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to age is human . . .



**National
Thanksgiving Salute
to Older Americans**

Sponsored by No Greater Love
at the Gerald R. Ford Presidential Library



"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

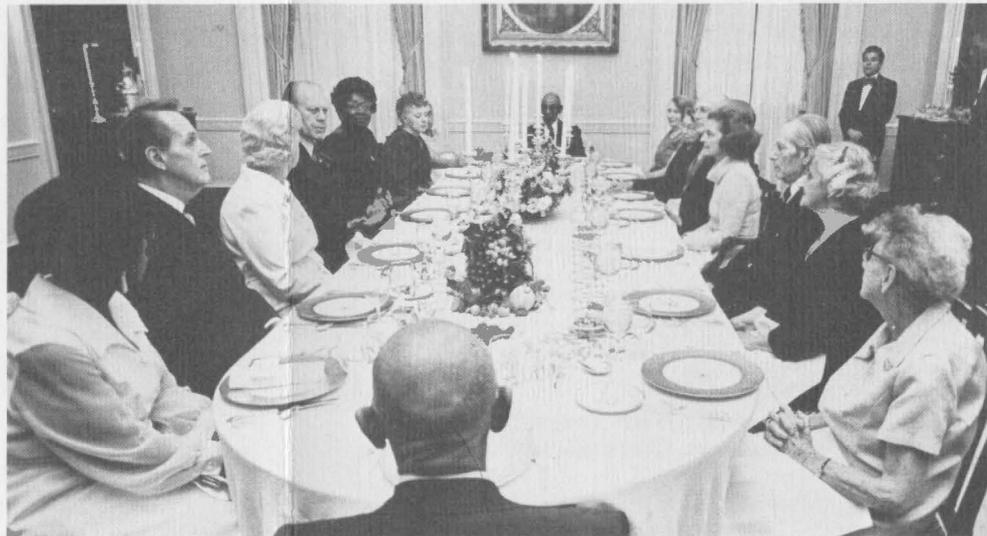
After several years of sponsoring Thanksgiving Salutes to Older Americans locally in Washington, D.C., No Greater Love in 1975 expanded its annual Salute to a national observance recognizing senior citizens.

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.



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.

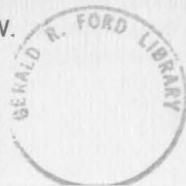
"The cruelest affliction of old age is not heartache, sickness or weakness — it is loneliness. The cure is care and companionship."

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



GOOD AFTERNOON, AND THANK YOU VERY MUCH FOR SUCH A NICE WELCOME -- IT IS NICE TO BE BACK. SOME OF YOU MAY KNOW I WAS BORN IN CHICAGO -- MY FAMILY MOVED TO GRAND RAPIDS WHEN I WAS ABOUT 3, BUT BOTH MY HUSBAND AND I HAVE BEEN BACK HERE MANY TIMES. IN FACT, IT IS QUITE A POLITICIANS TOWN, ISN'T IT. I NOTICED SENATOR BROCK AND SENATOR BENTSEN WERE HERE IN TOWN LAST NIGHT DEBATING, AND I HAVE HEARD SO MANY POLITICAL SPEECHES HERE MYSELF THAT I THINK I KNOW WHERE YOU GOT THE NAME "WINDY CITY."

WELL THIS IS OBVIOUSLY ONE POLITICAL LUNCHEON THAT IS GOING TO BE DIFFERENT -- WHOEVER HEARD OF A CANDIDATES LUNCHEON IN WHICH NONE OF THE CANDIDATES MADE SPEECHES, AND I HAVE SEEN CANDIDATES USE PICTURES OF THEMSELVES THAT WERE NOT QUITE UP TO DATE -- BUT THIS IS REDICULOUS. . . . AND WHOEVER HEARD OF A POLITICAL LUNCHEON IN WHICH THERE WERE ABSOLUTELY NO FREE LUNCHES -- FOR THE LUNCHEON COMMITTEE, THE PRESS, OR ANYONE.

HOPE, IN THAT THE PERSON'S NAME IS McCORMICK, YOU ARE A
HARD WOMAN -- BUT JUST TO SHOW YOU THAT I AM IN THE SPIRIT OF THE
THING, I HAVE HERE A CHECK FOR MY LUNCH THAT I WOULD LIKE TO
PRESENT TO YOU PERSONALLY. I WANT YOU TO KNOW THAT I HAVE INSCRIBED
IT ON THE BACK "TO HOPE McCORMICK, WHO EXEMPLIFIED BETTER THAN
ANYONE I KNOW, THAT THERE IS NO SUCH THING AS A FREE LUNCH.

