

The original documents are located in Box 18, folder “10/26-28/76 - Ohio, Illinois, New Jersey, and Michigan” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR: MRS. FORD
FROM: PETE SORUM *PRS*
SUBJECT: SCHEDULE SUMMARY

The following information is provided to give you an overview of the schedule for your trip to Ohio, Illinois, Michigan, and New Jersey.

Tuesday, October 26, 1976

8:30 am Depart White House *NAVY pea coat Blue & brown coat
NAVY Harrington shirt brown suede
shirt & vest*

9:05 am Depart Andrews AFB (Note: Breakfast on board)

10:15 am Arrive Lunkin Field, Cincinnati, Ohio

10:50 am Arrive Terrace Hilton for "No Greater Love"
press conference with Johnny Bench

11:15 am Depart Terrace Hilton

11:50 am Depart Cincinnati

11:50 am Arrive Chicago O'Hare to meet the President

12:00 pm President's motorcade departs

12:10 pm Depart O'Hare Field

12:30 pm Arrive Arlington Heights Hilton PERSONAL TIME

3:00 pm Depart Arlington Heights Hotel

3:45 pm Arrive WLS Television Studio

4:05 pm The President arrives WLS Television Studio

4:10 pm Republican State Committee Reception- *80 people* OPTIONAL *(15 minutes)*

6:15 pm *briefings, make-up in holding room*
Join the President, Sen. Percy, Jim Thompson,
and Joe Garagiola for television program

*Red ultrasuede
Esquivel orange*



7:10 pm The President departs WLS TV
 7:15 pm Depart WLS TV
 8:00 pm Arrive Arlington Heights Hilton

RON

Wednesday, October 27, 1976

11:45 am Depart Arlington Heights Hilton
 12:00 pm Depart Chicago O'Hare
 2:00 pm Arrive Detroit Metropolitan Airport
 2:30 pm Arrive Hyatt Regency, Dearborn - PERSONAL TIME
 6:30 pm Proceed to PFC Reception - Hyatt Regency
 7:00 pm Depart Hyatt Regency
 7:45 pm Arrive Adams High School, Rochester, Michigan
 8:15 pm Depart Adams High School
 9:00 pm Arrive Hyatt Regency Hotel

*spaghetti. dress
 brown + tan
 camel coat*

Rally

RON

Thursday October 28, 1976

11:00 am Depart Hyatt Regency
 11:35 am Depart Detroit Metropolitan Airport
 1:00 pm Arrive Newark International Airport, Newark, New Jersey
 2:15 pm Arrive Manmouth Mall, Eatontowne, N.J.
 3:00 pm Depart Monmouth Mall
 4:15 pm Depart Newark International Airport
 5:00 pm Arrive Andrews AFB
 5:45 pm Arrive White House



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Schedule	Proposed Schedule - Mrs. Ford's Visit to Ohio, Illinois, Michigan, and New Jersey (7 pages)	10/25/1976	B

File Location:

Betty Ford Papers, Box 18, "10/26-28/76 Ohio, Ill., N.J., and Michigan" JNN-8/2/2018

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MRS. FORD'S
TRAVELING
PARTY



BAGGAGE CALL :
10:00 AM

Nancy

PROPOSED SCHEDULE

MRS. FORD'S VISIT TO ILLINOIS,
MICHIGAN, AND NEW JERSEY

WEDNESDAY, OCTOBER 27, 1976

11:45 am Mrs. Ford departs suite enroute motorcade for
boarding.

11:50 am MOTORCADE DEPARTS Arlington Park Hilton
enroute O'Hare Field.

(Driving time: 20 Minutes)

12:10 pm MOTORCADE ARRIVES O'Hare Field.
Mrs. Ford boards C-9.

STAFF INSTRUCTIONS: Board C-9.
Manifest as on arrival.

12:20 pm C-9 DEPARTS O'Hare Field enroute Metropolitan
Airport, Detroit, Michigan.

(Flying time: 40 minutes)
(Time change: + 1 hour)

2:00 pm C-9 ARRIVES Metropolitan Airport, Detroit
EDT Michigan.

Mrs. Ford will be met by:
Mrs. Olga Esch
Republican Congressional Candidates

NOTE: Add Mrs. Esch to Mrs. Ford's Car.

OPEN PRESS COVERAGE

Mrs. Ford proceeds to motorcade for boarding.

2:10 pm MOTORCADE DEPARTS Metropolitan Airport
enroute Hyatt Regency Hotel, Dearborn, Michigan.

(Driving time: 15 minutes)



2:25 pm MOTORCADE ARRIVES Hyatt Regency Hotel.

Mrs. Ford will be met by:
Mr. Stan Brumley, Hotel Manager

Mrs. Ford proceeds to suite.

2:30 pm Mrs. Ford arrives suite.
PERSONAL TIME

6:20 pm Rep. Esch arrives suite.

6:25 pm Mrs. Ford, escorted by Rep. Esch and Peter Fletcher,
arrives PFC reception to informally greet guests.

OPEN PRESS COVERAGE
ATTENDANCE : 250

7:00 pm Mrs. Ford, escorted by Rep. Esch and Peter Fletcher
departs reception enroute motorcade for boarding.

STAFF INSTRUCTIONS: Board motorcade.
Delete Mrs. Esch and add to Mrs. Ford's car
Mr. Fletcher, and add Mrs. Esch to Staff 1.

7:05 pm MOTORCADE DEPARTS Hyatt Regency enroute Adams
High School, Rochester, Michigan.

(Driving time: 45 minutes)

7:50 pm MOTORCADE ARRIVES Adams High School.

Mrs. Ford will be met by:
State Senator and Mrs. Don Bishop

Mrs. Ford escorted by Senator and Mrs. Bishop,
proceed into High School Auditorium to participate
in People For Ford Rally.

OPEN PRESS COVERAGE
CROWD SITUATION

8:00 pm Mrs. Ford proceed onto stage; brief program.

