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THE WHITE HOUSE
WASHINGTON

September 16, 1975

TO: ROBERT HARTMANN

FROM: WILLIAM J. BAROODY, JR.

 X

FOR YOUR INFORMATION

 FOR APPROPRIATE ACTION

 FOR YOUR COMMENTS/
RECOMMENDATIONS

OFFICE OF PUBLIC LIAISON

WHITE HOUSE FIELD CONFERENCE

SEATTLE, WASH.

September 5, 1975

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The President: Press CommentsFord's Five-Hour Blitz of SeattleDefends Mideast Pact

President Ford mixed campaign-style politics and a hard sell for his Middle East peace agreement during a five-hour sweep of Seattle with six of his top Administration officials.

It was a broad display of Presidential power, at times looking like a sneak preview of the 1976 election, but also a sober effort to sound out public opinion in the Northwest.

He told 2,000 enthusiastic Republicans at a fundraising luncheon: "Too many Americans have relied much too long on the government in Washington . . . I think it is time to look elsewhere -- more to Washington State for example, and less to Washington, D.C.

About 100 demonstrators outside the Exhibition Hall were drowned out by the roar of partisan approval.

Just Like A Candidate

Ford's five-hour sprint through Seattle left GOP politicians and supporters beaming in his wake.

He appeared at two fundraising functions that pulled the GOP out of debt.

His other reason for coming to Seattle was to attend a "non-political" White House Conference on domestic and economic affairs.

It was nonpartisan. It was nonpolitical. It was the power of incumbency to capture public attention and focus on the Ford Administration through a "frank dialogue" between officials and conference participants.

Candidate Ford was outside shaking hands. President Ford was inside listening to the people. His Administration officials seemed to be everywhere -- at small dinners, intimate interviews, on television and talking with plain people.

Ford upstaged them all. "This is the only state where you can be all wet and still get elected," he told one partisan audience.

Pause.

"If you're listening, Scoop, I'm only kidding."
Seattle Post-Intelligencer 9/5/75

The President: Press Comments

All Was Sunny For President

Seattle's reaction to President Ford's fast-traveling White House show was like the weather -- sparkling, sunny, and warm.

Maybe it's that people here like the way he's running the Nation. Maybe not. Perhaps it's a reaction to the woolly nonimperious, old-shoe style of the guy from Grand Rapids.

More likely, it was mainly that the President of the United States was coming around to see the folks again.

Whatever the reason, President Ford encountered smiling faces and waving arms almost everywhere he went. He often went into crowds, shook outthrust hands and said, "Hi, nice to see you."

The President came to town to address a regional White House Conference, but there was no doubt that his speeches to two smash-success GOP luncheons, visit to the hospital and other appearances, were all pure 1976 Presidential campaigning. -- Seattle Times
9/5/75

The President: Press Comments

Ford-Visit By-product: Politics As Usual

President Ford arrived in Seattle with all the hoopla of an election campaign as he opened his West Coast swing.

A speech at the "regional White House Conference" was the prime feature of Presidential business on his Seattle schedule.

This trip brought him into territory lush with political significance.

Glowing with the sense of achievement in the Middle East peace settlement, Mr. Ford was coming smack into the home state of Senator Henry M. Jackson, a tough critic of the Ford-Kissinger foreign policy.

Embattled with a Democratic Congress, he was coming into the home state of Senator Warren G. Magnuson, a Senate kinpin who's called Mr. Ford more conservative than Herbert Hoover.

His participation in GOP fundraising luncheons can be expected to retire the 1972 debts of the local party. His trip brought together liberal-moderate and conservative elements of the Washington State GOP. -- The Seattle Times 9/4/75

The President: Press CommentsFord States Resolve to Boost Economy

The worst days of America's recession are over, but "far too high" unemployment and energy independence remain major problems to solve, the President told more than 1,000 representatives of business, minority groups, environmental organizations and news media in Seattle.