(PRESENT CHECK)

WELL, A LITTLE MORE ON THE SERIOUS SIDE, I WANT YOU TO KNOW HOW 100% I AM BEHIND WHAT YOU ARE DOING HERE TODAY. I LIKE WHAT I SEE OF REPUBLICAN WOMEN POWER -- ILLINOIS STYLE. YOU HAVE HERE SOME 14 OUTSTANDING CANDIDATES WHO WOULD DO AN OUTSTANDING JOB FOR THE PEOPLE OF ILLINOIS. THEY DESERVE OUR SUPPORT BUT MORE THAN THAT, THE PEOPLE OF ILLINOIS DESERVE THE QUALITY THAT THESE WOMEN OFFER.

WE HAVE COME A LONG WAY -- THERE IS NO DOUBT ABOUT IT, BUT WE HAVE A LONG WAY TO GO AS WELL, AND WE CAN ONLY DO IT THROUGH CONTINUAL HARD WORK --LIKE THAT WHICH HAS GONE INTO THIS LUNCHEON.

I CAME TODAY BECAUSE I FEEL SO STRONGLY ABOUT WHAT YOU ARE TRYING TO DO, BECAUSE I FEEL IT IS IMPORTANT TO ELECT QUALIFIED WOMEN TO REPRESENT US IN PUBLIC OFFICE. I FEEL THAT OUR COUNTRY NEEDS THE TALENT THAT CAN BE PROVIDED BY WOMEN IN GOVERNMENT.

I CAME BECAUSE I FEEL STRONGLY ABOUT ALL OF THESE THINGS,
AND BECAUSE MY HUSBAND SHARES THESE FEELINGS WITH ME.

THERE WAS AN ARTICLE IN NEWSWEEK A COUPLE OF YEARS AGO WHICH
QUOTED SOME PEOPLE ACTIVE IN POLITICS ACROSS THE COUNTRY -- ONE OF
THEM WAS YOUR GREAT COMMITTEE WOMAN. SOME OF YOU MAY REMEMBER
WHAT HOPE HAD TO SAY. "I DON'T CARE IF THEY ARE TO THE LEFT,
TO THE RIGHT, OR IN THE MIDDLE -- I LIKE A WINNER." -- WELL SO DO I.

-7-

WE HAVE GOT 14 WINNERS FOR THE REPUBLICAN PARTY IN THIS
ROOM TODAY. LET'S ELECT THEM TO OFFICE AND MAKE THEM WINNERS
FOR THE STATE OF ILLINOIS.

THANK YOU.

Mrs. Ford's Schedule, October 26 through 28

Tuesday, October 26

9:05
10:15

Depart Andrews AFB en route Cincinnati, Ohio
Arrive Cincinnati, Ohio--Lunken Airport, Main Terminal

10:45 am

Attend the Thanksgiving Salute to Older Americans news conference and receive the first "No Greater Love" Special Commemorative Medal. Terrace Hilton Hotel, Skyline Ballroom, 6th and Vine Streets, Cincinnati.

Johnny Bench on the Bd

NOTE:

"No Greater Love," of which Mrs. Ford is an Honorary Patron, is a national organization serving the elderly, veterans and underprivileged. The news conference is to kickoff Cincinnati's Thanksgiving Salute to Older Americans, a program to encourage citizens to include older Americans who would otherwise be alone in family celebrations. No Greater Love is presenting Mrs. Ford with the Medal to express their gratitude for her endorsement and support for the past three years.

CREDENTIALLING: Mary Sullivan, 513/241-9038 (cutoff -- Monday noon)

11:50 am

Depart Cincinnati Lunken Airport
Arrive Chicago O'Hare

11:50 am

Meet President (do TV Show)

RON with President in Chicago

Wednesday, October 27

12:15 ~~12:20~~ pm
1:55 2:00

Depart Chicago O'Hare
Arrive Detroit Metro Airport, American Airlines Terminal

5:30 pm

Mrs. Ford will be honored at a reception for PFC volunteers at the Hyatt Regency in Dearborn, Michigan

X 7:00 pm

Attend People for Ford Rally in Rochester, Michigan (about 45 minutes from Detroit) at Avondale High School Gymnasium, 2800 Waukegan, Auburn Heights,

CREDENTIALLING: 517/487-5413 (East Lansing PFC)
Press Questions for Rochester 313/652-4805 (Chuck Ferry)

RON

Thursday, October 28

11:35
1:00 ~~4:00~~ pm

Depart Detroit Metro Airport
Arrive Newark International Airport

2:00 pm

Attend rally at Monmouth Mall in Eatontown, New Jersey

4:15
5:00

Depart Newark International Airport en route Washington, D.C.

