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News & Comment

The President's Daily News Summary



Leading The News...

FOR FRIDAY, SEPTEMBER 24, 1976

	<u>SPECIAL REPORT</u>	<u>Page</u>
<u>ELECTION</u>		
Debates		
Both Sides Claim Victory	AP, UPI, Networks	I, II
Debates Illustrate Differences Between Candidates	UPI	II, III
Debate Produces No Clear Winner	Networks	III, IV
Roper: Ford Wins with 39%	UPI, PBS	V
Harris: One in 15 Watched Debates	ABC	V
Voters React	AP	V, VI

EVENING NEWS COVERAGE

<u>ELECTION</u>		
Debates		
Ford, Carter Ready and Eager	AP, UPI, Networks	1, 2
World Awaits Ford-Carter Debates	CBS	3
Prize: 1/3 of Voters Undecided	Chicago Tribune	4, 5
Carter Walks TV Tightrope	Boston Globe	7
Issues		
The Debate on Taxes	Boston Globe	9
Listen Hard for Answers on Taxes	Newsday	10
Abortion in Elections -- One Example	Arkansas Gazette	11
Polls		
Race Even in State, Ford Aides Say	L.A. Times	12
Carter's Polls Show Him Well Ahead	L.A. Times	13
Voters in State Leaning to Carter	Newsday	14-17

FORD/DOLE CAMPAIGN

Strategy		
Dole Brings GOP Message to Neb. Farmers	AP, UPI	18
U.S. Steel		
SEC Conducting U.S. Steel Probe	AP, UPI, ABC, NBC	18
Ford May Have Had Funds Problems: Dean	AP, ABC	18
Issues		
Connally: Ford Should Veto Tax Bill	Houston Post	19
Image		
Dole: A Tough Campaigner	Shreveport Journal	20

FORD/DOLE CAMPAIGN (continued)Dole

Report Says Dole in Excellent Health	AP	21
--------------------------------------	----	----

CARTER/MONDALE CAMPAIGNIssues

Mondale Addresses Handicapped Problems	AP,UPI	21
Carter Files Tax View Early	L.A. Times	22,23
Carter's Incredible Tax Blunder	St. Louis Globe-Democrat	24
Carter on Church and State	Liberty	25-27
<u>Playboy Interview</u>		
Ladybird "Hurt" by Carter's LBJ Remarks	AP,UPI,Networks	28
Is Pornography on Decline?	Eric Sevareid, CBS	28,29
So, There's a Luster in the Campaign	Chicago Tribune	31
<u>Strategy</u>		
Carter Would Probably Let Burns	Phila. Inquirer	33
Finish Term		

FOREIGN POLICYAfrica

Rhodesia Will Announce Decision Friday	AP,UPI,Networks	34
HAK Assess S. African Situation	W.Cronkite, CBS	34,35

U.S.

Crime Rate Up 3%	AP,UPI,ABC,CBS	36
------------------	----------------	----

CONGRESS

House Kills Synthetic Fuels Bill	AP	36
----------------------------------	----	----

Both Sides Claim Victory

As expected, Democrats thought Jimmy Carter won the first presidential debate. Republicans called it a victory for President Ford.

Leaving the debate, Ford was asked who was the winner. "The American people won," he replied and said it was "great. I really enjoyed it very, very much."

As Carter left the theatre, he said he had fared "adequately," adding: "I was not able to put my personal feelings into the questions and answers." Mrs. Carter interrupted, saying, "Jimmy can't say it, but I can -- he won." (NBC)

Ron Nessen also shouted, "We won it!" and White House staffers all gave thumbs up in jubilation. Nessen, calling it "a clear-cut victory for the President," said Ford "came across as being in command of the situation and in control."

Democratic National Chairman Robert Strauss said the debate "was a good night for the American people and a great night for Jimmy Carter." Strauss said he believed each candidate "did well" but that he would "score one clearly for Gov. Carter" on the basis of Carter's ability to deal with the issues.

Both vice presidential candidates also claimed victory.

Sen. Dole said President Ford was the clear winner. The President, he noted, addressed the issues and America's future, and did not try to appeal to the prejudices of different interest groups. (ABC)

Sen. Mondale, however, said he thought the debates were a strong success for the Democratic ticket. He said Carter showed an understanding of the issues with plans and programs for reform, while the President seemed primarily concerned with defending his past record.

The campaign teams of each candidate were equally exuberant, even going so far as to use almost the same language in their praise.

Ford's campaign manager, James Baker, said he thought Ford "did an excellent job. He was in command of the facts, decisive. He was specific."

Carter press secretary Jody Powell said Carter was "very impressive and clearly in command of the facts."

Hamilton Jordan, Carter's campaign manager, said he thought Carter overcame some early jitters. "I thought Jimmy was a little nervous at first, started a little slow, but 10 or

Debates

II

15 minutes into the debate I felt he took a command of the debate and had command when the power failure occurred," said Jordan.

Each man also garnered some expected praise from senators from their respective parties.

Sen. Howard Baker (R-Tenn.) said "President Ford appeared calm and confident. He demonstrated great depth of knowledge and was precise in his answers. I think he easily dominated the debate."

Sen. Harrison Williams (D-N.J.) said he "felt most strongly that Gov. Carter came on with the quality of leadership that this nation has been waiting for. He was knowledgeable, precise, and confident in his whole response to the basic issue of a stagnant economy with tragic unemployment."

The only strong criticism came from Sen. Barry Goldwater (R-Ariz.), who attacked Carter, saying the former Georgia governor's statements "showed such a frightening ignorance of government problems that it is impossible to take him seriously. He would make a dangerous President." AP, UPI, Networks -- (9/23/76)

Debates Illustrate Differences Between Candidates

The first of the 1976 presidential debates succeeded in illustrating the differences between President Ford and Jimmy Carter, but it was difficult to identify any major political advantage for either candidate at the end.

Both started the debate appearing keyed up, if not nervous. Ford seemed, however, to be distinctly more aggressive during the first half. It wasn't until nearly halfway through the debate that Carter flashed his famous smile, and after that he appeared much more at ease and increasingly articulate.

When the sound problem that interrupted the debate was corrected, Carter went into his closing statement appearing calm and well settled to deliver what in effect was the speech he used during the primaries to win the nomination.

Ford's voice seemed strained after the long delay, but he relaxed as he gave his summation, combining a last shot at Carter and the Democrats with a look at his vision of the country's future.

The debate was not exciting. Several times the men directly attacked each other, but the exchanges were politely frosty rather than heated ripostes. Anyone who expected a verbal shootout was disappointed.

Debates

III

For the first part of the program, Ford stuck to "plus" type replies, giving in cogent detail his ideas on how to solve national problems and attacking Carter and the Democrats only in passing. But later, he reverted to a familiar GOP campaign refrain: blame the Democratic Congress. This worked famously when Harry Truman did it to the Republicans in 1948, but it has not had noticeable success since.

Carter seemed consciously to be avoiding two things: a display of teeth and direct attacks on Ford by name. He passed an opportunity to bore in on the President when the Nixon pardon was raised, but as things warmed up said if he was going to be blamed for what the Democrats in Congress did, Ford would have to take responsibility for the Nixon Administration. That definitely was in the category of a zinger.

Carter did not sound comfortable with the heavy statistics both were using in talking about the economy, and he seemed to be struggling as he tried to illustrate what he was talking about with examples.

But when he found an opening to accuse Ford of insensitivity to the plight of the jobless, Carter looked like a man who had just filled an inside straight in a high stakes poker game. UPI -- (9/23/76)

Debate Produces No Clear Winner

Although billed as a turning point in the presidential campaign, the first Ford-Carter debate produced no clear-cut winner, network correspondents agreed Thursday.

Unlike the Nixon-Kennedy debates, there was no dramatic contrast between the President and Carter. Although the candidates expressed two distinct political philosophies, journalists agreed that they both projected cool, well-prepared and well-informed images. (networks)

Eric Sevareid said: "I don't think this was a turning point. What change or nuance has occurred here may be that Mr. Carter has recovered what seemed to be a broken stride of the last couple of weeks." (CBS)

But if the debates did not produce a winner, Roger Mudd argued that the candidates did accomplish what they set out to do. "President Ford convinced the country that he is not in fact a caretaker, but in fact in charge of his job. Gov. Carter was able, perhaps, to persuade some of his wavering supporters that he has not lost control of the campaign, that those mistakes that he's been making over the last few weeks probably will come to an end." (CBS)

Debates

IV

Walter Cronkite said the President "was far more self assured" during the debate than he has been in any press conference since he became President.

Frank Reynolds said both Ford and Carter came across very forcefully, but added: "Ford stood on the stage like a rock, immovable. Carter seemed hesitant, possibly because he is a soft-spoken man."

Sam Donaldson said Carter looked nervous for the first 20 minutes of the debate, but then regained his composure, specifically on the economic issue.

In the beginning, Donaldson said Carter looked weak and stumbled on some of his answers, while the President came on as very steady and in command of the situation. But, Carter gained stature following an effective rebuttal to the President, in which he challenged him to account for the human suffering caused by his economic policies. Therefore, Donaldson said, viewers' perception of the candidates would depend on when and how long they watched the debate.

Tom Jarriel agreed with Donaldson, but added that he felt on the whole Carter looked better than Ford. Jarriel said, however, that Carter's edge was not enough to put Ford out of the race. He said the President showed a good command of the facts which he was trying to convey to the undecided voter.

Eric Sevareid, however, suggested that the flood of facts and figures during the first half of the debate may have stunned many listeners. He and Schieffer agreed the debate got more interesting towards the end when the candidates spoke more freely.

Schieffer said one of the most important things Carter did during the confrontation was to prove that he could stand in the same arena as the President.

Ed Bradley added that Carter polling prior to the debate indicated that voters wanted to be reassured that Carter had a command of the facts, and he proved that by his performance. (CBS)

Donaldson said he thought Carter's strong point was in contrasting his economic proposals with Ford and Nixon policies.

Jarriel said Ford's strong point was his attack on Carter's record as governor. He was also effective as the incumbent in breaking the news that he probably would sign the tax bill.

Schieffer said, however, that he thought both Ford and Carter got a "free ride" during the debate -- Ford on the U.S. Steel question, and Carter on the Playboy interview. He said those were the issues on the voters' minds, and indicated that they should have been raised. Networks -- (9/23/76)

Roper: Ford Wins with 39%

A spokesman for the Roper poll said Thursday night a survey of 600 persons nationwide found 39 percent thought President Ford did better in the presidential debate, 31 percent thought Carter did, and 30 percent who thought it was a draw.

Among persons who favored Ford before the debate, the poll said 70 percent thought he "won" the debate, 8 percent thought Carter won, and 22 percent called it a draw.

Among persons who favored Carter, 55 percent thought he won, 13 percent though Ford won, 32 percent thought it even.

Among persons undecided before the debate, 35 percent thought Ford won, 25 percent thought Carter won, 40 percent thought it even. UPI,PBS -- (9/23/76)

Harris: One in 15 Watched Debates

In preparing an ABC/Harris poll for release Saturday, Lou Harris found that only one in 15 of those polled Thursday night actually watched the debate. In addition, not everyone who watched stayed with the program to the end.

Those who watched said they thought Ford did well on the veto question, while Carter scored points on the unemployment issue.

As for the candidates' images, the majority felt Ford looked more presidential. There seemed to be some division on who was more trustworthy, although Carter may have come out ahead on that point. ABC -- (9/23/76)

Voters React

Voters across the nation watched the two men, one of whom would be their next president, in the first of their nationally televised debates Thursday night.

At Chicago's O'Hare International Airport, passengers waiting for planes paused to watch the confrontation.

"I was for Carter before the debate and I'm still for him," said Mel Levine, 33, a Democrat and a lawyer from Los Angeles. "But I think Ford did a better job. He was more aggressive with Carter than I thought he would be. He managed to pin Carter down on a few inconsistencies."

William E. Wilson, a Republican from Cleveland Heights, Ohio, said: "Carter assumes that everybody is a nincompoop."

He assumes everybody knows nothing about taxes and corporations. He's putting his foot in his mouth -- both sides of it."

TWA ram attendant James F. Tofanelli: "Carter is just cutting the hell out of him. Ford is on the defense all the time -- he's so aristocratic." Tofanelli, 28, of Dundee, Ill., said he was a Democrat.

Ethel McGovern, 44, of Bensenville, Ill., a post office clerk: "It hasn't changed my mind. Both of them have been widely exposed before this. Ford was the better man. Carter squirmed on the issues -- he doubletalked."

Dick Werner, 45, of Sharon, Penn., businessman, Republican: "I don't know what Carter stands for. He turns facts around for his own purpose."

Brian Kozlowski, 37, of Wausau, Wis., engineer, Republican: "I'm leaning toward Ford as the lesser of two evils."

Ray Marley, 44, of Attleboro, Mass., sales manager, Democrat: "I think Carter can excite the country. The guy look straight. I'm not knocking Mr. Ford, but I just think Carter is more honest. He's sincere." AP -- (9/23/76)

Ford, Carter Ready and Eager for Battle

President Ford and Jimmy Carter arrived in Philadelphia Thursday relaxed and eager for the first in a series of critical presidential debates, their spokesmen said.

Both candidates toured the Walnut Street Theatre and agreed that the preparations were satisfactory. Arrangements for the \$20,000 set were made by the League of Women Voters in consultation with Ford and Carter representatives.

"Whatever else may be said, the Ford people have always felt and still feel tonight that this opening debate is the single most important event of the campaign season," Bob Schieffer reported. (CBS)

"Even so they are a bit more relaxed about it that they anticipated they would be at this hour, mainly because they feel that Carter's comments on sex and taxes have taken much of the pressure off Mr. Ford and shifted it instead to the challenger." (CBS)

At the airport in Philadelphia, Carter said, "I think we have a very good chance to present ourselves to the American people in a frank way, and I hope everybody who's interested in the future President will watch tonight."

