

The original documents are located in Box 37, folder “Ford, Betty - Citizens Band Radio (2)” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

CB FILE

Mrs. Ford received her permanent
license May 25, 1976

Call letters -- KNF 5933

KWF-~~257~~ 5933
MEMORANDUM
OF CALL

am
May 25

TO:

☐ YOU WERE CALLED BY—

☒ YOU WERE VISITED BY—

Mr. Gray
OF (Organization)

560-7891

☐ PLEASE CALL —→

PHONE NO.
CODE/EXT.

☐ WILL CALL AGAIN

☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL

☐ WISHES AN APPOINTMENT

MESSAGE

273-0711

Call #

Done 6/15
Sally
Natl. Citizens Band
Registry

RECEIVED BY

DATE

TIME

STANDARD FORM 63

REVISED AUGUST 1967

GSA FPMR (41 CFR) 101-11.6

GPO : 1969-O-48-16-80341-1 332-380

63-108

McClure Schultz & Hoyt Inc
public affairs

1100 seventeenth street
northwest
washington dc 20036
suite 1210
(202) 785-1460

mary finch hoyt

*For your
information*



MEMORANDUM
OF CALL

TO: _____

☐ YOU WERE CALLED BY—

☐ YOU WERE VISITED BY—

OF (Organization) _____

☐ PLEASE CALL —————→

PHONE NO.
CODE/EXT. _____

☐ WILL CALL AGAIN

☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL

☐ WISHES AN APPOINTMENT

MESSAGE _____

Buddy King
WJVA Radio
Suggestions for Handle
"White House Knight"
"Model T Mama"
"Flip Flop Fast"

RECEIVED BY _____

DATE _____

TIME _____

MEMORANDUM
OF CALL

TO:

Frank

☐ YOU WERE CALLED BY—

☐ YOU WERE VISITED BY—

OF (Organization)

Dr. Douglas Lard

☐ PLEASE CALL —→

PHONE NO.
CODE/EXT. _____

☐ WILL CALL AGAIN

☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL

☐ WISHES AN APPOINTMENT

MESSAGE

384-9115
384-1707

C.B. Radio

RECEIVED BY

R.

DATE

4/14

TIME

2:50

STANDARD FORM 63

REVISED AUGUST 1967

GSA FPMR (41 CFR) 101-11.6

GPO : 1969-043-16-60841-1 382-330

63-108



MEMORANDUM
OF CALL

TO:

C B Nut

☐ YOU WERE CALLED BY—

☐ YOU WERE VISITED BY—

donate

OF (Organization)

PHONE NO.
CODE/EXT.

☐ PLEASE CALL —

☐ IS WAITING TO SEE YOU

☐ WILL CALL AGAIN

☐ WISHES AN APPOINTMENT

☐ RETURNED YOUR CALL

MESSAGE

384-9112
384-1707

C. R. R. R.

RECEIVED BY

DATE

TIME

Barry Roth - ~~not~~ & don't
on CB use in
going ^{THE WHITE HOUSE} ~~to be exposed~~ in
Texas _{WASHINGTON}

No Green Stamps for
Ford -
Misuse
CB's
Epic Prints
Total #
Public
apologize

Earl Stevens
Editor of Nat CB
Truckee News

316/331-0131

UPI Independent
Reports

RECEIVED BY

DATE

~~Extra~~Copies of CB
Art. Mailed

MESSAGE

☐ BELONGED AON/NO/YES ☐ RICHES VA VILLOMMENT☐ MUTE CHIT VOIR ☐ MUTE TO SEE AON☐ PLEASE CHIT ☐ CODE EXL

PHONE NO

OL (colours) (no)

☐ AON WERE CITED BY—☐ AON WERE AILED BY—

101

OL CHIT
NEW/NO/NO/NO

**MEMORANDUM
OF CALL**

TO:

☐ YOU WERE CALLED BY—

☐ YOU WERE VISITED BY—

OF (Organization)

☐ PLEASE CALL →

**PHONE NO.
CODE/EXT.**

☐ WILL CALL AGAIN

☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL

☐ WISHES AN APPOINTMENT

MESSAGE

RECEIVED BY

DATE

TIME

STANDARD FORM 63

REVISED AUGUST 1967

GSA FPMR (41 CFR) 101-11.6

GPO : 1969-O-48-16-80341-1 332-289

63-108

Handlch suggestion

THE WHITE HOUSE
WASHINGTON

"Mama Uno"

F. B. Theaver

Birmingham, Ala

John Stanton
Drooper

Corp. Bruce Salloway
N. H. State Police
Landon Rd
Concord,

Domestic Letter

3.00

Phil. Inquiries
answered to 3/5



role & govt in CB -

allocating
channel space

Ways in which CB
can be used as
own process.



THE WHITE HOUSE
WASHINGTON

Slavin Gene
CBS

296-1234

on List for picture
of Mrs. Ford and
her CB Radio



THE WHITE HOUSE
WASHINGTON

CB handle suggestion
via telephone 4/13/76

"Lady one"

John Lord
84 Meadowbrook Rd
Strafford Pa



MEMORANDUM
OF CALL

TO:

Lusty -

Pls send CB PK9

to

Rangit De Silva

Royters

615 Nat Press Bldg
Wash 20045

Tx -

from



Paul
A. 11.50

MEMORANDUM OF CALL

TO:

☐ YOU WERE CALLED BY— ☐ YOU WERE VISITED BY—

OF (Organization)

☐ PLEASE CALL —————→ PHONE NO. CODE/EXT. _____
☐ WILL CALL AGAIN ☐ IS WAITING TO SEE YOU
☐ RETURNED YOUR CALL ☐ WISHES AN APPOINTMENT

MESSAGE

RECEIVED BY

DATE

TIME

THE WHITE HOUSE

WASHINGTON

Sheila -- For your information.

Re: Mrs. Ford's CB license

The UPI story stating "the temporary license was sent out Friday, under a new procedure to speed response by the regulatory agency to hundreds of thousands of CB applications." is wrong.

Mrs. Ford was issued a special temporary authority (STA), is a 90-authority they have been issuing for some time -- about 100 a week -- to people who demonstrate a specific need and have a time problem -- such as a boy scout group who is going on a trip, a reporter who was doing a story on CB's, etc. It is totally unrelated to the new procedure which is not effective until April 16th, and the ~~status~~ announcement is just going out today.

COMELLA, Mr. Anthony
Manager of Warehousing &
Distribution

Amberg
1625 Duane Blvd.
Kankakee, Ill. 60901

BKS:(1)(log) FL
"Citizens Band Handle
Book", by Amberg.



REC'D: 4/10/76

BY: Air Mail

ACK'D:

Ltr. 4/7/76

DISPOSITION:

Gift

Unit

DATE:

4/18/76 blb

THE WHITE HOUSE
WASHINGTON

4/15/76

TO: Fran Paris

FROM: Gift Unit

This is the CB booklet which was
just received in the Gift Unit today.

OFFICIAL NATIONAL CB 10 CODE

10-1	Receiving Poorly	10-37	Wrecker Needed At _____
10-2	Receiving Well	10-38	Ambulance Needed At _____
10-3	Stop Transmitting	10-39	Your Message Delivered _____
10-4	OK, Message Received	10-41	Please Tune To Channel _____
10-5	Relay Message	10-42	Traffic Accident At _____
10-6	Busy, Stand By	10-43	Traffic Tieup At _____
10-7	Out of Service, Leaving Air	10-44	I Have a Message For You (Or _____)
10-8	In Service, Subject to Call	10-45	All Units Within Range Please Report
10-9	Repeat Message	10-50	Break Channel _____
10-10	Transmission Completed, Standing By	10-60	What Is Next Message Number?
10-11	Talking Too Rapidly	10-62	Unable to Copy, Use Phone
10-12	Visitors Present	10-63	Net Directed To _____
10-13	Advise Weather/Road Conditions	10-64	Net Clear
10-16	Make Pickup At _____	10-65	Awaiting Your Next Message/Assignment
10-17	Urgent Business	10-67	All Units Comply
10-18	Anything For Us	10-70	Fire At _____
10-19	Nothing For You, Return To Base	10-71	Proceed With Transmission In Sequence
10-20	My Location Is _____	10-73	Speed Trap At _____
10-21	Call By Telephone	10-75	You Are Causing Interference
10-22	Report In Person To _____	10-77	Negative Contact
10-23	Stand By	10-81	Reserve Hotel Room For _____
10-24	Completed Last Assignment	10-82	Reserve Room For _____
10-25	Can You Contact _____	10-84	My Telephone Number Is _____
10-26	Disregard Last Information	10-85	My Address Is _____
10-27	I Am Moving To Channel _____	10-89	Radio Repairman Needed At _____
10-28	Identify Your Station	10-90	I Have TVI
10-29	Time Is Up For Contact	10-91	Talk Closer To Mike
10-30	Does Not Conform To FCC Rules	10-92	Your Transmitter Is Out Of Adjustment
10-32	I Will Give You A Radio Check	10-93	Check My Frequency On This Channel
10-33	EMERGENCY TRAFFIC AT THIS STATION	10-94	Please Give Me A Long Count
10-34	Trouble At This Station, Help	10-95	Transmit Dead Carrier for 5 Seconds
10-35	Confidential Information	10-99	Mission Completed, All Units Secure
10-36	Correct Time Is _____	10-200	Police Needed At _____

Citizen Band Radio "buzz" words

Term	Meaning	Term	Meaning	Term	Meaning	Term	Meaning
Back door	Rear of vehicle	Covered up	Interfered with	Home twenty	At home	Read	Hear
Back down	Drive slower	Cut the coax	Turn off set	How about?	Calling	Rig	CB set
Back out	Stop transmitting	Ears	CB set	Landline	Telephone	Roger	I acknowledge
Barefoot	Signal not amplified	Eighteen wheeler	Tractor--trailer	Lay an eye on	See	Seventy-three	Best regards
Base station	CB set operated from a fixed location	Eights (eighty-eights)	Goodbye (love and kisses)	Linear	Extra power amplifier	Shout	Call
Big switch	Turn off set	Eyeball	Meet face to face	Local yokel	City police	Smokie	Highway patrol
Bleeding	Interference from a nearby channel	Feed bears	Pay a fine	Mail	Overheard conversation	Taking pictures	Radar operated speed indicator
Break	I'd like to interrupt	Final	Last transmission	Modulate	Talk with	Tijuana taxi	Police car
Breaker	One who interrupts	Flip flop	Turn around or return trip	Negative	No	Thermos bottle	Tanker truck
Catch	Talk to	Four wheeler	Automobile	Negative contact	Failure to respond	Threes	Seventy-three
Chicken coop	Weigh station for trucks	Getting out	Being heard	Negative copy	Did not hear response	Throwing	Transmitting
Clear	Out	Gone	Final transmission, or switching to another channel	Negatory	No, negative	Trip	Strong signal
Come again	Repeat your last transmission	Green stamps	Money paid in fines	One time	A short contact	Twenty	Ten-twenty, location
Comeback	Return call	Hammer	Accelerator	On the side	Standing by (listening)	Walked on	Overpowered by a stronger signal
Come on	Over, invitation to transmit	High gear	Use of transmitter power amplifier	Over the shoulder	Behind	Wallpaper	Postcard
County mounty	Sheriff's deputy	Holler	Call	Putting on	Signal strength	Wall-to-wall	Loud and clear
				Radio check	Reception	Wrapper	Color paint on a vehicle



[illegible]

[illegible]

Excerpts from Trucker's CB Dictionary

Astrodome City — Houston.

Big A Town — Amarillo, Albuquerque and others.

Back door — Last truck in a convoy.

Bear, Smokey Bear and Smokey — State police.

Bedbug hauler — Moving van driver.

Convoy — Truck rigs, speeding together, usually.

County mounty — Sheriff's patrolman.

Double nickel — 55 m.p.h.

Eighteen-wheeler — Five-axle truck.

Flip-flop — Police maneuvering from one side of highway to the other, attempting to combat CB reports pinpointing law enforcement activity.

Flip side — Return trip.

Front door — First rig in a convoy.

Green stamps — U.S. currency.

Highway aspirin — "Upper" drugs such as Benzedrine or Dexedrine.

Jimmy — GMC truck.

Let (or put) the hammer down — Floorboarding the accelerator pedal.

Local or local yokel — City police.

Motion lotion — Diesel fuel.

Picture taker — Radar.

Ratchet jawing — Incessant CB palaver.

Reefer — Refrigerated truck.

Rocking chair — Middle truck(s) of convoy.

Shakey Town — Los Angeles.

We gone — CB transmission sign-off.

Weight watcher — Officer at truck weighing station.

CB slang

CB'ers, like any special interest group, develop a language of their own. Many of the words and phrases you'll hear originated with the truckers and relate to traveling, road conditions and police speed traps. New words and phrases come into use constantly. These that follow are some of the most often used.

Advertising — Police car with its lights on.

Back Door — Rear vehicle of two or more running together (via CB).

Beat the Bushes — Vehicle driving ahead of a group and going just enough over the speed limit (but not fast enough to get a ticket) to bring out any hidden police cars to investigate. Lead vehicle watching for speed traps.

Bear — A police officer. See "Smokey".

Bear Cave — Also Bear Den. Any police station.

Bear in the Air — Police aircraft used to clock highway traffic.

Bean Store — Restaurant or road stop where food is served.

Big 10-4 — Very much in agreement; "You said a mouthful!"

Bottle Popper — Beverage (usually beer) truck.

Boulevard — Highway.

Break — Request to use channel, often given with channel number. ie. "Break channel one-four" (I'd like to make a call on channel 14).

Breaker — Station requesting a break.

Feed the Bears — Pay a traffic ticket.

Front Door — Lead vehicle of two or more running together (via CB).

Good Numbers — As in "All the good numbers to you". Best regards and good wishes.

Got Your Ears On? — Are you listening to your CB radio?

Grass — Median strip or alongside of road.

Green Stamps — Money.
Green Stamp Road — Toll road.

Ground Clouds — Fog.

Haircut Palace — Bridge or overpass with low clearance.

Hammer — Accelerator pedal.

Handle — Name used on CB radio.

Harvey Wallbanger — Reckless driver.

Keep the Shiny Side Up and the Dirty Side Down — Don't have an accident.

Land Line — Telephone.
Local Yocal — City police.

Loose Board Walk — Bump road.

Mama Bear — Policewoman.

Mercy! — Expletive exclamation.

Nap Trap — Rest area or motel.

Negatory — Negative.

On the Side — Standing by and listening.

Pickup-Up — Pickup truck.

Picture Taker — Police radar.

Plain Wrapper — Unmarked police car. Usually given as: Smokey in a plain brown wrapper (brown car), plain green wrapper (green car), etc.

Pregnant Roller Skate — Volkswagen.

Pull the Big Switch — To turn off the CB radio.

Radio — A CB transceiver.

Ratchet Jaw — Overly talkative CB'er.

Rig — CB radio; also truck tractor.

Rocking Chair — Vehicle between lead "front door" and rearmost "back door" vehicles.

Roger Ramjet — Driver of a car going well over the speed limit.

Rollerskate — Small car such as a compact or import.

Rolling Road Block — Vehicle going under the speed limit and holding up traffic.

Sailboat Fuel — Running empty.

Seat covers — Passengers.

Shake the Trees and Rake the Leaves — Lead vehicle watch ahead, rear vehicle watch behind.

Skating Rink — Slippery road.

Smokey — Any police officer.

Smokey the Bear — State police.

Smokey's Got Ears — Police with CB radio.

Spy in the Sky — Police aircraft.

Ten-four — Affirmative.

Tijuana Taxi — Police car with lights and identification on it.