8:03 Welcome by Bill McLaughlin
Michigan Republican Chairman
8:07 Remarks by Sen. Bishop
8:12 Remarks by Rep. Esch concluding
with the introduction of Mrs. Ford.

8:17pm Mrs. Ford remarks



FULL PRESS COVERAGE

8:20pm Remarks conclude

 Mrs. Ford departs stage to greet rally participants
 enroute motorcade for boarding.

8:30 pm MOTORCADE DEPARTS Adams High School enroute
 Hyatt Regency Hotel.

 (Driving time: 45 minutes)

9:15 pm MOTORCADE ARRIVES Hyatt Regency.

 Mrs. Ford proceeds to suite.

9:20 pm Mrs. Ford arrives suite.

RON

THURSDAY, OCTOBER 28, 1976

10:55 am Mrs. Ford departs suite enroute motorcade for
 boarding.

11:10 am MOTORCADE DEPARTS Hyatt Regency enroute
 Metropolitan Airport.

 (Driving time: 15 minutes)

11:25 am MOTORCADE ARRIVES Metropolitan Airport.
 (American Airlines Hanger)

 Mrs. Ford boards C-9.

11:35 am C-9 DEPARTS Metropolitan Airport enroute Newark
 International Airport, Newark, New Jersey.

 (Flying time: 1 hour 25 minutes)
 No time change
 Lunch will be served onboard.

1:00 pm C-9 ARRIVES Newark, International Airport .

Mrs. Ford will be met by:
Mr. Webster Todd, New Jersey Republican Chairman
Mr. Tom Kean, New Jersey PFC Chariman
Rep. Mathew Rinaldo (R.N.J.)
Rep. Millicent Fenwick (R-N.J.)



Mrs. Ford proceeds to motorcade for boarding.

NOTE: CB Club members will present Mrs. Ford a jacket at the viewing area.

1:10 pm MOTORCADE DEPARTS Newark International Airport enroute Monmouth Mall, Eatontowne, New Jersey,

(Driving time: 55 minutes)

2:05 pm MOTORCADE ARRIVES Monmouth Mall.

Mrs. Ford will be met by:

Mrs. Ford, escorted by Mr. Kean, proceeds into Mall to concourse area for PFC Rally.

2:15 pm Mrs. Ford arrives speaking platform for program.

2:30 pm Introduction of Mrs. Ford by Mr. Kean.

2:32 pm Mrs. Ford's remarks.

FULL PRESS COVERAGE

2:35 pm Remarks conclude.

Mrs. Ford, escorted by Mr. Kean, proceeds downstairs to greet shoppers enroute motorcade for boarding.

3:10 pm MOTORCADE DEPARTS Monmouth Mall enroute Newark International Airport.

(Driving time: 55 minutes)

4:05 pm MOTORCADE ARRIVES Newark International Airport

Mrs. Ford boards C-9.



4:15 pm C-9 DEPARTS Newark International Airport enroute
Andrews Air Force Base

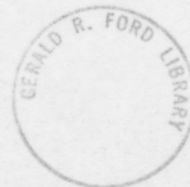
(Flying time: 45 minutes)

5:00 pm C-9 ARRIVES Andrews Air Force Base
Mrs. Ford boards motorcade.

5:10 pm MOTORCADE DEPARTS Andrews Air Force Base
en route South Grounds .

(Driving time: 35 minutes)

5:45 pm MOTORCADE ARRIVES South Grounds.



Cincinnati Background

Cincinnati is the home of Senator Robert Taft Jr., and the city has been the family's political base since the days of President William Howard Taft. Taft has a tough re-election fight against Democrat Howard Metzenbaum. Assessment of the race from The Post is attached.

Of the Nation's 25 largest cities, Cincinnati is one of the most consistently Republican. The city has fewer blacks and fewer ethnics than most industrial centers. Many of the migrants from Kentucky and Tennessee came from the Republican strongholds in Appalachia.

The 1st district of Ohio is the eastern and more prosperous half of the city and suburban Hamilton County. The 1st has been represented by several men who went on to state or national prominence. Former Democratic Governor John Gilligan, Senator Taft and newspaper publisher Bill Keating have represented the 1st. Keating retired from the seat to become president of the Cincinnati Enquirer. *Keating will be involved in your press conference.

The incumbent is Willis Gradison, Jr., who won a full term in 1974 after losing out in a special. Gradison has a Democratic opponent, but he is expected to win.

The 2nd district is the western half of the city with some of the older and poorer sections of Cincinnati. This district also includes the industrial area with industries like Proctor and Gamble, General Electric and machine tool makers. Like the 1st, this district is predominantly Republican. The incumbent is GOP Representative Donald Clancy, who was first elected in 1960. Clancy's opponent is Thomas A. Luken, and this race could be close. Luken won the special election against Gradison early in 1974, and then was defeated by him in the general. Now Luken is running in the other Cincinnati district against Clancy.



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Taft Running Hard To Meet Challenge From Metzenbaum

By Abe Zaidan

Special to The Washington Post

CLEVELAND—The other day, Sen. Robert Taft's campaign helicopter strayed off course during a swing through eastern Ohio and, to the surprise of the small traveling party, landed near a school yard in Ravenswood, W.Va.

The Republican candidate's problems in getting his campaign back on track that day with a faulty helicopter compass produced some bright newspaper accounts—and a happy reaction from one Taft aide:

"It was great! We need some color

votes after an even tighter primary contest with Republican Gov. James Rhodes.

Both men are long established mainstream party loyalists, whose campaign speeches are comfortably drawn from their parties' traditional shopping lists of issues. Both are well known ballot figures, and apparently both—despite their avowed fears to the contrary—will somehow muster enough campaign money.

If anything is different in Campaign II, it is Metzenbaum's shift from high visibility political brawling to low-keyed diplomacy on the stump.