Answering questions from the audience, President Ford commented on several major issues:

- Need for growth in the Nation's economy
- Veto of a new consumer department
- Elimination of regulations that plague business
- Serious natural gas shortage this winter
- Deregulation of natural gas
- Inflation
- Better utilization of coal
- Improved participation in government
- Everett Washington Herald 9/5/75

War Whoops and Boos Greet Ford at Center

Indian war whoops and boos from less than 200 picketing demonstrators greeted President Ford as he entered Exhibition Hall at Seattle Center for a GOP fundraising luncheon.

Among the demonstrators were these groups: The Survival of the American Indian Association, The Labor Progressive Party, The Socialist Worker Party, The Seattle Liberation Coalition, and The Seattle De La Raza.

The group chanted "Stop the War on Indian Land," alluding to the FBI-Indian confrontation on the Pine Ridge Reservation in South Dakota.

The group later dwindled to about 50 who marched down Fifth Avenue to the Olympic Hotel where another GOP fundraising luncheon was to be held.

About 30 commercial fishermen also picketed a local court decision. -- Seattle Post-Intelligencer

Ford Gets Lots of Mileage Out of His Trips

Exposure is what every politician craves, and President Ford has developed a system for getting as much of it as humanly possible whenever he travels outside Washington.

His plan is to blitz every town he visits, jamming a variety of events -- speeches, ceremonies, press conferences -- into a short period of time.

In Seattle he managed to give an arrival speech, address two GOP groups, answer questions from civic groups, visit a new cancer research center and meet with some local GOP candidates, all within five hours.

Better still, from Ford's viewpoint, was the fact that two of the events -- his arrival and the hour long interrogation by civic groups -- were presented live on statewide television.

Virtually everything the President does on his trips outside Washington -- they will continue almost every weekend until the end of the year -- is tailored to generate the maximum political impact on whatever state he is visiting.

An entourage of White House reporters with him receive little in the way of news. His speeches break no new ground.

If his message doesn't come through loudly when he conveys it from Washington, this problem is eliminated when he spells it out in person.

White House officials insure that his campaigning is always from the most congenial forum. This ordinarily means speeches to Republicans, who cheer his conservative rhetoric lustily, and question-and-answer sessions with newsmen or civic leaders.

Ford advisers are convinced that he comes across best when responding to questions, and the ones he gets outside Washington are usually soft and easy to answer. -- Fred Barnes, Washington Star, 9/5/75

The President: Press CommentsFord Repeats Conservative Line In Speeches to GOP on Coast

President Ford declared at a Republican rally in Seattle that the party should be "prepared to govern, but not to dominate the American people."

Beginning a two-day political and official foray along the West Coast, the President resumed an essentially conservative approach to national issues.

The long day began at sunup in Washington. He scheduled 12 public appearances -- and six speeches, three of them on live local television in Seattle, Portland, Ore., and Sacramento, Calif.

They included a question session at a regional White House conference in Seattle, a visit to a cancer research center and a dozen GOP functions. -- New York Times 9/5/75

Is There A Ford In Seattle's Future?

The Seattle Chamber of Commerce is inviting nearly 1,000 to attend a White House Conference next month despite the fact that no one seems willing to admit that such a meeting will take place.

The expectations are that President Ford will visit Seattle on September 4 with at least four Cabinet officers and other top officials from his Administration.

"We're handling the logistics of mailing the invitations for the White House," said A. H. Coolidge of the Seattle Chamber of Commerce, "but I can't confirm anything."

"We haven't confirmed a conference in Seattle," said John Shlaes, who was helping with a conference in Milwaukee. "I can only tell you that in the past we try to bring to the community where we're having a conference a number of people who make policy decisions. We want to get increased rapport between, ah, the people, ah, and the, ah, leaders in government."

"But I can't confirm a thing," he said. -- Seattle Post Intelligencer 8/15/75

Ford 'Go Slow' Approach Evident

President Ford answered 15 questions in about an hour during the White House Conference.