Camera — Police radar unit.

Charlie — The FCC. Also, "Uncle Charlie".

Chicken Coop — Truck weighing station.

Chicken Inspector — Weight station inspector.

Clean — No police in sight.

Clear — Communications completed.

Cotton Picker — Used in place of any stronger terms. ie. "That cotton picker just cut me off!"

County Mounty — County police of sheriff.

Cowboy Cadillac — An El Camino or Ford Ranchero.

Cut Some Z's — Get some sleep.

Drop the Hammer — Accelerate.

Ears — A CB radio or the antenna for a CB radio.

Eighteen Wheeler — Any tractor-trailer truck regardless of actual number of wheels.

Eye-In-The-Sky — Police aircraft.

Evil Knievel — Motorcycle rider.

Fat Load — Overweight load.

Mr + Mrs Billy D. Bridges
5030 Swallow Drive
Beaumont Texas 77707

RETURN IN FIVE DAYS TO

Mr & Mrs Billy Bridges
5030 Wallaw Drive
Beaumont Tex 77707

ZIP CODE



Mrs Betty Ford
40 White House
Washington
D.C.

Personal
Please

20500

OFFICE OF TELECOMMUNICATIONS POLICY
EXECUTIVE OFFICE OF THE PRESIDENT
WASHINGTON, D.C. 20504

GENERAL COUNSEL

May 25, 1976

June 1
3-5

MEMORANDUM FOR F. LYNN MAY

FROM: THOMAS J. KELLER *TJK*

SUBJECT: WHITE HOUSE MEETING ON CB RADIO

Bill Weiss Pres. Motorola

Attached is a copy of the letter that has been sent to the following individuals inviting their participation in the meeting scheduled for next Tuesday afternoon:

Richard Horner - President, E.F. Johnson Company
William Thomas - President, PATHCOM, Inc.
Andrew Andros - Hy-Gain Electronics
Carl Korn - President, Dynascan Corporation

(These four companies are the largest manufacturers of CB equipment. Thomas and Korn may be unable to attend themselves and will send representatives at the Executive Vice President level. I can give you the names of the attendees later this week.)

Lawrence LeKashman - Executive Vice President
Lafayette Radio Electronics

(Lafayette is the largest importer and retailer of CB equipment.)

Peter Kreer - National Director, REACT
Robert Thompson - President, ALERT, Inc.

(REACT and ALERT are the two largest volunteer emergency organizations involved in CB use.)

George Martin - President, U.S. Citizens Radio Council

(This organization is the largest user group in the U.S., representing approximately 1 million CB users. The Council is holding its semi-annual membership

Howard Wolf - Int'l CB Assoc Po 8612
Roanoke Va 24014

703
377-6000
372-5000

*Gus Work
Celebrating Wise
Truck*

meeting this week in Birmingham, Alabama, and Mr. Martin advised me that he would raise the subject of next Tuesday's meeting with the members; he seems to have his finger on the pulse of the average CB user and should be able to provide some valuable "grass roots" insight.)

Randy Knowles - Radio Communication Director
North Shore Emergency Association

(This is a small volunteer emergency association located in Chicago. It is significant in that it is the first organization to operate a cooperative shared-use repeater service for Class A CB use. This experience will be quite relevant if higher frequencies (e.g., in the neighborhood of 400 or 900 MHz) are allocated for widespread CB use, thus necessitating the development of repeater services.)

Colonel Sam Smith - Superintendent, Missouri State Highway Patrol

(The Missouri State Highway Patrol was the first state police organization to recognize the value of CB for highway safety purposes and develop a formal program of cooperative use of CB by the state patrol and motorists.)nt - Communications Division

John Sodolski - Vice President - Communications Division
Electronic Industries Association

I am contacting representatives of OMB, Justice, CEA and State. Charles Higgenbotham, Chief of the Safety and Special Radio Service Bureau at the FCC will attend as an observer.

I suggest that we contact a few trade periodicals such as Communications Retailing, Electronics Magazine, CB Times and Industrial Communications, as well as the general press and arrange for a photo opportunity at the beginning of the meeting and a press briefing following the meeting. Please advise.

Also, let me know when you have confirmed a time and place for the meeting so that we can notify the attendees.

Attachment

cc: Mr. Foster Chanock

230000

5.9 Magazine
Richard Cullen

5/6-883-6200
Pct Washi N/1

Pres. Lunn
178600
CB Magazine
CB Today
Don Hamlen



DRAFT AGENDA FOR CB MEETING

- I. Introductions
- II. Explanation of prior Executive Branch involvement in CB
 - A. Presidential interest in deregulation generally
 - B. President's message to EIA Personal Communications Conference
 - C. Present efforts to review Government frequencies for possible CB use
- III. Citizens Band licensing
 - A. Impact on users
 - B. Value for enforcement purposes, data collection, etc.
 - C. Alternatives to present licensing system
 - D. International implications of licensing
- IV. Frequency allocation
 - A. Technical suitability of present frequencies (27 MHz)
 - B. Adequacy of present number of channels
 - C. Desirability of expanding CB channels at 27 MHz
 - D. Suitability of other bands, e.g., 220, 450, 900 MHz, etc.
- V. Other issues
 - A. Impact of CB on existing and new services
 - B. Government role in designating special channels for particular uses
 - C. Other

VI. Advisory Commission on Personal Communications



This letter was sent to those listed
on the attached list May 24, 1976/

May 24, 1976

DO Records
DO Chron
Mr. Eger - 2
GC Subject/CB
GC Cir. Chfon
GC Chron
KELLER:asf:5-24-76

Dear

The explosive growth in the use of Citizens Band radio by the American public has focused attention on a variety of problems related to CB. Among these are the appropriateness of the present system of licensing and the adequacy of the existing spectrum allocation to support continued effective use of the service.

As you may know, the Administration has been interested in these problems for some time, and is anxious to gain additional information on the nature and extent of CB use so that these problems can be worked out. Accordingly, a meeting has been scheduled at the White House for Tuesday, June 1, 1976, to enable members of interested Executive Branch agencies to discuss these matters with a small group of individuals who, like yourself, are knowledgeable about CB use.

Attending the meeting on behalf of the Executive Branch will be representatives of this Office, the President's Domestic Council, the Office of Management and Budget, the Council of Economic Advisors and the Department of Justice. We have invited representatives of several CB equipment manufacturers, distributors, user groups and volunteer emergency organizations. The meeting will have a fact-finding orientation and the discussion will be informal. Although the spectrum allocation question and the licensing function will be the principal subjects for discussion, we would welcome your suggestions concerning any other aspects of CB in which the Federal Government might take steps to allow more effective use of this important public resource.

I hope your schedule will permit you to attend. We will be contact with you by telephone to advise you of the exact time, place and agenda for next Tuesday's meeting.

Sincerely,

15/
John Eger
Acting Director

Citizen Band Background Information

Some Key Rules:

Identify your official call number at the beginning and end of every conversation.

A conversation with another station cannot last for more than five minutes without a one minute break to give others a chance to use the channel.

CB cannot be used to play music or to sell merchandise or professional services.

Holding a conversation:

Begin by saying: "Break (channel number) for' KUY 9532.

Then: "Thanks for the break."

Some common expressions:

What's your 20?

Where are you?

I'm on my way to _____, and we've just passed _____.

How's my signal?

You're wall to wall.

Excellent

What's your handle?

What's your name?

Keep your britches out of
ditches.

Drive safely.

Seat covers.

Passengers.

Good buddy or cotton picker CB terms of endearment

Sign-off expressions:

Threes and other good numbers, good buddie.

Nice modulating with you.

This is KUY 9532 out.

General Information:

The range of a CB unit is about 10-15 miles depending on conditions. The wide open spaces in Texas probably increase the range some.

Citizens band radios are the hottest selling consumer item in electronics. These two-way communications units have been in general public use since the late 1950s, but apparently the truckers' strike a couple of years ago really spurred interest in CBs.

GREETINGS TO CONVOY ON CITIZENS BAND RADIO

THIS IS K-U-Y 9532 TO THE GRAND RAPIDS SCATTER BLITZERS
AND TO ALL YOU C-BERS IN WISCONSIN.

I'M SO GLAD TO BE HERE TODAY

AND I'M LOOKING FORWARD TO MY VISIT.

I WANT TO SAY A SPECIAL THANKS TO ^{all of you in} THE MICHIGAN CONVOY.

PLEASE "KEEP ON TALKING" FOR PRESIDENT FORD.

WE APPRECIATE YOUR HELP IN KEEPING THE FORDS "10-20" AT

1600 PENNSYLVANIA AVENUE.

A HAPPY TRIP BACK TO GRAND RAPIDS.

THIS IS K-U-Y 9532.

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C. 20534

April 2, 1976

UNCLASSIFIED

Call sign: KUY 9532

RECEIVED

Units: 5

Expiration Date: 7-2-76

Class: D

Elizabeth B. Ford
The White House
1600 Pennsylvania Ave. N.W.
Washington, D.C. 20500

Dear Citizens Band Applicant:

Special Temporary Authority is hereby granted for you to operate your Citizens Radio Service station using the temporary call sign and the number of units listed above. Your application for a permanent license will be processed and a different call sign will be issued. You must identify your radio station before and after each transmission with the above call sign. All operations must be in compliance with Part 95 of the Rules. This authority may be revoked by the Commission in its discretion at any time, and expires on the above date.

Sincerely yours,

for John B. Jahnke
Charles A. Higginbotham
Chief, Safety and Special
Radio Services Bureau



Woman of the year Award - complimentary
letters - 18; Crossing Bicket line: 2 con
2 pro

Happy Birthday & Congratulation on
Woman of the year Award - 30

CB mail: 20 - Inviting BF
& become honorary
member of local
CB clubs.

2 - con re. Temporary license
59 - pro incl.
10 handle suggestions



CB File

Dear

Thank you for your recent letter and your interest in an interview with Mrs. Ford ~~XXXXXXXX~~ regarding Citizens Band Radio.

~~WEX~~ Mrs. Ford ^{regrets} ~~regrets~~ that she cannot grant you a personal ~~an~~ interview at this time. Her extraordinarily ~~XXXXX~~ heavy travel schedule during this period ~~is~~ would make it impossible to add any interviews to her schedule. ~~However~~ I am sending some clippings which I believe you will find of interest and will, perhaps, ^{1/2/68} answer some of your questions. ~~At the time there are no available photos of Mrs. Ford for CB.~~ If my office can be of any further assistance, please let me know.

Sincerely,

SRW,



THE WHITE HOUSE
WASHINGTON

April 20, 1976

Mr. Strzelec:

Sheila is travelling with the First Lady, so I'm sending the enclosed per your request. I hope it will be useful to you.

Nice talking with you.


Sally Quenneville
Mrs. Ford's Press Office

FROM
THE WHITE HOUSE
WASHINGTON, D.C.

Mr. Dale R. Strzelec
Editor
CB Times Magazine
Charlton Building
Derby, Connecticut 06418

THE WHITE HOUSE
WASHINGTON

Co. name is:

HY - GAIN

model is

HY - Range I

Adv. in paper today
mspecial for 99.95

~~0~~

FIRST LADY FILES

May 27, 1976

Dear Guy:

I feel as though I know you. I have tried to call you a number of times, but unfortunately, we keep missing each other.

I wish there was some way to work out an interview, but unfortunately, at this time Mrs. Ford's schedule is such that it would be impossible. If things should ease up a bit, we will certainly be in touch.

We appreciate your interest and all your help.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Guy L. Smith IV
Editor
The CB Times
1005 Murfreesboro Road
Suite 211
Nashville, Tennessee 37217

SRW/lp



THE ILLINI C.B. NEWS
912 Express Drive
Belleville, Illinois

CB GUIDE MAGAZINE
7950 Deering Avenue
Canoga Park, California 91304

CB TIMES
Charlton Building
Derby, Connecticut 06418

CBxGUIDEx

x7950xDeeringxAvenue

CanogaParkxCa111foRn1ax91304x

CB calls

INCOMING
TELEPHONE CALLS

DATE	TIME	NAME	TELEPHONE #	MESSAGES
4/12	(A)	WNVK Radio Al Snyder	885-6634-6033	rice man 9-1100W "Good Mng" Talk Show Lexington Ky - Special on CB's Fri any time she wd like to call.
	(A)	Wendy Owens	212/688-3569 293-4300	Did she get copy of the "Official" CB Slang Language Dictionary.
	✓	Don Sider-Time	Info on Suggested handles.	
4/13	✓	New Times Susan Charles	212/889-6900	CB's - Mrs. Ford's thoughts, experience, etc.
		Barbara Howan		



Pictures of Mrs. Ford with
A B Radio in Wisconsin
taken by Robert Miller
© Milwaukee Sentinel



INCOMING TELEPHONE CALLS

[illegible]

CB Photos

INCOMING
TELEPHONE CALLS



DATE	TIME	NAME	MESSAGE	ACTION
------	------	------	---------	--------

		Dick Swanson	CB Pix for New Times - 229-0652	
		Don Sider	Time Mag. - 293-4300	
		Tom Capra	ABC - BF using CB	
		Fred Abatemarco	Fairchild pub. (212) 741-4479	
		Wally McNamara	298-7880 Newsweek.	

Suzanne Charlot (212) 889-6900 New Times

CB - Florie

INCOMING
TELEPHONE CALLS

DATE	TIME	NAME	TELEPHONE #	MESSAGES
4/9/76		^{Steele} Dale Stizeles	203/735-3381	Monthly Nat Mag. -- Doing a cover on Mrs. Ford + C.B. - any pictures, etc -- handle -- 5 minute telephone interview, if possible.
		Bos Gray ^{Communication} ^{relating} C.B. News	-(212) 986-6200	
		Red Carver	462/397-5141	
		Time Mag	293-4300	Story on CB
		Don Sider	Ann Calahan	for picture
		Jim Strang	Cleveland Plain Dealer	what she said on C.B. Radio
		Marlene Iglitz	312/944-6000	
		Channel 2 - WBBM - Chic	X601	Re: Mrs. Ford's C.B. License follow-up (Wash Reporter Philip Walter)

CB Teachers News

Tex McCrory
~~but~~ Sage - June 23rd

bicentennial background -

(A) picture -



Edward

pt. of sale licensing - approx for permanent

~~some say no lis~~ # 60 days

channel expansion ^{cause interference}
Su/'58 FCC wants to clear ^{th's why} they want licensing

Truchet's strike helped increase
imported sets came down so fast.

6 Million

Handwritten notes and stamps at the bottom of the page, including a circular stamp and the word "Handwritten" written vertically.

Mr. Peter Secchi

FRIENDS OF THE FIRST FAMILY TO VISIT WISCONSIN

GRAND RAPIDS, MICH.-----Over 200 Grand Rapids friends and neighbors of President Gerald R. Ford will pay a neighborly visit to Wisconsin this weekend to say hello, shake hands, and do some people-to-people politicking for their old friend Jerry Ford.

The volunteer organization who call themselves "Friends of the First Family", will travel in a motorized convoy, with CB radio control, departing Grand Rapids at 7:00 A.M., April 3. The convoy is scheduled to stop in the Kenosha area between 11:00 and 1:00 P.M. (CST), then proceed to the Racine area from 1:30 to 3:00 P.M. They will then work the Ft. Atkinson area from 4:00 to 5:00 P.M.

The group of enthusiastic amateurs will make what they call "scatter blitz" stops throughout their entire route, handing out Ford buttons, seedling Michigan Pine trees appropriately labeled "Grow with President Ford". The group will also be handing out Grand Rapids home grown apples, and will be talking up their friend and neighbor...Jerry Ford.

