

**The original documents are located in Box 128, folder “Jan. 17, 1974 - Speech, Jerry Ford Day, Grand Rapids, MI” of the Gerald R. Ford Vice Presidential Papers at the Gerald R. Ford Presidential Library.**

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LUNCHEON IN CONNECTION WITH "JERRY FORD DAY"  
GRAND RAPIDS CIVIC AUDITORIUM, GRAND  
RAPIDS, MICH., JAN. 17, 1974.

THANK YOU FOR THIS HEARTWARMING  
WELCOME. AND FOR THIS GREAT HOMECOMING  
FOR ME.

I DISCOVERED SOMETHING TODAY.  
OTHERS MAY THINK THEY KNOW WHAT HAPPINESS  
IS, BUT I HAVE FOUND OUT FOR CERTAIN.



*Prayer Group.*  
*Prayer Bkt.*  
*Dallas Cowboys / Washington Redskins*



HAPPINESS IS COMING HOME TO OLD FRIENDS IN GRAND RAPIDS. IT IS HEARING THEIR FRIENDLY VOICES. IT IS SEEING THE SPECIAL GREETING IN THEIR EYES. IT IS THE WARMTH OF THEIR HANDSHAKES.

AND IT'S GETTING SOME HUGS AND KISSES TOO.

TO ALL OF YOU, FOR MAKING THIS SUCH A HAPPY DAY FOR ME, I WANT TO EXPRESS MY DEEPEST GRATITUDE. I WILL ALWAYS REMEMBER IT AS A DAY OF PURE JOY.





I ESPECIALLY WANT TO THANK THOSE  
WHO HAVE ARRANGED THIS LUNCHEON TO CONSIDER  
SOME OF THE SPIRITUAL VALUES RELATED TO  
ATHLETICS. *& our political life*

IT IS A SUBJECT OF GREAT INTEREST  
FOR ME BECAUSE IT INVOLVES SOME OF THE  
THINGS I'VE TRIED TO DO WITH MY LIFE. IT  
HAS TO DO WITH THE WAY I SEE THE WORLD AND  
HOW I MIGHT FIT INTO IT -- AND BE OF SOME  
USE, IF POSSIBLE. AND YOU CAN UNDERSTAND,  
THIS IS A HIGHLY SUBJECTIVE VIEW,

*Norm Evans /*

*Dallas Cowboys / Washington Redskins*





ONE THAT IS VERY PERSONAL WITH ME -- AND  
NOT A LITTLE PRIVATE -- BUT I WANT TO  
SHARE SOME THOUGHTS ON THE SUBJECT WITH YOU.

THERE ARE A MULTITUDE OF  
ACTIVITIES WHERE PEOPLE DEVELOP THEIR  
PERSONAL SPIRITUAL VALUES. ATHLETICS IS  
ONLY ONE OF THEM. EACH OF US SETS THE  
SCALE OF HIS OR HER VALUES THROUGH PERSONAL  
EXPERIENCES OF ALL KINDS. FOR ME,  
ATHLETICS HAS BEEN ONE OF THOSE EXPERIENCES,

*obviously it has been followed by 25 years in the political  
arena.*





ALFRED NORTH WHITEHEAD ONCE SAID THAT "THE HUMAN BODY IS AN INSTRUMENT FOR THE PRODUCTION OF ART IN THE LIFE OF THE HUMAN SOUL."

I BELIEVE THAT. ATHLETICS IS AN EXPRESSION OF THE PHYSICAL SIDE OF OUR NATURE, BUT WE KNOW THAT IT INVOLVES MUCH MORE THAN PHYSICAL PROWESS. IT HELPS TO DEVELOP THE WHOLE PERSON, BECAUSE AN ATHLETIC GAME IS A MICROCOSM OF LIFE ITSELF.





IT INVOLVES SUCCESSES AND FAILURES, THE GOOD BREAKS AND THE BAD. THERE ARE JOYS AND EXHILARATION -- AND HURTS AND DISAPPOINTMENTS. THERE ARE OPPORTUNITIES TO BE SEIZED -- AND OPPORTUNITIES THAT CAN BE LOST. THERE ARE REGRETS, REMORSE -- AND TEARS. WE GET KNOCKED DOWN AND WE LEARN TO GET UP AND KEEP GOING.





WE LEARN TEAM PLAY, COOPERATION.  
WE LEARN WHAT COMPETITION IS -- BOTH FAIR  
AND UNFAIR. THERE ARE MOMENTS OF  
EXPECTATION AND TIME FOR LONG REFLECTION.  
BUT MORE OFTEN IT IS A TIME FOR INSTANT  
DECISION. IT IS STRUGGLE. IT INVOLVES  
STRIFE, ENERGY AND A DRIVE TOWARD A GOAL.  
IT IS PAIN, SADNESS -- AND SYMPATHY FOR  
OTHERS. YOU LEARN TO CRY AND NOT BE  
ASHAMED OF TEARS. YOU KNOW TRIUMPH AND  
DEFEAT.





AND THROUGH THAT HARD EARNED EXPERIENCE AND KNOWLEDGE, THE ATHLETE BUILDS WITHIN HIMSELF VALUES THAT ENDURE FOR A LIFETIME. THE VALUE OF HUMILITY, FOR INSTANCE -- HUMILITY ACHIEVED WHEN THE FLUSH OF TRIUMPH DISAPPEARS INTO THE DUST OF DEFEAT. OR WHEN A FOOTBALL TEAM WHICH HAS PLAYED ITS BEST GAME OF THE SEASON LEARNS IT HAS BEEN VOTED OUT OF THE ROSE BOWL. THE VALUE OF CHARITY -- CHARITY ACHIEVED WHEN YOU EXTEND A HELPING HAND TO AN OPPONENT YOU HAVE JUST TACKLED.





OR WHEN YOU DECIDE NOT TO SCORE THAT EXTRA TOUCHDOWN IN THE LAST MINUTES OF PLAY BECAUSE THERE IS NO NEED TO HUMILIATE YOUR OPPONENT.

THE VALUE OF BROTHERHOOD --  
BROTHERHOOD ACHIEVED WHEN THE BLOCKERS UNSELFISHLY CLEAR THE WAY FOR THE BALL CARRIER. OR WHEN THE QUARTERBACK WAITS 'TILL THE RIGHT SECOND TO THROW THE BALL, THOUGH HE KNOWS THE ONCOMING WAVE OF TACKLERS WILL CRUSH HIM BECAUSE HE WAITED.





I'VE JUST REALIZED THAT I HAVE USED EXAMPLES EXCLUSIVELY FROM FOOTBALL. THAT IS MY FAVORITE SPORT, OF COURSE. BUT SIMILAR EXAMPLES CAN BE FOUND IN ANY COMPETITIVE SPORT. AND THOSE SPORTS-IMBUED VALUES CONTRIBUTE -- IN A LARGER SENSE -- TO THE BENEFIT OF OUR COUNTRY. FOR THE SPIRITUAL DEVELOPMENT ENCOURAGED BY ATHLETIC CONTESTS HELPS EACH PERSON BECOME A BETTER CITIZEN, ENCOURAGES HIM TO JOIN WITH HIS FELLOW CITIZENS IN MOVING HIS NEIGHBORHOOD, HIS COMMUNITY, HIS STATE, HIS NATION, ONE STEP FURTHER UP THE ROAD OF PROGRESS.





THE JOURNEY IS NEVER SWIFT. WE REMOVE FROM OUR PATH ONLY ONE STONE AT A TIME. BUT IN THIS STRUGGLE, I BELIEVE, LIES AN OPPORTUNITY FOR FURTHER SPIRITUAL DEVELOPMENT THAT CAN ADD NEW MEANING AND NEW SATISFACTIONS TO OUR LIVES. ATHLETICS CAN BE A GUIDE TO SUCH PARTICIPATION.



THE ONLY THING REQUIRED IS TO REMEMBER THAT THE END OF LIFE IS NOT TO SIT ON THE SIDELINES. IT IS TO BE OUT THERE ON THE PLAYING FIELD. THAT'S WHERE THE ACTION IS. AND THAT'S WHERE WE ALL BELONG.

*Those experiences in on the gridiron prepared me for all that has happened to me in 25 years in the political arena. -- END -- My experiences good & bad in athletics gave me a personal commitment to government. If it happened to me it has & will happen to others - Norm Coons, Nic Boniccontti, Howard Tully & others.*



OFFICE OF THE VICE PRESIDENT

WASHINGTON, D. C.



FOR IMMEDIATE RELEASE  
Monday, Jan. 7, 1974

CONTACT:  
Paul Miltich 456-2364

Vice President Gerald R. Ford will make a sentimental journey to his home town of Grand Rapids, Mich., the evening of Jan. 16 and spend the entire day Jan. 17 there enjoying a welcome-home celebration.

Theme of Jerry Ford Day on Jan. 17 will be "Jerry, Our Vice President, Comes Home."

Grand Rapids Area friends plan a personal welcome for the Vice President when he arrives at Kent County Airport at 10 p.m. Jan. 16.

According to the local committee planning the Jerry Ford Day, two columns of friends, former teachers and neighbors will form an aisle of welcome from the Vice President's plane to a waiting motorcade. The welcome lane will include all the men who served as Grand Rapids mayors during the 25 years Mr. Ford has represented Michigan's Fifth District in Congress. The welcome also will feature a card section of several hundred persons spelling out the Jerry Ford Day theme and a musical salute from an ensemble of all the Grand Rapids Area high school bands.

On Jan. 17 Mr. Ford will go at 9:30 a.m. to what used to be South High School when he attended there and now is South Middle

(more)





School. He will speak to a school assembly, with the audience to include not only all South Middle School students but representatives from all other Grand Rapids secondary schools and some of the Vice President's former teachers and South High School football teammates.

The rest of the day's program will include a news conference at 11 a.m., a luncheon in the Grand Rapids Civic Auditorium, a reception at the City-County Building, a dinner at the Calvin College Fieldhouse, and a private reception with several hundred Republican leaders and campaign contributors.