All but one of the generally friendly questions were posed by members of the 14 institutions and groups which co-sponsored the conference.

His most emphatic answer came on questions about his plan to veto a bill creating a Federal consumer protection agency and whether the country can continue to grow at past rates without ruining the environment.

He said he had instructed his White House Adviser for Consumer Affairs to work with Federal departments on ways of increasing consumer protection. This will "do the job" without adding another layer of bureaucracy, the President said.

On growth rates and the environment, he said the country must continue to grow if we are to provide jobs for the 1.6 million young people entering the labor force each year. He added that he is optimistic that if managed properly, the country can grow without despoiling the environment.

Other questions ran the gamut from inflation to the 200-mile offshore limit. -- The Seattle Times 9/5/75

The President and All

(Seattle Post-Intelligencer,
Page One, Sept. 4, 1975)

His People

Today's Visit
To Seattle



BY SHELBY SCATES

P-I Political Writer

Housing: General

'Pecking At A Mountain Of HUD Problems'

Reporters flock to Carla Anderson Hills, Secretary of HUD because she is the third female Cabinet woman in history.

"Carla is a public relations man's dream," one HUD insider remarked. "She attracts people who ordinarily wouldn't be interested in HUD."

Hills arrived in Seattle as one member of President Ford's entourage participating in the Town Hall meeting.

In a telephone interview, the HUD Secretary said "Seattle would not be a forum for a major policy speech." She will meet with Alaskan housing officials, newsmen, and co-sponsors of the Town Hall conference and make a brief state-of-HUD-address.

Pointing to the 85-5 vote that put her in the top HUD chair last March, she brushes aside criticism from her opponents -- National Association of Home Builders, The U.S. Conference of Mayors, National League of Cities, and various Democratic Senators.

At 41, Hills says she neither looks back at what "I've done, and I don't worry about the future. I am pecking away at an absolute mountain of problems at HUD." -- Post Intelligencer 9/3/75
(one-half page with photo)

The Seattle Times

September 5, 1975

Only Cabinet woman called 'really smooth'

By PATRICIA FOOTE

"She is really smooth," someone whispered as Carla A. Hills, secretary of housing and urban development, fielded questions at yesterday's regional White House Conference here.

"That woman is tough,"



be responsible for solving their own problems.

"... If the federal government keeps its heavy hand out of local decision-making, the cities are up to the job and ready to move," Mrs. Hills said in a speech.

"I'm not going to tell you that all of our worries about

HUD Chief Lauds Bloc-Grant Concept

Helping cities solve their housing and neighborhood problems will continue to be a top priority in the Department of Housing and Urban Development.

In an interview before her speech at the White House Conference, HUD Secretary Carla Hills said the new community-bloc programs are a "tremendous improvement" over the categorical allocations made by HUD for community development.

She said that about 60 percent of the \$2.5 billion allocated this year in community bloc grants is going for neighborhood preservation with nine percent going for rehabilitation loans.

Bloc grants permit the local governments to decide how to spend the money.

Mrs. Hills, HUD Secretary since March, explained the goals of her department. -- The Seattle Times 9/4/75

Seattle Post Intelligencer

September 5, 1975

Tax Shelters? Hills Worried

BY DON CARTER

P-I Real Estate Editor

Carla Hills, U.S. Secretary of Housing and Urban Development, said yesterday she was "very worried" about the impact which the possible elimination of real-estate tax shelters might have on



nation's housing problems. Major points she hit:

● Waste is the biggest single cause of urban decay — "It is far less expensive to recycle a city than it is to build a suburb." She feels "block grants" given to cities for preservation and rehabili-

Tax-Cut Extension Still Iffy For Adviser

President Ford will have to decide soon on whether or not to extend the 1975 tax cut, but one of his close economic advisers has not made up his mind on what advice he will give the Chief Executive.