A separate group of friends and neighbors will fly into Mitchell Field in Milwaukee at 11:00 A.M. (CST), where they will be met by several private planes preceding them from the Grand Rapids area. This group will join volunteers from the Milwaukee area, and proceed to Waukesha, and Pewaukee, where they will present 3-ft. Michigan Pine trees to local officials, and handing out buttons, seedlings, apples, etc.

The Michigan visitors who are arriving by various modes of transportation will converge at the Olympia Princess Hotel in Oconomowoc, where they will host the Wisconsin volunteers to a polka dance party and barbeque.

-MORE-

FRIENDS OF THE FIRST FAMILY TO VISIT WISCONSIN (continued)

President Ford's brothers, Tom and Dick, will be in the travelling group, and other personalities, i.e., County Prosecutor, high school cheer leaders for the President, (South High School - 45 yrs. ago) and many long-time and old friends. The group will include the campaign manager, and people who have supported the President since his first campaign in 1948.

In addition to the planned activities along the route the travelling convoy will be using a new technique called "scatter blitz". On a given signal relayed through the control car on a CB radio...the entourage will stop and scatter in all directions, shaking hands and saying "hi", and passing out over 6,000 seedling trees. The group, in general, will try to spread good will for the man they are supporting for President.

Sunday morning the group will split up for church services, regrouping and campaigning in the Watertown, Madison area, where they will be greeting Mrs. Ford when she arrives in Madison at 3:00 P.M.

The convoy will then join Mrs. Ford's motorcade to downtown Madison...then returning to Grand Rapids.

In addition to homemade signs, hats, and banners, the group will have one unusual vehicle in the convoy. A Grand Rapids neighbor will be driving a memorabilia wagon filled with everything surrounding Gerald Ford's political campaigns from 1948 to present.

The Michigan group will be made up of all ages, including High School through retired, and will be considerable larger than the 91 Ford Friends who chartered a plane in March, and flew to Florida over the weekend to campaign. Some Ford staffers have said this trip was instrumental in helping to turn that state's primary into a resounding Ford victory.

All those attending will be paying their own way. Approximately 100 of the younger members in the entourage will spend the evening in sleeping bags to cut expenses.

Betty Ford To Welcome Campaigners

By Maury DeJonge

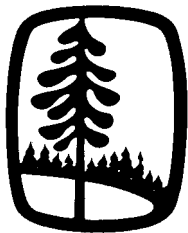
The nation's First Lady has
arranged her campaign visit to Wiscon-

for a 7 a.m. start.

The Grand Rapids Press

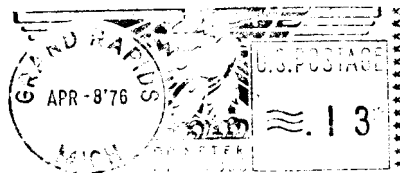
THURSDAY, APRIL 1, 1976





**UNIVERSAL FOREST
PRODUCTS, INC.**

3153 THREE MILE ROAD, N.E. • GRAND RAPIDS, MICHIGAN 49505



Ms. Sheila Weidenfeld
Mrs. Ford's Press Secretary
The White House
Washington, D.C. 20500

GREETINGS TO CONVOY ON CITIZENS BAND RADIO

THIS IS K-U-Y 9532 TO THE GRAND RAPIDS SCATTER BLITZERS
AND TO ALL YOU C-BERS IN WISCONSIN.

I'M SO GLAD TO BE HERE TODAY

AND I'M LOOKING FORWARD TO MY VISIT.

I WANT TO SAY A SPECIAL THANKS TO THE MICHIGAN CONVOY.

PLEASE "KEEP ON TALKING" FOR PRESIDENT FORD.

WE APPRECIATE YOUR HELP IN KEEPING THE FORDS "10-20" AT
1600 PENNSYLVANIA AVENUE.

A HAPPY TRIP BACK TO GRAND RAPIDS.

THIS IS K-U-Y 9532.

MAYFAIR SHOPPING CENTER

- * IN MILWAUKEE BECAUSE OF PRIMARY.
 - * MY HUSBAND IS MY FAVORITE CANDIDATE.
 - * HAS TURNED THE COUNTRY'S ECONOMY AROUND.
 - * PROVIDED STRONG AND HONEST LEADERSHIP.
 - * BELIEVES IN WHAT PEOPLE CAN ACCOMPLISH FOR THEMSELVES.
 - * WANTS TO MAKE FEDERAL GOVERNMENT PROGRAMS MORE REALISTIC.
 - * TIME TO LOOK AT THE COUNTRY'S STRENGTH.
 - * AND TIME TO CELEBRATE THE PAST BY WORKING HARD TODAY.
-



TEAM
2601

KHY-1303 . . . CHANNEL "9" MONITOR . . .

MEMBER:



F.O.P.A. CHAPTER - P.O. BOX 42314 • CINCINNATI, OHIO 45242 • A/C (513) 984-2188

FRED B. SIMON
Director of Operations

September 10, 1976

Mrs. Shelia Weidenfeld,
The White House,
1600 Pennsylvania Avenue,
Washington, D.C. 20500

Dear Shelia;

Attached is the article that The Cincinnati Enquirer wrote as an advance on the first column that I will start to write in The Enquirer.

My first response to the "Art work" on Mrs. Ford was rage. However, I have been advised by many in the past few hours that acceptance has been very, very good.

The Enquirer felt that it should be on the front page. The reason of course was the "Base Station" at The White House.

The Enquirer, I think, was attempting to do a vast amount of good with this article. At the same time they added a few "refinements" that I did not write. They felt it good press. I suppose your use to this. I am not.

My regards for The Ford family ; I suppose makes it the reason that I am apologetic. The cooperation of Mrs. Ford, you and your staff was wonderful. Her quotes for me were much appreciated. Yet, this article is a news story and not a column. The column on Mrs. Ford will run in a couple of weeks.

In that column I will show the warmth of Mrs. Ford and her quotes give me on Cincinnati etc.

RADIO EMERGENCY ASSOCIATED CITIZENS TEAM
AN INDEPENDENT NON-PROFIT PUBLIC SERVICE ORGANIZATION



TEAM
2601

KHY-1303 . . . CHANNEL "9" MONITOR . . .

MEMBER:



F.O.P.A. CHAPTER - P.O. BOX 42314 • CINCINNATI, OHIO 45242 • A/C (513) 984-2188

FRED B. SIMON
Director of Operations

2.

I would also once more remind you that all money paid from The Enquirer is paid direct to Ohio Valley REACT. In no way do I allow The Enquirer to pay once cent to me.

I would like to make a suggestion to you. From time to time certain question on "CB" will be asked of your Press office. Please feel free to call on me to help your office answer these questions. As you would request a manner to contact me; I shall make it very easy.

I have with me a pocket radio page. What you do is call 513- 251-4300. Ask the operator to page Unit 610. You just giver her a message to call you in Washington.

My office number is 984-1776. My home is 793-7878.

Many , many thanks to all of you and Mrs. Ford. I shall be working as hard as possible on the re-election of The President.

If as you mentioned you have items for the press; you may of course contact me. I shall honor your request to the best of my ability. I am told that without question the Enquirer will handle.

I have a hunch that the "AP" will pick up the item today. I hope that it will result in many new friends for The Ford Family.

My Warmest Regards,


Fred B. Simon

RADIO EMERGENCY ASSOCIATED CITIZENS TEAM
AN INDEPENDENT NON-PROFIT PUBLIC SERVICE ORGANIZATION

'First Mama' On CB Radio Gets Local REACTion

By ROLF WIEGAND
Enquirer Reporter

• 1978, The Cincinnati Enquirer

"Breaker, breaker—This is the First Mama from 1600 Pennsylvania Avenue."

Indeed, First Lady Betty Ford does have a Citizens Band (CB)

special. I am most happy to accept membership in Ohio Valley REACT," the First Lady wrote in a letter to Simon's organization. She also holds membership in other REACT units.

MRS. FORD'S involvement with CB radio dates back to April when, during a trip to Wisconsin, a group

ately chimed in, asking her to confirm that she was "really First Mama."

Later, in San Antonio during the same trip, Mrs. Ford said she was disappointed she "couldn't get out" (was not being received by other CB units) near the San Antonio airport.

Meteorological conditions or the



'First Mama' On CB Radio Gets Local REACTIon

By ROLF WIEGAND

Enquirer Reporter

• 1976, The Cincinnati Enquirer

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Ford sign off with "10-4 good buddies—catch you on the flip."

Front Page

✓ Cincinnati Enquirer
Sept. 10, 1976

FRED B. SIMON
4426 Hunt Road,
Cincinnati, Ohio 45242

SPECIAL DELIVERY



Mrs. Shelia Weidenfeld,
The White House,
1600 Pennsylvania Avenue,
Washington, D.C. 20500

SPECIAL DELIVERY



REGULAR DELIVERY



THE WHITE HOUSE
WASHINGTON

FL

DATE

4/14

TO

Sheila

GUIDANCE PLEASE

FYI

✓

RNC

LIZ O'NEILL
East Wing
X 2520

Grand Old Poopsheet

April 9, 1976

GOOD NEWS DEPT.

Effective immediately, guest tickets for use of the Capitol Hill Club may be obtained through Gary Engebretson's office. Luncheon tickets may be used after 1 p.m., and separate tickets may be obtained for drinks and goodies after work. You may take a large party on one ticket -- just fill in the number of people. Tickets for use in the evening may be picked up from Jane Johnson until about 6 p.m. or so. There is no limitation on the number of tickets we use, provided space is available. Cash basis only.

Even with these restrictions, this is a major breakthrough in RNC's relationship with the Club. We have had no guest privileges since September, and some of us are getting pretty thirsty.

THE SOCIETY WHIRL

A major event of the Social Season is scheduled for tomorrow evening. We refer, of course, to Mary Beth Turgeon's annual huge party at her Upper Georgetown home at 2455 Tunlaw Road, commencing about 9 p.m. or thereabouts. Enormous quantities of beer and wine will be available. A map showing the easy-to-get-to location is available from Miss Turgeon, who is in the co-chairman's office on the fourth floor. All Committee staffers are cordially invited and indeed urged to attend.

As the old newspaperman said, "A short! A short! My kingdom for a short!"

SHEET SEEKS NEW CONTRIBUTING EDITOR

The Grand Old Poopsheet announced today that it is looking for a new contributing editor to replace Jan Gardner, who is leaving the Committee in a few weeks.

(See related story.)

"Staffers come and go, but the Sheet goes on," said Editor Dick Lobb. "Besides, I need the help."

A contributing editor is expected to turn in a couple or a few stories by Thursday afternoon each week for inclusion in the Sheet. Anyone at the Committee may submit material, but a contributing editor makes a habit of it.

The ConEd is also in charge of producing the Sheet when the Editor is out of town or incapacitated.

"Our coverage is a little weak in some areas of the Committee, and we must have a backup," Lobb said.

He also pointed out that working for the Sheet is a great opportunity for some young talent to break into the news business. Jan, for example, got a job involving press work after a couple of months as a Sheet contributing editor.

"You, too, could break into the big time via the Sheet," he said.

Applicants should contact Lobb at x6725 or in person in the Poopsheet Editorial Office on the third floor.

PICK THE HANDLE CONTEST

Betty Ford has joined the rubber-duck set with temporary call letters KUY9532. The First Lady reportedly enjoys campaigning by CB radio, urging volunteers and anyone else within reach to vote for her spouse. But Betty hasn't yet chosen a "handle," slang for the nickname CBers use to avoid the cops and the FCC (although we hasten to add that Betty is perfectly legal and has a proper license; but most CBers don't). It has been suggested she call herself "First Mama."

The Sheet hereby launches a "Pick the Handle Contest" to aid the First Lady in choosing a name. What's your suggestion? Send it on plain white paper to Poopsheet, Box A, and we will forward the best to the White House.

The best will be chosen by popular vote in new week's Sheet.

THE WHITE HOUSE
WASHINGTON

TO

Sheila

DATE

4/28

GUIDANCE PLEASE

FYI

*These are the
only 2 from
California with
any possibility.
over*

LIZ O'NEILL
East Wing
X 2520



File - CB

KSON

RADIO SAN DIEGO

College Grove Center • Highway 94 at College Avenue • Radio 1240 • San Diego, Calif. 92115 • (714) 286-1240 • A McKinnon Enterprise

13 April 1976

Mrs. Gerald Ford
The White House
Washington, D.C. 20036

Mrs. Ford,

I understand that the C.B. craze has hit you. I do the morning show here at KSON AM & FM and the other day I brought up the fact that you had a new C.B. As you have probably guessed by now, we received hundreds of phone calls with ideas on a new name for you to use. After some time, we have narrowed the entries down to the ones enclosed. Maybe you can use one. If so it will make the San Diego listeners very happy. We are a modern country station and as our saying goes, "There's a whole lot of good in our country". Mrs. Ford, you're one reason why there's a lot of good in our country!

God Bless you!

Sincerely yours,

Ed Chandler
Operations Mgr.
KSON AM & FM

EC/dss
Encl.

THE SUGGESTIONS FOR MRS. FORD CB HANDLE.
AND SOME FOR MR. FORD, AND FAMILY

MRS. FORD

1. YAYETY YAK
2. SNOWBIRD
3. BIONIC WOMAN
4. NUMBER 1, SWEET THANG
5. SMOKEY
6. FIRST IN LINE
7. THE DRAGON DOLLS

MR. FORD

- GOLDEN EAGLE
- FLIPPER
- PRES. JOHNSON CROSS BATTERIES
- BULLBUSTER
- SAME
- SAME
- SAME

THESE SUGGESTIONS WERE SUBMITTED BY OUR LISTENER'S ON KSON. WE ASKED FOR NAMES ON THE AIR, AND PEOPLE CALLED IN AND REQUESTED THE ABOVE.



Dear Betty Ford; (or "First
Mama") (Aug 9 532

Welcome to the wonder-
ful world of C.B.

It has been the
most delightful, and
fascinating hobby of
mine for the past
five years, the longer
I'm involved the
more I enjoy it.

I know you can't
accept our invitation
to be a guest at one
of our Breaks but
I wanted you to know
and be aware of its
existence, last Break
we had as a special
guest the lovely
Mel Blazer, who goes
by the handle of "Bugs"

rd, Santa Monica

n touch with your

ken & Salad - only \$2

**FOOD, FUN
& PRIZES**

Bunny" He was
generous and thoughtful
enough to give out
150 Autographs to fellow
C.B.s. Also we had
"Bill Stout" C.B.S. News
Broadcaster and his
wife "Rosebud" whom
are good C.B.s in
my area of Santa
Monica.

I sincerely hope you
find being a C.B.
operator, a new and
fascinating experience.
Just want you to
know there is a great
many of us out here
on the Airways that
are delighted to have
you with us.
If I could impose, on

, Santa Monica

touch with your

en & Salad - only \$2

FOOD. FUN

your generosity, I would
certainly appreciate
a reply from you,
that could be addressed
to all the Good C.B.s
at "The Yellow Bird"
break at "Shakey"
Santa Monica. (Wed Eve.)

We are all anxious
to learn of your
experiences if any with
your Radio; also what
type of Equipment you
will be using.

Dont want to impose
too heavily on your
very busy schedule, but
even a couple of your
thoughts on C.B. would
be very gratefully
accepted by all of us.

I'm enclosing my

rd, Santa Monica

h touch with your

ken & Salad - only \$2

**FOOD, FUN
& PRIZES**

personal Q.S.L. Card.
to show you the type
of thing that C Bers
do.

In closing my letter
to you I'm sends
a baskets full of 8's
to Mr Ford, 44's
for the younger members
and 73's to you.