CREDENTIALLING: 201/636-2504 (Greg Stevens)



Mrs. Ford's Schedule

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*(Robt. Rokus)
Mrs. Taft
Betsy Whittaker
(Niece)
513-721-0554
Doris Huddelston*

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Credentiailling: Mary Sullivan, 513/241-9038

NOTE: Mrs. Ford will probably fly to Chicago to meet the President (to be announced) Chicago O'Hare Airport, Air National Guard Terminal.

RON

Wednesday, October 27

Early afternoon: Arrive Detroit Metro Airport, American Airlines Terminal

*** 5:30 pm Mrs. Ford will be honored at a reception for PFC volunteers at the Hyatt Regency in Dearborn, Michigan

7:00 pm Go to Rochester, Michigan (45 minutes from Detroit) for People for Ford Rally in Rochester at Avondale High School Gymnasium, 2800 Waukeegan, Auburn Heights.

RON

Credentiailling: (East Lansing PFC) 517/487-5413
Press Questions (Rochester) 313/652-4805 (Chuck Ferry)

Thursday, October 28

*** Flies from Detroit Metro Airport to Jersey City, New Jersey

Noon: Rally



***To be announced Monday

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MRS. FORD-CAMPAIGN

WASHINGTON (AP) -- BETTY FORD GOES OFF TUESDAY ON A THREE-DAY CAMPAIGN SWING THAT WILL TAKE HER TO OHIO, ILLINOIS AND NEW JERSEY.

SHE WILL BE IN CINCINNATI TUESDAY TO HELP LAUNCH A PROGRAM THAT WILL PROVIDE A THANKSGIVING SALUTE TO OLDER AMERICANS. SHE WILL BE HONORED THERE BY "NO GREATER LOVE," A NATIONAL ORGANIZATION THAT SERVES THE ELDERLY, VETERANS AND THE UNDERPRIVILEGED.

THE ORGANIZATION IS SPONSORING AN EFFORT TO ENCOURAGE CITIZENS TO INCLUDE OLDER AMERICANS IN THEIR FAMILY HOLIDAY CELEBRATIONS.

LATER IN THE DAY, MRS. FORD WILL FLY TO CHICAGO WHERE HER SCHEDULE WILL BRING HER TOGETHER WITH PRESIDENT FORD DURING AN OVERNIGHT STOP IN CHICAGO.

ON WEDNESDAY AFTERNOON MRS. FORD WILL FLY TO DETROIT AND ATTEND AN EARLY EVENING RECEPTION WITH FORD CAMPAIGN VOLUNTEERS AT THE HYATT REGENCY HOTEL IN DEARBORN, MICH.

SHE WILL GO ON TO ROCHESTER, MICH., TO ATTEND A PEOPLE FOR FORD RALLY AT THE AVONDALE HIGH SCHOOL GYMNASIUM IN SUBURBAN AUBURN HEIGHTS.

SHE WILL SPEND THE NIGHT IN DETROIT AND IN EARLY AFTERNOON THURSDAY FLY TO NEW JERSEY TO ATTEND A RALLY AT MONMOUTH MALL IN EATONTOWN, N.J. SHE WILL RETURN TO WASHINGTON AFTERWARDS.

10-25-76 13:09EDT

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MRS. FORD APPEARED AT A COMBINATION CEREMONY-NEWS CONFERENCE STAGED BY "NO GREATER LOVE", A GROUP WHICH SERVES THE ELDERLY AND UNDERPRIVILEGED.

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FIRST LADY

DEARBORN, MICH. (AP) -- BETTY FORD THINKS THAT SHE AND JIMMY CARTER'S MOTHER MIGHT MAKE A GOOD TICKET.

"WELL, IT WOULD BE GREAT FUN, THERE'S NO DOUBT ABOUT IT," SHE SAID WHEN ASKED ABOUT TEAMING UP WITH MISS LILLIAN. "SHE'S A CHARACTER!"

THE FIRST LADY'S REMARKS CAME AS SHE CHATTED THURSDAY WITH REPORTERS AT THE END OF A TWO-DAY SWING THROUGH MICHIGAN ON HER HUSBAND'S BEHALF.