L. William Seidman said opinion is divided within the Administration on a tax cut policy.

Labor Secretary John Dunlop feels that the consumer needs to retain the additional spending power to fight the recession.

Seidman has indicated that his advice will hinge on the latest possible economic statistics and whether or not Congress is holding the line on Federal spending.

Seidman said that despite several vetoes of spending programs, the Federal deficit will probably exceed \$60 billion because of Congressional overrides of vetoes in the health care field.

-- The Seattle Times 9/4/75

U.S. Economy On Long Climb, Says Ford Aide

The economy is definitely making a recover, according to L. William Seidman. President Ford echoed the theme later, but warned:

"Let's be frank, we have a long way to go."

Seidman said that unemployment has stabilized at 8.4 percent but "continues far too high."

He said that the Administration's policy calls for "a job for everyone who wants to work and is qualified."

Inflation will have to be brought under control first, according to Seidman. He said that an inflation rate of 2 to 3 percent a year along with an unemployment rate of 4 to 5 percent "can be achieved"; however, he placed no timetable on it.

He placed the Administration's number one economic goal as "recovery with growth -- without inflation." This can only be achieved by holding the line on government spending.

-- Seattle Post-Intelligencer 9/5/75

Check Economy -- By The Pound

Presidential economic adviser L. William Seidman weighs his decisions carefully -- literally.

No kidding.

He's a man who can tell you -- by the pound -- the way things are going.

Seidman studies economic statistics as closely as anyone in the country, but he has an unusual way of determining the direction of the economy.

He keeps two lists of economic indicators -- a "positive" list and a "negative" list. He can tell the direction of the economy by simple comparison of the weight of the pages in each stack.

The positive lists currently contain nine pages, the negative lists, two.

That's pretty good because six months ago, he said, the lists were almost exactly reversed.

The system, he hinted, is almost as scientific as any other method of measuring the economy. -- Post Intelligencer 9/5/75

Business Plans Less Spending

The Commerce Department revised its 1975 capital expenditures downward to \$113.5 billion and Commerce Secretary Rogers C. B. Morton in Seattle said this "underscores the need for governmental policies that encourage capital investment. "

Morton said after an adjustment for inflation, business investments for 1975 will fall far below 1974 and "the removal of unnecessary regulations" is important to prevent restraining capital spending that could enhance economic prospects for millions in future years.

This same theme was mentioned by a number of government officials attending the White House Conference. -- Post Intelligencer
9/5/75

Cities Told To Do Better Job Of Transportation Planning

American cities must do a better job of planning transportation systems and estimating the costs to build those systems, Transportation Secretary Coleman said in Seattle.

Coleman said the message was a warning that the Department of Transportation does not intend to throw down the drain \$12 billion it has to aid development of public transit systems.

"We want cities to make realistic estimates ... and we will act quickly and make commitments", Coleman said. "If they need more money the cities will have to provide the more", he said.

In other issues, the Transportation Secretary said:

-- Legislation to reduce regulation of the trucking industry will be sent to Congress soon and a bill reforming airline regulations will be ready in two weeks.

-- Rate flexibility will be provided for the railroads.

-- The Federal Government will continue to support the idea of buying from the low bidder even when it is a foreign firm.

-- He supported giving the local community more flexibility in transportation planning.

Seattle Times 9/4/75

More Competition Proposed

The Ford Administration is proposing increased fare competition for the Nation's airlines, Secretary of Transportation William T. Coleman said here at the opening of the White House Conference.

Coleman said the Administration is preparing an airline-regulation-reform bill which would allow reasonable fare competition.

He said airlines would be able to peg rates up to 15 percent above or below what they presently are.

Coleman's wide-ranging speech took the President's programs directly to the people in view of the balky Congress that must be faced.

-- The Seattle Times 9/4/75

An SST Some Day -- Coleman

U.S. Transportation Secretary William T. Coleman said in Seattle that America "can't shut off history" and refuse to build a supersonic aircraft.