I'll be Q.R.T. for
now. (a side band
term.) for clear?

"The Yellow Bird"

W. L.A. + Santa
Monica.
Area.

ard, Santa Monica

in touch with your

cken & Salad - only \$2



**FOOD, FUN
& PRIZES**



SHAKEY'S

WEDNESDAY NIGHT IS C.B. NIGHT AT SHAKEY'S!!

PRIZES, SURPRISES & FUN!!

10:20 Shakey's Pizza Parlor, 3031 Santa Monica Boulevard, Santa Monica

10:36 7:30 p.m., every Wednesday evening.

We have our own C.B. station at Shakey's so you can keep in touch with your family while meeting new and old friends!

1st Wednesday of the month - All You Can Eat - Pizza & Chicken & Salad - only \$2

Prizes every 1st and 3rd Wednesday.

Large lighted parking area.

**FOOD, FUN
& PRIZES**



4-8-76
Escandido
Calif.

"Break - please"

KGQ 3571 breaking for
"downtown U.S.A." for
the First Lady along
the Campaign trail"


Welcome, Betty, to our
wonderful, FUN-derful
world of C.B. radio.

Enclosed is our "QSL" card
indicating our "handles"
in "10-20" in Escandido, Calif.

C.B. radio has given us
many new friends, and
we serve those in
mobiles with a friendly
hello - information or
roadside assistance
to mention a few. We



to enjoy our local chit-chat
but especially like talking
to truckers & travelers.




If you again come to
California near San
Diego our channels
we monitor are 20
and 21 and would
love to hear from you.

Good luck in selecting
your "handle" - we hope
the news media let all
us CBers know of it
when you decide!

Best regards - "73 rds" -
Have a fine day &
always mobile with
care!

Sincerely,
Barbara & Philip
Wass

925 Chestnut Street
Escondido - Ca. 92025



Mrs. Mary Juanita Johnson
500 Fillmore Apt. K-1
Wichita Falls, TX 76301



Mrs. Betty Ford
% White House
Washington, DC



Mary Juanita Johnson
500 Fillmore-Apt. K-1
Wichita Falls, Texas 76301

KZQ-5781

73's

"WHIRLWIND"

**Monitor 22
All 23 Channels**

Hi Station.....

This will confirm our recent Citizen's
Band Communication of....., 19.....

- ☐ Nice talking to you.
- ☐ Heard you on channel.....
- ☐ Received your card from a friend.
- ☐ Received your name from a friend.
- ☐ Have your card and thanks.
- ☐ Please send card and thanks.
- ☐ Please pass this card to a friend.

*73's
Congratulations
to our new
CB friend
" 10-10 and
Listening
in. "*

printed by CBC club, box 703, Lexington, N.C.
Write For FREE Catalog

Post Card

PLACE
STAMP
HERE

This Side For Address

*"First Mama"
Mrs. Betty Ford*

LANIE DILLS, PUBLISHER

Nashville, Tennessee

Review Copy

TITLE

The 'Official' CB Slanguage Language Dictionary

AUTHOR

Lanie Dills

PRICE

\$2.95 paper (ISBN 0-916744-00-0)

PUB DATE

March 10, 1976

Distributor:

Louis J. Martin & Associates, Inc.
95 Madison Avenue/NYC 10016

OWEN PUBLIC RELATIONS ENTERPRISES, INC.
400 MADISON AVENUE / NEW YORK, N.Y. 10017 / (212) 688-3509

April 22, 1976

Ms. Fran Paris
Mrs. Ford's Press Office
The White House
Washington, D.C. 20500

Dear Ms. Paris:

Thank you so much for giving me so much of your time to discuss the CB situation. You've been most helpful.

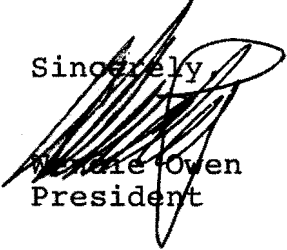
Enclosed please find three copies of Lanie Dills' book, The 'Official' CB Slanguage Language Dictionary, and copies of all our press releases to date. I hope you enjoy the book and if you would like more copies for any reason, please let me know. I'll be happy to send them along.

The questions about Mrs. Ford's "handle" and her Special Temporary Authority seem to have been resolved. Now the questions concerning Mrs. Ford and her CB seem to center on how well Mrs. Ford knows the jargon and what channel she uses to "ratchet-jaw." I know if I get a dozen inquiries on the subject you must be getting hundreds!

If you have any questions or if there is anything I can do to be of assistance to you, please don't hesitate to contact me. I'm always glad to be of help.

"Putting the good numbers on you,"

Sincerely,



Wendell Owen
President

WO/ka
Encl.

OWEN PUBLIC RELATIONS ENTERPRISES, INC.
400 MADISON AVENUE / NEW YORK, N.Y. 10017 / (212) 688-3509

FOR RELEASE: MONDAY, APRIL 19, 1976

Contact: Wendie Owen
212/688-3509

DILLS' CB SLANGUAGE LANGUAGE DICTIONARY A BESTSELLER

#3-New York Times Book Review

#4-Publishers Weekly

FIRST-TIME AUTHOR BECOMES AN INSTANT CELEBRITY.
FIRST BOOK BY INDEPENDENT PUBLISHER IS A SENSATIONAL SALES SUCCESS.

Lanie Dills is living the Cinderella story. Only there's no Prince Charming leading her on the path to fame and fortune. She did it entirely on her own, with a splendid idea and considerable ability, wit and personality.

On March 10, Lanie Dills published The 'Official' CB Slanguage Language Dictionary (\$2.95 paper, distributed by Louis J. Martin and Associates, Inc., New York City), a complete guide to the jargon of Citizens Band Radio. Lanie was a new author and an independent publisher, attempting a publishing feat rarely risked and seldom successful. Nineteen days later, her book was on the Bestseller Lists and over 200,000 copies had been sold - a feat any publisher would announce with great boasting. For a new author and publisher, it was a stunning victory!

By March 10, the publication date of The 'Official' CB Slanguage Language Dictionary, the first printing was sold out. On March 29, nineteen days later, the book was in its third printing (revised edition) with 300,000 books in print and it began to appear on the Bestsellers Lists around the country. Today it is #3 on The New York Times Book Review Trade Paperback Bestseller List, #4 on the Trade

__MORE-

Paperback Bestseller List of Publishers Weekly, #2 on the Waldenbooks List, #4 on the B. Dalton Booksellers List, and in the Top Five on the Bestseller Lists across the nation.

Reorders are pouring into the warehouse of Louis J. Martin & Associates, distributors, as stores that had first ordered 25 copies are now asking for 100 and 200. In fact, on March 29, over 25,000 copies were sold on that one day alone!

As fast as the orders came in, books were shipped out. And, suddenly, Lanie Dills was a celebrity. Newspapers, magazines and radio and television shows throughout the country sought her as the assured, unquestioned expert on Citizens Band Radio and its "slanguage" language.

Every field has its authority: Mead on culture, Spock on children, Beard on bread. Citizens Band Radio, newly discovered on the American scene and exploding into the sales phenomenon of the decade at last has its expert: Lanie Dills, better known by her CB handle, "The Sugar Britches."

OWEN PUBLIC RELATIONS ENTERPRISES, INC.
400 MADISON AVENUE / NEW YORK, N.Y. 10017 / (212) 688-3509

FOR RELEASE:
Wednesday, March 10, 1976

Contact: Wendie Owen
212-688-3509

LANIE DILLS' THE 'OFFICIAL' CB SLANGUAGE LANGUAGE DICTIONARY

FIRST GUIDE TO CITIZENS BAND RADIO JARGON

"I was ratchet jawing about ears and paperhangers
and the road jockey kept calling me Sugar Britches.
So that's how I finally got my handle." --Lanie Dills

Lanie Dills (Sugar Britches) can ratchet jaw (talk) about ears (Citizens Band Radio) and paperhangers (unmarked police cars) along with the best road jockeys (truck drivers). But it was when she got her handle (code name) that she felt like an old-timer at last.

In the beginning, however, Lanie Dills found that if you don't speak the language of CB you'll get laughed right off the channels. After being told several times to turn to Channel 25 (there are only 23 channels) she decided to find a book that would tell her what to say and how to say it. She searched in bookstores and contacted the FCC only to find there was no book that could help her. The only way to break the CB code was to do it herself.

The result is The 'Official' CB Slanguage Language Dictionary (\$2.95 paper, distributed by Louis J. Martin & Associates, 95 Madison Avenue, New York 10016), the only book of its kind available. A quick, easy-to-use guide, it contains terms from all over the United States, including 43 just for local and state police.

-MORE-



Lanie Dills travelled throughout the country collecting terms and had friends and relatives from Maine to California monitoring their sets for CB slanguage particular to their area. Her indispensable dictionary (for monitoring) and cross-reference (for transmitting) also contains instruction on how to call a specific person, transmit emergency information, obtain police location and road condition reports, directions, a radio check, and a time check, plus instructions on how to seek responses and how to sign off. The convenient CBers 10 Code is included in both its official and abbreviated forms, and there is the humorous, "infamous" CBers 13 Code as well.

A short but astounding sales history

In a foreign country a tourist needs a language dictionary. To speak on Citizens Band Radio, a person needs to know the slanguage. Word of Lanie Dills' book spread quickly, and she soon found herself swamped with requests for the book. The 'Official' CB Slanguage Language Dictionary, originally published in October, 1975 and sold exclusively by mail, was sold out within three months. Two printings totalling 10,000 copies were gone -- and advertising had been limited solely to a small 4" ad appearing occasionally in random newspapers. Now the revised, expanded 'Official' CB Slanguage Language Dictionary is in mass distribution through booksellers, wholesalers, truck stops, and anywhere paperback books are sold. The price of the new expanded edition, available March 10, has been lowered for mass distribution from \$5.00 to \$2.95.

CB much more than a fad


How popular is Citizens Band Radio? There are now over 9 million sets in use, with over 300,000 new FCC license applications per month. One out of every 27 Americans has a set and some have two or more. They are as easy to

use as a telephone (once you know the slanguage) and can cost as low as \$60.

Originally popularized by truckers during the oil embargo to warn each other about speed traps and pass on information about service stations with fuel, CB radios are now bought by farmers, salesmen, doctors, oilmen, businessmen, hunters, housewives and teenagers, among others. Even policemen, one of the primary targets of CB jargon, are enthusiastic CB owners. In Kansas a quarter of the state force has installed CB sets at its own expense. Troopers are now very receptive to the use of CB, for by monitoring Channel 9, reserved for emergencies, they have drastically reduced their response time for medical help and road assistance. Drivers with CB keep a watch for motorists in trouble and are proud of the opportunity to be a Good Samaritan. In addition, CB Radio has helped prevent scores of accidents. For, by informing each other about radar and unmarked police cars, CBers are obeying speed limits and advising each other to slow down. Says Time, "CB may be the fastest-growing communications medium since the Bell Telephone. What may have started out as a fad or tool against police has turned into a valuable driving aid."

This giant citizens network indeed represents a step forward in personal communications. Perhaps the most significant and useful rule of CB is the opportunity it has given people of differing ages, races and sexes--including retired persons and shut-ins--to be friendly, useful, and to feel worthwhile, without the risk of "getting involved" and "being hurt." CBers remain anonymous, known only by their handle and callsign. Rallies and jamborees have been organized in days to quickly spread the word about people in trouble and causes that need support--and help pours in. For example, on the evening of December 24, 1975, a family in Atlanta, Georgia lost their home and belongings in a devastating fire; by noon the next day they had

-MORE-



new quarters, complete furnishings, a decorated Christmas tree, and beautifully wrapped Christmas gifts for each family member. There are now over 3,500 CB clubs in the United States and more are forming every day. 1976, the country's bicentennial, will be the year that Americans really get in touch with each other...thanks to Citizens Band Radio.

LANIE DILLS has travelled the highways of the United States throughout her business career. As the first female sales executive for the recreational products division of the 3M Company, she called on athletic directors such as Bob Woodruff at the University of Tennessee and Bear Bryant of the University of Alabama, introducing new recreation and athletic products. Currently she is living in Nashville, Tennessee, and is sole owner of a fruit juice vending business in Memphis, Tennessee and a tree farm in Weakley County, Tennessee.

It was in 1975 that Lanie Dills was inspired to produce The 'Official' CB Slanguage Language Dictionary. After receiving far too many speeding tickets, she was advised to purchase a CB Radio. The set was virtually useless; Lanie could neither understand nor speak CB jargon. Unable to find a CB dictionary, Lanie Dills compiled one herself. Now, Lanie Dills keeps her eyes on the road -- and her "ears" on (CB Radio).



OWEN PUBLIC RELATIONS ENTERPRISES, INC.

400 MADISON AVENUE / NEW YORK, N.Y. 10017 / (212) 688-3509

FOR RELEASE: Thursday, March 18, 1976

Contact: Wendie Owen
212/688-3509

THE 'OFFICIAL' CB SLANGUAGE LANGUAGE DICTIONARY IS UNPRECEDENTED SUCCESS

Lanie Dills defies tradition
and stuns the publishing world.

From manuscript to finished
books in twenty-two days.
Published independently.
With an advance sale of 100,000 --
the entire first printing.

THE 'OFFICIAL' CB SLANGUAGE LANGUAGE DICTIONARY (\$2.95 paper), the first and, to date, the only guide to Citizens Band Radio jargon, published on March 10, represents a one-in-a-million publishing miracle, performed by author Lanie Dills with the assistance of a team of top-notch publishing and public relations professionals. In an age when most books are issued by large companies owned by even larger corporations, Lanie Dills has proved that, with the right book and the right team, an individual can successfully publish a book independently. Her extraordinary accomplishment was achieved through a combination of expertise, extra special effort, and an infectious enthusiasm for a project that all participants found exciting and challenging. Lanie's enormously successful book and the way it was published is a feat that could not easily be duplicated.

THE CB SLANGUAGE LANGUAGE DICTIONARY was first published by Lanie Dills in October, 1975, in Nashville, Tennessee and sold by mail at \$5.00 per copy, paperbound. Within two months, she had sold out two printings totaling 10,000 copies. The only ads she ran were a few lines in random newspapers. Mostly, the book sold by word of mouth to an eager audience. Her subject, the language (or "slanguage," as Lanie calls it) of Citizens Band Radio had never been compiled except as a brief glossary in technical books on the radio itself. Yet there are over 10 million Citizens Band Radios in the United States -- and all CB operators speak CB jargon. (If an operator can't speak the slanguage, he's laughed off the air.) But, how is a beginner to know that the phrase "That pregnant roller skate is a brown paper bag giving out green stamps" is the CBers' way of saying, "That Volkswagon is an unmarked police car giving out speeding tickets"?

Lanie Dills was soon overwhelmed by demand for her book. She had the only book of its kind -- and her supply was gone. Professional assistance was needed.

Lanie engaged Owen Public Relations Enterprises, Inc. of New York City to handle publicity and promotion for the book, and to help her coordinate printing, publishing, promotion, publicity, sales, and distribution.

Within a short time, Lanie Dills was an independent publisher heading an organization -- set up for this project -- that rivals that of the most prestigious publishing firms. Her first miracle was getting a revised, enlarged edition printed in twenty-two days. In the three months since the first edition came off press, Lanie had gathered over 350 additional entries and was determined to improve the usefulness of her book by including numerous examples of how the terms are used. The book was expanded from 110 pages to 128, but the price reduced from \$5.00 to \$2.95 for mass national distribution.