ASKED WHAT HAS BEEN THE MOST DIFFICULT THING ABOUT CAMPAIGNING, SHE REPLIED:

"GETTING UP IN THE MORNING!"

10-28-76 13:05EDT

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EATONTOWN, N.J. (UPI) -- FIRST LADY BETTY FORD CAMPAIGNED AT A SHOPPING CENTER HERE ON BEHALF OF HER HUSBAND THURSDAY AND CITED NEW JERSEY'S INCOME TAX AS THE RESULT OF DEMOCRATIC LEADERSHIP.

"YOU HERE IN NEW JERSEY KNOW WHAT DEMOCRATIC LEADERSHIP DOES TO TAXES," SAID MRS. FORD, REFERRING TO THE STATE INCOME TAX APPROVED LAST SUMMER BY A DEMOCRATIC-CONTROLLED LEGISLATURE AND APPROVED BY GOV. BRENDAN BYRNE, A DEMOCRAT.

MRS. FORD SPOKE FOR ABOUT FIVE MINUTES BEFORE ABOUT 500 PERSONS AT THE MONMOUTH MALL AND ASKED THEM TO ELECT PRESIDENT FORD ON TUESDAY TO "KEEP HIM WHERE HE BELONGS -- IN THE WHITE HOUSE."

MRS. FORD ALSO SAID \$9 BILLION DOLLARS IN FEDERAL SPENDING HAD BEEN SAVED BY THE MORE THAN 60 VEToes CAST BY HER HUSBAND AND SAID HER HUSBAND WOULD CONTINUE TO SAVE TAXPAYERS MONEY.

UPI 10-29 12:28 PED



Betty Ford chats with two young admirers on her arrival in Cincinnati Tuesday. Mrs. Robert T. Johnson, World Series hero, look on.

