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President Ford '76



President Ford vs. *Candidate Reagan*

On February 3, 1976, President Ford was interviewed in The White House by Walter Cronkite of the Columbia Broadcasting System.

Mr. Cronkite asked him what differences he saw between himself and former Governor Ronald Reagan.

President Ford replied, in part, "The things that I stand for, I have to face up to every day in the Federal government.

"I can't use rhetoric as a solution. I have to deal with reality . . .

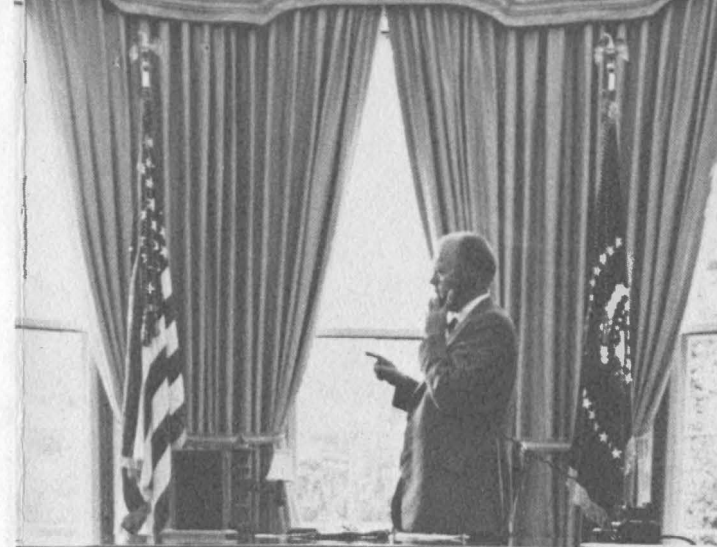
"The answers that I give are the practical day-to-day answers that a President faces in this Oval Office.

"Someone who's running for office can use words to express how he's going to meet a problem, whether it's domestic or foreign, and that sometimes is totally unreal, when you have to deal with the actual problems that come in to this desk."

Those words are worth remembering when you go to your polling place.

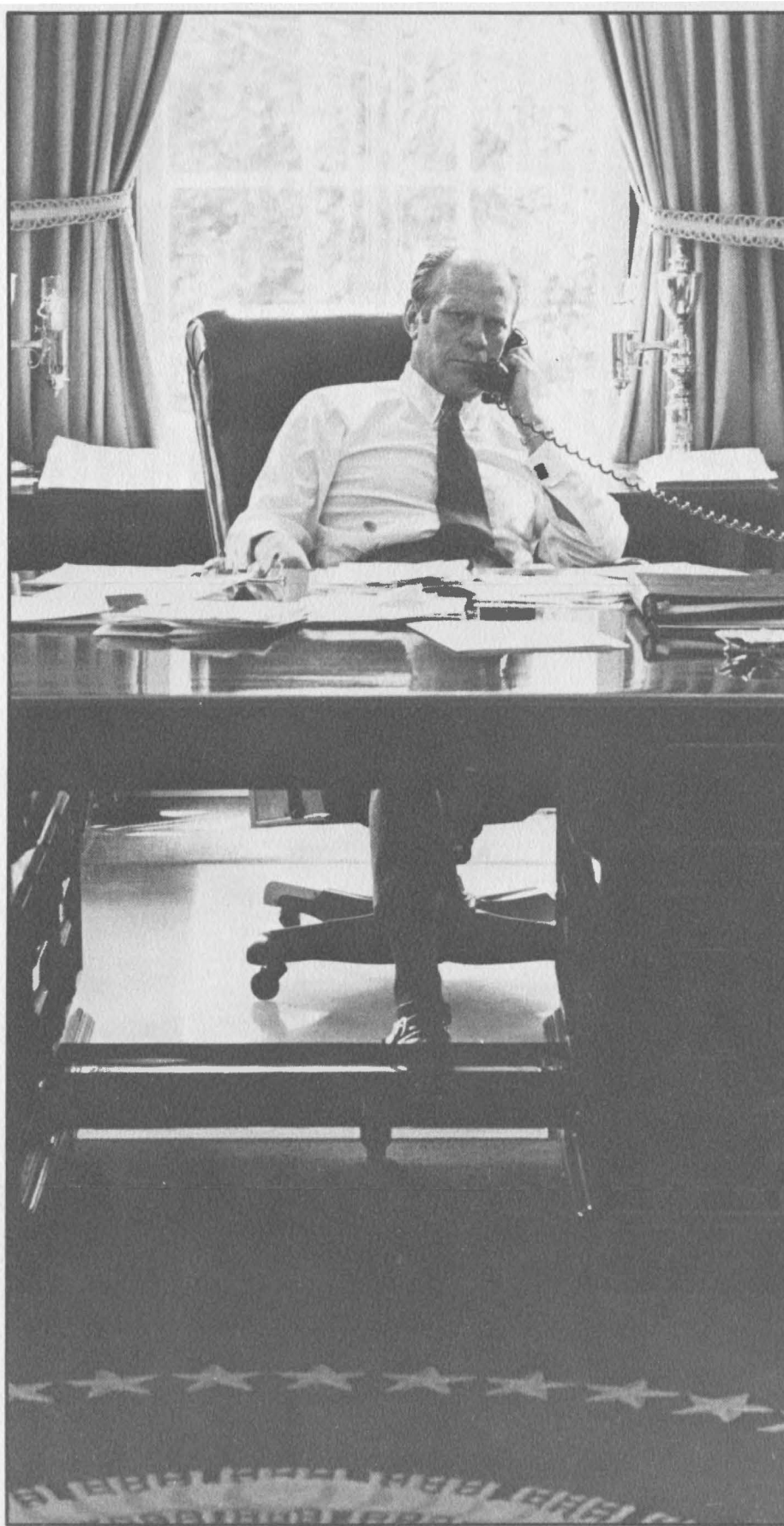
President Ford is *your* President.
Keep him.