On Wednesday, February 4th, Lanie flew to New York City and arrived at Owen Public Relations with handwritten corrections and a handful of file cards. Within twenty-four hours a typewritten, proofread manuscript was on its way to Westchester Book Composition, Inc., of New York City, who set the book in type over the week-end. First proofs arrived on Sunday morning where a freelancer read and corrected galleys. (Despite the incredible speed, there were less than ten typographical errors!) At this point there was another hint of THE 'OFFICIAL' CB SLANGUAGE LANGUAGE DICTIONARY's enormous market: the proofs were returned along with a note from the typographers requesting three copies of the book as soon as they were available.

On Tuesday, February 11, the camera-ready copy was sent to Offset Paperback Manufacturers of Dallas, Pennsylvania, who made special provision for a first printing of 100,000 copies to be printed in record time. True to their word, the books were ready -- on February 26th, a day ahead of schedule. From manuscript to finished books in twenty-two days...a candidate for the Guinness Book of Records.

Miracle number two -- the sales story -- was aided by good luck, for Robert M. Silver, former Director of Sales of The Viking Press and member of the Publishers' Advisory Committee of the American Booksellers Association, had just resigned as Marketing Manager of Watson-Guptill Publishers to become a freelance consultant to the publishing industry and Vice President of Louis J. Martin and Associates, Inc. He agreed to handle the sales operation for the revised, expanded edition of THE 'OFFICIAL' CB SLANGUAGE LANGUAGE DICTIONARY. He confirmed what everyone suspected -- the book would be a sales phenomenon. Louis J. Martin, former President of Books, Inc. and former sales representative with Bobbs-Merrill, was equally enthusiastic about the project. He knew that his firm, Louis J. Martin and Associates, Inc., which packages, publishes, and distributes books, offered the flexibility and reliability Lanie needed for the massive, rush distribution. He eagerly agreed to handle distribution. By publication date, through the efforts of Bob Silver and Louis J. Martin, the entire first printing of 100,000 books had already been shipped out.

Promotion and publicity were arranged with comparable speed, thanks to two freelance specialists hired to do all copy and graphic design. Joan Wheeler, former Advertising and Sales Promotion Manager of The Viking Press, prepared copy for an ad in Publishers' Weekly, a mailing to the trade, the book jacket, news releases, and window streamers. Helene Berinsky, former book designer for Harry N. Abrams and Macmillan, created all design work for the book jacket and promotion materials. The ad in PW appeared in the February 16th issue, kicking off the enormously successful sales effort.



The first books arrived at Owen Public Relations on February 27th at 9 a.m. and were out by noon to book reviewers, television and radio shows, and newspaper reporters. The story of Lanie Dills and her book was spread across the nation within a week. Wendie Owen, President of Owen Public Relations Enterprises, Inc., coordinated a national television and radio and personal appearance tour for Lanie and made arrangements with Bob Silver for books to be in stores to coincide with Lanie's appearances.

This is only the beginning of the story. The book is in its second printing -- all within a few months of the day when Lanie Dills discovered "Smile and comb your hair" means "Radar ahead" in CB slanguage language. And decided to write her own dictionary.

There is an oft-quoted adage in publishing that says 99.9% of the time an individual should NOT publish a book independently. That is undoubtedly still true. There's also a tradition that says it takes about six months to edit, prepare, set, print, publish, and distribute a book. That's the usual. But when that one-in-a-million book comes along, promising over a million in sales, miracles can happen.



UNIVERSAL FOREST PRODUCTS, INC.

3153 Three Mile Road, N.E. Grand Rapids, Mi. 49505 (616) 361-6651

April 15, 1976

Ms. Sheila Weidenfeld
First Lady's Press Office
The White House
Washington, D.C. 20500

Dear Sheila:

Attached please note the articles referred to in our conversation last week.

The Lewine article might be one of the problems. It refers to-- "She made a frank political pitch to them", and..."the dulcet tones of a woman calling for votes."

This seems to be Mr. Stevens' hangup, and I wonder if the FCC spokesman, who is quoted as saying there are "not restrictions on politicking" is correct. If so, the issue is dead and buried.

Cordially,

Peter F. Secchia

PFS/jh
encl:



Peter F. Secchia
PRESIDENT

Among Mrs. Ford's campaigning friends from Grand Rapids, Mich., was Myron Kirkpatrick, 75, who knew President Ford when his backyard joined the Ford family backyard when the president-to-be attended college.

—State Journal photos by Joseph W. Jackson III and A. Craig Benson



'First Momma' calls by CB radio to thank hometown friends.

—State Journal photo by A. Craig Benson



Myron Kirkpatrick, 75.

WISCONSIN STATE JOURNAL - 1ST PAGE 4-5-76



First Lady receives a Bicentennial elephant from Michigan friends at State Capitol.

—The next time that truck driver barreling down the highway switches on his citizens' band radio and announces, "This is 'Rubber Duck.' What's happening in Wisconsin?" he could get a reply from "First Lady." The Federal Communications Commission disclosed that Betty Ford has been granted a temporary CB license (call letters KUY9532). The First Lady's press office said the license would permit Mrs. Ford, who was campaigning for the President in Madison, Wis., to talk to friends in Grand Rapids.

—By Jennings Parrott

LA TIMES

4-6-76

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Will 'First Mama' Take Over From C.W. McCall

By FRANCES LEWINE
Associated Press Writer
WASHINGTON (AP) — The
husky growls of burly truckers
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and their radar traps and ad-

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in Wisconsin" and whoever else

GL

4/7/76

NEWS-CHIEF
WINTERHAVEN
FLA.

An O

THE WHITE HOUSE
WASHINGTON

5/14



Mar -

Per our phone
conversation -

Marge Beckman

(I will dispatch the
letter after I hear
from you re delivery)

May 11, 1976

Dear Mr. McCall:

Thank you for your warm welcome to the world of CB'ers. I appreciate the encouragement and your thoughtful gift of the radios. As you may have read, my family has given me a mobile unit, and we already have a base unit in the White House.

CB is a marvelous invention, bringing people together in the spirit of friendship and helpfulness. I enjoy my "Good Buddies" and the informality of being "First Name."

In order to bring the joys of CB to some of the future Good Buddies, I have taken the liberty of sending the units you sent me to the Veterans Hospital in Washington, D. C.

Thanks again for your thoughtfulness.

73's and All Good Members,

(K11V-9532)

Mr. C. W. McCall
206 South 44th Street
Omaha, Nebraska 68131

cc: Sheila Weidenfeld

MFW/jah

GIFT





VETERANS ADMINISTRATION

HOSPITAL

50 IRVING STREET NW.

WASHINGTON, D.C. 20422

June 4, 1976

IN REPLY
REFER TO: 688/00

Mrs. Gerald Ford
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D. C. 20500

Dear Mrs. Ford:

On behalf of the veterans at this hospital, I wish to express our deep appreciation for making available to this hospital two Citizen Band Radios.

These units will be utilized in patient recreational therapy programs for interested patients on the CB Network while hospitalized.

I assure you these radios will be greatly utilized by our veteran patients. They will be particularly beneficial to those patients who are interested in CB communications and related activities especially those that are amputees and have other major disabilities.

The Base Station will be installed in the Rehabilitation Medicine Service, mobile unit to be installed in a hospital vehicle for communication to the hospital when patients are off station on a recreational therapy outing.

Again, on behalf of the patients and myself, we wish to extend our sincere thanks for your thoughtfulness. Perhaps sometime in the future you may find time in your busy schedule to visit the hospital and see how these radios are being utilized.

With kindest personal regards,


A. A. CAVAZZI
Hospital Director

Show veteran's full name, VA file number, and social security number on all correspondence.

Definitely a rip for her

THE WHITE HOUSE

WASHINGTON

Dick Thompson

Deserves some Special
Commendation. Will arrange
for citizen band unit
Something out of the Mid-west

Texas the no. 1 state
in terms of CB -
more pending licenses
cut across demographic
identification with
grass roots -

Touch with the po -



THE WHITE HOUSE

WASHINGTON

~~4~~ The hottest consumer
electronic item -

Tremendous



HELP BY WORD OF MOUTH



Citizens band radio is the vital link
of emergency communications when seconds count.

Reprinted from:

Journal
of American
Insurance

AMERICAN MUTUAL INSURANCE ALLIANCE



Reprinted by: REACT International, Inc. • 111 E. Wacker Drive • Chicago, Illinois 60601

An independent non-profit public service organization providing organized citizens two-way radio communications in local emergencies.

HELP BY WORD OF MOUTH

New York State: it's after dark and a young woman is driving alone through a raging snowstorm. When her automobile is forced off the road, she escapes injury but is stranded in a roadside ditch.

Across the continent, near White Sands, New Mexico: two boys are missing in the rugged San Andreas Mountains bordering a military missile range.

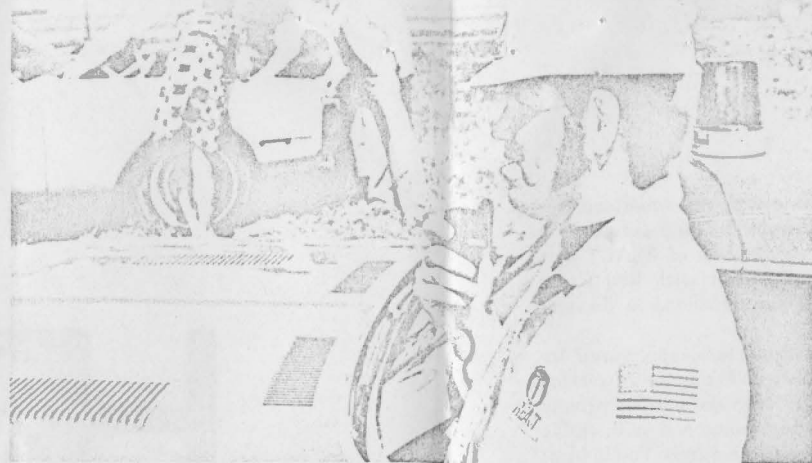
South of Miami, about 250 miles out to sea: a Florida couple and their three-year-old son are adrift in a 32-foot cruiser. Both engines are dead.

Three emergency situations where successful rescue was brought about through a growing medium of voice communications, citizens band radio. In each instance volunteer citizens, members of local emergency radio communications teams, played an essential role in bringing help.

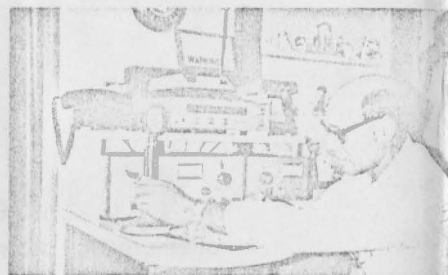
New York State Police were notified after the stranded woman called for assistance on the two-way citizens band radio installed in her car. Her first call was picked up by a REACT (Radio Emergency Associated Citizens Teams) member monitoring Channel 9, the radio channel reserved for emergency and motorist assistance messages.

Six members of the San Andreas REACT team arose at midnight to aid military police in their search for the lost boys. Working with walkie-talkie citizens band units, the searchers narrowed the area where the boys might be found. Joined the next day by the local sheriff's office and additional team members, they located the two boys wandering along the side of the mountain.

The "Mayday" call from the drifting Florida cruiser was picked up by an Iowa REACT monitor



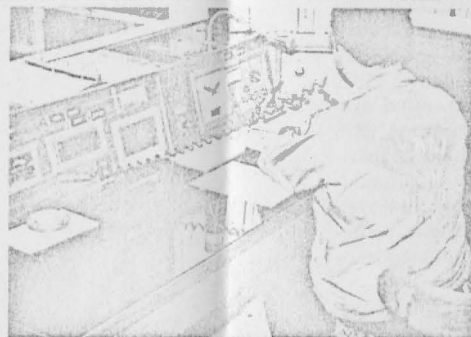
Motorist assistance is an approved use of Channel 9, the citizens band emergency channel.



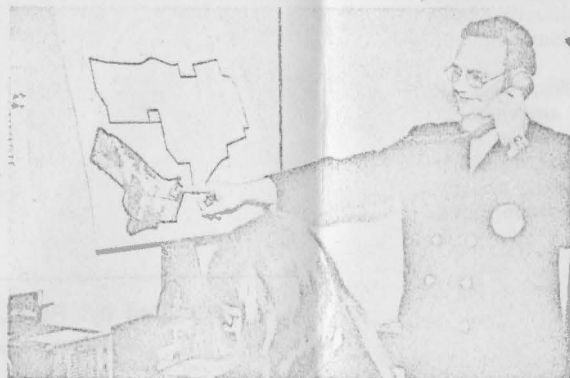
A REACT volunteer monitors the emergency channel from this station in his home in Massillon, Ohio.



A motorist calls on the citizens band to report an accident. The volunteer monitor calls the police by phone and police dispatch their patrol car to the scene.



This well-equipped station is operated by Golden Gate REACT atop San Bruno Mountain near San Francisco. Located on the site of an abandoned Nike installation, the station is manned by local volunteers—each one contributing 12 hours per month.



REACT volunteers number 40,000 nationwide. Local teams monitor emergency channels, supply vital communications in disaster situations and aid in coordinating civic events.

Citizens band radio is the vital link of emergency communications when seconds count.

who phoned the information to the sheriff's office. The message was then relayed to civil defense authorities and to the Coast Guard. A search helicopter eventually sighted the crippled boat and dropped flares. A battery was lowered for the stalled engines and the wife and child were lifted to safety. Then the boat owner was able to start one of the engines and make it to port in the Bahamas.

Coast Guard headquarters later reported receiving notice of the "Mayday" message from points in Florida, North Carolina, Missouri, Michigan, and from as far west as Seattle. Most of the calls came from local REACT teams.

About 40,000 citizens band radio operators across the U. S. participate in REACT, a national association of citizens teams who volunteer their assistance and provide two-way radio communications in local emergencies. Organized into roughly 1,000 local teams, REACT volunteers in each locality provide a 24-hour per day monitor of Channel 9. Use of the channel is limited under Federal Communications Commission rules to emergency communications involving the immediate safety of life of individuals, or the immediate protection of property, or to communication necessary to assist a motorist.

About five and a quarter million emergency calls are made on citizens band radio each year, with more than four and a quarter million of these dealing with situations that are automotive in nature. In these instances, REACT volunteers who monitor Channel 9 relay messages to report accidents, summon medical aid faster, keep traffic moving, report road conditions and give road directions and help motorists to avoid being lost. One survey, conducted by a university in Michigan, indicates that an average of 17 minutes in emergency response time is saved on a city freeway through use of citizens band communications.

Most often Channel 9 calls from motorists deal with relatively routine matters such as getting aid to a disabled car. But there are many occasions when the citizens band serves as a lifesaving communication. It is estimated that one and a quarter million calls a year involve vehicular accidents.

Responding to motor vehicle calls is only a part of the REACT public service program. Local teams also are prepared to provide supplementary communications in any emergency. Effective local two-way radio communications has proved valuable whenever normal telephone communications are interrupted because of fire, flood, earthquake, blizzard, hurricane, tornado or other disaster.

To facilitate these activities, REACT teams work closely with the Red Cross and civil defense organizations to develop and test comprehensive communications in preparation for possible disaster situations. At the national level, REACT has a formal

cooperative understanding with the American National Red Cross. This understanding serves as a broad framework for coordination of REACT personnel, facilities and equipment with Red Cross efforts to provide for communications in disaster relief.

REACT national headquarters, sponsored by General Motors as a safety and community service project, maintains contact with the various private and governmental agencies concerned with traffic safety and emergency communications. To aid local volunteer teams, the headquarters office circulates operating procedures and guidelines to insure that REACT personnel responding to emergencies know what facts to report and the proper agency to call.