SEN. ROBERT TAIT

... Republican incumbent

in 1974 (he was appointed by

THE WHITE HOUSE
WASHINGTON

Have^a great trip - I
read in a book last
night that the Truman
Victory in 1948 was on
November 2nd — a great
omen!

(10)



What You Can Do . . .

CLERGY: Mention the NATIONAL SALUTE TO OLDER AMERICANS from your pulpit. In the weeks before Thanksgiving, publicize the Salute in the church bulletin, and make an announcement at the the services suggesting to your congregation that they include in their family's holiday celebration a senior citizen who would otherwise be alone. Or, build your sermon for that Sunday around the theme of adding a new dimension to Thanksgiving by extending to our nation's elderly the dignity of recognition and appreciation of which they are so worthy.

GOVERNORS AND MEMBERS OF CONGRESS: Participate in the Salute by including older Americans in your own holiday celebration, or by visiting a home for the aged in your state or district.

CHURCH GROUPS AND COMMUNITY ORGANIZATIONS: Organize a dinner for a group of senior citizens. Invite older Americans to join in your group's Thanksgiving festivities. Encourage your members to invite older friends into their homes to share in holiday activities.

THE NATIONAL INTERFAITH COALITION ON AGING has endorsed NO GREATER LOVE'S THANKSGIVING SALUTE TO OLDER AMERICANS and is assisting in the promotion of the Salute along with the nation's clergy. NICA is the organization which grew out of the White House Conference on Aging.

"The cruelest affliction of old age is not heartache, sickness or weakness — it is loneliness. The cure is care and companionship."

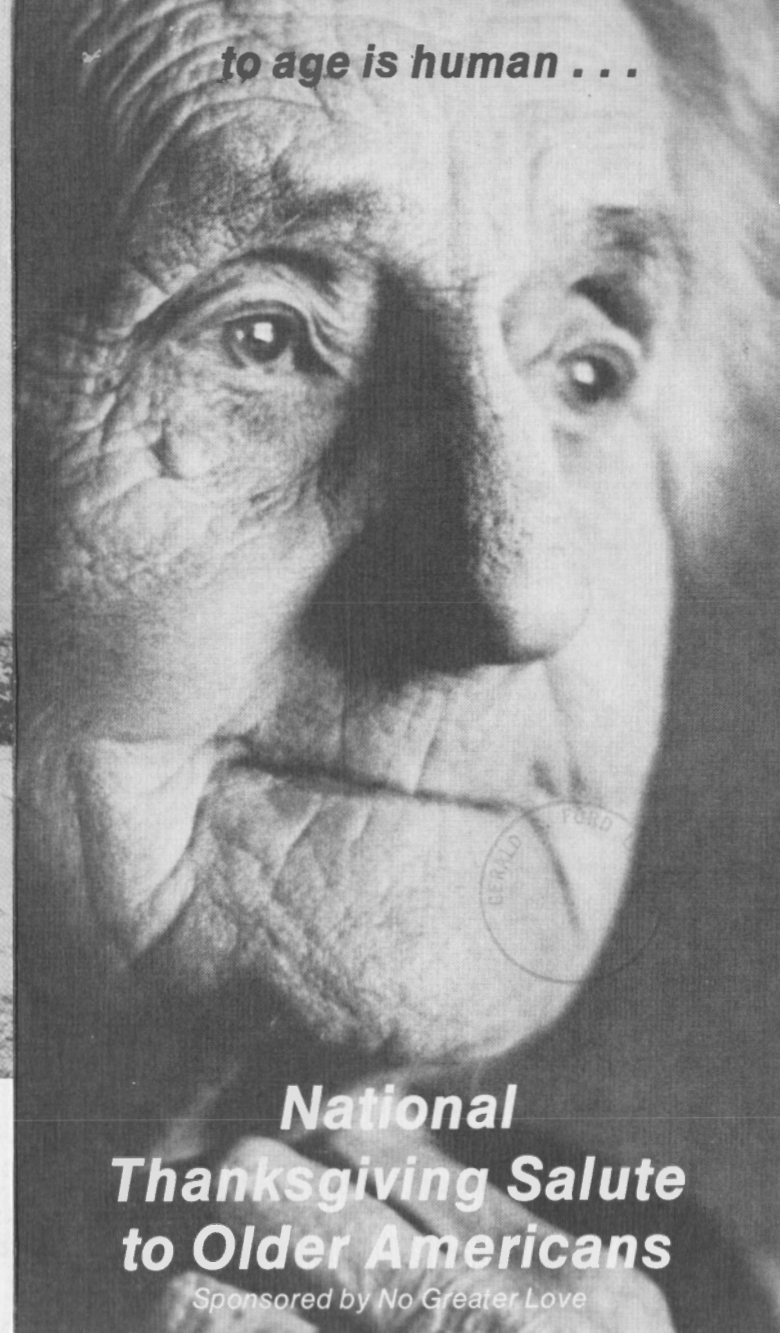
The Reverend Chenoweth J. Watson
President of National Interfaith Coalition on Aging



Photo through the Courtesy of Seymour Linden.

No Greater Love
1750 New York Avenue, N.W.
Washington, D.C. 20006

to age is human . . .



**National
Thanksgiving Salute
to Older Americans**

Sponsored by No Greater Love



"In the spirit of expressing gratitude for the many blessings which we enjoy, the Thanksgiving Salute is particularly appropriate as recognition of the role of older Americans in our national achievement."

Mrs. Gerald R. Ford
Honorary Patron, No Greater Love

Why the Salute?

It is especially fitting to remember older Americans in this, our nation's Bicentennial year, since they are our living heritage. But even as Americans have focused their attention during the Bicentennial on our collective past, an interest in senior citizens, who represent those years in a more personal way, has been overshadowed by society's preoccupation with youth.

The ranks of senior citizens are increasing at a rate of 350,000 each year, much higher than the national overall population growth. At the dawn of the 20th century, persons over age 65 made up four percent of the population. Now, they number 20 million, or nearly 10 percent of our nation.