The President Ford Committee, Howard H. Callaway, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our Report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.



President Ford.

Your President.



President Ford knows his job. He is at home in the Oval Office of The White House, to which he came prepared by long experience. His mastery of the art of government is demonstrated by his policies that turned around the worst recession in 40 years. His quiet, firm leadership and his many excellent appointments have helped restore public confidence in government.

President Ford's sense of values is thoroughly American. His family is the center of his life. He grew up in the home of a small businessman in a medium-sized Midwestern city. He was an outstanding athlete in high school and college, served with distinction in World War II. He is the kind of man you'd enjoy having as a friend.



A man of force and action. President Ford gets things done. He initiates, he persuades, he leads. His career has been dedicated to the causes of peace, national defense, accountability of government to the people and, above all, the financial integrity of government. He is firmly opposed to the idea that the Federal government can do everything better than people can do for themselves.

Courage, common sense, and self-control are the prime ingredients of President Ford's character. They underlie his style of open, visible government, which has nothing to hide and no need to apologize. President Ford is not afraid to take unpopular positions if he believes they are right. He does not ignore criticism, he stands up to it. He will compromise on details, but not on principles.



President Ford is a man of unquestioned character and accomplishment, whose devotion to principle and strong, steady leadership have restored respect for government and have turned the economy around.

In the election of 1976, he is the best-qualified candidate in either party.

He is also the one Republican who can win in November. He can rally all Republicans and millions of Independents with his realistic, responsible approach to government.

America believes in President Ford because:

1. We trust him. He means it when he says, "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

2. He has the courage to say "No" to runaway spending, to stand up for his principle: "To hold down the cost of living, we must hold down the cost of government."

3. He has the common sense to stick to his steady course that is leading us out of the recession, that has cut inflation in half, that is reducing unemployment every month (800,000 more jobs in January alone).

4. He is experienced. He did not seek the Presidency, but his entire public career has been a preparation for the job. He has grown steadily throughout his lifetime of accomplishment.

5. We respect him as a man of outstanding personal character and integrity, dedicated and hard-working, a devoted husband and father.

6. Others respect him. Even his opponents recognize him as a fighter, a determined leader who used his power of veto and the knowledge gained from 25 years in Congress to win a series of victories for common sense.

What kind of man is President Ford?

In the Washington Post for January 25, 1976, Columnist Jack Anderson provided a long, thoughtful answer to this question. In part, Mr. Anderson wrote:

"The experience of ascending the pinnacle of power can change a man . . . It is enough to turn the head of a saint.

"We consulted our backstairs White House sources, therefore, to find out what effect his heady experience has had on Gerald Ford. He is still the same plodding, unpretentious guy.

"There is an average-American quality about him, an easiness of manner, an engaging sincerity. He hulks through the White House corridors, full of friendliness, taking a personal interest in the lowliest secretaries and domestics.

"In the backrooms, he has an easy, locker-room camaraderie with men, a courteous graciousness toward women . . .