Sam Donaldson noted that Carter's statement of confidence was dimmed somewhat by his refusal to talk to reporters at the airport. (ABC)

"Carter has come to feel that much of the press, particularly network television news, has turned against him, has been unfair to him. He sees tonight's debate as a chance to reach the people directly. He's convinced the people will conclude that the Carter painted by the President and more and more, he thinks, by reporters, is not the real man," Donaldson added. (ABC)

Carter Press Secretary Jody Powell said Thursday he expects a surprise from the President. "In order to go beyond what is assumed, and make this a dramatic point in the campaign, something has to happen... perhaps some kind of an off-the-wall announcement would do it."

Asked if so "unpresidential" a tactic might not backfire on Ford, Powell said: "It would depend on how he did it. He would certainly have to do it with a fine hand."

Carter has had some lumps in his campaign recently, Kinley Jones said, but a clear-cut decision in his favor tonight could make those lumps disappear. (NBC)

Barry Jagoda, Carter's adviser, said Carter will impress his naturalness, self-confidence and leadership on the audience. Ford advisor, Mike Duval, said the President will convey leader-

ship, strength and compassion. (ABC)

Bob Schieffer reported that the President was staying in a restored townhouse in Philadelphia's Society Hill section. Advisors said it would be better for Ford to stay in a private home because it would be more restful and less distracting. (CBS)

Tom Jarriel reported that Otto Haus, who owns the home, said his only instructions were to greet Ford, and then get out of his way to let him think. (ABC)

Roger Mudd, Walter Cronkite (CBS) and Marilyn Berger (NBC) agreed this first debate will probably be the single most important event of the campaign.

"It's unlikely that either man will dominate the other, or that either man will come in here tired or ill-prepared or uncollected," Mudd said. "But President Ford must demonstrate that he is more than just a caretaker, and Jimmy Carter must reassure his wavering supporters that he has not lost control. If that is to be done, it is to be done not on debate points alone, but through style and through vibrations." (CBS)

Jarriel said the White House is geared up to announce victory after the debates. Senior staff members will be available for favorable reviews and the chief of staff will personally brief the traveling press. (ABC)

The 2:00 Ford story, which led CBS, included film of Ford reading briefing papers in the Oval Office, leaving the White House, and waving to crowds after touring the Walnut St. Theatre. Schieffer wrapped up the spot as the Ford motorcade swept down a Philadelphia street.

The Carter story, which ran second on CBS, included film of him leaving his Georgia home, suitbag slung over his shoulder, working with advisors Pat Caddell, Jody Powell, and waving to crowds after touring the theatre. The 1:40 spot also included a brief interview with Powell, and concluded with a voice-over comment by Ed Bradley.

NBC's #2 story viewed Carter leaving Plains, talking to Charles Kirbo on the plane, and speaking at the airport. The 1:13 story also showed him emerging from the theatre.

The #3 Ford report, which ran 1:02, showed the President at the WH, arriving at the airport, and later returning from the theatre. Marilyn Berger did her wrapup inside the theatre.

ABC's #2 Ford story included film of the President at the WH, arriving at the airport, and leaving the theatre. Tom Jarriel concluded in front of the theatre. The report ran 1:43.

The 1:54 Carter story ran in the #3 position, and showed him leaving Plains, conferring with Kirbo on the plane, and Carter leaving the theatre. Donaldson gave a standup conclusion outside the theatre. AP,UPI,Networks -- (9/23/76)

World Awaits Ford-Carter Debates

Next to Americans walking on the moon, two Americans debating each other for the job of President is big international news, and will be carried live on radio worldwide, Marvin Kalb reported.

The Voice of America will prepare and dispatch to TV stations worldwide videotapes of the debates with voice-over translations in 35 languages. Excerpts and commentaries, prepared by VOA, will dominate international newscasts all Thursday night and Friday, Kalb said.

In addition, the VOA will distribute translated texts of the debates will be sent to 188 American diplomatic posts in 112 countries for local press, politicians and the public.

The Voice of America recognizes that there are so few functioning democracies in the world that the debate is not only a political curiosity, but an example of American politics at work, Kalb said.

"Officials claim that when it comes to choosing excerpts from the debates as well as commentaries, they are not under any White House pressure to make the President look good," Kalb reported. "But they are clearly not going to make him look bad either. These officials say they are going to be fair and responsible." CBS -- (9/23/76)

Debate prize: One-third of voters still undecided

By Jim Squires

Chief of Washington bureau
Chicago Tribune Press Service

THE BADLY-BLURRED presidential election will slip briefly into the sharp focus of the television cameras Thursday night in Philadelphia when President Ford and Jimmy Carter meet in the first of three debates before the largest, most independent and skeptical electorate in the nation's history.

Although Carter continues to lead in the public opinion polls, the election is generally perceived as close enough to be decided by the outcome of the head-on dialog, the first between presidential candidates in 16 years.

As many as 100 million Americans might watch the initial meeting in the historic Walnut Street Theater, with polls suggesting that at least one-third of them are still completely undecided or at least uncertain which candidate they want to be elected in 1976.

EVEN IF they produce no clear "winner," the face-to-face meetings are expected to play a key role in the outcome, either by defining the still uncertain issues or sharpening the public images of the two candidates.

Neither Ford, an unelected incumbent who came to the presidency during a time of national scandal, nor Carter, a one-term governor of Georgia, has built a solid national constituency or generated significant public enthusiasm.

The debates, sponsored by the League of Women Voters, were made possible mainly because neither candidate felt secure enough to turn down the challenge. Both hope to solidify what is admittedly soft support and wipe away what they see as commonly held public misconceptions about themselves.

Both Ford and Carter will very likely attempt to define the election issues as they fit their own campaign, but their main goals will be more stylistic than substantive.

MOST POLITICAL observers and public opinion samplers see it more as a beauty contest than anything else.

"I think the public is waiting to see how these two men shape up when facing each other," said Vice President Rockefeller, himself a veteran of many televised debates during his 15 years as New York governor.

"I think each voter will decide which one he or she likes and feels comfortable with."

Rockefeller agrees with what has become a consensus that because Carter is ahead he can afford to be less concerned with "winning" the debates. However, recent campaign mistakes have shaken the confidence of his campaign managers and the Carter camp is looking to the debates to restore badly needed momentum.

Ford's overriding goal will be to show American voters he is not the slow, plodding caricature of himself portrayed to the country during the first two years in office.

UNDER SEVERE criticism from his primary opponent, Ronald Reagan, and Carter as a man without leadership ability, Ford will be attempting to show he is indeed capable of being President.

To do so he will rely mainly on a detailed knowledge of government functions and complex issues and a carefully rehearsed television debate manner. His biggest obstacle, however, will be a tongue that often gets twisted in the heat of the moment and a deliberateness that makes him appear somewhat slow.

Especially in Thursday night's debate, which will be limited to domestic policy, Ford will be in a defensive position. His economic policy has been unspectacular, and new government reports indicate an increase in both unemployment and consumer prices.

While Ford must be concerned with showing he is smarter than many think, Carter must show he is not as slippery as many people suspect.

CARTER MUST show he is at least as familiar with the issues as Ford. But more importantly, he needs to clear up the uncertainty of a strange, new political personality with a reputation for being fuzzy on issues and prone to bizarre political judgments.

Throughout the primary and general election campaigns Carter has been plagued by a series of faux pas that have prevented him from getting a firm foothold with the traditional Democratic voter.

Statements such as belief in the "ethnic purity" of urban neighborhoods and a more recent decision to discuss adultery in a Playboy magazine interview have prevented him from building the momentum he needs to become a clear favorite to win the election.

THE PECULIAR political behavior and his background as a rural religious fundamentalist from the South have made him suspect in the minds of many voters and a vulnerable target for Republican campaign strategy portraying him as someone to fear.

While Carter spokesmen such as his pollster Patrick Caddell continue to insist that "if it's a draw, we win," the most recent furor over Carter statements on taxes and adultery has increased the urgency of a good performance in the debates.

An adverse public reaction to Carter's use of street language in the Playboy interview and the fact that he chose that forum to discuss his religion is viewed as a major setback in the Carter campaign.

One high-ranking adviser to the candidate termed the interview "the dumbest thing we've done yet" and said it was hoped the debates "will overshadow it."

A SOFT-SPOKEN man with a quick mind and glib tongue, Carter must be careful not to attack Ford, who is well liked by many voters who disagree with him politically.

LET'S KEEP THIS ON A HIGH LEVEL

Chicago Tribune, 9/23/76

N.Y. Daily News, 9/23/76



"As these Great Debates begin, both candidates
appear to be quite confident...!"



W. H. HAYNIE
© 1976 The Courier-Journal

DAVID FARRELL

Carter walks TV tightrope

Jimmy Carter can blow it all tonight in his televised debate with President Gerald Ford. The President is no ball of fire and the public knows that. So the viewers are not expecting anything more than a routine performance from Ford whom they have come to view as a nice, kindly aver-

"I don't think I would ever take on the same frame of mind that Nixon and Johnson did — lying, cheating and distorting the truth."

How's that for selective morality? How's that for

Debates

ELECTION

at
ES



Charlotte Observer
9/21/76

MARLETTE
THE CHARLOTTE OBSERVER

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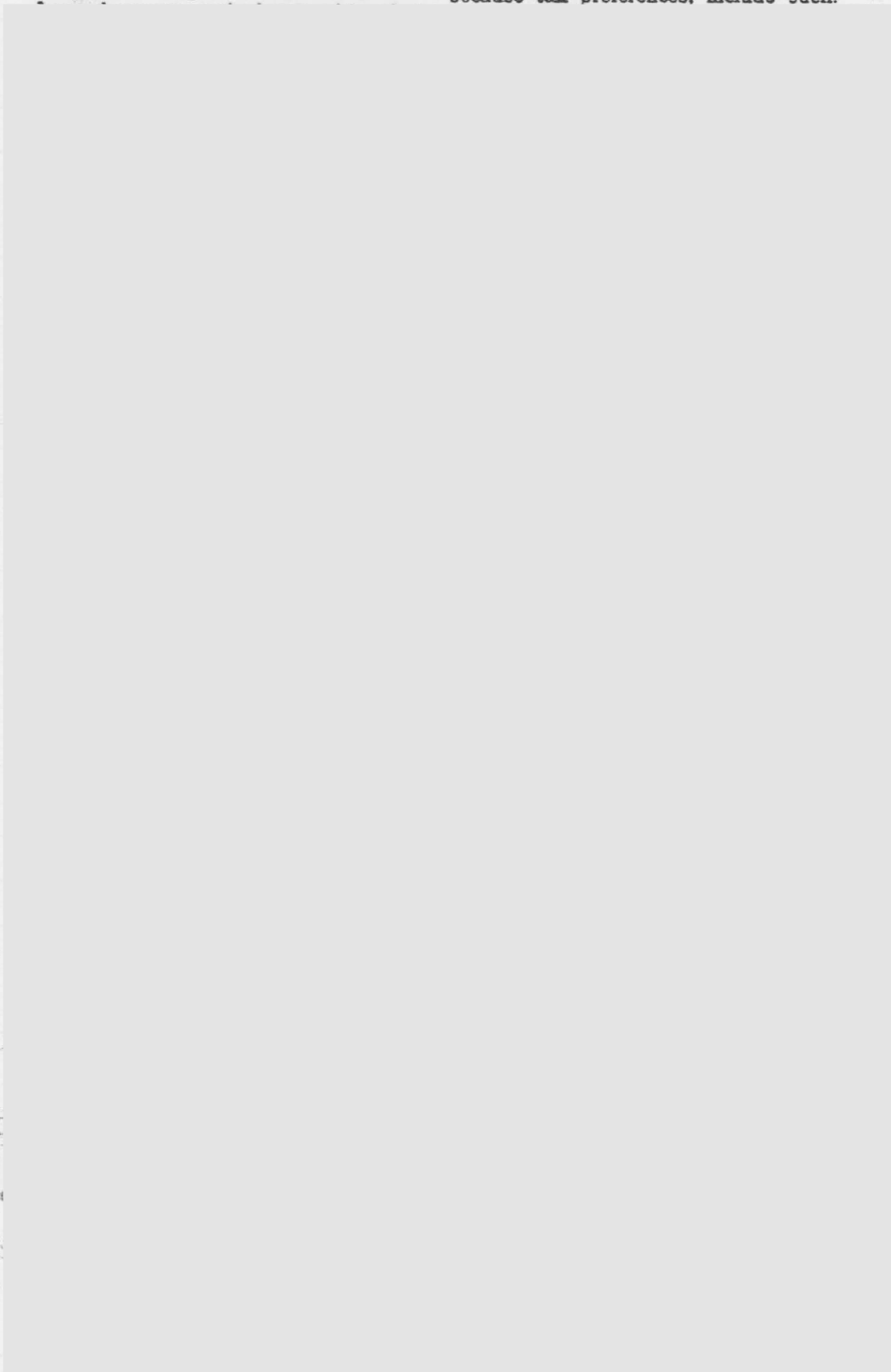
Jacksonville
Journal,
9/17/76



The debate on taxes

Taxes are the most important part of most American citizens' relations with the Federal government. It is too bad that both presidential candidates

will be changed less than is widely assumed — or than is implied by either the Carter or Ford campaign. This is because tax preferences, include such.



Listen Hard for the Answers on Taxes

When tonight's presidential debate turns to taxes, as it inevitably will, voters interested in true tax reform should be listening for a couple of key answers. Will that. But Carter felt it necessary to say he would "never increase taxes for the working people of our country"—a promise Richard Nixon made in 1972 and kept

Abortion in Elections—One Example

Mrs. Rosalynn Carter, on the stump for her husband at San Francisco, said she was sorry abortion had become the No. 1 issue in the presidential campaign "because there are so many

the balance either way, a case in point being Senator Robert Dole's close re-election scrape two years ago.