Coleman, in Seattle for the "Presidential Town Hall Meeting", said it was his personal opinion, but "man will somehow make use of technological breakthroughs."

The Boeing-designed SST was "better in every respect" than the British-French Concord, he said.

The Administration intends to help public transportation with local cooperation, but not at the expense "of making the automobile obsolete."

In line with the Administration's policy of "getting government out of business", he said plans are underway to allow a 15 percent leeway in air carrier rates to encourage competition.

Overregulation that he insisted has hamstrung railroads will be relaxed.

He said repeatedly that states and local governments must "show their commitment" to public transportation by producing matching funds. -- Seattle Post Intelligencer 9/5/75

U.S. Health-Insurance Program Up In Air

National health insurance, any timetable and price tag, is still up in the air, according to HEW Secretary David Mathews.

"We will be seeking a comprehensive solution. It is a question of options", Mathews said.

"We have got to put some caps on the costs" of malpractice insurance, he told the Seattle Conference. The malpractice "thing" has caused doctors strikes and retirements, increased health costs, was described as a "round robin" situation by Mathews. Doctors, lawyers, insurance companies, the courts, and patients are sitting in a circle pointing their fingers at each other, he added. "It has the capacity to drive health-care costs right through the roof."

-- Seattle Times 9/5/75

Hospital Nursing Home Rules To Be Revised

In a major agreement with organized medicine, the government agreed yesterday to revise regulations that would have set stiff new Federal standards for hospitals, nursing homes for subsidized poor and elderly patients.

HEW Secretary Mathews said the goals of preventing Federal funding of unnecessary admissions and inappropriate medical procedures remain unchanged. But he added that new rules would be drafted to replace the present requirements, subject of a suit brought against HEW by the American Medical Association.

-- Post Intelligencer 9/5/75

HEW: GeneralHEW Chief Would Uphold Busing Laws, But ...

Dr. F. David Mathews, Secretary of HEW said he would uphold school busing laws and court decisions, but hedged when asked if he favors his own children being bussed.

Pressed as to his views on busing as a parent, Mathews said: "If my children were in a school situation where there was court-ordered busing, and they were involved in public schools, they would be involved like everybody else's kids."

Mathews said that he had found from the experience of his children in integrated schools that "they mastered it very well."

He said that the focus of his office "out of personal experience" -- will be to assist teachers and school districts with whatever is necessary to help them with desegregation problems.

Mathews said that HEW must carry out laws and court rulings on busing and desegregation "irrespective of whether the Secretary agrees or disagrees, and I expect to do that." -- The Seattle Times 9/5/75

Mathews Seeking Welfare Changes

Secretary of Health, Education, and Welfare David Mathews -- stressing the need for self-reliance on the part of the public -- told an audience that he is looking for ways to make changes in the way the welfare system is run.

He said he is not comfortable with the idea of a guaranteed income, saying "the purpose of public assistance is to get people off welfare and into productive employment."

Speaking on discrimination and affirmative action, he said the public must understand that his department is not the sole party responsible for enforcing that issue.

He called upon the people to "redevelop the capacity to become more dependent on themselves for health protection."

-- Seattle Post-Intelligencer 9/5/75

Energy: General

Morton Asks No End To Oil Plan

Although there are "very serious inequities" in the programs which equalized the cost of crude oil to oil-refining companies, the Administration feels it must be continued, Secretary Morton said in Seattle.

Independent refiners in the Northeast states would be hurt by ending the program. Some of them might "even bite the dust", he said.

Morton, head of the Administration's Energy Resources Council, said he is frustrated at the inability of Congress to come to grips with an energy program. -- Seattle Times 9/4/75

SEATTLE POST INTELLIGENCER

September 5, 1975

Morton Cites Hydro, Nuclear Power Need

BY DAN COUGHLIN
P-I Business Editor

Commerce Secretary
Rogers C. B. Morton an-



"But, we want to do our
share," he said.