At the present time only about one in every 60 motor vehicles is equipped with two-way citizens band radio—really a very small percentage of the cars on the road. Primarily, such hook-ups are used to provide two-way communications from automobile to home or business. Yet REACT officials believe the potential is great for a strong national CB system for the convenience and safety of the motorist.

Henry B. Kreer, REACT national director, has estimated that by 1980 at least 75 percent of U. S. passenger vehicles will be equipped with personal two-way communication. Looking ahead to the application of improved technology, Kreer predicts a new level of sophistication in equipment and a fully operational program of emergency response: "It is theoretically possible," explains Kreer, "that systems providing the radio-equipped motorist with roadway information will be in effect...broadcasting vital local and regional information to automatically radio equipped vehicles. Vehicles may well be equipped with automatic radio transmission devices for emergencies, permitting instantaneous location without recourse to voice transmission."

"Ambulances and other emergency vehicles, including police and fire equipment, may be equipped with emergency radios that include direction-finding equipment, for mobile-to-site communication in transit to emergency locations."

"It is foreseeable," Kreer concludes, "that an emergency highway communication anywhere in the United States will be received by one or more trained volunteer monitor REACT teams, operating under special authorization and reporting directly to emergency communication centers administered by public authority." □

How to Get Help

Citizens radio emergency Channel 9 is reserved for two types of messages—motorist assistance (10-46) and emergencies (10-33). Here are some REACT tips on how to cut down response time when you call for help:

1. Call the area REACT team by team name or call letters, if known. Otherwise, just call REACT, 10-33 (or 10-46). Always give your exact location, including city and state.

2. If reporting an accident or other emergency, remain calm and give all necessary details. Include number of vehicles and people involved, possibility of injuries and whether traffic is blocked.

When should you call? Call 10-33 for emergencies that threaten the safety of life or property. Call 10-46 for motorist assistance. This could include (1) requests for road service (motor trouble, out of gas, etc.), (2) requests for information necessary to reach your destination or how to find the best route, and (3) reports of accidents and stalled cars, even if these are not urgent enough to be considered an "emergency."

Persons interested in joining REACT should contact the local volunteer team in their community. If there is no local team, team applications can be obtained from REACT National Headquarters, 111 East Wacker Drive, Chicago, Illinois 60601.



SOCIETY OF AUTOMOTIVE ENGINEERS, INC.
TWO PENNSYLVANIA PLAZA, NEW YORK, N. Y. 10001

Safety and Service Applications of Citizens Two-Way Radio

Henry B. Kreer
REACT

SOCIETY OF AUTOMOTIVE ENGINEERS

Automotive Engineering Congress
Detroit, Mich.
January 12-16, 1970

700189

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Two Pennsylvania Plaza, New York, N. Y. 10001

REACT NATIONAL HEADQUARTERS, 111 E. Wacker Dr., Chicago, Ill. 60601

Safety and Service Applications of Citizens Two-Way Radio

Henry B. Kreer
REACT

ABOUT FIFTEEN YEARS AGO, the Federal Communications Commission created a new classification of two-way radio to be known as the Citizens Radio Service. This service was created in recognition of America's rapidly increasing mobility and the inevitable need for the average citizen to be able to communicate in a variety of situations where telephone service was either impossible or impractical—especially from motor vehicles.

This service was established in the AM mode at 11 m in the radio spectrum, formerly a little-used amateur radio band, with 23 channels available for communication.

Power and antenna height limitations were imposed deliberately to restrict such communications to short distances, ranging from a few miles in large metropolitan areas to 20 or 30 miles in unrestricted territory.

Licensing and operating restrictions were minimal, to make it possible for the average citizen to own and operate such equipment.

In January 1964, the most sophisticated mobile CB radio on the market was the size of a small orange crate. It would be difficult finding room for it in the trunk of a contemporary vehicle, let alone under the dashboard. Today's solid-state counter-part will fit in the palm of your hand. It looks like a contemporary auto appliance, has push-button station selectors, and can be installed in any 1970 U. S. vehicle.

State-of-the-art advances such as solid state devices and integrated circuitry are just one reason for the rapid acceptance

of personal communication by the public, as evidenced by the dramatic increase in numbers of users during the same period. Total licensees have risen 173%, from 558,976 to 1,528,355.

With an average of 2.7 transceivers purchased by each licensee, and assuming only 60% of licensees remain active after one year, the Electronic Industries Association estimates that 990,000 of these are installed in homes, factories, offices, farm houses, boats, aircraft or other non-automotive installations. The remaining 1,485,000 active radios are installed in automotive vehicles, 95% of them passenger vehicles. Thus today, one out of 60 passenger vehicles already is equipped with personal citizens two-way radio. Furthermore, new installations are being made at the rate of 40,000 per month—a rate 16% higher than in 1968.

With this kind of growth it is obvious that those of us who are concerned with elimination of congestion and highway safety and security, have on our hands either a monstrous hodge-podge of undisciplined and useless babble, or a potential national resource capable of a significant and growing contribution to the saving of life and property, and the solution of many traffic problems.

Anyone familiar with the citizens radio service must be prepared to admit that there is much abuse of the privilege under present conditions. But it also includes a terribly significant amount of very good and worthwhile communication in the old-fashioned American tradition of helping one's neighbor. It is this aspect of citizens radio to which we, and a growing

list of very substantial groups from the Federal Government on down, are addressing ourselves.

There are some interesting and powerful moves afoot to harness this great natural resource to significantly reduce highway congestion and provide greater highway safety for the motorist by:

1. Rushing aid to accident scenes faster.
2. Keeping traffic moving to prevent accidents.
3. Removing the need to walk on highways to seek assistance.
4. Reporting dangerous driver behavior or conditions.
5. Furnishing proper directions and information to keep traffic moving in cooperation with authorities.

When citizens radio first came on the scene, the owners of CB radio began performing these services on an individual basis, almost by reflex action. A CB owner who spotted an accident on the highway would simply get on the air and call for help. Later, as the numbers increased, these citizens formed themselves into loosely-organized groups in each local community. These groups were predominantly social in character, and simply began calling each other specifically when trouble occurred.

In 1962, the concept of an organized effort to provide emergency communications was first proposed and implemented. This organization was known as REACT (Radio Emergency Associated Citizens Teams). Under the REACT system, it was visualized that the motorist would communicate his need for assistance on a pre-selected emergency frequency, to a REACT monitor. The monitor would determine the proper assistance required to solve the problem and dispatch the proper agency or service such as police, fire, or road service by using land-line communications. The monitor then would report the successful dispatch of assistance to the motorist via two-way radio. A principal requirement for membership in the national REACT organization was that the REACT team must agree to maintain an active monitor on CB channel 9 at a base station 24 hr a day, seven days a week. Some positive results have been generated from this concept.

Research conducted by National REACT Headquarters indicates that by the end of 1969, an estimated 1,800,000 emergency situations will have been aided by motorists utilizing their citizens two-way radios. Of these, 72% are automotive in nature, and 27% of the total—nearly 500,000—were automobile accidents, involving immediate and serious highway congestion problems, to say nothing of the saving of lives and rapid assistance to injured persons. When you consider that only every 60th automobile is capable of rendering such assistance, the projectable capacity really staggers the imagination.

As one public official, Lt. Col. C. W. Tazewell of the Virginia State Police, put it recently: "The citizens band radio gives the solitary automobile driver a life-line to an entire world of assistance." And it is significant that Lowell K. Bridewell, former Federal Highway Administrator, said recently: "Communications systems for use by drivers and highway operators should be regarded as an essential part of the modern highway structure."

The Electronic Industries Association in one of its public

service messages states: "No woman should be allowed to drive alone at night without citizens two-way radio."

Evidence of a deep and growing interest on the part of police and highway officials may be seen in Ohio. In twenty-three of the 57 State Highway Patrol posts, 24-hour monitoring of Channel 9 in the citizens radio service is maintained.

Along route I-70, from St. Louis to Kansas City, a distance of 210 miles, the Shell Oil Co. several years ago installed citizens radio in each of its service establishments approximately 20 miles apart to provide monitor service on Channel 9.

And in Nebraska, a significant total emergency communications effort known as Project 20/20 is under development after extensive testing. Through statewide Emergency Operating Centers capable of receiving and transmitting communications on every radio emergency frequency, emergency calls on citizens radio already are being handled on a regular basis. Two of these EOC's are already in regular operation, with six more to become operational over the next several years.

Another interesting situation, even closer to home, is a project initially instituted by General Motors Research Laboratories, the Detroit CB Driver Aid Network. Covering the metropolitan area with a central monitor linked to strategically placed transmitters and receiver units by land-line, the system receives calls on CB channel 9 by motorists equipped with citizens radio and responds with the appropriate service required. In the Detroit citywide system, this console, now operated by the city of Detroit as an ongoing highway program, handles emergency traffic from ten remote receiving locations displayed on the illustrated map at the top of the console. Any calls received on this system are tabulated. Reports show that total calls have averaged close to 800 per month with January 1969 totals rising to almost 1200. Here again is evidence of the great value of citizens radio in relieving congestion. Note that 59% of all the calls received involved either actual highway emergencies or very obvious potentially dangerous situations.

In continuing its interest in traffic safety, General Motors Research Laboratories assumed sponsorship of REACT program in 1969, in the belief that REACT provides the nucleus of a potential national system of monitors for the safety and convenience of the motoring public.

The organization now comprises approximately 1200 teams in communities throughout the U. S. and another 100 in Canada; with nearly 50,000 citizens from all walks of life as active members performing emergency services. More than 35% of these teams are recognized by and affiliated with one or more official public agencies such as police, fire, or Civil Defense organizations.

In Ohio, for instance, all except one of the 23 State Highway Patrol posts CB monitoring stations are manned on a volunteer basis by REACT members.

All of these data, impressive as they may be, are the result of activities of a somewhat amorphous structure. To determine the extent to which such a system can be harnessed and made productive, a full-scale test program will be launched in 1970 in Ohio. Present REACT coverage is being expanded to at least double coverage of primary roads in the state, with heaviest coverage of freeways and metropolitan centers. In-

ABSTRACT

About fifteen years ago, the Federal Communications Commission created a new classification of two-way radio to be known as the Citizens Radio Service. It utilized the AM mode at 11 m band. Since that time equipment size has been greatly reduced and numbers of units in operation have increased radically. From individual reporting of accidents, there has evolved a nationwide network of control centers. Most cen-

ters are manned on a voluntary basis; however government and businesses are now setting up control centers. Ohio is initiating a test program in 1970. This program will have state and regional personnel and will work directly with the State Highway Patrol. The prospects for future expansion is good due to technological developments and increased interest by government agencies.

creased control and security will be achieved through the addition of a REACT state director, appointment of regional control personnel, and direct participation by the State Highway Patrol. Reporting procedures, computerized tabulation and research techniques developed in the Detroit Driver Aid Network program will be adapted to the Ohio Program.

For purposes of the test, cooperation of the Federal Communications Commission has been solicited in the establishment of CB Channel 9 as the official emergency frequency during the test period.

Another program initiated by the automobile industry several years ago, and reported to this group on several occasions is the HELP program, sponsored by AMA. The HELP program visualized a similar although somewhat more sophisticated driver aid network, involving the assignment of special radio frequencies for highway emergency purposes. Failing to obtain these special frequencies, AMA has now referred all HELP activity to REACT National Headquarters.

With the very considerable effort expended thus far, with significant forces at work in substantially the same direction, such as EIA, AMA, and REACT, with an existing technological base from which to spring, and with patterns for the harnessing of these communications capabilities already successfully emerging, it should be worth a look at what could evolve—logically and efficiently—over the next ten years. First it is entirely possible, if not probable, that by 1980, 75% or more of passenger vehicles in the United States will be equipped with personal two-way communication.

In the technological area, it seems likely that much of the equipment will be completely built into the vehicle—quite possibly as an integral part of the broadcast radio-stereo entertainment system. Voice controlled transmission, or VOX, may eliminate the need for a handoperated microphone, which theoretically could be designed into the vehicle itself.

Signalling devices to quiet the equipment until called for a specific reason could be built-in, and possibly include automatic license identification capability.

It is theoretically possible that systems providing the radio-

equipped motorist with roadway information will be in effect—systems such as the General Motors DAIR system of audio signs broadcasting vital local and regional information automatically to radio equipped vehicles.

Vehicles may well be equipped with automatic radio-transmission devices for emergencies, permitting instantaneous location without recourse to voice transmission.

Ambulances and other emergency vehicles, including police and fire equipment, may be equipped with emergency radios that include direction-finding equipment, for mobile-to-site communication in transit to emergency locations.

It seems probable that the total number of channels available in the citizens radio service will be increased, either through additional allocations—perhaps in a higher frequency range—or through the increased use of single side band equipment which, in effect, doubles the effective number of channels from the present 23 to 46.

Mobile and base station sets might incorporate a recording device or memory unit that will accept and record messages to the home or vehicle when the operator is not present.

Now those of you engaged in or familiar with communications will recognize all of these techniques as current developments, all within the present state-of-the-art, in fact all presently being employed in one or more of the radio services. Such innovations will ultimately contribute a great deal to the convenience, simplicity, and practicality of two-way radio for improved highway safety and vehicular movement.

As technology advances, so will the techniques for harnessing these resources into an effective, fully operational program of emergency response.

It is foreseeable that an emergency highway communication anywhere in the United States will be received by one or more trained volunteer monitor REACT teams, operating under special authorization and reporting directly to emergency communication centers administered by public authority. No area offers a greater opportunity to help solve problems of highway safety and service than two-way radio communications.



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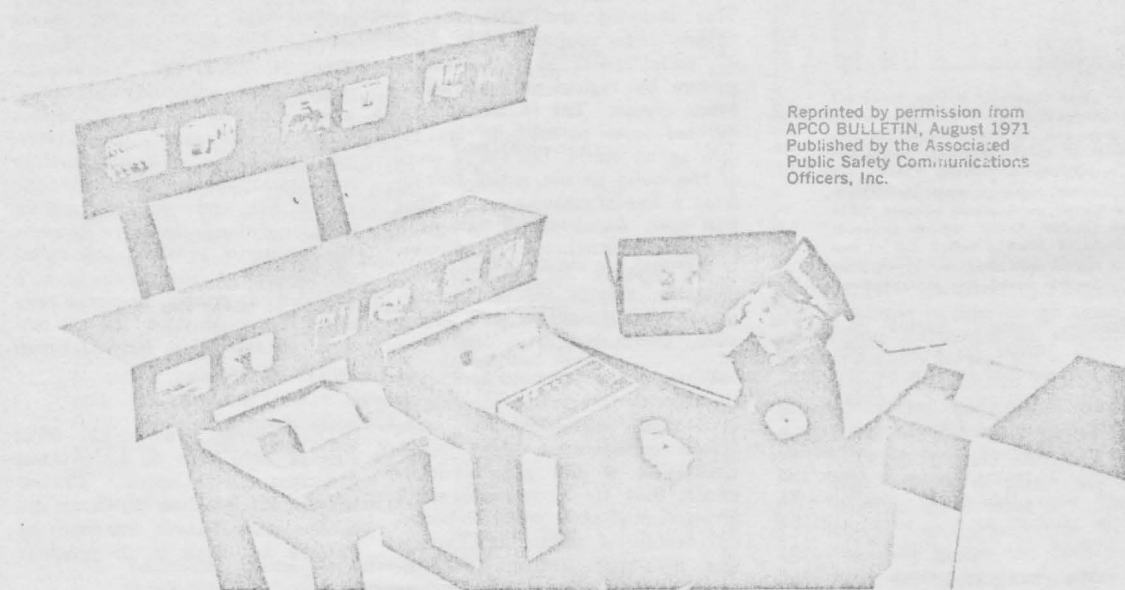
NUMBER 8

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PLANNING FOR EFFECTIVE UTILIZATION OF CITIZENS RADIO VOLUNTEERS

by Colonel Robert M. Chiaramonte
Superintendent, Ohio State
Highway Patrol



PLANNING FOR EFFECTIVE UTILIZATION OF CITIZENS RADIO VOLUNTEERS



by Colonel Robert M. Chiaramonte
Superintendent, Ohio State
Highway Patrol

In September of 1969, officials of REACT National Headquarters came to us with a request to participate in a research program involving the use of citizens radio in the State of Ohio. The State Highway Patrol had been cooperating with volunteer citizens radio operators, many of them organized into REACT teams, for some time; and we were thoroughly familiar with the positive as well as the negative aspects of "CB Radio."