It was, indeed, a near run thing up there. one in which a statewide anti-

PRIVATE CALIFORNIA POLL CITED

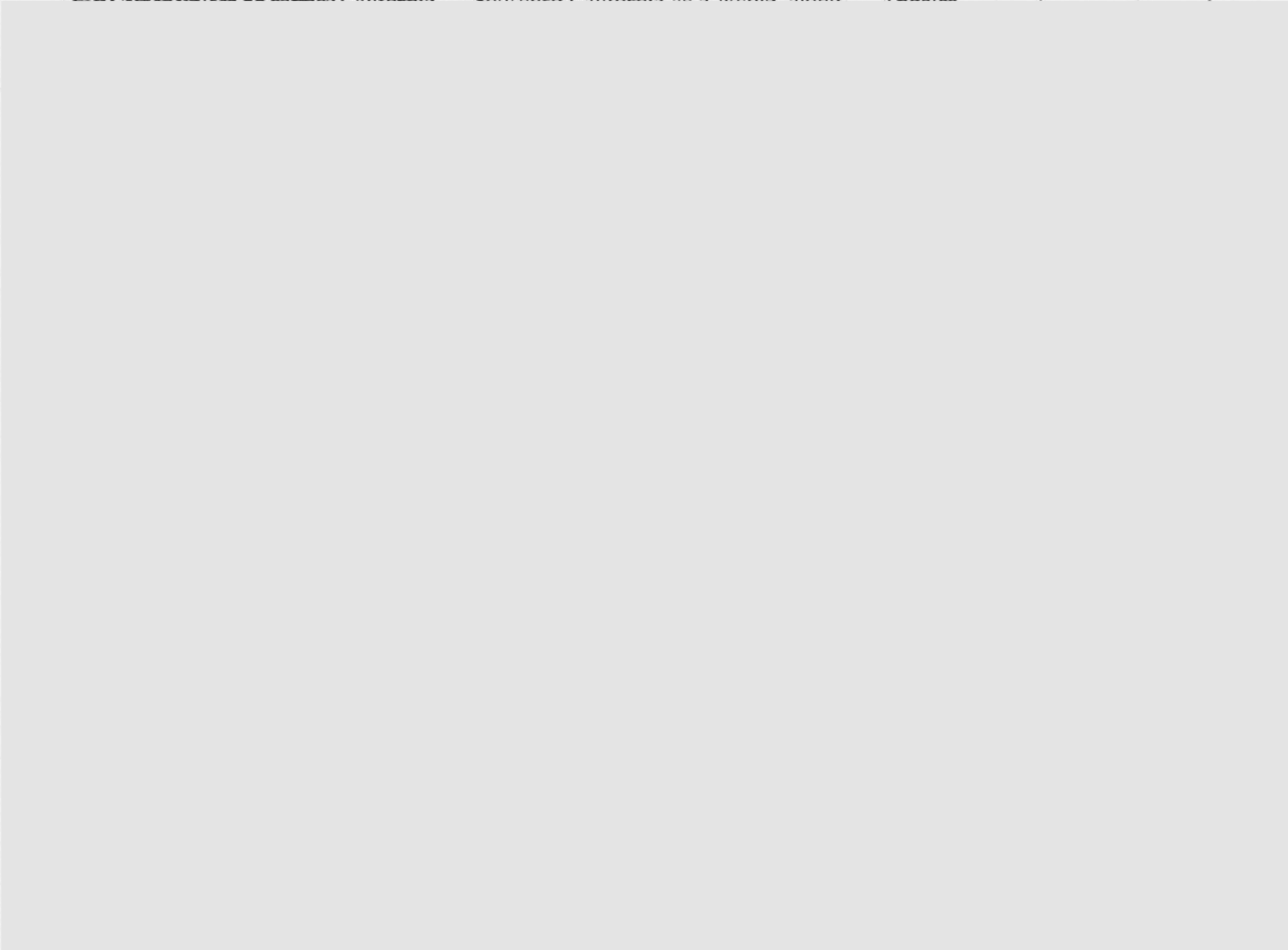
Race Even in State, Ford Aides Say

BY GEORGE SKELTON
Times Political Writer

WASHINGTON—Any way they draw it on the charts at Ford campaign headquarters, the President winds up losing the election to Jim-

in the San Francisco Bay area, in the Central Valley from Fresno south and, by a slight margin, in Los Angeles County. Ford led, they said, in Southern California as a whole, along

idential nominee Sen. Robert J. Dole in Chicago, for example —and each will be connected by closed circuit television to the star affair in Los Angeles.



number of undecided voters was relatively low, around 10%. It showed, they said, Carter leading

speaker—Sen. Howard H. Baker, Jr. (R-Tenn.) in San Francisco; Vice President Rockefeller and vice pres-

L.A. Times, 9/23/76

RAILS IN ONLY 13 STATES, AIDE SAYS

Carter's Polls Show Him Well Ahead

BY ROBERT SHOGAN

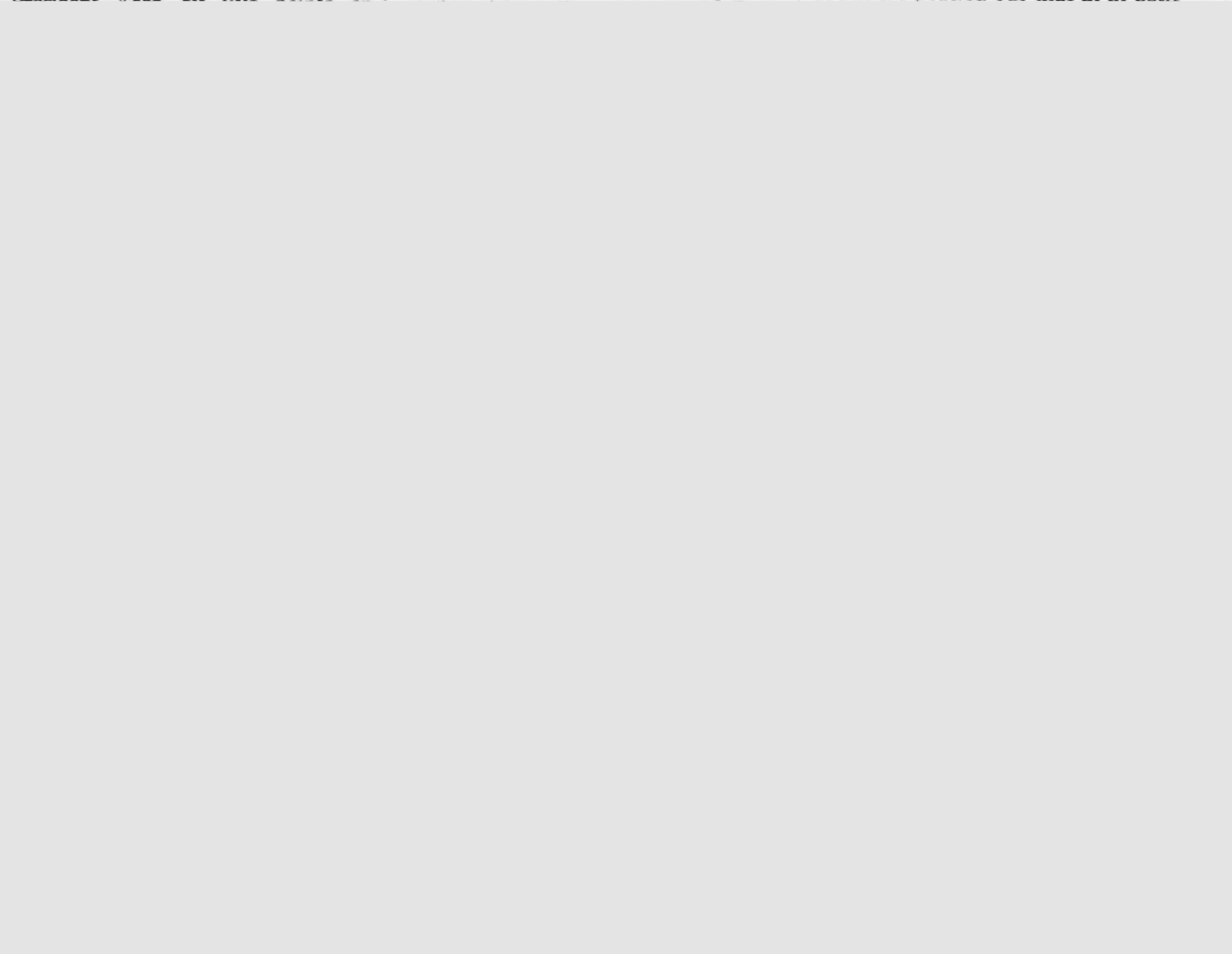
Times Political Writer

PLAINS, Ga.—Reflecting a surprisingly strong showing in the normally Republican farm belt, Jimmy Carter's private polls show him leading

S. McGovern.

Powell said he was releasing the information in part to counter published reports of Ford's strength at

Powell said this problem was due largely to the fact that Carter had not campaigned heavily in such areas. He pointed out that in in both



since early in the primary campaigns and was also the chief pollster for the 1972 Democratic presidential nominee, South Dakota Sen. George

acknowledged that the party's nominee had "not yet consolidated traditional Democratic strength" in some states.

L.A. Times, 9/23/76

Voters in State Leaning to Carter

ELECTION

By Bernie Bookbinder
Newsday Senior Editor

As they gird for their first debate, Jimmy Carter holds a nine-point lead over President Ford in New York State—an early lead that could be affected by tonight's televised confrontation and would be pared sharply by former Minnesota Sen. Eugene McCarthy's presence on the ballot.

According to The New York State Poll, if the presidential election were held now, the Democratic challenger would get 49 per cent of the statewide vote, the Republican President would get 40 per cent, 1 per cent would go to other candidates and 10 per cent would be undecided.

However, if McCarthy succeeds in becoming a candidate in New York State, Carter's edge melts to a slim 3 per cent. In such a three-candidate race, Carter would receive 40 per cent, Ford 37 per cent, McCarthy 9 per cent and 14 per cent would be undecided.

On Long Island, however, Ford leads Carter by 5 points, 46-41, with 1 per cent for other candidates and 12 per cent undecided. Ford's margin is 7 points in Nassau and 3 points in Suffolk. In the three-way Carter-Ford-McCarthy contest, McCarthy gets 9 per cent of the Long Island vote, increasing Ford's advantage over Carter to 13 points (45-32) while 14 per cent are undecided.

This is the first of three New York State Poll surveys that will be conducted by Research Analysis Corp. of Boston for Newsday and the Gannett Newspapers during the current presidential and U.S. senatorial campaigns. Results of the initial survey in the contest between Sen. James Buckley (R-C, N.Y.) and Daniel Patrick Moynihan, his Democratic-Liberal rival, will be reported in Sunday Newsday.

The findings are based on random telephone interviews conducted between Sept. 15 and Sept. 20 with 2,399 New York State residents who said that they were registered to vote and that there was at least a 75 per cent likelihood that they would vote. Those interviewed constitute a representative cross-section of the state's voters. The statistical margin of error using a sample of this size is plus or minus 3 per cent that is, 95 times out of 200, the

responses of the sample would differ by no more than that percentage from the responses of all New Yorkers of voting age. However, because of imperfect sampling or interviewing procedures, the actual margin of error may be greater.

When McCarthy is not in the running, the New York State Poll indicates a race between Carter and Ford that combines both traditional and unprecedented alignments. As is normally the case with Democratic candidates, Carter holds an overwhelming 2-1 lead in Democratic New York City and trails narrowly in predominantly Republican upstate (47-41). However, in the city's normally Republican suburbs, the former Georgia governor is holding the President just about even, despite a 5-point Ford edge on Long Island.

Both candidates appear to be doing equally well within their own parties (3-1), although this is more beneficial to Carter since Democrats outnumber Republicans by about 5-4. Carter also is leading among independents.

Although Carter support frequently has been described as "thin," The New York State Poll indicates that it is, in fact, a bit more solid than the President's. Sixty-four per cent of Carter's supporters compared with 56 per cent of Ford's said that there was "no serious possibility" that they would switch their votes.

As was true in the primaries, Carter seems to hold a broad ideological appeal, which, in this situation, translates into substantial inroads into the electorate that describes itself as "conservative." Carter also takes more than an even share of "middle-of-the-roaders" and largely shuts the President out of the self-designated "liberal" camp. Thus, Carter, down "only" 2-1 among conservatives, leads by better than 4-1 among liberals.

In terms of demographics, or social characteristics, this liberal constituency tends to be primarily young, black and Jewish, and Carter's appeal to them is confirmed when the respondents are broken down by age, race and religious preference. For example, among voters under the age of 25, Carter leads by 56-33 (he also leads in every other major age group except "65 and over," which

Ford holds by 4 points.) Among blacks, Carter's dominance is almost total; he leads 89-5. And among Jews, Carter has an overwhelming 74-14 advantage.

Findings in other surveys, including the recent NBC News/Newsday national poll, showed that in a break with tradition, Catholics were not giving their customary backing to the Democratic presidential candidate, and, in fact, were virtually indistinguishable from Protestants in their preference. This was evident in The New York State Poll, where Catholics not only preferred Ford, 47-43, but did so by almost the same margin as Protestants, who chose Ford over Carter by 47-42. (With McCarthy running, Carter's deficit among Catholics increases to 8 points, and among Protestants to 9 points.)

While there is little doubt that McCarthy would siphon votes away from Carter, there is considerable doubt about whether he will have the opportunity. Although the quixotic anti-war leader of the 1960s filed a petition with about 8,000 more than the 20,000 signatures required to appear on the ballot in New York, he is being challenged by the Democratic National Committee in a dispute that may not be resolved finally until mid-October.

Even if McCarthy's candidacy is validated, his impact, experience with independent candidates suggests, might well be less in the voting booths than in the opinion polls. Past elections have shown that third- or fourth-party presidential candidates rarely carry all their followers with them on election day.

As might be expected, it is among the liberals that McCarthy would hurt Carter the most. With McCarthy in the race, for example, he draws 20 per cent of self-described liberals, reducing Carter's lead against Ford among this group from 74-16 to 56-15. McCarthy picks up 18 per cent of the "under 25-year-old" vote, diminishing Carter's 56-33 advantage over Ford among them to just 40-32. And among Jews, McCarthy draws 13 per cent, contracting Carter's 74-14 margin against Ford to 61-13.