In the words of a leading sociologist, citizens over 65 are regarded as "yesterday people — unproductive, naive and ultraconservative. In our society, they are resented."

"No Greater Love" is determined that this shall not be, and recommends the Thanksgiving period as a special time to give thanks to these citizens who have contributed to the building of our nation, to pay them personal tribute as a tangible evidence of our caring and appreciation.

No Greater Love believes Thanksgiving, the traditional day of togetherness, is a most appropriate time to renew our national commitment to these builders of America, not only on this day alone, but for the entire year. Let us join together in giving thanks — to them.

President Gerald Ford's Thanksgiving Proclamation, in a mention requested by No Greater Love through National Advisory Council members Senator Hugh Scott and Congressman Thomas O'Neill, echoed the same thought:

"I call upon all Americans on this day to gather with family and friends in homes and places of worship and join in offering gratitude for this Nation's countless blessings. I ask that we share with our senior citizens and with those less fortunate than ourselves this special day that brings us all closer together."

History of the Salute

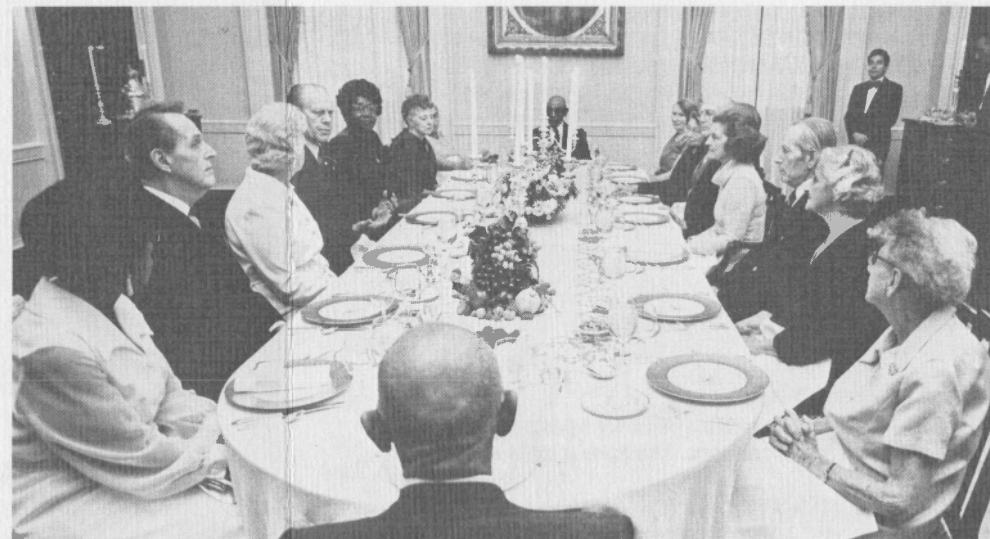
After several years of sponsoring Thanksgiving Salutes to Older Americans locally in Washington, D.C., No Greater Love in 1975 expanded its annual Salute to a national observance recognizing senior citizens.

This effort received endorsement and support from President and Mrs. Gerald Ford, Congressional leaders, governors, mayors, the clergy, and private citizens.

By continuing to observe the Salute nationally, the hope is to give all Americans a chance to reach out to older people with a hand of gratitude and affection.

No Greater Love, founded by Carmella LaSpada, is a non-profit organization which invites Americans everywhere to join in its programs of friendship and care for those who too often are forgotten. Hank Aaron, baseball's home run king, serves as NGL's National President.

Fourteen senior citizens who live alone, a number of whom are without families, were guests of President and Mrs. Ford at a White House dinner as part of No Greater Love's National Salute.



Information from Patti on No Greater Love Press Conference

Johnny Bench (Cincinnati Reds catcher) will explain the programs of No Greater Love.

Mayor Bobbie Stern, the female Democratic mayor of Cincinnati, will read a proclamation about senior citizens.

Carmella LaSpada will explain why Cincinnati was chosen to kickoff the Thanksgiving Salute.

Bill Keating will introduce special guests.

Jim Labarbra, a popular disc jockey at WLW radio, will talk about the program.

Bench introduces Mrs. Ford and presents No Greater Love medal.

Mrs. Ford speaks.

Bench, Carmella and Mrs. Ford will take questions.

-0-

Among those greeting Mrs. Ford either at airport or hotel are Bench, Pete Rose, also Cincinnati Reds, and Bob Johnson, Cincinnati Bengals (football). Mrs. Ford met Bench in New York with his wife. They are now divorced.

Also Patti says Mrs. Ford may remember 1st involvement with No Greater Love was Redskins party at Dulles in 1974.

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WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Excerpt/Notes	Comments/talking points at the "No Greater Love" press conference, Cincinnati, OH (1 page)	10/26/1976	C

File Location:

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NO GREATER LOVE PRESS CONFERENCE

CINCINNATI, OHIO

TUESDAY, OCTOBER 26, 1976

PAGE 1

THANKS JOHNNY.

I HOPE THE THANKSGIVING SALUTE TO OLDER AMERICANS
IS AS SUCCESSFUL AS THE BIG RED MACHINE.



I'M GLAD TO BE HERE,
BECAUSE NO GREATER LOVE DOES SUCH IMPORTANT WORK
BY REMINDING US
OF OUR OLDER FRIENDS AND NEIGHBORS.

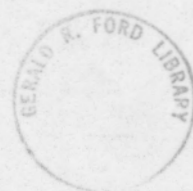
PAGE 3

LAST THANKSGIVING,
THE SENIOR CITIZENS WHO SHARED OUR MEAL
BROUGHT US SO MUCH JOY AND FRIENDSHIP.



I'M SURE YOUR THANKSGIVING
WILL BE MORE MEANINGFUL
IF YOUR SHARE THE DAY
WITH SOMEONE
OR PERHAPS SEVERAL PEOPLE
WHO MIGHT OTHERWISE BE ALONE.

