

KITCHEN

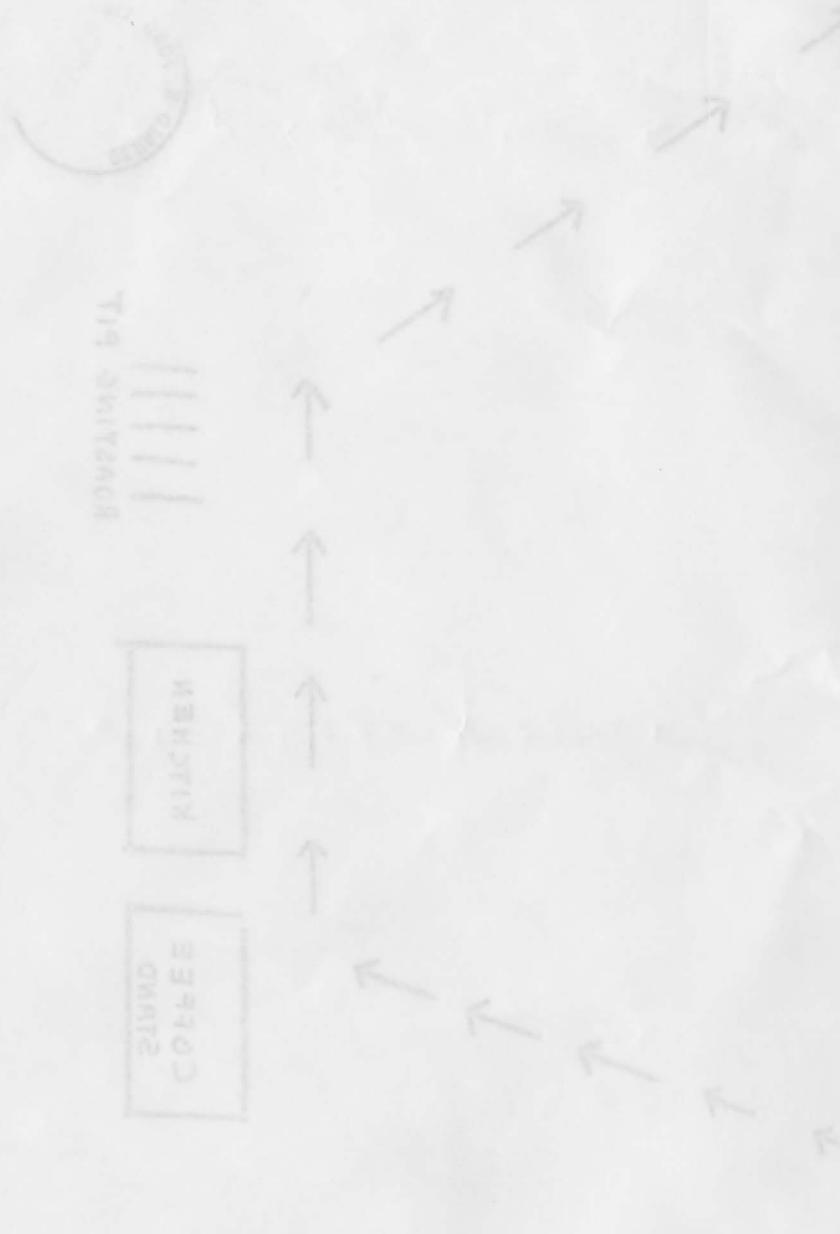
ROASTING PIT



LEVEL



SHEILA



CYCLE



Policies

Caution Recommended in Shopping for Insurance

From page 12

number gets higher. Form four is for tenants.

Homeowner policies cover more than the face value listed on the policy. A total loss on a typical \$25,000 face value policy would lead to reimbursement for the \$25,000, plus 10% or \$2,500 for a ga-

Take an inventory of your home's contents, estimating values for major items, when you buy the insurance. Update the record regularly, and keep it in a safe place.

In buying auto insurance, remember there are ways to keep down the cost of coverage. Some of them: drive

typically rise each year or each five years. This keeps costs down in a family's earlier years when family income tends to be lower than in later years and when fairly heavy coverage is needed.

Whole insurance premiums usually stay the same across the duration of the policy.

Impressed: First Lady Enjoys Oktoberfest Offerings

By Marilyn Gardner
of The Journal Staff

It was lederhosen, swirling skirts, accordion music and "Wilkommen" for Betty Ford Sunday afternoon as about 3,000 people met the first lady at Oktoberfest, a celebration held here annually by the United German Societies of Milwaukee.

"Whether it's pig knuckles or sauerkraut, whatever it is, my family and I love it," Mrs. Ford told the crowd at Old Heidelberg Park, located behind the Bavarian Inn in Glendale.

"It's this continuation of your great heritage that makes America what it is," she said. "The background that you bring to our country

his background before he became vice president "and found absolutely nothing in his record that was wrong."

A Hearty Laugh

What about Jimmy Carter's controversial interview with Playboy magazine, in which he said he had "lusted after a lot of women" and "committed adultery in my heart"? Mrs. Ford laughed heartily. "I wouldn't touch that one with a 10 foot pole," she said.

Mrs. Ford also had an opportunity to sample the German foods — bratwurst, sauerkraut, potato salad, spanferkel (roast pig) and broiled chicken, which were cooking on huge spits over a charcoal fire and filling the air with their

and feet, the women circling and whirling with their full, colorful skirts and lace trimmed petticoats.