McCarthy also damages Carter significantly among independent voters. In a two-candidate race against Ford, the Democratic candidate wins these voters by 48-37, but in a three-way race with McCarthy added, Carter and

Dole Brings GOP Message to Neb. Farmers

Sen. Bob Dole, rising before dawn, ate breakfast with a central Nebraska farm family Thursday, and talked about agricultural problems with farmers at a grain elevator.

Chatting with about a dozen farmers and employes at a grain storage business in nearby Trumbull, Dole said: "You've got to choose, if you're a farmer, which way you want to go in agriculture. Do you want controls and maybe price supports and quotas and things of that kind that we're working out of, or do you want to go to a strong export market, hopefully unfettered export markets, and relatively free agriculture?"

He tried to reassure the farmers that the market policies of the GOP would, in the long run, improve their financial plight caused by last year's embargo and this year's drought.

Dole ended his three-day visit to the wheat belt by acknowledging that he and Ford are suffering in the area because of grain embargoes, drought and low wheat prices. But he predicted Ford would come out on top in the initial debate with Carter. AP,UPI -- (9/23/76)

U.S. SteelSEC Conducting U.S. Steel Probe

The SEC is investigating the U.S. Steel Corporation's entertainment of government officials, including President Ford, at company-owned facilities, a corporation spokesman said Thursday.

The spokesman confirmed the SEC was conducting its probe after the White House declined comment on reports detailing Ford's trips with a company lobbyist to the Carribean, a company-owned house in Florida and a corporation lodge in New Jersey. AP,UPI, ABC,NBC -- (9/23/76)

Ford May Have Had Funds Problem, Dean Says

Former Nixon aide John Dean said he was told in 1972 that then-House Republican Leader Gerald Ford "might have some problems" involving unreported campaign contributions from a lobbyist.

The remark about Ford is contained in Dean's book about Watergate to be published next month under the title "blind ambition." A brief excerpt from the book was leaked to the AP and several major newspapers. The AP was told Thursday that William Timmons, the supposed source of the Ford story, was unavailable, but was quoted by three newspapers as denying Dean's account. The White House said Ford would have no comment. AP,ABC -- (9/23/76)

Ford should veto tax bill, Connally says

By PHIL HEVENER
Post Reporter

President Ford should veto the massive tax bill awaiting his signature, John Connally suggested during a Houston press conference Friday.

...mane to the state of Texas."

He predicted Reagan supporters will line up behind Ford but added, "Any time you talk about a Republican carrying Texas you're talking about a struggle."

Dole: A Tough Campaigner

Most voters don't pay a great deal of attention to vice presidential candidates, despite the fact that the second in command is only a heartbeat away from the presidency. Hopefully, vice presidential candidates

Dole's wit came to the fore in that 1974 race when he was under attack for his staunch defense of President Nixon in the Watergate incident. His Democratic oppo-

Dole

21

Report Says Dole In Excellent Health

Sen. Bob Dole released a medical report from his physician Thursday declaring him in "excellent health with only the residuals of... World War II injuries being in evidence."

He was the last of the four national candidates to release a report on the state of his health. AP -- (9/23/76)

CARTER/MONDALE CAMPAIGN

Issues

Mondale Addresses Handicapped Problems

Walter Mondale promised a group of students in wheelchairs Thursday that he would do everything possible to correct the "enormous wrong" that has been done to the handicapped in America.

As he arrived for a speech at Michigan State University, the Democratic vice presidential candidate walked to the sign-carrying students at one edge of a driveway, engaging in a five minute dialogue before his speech.

In his address to the student audience inside, the senator said he had been shocked to discover the barriers to the handicapped in the nation's capital, where he said there were no ramps and no other aids to the handicapped until recently.

Mondale also continued his attack on the Administration's economic policies, a constant theme during his Midwestern swing. AP,UPI -- (9/23/76)

PITFALLS OF SPECIFICITY

Carter Files Tax View Early, Gets Loud Audit

BY PAUL E. STEIGER and JOHN F. LAWRENCE

Times Staff Writers

One of the first axioms of American electoral politics is that: always promise to cut taxes, but don't get too specific.

Jimmy Carter briefly forgot that rule in recent days—and ever since President Ford and his agents have been making certain the lapse is remembered by the voters.

Carter's momentary stumble points up just how difficult carrying out any promise of tax reform is likely to be. And the clash the stumble engendered—one that may well continue in tonight's televised debate between the candidates—underscores the political pitfalls of making tax reform a campaign issue.

Put simply, Carter's proposal was to toughen the tax laws for the well-to-do and use this savings to cut taxes for others. The main problem with the proposal is that too little revenue could be collected from those at the top, who account for a relatively small portion of total income in the nation, to provide much tax relief for anyone else.

Hence, to many tax experts, reform is not designed to raise revenue much as it is to ensure fairness in the nation's tax system.

Which brings up another complexity.

Through the years, Congress has chosen to use the vehicle of tax incentives as the best means of encouraging various expenditures and investments by business and by the public. It has chosen this vehicle because it leaves the final decisions to do such things as buy a house or new manufacturing equipment in the hands of the private market rather than the government. The alternative would be direct government decision-making.

Thus, if all loopholes were closed, the results might be a mixed blessing. Direct government subsidy might have to replace what private individuals now do, further increasing the pressure on the federal budget and thus boosting income taxes for all.

Many experts believe, however, that the tax laws have grown too complex, have provided too many loopholes and have created some inefficient incentives.

Carter has yet to deal in detail with such complexities. He has said repeatedly that he would not have a complete tax reform proposal until he has been in office a year. (He has also said he would seek incentives for business to expand and provide more jobs—a promise that might ultimately complicate any tax reform proposal.)

But the candidate has said enough to draw criticism from a member of his own party. Sen. Russell B. Long (D-La.), chairman of the Senate Finance Committee, suggested to an interviewer Wednesday that Carter was getting his tax advice from the wrong people.

Carter's bobble last week stemmed from pressure to be more specific. Asked by an interviewer who would pay more taxes and who would pay less under his reforms, Carter said: "I don't know. I would take the mean or median level of income and anything above that would be higher and anything below that would be lower."

As Ford's backers were quick to remind Carter, the median level is only \$12,000 to \$14,000. Did Carter want to raise taxes for people making, say, \$15,000 to \$25,000?

No, no he did not, not at all, the Democratic candidate's aides quickly declared. Stuart Eizenstat, Carter's adviser in charge of issues, said, "Only those in the upper incomes will be paying more. Those in the middle and lower will be paying less. The middle-income families are obviously those people who will be making \$12,000, \$15,000, \$18,000, \$20,000, \$25,000."

That put Carter on safer ground. Only 10% of the nation's households make more than \$25,000. They do pay 40% of the total income taxes collected. But even at that, Carter would have to raise their taxes 15% just to get a 10% cut for the rest of the taxpayers.

Raise the cutoff point to \$30,000 and Carter would have to collect 18% more from the top group to produce 10% a cut for the rest. If the heavier tax burden were aimed at those making \$50,000 or more (about 1.3 million American households are in that category), the increase would have to be 30%.

CARTER'S INCREDIBLE TAX BLUNDER

In an interview of Jimmy Carter by Associated Press writers and editors last Friday, the following exchange took place regarding Carter's plan to shift the burden of taxation to families above the median level

of \$12,000 indicates shallow and confused thinking.

It may well be that the confusion surrounding Carter on this and a growing number of issues was partly responsible for the lack of

Jimmy Carter on Church and State

Religion is back in politics. It walked in with James Earl Carter, Jr., 51, former governor of Georgia, Democratic aspirant for the presidency, and, if the polls are to be believed, likely next occupant of the White House. In the Al Smith and John Kennedy campaigns the religious issue centered in the candidate's Catholicism: Could the candidate place the Constitution above the teachings of his church? In the present campaign it centers in Mr. Carter's unabashed enthusiasm for the teachings of his church—Southern Baptist. Is he sincere? Too sincere? Too sincere for *Realpolitik*? Is anybody in politics sincerely religious?

There are other vital questions: Should Mr. Carter become President, how would his views on the place of modern Israel in Bible prophecy influence his foreign policy toward the Arab nations? Would his moral convictions lead to meaningful reform in politics? Or would they lead him to favor legislated morality (as governor of Georgia he supported a strengthened Sunday law)? What of his views on abortion? A religious amendment?

LIBERTY asked Ralph Blodgett, assistant editor of *These Times*, to determine the candidate's views on these and other questions. Blodgett caught up with the Carter express as it steamrolled opponents in the Ohio primary. The following exclusive interview took place in the back seat of the Carter limousine while the candidate was traveling between Steubenville, Ohio, and Wheeling, West Virginia.

LIBERTY: You have stated that the decisive factor in this year's election is not economics, not jobs, not détente, nor politics, but the feeling that this country has lost its moral and spiritual underpinnings, its sense of purpose and direction. Would you amplify these views?

CARTER: I believe that the American people have a deep hunger to see the precious things restored. They want three things: a government able to deliver the services they need, a government sensitive to their desires, and a government that is honest.

The modern societal structure is much less directive than when I was a child. When I was a child, the family unit was always there. If I got in trouble or had a difficult question, my mother and father were always there. Nowadays that's not the case.

Today's world is one of fast-paced change. The future has arrived before yesterday is gone. Changes come so fast that we cannot keep up with them. Not only our goals but the very method by which we determine them seems obsolete. Every person needs

something that doesn't change. Obviously, a deep religious faith serves that need. But in addition, in the secular world there ought to be a government whose ethics, morals, standards of excellence, and standards of greatness are a source of inspiration and reassurance. In the aftermath of Vietnam, Cambodia, Chile, Watergate, and revelations of CIA excesses, a lot of people feel that the stability that has always been in their lives—a deep sense that my government is great, my government is pure, my government is decent, and my government is honest—that assurance has been lost.

LIBERTY: Do you view your religion as an asset in the campaign for the Presidency?

CARTER: In some areas. Elsewhere my widely published religious convictions are not a political help. I do not hold them because of their effect on the electorate. I hold them *despite* their effect. I hold them because I believe them. They're part of the Carter package. They come with me.

LIBERTY: Christ once said, "Render therefore unto Caesar the things which are Caesar's; and unto God the things that are God's" (Matthew 22:21). How would you, as President, relate this counsel to your personal religious convictions and to government?

CARTER: A tenet of the Baptist faith is complete separation of church and state. I hold this view. And I have not found it to impose a strain either on my personal religious convictions or on my performance in public-office. I'm not a newcomer to politics. I was on a school board during the tough integration years. I've been a State Senator two terms, a governor for four years. And I've never found any incompatibility between those two parts of my life. Certainly I've never used political office to force my religious convictions on someone else.

Baptists believe that religion should be a personal relationship between a person and God. We don't ascribe to our church any authority over our lives. Each individual Baptist church is autonomous. We don't believe that the Southern Baptist Convention should have any sort of authority over any individual Baptist church. So there would be no problem in my Presidency in keeping separate religion and government. I would be a strong defender of the First Amendment and interpret it very strictly.

LIBERTY: What do you see as the basic responsibility of a state under God?

CARTER: From the beginning of our nation religious faith has been part of our political framework—the

Ladybird "Hurt" by Carter's LBJ Remarks

Rosalynn Carter, whose husband faulted Lyndon Johnson for "lying" and "cheating" in a controversial Playboy magazine interview, toured the LBJ Library Thursday with the former President's widow.

Mrs. Carter said her husband's criticism of Johnson was taken out of context and will be understood if people read the entire magazine interview.

Mrs. Johnson, however, said she was "distressed, hurt and perplexed" at Carter's remarks about her husband. (CBS)

Luci Nugent said, "That kind of commentary, needless to say, disgraces me, and perplexes me, and hurts. I believed in my father, and I don't understand this." (NBC)

Ladybird Johnson and Luci led Mrs. Carter on the tour of the LBJ Library.

Mrs. Carter told reporters after the 20-minute visit she and Mrs. Johnson did not discuss the Playboy interview matter. AP,UPI,Networks -- (9/23/76)

Is Pornography on the Decline?
(By Eric Sevareid, CBS)

Confession of sin may be a way to grace, it's not necessarily a way to win elections. Jimmy Carter has confessed a private feeling shared by every healthy man and woman between 8 and 80, except liars. The press has had its fun with this already, so there's some chance he will be spared in tonight's debate. If Carter sinned, it was a political sin. The back-alley language may have moved into the parlor, but shrewd leaders like Churchill, Kennedy, Truman, Johnson, and, by some accounts, Abraham Lincoln, never let it get out the front door. No doubt, to those who think letting it all out is a philosophy of life, this restraint is hypocrisy.