The dinner will be a \$12.50-a-plate event, with the proceeds used to meet the expenses incurred by the Jerry Ford Committee which is organizing the tribute to the Vice President. Speakers will include Michigan Gov. William Milliken and Congressman Elford A. Cederberg, dean of the Michigan Republican delegation in Congress. The Vice President will give a response to the tributes paid him by Milliken and Cederberg.

After the close of the day's events, the Vice President will board his plane at 11:30 p.m. for the flight back to Washington.

# # #





Jerry,  
our Vice President,  
comes home.



For Immediate Release

When he returns to Grand Rapids for the first time since his inauguration as Vice President, Jerry Ford will be greeted with a full scale hometown welcome. A day-long series of events is planned January 17 giving district residents ample opportunity to greet their favorite son personally. (The schedule is announced by the Jerry Ford Homecoming Committee, a special group established by the Kent County Republican Committee.)

Festivities actually get underway Wednesday night (January 16) at Kent County Airport where the vice presidential party is expected to arrive at 10 p.m. from Washington. A brief and informal airport reception will include music by the South Middle School Band (where Ford attended classes,) with a receiving line composed of teammates from his state championship South High football team, former teachers, Grand Rapids mayors and other close friends.

Jerry Ford's association with South will again be highlighted the following day. The Vice President will attend a



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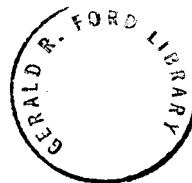
program there during which his portrait will be unveiled as the first in the middle school's newly established Hall of Fame. Ford was graduated from South High School in 1930. In addition to being an All-City center for two years and captain of the football team as a senior, Ford was also a member of South's National Honor Society, Inter-Hi Council, Sodalitas Latina and Glee Club.

At 10:30, after the visit to his high school alma mater, a brief motorcade will accompany Ford to a downtown news conference. Observed along the route will be the site of the first of several Ford family residences in Grand Rapids; St. Mary's Hospital whose recent growth benefitted from Federal funding arranged by then-Congressman Ford; and his former district headquarters on Cherry Street among others. Local motorists are urged by the celebration committee to turn on car headlights any time they drive during the day in salute to Ford's 25th Anniversary Homecoming.

Representatives from both local and national news media are expected to fill the Grand Rapids Press Club at 11 o'clock for a 45-minute conference with the new Vice President. Ford will be hosted at a prayer luncheon in the Civic Auditorium by Billy Zeoli, Gospel Films. A separate women's luncheon honoring Mrs. Betty Ford, also a Grand Rapids native, is planned by Kent County Republican ladies.

Each of the 5th District constituents who supported Jerry Ford throughout his 25 years in the Congress has an opportunity





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to congratulate him personally during the afternoon. From two until five p.m., the Fords will meet the public in the lobby of the Kent County building in Vandenberg Center. Numerous bands are being scheduled to entertain both public and honored guests in Calder Plaza throughout the afternoon.

The day's festivities will be climaxed by a gala dinner for 1500 set for 7 p.m. at Calvin College Fieldhouse. The committee has already issued invitations at \$12.50 per person to several thousand residents. While the occasion is expected to be a "sellout," anyone who was missed and wishes to attend may call 459-0141 with reservation inquiries.

Planners of the evening's program promise, "There will be no long speeches." Colorful groups tentatively invited to participate include the University of Michigan Friars, local Shrine bandsmen and Latvian dancers.

A few long-time friends will share glimpses into Jerry Ford's early years; humorous presentations will spotlight his frequent visits to area celebrations; and brief tributes will be paid by guest celebrities representing Ford's Congressional years. His 25th Anniversary Homecoming will conclude with Vice President Ford's response at the dinner.

#

(Further details will be forthcoming.)



In Windsor  
- dentist for  
since 1934  
39 yrs

Lv Portland  
at 7:45

= Breakfast in  
Kunze & Fork at  
7 am

Get copy  
of Swearing  
on Speech



**Gospel Films, Inc. is:**

**FILM PRODUCTION . . .**

Gospel Films produces high quality motion pictures that present the Gospel of Christ in a clear, attractive way.

**CHURCH SHOWINGS . . .**

More than 45,000 showings each year make Gospel Films the leading distributor of motion pictures to millions of Christians in the North American Churches.

**OVERSEAS SHOWINGS . . .**

Gospel Films have been translated into 36 languages and shown in 158 countries and territories. Missionaries from 306 organizations use these excellent tools for evangelism.

**SCHOOL SHOWINGS . . .**

Each year, an increasing number of requests come from educators. During 1972-73, our films were shown more than 68,000 times in schools. We provide the films at no charge and pay postage both ways.

**PROFESSIONAL SPORTS . . .**

Due in part to the efforts of the President of Gospel Films, 21 teams in the National Football League have regular chapel services for players and coaches. These pro-athletes, when committed to Christ, make a profound impact on American youth.

**Gospel Films, Inc. is:**

... a not-for-profit, Michigan-based organization attempting, through the power of Almighty God, to focus the hearts of mankind on the reality of the person of Jesus Christ. Its ministry is vibrant. Its message is positive. Its target is the world.



*The  
Vice-Presidential Laymen's  
Prayer Luncheon*

*January 17, 1974*

*Civic Auditorium*

*Grand Rapids, Michigan*

*Sponsored by Gospel Films, Inc.*

*Muskegon, Michigan*





Last year, then Congressman Gerald Ford and Gospel Films President, Billy Zeoli, hosted a special luncheon in Washington, D. C., for members of Congress and professional athletes. Norm Evans, all-pro from the Miami Dolphins was among the array of athletes at that luncheon.



Dave Boyer, recording artist from York, Pa. was also featured. All four of these men will be part of today's memorable event along with:

Lyman S. Parks	Mayor of Grand Rapids
Elmer Lago	Chairman of the Board of Gospel Films, Inc.
Rich DeVos	Vice-Chairman of the Board of Gospel Films, Inc.
Mike Ford	The Vice-President's Son

#### HEAD TABLE

Left to right:

Joe Weatherly\*; Dave Boyer; Rod Murchison\*; Ted Essenburg\*; O. Paul Corley\*; Dr. Robert Ludwig\*; Mike Ford; Richard DeVos\*; The Honorable Gerald R. Ford, Vice-President of the United States of America; Billy Zeoli\*; Elmer Lago\*; Norm Evans; Frank Grotenhuis\*; Mayor Lyman Parks; Rev. Roy O. Ostenson, Rector of Grace Episcopal Church; Gordon VanderTill, 5th Congressional District Administrator; Paul Buiten\*; Conrad Lenger\*; Dr. Claude Van Andel\*; Don VanderSchie\*; Charles Peterman\*.

\* - Gospel Films, Inc. Board Member

## PROGRAM

Welcome .....	Billy Zeoli
Pledge to the Flag	
Invocation .....	Lyman S. Parks

## LUNCH SERVED

By

## THE PANTLIND HOTEL STAFF

Vocal Solo .....	Dave Boyer
Scripture Reading .....	Elmer Lago
Prayer .....	Richard DeVos
Testimonial .....	Norm Evans
Vocal Solo .....	Dave Boyer
Introduction of Guest of Honor .....	Billy Zeoli
Address .....	The Honorable Gerald R. Ford Vice-President of the United States of America
Presentation and Closing Remarks .....	Billy Zeoli
Vocal Solo .....	Dave Boyer
Benediction .....	Mike Ford





**Jerry,  
our Vice President,  
comes home.**





## GERALD FORD

NATIONAL HONOR SOCIETY; STUDENT COUNCIL; INTER-HI COUNCIL; SODALITAS LATINA; GLEE CLUB; VARSITY CLUB; FOOTBALL, CAPTAIN; FOOTBALL, SECOND TEAM; BASKETBALL, FIRST TEAM; TRACK; PHOTO COMMITTEE.

January 17, 1974

"Ruffles & Flourishes"  
South Middle Band

Invocation  
Reuben Smartt, Principal of South Middle School

"Star Spangled Banner"  
South Middle Band

"Freedom Isn't Free"  
South Middle Choir

Introduction of platform guests  
Master of Ceremonies, Dr. John Dow  
Deputy Superintendent

Welcome  
Mayor Lyman Parks

Introduction of the Vice President  
Superintendent Phillip E. Runkel

The Vice President of the United States  
Gerald R. Ford

Hall of Fame Induction Ceremony  
Reuben Smartt

John Marion      Jackie Woods  
Lacey McCoy      Carolyn Stewart

Closing Remarks  
Charles F. Porter, President  
Board of Education

"Lift Every Voice and Sing"  
South Middle Choir





Jerry,  
our Vice President,  
comes home.

*Jerry Ford News*



For Immediate Release

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#

(Further details will be forthcoming.)



REMARKS BY VICE PRESIDENT GERALD R. FORD  
AT A LUNCHEON  
IN CONNECTION WITH "JERRY FORD DAY"  
GRAND RAPIDS CIVIC AUDITORIUM  
GRAND RAPIDS, MICHIGAN  
THURSDAY, JANUARY 17, 1974

*John Evans*



FOR RELEASE AT 12 NOON THURSDAY

Thank you for this heartwarming welcome. And for this great homecoming for me.

I discovered something today. Others may think they know what happiness is, but I have found out for certain.

Happiness is coming home to old friends in Grand Rapids. It is hearing their friendly voices. It is seeing the special greeting in their eyes. It is the warmth of their handshakes.

And it's getting some hugs and kisses too.

To all of you, for making this such a happy day for me, I want to express my deepest gratitude. I will always remember it as a day of pure joy.

I especially want to thank those who have arranged this luncheon to consider some of the spiritual values related to athletics.

It is a subject of great interest for me because it involves some of the things I've tried to do with my life. It has to do with the way I see the world and how I might fit into it -- and be of some use, if possible. As you can understand, this is a highly subjective view, one that is very personal with me -- and not a little private -- but I want to share some thoughts on the subject with you.

There are a multitude of activities where people develop their personal spiritual values. Athletics is only one of them. Each of us sets the scale of his or her values through personal experiences of all kinds. For me, athletics has been one of those experiences.

(more)



Alfred North Whitehead once said that "The human body is an instrument for the production of art in the life of the human soul."