We recognized the vast communications potential of CB Radio. According to the Citizens Radio Section of the Electronic Industries Association, since the Citizens Radio Service was started, over 1,738,900 licenses have been granted. Their surveys indicate that approximately 2 million of these radios are in active use throughout the U. S. A.

The objective of the proposed research program was to provide a volunteer organization inputs of higher level of organization and cooperation with official agencies plus greater supervision and training to maximize the benefits of the use of citizens radio. The ultimate

goal was to improve traffic safety and general emergency communications.

The Highway Patrol maintains a policy to cooperate with all volunteer public service organizations who demonstrate responsibility and reliability.

Implementation of this policy had encouraged constructive use of the communications facility offered through the 23 channels of the Class D Citizens Radio Service. This included the installation of citizens radio equipment in 23 of our 57 patrol posts as a cooperative gesture by various volunteer emergency groups. The Highway Patrol did not agree to monitor these radios at all times, but the presence of the radio in the patrol post offered a line of communications that has been found useful in certain emergency situations. Furthermore, it is possible for an emergency group to provide the monitor personnel for the radio whenever it seems appropriate or helpful.

When called upon to commit to the specific program, requiring an investment of some man-hours, careful consideration was required. Evaluation of the proposal determined that for a relatively small investment of staff, we had a potential benefit of thousands of volunteer man-hours through the Citizens Radio Network. Therefore, we agreed to participate in the program providing two major conditions were met:

1. REACT would appoint a qualified State Director to coordinate the program among the volunteer groups within the State and to serve as a liaison with the State Highway Patrol.
2. That an official emergency channel would be available for the program to eliminate the present means of extraneous communications on the channel.

The first condition was met with

the appointment of Frank Travis of Akron, Ohio, President of Summit County REACT, as the State Director. Mr. Travis was about to retire from active employment and had considerable time to devote to his duties. His experience in driving interstate trucks over 2,000,000 miles without an accident gives him a unique perspective and insight into the traffic safety problem.

Getting an official emergency channel was a much more difficult matter, however. Finally effective June 24, 1970, the Federal Communications Commission designated Channel 9 of the Citizens Radio Service as an official emergency channel. It is restricted for communications affecting the safety of life and property and for communications necessary to assist the motorist. With this ruling effective on a nationwide basis, it provided a greatly improved communications situation for the purpose of the Ohio REACT Emergency Network.

The program was kicked off in July of 1970 with 60 active teams participating. Captain Clifford Kimber, Staff Officer for Communications and Records has been the Patrol's key man in the program.

Working with REACT National Headquarters and the State Director, we developed a series of meetings to involve the Highway Patrol, local law enforcement officials, highway departments and other interested agencies. First, we had a meeting in Columbus to explain the program to all the key people at the state level. Then, we held joint meetings at each of our ten District Headquarters with the existing REACT teams and the key law enforcement agencies in that District. We appointed a volunteer in that District as a District Coordinator to work with our civilian communications technicians

PLANNING FOR EFFECTIVE UTILIZATION OF CITIZENS RADIO VOLUNTEERS

who were assigned the responsibility for coordinating the program within the District.

In this manner, all concerned parties were able to meet under favorable conditions and learn the objectives and procedures that were to be used in the program. With local police and sheriffs attending, the control of the program was firmly in the hands of law enforcement officials with the volunteers directed to follow procedures acceptable to the authorities, or risk losing official recognition. Experience has borne out the effectiveness of this approach.

At the present time, we have 80 teams active in the program. This combines with approximately 52,000 citizens radio licensees in the State of Ohio to produce a great opportunity for reporting incidents on the highway to an available monitor. The Electronic Industries Association claims that one motorist out of 60 is now equipped with CB radio. Every radio-equipped motorist has the ability to call a monitor on Channel 9 to seek assistance or report an accident, the service needs of others, a defective signal or other road hazard.

Here is how the Network operates:

1. Volunteer teams organize a monitoring schedule among the members to Cover Channel 9 on a 24-hour basis.
2. Motorists seeking assistance call the monitor on Channel 9.
3. The monitor acknowledges the motorist's request and telephones the information to the proper authority.
4. The monitor then informs the motorist that assistance has been dispatched.
5. The monitor records his call on a log report form. These forms are collected by the team and forwarded to REACT National Headquarters; and from there are

transferred to General Motors Research Laboratories where computer analysis is made of all calls reported.

Everyone has been pleased with the data produced so far. We are now trying to evaluate this in relation to the 67,000 accidents investigated by the State Highway Patrol in 1970. Here are some of the statistics:

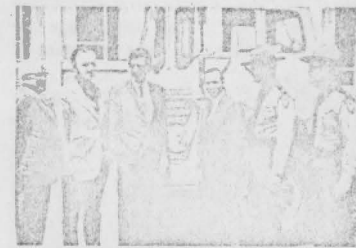
SUMMARY OF LOG REPORTS FROM OHIO REACT EMERGENCY NETWORK

For Period July, 1970 — March, 1971
April, 1971

(Breakdown of Reports)	Cumulative Total	Pct.
ACCIDENTS:		
Accidents:	1381	30.6
No. of Vehicles	2570	
With Injury/s	230	
With Fatality/s	12	
Request for Info.	788	17.5
Stalled Vehicle	1000	22.2
Road Obstruction	357	7.9
Fire	81	1.8
Tornado	2	
Hurricane	0	
Other Incident	1103	24.4
(Road Conditions and Accidents)		
Dry Pavement	621	45.0
Wet Pavement	426	30.8
Ice and/or Snow	288	20.9
Fog	29	2.1
Other Road Cond.	30	2.2
Road Cond: No Data	108	7.8
(Road Types and Accidents)		
Interstate	423	30.6
Freeway	245	17.7
Toll Road	6	0.4
Bridge	22	1.6
City Street	497	36.0
Secondary Road	142	10.3
Other Road	73	5.3
Road Type: No Data	56	4.1
(Authorities Notified, Excluding Info. Requests)		
City Police	1984	53.3
Sheriff	238	6.4
State Patrol	565	15.2
Fire Department	81	2.2
Other Authority	985	26.4
Authority: No Data	327	8.8
(Source of Call, Excluding Info. Requests)		
Caller Involved	222	5.6
Passer By	1979	49.7
REACT Team	935	23.5
Other Source	314	7.9
Call Orgn: No Data	530	13.3
Report Totals	4513	

Man-hours expended in this program have been highly profit-

able. We have devoted approximately 200 hours of Headquarters Staff time to this project since we first became involved in the last quarter of 1969. The individual posts have had to devote a varying amount of time, depending on activity level in the area of unusual problems that may have developed. However, most of this time has been highly productive. By setting up lines of authority and coopera-



The kickoff meeting for the CB Radio emergency network was held at the Highway Patrol Academy in Columbus with all interested agencies represented. Shown are (l. to r.) Frank Travis, Ohio REACT Director; Richard Everett, F.C.C., Washington; Henry B. Krer, National Director, REACT National Headquarters; Gerald H. Reese, Managing Director, REACT National Headquarters; Lt. Col. Clifford E. Reich, Superintendent of the Highway Patrol; and Capt. Clifford R. Kimber, Communications and Records Officer.

tion during "normal" periods, the effort pays off during times when the work load becomes particularly heavy.

Teams provide additional reporting facilities to direct aid to the scene of an accident or report road obstructions. Observation by these volunteer groups has been a major help during mischief-making times such as Halloween. The communications capability makes these volunteers more valuable and versatile.

With the Ohio REACT Emergency Network, the people of the state of Ohio have a ready potential of hundreds of additional trained people ready to provide communications and other valuable services when called upon, under the direction of supervision of proper authorities. The key is control . . . volunteers involved in a continuing program so that they are accountable for their conduct

PLANNING FOR EFFECTIVE UTILIZATION OF CITIZENS RADIO VOLUNTEERS

through their own organization on a predefined set of operating rules.

The dream of a true motorists' communications facility has been with us for some time. If we consider all of the problems with Class D citizens radio, we must face the obvious conclusion that in spite of



Enthusiastic volunteers from all over the state assemble to form a standing room crowd in Columbus to learn how they can participate in statewide network. Under the direction of the Ohio State Highway Patrol, they joined together to supply emergency communications using their own citizens two-way radios.

all the drawbacks of skip communications, illegal operators, noise and interference, it is remarkable how much constructive communications are achieved on the emergency channel.

Recent research by Wayne State University on the benefits of the Detroit Driver Aid Network covering the City of Detroit showed an average savings of 17 minutes reporting time could be gained through use of CB radio on the Detroit expressways over the regular patrol vehicles. This could be a life or death saving for an accident victim. It also could mean the prevention of accidents due to tie-ups or a tire changer or a stalled car. We suggest that all law enforcement agencies can benefit from cooperation with responsible citizens radio groups. In these times when manpower is never adequate for the job to be done, the availability of volunteers to assist in the communications function is very welcome. A brief meeting

with leaders of these groups and an explanation of what you want them to do and how you want them to do it can have great benefits for all concerned.

The future of personal highway communications is definitely es-

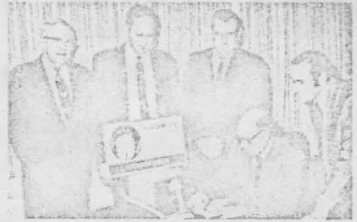


The Ohio Network also involved local law enforcement agencies. Ohio Valley REACT of Ironton, Ohio, thoroughly briefed local law enforcement officers about their operations and worked out excellent cooperation with them. Shown here are (standing) Lt. Louis Bills, Ohio State Highway Patrol; Sheriff James Howell, Ironton Police Captain, George Acres; and local radio announcer Hal Murphy, who assisted the team in explaining their program to the officials. Seated are: Mrs. Ruth Washburn, team publicity co-chairman; Denver Burns, team president; and Al Kinas, publicity chairman.

tablished. Whether it remains solely on the Class D 11-meter band is questionable. The Citizens Radio Section of the Electronic Industries Association has proposed a new Class E citizens band in the 220 MHz region of the spectrum. The proposal (RM 1747) visualizes 80 channels, some of which will be reserved for emergency communications and for public service broadcasts directly to the motorist. Following are a few of the potential advantages of the Class E proposal:

1. More effective local communications with the minimum susceptibility to "skip" interference.
2. FM mode for greater intelligibility and freedom from noise and interference.
3. Great appeal to a variety of users through greater number of channels.
4. Provisions for emergency channels and ultimate highway communications systems suitable for universal traffic control.

It would seem that those law en-



Ralph Huppert (seated) is shown demonstrating the monitoring technique employed in the Ohio REACT Emergency Network during a recent meeting at the Highway Patrol Academy in Columbus. Looking on are (l. to r.) Frank Travis, State REACT Director; Clark Quinn, General Motors Research Laboratories; Sgt. Rex Fleming, State Highway Patrol and Gerald Reese, Managing Director, REACT National Headquarters, Chicago. The meeting brought together District Coordinators from all over the State with National and State leaders of REACT. Mr. Huppert is Coordinator of District 3 for the Ohio REACT Emergency Network.

forcement organizations that have experience in the handling of emergency communications from the motorist, such as cooperation with volunteer groups in the Class D service, will be best able to cope with the future technology of a more sophisticated system of motorist communications. □

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ADDITIONAL
INFORMATION
AVAILABLE FROM:

REACT
National Headquarters
111 E. Wacker Drive
Chicago, Illinois 60601

Sponsored as a Public Service
by General Motors Research Laboratories



Federal City REACT

Richard N. Sherrar
3488E Scott Circle
Bolling AFB
Washington, DC 20336



13c
USA



Michigan

BICENTENNIAL ERA 1776-1976

WHITE HOUSE
RECEPTION & SECURITY

APR 8 1976

Processed 100

Ms Elizabeth R. Ford
1600 Pennsylvania Ave. NW
The White House
Washington, DC 20500

MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
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PRESS SCHEDULE

Mrs. Ford's Trip to Texas
April 19-22, 1976

Sheila Rabb Weidenfeld, Press Secretary,
Patti Matson, Assistant to the Press Secretary

The following is a schedule of Mrs. Ford's trip to Texas April 19 through 22 for the convenience of the press. Any updates or corrections will be delivered or called to your hotel rooms, so any changes in room accommodations should be mentioned to Patti Matson.

Members of the press are asked to settle their own hotel bills each day. Press will be billed flight and transportation costs at a later date.

In order to assure that you will receive your bags promptly, please make sure all luggage is clearly tagged.

12:30 C-9 departs Andrews Air Force Base en route Kelly Air Force Base, San Antonio, Texas. (Flying time: 3 hrs, 30 min., time change minus one hour.) Lunch served aboard.

3:00 P.M. EST C-9 Arrives Kelly Air Force Base, San Antonio, Texas.

NOTE: Mrs. Ford will be met by Lila Cockrell, Mayor of San Antonio, Lt. Gen. John R. Kelly, Jr., Commander, Kelly Air Force Base, Lt. Gen. John Roberts, Commander, Randolph Air Force Base, Lt. Gen. Allen Burdett, Commanding General 5th Army; Col. Jack Flynn, Lackland Air Force Base (ranking POW in Viet Nam), Mrs. Winfield Scott Hanlin, Chairman, San Antonio Bicentennial Commission.

Press may board press bus in motorcade.

3:30 P.M. Arrive St. Anthony Hotel

FREE TIME

NOTE: Press have been pre-registered. See attached list for room numbers.

6:30 P.M. Press may load bus at main entrance to St. Anthony Hotel.
5:45 P.M. Reporter pool coverage of Mrs. Ford's participation in King's Council Reception, Texas Cavalier Room, St. Anthony Hotel.

POOL: St. Anthony Light Reporter
San Antonio News-Express Reporter
ABC network correspondent

NOTE: A typewriter is available behind the main desk on the main floor of the hotel. Pool reports should be posted on the press board in the lobby area.

6:30 P.M. Press may load bus at main entrance to San Antonio Hotel.
Press bus will go to marina to load in press barge to precede Mrs. Ford in San Antonio Fiesta River Parade.

EXPANDED PRESS POOL PARTICIPATION ON BARGE:

ABC network, 1 correspondent, one cameraman, 1 soundman
CBS network, 1 correspondent, one cameraman, 1 soundman
NBC network, 1 correspondent

Continued . . .

Pool lighting technician
 KENS, one cameraman, one soundman
 KSAT, one cameraman, one soundman
 KPRC, one cameraman, one soundman
 KTRT, one cameraman, one soundman
 Melbourne Herald Reporter
 UPI Photographer
 AP Reporter
 San Antonio News Press Photographer
 San Antonio Light Photographer
 Dallas Morning News Photographer
 Newsweek Photographer
 San Antonio Light Reporter
 San Antonio Express Reporter
 Houston Post Reporter
 Houston Chronicle Reporter
 Dallas Morning News Reporter
 Daily Texan Reporter

- 7:00 P. M. Press barge leaves marina en route Arneson Theatre on the San Antonio River.
- 7:05 P. M. Press Barge arrives Arneson Theatre, site of opening ceremonies for San Antonio Fiesta River Parade; King Antonio LIV, Jack Lewis, Jr., makes opening remarks and introduces Mrs. Ford as honorary Grand Marshall.