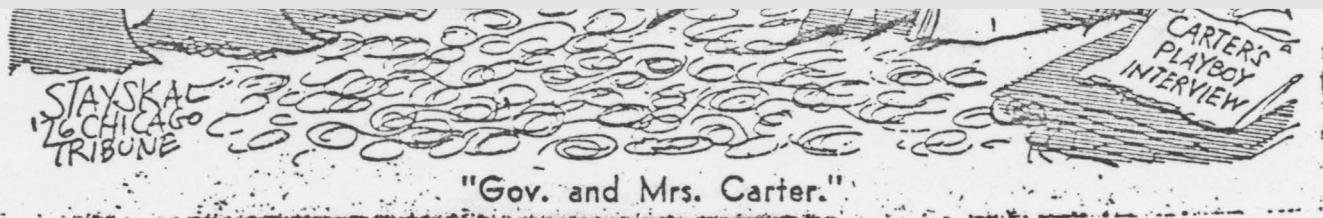
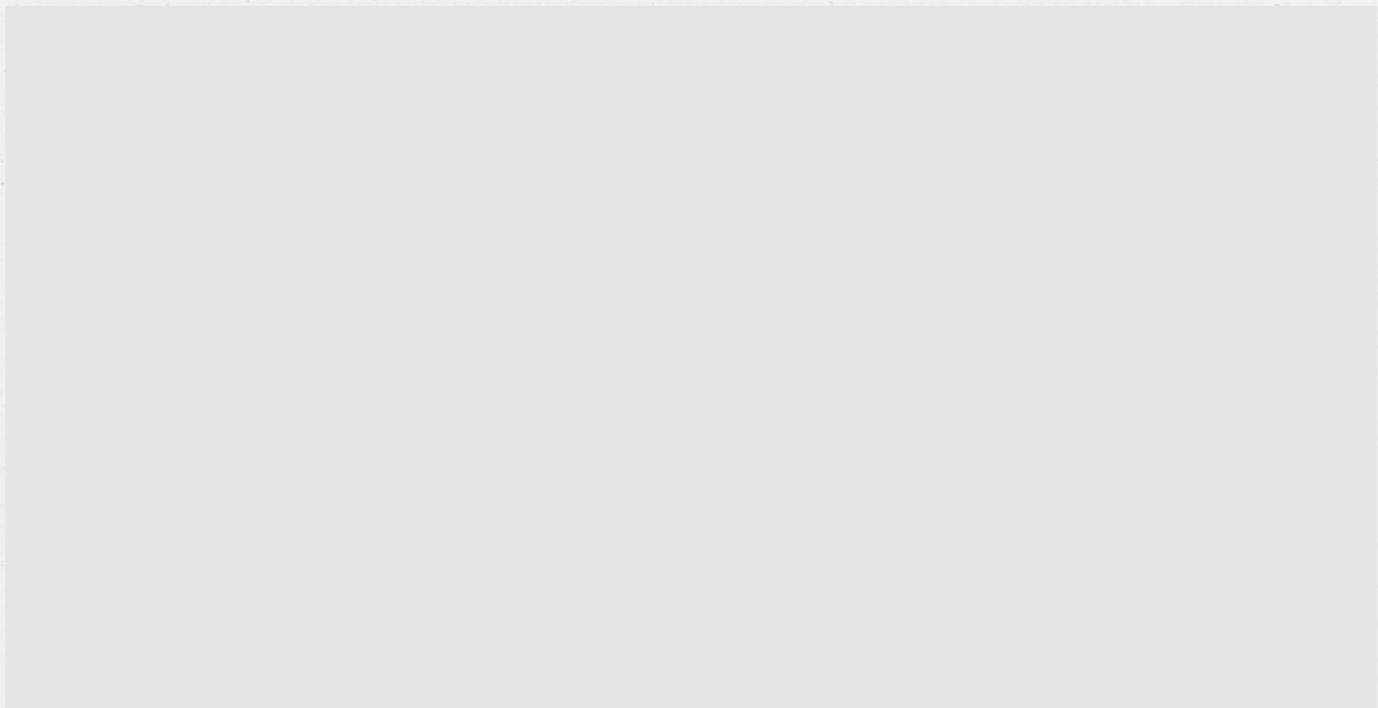
The trouble is a civilized society is not possible without social hypocrisy. Without it, every family, every business office, every classroom would blow apart.

Playboy may not know it, but the reason some people can do and say exactly as they feel at any time or place, is that most people do not. The most disastrous thing that could happen to the Playboy philosophy would be its indefinite extension.

Publicized pornography has been with us always at some level and some form. But there are reasons for thinking it has reached its peak and will recede. One is the change in the age profile

of the population. The young become a smaller and smaller proportion of the population, which is also, incidentally, the reason street crime will diminish. Another is the instinct impeded to preserve something that's precious and mysterious.

The gathering resent for pornography, even among many of the young, is a sign of that. And there are historical precedents for believing it will diminish. One is the experience of France in the 1890s. The young rebelled against all things established. En masse, they were preoccupied with eroticism and what drugs and stimulants were available. In about a dozen years, the whole scene altered. The young became preoccupied with sports and physical fitness. The established society had not changed -- they changed. They had become bored with boredom. CBS -- (9/23/76)



Michael Kilian

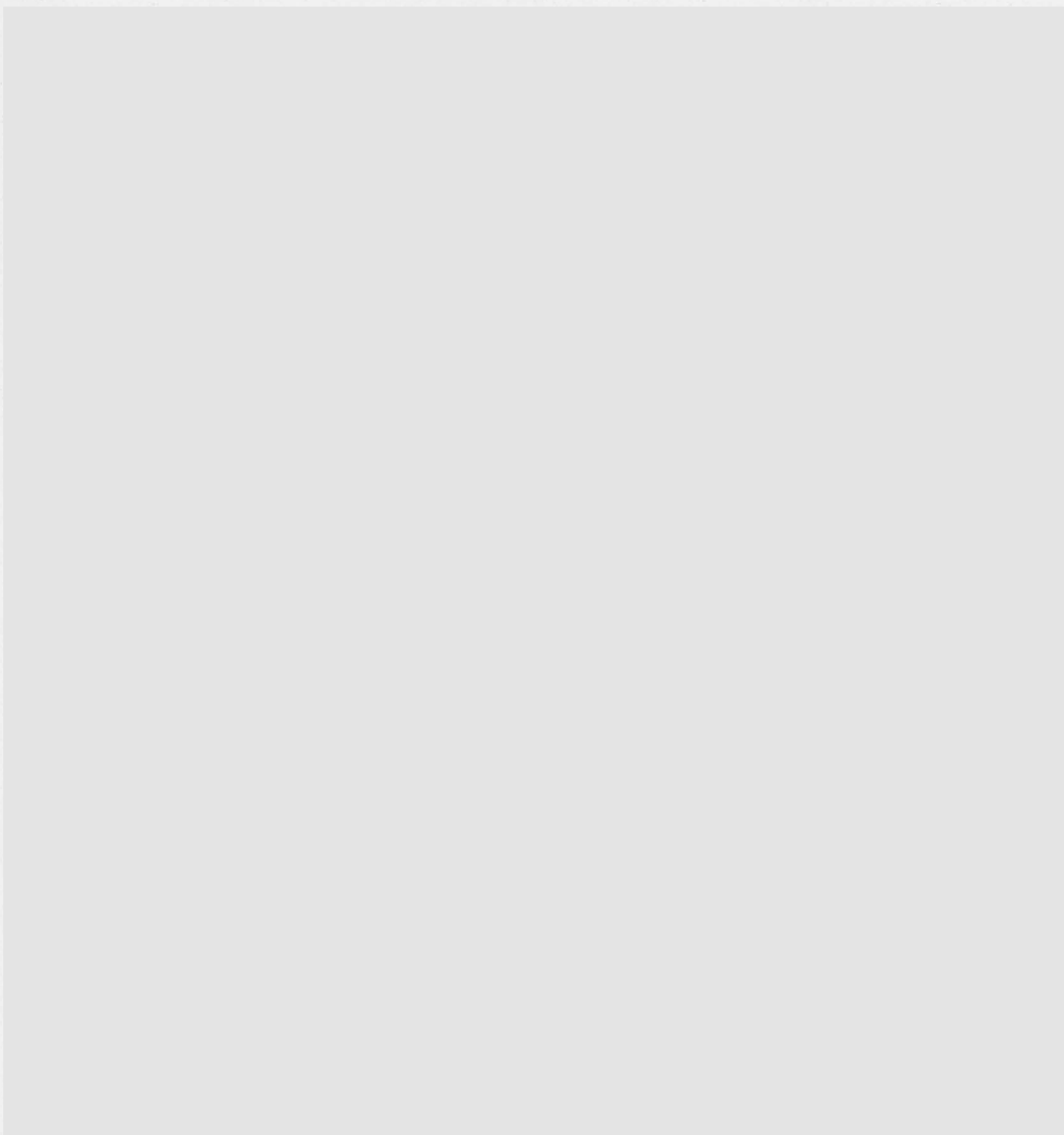
So, there's a luster in the campaign

Damn. Just when I thought we'd finally got this election campaign under control, someone comes along and blows the whole thing wide open with an astounding new issue:

Lust!

my only real complaint with that — speaking as a fellow luster — is that, as usual, he wasn't very specific. [Names! Names!]

If Carter doesn't want to condemn a man "who not only looks on a woman



Carter would probably let Burns finish his term

Second of two articles

My hunch—and I must emphasize that it's purely a hunch—is that if

more with the White House "favorite."

And word would get around. Domestic bankers would then consult

though a patina of justification has been built up for such a course. Mariner S. Eccles, who was chairman under Presidents Franklin D. Roosevelt and Harry S. Truman, has said



Rhodesia Will Announce Minority Rule Decision Friday

Prime Minister Ian Smith said Thursday a decision had been made on the U.S.-British proposal to end white minority rule, but declined to disclose the verdict.

Walter Cronkite reported that Rhodesian government sources said Thursday evening the country's ruling party caucus has agreed to accept Secretary Kissinger's plan. (CBS)

After several hours of talking with the ruling Rhodesia Front Parliamentary Caucus, a smiling Smith said, "I'm very satisfied with the decision." He said the final response to the plan urging acceptance of black majority rule would be broadcast to the nation Friday evening. (CBS)

"It was a very pleasant, constructive meeting and at no time was there any irresponsible talk or any acrimony," Smith said. "I was very pleased with the performance of my caucus." (CBS) AP,UPI,Networks -- (9/23/76)

HAK Assesses S. Africa Situation
(Interview conducted by Walter Cronkite, CBS)

CRONKITE: Dr. Kissinger, it appears that congratulations are in order. Rhodesian sources say that Premier Smith's party has accepted your proposals to achieve racial peace there... Can you tell us now specifically what the proposals are?

HAK: Well, I think that we should wait until Mr. Smith speaks to his people tomorrow (Friday) but the... basic proposals that were made by the British government last March, and which are now being worked out with some modifications with the Rhodesian authorities, apparently.

CRONKITE: Do the modifications, can we ask, change the time table? Does it still provide for a majority rule after 2 years?

HAK: This time table has not been changed.

CRONKITE: We've been led to believe that the proposal to provide a cessation of black guerrilla activities during this transition period... is that correct, sir?

HAK: Well, it has always been understood that at some point in this process, guerrilla activity would have to cease. But, again, we are at the beginning of a very delicate process -- Mr. Smith has not yet spoken, the African states have not yet reacted, negotiations which will involve, also, Great Britain, have yet to be conducted, so I don't think I could go into the details before the first step has yet been taken.

CRONKITE: Dr. Kissinger, the African ministers met at the UN today, and we understand that spokesmen for the neighboring nations -- Tanzania, Zambia and Mozambique -- all said they would continue liberation activities, guerrilla activities, in other words, until the transfer of power to majority rule actually was made. Does that surprise you? Does that throw a block into this process?

HAK: No, this is consistent with the discussions that have been taking place. We've all been speaking to the authorities of Rhodesia, the South African government, and to the black African states, and what is emerging, hopefully, is a consensus to which all parties agree.

CRONKITE: What is the next step, sir?

HAK: The next step is that Mr. Smith face the circumstances which he's prepared a constitutional crisis... then Britain, as the country that has the constitutional responsibilities, will probably seek to facilitate a conference between the black nationalist movement and the separates in Rhodesia. And this will bring about the negotiation which will produce the final settlement.

CRONKITE: If this doesn't work, do you have any other plan to fall back on?

HAK: If we have not made... there would have been a great war in southern Africa, which was already escalated, which would have brought a grave risk for foreign intervention, and this would have spread to neighboring countries. We hope that we have contributed to averting this, and, having brought it this far, we are not counting on it failing.

CRONKITE: Dr. Kissinger, there was more rioting in Johannesburg today, when you saw Prime Minister Vorster of South Africa, did you get any indication that there'll be any change in South Africa's attitude towards apartheid at this time?

HAK: Well, the South African situation is complicated. I made clear our views on the subject. And I hope there would be an evolution that would bring more harmony.

CRONKITE: Any assurances from him to give you encouragement?

HAK: It's a complicated process which will take longer than the one we have negotiated in the last few weeks.

U.S. Crime Rate Up 3%

An increase in theft pushed the nation's crime rate up three percent during the first six months of this year, compared with the same period a year ago, the FBI reported Thursday.

Atty. Gen. Levi noted that the three percent over-all increase was much less than the 13 percent boost reported for the first half of 1975, compared with the previous year.

He called the trend encouraging, but said, "there remains a net increase in serious crime -- a clear reminder that all segments of the criminal justice system must continue working to solve the problem."

Nationally, the FBI report showed that murder declined 12 percent, rape and assault each dropped one percent, robbery was down 10 percent, burglary dropped five percent and motor vehicle theft declined three percent. AP, UPI, ABC, CBS -- (9/23/76)

CONGRESS

House Kills Synthetic Fuels Bill

The House killed by a one-vote margin Thursday a Ford Administration-backed plan for commercial synthetic fuel plants to be helped by \$2 billion to \$4 billion in government loan guarantees.

The 193-192 vote defeated a procedural resolution that would have brought the complicated measure to the House floor for debate. It eliminated any chance of enactment of the measure at the session scheduled to end next week. Some version of the plan, however, is expected to be revived for consideration by the new Congress taking office in January. AP -- (9/23/76)

Times of TV News Items
September 23, 1976

	ABC	NBC	CBS
<u>ADMINISTRATION NEWS</u>			
1. Ford/debates	1:43(2)	1:02(3)	2:00(lead)
2. HAK/Britain	:10(11)	:10(7)	
3. FBI/crimes	:20(14)		:25(4)
4. HAK/interview			3:30(7)
<u>OTHER MAJOR NEWS</u>			
1. Debates	:24(lead)	1:02(lead)	
2. Carter/debates	1:54(3)	1:13(2)	1:40(2)
3. Debate preparations	2:17(4)	4:05(4)	4:10(3)
4. SEC/US Steel	1:55(6)	:17(5)	
5. Mrs. Carter & Ladybird/ Playboy	:22(5)	1:47(6)	:15(10) 2:00(Sevareid)
6. Rhodesia/Smith	2:40(10)	1:28(8)	1:30(6)
7. Johannesburg riots	:19(8)	:34(9)	:35(8)
8. S.Africa/racial policies	:11(9)	:14(10)	
9. Sarkis/Lebanon	:21(12)	:19(11)	:30(9)
10. Polio vaccine		2:24(12)	
11. Harris/kidnap	2:00(13)	:14(13)	
12. Viking		1:24(14)	
13. N.Y. Bar		2:25(14)	
14. Debate topics		1:55(16)	
15. Ford funds	:55(7)		
16. Busing			2:30(5)
17. World/debates			1:20(11)
18. Miss. drought	5:00(15)		
19. Stocks	:10(16)		:10(13)
20. Norw. tanker			:20(12)

News & Comment

The President's Daily News Summary



Leading The News...