I believe that. Athletics is an expression of the physical side of our nature, but we know that it involves much more than physical prowess. It helps to develop the whole person, because an athletic game is a microcosm of life itself.

It involves successes and failures, the good breaks and the bad. There are joys and exhilaration -- and hurts and disappointments. There are opportunities to be seized -- and opportunities that can be lost. There are regrets, remorse -- and tears. We get knocked down and we learn to get up and keep going.

We learn team play, cooperation. We learn what competition is -- both fair and unfair. There are moments of expectation and time for long reflection. But more often it is a time for instant decision. It is struggle. It involves strife, energy and a drive toward a goal. It is pain, sadness -- and sympathy for others. You learn to cry and not be ashamed of tears. You know triumph and defeat.

And through that hard earned experience and knowledge, the athlete builds within himself values that endure for a lifetime. The value of humility, for instance -- humility achieved when the flush of triumph disappears into the dust of defeat. Or when a football team which has played its best game learns it has been voted out of the Rose Bowl. The value of charity -- charity achieved when you extend a helping hand to an opponent you have just tackled. Or when you decide not to score that extra touchdown in the last minutes of play because there is no need to humiliate your opponent. The value of brotherhood -- brotherhood achieved when the blockers unselfishly clear the way for the ball carrier. Or when the quarterback waits 'till the right second to throw the ball, though he knows the oncoming wave of tacklers will crush him because he waited.



(more)



I've just realized that I have used examples exclusively from football. That is my favorite sport, of course. But similar examples can be found in any competitive sport. And those sports-imbued values contribute -- in a larger sense -- to the benefit of our country. For the spiritual development encouraged by athletic contests helps each person become a better citizen, encourages him to join with his fellow citizens in moving his neighborhood, his community, his state, his nation, one step further up the road of progress.

The journey is never swift. We remove from our path only one stone at a time. But in this struggle, I believe, lies an opportunity for further spiritual development that can add new meaning and new satisfactions to our lives. Athletics can be a guide to such participation.

The only thing required is to remember that the end of life is not to sit on the sidelines. It is to be out there on the playing field. That's where the action is. And that's where we all belong.

# # #







THE GRAND VALLEY  
STATE COLLEGES



January 18, 1974

Mr. William Roberts  
Deputy Press Secretary  
Office of the Vice President  
Room 281  
Old Executive Office Building  
Washington, D.C. 20511

Dear Mr. Roberts:

As I mentioned in our telephone conversation today, your staff did an excellent job in assisting the press in covering the January 17 visit of the Vice President in Grand Rapids.

It is my understanding the Vice President plans to return to Michigan on February 9, 1974. With this in mind, we would like to renew our request for an interview as previously outlined in our correspondence of December 21, 1973. The interview would be thirty-minutes in length and recorded at one of the following locations:

1. In Detroit, at the studios of WTVS, Channel 56 (the PBS station). We have reserved those facilities for that day;
2. In Grand Rapids, at our Allendale studios of WGVC, Channel 35;
3. At any other convenient location in the state, utilizing the same professional mobile unit we rented to cover the Vice President's address at South Middle School during his visit last week.

With these options available, and with continued interest from PBS to distribute the program to its 240 member stations, it is our hope that you will be able to find a position in the February 9th itinerary for this event. We believe Americans want to learn more about the new Vice President in a personal way.

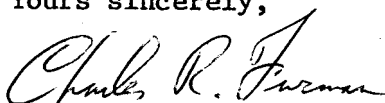
Mr. William Roberts  
Page two  
January 18, 1974

We can hold the facilities in Detroit through February 5th without penalty for cancellation. The other options would be available closer to the visit. Option 2 would probably carry the same disadvantages for the Vice President as were presented last week, those of time and travel.

WGVC would provide the Vice President with an outline of our proposed questions allowing him time to contemplate his responses prior to or on route to Michigan. Should there be need for additional information, please call me at 616-895-6691.

Thank you for your consideration. We look forward to your response.

Yours sincerely,



Charles R. Furman  
Program Director  
WGVC Channel 35

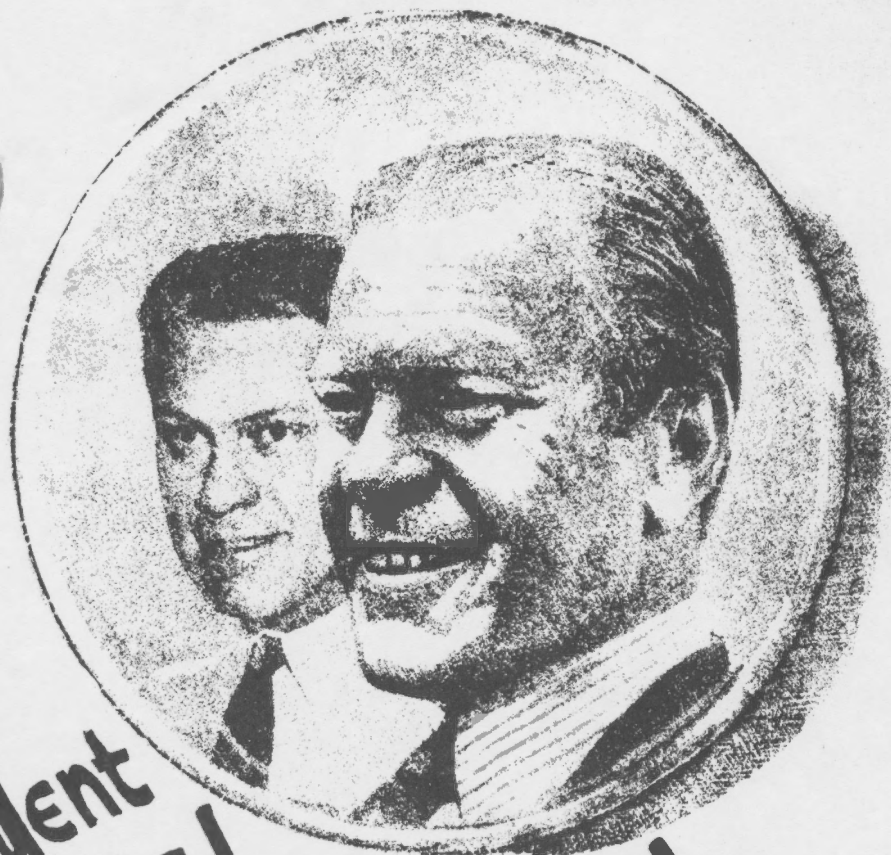


CRF:js

cc: Mr. Paul Miltich  
Press Secretary  
Office of the Vice President

Mr. Jerry Elliott





# JERRY, our vice-president COMES HOME! HELP US WELCOME HIM!

Jerry Ford  
would like to meet you  
THURSDAY, JANUARY 17, 1974  
at one of these locations:

• motorcade •

Leave Fulton & Division - 10:30 a.m.

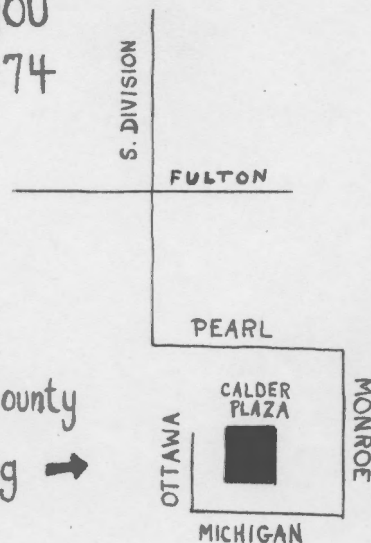
Arrive Calder Plaza - 11:00

(See Map For Route)

• public reception •

Time: 2:00 - 5:00 p.m.

Location: Lobby, Kent County  
Administration Building →



ITEM TRANSFER REFERENCE FORM

The item described below has been removed to:

New File Location: *Museum collection*



Document Description: *3' x 4' all weather white flag  
with circle in center containing the drawings of G.R.F.  
as young congressman and as V.P.*

Old File Location: *V.P. Speeches box 2*

By *Ken Hefeli* Date *3/14/78*



Jerry,  
our Vice President,  
comes home.

For Immediate Release



OFFICE OF THE VICE PRESIDENT  
WASHINGTON, D.C.

PRESS LIST FOR V.P. TRIP TO GRAND RAPIDS...Jan. 16-17,'74

1. Jim Coates, Chicago Trib.
  2. Phil Jones, CBS-TV
  3. Mike George, CBS-TV
  4. Al Colby, CBS-TV
  5. Harry Lee ~~Clark~~ Clark, CBS -TV
  6. Gene Bernhardt, UPI
  7. Vernon Louviere, Nation's Business
  - 8/ Shirley Elder, Washington Star-News
  9. James Wieghart, N.Y. Daily News
  10. Tom DeFrank, Newsweek
  11. Bill Eaton, Chicago Daily News
  12. Charles Gorry, AP
  13. Eric Engberg, Westinghouse Broadcasting
- 



RETURN TRIP...

Same as above, plus Eugene Gibbons, UPI

"Jerry, Our Vice President, comes home"



PRESS EVENT SCHEDULE

Wednesday, 1/16/74

10:00 pm Estimated time of arrival for Vice President's plane  
at Kent County Airport

Thursday, 1/17/74

9:30 am Beginning of the South Middle School "Welcome Home"  
event at South Middle School Auditorium

10:35 am Formation of the motorcade at Fulton and Division Ave.  
(North on Division to Pearl, West on Pearl to Monroe,  
North on Monroe to Michigan, East on Michigan to  
Ottawa)

11:00 am Press Conference at Press Club of Grand Rapids, basement  
Frey Building on Ottawa Avenue

12:00 am: Vice Presidential Laymen's Prayer Luncheon at Grand  
Rapids Civic Auditorium

2:00 pm Public Reception at the County Building, Calder Plaza  
, level

5:00 pm

7:00 pm "Salute to Jerry Ford" Dinner at Calvin College Fieldhouse  
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1/ ALL MEDIA

- a/ telephones, working tables and box lunches will be  
provided in the "West Gym" behind the closed bleachers
- b/ A five foot availability space will be provided along  
the balcony in front of the folded bleacher sections

2/Television and newsreel cameras

- a/ platforms for your convenience are to be erected in the NorthWest corner of  
the main gymnasium floor for tripod mounted equipment
- b/ if you have the lens capability and would prefer to shoot from the West Gym  
balcony area, you may opt for that location

3/Hand held TV cameras and still cameras

- a/ access to the main floor will be available during the dinner hour only
- b/ it is respectfully requested that the area between the "head table" and  
the guest tables NOT be occupied once the program portion of the event  
commences

4/Print media will be restricted to the West Gym balcony area with the obvious  
exception of still photographs as outlined above.