I HOPE YOU INVITE AN OLDER AMERICAN
INTO YOUR CIRCLE OF LOVE
ON THANKSGIVING
AND ALSO ON MANY OTHER DAYS OF THE YEAR.
THANK YOU.



ROUTINE
PRECEDENCE

UNCLAS
CLASSIFICATION

FOR COMMCENTER USE ONLY

FROM: MARY SULLIVAN

TO: PATTY MATSON

INFO:

DEX 043

DAC _____

GPS _____

LDX _____

PAGES 2

TTY _____

CITE _____

DTG: 272330Z

RELEASED BY:

TOR: 272342Z

SPECIAL INSTRUCTIONS:

WHITE HOUSE
OCT 27 PM 7:49

OCT 27 PM 7:49



President Ford Committee
432 Vine Street
Cincinnati, Ohio 45202
October 27, 1976

Ms. Patty Matson
Office of the First Lady
The White House
Washington, D.C.

Dear Patty:

Attached please find a list of those people who worked on Mrs. Ford's visit to Cincinnati on October 26. In all of the confusion of the day, I failed to give the list to Frank Reagan.

I hope you were pleased with the way things went during the visit. I think Mrs. Ford and Carmella LaSpada did a very nice job.

If you are ever in Cincinnati again, please do not hesitate to call. I enjoyed helping with the visit and would be happy to assist again.

Sincerely,

Mary Sullivan

Mary Sullivan,
Headquarters Manager



pe stuff people

THANK-YOU LIST-BETTY FORD VISIT

- ✓11) Steve Bollinger-Hamilton County PFC Chairman
6362 River Road, Cincinnati, Ohio 45233
- ✓12) Mary Sullivan-Press Advance *photo pm*
1106 Woodlawn Avenue, Cincinnati, Ohio 45205
- ✓13) Judy Ense-Press Advance
5362 Palisades Drive, Cincinnati, Ohio 45238
- ✓14) Mrs. Joseph Poetker-Donated Roses
Jones the Florist-1037 McMillian, Cincinnati, Ohio
- ✓25) Rochelle Canz-AND-her ~~sixth~~ *5th* grade students-greeted Mrs. Ford
Edwin H. Greene Middle School
5200 Aldine Drive, Cincinnati, Ohio 45242
- ✓26) Karen Andrews-Presented Mrs. Ford with the flowers
9684 ZigZag Road, Cincinnati, Ohio 45242
- ✓27) Mary Beth Willqing-Presented Mrs. Ford with the flowers
9460 Southgate, Cincinnati, Ohio 45242
- ✓38) Donald Domer-Motorcade Driver
Route #3, Georgetown, Ohio
- ✓39) Miss Cassandra Domer-Motorcade Driver
Route #3, Georgetown, Ohio
- ✓310) Steven Parkhurst-Motorcade Driver
2630 University Court, Cincinnati, Ohio
- ✓311) John Vagas-Motorcade Driver
2630 University Court, Cincinnati, Ohio
- ✓312) James Ogzewalla-Motorcade Driver
5632 Abbottsford, Cincinnati, Ohio 45212
- ✓413) Randy Taylor-Taylor Lincoln Mercury
429 Ohio Pike, Cherry Grove, Ohio
- ✓114) Carolyn Haude-3416 Pape Avenue, Cincinnati, Ohio 45208



New Jersey Background

Monmouth County is the site of some of the Nation's first beach resorts. Today the shore continues to attract thousands to the summer homes in the area, but more and more people are living there year-round and commuting to North Jersey and even Manhattan. The flatlands behind the beaches have been the area of greatest growth recently.

Most of Monmouth County is in New Jersey's 3rd district, which traditionally has been Republican. However, since 1964, the district has been represented by Democrat James Howard. He has generally done well despite his liberal record. His GOP opponent is Ralph Siciliano, a 34-year-old electrical engineer from Red Bank. Siciliano is described as a good candidate, but a long-shot to win. He has a B.S. from Manhattan College and a master's from New Jersey Institute of Technology. He is married and has two children.

Democratic Senator Harrison Williams is seeking his fourth term. His GOP opponent is David Norcross, a 40-year-old Trenton lawyer. Norcross is a graduate of the University of Delaware. He attended law school at the University of Pennsylvania. He is married and has two children. An attractive candidate, he is not given a very good chance of winning.

The PFC contact in New Jersey, Tony Chiatello advises against any comment about casino gambling. The issue is very hot, and it is on the ballot in the state. Also, a state income tax recently went into effect, and the voters are very sensitive about taxes in general and big government. He also says it is very important to emphasize the President's consistency and dependability.



New Jersey Shopping Mall, Thursday, October 28, 1976

I'm here to do some shopping for my husband. I'm looking for votes, and I hope President Ford can count on your support next Tuesday.

I'm very proud of the job he is doing as President. The country is at peace, and Americans feel good about themselves and their country. My husband is proud of the healing he's accomplished in two years and of the billions of your tax dollars he has saved.

President Ford is a man of performance, not promises! Next Tuesday, I hope you will vote for this good and honest man, who is leading America so well.

-0-



THE WHITE HOUSE
WASHINGTON

New version — includes
editorial material &
emphasis on taxes —

(K)



New Jersey Shopping Mall, Thursday, October 28, 1976

I am here to talk about my favorite candidate for President---my husband, Jerry Ford.

I am very proud of the job he is doing. If you remember those dark days when he took office, you know how much better we all feel about America and about ourselves.

Since he has been in office, inflation has been cut in half. More than three and one-half million more Americans are working today than at this time last year.

Jerry Ford has made the tough choices that have saved billions of your tax dollars. And if you keep him of the job, he will continue to work to reduce spending and the size of government. The President has proven by actions that he is committed to reducing taxes.

You know where President Ford stands and how he performs. November 2nd, I hope you will vote for this strong and experienced leader---who wants to continue the work he has begun so well.