FRIDAY AFTERNOON
SEPTEMBER 24, 1976

NEWS WRAP-UP

Wall Street Journal 1, 2

DEBATES

Polls

AP Poll Shows Ford Gains From Debates AP 3, 4

Political Reaction

Both Teams Claim Victory Good Morning America 5
Dole: Carter Appeals to AP, UPI, CBS Morning News, Today Show 5, 6
"Base Instincts"
Mondale Accuses Ford of CBS Morning News 6
Distorting Facts

Media Reaction

Newspapers Comment on NBC Today Show 6, 7
Debates
No Winner, No News CBS Morning News 7
NBC Reporters Discuss NBC Today Show 8
Debates
Comment By Apple and Johnson NBC Today Show 8, 9
McLuhan Calls Debate Set-Up NBC Today Show 9
"Atrocious"

Issues

Busby Corrects Medicaid NBC 9
Statements
McCarthy Says Debates Showed Today Show 10
Lack of Knowledge
President Stresses Tax Cuts, Wall Street Journal 11, 12
Challenger More Jobs, Goals
that Mirror Candidates'
Differing Philosophies

DEBATESScores

Debate Coaches Give Ford Slight Edge AP, UPI 12-A, 12-

Cartoon Philadelphia Inquirer 13

Cartoon Chicago Tribune 13

Technical Failure

Audio Gap Traced to Amp System AP, UPI, Network 14

CARTER/MONDALE CAMPAIGNPlayboy Interview

Sexual Politics Wall Street Journal 15

Strategy

Carter Pennant Drive: How to Shake Slump? Christian Science Monitor 16

Image

The Wit of Jimmy Carter-- It's A Short Story Philadelphia Inquirer 17

ELECTIONStrategy

Many Voters Waiting to Be Persuaded Christian Science Monitor 18

Unstable Electorate: Many Voters Waiting to Be Persuaded Christian Science Monitor 19

Cartoon

Richmond News Leader 20

Cartoon Washington Post 20

Issues

Spare the Rich, Say the Chicago Tribune 21

Teamsters

FOREIGN POLICY

Smith to Announce Plan for Black Majority Rule AP, UPI, Morning Shows 22

HAK Confident of Peace Plan Acceptance AP, UPI, Networks 22

Henry's African Package: How Will It Sell? New York Daily News 23

Ian Smith Tries to Stop the Deluge Chicago Tribune 24

World-Wide

FORD EXPECTS TO SIGN the tax bill, he said at the first campaign debate.

The President said that, although he wishes the new tax legislation had provided a further \$10 billion in cuts, his present incli-

that his government will permit multiracial sports at all levels and will let mixed-race teams represent the country abroad. The move is designed in part to end the boycott South African athletes have faced in many nations, but whether it would do so was unclear. Meanwhile, racial violence broke out in white downtown Johannesburg and in its black suburb of Soweto.

Business and Finance

FORD MOTOR and the United Auto Workers are apparently making their first significant progress toward settling a strike, even on the major union demand for more paid time off the job. Inten-

Bache Group's net slumped 77% to \$1.1 million in its July 31 fourth quarter. Dean Witter had an 18% decline to \$3.2 million in its Aug. 31 fourth quarter; it declared a 25-cent-a-share extra dividend in addition to its 15-cent quarterly.

AP Poll Shows Ford Gains From Debates

Neither President Ford nor Jimmy Carter won a clear victory in last night's debate, but the President gained more new support than did Carter, according to an Associated Press poll.

A telephone survey of 1,065 registered voters before and after the debate shows that 34.4% gave the win to Ford and 31.8% thought Carter won. The rest, 33.8% said neither man won or had no opinion.

Ford's margin of victory is considered too small to be a precise indicator of national sentiment. The pollsters say the sample could have an error margin of 2.9%.

But the President's over-all support rose almost 4 points, from 41% before the debate to 44.9% after it. Carter's support rose only 1.6%, to 46.9%.

The telephone survey also showed that Carter elicited more negative comments than the President. More than 11% of those that said Ford won gave their reason as negative reaction to Carter's stands, style, or appearance. About 4% of those that said Carter won mentioned negative reactions to Ford.

The findings correspond closely to poll results after the Nixon-Kennedy debates of 1960. Kennedy's standings rose about 3% after the first debate, Nixon's about 1%.

The telephone survey was conducted by Chilton Research Services of Radnor, Pennsylvania. -- AP (9/24/76)

Today Show Interviews Middle America

The Today Show Friday took a random sampling of America's opinions on the debates by interviewing people on their way to work in four major cities.

In New York six persons were interviewed, five of them said they were going to vote for Carter. One woman, a Ford supporter, said Ford took Carter to task on Carter's role as Governor. She added the working man never had it so good. Other comments were:

- Ford is the worst of the two evils
- Carter is better for the working people and will put people back to work.
- The debates were a draw, but this man will still vote for Carter.

In Cleveland five persons were interviewed, two would not state their preference, two were for Carter and one for Ford. Their comments were:

- Carter won the debates. He was more clear-cut on the issues.
- No one won and this man's mind was not changed.
- Carter is more aggressive and has a slight edge over Ford now
- This woman is for Ford, but said both talked too much
- Carter is the better candidate and he is more informed. The Republicans don't accomplish anything.

On their way to work at a tool company in Houston, the following five persons gave their assessment of the debates:

- Carter still has one man's support but Carter was not well prepared at all.
- President Ford was very well prepared and knew the facts well. A major point in his facts is that he is against overspending.
- Ford definitely won the debates and his incumbency helped. This man is for Ford.
- Ford came out slightly on top, but this woman still hasn't made her mind up.
- Carter has better proposals for programs and has the facts and figures to back him up.

Several Chicago commuters, asked for their opinions, all seemed to favor Ford.

- Ford was better prepared, but Carter had a better make-up job. This man decided he will now vote for the President.
- The debates were well executed and informative. Carter showed more concern for the individual. There should have been opening statements in order to outline the themes of the debates. This man discovered new apprehensions about both of the candidates.
- Ford had the edge in the debates. Carter skirted the issues.
- Ford addresses himself to the issues which Carter danced around.

Concluding the random samplings, John Cochran interviewed three American University students in Washington. Two said they were for Carter and one said he was for Ford. Their comments:

- Carter finished strong but there was no clear cut winner. Both were too stiff and nervous. A more informal format would have been better. This girl is for Carter.
- No one won the debates. This student is for Carter but was impressed with neither candidate.
- Carter again flipped on the issues. This man is still for Ford.

Both Teams Claim Victory

President Ford's campaign manager Jim Baker said Ford was the clear cut winner in Thursday's debate and predicted his boss will do just as well in remaining debates. He said the President was well prepared, decisive and in command.

In an interview on Good Morning America, Baker said Jimmy Carter still failed to address himself to specifics.

He said Ford talked about the Democratic expenditures, but did not answer the question as to why the Republican party has run up the "biggest deficit in the history of the country."

He said the President, when asked, did not answer why he pardoned Richard Nixon.

Asked if he was relieved the US Steel outings issue did not come up in the debates, Baker said no, because his boss was well prepared to answer the charge if it had.

In a separate interview, Carter campaign manager Hamilton Jordan said it was Carter who addressed the specifics, not the President.

Jordan denied there was any agreement between the two teams to eliminate discussion of Carter's Playboy interview and Ford's US Steel outings. "The questions were developed and left entirely to the panelists," Jordan said. However, he said the Governor was ready for the "Playboy Issue" had it been raised.

Jordan said Carter was probably disappointed for not getting the opportunity to speak on the subject. -- Good Morning America (9/24/76)

Dole: Carter Appeals to "Base Instincts"

Sen. Dole continued his attack on Jimmy Carter Thursday night, accusing him of appealing to "base instincts."

"I really don't believe he appeal to the country as a whole," Dole said. "He used the word 'loophole.' He used the word 'rich.' He used the word 'lie.' I think he appeals to sort of the base instincts of people -- that really isn't a presidential bearing. It may be politics but it's not presidential." (CBS, NBC)

Dole took notes as he watched the debates with his wife in San Diego, California, where he is campaigning.

Talking to reporters after the debates, Dole said, "I think (Carter) came out wanting to do the best he could, knowing he finished second...that's just the way it was and I think he blew

it there. Or somebody blew it. At least when he was talking, everything stopped."

Dole told reporters the President showed "presidential bearing" in the debate and that Carter did not."

He compared his upcoming debate with Walter Mondale to the second half of a double feature.

Dole leaves San Diego Friday for appearances in Los Angeles and Anaheim. He will remain in the area Saturday and Sunday. -- AP;UPI;CBS Morning News; Today Show (9/24/76)

Mondale Accuses Ford of Distorting Facts

Walter Mondale took advantage of the debates by attacking President Ford for his "deliberate distortion of Jimmy Carter's income tax proposal."

"He knows that the wire service story that originally said Governor Carter intended to raise taxes on middle income Americans was false," Mondale said.

"Within a few hours that story was corrected based on looking at the original transcript...(it) showed that there was a transcription error, yet tonight, the President of the United States repeated a statement after a correction had been made," he said.

"Now I suppose there's some remote possibility he doesn't know about that correction. But they've been pushing out that misleading false impression out of the White House two or three times a day," he said. "I find it utterly unbelievable the President was unaware of the fact he was misrepresenting the Governor's position."

Mondale said Ford's criticism of Carter's proposals because they would increase government spending showed the President had no intention of pushing for the priorities he has enumerated. -- CBS Morning News (9/24/76)

Media Reaction

Newspapers Comment On Debates

Major newspapers throughout the country commented Friday morning on the debates.

The Detroit News said if the debates showed anything, it is that the candidates do not offer any clearly defined choice to the voters.

The Chicago Tribune said there was nothing to show that either scored a significant breakthrough.

Peter Lisagor of the Chicago Daily News said what the viewers saw and heard was an almost classic rendering of Republican and Democratic dogma.

The Boston Globe concluded the President Ford hoped to project a presidential image and he did, so he could possibly be considered the winner. -- NBC Today Show (9/24/76)

No Winner, No News

CBS correspondents agreed Friday there was no clear cut winner in the debates, hardly anything new was said and neither one stood out above the other.

All of Carter's statements and responses during the debates could have been taken from his issue papers and past speeches, Ed Bradley said. "There were no new positions at all," he added.

The President's disclosure that he would probably sign the upcoming tax bill is the closest Ford came to saying anything new, Bob Schieffer said, adding most people were expecting that action anyway.

Otherwise, most of what the President said during the debates was a "careful restatement of positions he has spelled out in the last two years," Schieffer said.

Bradley said the only surprise was Carter's nervousness. "He usually comes across as being a very confident person...yet last night during the first period, he seemed very hesitant and very nervous," he said.

Schieffer noted the debate was a "typical President Ford performance" from a presentation standpoint. "The President has a terrific head for figures. He always has a battery of statistics at his finger tips."

Schieffer added that Carter won the "zinger award" when he responded to Ford's charges that the Governor was somehow connected with the runaway Congress. Carter answered, in effect, "If you're going to blame me for the Democratic Congress of which I was not a member, then I can hold you responsible for the sins of the Nixon Administration of which you were a member." -- CBS Morning News (9/24/76)

NBC Reporters Discuss Debates

Four NBC correspondents who cover President Ford and Jimmy Carter commented Friday on the debates.

Physically, Carter didn't look good, Tom Pettit noted. His suit was too big, his hair was ruffled and he bungled several opportunities to refute Ford's statements.

President Ford was right to say he should be judged on his record, Pettit said, and Ford defended his controversial points well.

Asked if President Ford accomplished anything, Marilyn Berger said the President answered the question that he has a grasp of the facts, can deal with them, and is intelligent enough to be President.

Kenley Jones, who covers Carter, said the Carter camp is somewhat disappointed because they expected a more decisive victory for Carter. "They would have felt better" especially because of the problems his campaign has encountered this past week.

The Ford people were able to stick Carter with the image of being inconsistent and fuzzy on the issues, which made Carter look somewhat fuzzy, Berger said.

Edwin Newman said during the audio difficulties, neither candidate said a word to each other or to the reporters. Both were being extremely careful and they carried that with them into the 27 minutes. Newman said he suggested to them they might sit down but neither said anything nor sat down.

Given the nature of the debates, Newman concluded, it is unlikely the debates will be decisive. "But if it is not decisive, there is a built-in advantage for President Ford," Newman said. -- NBC Today Show (9/24/76)

Comment By Apple and Johnson

New York Times correspondent R.W. Apple and Washington Post reporter Haynes Johnson gave their assessment of the Thursday night debates.

Apple said neither one was a clear cut winner. Most of the Ford or Carter supporters were probably just more reinforced from the debates. Apple said probably few votes were changed. He said it was unfortunate that no wit or memorable phrases emerged in the debates.

At first, Jimmy Carter was quite nervous, Apple said, but he

soon gained his composure and later looked confident.

Johnson called the debates stiff, cautious and dull. He said President Ford was impressive during the debates, adding that he handled himself well. -- NBC Today Show (9/24/76)

McLuhan Calls Debate Set-Up "Atrocious"

Those who arranged the debates knew nothing about television and the set-up was "stupid" according to media critic Marshall McLuhan.

Interviewed on the Today Show, McLuhan said the debates were too long and the format was wrong. The debates were set up in a newspaper style, he said, but they should have been short, 15 minute discussions between the two candidates.

McLuhan called the debates an "atrocious" misuse of the medium. The three reporters looked and sounded better than the candidates, McLuhan said. They had a better and more authoritative delivery.