NOTE: ONE LOCAL TELEVISION STATION, WOTV, HAS AN EXCLUSIVE

PLATFORM AT THE CENTER OF THE MAIN FLOOR



"Jerry, Our Vice President, Comes Home"

PRESS BUS SCHEDULE

January 16 & 17, 1974



Wednesday, 1/16/74

10:00 pm                      Airport Arrival - bus available for transportation  
to downtown Grand Rapids (Town House Motel)

Thursday, 1/17/74

8:45 am                      Bus departs from Town House Motel to South Middle  
School

10:25 am                      Depart South Auditorium in motorcade to Grand Rapids  
Press Club for 11:00 News Conference

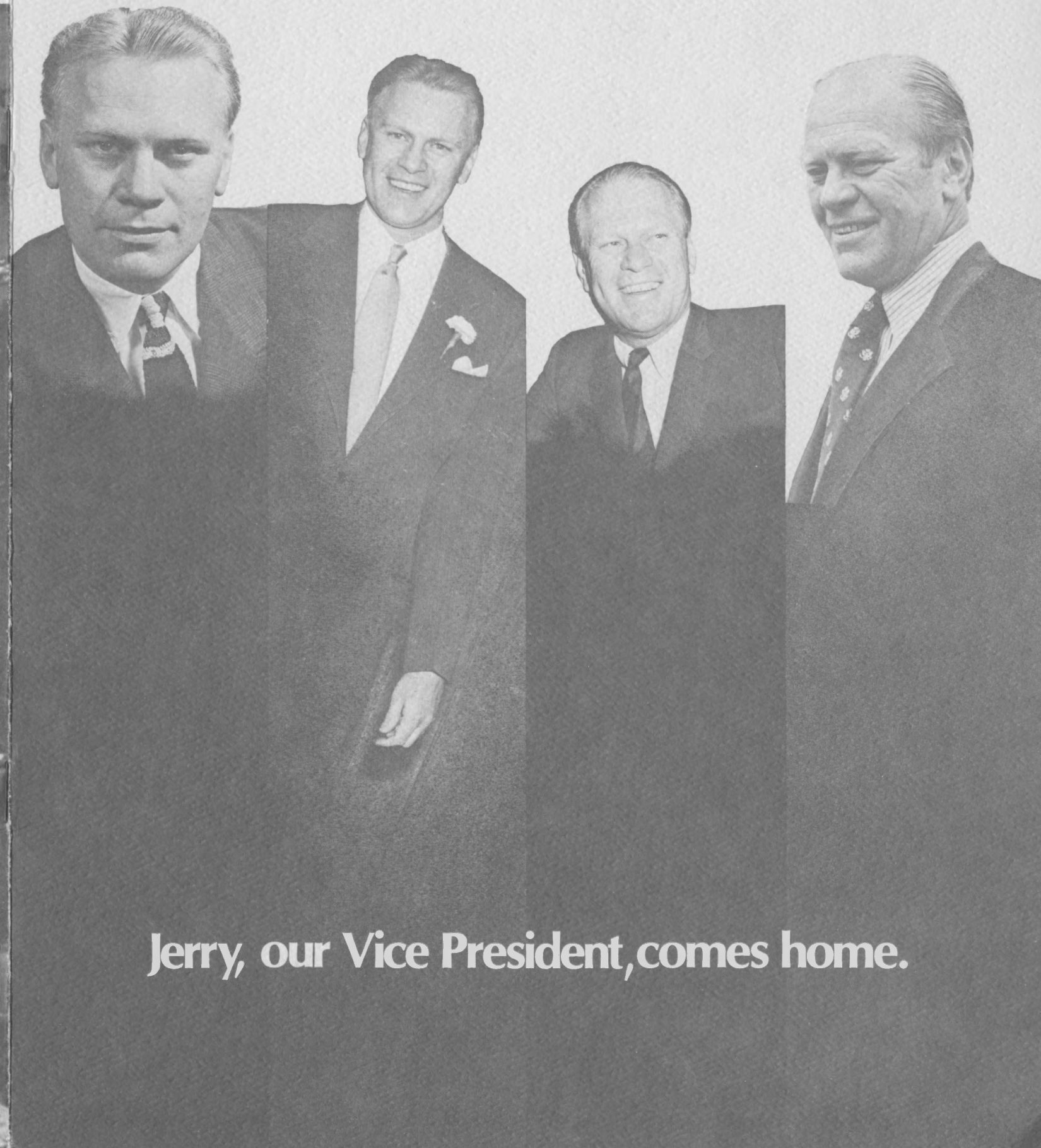
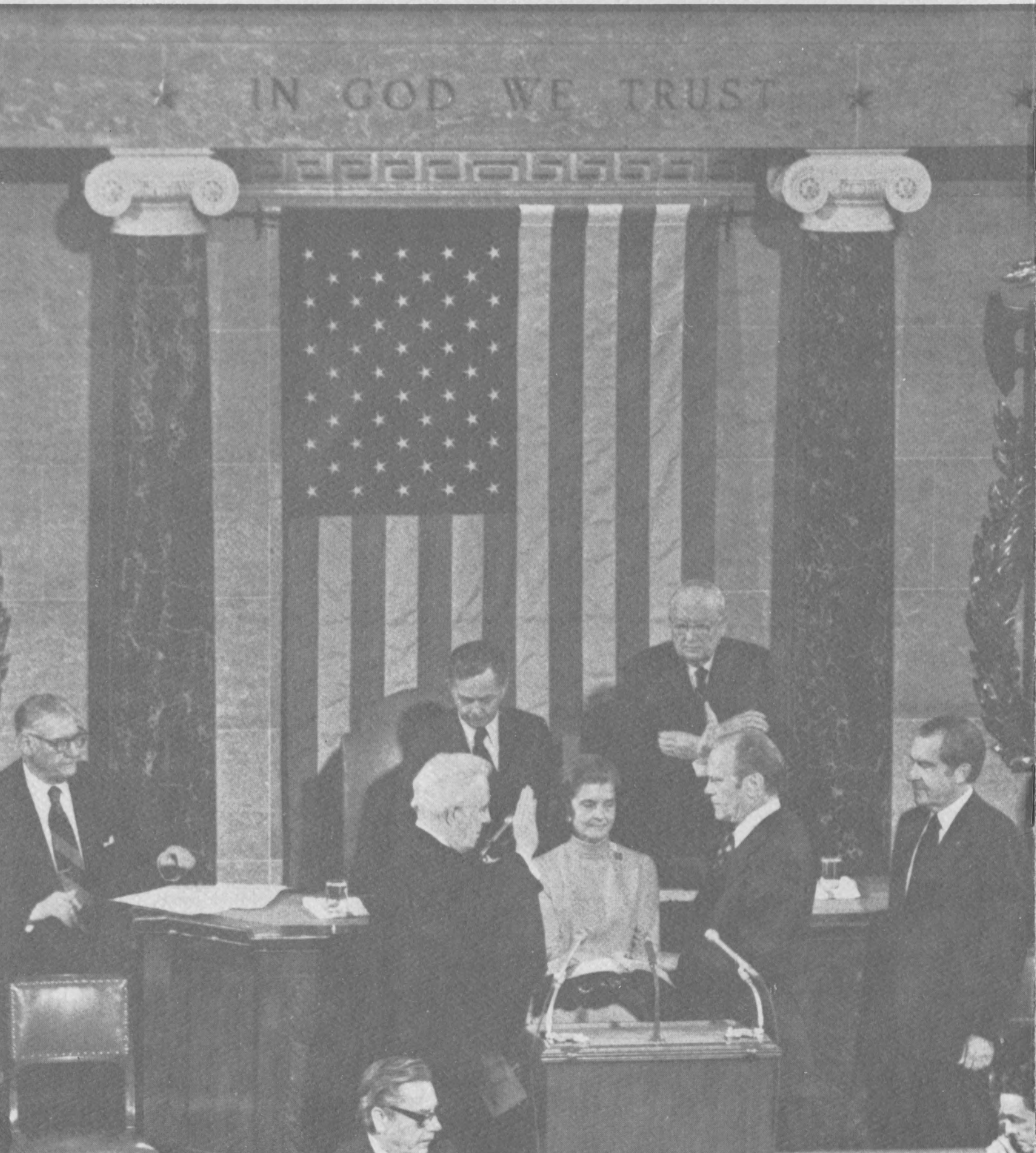
11:40 am                      Depart Press Club to Grand Rapids Civic Auditorium  
for Vice Presidential Prayer Luncheon

6:00 pm                      Depart Town House Motel for Calvin College Field  
House

10:00 pm                      Depart Calvin College Fieldhouse for Kent County  
Airport

# # # # #

There is an ever-growing realization that our  
system is the finest in the history of mankind.  
We believe in our Constitution. The responsibility  
for the American people is to keep our Republic.  
To keep it strong, progressive, free.