Next came the bell dance, done by five couples who belong to the Wendlstoana dance club. They marched briskly onto the stage, the men ringing the be-ribboned bells loudly, and danced in a circle to the sound of the bells and an accordion.

Perhaps the most charming dance of the afternoon was performed by eight boys and girls, members of D'Oberlander, who did a 1,000 year old Stechen Tanz, or stick dance. The boys carried long poles that they and their solemn faced partners used to jump over, cross and turn to

Aug. 21, Rep. Les Aspin (D-Wis.) charged Sunday.

"I don't question the idea of a brigade picnic," Aspin said. "But there is no reason why the picnic should be held on government time. What's going to be proposed next — a minimum wage for cocktail parties?"

Daniel Wiken, commanding officer of the brigade, said Monday that the reservists had donated money for food for the civilians at the picnic and had paid for their own food, thus reimbursing the government for their time. He said the picnic, which accounted for three

tell you how.

The first thing to know about life insurance is that there are two basic types, term and whole life. Term offers protection only. Whole offers a savings plan as well.

Term insurance premiums

ance."

The Insurance Information Center, 110 E. Main St., Madison, Wis. 53702, will try to find answers for your queries or complaints on homeowners or auto insurance.

Kenwood TV

SPECIAL

Grand Rapids Press
9/27/76 Pg. 7-A

First Lady, Mugging on the Trail



UPI Photograph

First Lady Led the Singing at Oktoberfest



People 10/11/76

Party, anybody? Jimmy's got peanuts ...

Getting back to the land seemed like a good way to relax from the pressure of the presidential debates. So Jimmy Carter took an early morning tour of the family peanut warehouse in Plains. He was soon up to his hips in goobers and deep in thought. About what? His slippage in the polls? *Penthouse's* request for equal time? Or just the price of peanuts? It's 20 cents per pound and that at least is good news.



UPI (2)

STAR TRACK



... and Betty's got beer

While Milwaukee is the beer capital of the U.S. year-round, its cups runneth over in the fall when the good burghers, many of German heritage, celebrate the traditional Bavarian Oktoberfest. Stumping at Old Heidelberg Park, Betty Ford did as the Milwaukeeans do. She joined in a celebration put on by the United German Societies of Milwaukee, hoisting her mug aloft and singing German drinking songs. Now she can hope that Oktoberfest is followed by a Republican Novemberfest.



CONTINUE

Star 9/27/76 19-A-8



—United Press International

James Earl (Chip) Carter, 26-year-old son of the Democratic presidential candidate, pretends to swig from an empty bottle of tequila at the Comet Tavern in Seattle on Friday

during a mock debate with former radicals including Bruce Olson (left), former editor of the University of Washington daily. In suburban Glendale, Wis., yesterday, Betty Ford,



—Associated Press

wife of the President, pretends to drink from a beer mug she received while attending an Oktoberfest during a visit to the Milwaukee area as part of her husband's campaign.

October 12, 1976

Dear John:

A note of thanks for all your time
and help during Mrs. Ford's visit to
Oktoberfest.

Mrs. Ford enjoyed the afternoon very
much, and we are grateful for all you
did to make it happen.

My warmest regards.

Sincerely,

Matson
Patti Matson
Assistant Press Secretary
to Mrs. Ford

Mr. John Enders
c/o Bavarian Inn
700 West Lexington Blvd.
Milwaukee, Wisconsin

pm/saq

October 12, 1976

Dear George:

A note of thanks for your time and effort in making Mrs. Ford's recent visit to Milwaukee so enjoyable.

Your hospitality and willingness to do anything you could will long be remembered and appreciated.

Again, George, thanks. On behalf of Mrs. Ford, we are grateful to you.

Sincerely,

Patti Matson

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Assistant Press Secretary
to Mrs. Ford

Mr. George Enders
2773 North 55th Street
Milwaukee, Wisconsin

pm/saq



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2773 North 55th Street
Milwaukee, Wisconsin



pm/saq

Dear Tom:

Just a short note to let you know how great it was to have gotten to know you and work with you during Mrs. Ford's trip to Milwaukee.

You were all we could have asked for and more, Tom. We were lucky to have you as our contact, and I hope we'll have a chance to work together again.

Again, Tom, thanks.

Sincerely,

Patti

Patti Matson
Assistant Press Secretary
to Mrs. Ford

Mr. Tom Withgott
Executive Director
President Ford Committee
718 North Water
Milwaukee, Wisconsin

pm/saq

check for Saturday



Dear Rita:

You are a very special rare person.

This is a short note to let you know how grateful I am to have gotten to know you and work with you during Mrs. Ford's trip to Oktoberfest.

You were all we could have asked for and more. On behalf of Mrs. Ford, please let me convey our sincere appreciation for all you do for us year in and year out. We are indebted.

Sincerely,

Patti Matson

Patti Matson
Assistant Press Secretary
to Mrs. Ford

Mrs. Rita Jensen
4300 North 91st Street
Milwaukee, Wisconsin

pm/saq



October 12, 1976

Dear Charlie:

A note of thanks for your time and help during Mrs. Ford's trip to Milwaukee.

Mrs. Ford enjoyed the afternoon very much, and I hope the result was helpful to your efforts there.

Again, Charlie, thanks.

Sincerely,

Fatti Matson

Fatti Matson
Assistant Press Secretary
to Mrs. Ford

Mr. Charlie Davis
5213 North Ironwood
Milwaukee, Wisconsin

pm/saq