President Ford looks better in black and white, while Jimmy Carter looks better in color. Ford sounds good and would do better on radio, McLuhan said.

The purpose of the debates on each side, it seemed, was to project image. If one were to present a policy, they would have destroyed their image, McLuhan commented. -- NBC Today Show (9/24/76)

Issues

Busby Corrects Medicaid Statements

Georgia Governor George Busby Friday said he was not referring to Georgia's medicaid program as being in shambles, from Jimmy Carter's Administration as President Ford quoted him as saying in the debates.

Busby said he meant the medicaid program nationwide is "The most complicated, wasteful program ever conceived." And added it is being run by the Ford Administration. --NBC (9/24/76)

McCarthy Says Debates Showed Lack of Knowledge

Senator Eugene McCarthy, said the debates showed Jimmy Carter has a great lack of knowledge on the tax Code and President Ford knows nothing about economics.

Commenting on the debates during the audio difficulties, McCarthy said neither candidate said anything anyone didn't already know. He criticised both for not letting their personalities come through. Both candidates, McCarthy said, showed a general lack of knowledge.

--Today Show (9/24/76)

PRESIDENT STRESSES TAX CUTS, CHALLENGER MORE JOBS GOALS THAT MIRROR CANDIDATES' DIFFERING PHILOSOPHIES

A WALL STREET JOURNAL News Roundup

President Ford and Jimmy Carter repeated well-known economic positions in an electronically marred television debate, with the Democratic challenger stressing the importance of reducing unemployment and the President emphasizing the need to reduce the tax burden on Americans.

The sound suddenly conked out nine minutes from the scheduled end of the 90-minute televised debate, interrupting the clear attempt of both men to project a "presidential" performance. An unsmiling Mr. Carter's words came haltingly early in the confrontation, but became crisper toward the end. The President solemnly grasped both sides of his lectern, matching his opponent in tossing out endless statistics on the gross national product, unemployment and budget deficits. They were critical of each other's positions, but courteous.

As he has in the past, Mr. Carter termed a reduction in the jobless rate his "top priority" and suggested, among other things, a need for public-works projects to cut inner-city unemployment.

But after listening to the former Georgia governor recite his plans to create jobs, the President responded by declaring, "I don't believe Mr. Carter's been any more specific" than in the past.

The entire economic discussion reflected the basic philosophic difference between the two candidates—the Republican President's strong belief in the private sector and the Democrat's willingness to see an activist federal government deeply involved in social programs.

Mr. Ford sought several times to tie Mr. Carter to what he said was the Democratic Party's costly platform. Mr. Carter several times accused the President of a lack of leadership. "Mr. Ford so far as I know, except for avoiding another Watergate, has not accomplished one single major program for this country," said the Georgian.

The debate, which took place in Philadelphia before a small theater audience and as many as 100 million television viewers, produced one piece of news in its early minutes.

The President said that on the basis of his early analysis, the recently passed tax-reduction and revision bill "does justify my signature and approval," though he noted he has several reservations about the measure.

Tax-Cut Bid

Mr. Ford said Congress should have added another \$10 billion in tax cuts to the bill, as he suggested last January.

Asked how it was possible to promise both tax cuts and a balanced budget, the President reiterated his often-stated view that any tax cuts must be tied to holdowns in federal spending.

In his response to Mr. Ford, Mr. Carter said the current tax system is a "welfare program for the rich" and that the philosophy of Republican administrations has been to "pile on taxes on low-income people."

But the President also chimed in on the side of the taxpayer. After Mr. Carter insisted that federal revenues will increase fast enough to finance the social programs he has advocated, Mr. Ford said he thought any additional revenues should be returned to Americans as further tax cuts.

"I don't think we should add" many of the programs Mr. Carter has advocated, the President declared.

Mr. Ford, saying that middle-income taxpayers "have been short-changed" by current tax policies, asserted that Mr. Carter wants to raise taxes for "about 50% of the working people of this country." He cited as evidence a recent interview by Mr. Carter with the Associated Press: Mr. Carter later asserted that the President was knowingly quoting from a garbled version of the transcript, which was later corrected by the AP.

Mr. Ford said the Democratic Party has controlled the Congress for the past 22 years and has written much of the current tax code.

Mr. Carter insisted under questioning that it will be possible to reduce the unemployment rate—currently 7.9%—to between 4% and 4.5%, control inflation and produce a balanced budget, all by the end of the term he's seeking.

The Democratic candidate also argued that multinational corporations export jobs to foreign countries and that domestic international sales corporations—foreign subsidiaries of U.S. concerns that get certain tax breaks—cost "\$1.4 billion a year" in lost government revenues. Whenever "rich corporations" escape a tax, he said, "the average American pays it for them."

And aware of Republican efforts to pin a "big-spending liberal" on him, the Democratic candidate promised to "cut back" on the speed of new programs if federal deficits threaten.

Mr. Ford promised he would submit a balanced budget in January 1978 for the fiscal year that starts in October of that year. The economy is improving, he argued, citing increases in employment and a drop in the rate of inflation. He contended that these improvements would permit moderate increases in some domestic social programs as well as his proposed tax cuts.

He also charged the Democratic Party platform would result in additional spending of somewhere between \$100 billion and \$200 billion a year. "These programs you can't provide and give tax relief" at the same time, Mr. Ford said.

In response, Mr. Carter accused the President of advocating just before the election some of the programs that he previously had opposed. He sought to link this attitude to that of the Republican presidential campaigns of Herbert Hoover, Alf Landon and Richard Nixon.

Debate Coaches Give Ford Slight Edge

Four members of a five-member panel of college debate coaches gave a slight edge to President Ford in the debate. The fifth gave Carter a narrow edge.

The Ford four said they leaned toward him principally because he did a better job of rebutting some of the Democratic nominee's arguments.

The five coaches from around the country scored the nationally televised event for The Associated Press using a point system similar to that used in collegiate debate competition. Evaluating the candidates for their analysis, reasoning, evidence, organization, refutation and presentation, the coaches voted this way:

Dr. Barbara O'Connor, California State University at Sacramento, 22-19 for Ford. Dr. Donn Parson, University of Kansas, 24-23 for Ford; Prof. William Southworth, University of Redlands, California, 27-24 for Ford; Prof. James K. Unger, Georgetown University, Washington, D. C., 15-13 for Ford; Prof. Melissa Maxcy Wade, Emory University, Atlanta, 22-20 for Carter.

Southworth particularly gave Ford credit for his remark at the end of the tax discussion that the tax structure objected to by Carter was enacted by a primarily Democratic Congress.

Unger, the most critical of the panelists, said the refutations in general "seemed to be primarily directed to what the candidates hoped their opponents would say, rather than what their opponents did say. Certainly, though, President Ford seemed to be superior at this level of argument."

Parson thought Ford particularly scored with his argument that Carter can't complain both about Ford's vetoes of spending bills and about the budget deficit.

Professor Wade gave Carter the edge on the basis that he was more responsive than the President in more areas, scored well on the inflation-jobs topic, and because Ford often responded on the basis of proposals rather than his record.

The judges all found the candidates somewhat nervous at the outset. Southworth thought Carter "really lacked the enthusiasm and zing he normally has in his delivery. In an area where I thought Carter would dominate, he really didn't."

The scorecards looked like this:

<u>CARTER</u>	A	B	C	D	E
Analysis	3	4	4	2	4
Reasoning	3	4	4	2	4
Evidence	2	4	4	3	3
Organization	4	3	4	2	4
Refutation	3	4	4	2	4
Presentation	4	4	4	3	3
Total points	19	23	24	13	22

<u>FORD</u>	A	B	C	D	E
Analysis	4	4	5	2	4
Reasoning	3	4	4	2	3
Evidence	4	4	5	3	3
Organization	3	3	4	1	4
Refutation	4	5	5	4	3
Presentation	4	4	4	3	3
Total Points	22	24	27	15	20

A - O'Connor

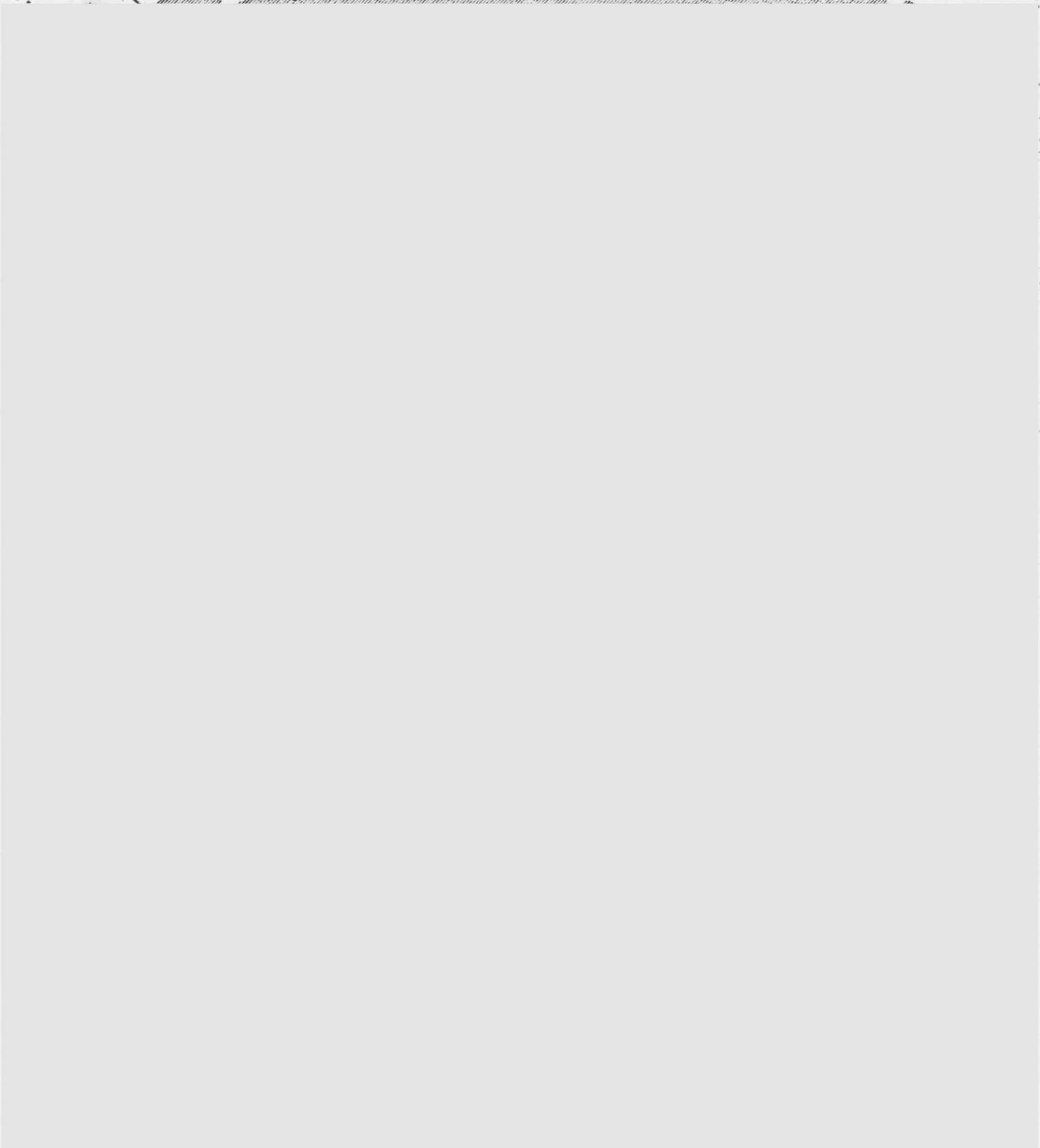
B - Parson

C - Southworth

D - Unger

E - Wade

--AP, UPI (9/24/76)



"They decided against audience reaction, Fred, so knock it off!"

Philadelphia Inquirer,
9/24/76

CHICAGO TRIBUNE,
9/24/76

Audio Gap Traced to Amp System

The 27-minute audio gap during the debate has been traced to a breakdown in an audio amplifying system, American Broadcasting Co. officials said today. But ABC engineers said they were still trying to pinpoint the exact cause of the audio failure.

ABC, which was in charge of the technical operations of televising the debate from the Walnut Street Theater, said the breakdown was in "a pool audio distribution amplifying system" used to send the sound to the other networks.

Walter Pfister, Jr., an ABC Vice President, said he was in the control room in the ABC trailer outside the theater when the sound went dead. "You can imagine it was a shock," he said. "It just stopped. It came out of the blue," he said.

He said ABC had been prepared for other contingencies but that there was no backup system to correct the audio failure.
--AP, UPI, Networks (9/24/76)

REVIEW & OUTLOOK

Sexual Politics

Jimmy Carter's comments in the much-discussed Playboy interview have a specific importance in that they may affect his election chances. Partly out of exaspera-

lapsed is crying out for moral leadership. But Mr. Carter must also be wondering at this stage whether that perception has led him into a trap. Did the Playboy

Carter pennant drive: how to shake slump?

By John Dillin

Staff correspondent of The Christian Science Monitor
With the Carter campaign

Like a batter in a slump, Jimmy Carter goes on the road again this weekend looking for a new stance that will help him hit a few home runs.

Mr. Carter had a great spring training season. He outhit, outran, and outplayed all his Democratic opponents. But when the pennant drive started three weeks ago, he began striking out.

In the next four days, Mr. Carter jets 6,400 miles — through Texas, California, Oregon, and Indiana — in what could be one of the most important swings of his campaign. He desperately needs to get back his earlier momentum, to make a few hits that will bring the crowds to their feet.