NOTE: There will be live local coverage of the festivities.

- 7:40 P. M. Press barge precedes Grand Marshall's barge in river parade.
- 9:00 P. M. Parade concludes at river entrance near Hagner Arc and Navarro.
 (Approx) Press bus loads and returns to St. Anthony Hotel.

NOTE: Press pool report should be posted on bulletin board in lobby.

RON at St. Anthony Hotel, San Antonio

Tuesday, April 20, 1976

- 8:30 A. M. Baggage call. Please place luggage by main elevator on fourth floor by 8:30 A. M. Anything placed here will not resurface until arrival in Corpus Christi in late afternoon. Items needed in the interim should be carried on board.
- 10:30 A. M. Mrs. Ford arrives at reception hosted by the President Ford Committee in Anacocha Room, St. Anthony's Hotel. The reception is for President Ford volunteers, supporters, and other civic leaders. Press may cover from designated area on stage.
- 10:50 A. M. Press should board press bus in garage entrance of St. Anthony Hotel.
- 11:00 A. M. Motorcade departs en route to San Antonio International Airport.
- 11:25 A. M. Wheels up at San Antonio International Airport en route Miller International Airport, McAllen, Texas.
- 12:15 P. M. Arrive Miller International Airport, McAllen, Texas

NOTE: Mrs. Ford will be met by McAllen Mayor Jack Whetzel, the McAllen Chamber of Commerce greeters, and other dignitaries. A bus will be available in the motorcade for members of the press.



12:30 P. M. Depart Miller International Airport, McAllen

12:35 P. M. Motorcade arrives Sheraton Fairway Hotel where Mrs. Ford will be honored at a reception hosted by the President Ford Committee for volunteers and supporters of President Ford.

NOTE: Press photo coverage from designated area. Writers and reporters are welcome to mingle with guests.

12:50 P. M. Press bus loads near reception room.

12:55 P. M. Motorcade departs Sheraton Fairway en route to Miller International Airport, McAllen

1:10 P. M. Wheels up, Miller International Airport en route Confederate Air Force Hangar, Harlingen, Texas

1:25 P. M. Arrive Confederate Airport Hangar, Harlingen, Texas

NOTE: Press may board bus in motorcade upon arrival.

1:35 P. M. Mrs. Ford arrives President Ford Committee Headquarters, 1522 South Highway 77, to meet with volunteers and other President Ford supporters.

1:50 P. M. Motorcade departs President Ford Headquarters en route Austin Elementary School.

1:55 P. M. Arrive Austin Elementary School, Harlingen. Mrs. Ford will visit with students at Austin Elementary School representing the Harlingen Public Schools. Mrs. Ford wishes to recognize the Harlingen Public School District for their interest and outstanding participation in the Bicentennial. The 5000 students of the district invited the President and Mrs. Ford to their gala celebration of the Bicentennial earlier in the year. The Ford's were unable to accept at that time.

2:15 P. M. Depart Austin Elementary School en route Confederate Air Force Hangar, Harlingen

2:25 P. M. Arrive Confederate Air Force Hangar, Harlingen, Texas

2:40 P. M. Wheels up en route Corpus Christi

3:00 P. M. Arrive Corpus Christi

NOTE: Board press bus en route Hilton Hotel

3:15 P. M. Arrive Hilton Hotel, Corpus Christi

FREE TIME

5:30 P. M. Mrs. Ford arrives at the Tramp Steamer Club, Hilton Hotel, to attend a reception hosted by the President Ford Committee. Press coverage from designated area.

FREE TIME

7:30 P. M. Press bus loads in front of Hilton Hotel to precede Mrs. Ford to Padre Staples Mall where she will campaign for the President and meet residents of Corpus Christi.



8:00 P. M. Mrs. Ford arrives Padre Staples Mall, Corpus Christi

8:35 P. M. Mrs. Ford departs Padre Staples Mall en route Hilton Hotel.
(Approx)

8:45 P. M. Mrs. Ford arrives at Hilton Hotel

RON at Hilton Hotel, Corpus Christi.

Wednesday, April 21, 1976

7:00 A. M. Baggage call, please place baggage by main elevator on your floor by 7:00 A. M.

9:00 A. M. Press bus loads in front of Hilton Hotel.

9:15 A. M. Motorcade departs Hilton Hotel en route Corpus Christi International Airport.

9:25 A. M. Arrive Corpus Christi International Airport

9:30 A. M. Wheels up en route Ellington Air Force Base, Houston, Texas
(Flying time 40 minutes)

10:10 A. M. Arrive Ellington Air Force Base, Houston

10:20 A. M. Depart Ellington Air Force Base en route San Jacinto Monument
(Driving time 40 minutes)

11:00 A. M. Motorcade arrives San Jacinto Memorial. Mrs. Ford will be met by Captain A. G. (Spike) Taylor, Commissioner for the Battleship Texas, and Admiral Chester H. (Chip) Taylor, Chief Commissioner for the Battle Ship Texas.

11:15 A. M. San Jacinto Day Ceremonies Begin on the Battleship Texas.

11:35 A. M. Texas Secretary of State Mark White designates Mrs. Ford as an honorary Texan.

11:40 A. M. Brief remarks by Mrs. Ford.

11:50 A. M. Motorcade departs Battleship Texas.

11:55 A. M. Mrs. Ford stops by the San Jacinto REACT Mobile Unit to recognize the outstanding service its members provide through their monitoring of the Citizens Band Frequencies to provide emergency assistance.
(See backgrounder attached)

12:05 P. M. Mrs. Ford departs San Jacinto REACT Unit en route Beaumont, Texas.

12:45 P. M. Lunch break, Terry's Restaurant on Interstate 80.

1:25 P. M. Motorcade arrives Red Carpet Inn, Beaumont, Texas.

FREE TIME

3:45 P. M. Press bus departs to precede Mrs. Ford to Gladys City
(See attached backgrounder)

4:30 P. M. Mrs. Ford arrives Gladys City. Mrs. Ford will be met by Beaumont Mayor Ken Ritter, Beaumont Chamber of Commerce President Bill Neild, Lamar University President John Gray, Gladys City Director Calvin Smith, and Victor Rogers, Chairman of the Beaumont Bicentennial Commission.



4:40 P. M. Mrs. Ford proceeds on walking tour of Gladys City.
OPEN PRESS COVERAGE

5:50 P. M. Mrs. Ford departs Gladys City.

6:05 P. M. Motorcade arrives Red Carpet Inn

FREE EVENING

NOTE: Mrs. Ford will attend a private party at 9:00 P. M.
hosted by the President Ford Committee at the local residence
of the Dr. Jack McNeill's.

RON Red Carpet Inn, Beaumont.

Thursday, April 22, 1976

7:15 A. M. Baggage call. Please place luggage at main elevator on your floor.

9:15 A. M. Press bus loads in front of Red Carpet Inn.

9:25 A. M. Motorcade departs Red Carpet Inn en route Jefferson County
Airport, Beaumont, Texas

9:35 A. M. Motorcade arrives Jefferson County Airport

9:45 A. M. Wheels up, en route Bergstrom Air Force Base, Austin, Texas
(Flying time 45 minutes)

10:30 A. M. C-9 arrives Bergstrom Air Force Base, Austin

10:35 A. M. Motorcade departs Bergstrom Air Force Base en route
LBJ Library, Austin, Texas

11:00 A. M. Motorcade arrives LBJ Library
Mrs. Ford will be met by Lady Bird Johnson and Harry Middleton,
Director of the LBJ Library, who will give Mrs. Ford a tour of
the library.

12:30 P. M. Tour concludes at reproduction of oval office on the eighth floor
of the Library. Mrs. Ford proceeds to private suite for refresh-
ments with Mrs. Johnson and Mr. and Mrs. Pat Nugent and
family.

12:55 P. M. Press boards bus.

1:00 P. M. Motorcade departs LBJ Library en route President Ford Committee
State Headquarters.

11:15 P. M. Motorcade arrives President Ford Committee Headquarters,
2 Chevy Chase, Austin, Texas. Mrs. Ford will meet informally
with headquarters staff and volunteers.

PRESS COVERAGE from designated area.

1:40 P. M. Press loads bus

1:45 P. M. Motorcade departs en route Bergstrom Air Force Base, Austin

2:00 P. M. Motorcade arrives Bergstrom

2:10 P. M. Sheels up

5:55 P. M. EST C-9 Arrives Andrews Air Force Base.



BACKGROUND

SAN ANTONIO FIESTA RIVER PARADE, April 19, 1976

Mrs. Ford will be Grand Marshall of the San Antonio Fiesta River Parade. The illuminated floats of the parade snake their way down the San Antonio river through the heart of the city with King Antonio leading the procession. The parade begins with a ceremony at Arneson Theatre in which King Antonio presents the Grand Marshall to the city and proclaims a week of fun for everyone to set the tone for the fiesta. The Fiesta San Antonio is an annual 10-day spectacular with more than 50 events. It is dedicated to "the memory of the heroes of Texas" and to encouraging pan-American friendship, understanding, and solidarity. The dates this year are April 16 through 25. This is the 81st annual Fiesta.

SAN JACINTO DAY CEREMONY, April 21, 1976 (Houston)

MONUMENT -- The San Jacinto Monument is located on San Jacinto Battleground, a State Park of 460 acres located on the Houston Ship Channel near Houston. It is the site of the famous battle between the Texas and Mexican armies which won independence for Texas on April 21, 1836. Led by General Sam Houston, about 920 Americans routed Mexican forces numbering more than 1200 under the command of General Santa Anna. The battle lasted 18 minutes. Texas' freedom from Mexico led to annexation and to the Mexican War, resulting in the acquisition by the United States of Texas, New Mexico, Arizona, Nevada, California, Utah, and parts of Colorado, Wyoming, Kansas, and Oklahoma. This acquisition was nearly a million square miles of territory, almost one-third of the present size of the United States.

The San Jacinto Monument, constructed in 1936 and 1939, commemorates the heroes of the battle of San Jacinto and all others who helped win the independence of Texas. It was constructed with Federal and State funds at a cost of about one million five hundred dollars. It is 570 feet high and built of reinforced concrete faced with Texas fossilized buff limestone.

BATTLE SHIP TEXAS -- The site of the San Jacinto Ceremony is the Battle Ship Texas moored at the battleground since San Jacinto Day, 1948. The USS Texas is a veteran of two world wars and many campaigns. The State of Texas was the first to save its namesake battleship from the scrap-heap. The states of North Carolina, Alabama, and Massachusetts have followed suit.

GLADYS CITY , April 21, 1976 (Beaumont)

The Beaumont Bicentennial Commission has asked Mrs. Ford to accept the recreated boom-town of Gladys City as Beaumont's Bicentennial gift to the nation. A reconstructed cluster of wooden buildings, Gladys City sprang up around Spindletop oil field in the early 1900's. It is located in Beaumont about a mile north of the site of Lucas Gusher, the first well in the Spindletop field. The reconstructed city consists of clapboard buildings and businesses typical of the era, oil derricks, wooden storage tanks, and oil field equipment displays.



BACKGROUND

REACT-- April 21, 1976

REACT International (Radio Emergency Associated Citizens Team) is a world-wide non-profit organization of more than 3000 volunteer teams who use citizens band radio equipment to monitor emergency Channel 9. The teams provide emergency aid and road assistance in response to calls for help that come over CB frequencies.

San Jacinto REACT was organized in October 1975 and is representative of the outstanding volunteer service. C.B.'ers are providing throughout the country. With about 55 members, the San Jacinto REACT group attempts to monitor calls seven days a week, a minimum of ten to twelve hours a day, in the Houston/Harris County, Galveston County, Brazaria County area. In the first three months of 1976, members monitored 575 calls for emergency assistance and many feel they can be credited with saving between 15 and 20 lives. Calls included 115 major accidents and such emergencies as vehicle fires and 26 medical emergencies. Because South Houston is without emergency medical service, San Jacinto REACT works in conjunction with other community services to dispatch ambulances or send its own emergency medical service.

San Jacinto REACT consists of five divisions to handle emergencies:

1. Monitoring Division: With base stations to cover incoming calls.
2. The Marine Division: Specially trained to handle the small boat marine emergency and to assist the Coast Guard in helping the vessel in distress.
3. The Medical Division: Specially trained personnel work with the various local and county authorities during disasters and special situations providing medical assistance under the direction of the American Trauma Society.
4. The Search-Dog Division: Specially trained personnel work with the Houston Schutzhund Working and Training Club (SWAT) in four-man teams to do light search and rescue with trained tracking dogs.
5. The Air-Spotter Division: Members work with experienced pilots to operate out of small airplanes as spotters and couriers.

Statistics indicate that a total of 5,200,000 emergency calls are made annually by CB radio operators. Four million plus citizens two-way radios are in use in the U.S.A. alone. About 27 percent of these calls are auto accidents, with one out of every five involving injuries to someone. With one out of every 25 vehicles and one out of every 10 recreational vehicles equipped with CB radios, it greatly increases the chances of an accident being reported as soon as possible after the accident.

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Political Background

This is the first Presidential primary in Texas, and it is an open primary, meaning Democrats can crossover and vote in the Republican primary. (Apparently Reagan is hoping to pick up some votes from Wallace crossovers.)

McAllen and Harlingen are deep in the Rio Grande Valley along the Mexican border. They are in the 15th Congressional district, represented by E (Kika) de la Graza, a Democrat first elected in 1964.

Seventy-five per cent of the residents of the district are of Mexican stock. This is the land of the fabled Texas ranches, including the King Ranch and Anne Armstrong's Ranch. Lloyd Bentsen represented this district from 1946-1954.

Corpus on the Gulf Coast is in the lower corner of the 14th Congressional District. The district is described as heavy industry country and as one of the few areas where labor unions have much influence. Few blacks live this far south and west in Texas, and they make up only seven per cent of the population, compared to 12 percent statewide.

The 14th is considered one of the state's more "liberal" areas. The incumbent congressman is Rep. John Young, a democrat first elected in 1956. He has had only one opponent in the primary or general since 1964. Sissy Farenthold once represented Corpus in the Texas State Legislature.

Beaumont is in the 9th Congressional District, the eastern segment of the state's Gulf Coast. This is an area of big refineries, petrochemical plants and other factories. It has one of the highest concentrations of blue collar workers in Texas. Beaumont has a population of 110,000. The 9th is represented by Jack Brooks of Judiciary Committee fame. He was first elected in 1952. This is one of the few areas in Texas where McGovern came close to matching Humphrey's showing in 1968.

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for Mrs. Ford

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Darryl Grey
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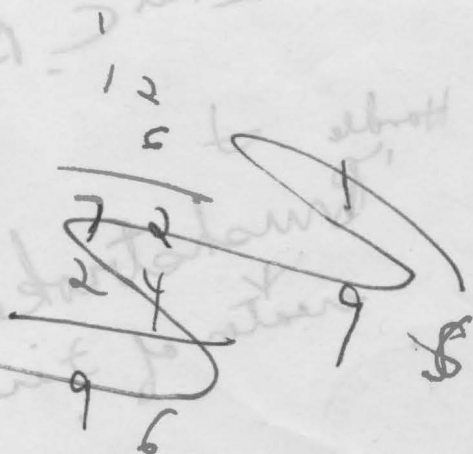
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