**Jerry, our Vice President, comes home.**



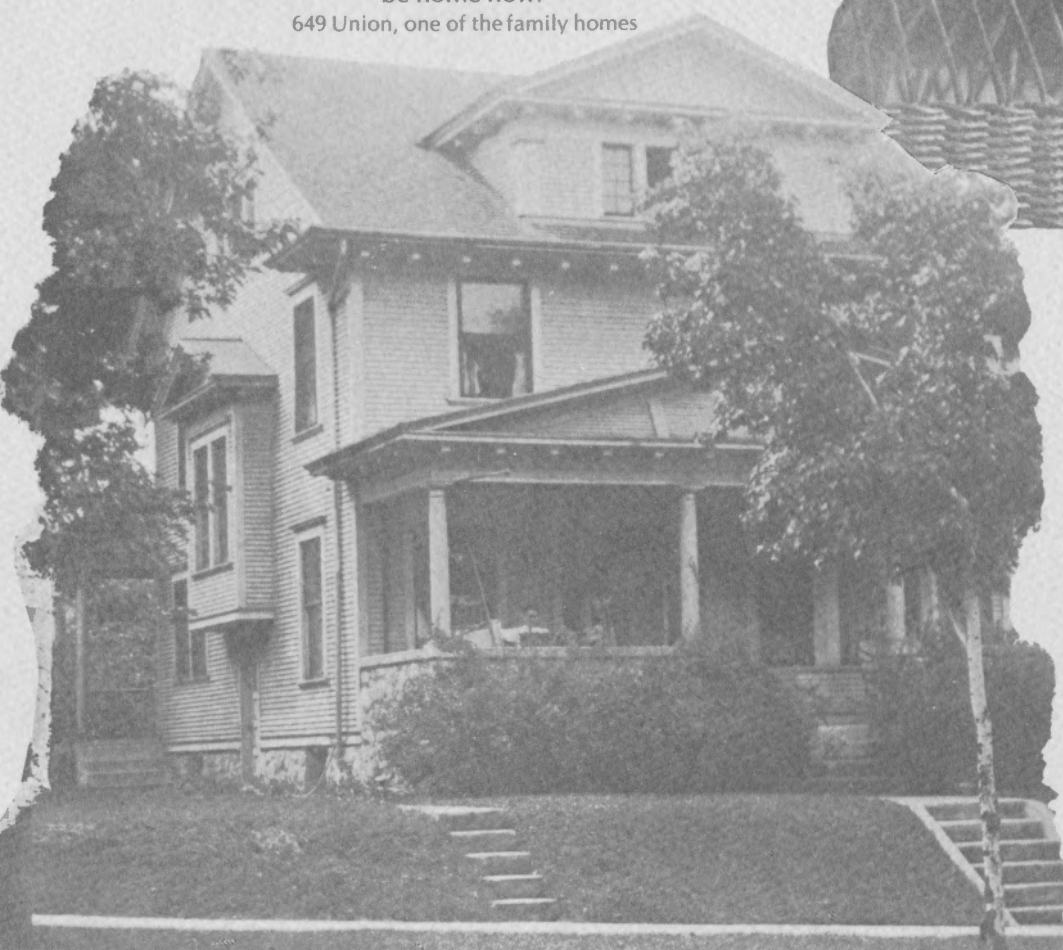
Abe Lincoln was one of my boyhood heroes, perhaps the greatest. I admire him for many qualities — his humility, his devotion to hard work, his dry sense of humor, his generosity of spirit, his love of God and common men.  
(Bloomington, Illinois 1969)



Jerry & pal, age 3

(At the 1968 Gridiron Club "roast" in Washington)  
I'm not at all interested in the Vice Presidency. I love the House of Representatives despite the long, irregular hours. Sometimes, though, when it's late and I'm tired and hungry — on that long drive home to Alexandria — as I go past 1600 Pennsylvania Avenue, I do seem to hear a little voice saying: "If you lived here, you'd be home now."

649 Union, one of the family homes



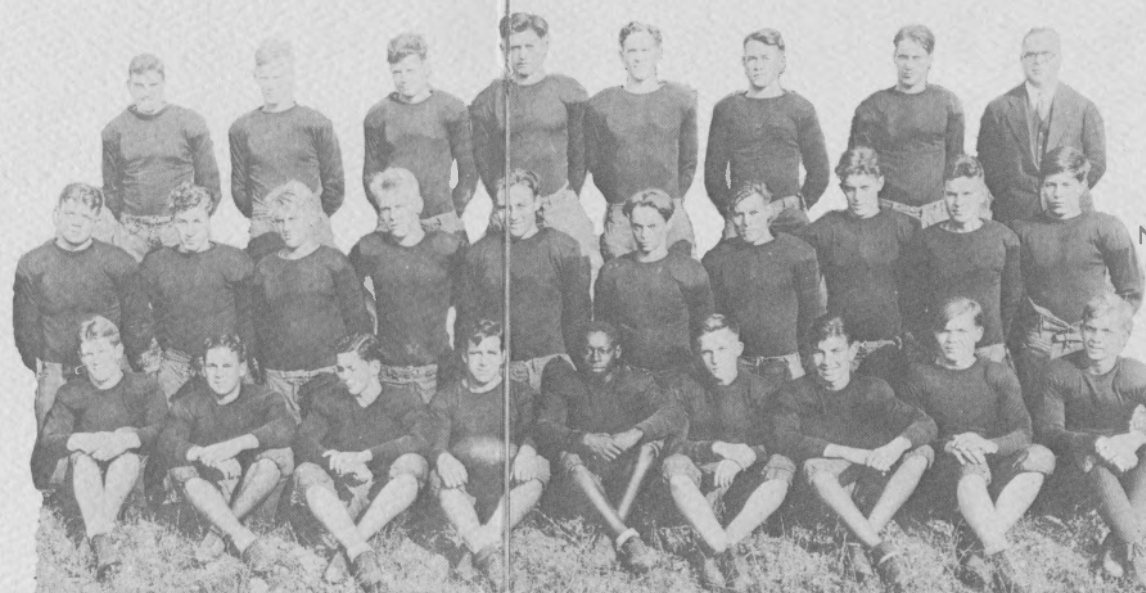
Perhaps each generation must, through its own suffering and sacrifice, rediscover the meaning of freedom and love of country. Let us live our lives with courage and conviction, faith in freedom, passion for justice and devotion to duty. For this is the true meaning of patriotism.  
(Grand Rapids, 1968)



Jerry & brother Tom, ages 7 & 2



With Governor's honor guard on Mackinac Island as Eagle scout



Not long after I became Republican Leader of the House of Representatives, I was asked: "What is the mission of the minority?" My answer: "To become the majority."  
(New Orleans, 1968)

Championship South High team.



25th Anniversary Homecoming  
of Gerald R. Ford

An evening celebrating the return of our friend and  
long-time Congressman to his home as  
Vice President of the United States.

Presentation of the colors and our  
national anthem

Invocation

Dinner

Tributes to Jerry:

The early years, 1913-1947

The Congressional years, 1948-1973

Today

Response by Vice President Ford

Benediction

7-9:30 p.m.

January 17, 1974

Calvin College Fieldhouse

Grand Rapids, Michigan

Thank God, the day is gone when concern for  
the land, the air and the water was the sole  
province of the conservationist, wilderness  
enthusiast, bird watcher and environ-  
mental scientist. All Americans must take  
the pledge that we will right man's  
wrongs against nature.  
(Grand Rapids, 1970)

On Lake Michigan  
at a carefree age 23

We will win our peace by resistance to  
evil. We will not buy it by compromise with  
evil. That will remain our purpose . . . through-  
out the world . . . wherever brave men long  
for freedom.  
(Washington, 1965)

Lt. JG Ford, 1941

We must save the family if we are to save  
the community. We must save the  
community if we are to save the state  
and the nation and grow to new greatness.  
The Seventies will see breathtaking  
progress in America and, hope-  
fully, the steps needed to  
cleanse our nation both  
in body and in soul.  
(Honolulu, 1968)

Betty & Jerry with Mike, firstborn of four youngsters



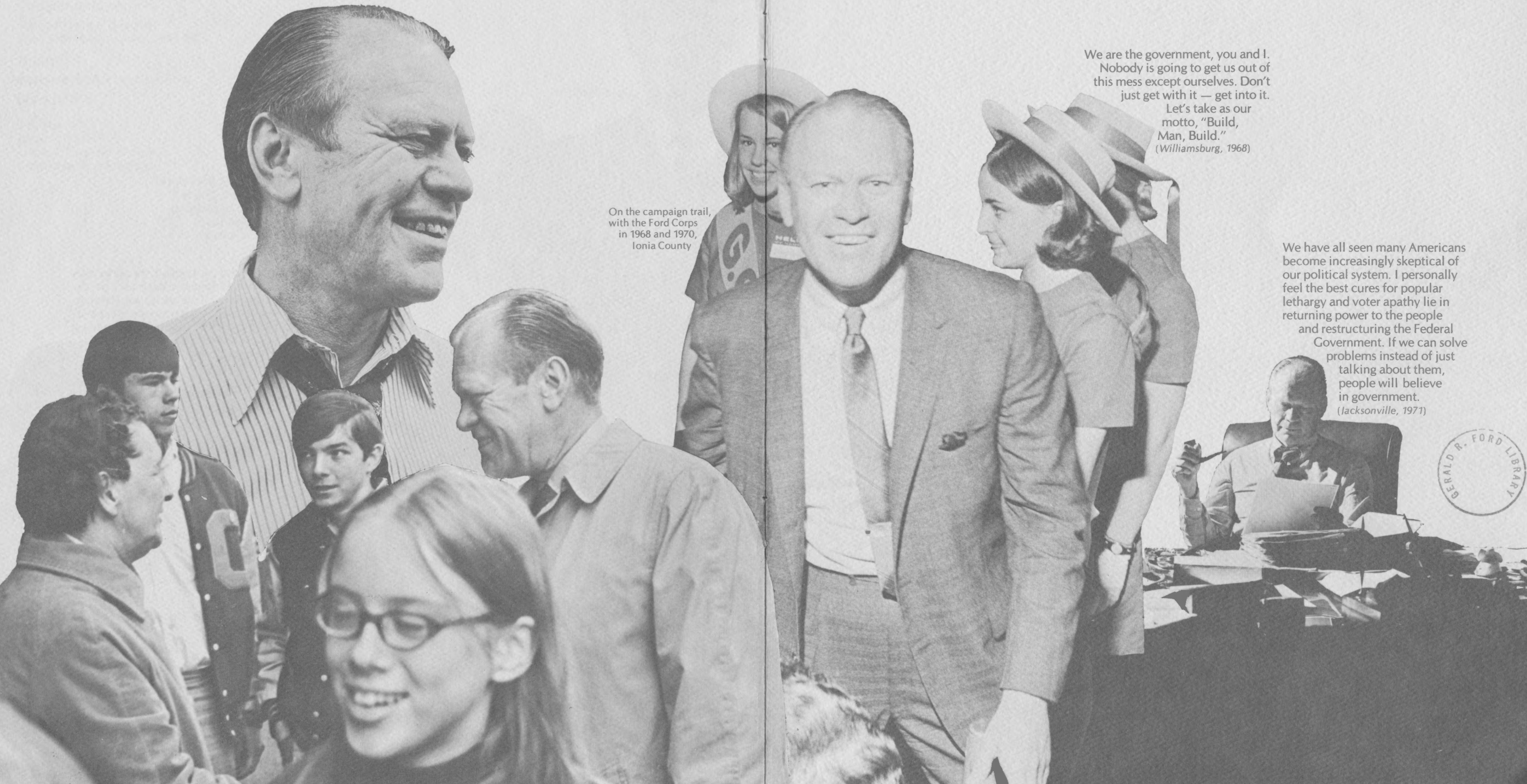
A Representative in the best sense, Gerald R. Ford reflected the needs and hopes of Michigan's 5th District in Congress throughout a quarter century.