Betty Ford is soft-pedaling her campaign role

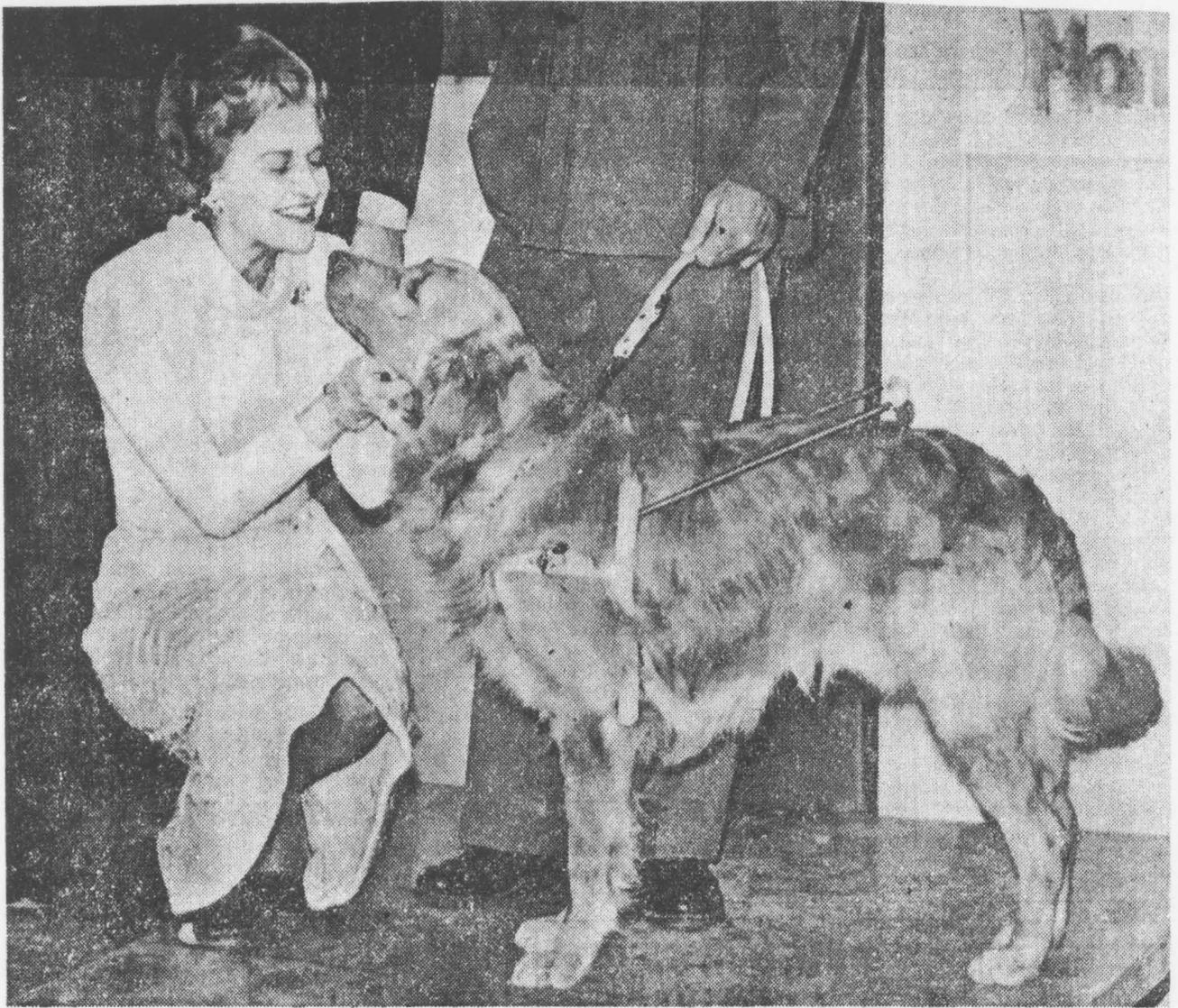
By **PAULA BERNSTEIN**

Cincinnati, Ohio—Betty Ford is running a “kill ‘em with kindness” campaign.

In contrast to Rosalynn Carter, who says she is running against President Ford and his administration, Mrs. Ford is saying less and smiling more.

Americans in this, our bicentennial are our living heritage. If it were older citizens, we would not be here. It is a great debt of thanks for all you have been.

*Detroit News
10/28/76
p. 1. Pg.*



BETTY AND JERRY — While appearing before Avondale High School students in suburban Auburn Heights, First Lady Betty Ford stops to greet Jerry, a pup from the litter of President and Mrs. Ford's golden retriever, Liberty. The First Family last year

—News Photos by David Kryszak

presented Jerry to the Leader Dogs for the Blind School in nearby Rochester. Leader Dog officials brought the pup to Mrs. Ford's campaign appearance last night. Jerry will complete a four-month training program before being placed.



Free Press Photos by Chief Photographer TONY SPINA

Betty Ford finds the initial response to her greeting a bit tentative (left), but soon establishes rapport of a sort (right) during a ceremony Wednesday night at Avondale High School, in Auburn

Heights. The object of her affection is Jerry, year-old son of the Ford family dog, Liberty. The puppy, a golden retriever, had been given to the Leader Dogs for the Blind School in Rochester.

FIRST LADY LOOKS TIRED

Betty Pleads Here for Votes

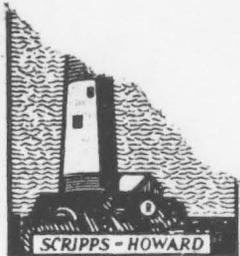
BY PATRICIA O'BRIEN
Free Press Washington Staff

Betty Ford came home to Michigan Wednesday and pleaded rather than urged the state's voters support her husband in next week's presidential election.

"Jerry needs your help to carry Michigan," the first lady

over," she told the crowd. "And we'll all be very happy."

She lifted her arms in a characteristic gesture and grinned and swayed with the rhythm of the band. But it was clear that it was only Betty Ford's mastery of the trick of looking exuberant for photographers when she is tired that was carrying her through.



FIRST LADY VISITS — Betty Ford arrived at Cleveland Hopkins Airport last night for an overnight campaign visit. Behind her is Mayor Perk, who rode with her to the Marriott Inn where she stayed. She spoke at a Republican dinner at Lakewood City Hall last night. She was to leave for Williamsburg, Va., this morning. Story and more pictures on Page B6.
(Press photo by Frank Reed)

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Betty Ford chats with two young admirers on her arrival in Cincinnati Tuesday. Mrs. Robert Taft and Johnny Bench, World Series hero, look on. UPI photo

Betty Ford is soft-pedaling her campaign role

By PAULA BERNSTEIN

Cincinnati, Ohio—Betty Ford is running a “kill ‘em with kindness” campaign.

In contrast to Rosalynn Carter, who says she is running against President Ford and his administration, Mrs. Ford is saying less and smiling more.

Gone is the delightful, unpredictable, forthright Betty. No more “I wouldn’t be surprised if my daughter had a heart attack.” No more “I’m not a politician, but I’m a

Americans in this, our bicentennial year, since they are our living heritage. If it were not for you, our older citizens, we would not be here and so we owe a great debt of thanks for all you have done and all you have been.