Before taking over the
Commerce post Morton

The Environment Or The Economy? Both, Says Russell Train

Environmentalists are not "prophets of shortages" but "prophets of common sense," according to Environmental Protection Agency Administrator Russell Train.

Train made his remarks in response to a question put to him by a participant in the White House Field Conference.

He told a questioner that environmentalists were talking about the energy crisis long ago and were trying to stop waste. He added, "pollution, as you know, is really a waste of natural resources."

Environmental and economic goals "need not be divergent," he said. In pointing out the cost problems in stopping pollution, Train explained the \$5 billion being spent in grants by EPA, including the \$65 million in Washington State. "Those grants are also providing jobs in the construction industry," he said.

Train stated his opposition to efforts to put a moratorium on nuclear power plants.

"The President is committed to solving the energy problems of the country and he doesn't want to do it by unraveling all the progress we have made in cleaning up the environment," Train continued.

He admitted to losing some important environmental battles in the White House, "but there is no question that my views are heard and considered by the President." -- Seattle Post-Intelligencer
9/5/75

Environment: General

Head of EPA Has Mastered Environmental Politics

Russell E. Train, Environmental Protection Agency Administrator, conducted a breezy defense of his agency, environmentalism and the President, during his visit to Seattle.

The interest in the environment was reflected in the heavy demand on Train's time. He conducted 14 private interviews in 3-1/2 hours one morning, and except for time spent on the platform, met with environmentalists and industry types anxious to bend his ear on one issue or another.

Under fire much of the time, Train handled criticism of the Ford Administration and his agency with smiling aplomb, leaving no doubt that his role is as much that of the politician as that of the administrator.

The theme of Train's visit was balanced compromise.

He told one group that "our energy problems are related more than anything else to the phenomenal waste of resources in this country." -- The Seattle Times 9/7/75

Economics In Big Doses

Seattleites got a swift dose of upper level economics and politics along, perhaps, with advance crowd control.

The occasion was the White House Conference on Domestic and Economic Affairs, and a galaxy of governmental officials made the trip from the other Washington.

It was good theater, sound economics, and better politics all mixed around in one proportion or another.

The state of the economy was the big news. The unanimity of views expressed by the speakers was remarkable. -- Dan Coughlin, Post-Intelligencer 9/7/75

Men Listen While Others Ask Questions

The audience at the Seattle White House Conference was predominately white male, but they kept to their seats as minorities and women marched to the microphones and fired questions at Members of the Cabinet.

The audience of about 900 appeared to be about 20 percent women and minorities. They listened as Blacks, Indians and senior citizen groups expressed their concern.

Comments after the morning session were mixed. Many found Cabinet Members interesting and receptive to questions. "And I was pleased with the quality of questions asked from the floor", one man said.

Some found fault. "It's pretty boring", a woman said. "I think it's just a buildup for Jerry Ford."

A representative from the Seattle Indian Center said "we just have to judge what comes from this."

"I was impressed," one man said, "I expected a one-sided show ... but most of the questions seemed to be directed from the inner-city, environment and consumer interest." -- Seattle Times 9/5/75

Ford visit may be hit as campaigning

2072
By MICHAEL J. PARKS

The White House aide in charge of tomorrow's "presidential town hall meeting" in Seattle

between the government and the people.

THEY ARE designed to redress the isolation of government leaders that he



correct this by asking sponsors to save a percentage of their tickets for nonmembers.

A few tickets also are re-

The government has a lot of manpower-training programs, but none that takes precisely that approach.

Baroody said he believes

Morton Cites Benefits of White House Conference

The White House Conferences around the country are directly benefiting the President and his Cabinet, according to Commerce Secretary Rogers C. B. Morton.

"The President gets an opportunity to be President outside of the White House. I think this is exceedingly important to a President," Morton said.

He noted that the recent Milwaukee Conference gave him a chance to meet with a variety of people.