Insisting on the friendliness of "Jerry," he listened, worked and made things better for us and our nation. At home, the few who didn't know him personally have friends or relatives whom he helped. That's as far away as he ever got, for his offices remained familiar ground, a

model of how government should function.

During this 25th Anniversary Homecoming, we recall with pleasure all of the thousands of times Jerry returned to us from Washington. And we express our appreciation for the kind of man and government he symbolizes. Decent. Hardworking. Effective.

This pictorial reminiscence, with excerpts from his statements, is presented with fond pride in our new Vice President, Jerry Ford.



On the campaign trail, with the Ford Corps in 1968 and 1970, Ionia County

We are the government, you and I. Nobody is going to get us out of this mess except ourselves. Don't just get with it — get into it.

Let's take as our motto, "Build, Man, Build."  
(Williamsburg, 1968)

We have all seen many Americans become increasingly skeptical of our political system. I personally feel the best cures for popular lethargy and voter apathy lie in returning power to the people and restructuring the Federal Government. If we can solve problems instead of just talking about them, people will believe in government.  
(Jacksonville, 1971)





(FOR ALEX DeMAR)

Mr. Vice President, distinguished guests, ladies and gentlemen:  
I'm Alex DeMar. DeMar, not Demosthenes, so don't expect any oratory. And I beg of you to excuse my accent for the few remarks that I'm about to make. But if Henry Kissinger can make it in a big way, maybe I'll get by in a smaller way.

I just want to go back some 40 years to the early 30's, when I was operating the Ramona Park Food and Beverage Concessions and Ramona Gardens Ballroom. Through the recommendation of some of your South High buddies who were in my employment, Mr. Vice President, I offered you a job in charge of the supplies.

In performing your duties at this job, you demonstrated real zeal for work. Honesty, modesty, friendliness and respect. All of which can be attributed to fine family rearing.

I never dreamed then or had an conception that 43 years later, Jerry Ford, Jr., would become the Vice President of the United States. I was only sure that with the qualities you possessed, it was evident that you had a promising future.

At this time, let me relate a humorous episode that you, Mr. Vice President, may recall... (MUST NOT BE OVER ONE MINUTE, 125 WORDS)

And now as I look around, my eye feasts on a spectacle that I doubt this community ever witnessed before. Within the four walls of this room are seated some of the prominent men in our government, very prominent business and professional people, and some of the humblest citizens of our community. But I cannot distinguish one class from another. And I wonder why?

Then I remember. Because this is America. Because this is democracy with freedom. Because this is government predicated on the proposition that all men are created equal.

One can proudly say that this gathering is a manifestation of love and respect for one of its sons, Gerald Ford, Jr. To me, Mr. Vice President, having the rare privilege to know you and play an iota of a part in your life is the highlight of my lifetime.

God give you health and strength in the performance of your duty. To your lovely wife, Betty, and your family, my best wishes. And to you all, my thanks.

TRIBUTES  
DELIVERED BY  
SPECIAL GUESTS

UNFORTUNATELY,  
REMARKS OF  
NINA BABCOCK  
BOB GEMVEND  
& BOB ELEVELD  
WERE NOT MADE  
AVAILABLE TO US.





(FOR CLIFF GETTINGS)

B

I'm here tonight with mixed feelings! Of course I'm proud and deeply touched by this occasion. But our celebrity hasn't exactly helped the cause of some common folk here tonight!

I refer to the article in last Sunday's Detroit FREE PRESS which stated that Jerry helped with the supper dishes each night. Now I've been told, "If the Vice President isn't too busy nor too tired... what's your excuse?" Thanks a lot, Bud!

I'm also reminded of the sudden shock that ~~the~~ proverbial man must have felt when he turned around to the playful kitten behind him and beheld a magnificent full-grown tiger. Just such an awesome feeling I experienced at the remembered sight of a young football player turned into the Vice President of the United States.

Speaking of shocks!!!

I'm glad I taught Jerry to fight clean - and with his football helmet ON. Because in this day of in-fighting and dirty tricks, it must come as a surprise to some people to find a man who can deliver a knockout punch just by playing it straight and clean.

Jerry's also -- FAIR. I can vouch for that. Back in our football days, it was routine for us to have blackboard drill four mornings a week. As an incentive to promptness, there was a penalty for tardiness... One lap around the pool at Garfield Park for each minute late. One morning my alarm failed me, and I was 10 minutes late. The team was waiting, and sentence was pronounced. This "fair friend" of ours showed no leniency. He gleefully chalked off each lap I ran that afternoon. I got a new alarm clock!

I remember another time we were inclined to attribute outstanding accomplishments to Jerry. It was a game we played in the pouring rain. The field was all mud and water, and the players slipped and slid all over the place. We couldn't get anywhere... That is, all but our Center,

(CONTINUED)

who had no difficulty at all. I thought I was seeing a miracle - until I got near enough to see his feet. With gunboats like his, who couldn't stay on top?

But now, let me say seriously: The characteristics I saw 45 years ago in Jerry Ford are the same characteristics which the people of the United States are seeing today. And just as I needed what that boy possessed then, so does our nation need what this man has to offer now.

I want to tell everyone:

You can trust this man.

You can depend on this man.

He is worthy of your faith and confidence.

What more can you ask of any man?







(BYRD GAREL)



In 1928, I was a student at South High School, and our Vice President was, too. He was really popular because he was a football hero. We lived on Bates Street, and my friend, Jerry - but we all called him "Junie" in those days - lived at 649 Union Street. Every morning we would walk to school. I would stop and whistle for another friend, and then he and I would stop in front of the Ford's house and whistle real loud; and the three of us hiked our way to South High School.

Well, my friend Jerry moved away from our neighborhood when we were seniors in high school. He still wanted to attend South and graduate from our school, but he had to take another way to school. Jerry went on to college; but I didn't because my mother was a widow and there were four kids in our family, so I had to get a job. And our paths didn't cross again.

It is now 1968, and I had moved back to Grand Rapids from Detroit where I had a job for several years. I was very disturbed over the problem in Congress regarding the seating of Congressman Powell. At that time I decided to write a letter to my Congressman about this subject.

I got an answer from my Congressman in which he explained the entire situation over this seating. But at the bottom of my letter, which had been signed personally by Congressman Ford, was a handwritten note asking, "Are you my old friend from South High?"

We have heard so many good things about how our Congressman answered all letters, but I do believe that my story here tonight tells the facts. Because, ladies and gentlemen, this story covers FORTY years, from the time I first walked to school with a buddy until he heard from me with a letter.

My tribute to our newly chosen Vice President is simple. It is a tribute of heartfelt thanks for remembering me.

(D)  
(MRS. NERINA AMANN)

Nineteen years ago, I attained one of the highest honors of my life, because I applied for citizenship and became an American. At that time, the Washington POST carried a picture of me, because I was living in Virginia. I was very, very proud. Four years ago I moved to Michigan with my family, and here I located in Congressman Ford's district.

For thirteen years I did not see my only sister, Licia, because she was living in Italy and had become widowed. We missed each other very much and wanted so badly to be able to see each other again, and be together. So my husband and I saved some money and sent my sister a ticket for her to come from Bologna, Italy, and visit with us. Her visit was very short, because she came on a tourist visa and had to return home.

She was full of sorrow, and so was I. She just loved America. So Licia came back again just for a visit, and this time I wanted her for good. This trip she brought her son, Giuliano. The visas said the visit could last \_\_\_ days, and we got the letter telling us they had to go back to Italy. Now what could we do? Then I looked in the phone book and called my Congressman.

Then came my panic, and I shook and I cried - but the Congressman's office said, "Come in and we will see what Jerry Ford can do to help." Phone calls were made for me to Detroit and Washington to change her visa from visitor to resident. Mama Mia! How we have to wait for all the proceedings. And we waited, but we were all still very nervous and also very hopeful.

But then I got a call from Congressman Ford's office, and they said, "All set. Your sister can stay here, and also your nephew can enter school."

It is so hard to express to all of you our happiness, my sister's gratitude and the answer to our prayers. I never found that Congressman Ford was too busy to listen, and to help people. People like us who love America and will work to make this country even better.





(FOR ARNOLD WITTENBACH)

(E)

Mister Vice President, honorable guests, ladies and gentlemen:

I think everyone here should know that the Lowell Showboat can claim full credit for Jerry Ford's election to Congress. Here's the record: In the year Jerry was first nominated, a local businessman ran this full-page advertisement with Jerry's picture in our Showboat program. The theme of the ad is, "Let's have the highest calibre in Congress." Now, you all know what happened - He won! All because of one Showboat ad. And we can go farther... In 1955, it was our Showboat president who introduced Congressman Ford as a Vice Presidential prospect!

As long as we're coming clean, sir, here's another truth we've never before admitted - why we always scheduled a Jerry Ford night. The fact is, when you were captain of the Robert E. Lee, we always sold about 15-hundred more tickets, which meant about 4-thousand bucks extra in the till. And there was never a cloud in the sky on Jerry Ford night.

Mr. Vice President, we're already counting on a pretty fair crowd for you this coming July 20th!