NEW JERSEY SHOPPING MALL

THURSDAY, OCTOBER 28, 1976

PAGE 1

I AM HERE TO TALK

ABOUT MY FAVORITE CANDIDATE FOR PRESIDENT ---

MY HUSBAND, JERRY FORD.



I AM VERY PROUD
OF THE JOB HE IS DOING.
IF YOU REMEMBER THOSE DARK DAYS
WHEN HE TOOK OFFICE,
YOU KNOW HOW MUCH BETTER
WE ALL FEEL ABOUT AMERICA
AND ABOUT OURSELVES.

SINCE HE HAS BEEN IN OFFICE,
INFLATION HAS BEEN CUT IN HALF.
MORE THAN THREE AND ONE-HALF MILLION
MORE AMERICANS
ARE WORKING TODAY
THAN AT THIS TIME LAST YEAR.



JERRY FORD HAS MADE TOUGH CHOICES
THAT HAVE SAVED BILLIONS
OF YOUR TAX DOLLARS.

AND IF YOU KEEP HIM ON THE JOB,
HE WILL CONTINUE TO WORK
TO REDUCE SPENDING
AND THE SIZE OF THE GOVERNMENT.
THE PRESIDENT HAS PROVEN BY ACTIONS
THAT HE IS COMMITTED TO REDUCING TAXES.



PAGE 6

YOU KNOW WHERE PRESIDENT FORD STANDS
AND HOW HE PERFORMS.

NOVEMBER 2ND,

I HOPE YOU WILL VOTE

FOR THIS STRONG AND EXPERIENCED LEADER---

WHO WANTS TO CONTINUE THE WORK

HE HAS BEGUN SO WELL.

-0-



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

November 1, 1976

Carolyn

TO: ~~Pete Borum~~

FROM: Fran Paris

Mr. John Leboutillier from the New Jersey President Ford Committee (201/636-2504) called today to ask that the three high school bands which played for Mrs. Ford when she was in New Jersey be sent thank you letters from Mrs. Ford:

- ✓ Howell High School Band
Roger Castanian, Director
Squankum-Yellow Brook Road
Farmingdale, New Jersey 07727
- ✓ Wall Township High School Band
Mr. Hollander, Director
18th Avenue
New Bedford, New Jersey
- ✓ Eatontown Royales Drum and Bugel Corp
Dan Sutphins, Director
709 3rd Avenue
Bradley Beach, New Jersey 07720



NJ

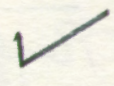


White House Thank You's Monmouth, N.J.

Mail Management

Thank you:

Letter to Richard Wiseman
Managers of Mall



Monmouth MALL
EATONTOWN, N.J.

Specific mention of Paul Kastner
Tom Woodley



- all the office staff -

Carl

Don't
forget
The
Picture

letter { to
or just
her picture
with Mrs Ford
blonde at car
last photo

Miss KATHY O'Hagen *
10 Norwood Court

West Long Branch 07764

"Thanks for your help in N.J."
really

Carl

Picture
of little
boys
giving Mrs. Ford flowers

Master Kimber Shoap III
257 Fairhaven Rd.
Fairhaven, N.J.

Thank
you.

Advance

Mr. Ken Welsh
Livingston Republican Committee
90 No Ashby Ave
Livingston, N.J. 07039

Picture
Carl.

'C.B.' jacket presentation
send to Mr. Ronald Toner
139 Speedwell Ave.
Morristown N.J.
to - ~~Paul~~ PAGE. 'CBess'

Thank
you

Supplies

Mr. Seymour WAKIN

INDUSTRIAL OPERATIONS DIVISION
HEADQUARTERS AND INSTALLATION SUPPORT ACTIVITY
ELECTRONICS COMMAND
FORT MONMOUTH, N.J. 07703

High School BANDS :

Mr. Roger CASTANIAN, Director
SQUANKUM - Yellowbrook Rd.
FARMINGDALE, N.J. 07727

Thank
you's.

Picture

* MR. HOLLANDER, DIRECTOR
WALL TOWNSHIP BAND
18th Ave
New Bedford, N.J.

MR. DAN SUTPHINS
709 3rd Ave.

BRADLEY BEACH, N.J.

Michigan Background

A poll this morning (10/25) shows Marvin Esch within one percentage point of Riegle (43 to 42), and this poll was taken before the revelations about Riegle's extracurricular activities.

A Sunday newspaper poll showed the President's lead over Carter had been cut to about four percentage points.

The Rochester rally is designed to pull people from Oakland and Macomb Counties, the second and third largest counties in the state.

On that program will be Dan Murphy, Oakland County Executive (who has a tough race); David Serotkin, GOP candidate in the 12th; Bill Broomfield, incumbent Republican in the 19th, and Marvin Esch.

Serotkin is running a very close race against Democrat Jim O'Hara, who was first elected in 1958. Serotkin, a lawyer from Mt. Clements, ran a strong race against O'Hara in 1972. Macomb has almost no blacks. It is an area of neat suburbs and new shopping centers. This has been a fastgrowing area, and many of the residents are Polish and Italian immigrants from Detroit's East Side.

Bill Broomfield represents about half of Oakland County. The largest city in the 19th is Pontiac with a population of 85,000. The real political center of the 19th is described as the suburbs of Birmingham and Bloomfield Hills. Broomfield has an opponent (a woman), but despite the Post revelations Sunday on money from Korea, he isn't expected to have any re-election problems.

"Jerry"---the puppy of Liberty's that was given to the Rochester Leader Dog School for the Blind will be at the Rochester rally.



More on Rochester Rally

Bill Broomfield will not be at the rally, but still should be mentioned. Jack Olson, GOP candidate, should also be mentioned. His name can be added right after Serotkin.

Olson, 44, is a city commissioner from Huntington Woods. He also works for General Motors as a budget administrator. He has a B.S. in finance from Penn State. He did graduate work at Wayne State. An Army veteran, he is married and has two children.