Christian Science Monitor, 9-24-76

The wit of Jimmy Carter—

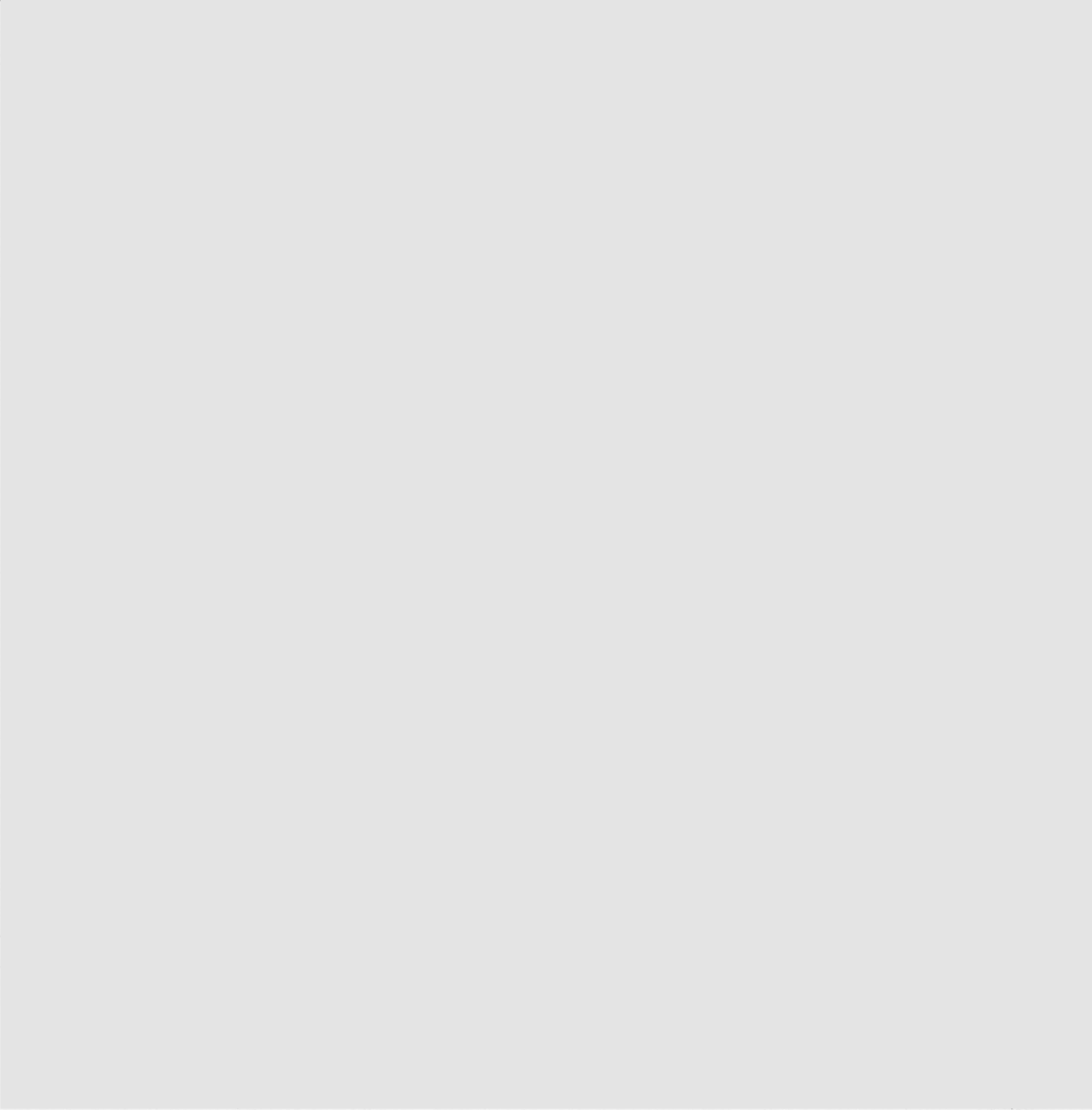
By Aaron Epstein
Inquirer Staff Writer

—it's a short story

After years of grimacing and glowering with Lyndon Johnson, Richard Nixon and Jerry Ford, I've become concerned about the sad state of

to see Bert Lance, who was Carter's

Careful readings of Gov. Carter's speeches disclose unleavened sobri-



Many voters waiting to be persuaded

By Godfrey Sperling Jr.

Staff correspondent of The Christian Science Monitor

Washington

With the debates begun, the American public's 1976 presidential options perhaps are clarifying.

But on the eve of the first debate, the softness of allegiance to both candidates was immense.

In addition, those who had yet to make up their minds on how they would vote seemed to encompass one-third to one-half of the electorate.

In Washington, several political analysts are saying that the less-than-committed vote, together with the undecided vote, appears to be larger at this point — only seven weeks before the election — than it has been at any similar pre-presidential election in their memory.

And the consensus of observers here, as the candidates prepared to enter the TV ring, was:

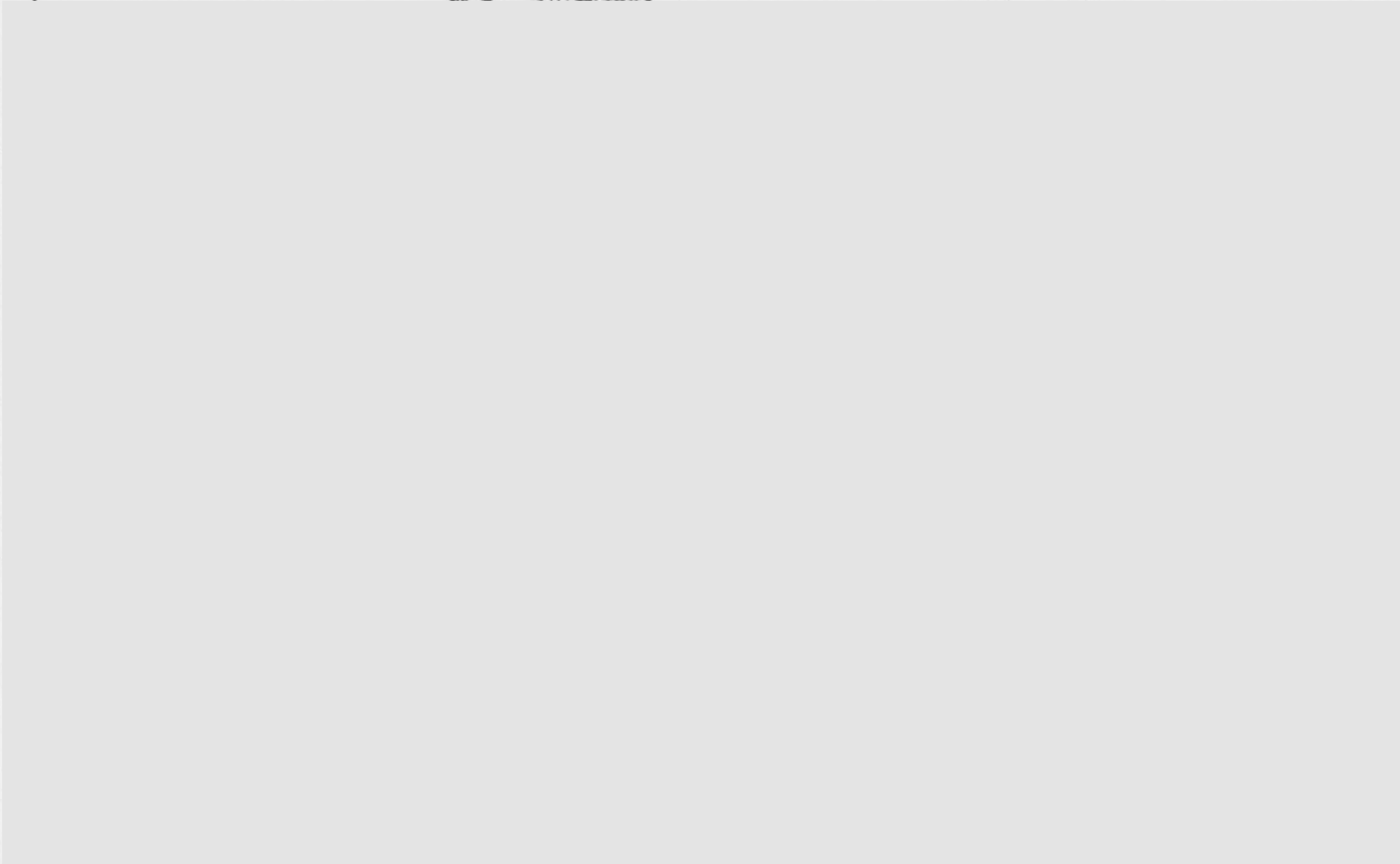
1. That if either could use this confrontation as a means of exciting the American voters and thereby pull the less-than-enthusiastic supporters and the millions of undecided citizens behind him — he would be the winner in November.

2. But if neither of the candidates could "ring the bell" with the populace in debate — and if the fare in these TV engagements was widely viewed as bland and inconclusive — then this massive undecided vote might remain as such until just before the final vote.

The new Gallup poll shows that 36 percent of the voters have not settled on a candidate as yet. And a Washington Star survey of Washington and environs indicates that half of the potential viewers of the debates were still among the undecideds.

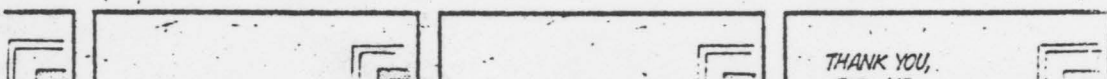
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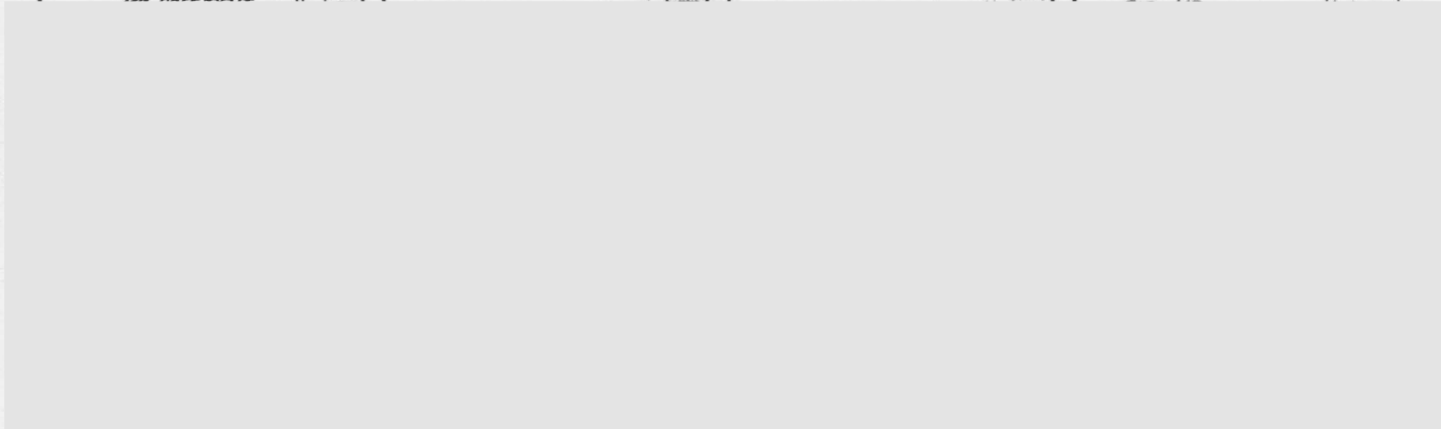


Richmond News Leader, 9-22-76

DOONESBURY



THANK YOU.



Washington Post, 9-24-76

Spare the rich, say the Teamsters

President Ford and Jimmy Carter should both stop talking about increasing taxes on higher income families because in most cases such an increase

\$9,000 showed an average of only 1.44 earners.

These findings by the New York-based council carry a double impact. Part of it

Chicago Tribune, 9-24-76

Smith to Announce Plan for Black Majority Rule

Prime Minister Ian Smith will announce Rhodesian acceptance of black majority rule in a nationwide broadcast Friday night, Parliamentary sources said Friday.

The sources said a 50-man Parliamentary caucus of Smith's ruling Rhodesia Front Party agreed Thursday on the basis of a Cabinet recommendation to a U.S.-British plan for a constitutional settlement.

If the reports are correct, the decision will make a historic turning point in a regime that has insisted on white rule ever since breaking away from Britain 11 years ago.

The sources said pressure from South Africa, which provides landlocked Rhodesia with its only economic lifeline to the outside world, was instrumental in pushing the Rhodesian leadership toward acceptance of a transfer of power.

--AP, UPI, Morning Shows (9/24/76)

FOREIGN POLICYHAK Confident of Peace Plan Acceptance

Secretary Kissinger and British Foreign Secretary Anthony Crosland said Friday they had no doubts that Rhodesia would unequivocally accept the Anglo-American plan for black majority rule.

The two men spoke at a news conference at the U.S. Embassy, concluding Kissinger's African shuttle that produced the breakthrough in the Rhodesian conflict.

Rhodesian Prime Minister Ian Smith will give his government's decision on the Anglo-American peace proposals for Rhodesia in an address to the nation Friday night.

--AP, UPI, Networks (9/24/76)

Henry's African package:

how will it sell?

JAMES WIEGHART

WASHINGTON—Secretary of State Henry Kissinger has proved once again with his South African shuttle that, despite his declining popularity and his apparent lame-duck status, he retains the flair and brilliance to draw world

constitutional conference of blacks and whites leading to majority black rule within two years and to provide a \$2 billion fund financed by the United States and other Western nations to compensate Rhodesian whites who leave and to help in the nation's future development. For their part, the Rhodesian blacks and the neighboring black governments are expected to guarantee the safety of whites who remain.

Clearly there are a number of problems with such a plan, beginning with the very real possibility that it

Jerald terHorst

Ian Smith tries to stop the deluge

WASHINGTON—Ian D. Smith is a far-away face in a faraway place. Now, suddenly and sharply, the ruddy prime minister and that African hunk of the old British empire have become embroiled in the presidential campaigns of Jerry Ford and Jimmy Carter.

How they deal with Smith's Rhodesia

by armed might or political settlement, the blacks are destined to take over. What Smith wants is time, a commodity he hopes he can acquire through Washington, time to avert political suicide. Will the next president—Mr. Ford or Mr. Carter—help?

It is in the pursuit of this objective