Kidding aside... We're delighted that throughout your years in office you've remained faithful to us. All of Lowell joins me in expressing pride and happiness that our Jerry is now the honorable Gerald R. Ford, Vice President of the United States. We thank God for Betty and Jerry!

And just in case you do miss your first year of Lowell Showboat this summer, we have a model for you to take back to the Potomac.



(FLOYD SCHUT)

(F)

I am indeed happy to say a few words for the people of Sparta and for the Sparta Rodeo Association. Personally, I knew our distinguished guest as our Congressman for 25 years. But this evening, I know him as our Vice President.

This earned achievement is the greatest accomplishment any person ever made from this area. In fact, the first and greatest ever made in the state of Michigan. Besides being qualified, I am sure his gift to communicate with almost anyone in public life or with all his colleagues on either side of the aisle has been taken into consideration in our President's appointment.

Another reality that many, many of us have experienced is his willingness and promptness in replying to our requests, either by letter or telephone; and his personal interest he always has had for each and everyone of us.

I remember one time while in Washington, during the last year of Senator Dirksen's life, how Jerry's thoughtfulness and kindness was displayed by inviting us to the Ev and Jerry Show which was so popular at that time; and how concerned he was that morning that we would be permitted to attend, as it was very unusual for the public to attend. Also, I remember the pleasant meeting he arranged for us with Senator Dirksen afterward.

This event took place a few years ago, but I can remember vividly what we said after leaving the session. What a wonderful gift it really is that these two great statesmen have - their ability to communicate.

Now one more event that takes place in Sparta every Labor Day is our rodeo. At which time our then-Congressman has crowned the queen for 25 years. I recall one Labor Day, when he came to our home about 2 o'clock and the queen was to be crowned at three. His eyes were heavy, and he was tired by all outward appearances. I said, "Jerry, what's happened." Here is his reply:

"Floyd, just 12 hours ago I was in Alaska and I have been traveling all night. I could have traveled today and made wonderful connections, but I promised Bunch and Ken that I would be there; and I didn't want to fail or disappoint them."

(MORE)





How faithful to his promise. Please remember this, folks,  
"How faithful to his promise."

I would now like to have the two men to whom you have been so  
loyal for 25 years stand up. Thank you, boys.

Now in closing, there is one thing I can promise everyone here  
this evening. Jerry will be back next Labor Day again, because  
when he left this past Labor Day, he said: "Boys, I will see  
you next Labor Day." At which time, Bunch replied: "If you  
become Speaker of the House or Vice President, Jerry, would  
you really come?" His reply: "Bunch, you can bank on it.  
I'll be there." How faithful he will be to his promise.

So Mr. Vice President, I am quite sure when you come this fall  
that you may then say, "Boys, I don't think I can make it  
another year; but I'll always remember the happy 26 years I  
have had here."

I thank you.





(FOR DIANE NOTA)

Vice President Ford, Ladies and Gentlemen...

Nothing great was ever achieved without enthusiasm, which aptly describes not only Mr. Ford but his Ford Corps as well. The focal point of our enthusiasm was working for and with Mr. Ford.

While campaigning, we acquired an insight into the grassroots level of the U-S political system. At the same time, we experienced such unusual happenings as: painting the campaign headquarters and ourselves, too; forging down the mighty Grand aboard the unsinkable Ford raft; traveling first class to Cedar Springs for Red Flannel Day in our sporty strawberry-burgundy bus; and of course, riding elephants. But more important, we found many new friends and shared many warm feelings, like gathering together after the night's work was done for small talk and eggs-over-easy.

The Ford Corps was comprised of over 300 young people who volunteered thousands of hours. Now that Mr. Ford is Vice President, the whole nation will know what the Ford Corps has always known - that Mr. Ford is one of the most dedicated and capable statesmen of our time.

Mr. Ford, on behalf of the Ford Corps, I am pleased to present you with a diamond tie pin - a token of our admiration and our prayers that you may serve the nation as you have so ably served our Fifth District.



time.

y.



# SCHEDULE

Wednesday, January 16, 1974

Vice President Gerald R. Ford

10:00 pm E.T.A. - Kent County Airport - Don Wierenga, Event Chairman  
*Creston band - Football buddies - Mayors, etc.*

Thursday, January 17, 1974

8:00 - 9:00 am Dr. G.R. Worsfold - dental appointment, 1456 Lake Dr. S.E.

9:20 Arrive South Middle School, proceed to holding room  
DR JOHN DOW, Chrmm

9:30 Program begins at South Middle School

10:25 Depart South auditorium for motorcade  
JACK STILES, Chrmm

10:55 Arrive at Press Club - Frey Bldg - for....

11:00 News Conference  
BILL ROBERTS, Chrmm

11:30 Depart for Civic Auditorium "Blue Room"

11:45 Reception at Civic Aud. "Blue Room" with Members of Board of  
Gospel Films, Inc. BILLY ZEOLI, Chrmm  
*Sen Mike offers prayer at end*

12:00 Vice Presidential Prayer Luncheon

1:20 pm Return to Pantlind Hotel to have personal time and join  
Mrs. Ford

1:50 Depart Pantlind

2:00 Public Reception at County Building - Ottawa Ave. level  
WALTER RUSSELL, Chrmm

5:00 Terminate Public Reception and address remaining crowd from  
podium immediately outside County Bldg at Calder Plaza

5:10 Return to Hotel

6:45 Leave Hotel for Calvin College Fieldhouse

7:00 Arrive at Calvin College and proceed to holding room in  
fieldhouse MARBA PERROTT, Chrmm

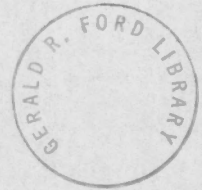
7:15 Vice President announced at the dinner and proceeds to platform

9:30 Dinner terminates - proceed to Cascade Country Club

10:00 Arrive at Cascade Country Club for private reception  
GARY MAURINA, Chrmm

11:00 Proceed to the airport

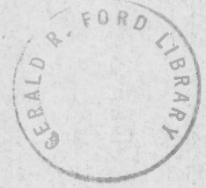
11:30 WHEELS UP



J. Davis  
Q sheet for Shriners

17 January 1974  
6:45-9:30 pm

25th Anniversary Homecoming Program for  
Vice President Gerald R. Ford



6:45 pm - Dinner guests seated in Calvin College Fieldhouse, assisted by hosts and hostesses - while

→ Shrine Band plays from east balcony of the auditorium.

7:05 - Members of speakers' table enter unannounced (Lyman Parks, Mrs. Cederberg, Al Cederberg, the Master of Ceremonies, the Congressional Nominee and John Brewer - with two places left between the MC and the Nominee for the Fords.)

7:08  
BAND  
STOPS

→ 7:10 - Shrine Band: "Ruffles & Flourishes" (ALL RISING)

Immed After - John Brewer: Ladies and gentlemen, the Vice President of the United States and his lady.

(SPEAKERS' TABLE & AUDIENCE APPLAUDING AS VICE PRESIDENT AND MRS. FORD ENTER TO TAKE PLACES. ALL REMAIN STANDING.)

→ ~~7:10~~ 7:10½ - (CEREMONIAL PRESENTATION OF COLORS BY SHRINE COLOR GUARD ENTERING FROM REAR DOWN CENTER AISLE TO FRONT & HALT)

7:13 - John Brewer: Our national anthem will be sung by the University of Michigan Friars, after which the Reverend Lyman Parks, Mayor of Grand Rapids, will offer the invocation.

Friars: "Star Spangled Banner" (UNACCOMPANIED, FROM PERFORMANCE PLATFORM)

Color Guard Commander: Post, colors! (COLORS PLACED ON SPEAKERS' PLATFORM & GUARD MARCHES FROM AUDITORIUM)

Rev. Parks: (THE INVOCATION)

7:17 - John Brewer: Dinner will now be served.

(AUDIENCE SITS, DINNER SERVICE BEGINS. MAXINE HATTEM PRESENTS DINNER MUSIC AT ORGAN)

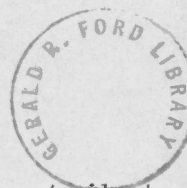
→ 8:10 - Leisma (LATVIAN-AMERICAN DANCERS) Unannounced (Cued by Maxine)

→ 8:13 - Shrine Band: (FANFARE)

Lyman Parks: On behalf of Co-chairman John Brewer and the Program Committee for this happy day, I greet you all. (VERY BRIEF INTRODUCTION OF THE MASTER OF CEREMONIES)

(CONTINUED)





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8:15 - M.C.: To recognize a local boy, to pay tribute to a friend, to express deep affection to a Congressman who has served so well for a quarter-century... that is our purpose. One rises to such a task with some humility; but fortunately, this evening I shall have great support.

Admirers all, we greet the Vice President of the United States. And as we look back on the days of his youth, we're aware that so much has been written and spoken about him recently that we need not repeat a mass of biographical detail. Rather, we shall share as friends in reviewing a few moments from an eventful life.

For a man has returned to his hometown, his first trip back since the new honor which gives us such unabashed pride was bestowed upon him. And on the occasion of his 25th Anniversary Homecoming to us, we welcome Jerry, our Vice President, wholeheartedly.

→ 8:16 - Shrine Band: (PLAY-ON AS AUDIENCE APPLAUDS)

Ⓐ Alex DeMar: (PERSONAL REMINISCENCE OF GRF WORKING AT RAMONA, AT IODIUM #1)

8:20 - M.C.: Perhaps Jerry Ford really did not expect to be described so often with football jargon after his election and later, when he was elevated to his high post as Minority Leader of Congress by his Republican peers. But teamwork has always been important in his life. Today, one visit that our new Vice President wanted to make was to his old school. Not so much for the special accolades which awaited him. Just as he had returned to South High as a graduation speaker so often, he went because he was invited - with his strong sense of

(CONTINUED)



duty and loyalty. And he went because he wanted to, for this school holds rich memories. It was there he learned to study, and today he returned to speak to South Middle School youngsters, accompanied by his best girl - whose hand he won in the same year he captured his congressional seat.

It was at South that Jerry learned to play the game so well, and he often returned on Thanksgiving to reunite with his football teammates and coach.