“Last year the senior citizens who shared our meal brought us so much joy and friendship.

“I’m sure your Thanksgiving will be more meaning-

Daily News
10/29/76
pg 57

Names / Faces

Ford-Carter or Carter-Ford?

Chatting with reporters in Michigan, First Lady Betty Ford was asked what she thought about running on a ticket with Jimmy Carter's mother, "Miss Lillian." "Well, it would be great fun, there's no doubt about it" said Mrs. Ford. "She's a character."

Meanwhile, in St. Louis, Miss Lillian told a reporter she thinks she'd move to South America if Sen. Robert Dole were ever to become president. "I think he's a hatchet man, although he denies it," she said. Miss Lillian predicted her son would win next Tuesday, though "it'll be a lot tighter than I expected."

Watergate Wallowing

Former Watergate committee counsel Sam Dash accused President Ford of making "misleading and inaccurate statements" and former Watergate Special Prosecutor Leon Jaworski accused Dash of being "silly." Dash's charge centered on the President's claim that he had been "cleared" by the attorney general and the Watergate special prosecutor of improperly blocking a House investigation in 1972. Dash said the attorney general simply "decided not to make an investigation," while the special prosecutor said the matter was outside his jurisdiction. Jaworski's charge arose from Dash's assertion in Women's Wear Daily that Ford "wouldn't have dared pardon Nixon" if he had thought Jaworski would contest it in court or "go to the people." Ridiculous, snapped Jaworski. "I got a call from President Ford at 9:30 a.m.," he said. "He pardoned Nixon at 11 a.m. How could I have gone to the people? That shows how silly this is." There was no possible way to attack the pardon in court, Jaworski said.

Off the Hook

The "blue box" charge against actor Robert Cummings has been dropped because prosecutors in Seattle goofed. Cummings was arrested and charged with using a "blue box" device to make free long-distance telephone calls from his hotel room. But the D.A. dismissed the charges in a lower court and filed them in another, and this, for some reason, is prohibited by Washington law. The state supreme court ruled yesterday that the prosecution had forfeited its right to pursue the charge in either court.

The Maestro Moves Out

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Betty Ford pays a visit t



Betty Ford addresses the Lakewood Republican Club at Lakewood City Hall.

(Press photos by Frank Reed)

By SUE KINCAID

Betty Ford is in Cleveland to make a personal appeal for her favorite candidate: President Gerald Ford.

"I have come to talk about a candidate," she began her speech to the laughter of an overflow Lakewood Republican Club audience.

"He is my favorite. He will be on the ballot here in Lakewood. His name is Jerry Ford."

This low-key approach was characteristic of Mrs. Ford's short visit. She spoke to the Lakewood group last night, then shook hands and thanked GOP volunteers at the Marriott Inn where she stayed.

She left town late this morning to join the President in Williamsburg, Va., for tonight's last TV debate with Jimmy Carter.

The Lakewood crowd, which had sat for several hours through the annual dinner and plugs for themselves by candidate after candidate, was attentive and gave Mrs. Ford standing applause but not a spontaneous ovation.

The volunteers at the Marriott were more enthusiastic, dancing

Art—something to live

By MARJORIE ALGE
Society Editor

"and can afford it — buy it,"
Lockhart about

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onal oak dining

Price: \$2209.

knit cap and mittens match the coat trim.

ored

to talk about 'a candidate'

to a band and waving signs,
"Hello Betty," "Vote Nov. 2."

"The political work all of you
have been doing the last month

face rather than her former
bouffant look.

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10-25-76 13:09EDT

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Tuesday, October 19, 1976

Taft Running Hard To Meet Challenge From Metzenbaum

By Abe Zaldan

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 sur-

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





Star 10/27/76 A-C

—Associated Press

First Lady Betty Ford jabs with another citizen's band radio operator before leaving Cincinnati yesterday. Mrs. Ford, whose CB handle is "First Mama," modulated with several "good buddies" and was wished good luck by "Bugaboo" who told her he hoped "First Mama and First Daddy" would have "big numbers" on election day.

THE NEW YORK TIMES, WEDNESDAY, OCTOBER 27, 1976



Associated Press

IN SEARCH OF VOTES, Betty Ford talks with a citizen's band radio operator in Cincinnati where she is campaigning for G.O.P. ticket.



Star 10/27/76 A-6

—Associated Press

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