PFC Reception, Michigan, Wednesday, October 27, 1976

You are the margin of victory in this campaign.
The polls show the election is too close to call. But
I know the President is going to win. I've met PFC
volunteers all across the country, and your spirit
and enthusiasm will make the difference.

The President and I really appreciate your hard
~~work~~ ^{Take about long hours, TV dinners,}
work and dedication. Thank ^{you} for the work you've done.
But the next few days are critical. So keep up ^{all} the
good work, ^{that will make a big day} November 2nd ~~is~~ victory ~~day~~.

-0-



PFC Reception, Michigan, Wednesday, October 27, 1976
(Revised)

You are the margin of victory in this campaign. The polls show the election is too close to call. But I know the President is going to win. I've met PFC volunteers all across the country, and your spirit and enthusiasm will make the difference.

The President and I really appreciate your hard work and dedication. Thank you for the work you've done. I know there have been sacrifices for your families---with TV dinners and late meals. But if you can put up with these inconveniences for these last few critical days, we will win.

So keep up the good work that will make November 2nd a big victory day.

-0-



PRESIDENT FORD COMMITTEE RECEPTION

MICHIGAN

WEDNESDAY, OCTOBER 27, 1976

PAGE 1

YOU ARE THE MARGIN OF VICTORY IN THIS CAMPAIGN.

THE POLLS SHOW THE ELECTION IS TOO CLOSE TO CALL.

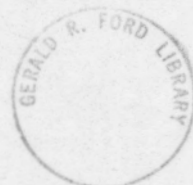
BUT I KNOW

THE PRESIDENT IS GOING TO WIN.



I"VE MET PFC VOLUNTEERS
ALL ACROSS THE COUNTRY,
AND YOUR SPIRIT AND ENTHUSIASM
WILL MAKE THE DIFFERENCE.

THE PRESIDENT AND I REALLY APPRECIATE
YOUR HARD WORK AND DEDICATION.
THANK YOU FOR THE WORK YOU'VE DONE.



I KNOW THERE HAVE BEEN SACRIFICES
FOR YOUR FAMILIES---WITH TV DINNERS AND LATE MEALS.
BUT IF YOU CAN PUT UP WITH THESE INCONVENIENCES
FOR THESE LAST FEW CRITICAL DAYS,
WE WILL WIN.

SO KEEP UP THE GOOD WORK
THAT WILL MAKE NOVEMBER 2ND
A BIG VICTORY DAY.



Rochester Rally, October 27, 1976

Next week when Jerry and I come home to Michigan, this long campaign will be over, but the next few days are more important than all the past months. Jerry Ford needs your help to carry Michigan, and you know how important it is for him to win in his ^{own} home state.

I am proud of the job my husband is doing. He has brought peace and stability to America. He has made some tough decisions that have saved billions of your tax dollars. With your vote and support, he will keep fighting for you and your concerns!

The President needs the help of good Republicans in the House and Senate. Marv is an old and dear friend, and we want him back in Washington as Senator Esch. Bill Bloomfield is another very special friend, and we need him back in the House. The President also is concerned about the election of talented newcomers like David Serotkin. [?] Serotkin

November 2nd---I hope you will vote to put all these fine Michiganders in office. The President and I are counting on you to make this election a very proud one for Michigan. Don't forget to vote!



NEXT WEEK WHEN JERRY AND I
COME HOME TO MICHIGAN,
THIS LONG CAMPAIGN WILL BE OVER,
BUT THE NEXT FEW DAYS
ARE MORE IMPORTANT THAN ALL THE PAST MONTHS.

ROCHESTER RALLY

OCTOBER 27, 1976



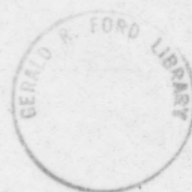
JERRY FORD NEEDS YOUR HELP
TO CARRY MICHIGAN,
AND YOU KNOW HOW IMPORTANT
IT IS FOR HIM TO WIN
IN HIS OWN HOME STATE.

I AM PROUD OF THE JOB
MY HUSBAND IS DOING.
HE HAS BROUGHT PEACE AND STABILITY TO AMERICA.



HE HAS MADE SOME TOUGH DECISIONS
THAT HAVE SAVED BILLIONS OF YOUR TAX DOLLARS.
WITH YOUR VOTE AND SUPPORT,
HE WILL KEEP FIGHTING FOR YOU AND YOUR CONCERNS!

THE PRESIDENT NEEDS THE HELP
OF GOOD REPUBLICANS IN THE HOUSE AND SENATE.
MARV IS AN OLD AND DEAR FRIEND,
AND WE WANT HIM BACK IN WASHINGTON AS SENATOR ESCH.



BILL BLOOMFIELD IS ANOTHER VERY SPECIAL FRIEND,
AND WE NEED HIM BACK IN THE HOUSE.
THE PRESIDENT IS ALSO CONCERNED
ABOUT THE ELECTION OF TALENTED NEWCOMERS
LIKE DAVID SEROTKIN.

NOVEMBER 2ND ---

I HOPE YOU WILL VOTE
TO PUT ALL THESE FINE MICHIGANDERS IN OFFICE.
THE PRESIDENT AND I ARE COUNTING ON YOU
TO MAKE THIS ELECTION
A VERY PROUD ONE FOR MICHIGAN.



PAGE 8

DON'T FORGET TO VOTE!

MAKE SURE YOUR FRIENDS,

NEIGHBORS

AND RELATIVES GET TO THE POLL.

-0-



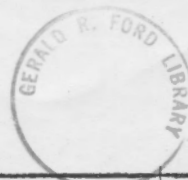
On completion of this form,
forward immediately to the
Advance Office with a car-
bon copy.