→ 8:21½ - Shrine Band: (FOOTBALL TYPE PLAY-ON)

ⓑ Cliff Getting: (PERSONAL REMINISCENCE BY GRF'S COACH, AT PODIUM #2)

8:25 - M.C.: Our Vice President's high school football coach, Cliff Getting.

Incidentally, the number 43 worn by many of our waitresses this evening has dual significance for Jerry. It was his number as center of the U-of-M team on which he played; and it was also the year he first won election to office.

Many of Jerry's teammates and high school friends found it only natural to work for him in campaigns. Many have kept in touch down the years. It's been said often, even by his opponents, "You can't beat Gerald Ford at the ballot box, because he does his homework."

Jerry answered all letters written to him, signing each personally. We single out just one from those thousands. For even after a lapse of many years in Jerry's association with this letter writer, he added a personal note in his reply to Byrd <sup>(JAIREl)</sup>Garel.

Ⓒ 8:26 - Byrd Garel: (PERSONAL REMINISCENCE OF FRIEND WHO WALKED TO SCHOOL WITH GRF, AT PODIUM #1)

→ Shrine Band: (PLAY-OFF)

(CONTINUED)





8:28 - M.C.: Life went by - Walks to school. Football thrills. Part-time work. Did you know, for example, that Jerry fried a super hamburger at a little lunch counter near South High?

Attendance at the University of Michigan. Yale Law School. And in between, many ski weekends. As we're aware, Christmas ski trips with Betty and the children later became a family tradition.

After school and entry into law practice, the great interruption so many experienced ... four years in the Navy during World War Two.

Friars: "Navy Hymn," one verse (ON PERFORMANCE PLATFORM)

8:30 - M.C.: Then, he came home to re-establish the career in law which was barely launched before his naval service.

*2 1/2 mins*  
Phil Buchen: (PERSONAL REMINISCENCE)

8:33 - M.C.: Now, 1948. With a natural understanding of his community and a desire to serve it, Jerry was convinced by friends, Senator Vandenberg among them, that he should run for the 5th District Congressional seat. Did he have second thoughts when it was decided by campaign advisers that "he oughtta know how to milk a cow?" One six a-m lesson on the Ernie <sup>(REES)</sup> Ruehs farm was enough, we understand.

The young veteran had already served his city as a Red Cross fund-raising chairman and as chairman of the United Hospital drive to raise over three million dollars for sorely needed additions to major hospitals.

As a freshman Congressman, he was first to conceive of a mobile office to take service to constituents rather than wait for people to seek him. His office on wheels traveled thousands of miles. And Jerry's little black notebook became well known. In it he jotted down names and concerns of human beings, and the famous Ford problem-solving process began.

*2 1/2 mins*  
8:34 - Mrs. Amann: (PERSONAL REMINISCENCE CONCERNING ENTRY OF AN ITALIAN FAMILY MEMBER TO THE US WITH GRF'S HELP, AT PODIUM #2)

(CONTINUED)



Friars: "Give Me Your Tired, Your Poor..." Sung as Mrs. Amann returns to audience, from performing platform

8:39½ - M.C.: As so well stated by our lovely Kentwood neighbor, Mrs. (AMON) Amann, Jerry Ford's constituent service was astoundingly efficient; and many in our audience can also attest to that.

Our Congressman not only opened his office and heart to every kind of problem. He also made a special point to return home often to enjoy picnics, parades and pageants.

Shrine Band: "Here Comes the Showboat" UP & UNDER...

8:40½ - Arnold Wittenbach: (PERSONAL REMINISCENCE & PRESENTATION, AT PODIUM #1)

8:43 - M.C.: Jerry was always prepared to catch a plane and come to Lowell as Arnold Wittenbach has related. Betty and the youngsters often came along, and everyone looked forward to Jerry's district visits.

He became something of a hero to many young boys preparing for their future. His old Troop Two-15 asked if it might salute one of its former members tonight. So Eagle Scout Brian Harmsen is here to present Eagle Scout Gerald R. Ford with a trophy on behalf of the Grand Valley Council of Boy Scouts.

Shrine Band: (PLAY ON & PLAY OFF)

(Percussion?) Brian Harmsen: (COMES FORWARD, PRESENTS TROPHY, SALUTES, RETURNS. NO SPOKEN MESSAGE)

8:44½ - M.C.: The showboat brought our future Vice President back home in midsummer. There was also the annual Peach Ridge apple smorgasbord. And as fall approached, there was a queen to crown at the Labor Day Rodeo in Sparta.

Shrine Band: "I'm An Old Cow Hand" UP & UNDER

8:45¼ - Floyd Schut: (RODEO TRIBUTE AT PODIUM #2)

8:48½ - M.C.: Lest one believe that all our Congressman did was enjoy events such as Floyd (SCHUT) has described, we emphasize... a hardworking Jerry Ford also brought his Washington Report to dozens of public service groups, maintained his exceptional

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attendance record in the House, and campaigned hard every two years.

Volunteers proudly kept the message repeating, "I helped elect Jerry Ford." They came with offers of assistance one by one, two by two, dozen by dozen. Let's enjoy the artistry of just one of the groups who unfailingly joined his campaign team - <sup>(LEESMA)</sup>Leisma, our fine Latvian-American friends ...

8:49 - Leisma: (DANCE ON PLATFORM AT SIDE OF AUDITORIUM)

3 1/2 min  
8:52 1/2 - M.C.: For eight elections, Congressman Ford's district was composed of Kent and Ottawa Counties. In 1964, however, a new district was drawn and his constituency shifted from west of Kent County to the east. Now, new friends and enthusiastic voters were found in Ionia County.

→ Shrine Band: (CARNIVAL-TYPE MUSIC UP & UNDER ...)

Ⓒ 8:53 - Robert Gemuend: (TRIBUTE FROM IONIA FREE FAIR, AT PODIUM #1)

8:56 - M.C.: We all promise, Bob <sup>(Jee-MUND)</sup>Gemuend, to come back to your great show, the Ionia Fair, often.

Even before Jerry helped lower the voting age to 18, kids eagerly volunteered in his campaigns. Their candidate could always be found on election nights eating pizza and drinking pop with his youthful aides. In 1970, the Youth Corps helped Jerry Ford Get Things Done. In 1972, the Ford Corps traveled in its bus helping Jerry Listen, Work and Make Things Better. What really wins elections? The speeches, the media advertising? Or the smile on a young girl's face as she says: "I'm a member of the Ford Corps. Please vote for my friend, Jerry."

Ⓗ Diane Nota: (FORD CORPS TRIBUTE & PRESENTA'N, PODIUM #2)

Shrine Band: (PLAY-OFF)

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8:59 - - M.C.: Now, a brief pause ....

To the many who wished to appear on tonight's program but could not be accommodated, our apologies. To some not yet acknowledged -- for example, Maxine Hattem, who played the dinner music -- and to the Shrine Band and color guard -- a deep bow with our sincere thanks. And to the University of Michigan Friars, we say "Hail."

8:59½ - - Friars: "Hail to the Victors" (SUNG FROM PERFORMING PLATFORM)

9:01½ - - M.C.: This past October 12th, millions of American eyes were focused on the East Room of the White House via television. Here in Kent and Ionia Counties, cheers got mixed with tears as we realized we would not just gain a Vice President but also lose a Congressman.

After the festivities, Jerry and Betty went home faced with sobering new responsibilities. Early next morning, the Vice President-designate met with the President of the United States, the conversation going something like this: The President - "I understand you were planning to go to Michigan today."

The Vice President-to-be: "Yes, sir. It's Red Flannel Day out home, and I never miss it."

So on countless front pages of Sunday morning papers across the 50 states, Americans saw our Jerry pictured back home again. Because he had a commitment to keep.

Ladies and Gentlemen, may I present a lady with whom he had a date he couldn't break - one of Cedar Springs' grandest boosters and one of the original Red Flannel Clipper girls, Miss Nina Babcock!

Shrine Band: (PLAY-ON & PLAY-OFF)

9:03 - - Nina Babcock: (PERSONAL REMINISCENCE & PRESENTATION AT PODIUM #1)

Band music?

- 3 mins

HIT OF THE  
SHOW! PRESENTED  
RED FLANNEL LONG  
JOHNS WITH VICE  
PRESIDENTIAL SEAL  
ON FRONT

(CONTINUED)







9:06 - M.C.: "Yeah, Team" was no idle phrase to Jerry. Proud of his Republicanism, he could always be counted on when committees across our country needed help. From precinct to national committee, our party has been constantly nourished by this good man's character, vision and example.

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Shrine Band: (PLAY-ON)

9:06½ - Robert Eleveld: (PARTY TRIBUTE & PRESENTATION, PODIUM #2)

Shrine Band: (PLAY-OFF)

9:08½ - M.C.: Tonight we have reminisced and applauded our Vice President as hometown friends. However, we are also aware that he has passed the toughest kind of testing before all America. In televised hearings prior to his confirmation, millions gained new knowledge of and respect for Jerry Ford - as a person, husband, father, attorney and leader. Two of those who knew him best in the Congress are with us. And it is now my distinct privilege to present the Minority Whip of the United States Senate, Michigan's Bob Griffin...

9:09¼ - Senator Griffin (AT SPEAKERS' TABLE, TRIBUTE TO JERRY AND INTRODUCTION OF CONGRESSMAN AL CEDERBERG)

9:12 - Congressman Cederberg: (AT SPEAKERS' TABLE, TRIBUTE TO JERRY AND INTRODUCE NOMINEE BOB VANDERLAAN)

9:15 - Senator Vander Laan: (AT SPEAKERS' TABLE, WITH RESOLUTION FROM LEGISLATURE, PERSONAL COMMENT & INTRODUCE GRF, CONCLUDING WITH...)

Ladies and gentlemen - Jerry, our Vice President, has come home.

9:17½ - Vice President Gerald R. Ford (RESPONSE AT SPEAKERS' TABLE)

→ 9:29½ - Friars with Shriners: "Battle Hymn of the Republic" TO BE JOINED BY THE AUDIENCE FOR A FINAL CHORUS

9:32 - Lyman Parks: Benediction