"There are many productive opportunities," Morton said.
-- The Seattle Times 9/3/75

This 'Town Hall' Meeting Isn't Free -- Pay \$20

The complaint:

"What's this stuff about a 'Presidential town hall' meeting?" The letter says 'registration \$20 -- payable in advance' for the White House Conference.

"Since when did you have to pay \$20 to get to a town hall meeting?"

The check out:

Since the White House turned over arrangements to civic organizations, they rented the halls, made the arrangements. These were expensive.

Doug Lee, the White House man in charge of the conference, says either the participants pay or it comes out of tax dollars. He also says there will be extra seats for those who do not have the \$20.

Finally, Lee apologizes for not having told the press that there would be a \$20 charge for those attending this "nonpolitical" conference.
-- Post-Intelligencer 8/30/75

Seattle
Post-Intelligencer

THE VOICE OF THE NORTHWEST... SINCE 1863

ROBERT E. THOMPSON
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Advertising Director

WILLIAM J. KELLY
Circulation Director

RUTH HOWELL
Editorial Page Editor

P-28

Editorial: General

A 12

Fri., Sept. 5, 1975

S*

Come Back Soon, Mr. President

For a few hours yesterday, the power of the government of the United States in the person of the President and seven high administration officials

As an unelected president, Ford has an even greater obligation to counteract this insidious disaffection.

Admirably, the President, in under-

The Christian Science MonitorSeptember 12, 1975Richard L. Strout

Folksy Ford meets the folks

Washington

I have just read through two dozen of President Ford's recent on-the-road press conferences, speeches, and interviews. I did this to get a verbatim feeling of what he is saying to voters as he moves about the country. Despite the assassination attempt at Sacramento he has scheduled trips outside Washington almost every weekend throughout the rest of the year.

His talks are plain, straightforward, meat-and-potatoes stuff with few, if any, oratorical

Another theme is the need to encourage business to invest more money in plant and equipment. This should be done by tax incentives. The proposal represents a sophisticated economic theory: the idea that the state should aid corporations because corporations make jobs. "We need more investment by the American people for job creation," the President explains, "for greater productivity in our overall economy." He continues:

"I do not like the term 'capital formation.' I

The Seattle Times

AN INDEPENDENT NEWSPAPER

John A. Blethen, Publisher

W. J. Pennington, President

THURSDAY, SEPTEMBER 4, 1975

The Times' opinion and comment:

A popular President's visit

ONE of President Ford's most obvious attributes is that he likes people. And that doubtless was well up among the variety of reasons for Seattle's warm

repeatedly at the ballot boxes.

As ever, the office of the presidency requires multiple skills—as executive office manager of an increasingly complex govern-

Exclusive group will meet Ford here

2072
There will be lots of bankers, administrators, directors of organizations and other managers at the



by

gets maximum publicity.

The White House says the conference is nonpolitical,

consider inviting "man-on-the street types" because "we need more articulate people than that."

gatherings started, the meetings were free and open to anyone — "informed or not," states the

Seattle Post-Intelligencer Thurs., Sept. 4, 1975 S B 3

TELEVISION

Thursday Highlights

MORNING

8:30 A.M.

(9) CONFERENCE Gravel-to-gravel coverage of the Pacific Northwest White House Conference on Domestic and Economic Affairs, from the Olympic Hotel. President Gerald Ford is featured speaker. (3 hours and 30 minutes)

9 A.M.

(4) MORNING NEWS Guest: Gervais Reed gives an overview of "Thoughts About America."

(5) SEATTLE TODAY Guests: Comedienne JoAnne Worley; Ralph Martin, author of "The Woman He Loved." (60 minutes)

NOON

(9) AMBASSADOR COLLEGE CONCERT (90 minutes)

AFTERNOON

1:30 P.M.

Seattle Times, Sept. 3, 1975

Television notes:

The real President Ford will be in Seattle tomorrow and part of his visit here includes a Pacific Northwest

Local, area media representatives 260

Conference attendance 800

National coverage included mentions and wrapup-type stories on White House Conferences, nets, wires and major newspapers.