THANK YOU LETTERS

Event Detroit

Date 10/22/76

Advanceman Hale



NAME & ADDRESS	SALUTATION	DESCRIPTION
✓ William Saville 1800 Silver Bell Rd. Rochester, Mich 48063	Dear Bill	* superintendent Avondale school district where Detroit rally held - extremely helpful & enthusiastic was on the stage & welcomed Mrs Ford to Avondale H.S.
✓ Joseph V. Coe 5156 Twenty-four Mile Run Utica, New York 48087	Dear Joe	principal Avondale H.S. met Mrs. Ford on departure from high school
✓ Mr. Gregory Kurzhals 41661 Amberly Mt. Clemens, Mich 48044	Dear Mr	band director Avondale High School played band which played at high school rally
✓ Mrs. Paula Robinson 715 S. Fieldstone Rochester, Mich 48063	Dear Mrs Robinson	choir director Avondale High School - choir sang at high school rally

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THANK YOU LETTERS

Event Detroit
Date 70/47/76
Advanceman Hale

MOTORCADE DRIVERS

NAME & ADDRESS	SALUTATION	DESCRIPTI
✓ Ray Coughlin 16829 St Ricker East Detroit, Mi		
✓ Dave Rucki 11038 Wilshire Detroit, MI 48213		
✓ Brian Mullican 15047 Philomene Allen Park, MI 48101		
✓ Jerry Snyder 17403 Mc Intyre Detroit, MI 48219		



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bon copy.

THANK YOU LETTERS

Event Detroit

Date 10/25/76

Advanceman Hale



NAME & ADDRESS	SALUTATION	DESCRIPT
✓ Mr. William F. McLaughlin 592 Reed Northville, Michigan 48167	Dear Bill	* was M.C. at high school rally - did an outstanding job of firing up the crowd prior to Mrs Ford's arrival (He is state Republican Party Chr.)
✓ Mrs. Ruth Clark 8109 Timberline Utica, Michigan	Dear Ruth	Macomb County Rep. Chr. met Mrs. Ford at high school arrival
✓ Mr. Art Elliott 2714 Limerick Lane Troy, Mich. 48048	Dear Art	Oakland Cty. Republican chairman - met Mrs. Ford - high school arrival
✓ Mr. & Mrs. Donald Bishop 2332 W. Avon Rd. Rochester, Mich 48063	Dear Don & Nancy	hosted the event at Avondale High School coordinated all details of event - greeted Mrs. Ford upon high school arrival - had faithfully say hello upon departure from platform

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bon copy.

THANK YOU LETTERS

Event Detroit

Date 10/27/76

Advanceman Hale



NAME & ADDRESS

SALUTATION

DESCRIPT

Mr. Rudy Caduff
3812 Brewster
Dearborn, Mich. 48120.

Dear Rudy

30 January
Dearborn

* Catering manager, Hyatt
Regency - staff contact
all arrangements for
staff & Mrs Ford's
stay - outstanding individual
not acitizen - so can't vote
but is upset cannot
vote for Ford.
also Nancy, Rudy met the
President during his visit
to the Hyatt BUT - the
picture sent to him
of the President & himself
is addressed to the
Wrong person - we
will have another picture
taken with Mrs. Ford
met Mrs Ford Hyatt - return from
high school
Gen. Manager Hyatt
Regency - met Mrs
Ford upon arrival
& escorted her to
her suite.

Mr Stan Bromley
940 North Glenhurst Drive
Birmingham, Mich. 48009

Dear Stan

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bon copy.

THANK YOU LETTERS

Event

Date

Advanceman



NAME & ADDRESS

SALUTATION

DESCRIPT

✓ Mr Dan McDonald
2555 Livernois
Rochester, Michigan 48063

Dear Dan

trainer of the puppy "Jerry"
from Leader Dogs for the
Blind School - Dan brought
puppy up on the stage - told
Mrs. Ford about the talk
since left Liberty a year
ago - school has had dog
since Friday, Oct. 22nd

✓ Ms. Rosalie Bryk
21532 St. Gertrude
St. Clair Shores, Mich. 48081

Dear Rosalie

President Detroit Y-Rs
met Mrs. Ford airport
arrival

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forward immediately to the
Advance Office with a car-
bon copy.

THANK YOU LETTERS

Event Del. Co. H.

Date 10/18/76

Advanceman Sal



NAME & ADDRESS	SALUTATION	DESCRIPTION
Congressman & Mrs Marven Esch 1141 Warrington Rd. Ann Arbor, Michigan 48103	Dear Olga & Marven X X T X	Olga & 2 of her children Emily & met Mrs Ford at airport Olga rode in car to hotel Cong. Esch was at hotel reception & also at high school where he introduced Mrs. Ford Olga - but hotel Thursday morning rode to airport with Mrs Ford

Rochester, Mich

P.S. Here are the troops that worked on the rally.

- ✓ Mr. Wesley Avram,
145 Manor Way
Rochester, Mich. 48063
- ✓ Miss Cathy Koch
6023 Blue Beech Rd.
Rochester, Mich. 48063
- ✓ Miss Joan Claffay
5680 Kennebunk Dr.
Rochester, Mich. 48063
- ✓ Miss Judi Bishop
2332 W. Avon Rd.
Rochester, Mich. 48063
- ✓ Miss Shelly Friese
1308 Green Rdg. Rd.
Rochester, Mich. 48063
- ✓ Mrs. Mary Jane Pearsall
722 Ironstone
Rochester, Mich.
- ✓ Miss Marilyn Couture
146 Wimpole
Rochester, Mich.
- ✓ Mrs. R. Neal Pocock
929 Hemlock
Rochester, Mich. 48063
- ✓ Mrs. Shirley Easterday
829 Ludlow
Rochester, Mich. 48063
- ✓ Mrs. Sue Eastin
973 Castlebar
Rochester, Mich. 48063
- ✓ Mr. Bruce Bordine
501 Longford
Rochester, Mich. 48063
- ✓ The Ted Jacob Family
62170 Mt. Vernon Rd.
Romeo, Mich. 48065



11/3/76

We are all very sad.
But hold your heads high.
It was a great effort and
a fine showing, and your
boss is going out with a
real touch of class.

BT