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THE WHITE HOUSE
WASHINGTON

April 9, 1976

MEMORANDUM FOR:

MAX FRIEDERSDORF

FROM:

JIM CONNOR JEC

SUBJECT:

Former Congressman
William J. Keating

The President reviewed your memorandum of April 8 concerning the editorial in THE CINCINNATI ENQUIRER and made the following notation:

"Thanks"

THE PRESIDENT HAS SEEN.

THE WHITE HOUSE
WASHINGTON

April 8, 1976

MEMORANDUM FOR THE PRESIDENT

FROM: MAX L. FRIEDERSDORF *MLF*
SUBJECT: Former Congressman William J. Keating (R-OHIO)

Bill Keating, who is now president of THE CINCINNATI ENQUIRER, sent the attached editorial to me which I thought would be of interest to the President.

Thanks

on & Commentary

THE CINCINNATI ENQUIRER

The Case For President Ford

An Editorial

PRIOR TO LATE February, the name of Gerald R. Ford had never appeared on a ballot outside the Michigan congressional district he served in Congress for a quarter of a century.

In the weeks since late February, however, Mr. Ford's name—and Mr. Ford personally—have been before the voters in three distinct corners of the nation. He has been called upon not only to demonstrate his prowess and effectiveness as a campaigner, but also, and more important, to articulate the programs and policies to which he is committed as President.

The result of this succession of tests—the presidential primaries in New Hampshire, Florida and Illinois—has been an unmistakable endorsement of Mr. Ford as a candidate and as President.

To the endorsement of Republican voters in these widely scattered parts of America—endorsements that will be reiterated as the primary season continues through early June—The Enquirer is pleased to add its own.

We believe, in brief, that Mr. Ford is the inevitable choice to win his party's nomination for a full term in the White House, to represent his party on the hustings this fall and to give the nation the decisive, forward-looking leadership it needs thereafter.

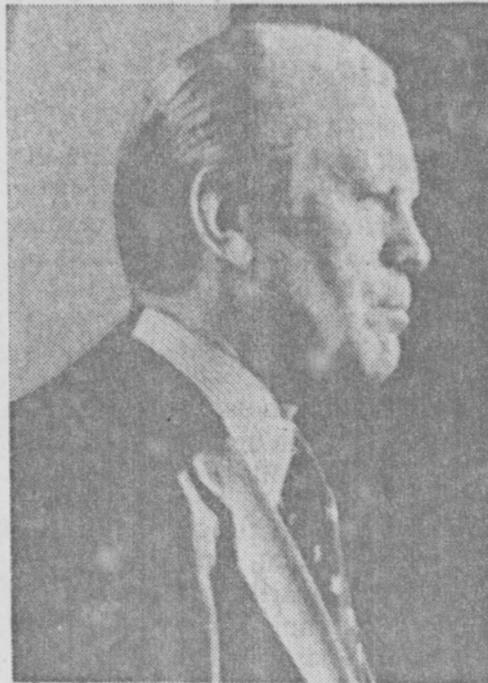
To assess the stature of Gerald R. Ford, it is useful to review the circumstances of his succession to the presidency.

No one can forget the drama of those days.

The drama began on October 12, 1973, when he was nominated for the vice presidency under terms of the 25th Amendment. The choice of Mr. Ford was rooted in 25 years of congressional leadership and service—leadership and service that saw him move to the highest position within the gift of his Republican colleagues in the House of Representatives.

Sen. William Proxmire (D-Wis.), whose acquaintanceship with Mr. Ford went back to their college days, spoke for most of America in reacting to Mr. Ford's nomination:

"He is a man the country may be looking for. As I have known him, he has always appeared to be a man of integrity and character. In spite of his present disclaimers, he may be the most likely Republican nominee for



President Ford

President in 1976. . . He could be a tough, strong candidate. . . because he has the kind of wholesome sincerity, the kind of loyal consistency that many voters may be looking for. . . He may come on like a tiger because of what the public perceives of as his straightforward, reliable, direct character."

The drama continued through two exhaustive congressional inquiries into his suitability for the vice presidency—one in the Senate, one in the House.

In the course of those inquiries, Mr. Ford was examined more minutely than any other man ever nominated for public office in the United States. Every facet of his quarter of a century in Congress was examined, every vote analyzed for possible conflict of interest, every financial transaction dissected, every income-tax return examined. Mr. Ford emerged from that examination without blemish.

In an era that cried for the restoration of decency in government, he was certified by the Congress of the United States to be eminently decent.

The drama had its culmination on

August 9, 1974, with his inauguration as the 38th President of the United States.

And as Americans settled back to listen to their new Chief Executive, they liked what they heard.

"With all the strength and all the good sense I have gained from life," said President Ford, "with all the confidence my family and friends and dedicated staff impart to me, and with the good will of the countless Americans I have encountered in recent visits to 40 states, I now solemnly reaffirm my purpose I made to you last December 8: to uphold the Constitution, to do what is right as God gives me to see the right, and to do the very best I can for America."

To that simply worded, direct, earnest commitment, President Ford has been unfailingly faithful.

As the nation's first nonelected President, he has borne a special burden. But as he has traveled about the nation, he has demonstrated a kinship between his values and America's, his aspirations and America's, his concerns and America's. And he has demonstrated a special competence to articulate and to activate what is best for the United States.

His, to be sure, has been a frequently lonely battle. He has been beset by a Congress obsessed with massive spending as the only conceivable remedy to every national and regional problem, a Congress undisturbed by the extent to which the American people have lost control of their own destinies, a Congress seemingly oblivious to the dark dangers that still roam the world. Yet he has never shrunk from citing congressional errors, from defining the far-reaching issues, from fulfilling his constitutional commitment to see to the nation's welfare and safety. He has thereby helped to write the record on which the 1976 presidential campaign will be—and should be—fought.

President Ford becomes, in our view, the one Republican capable of presenting the issues to the American people this fall, to stretch America to its true greatness and to make ours a truly united nation once more.

(Additional editorials appear on the following page.)