Channel 9 provided gavel-to-gavel coverage of the Conference.

The attempt on the President's life overshadowed much of the second day press activities.

TREND: National press interest appears to be on the decline; however, local and area media is receptive and welcome this "once in a lifetime" opportunity to have the White House brought to their locale.

Comments: Seattle Conference

Two shapely young ladies wearing identical red, white and blue outfits were passing out programs.

"Are you airline stewardesses or Republicans," a passerby wanted to know.

"Neither," said one of the women.

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Transportation Secretary William T. Coleman sneaked into the rear of the Spanish Ballroom and slid into a chair at the second row of press tables in an attempt to make an early anonymous entrance.

It was a mistake.

He was immediately surrounded by reporters.

* * * *

Commerce Secretary Rogers Morton came late to a joint news conference where Environmental Protection Agency chief Russell Train was holding forth. Train was in the midst of answering a question. When he finished, the questioner asked Morton for his feelings on the subject.

"I'm not sure what the question was," Morton responded.

"That's not important," Train jokingly interjected. "Just give him an answer."

* * * *

President Ford didn't seem to be having any trouble with the questions, though.

He appeared cool, confident and at ease as the last speaker at the conference.

Other Administration brass had preceded him on the speaker's platform and fielded dozens of questions from the audience. Ford mentioned that.

"I hope you've used up all your venom, if any on them (the previous speakers) and will be kind and considerate to me."

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Program

- 8:30 A.M. INTRODUCTORY REMARKS
 Ralph M. Davis, President
 Seattle Chamber of Commerce

 Wes Uhlman, Mayor of Seattle

 William J. Baroody, Jr.
- 9:00 A.M. TRANSPORTATION
 Remarks/Questions & Answers
 William T. Coleman, Jr.
- 9:55 A.M. INTERMISSION
- 10:05 A.M. THE FEDERAL ROLE IN EDUCATION
 Remarks/Questions & Answers
 David Mathews
- 11:00 A.M. INTERMISSION
- 11:15 A.M. HOUSING
 Remarks/Questions & Answers
 Carla A. Hills
- 12:15 P.M. RECEPTION AND LUNCHEON BANQUET
 (Spanish Foyer and Ballroom)
- LUNCHEON PROGRAM:
 Master of Ceremonies -- John Hogness
 President, University of Washington

 Invocation -- Reverend Dr. Samuel B. McKinney
 Pastor, Mt. Zion Baptist Church

 Address -- L. William Seidman
- 1:30 P.M. INTERMISSION (Reconvene Grand Ballroom)
- 1:40 P.M. STATE OF THE ECONOMY
 Questions & Answers
 L. William Seidman

Program (cont.)

2:05 P.M. INTERMISSION

2:15 P.M. ENERGY AND THE ENVIRONMENT
Remarks/Questions & Answers
Rogers C. B. Morton
Russell E. Train

3:30 P.M. INTRODUCTION OF THE PRESIDENT
Daniel J. Evans
Governor of the State of Washington

ADDRESS AND QUESTIONS & ANSWERS
BY THE
PRESIDENT OF THE UNITED STATES

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

Sponsoring Organizations

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Inland Boatman's Union of the Pacific

Municipal League of Seattle, King County

Puget Sound Chamber of Commerce

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Washington Bankers Association

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Washington Environmental Council

Washington Newspapers Publishers Association

Washington State Federation of Business and Professional Women

Administration Participants

GERALD R. FORD
President of the United States

Rogers C. B. Morton
Secretary of Commerce

William T. Coleman, Jr.
Secretary of Transportation

Carla A. Hills
Secretary of Housing and Urban Development

David Mathews
Secretary of Health, Education, and Welfare

L. William Seidman
Assistant to the President
for Economic Affairs

Russell E. Train
Administrator
Environmental Protection Agency

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