"Those who know Ford intimately say he is a most considerate and compassionate person. On a visit to Los Angeles, he stayed in an upper floor of the Century Plaza hotel. During a ride downstairs to a press conference, the elevator began to malfunction . . . and the operator was terrified. Ford calmed him, saying quietly: 'Don't worry, it will work. You'll get us there' . . .


"There is nothing suave or subtle about Gerald Ford—none of those sophisticated mannerisms which Americans are inclined to distrust. One of the first pictures the White House released of him showed the new President working with one foot propped on his desk. Most of his predecessors took themselves much too seriously to permit a picture of such relaxed informality. But Ford has brought a warmth to an office which in less than a decade had gone from the chicness of Camelot to the deviousness of Byzantium."

Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 13, 1976

MEMORANDUM TO: THOSE LISTED
FROM: BRUCE WAGNER 
SUBJECT: COURAGE AND COMMON SENSE BROCHURE

Enclosed is our Courage and Common Sense brochure
which uses excerpts of the State of the Union Message.

cc: Bo Callaway
Dick Cheney
Peter Dailey
Ed DeBolt
Bob Hartman
Peter Kaye
Bob Marik
Bob Moot
Rogers Morton
Ron Nessen ✓
Fred Slight
Stu Spencer
Bob Vissor

Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 15, 1976

MEMORANDUM FOR: THOSE LISTED
FROM: BRUCE WAGNER
SUBJECT: COURAGE AND COMMON SENSE BROCHURE

Enclosed is our Courage and Common Sense brochure which uses excerpts of the State of the Union Message.

Memo dated February 13, 1976, has wrong brochure attached.

c.c. Bo Callaway
Dick Cheney
Peter Dailey
Ed DeBolt
Bob Hartmann
Peter Kaye
Bob Marick
Bob Moot
Roger Morton
✓ Ron Nessen
Fred Slight
Stu Spencer
Bob Visser

Attachment

Looking Forward With Courage and Common Sense

"Like our forefathers, we know that if we meet the challenges of our own time with a common sense and purpose and conviction—if we remain true to our Constitution and our ideals—then we can know that the future will be better than the past . . .

"I see these United States of America moving forward as before toward a more perfect Union where the government serves and the people rule.

"We will not make this happen simply by making speeches . . . but by hard work and hard decisions made with courage and common sense."

President Ford's strong leadership has brought back a needed measure of common sense, steadfastness and self-discipline to the American economy, the American foreign policy and the American way of life.

This is why President Ford should be returned as the President of the United States in 1976.



President Ford '76

The President Ford Committee, Howard H. Callaway, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our Report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.

Courage & Common Sense



President Ford's Program For Action

On January 19, 1976, President Ford delivered his State of the Union message in a speech stressing to Congress and the American people the need for courage and common sense in dealing with the problems of 1976, and beyond. Here are quotations from his address: detailed, specific calls for action instead of vague promises.

"Government exists to create and preserve conditions in which people can translate their ideas into practical reality . . .

"The time has now come for a fundamentally different approach . . . for a new realism that is true to the great principles upon which this nation was founded.

"We must introduce a new balance to our economy . . . a balance that favors not only sound, active government but also a much more vigorous, healthier economy that can create new jobs and hold prices.

"We must introduce a new balance in the relationship between the individual and the Government . . . a balance that forms greater individual freedom and self-reliance.

"We must introduce a new balance in our system of Federalism . . . a balance that favors greater responsibility and freedom for the leaders of our State and local governments . . .

"And in all that we do, we must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

Progress in 1975

"As the year 1975 opened . . . ours was a troubled land.

"And so, 1975 was a year of hard decisions, difficult compromises, and a new realism that taught us something important about America.

"It brought back a needed measure of common sense, steadfastness and self-discipline. Americans did not panic or demand instant but useless cures. People met their difficult problems with restraint and responsibility . . .

"We are headed in the right direction . . .

■ "The worst recession since World War II turned around in April.

■ "Double digit inflation of 12% or higher was cut almost in half.

■ "Today nearly 1.7 million more Americans are working than at the bottom of the recession . . .

"Common sense tells me to stick to that steady course . . .

"Last January most things were rapidly getting worse.

"This January most things are slowly but surely getting better."

Sound Economic Growth Without Inflation

"My first objective is to have sound economic growth without inflation . . .

"Last month I signed legislation to extend the 1975 tax reductions for the first six months of this year. I now propose that effective July 1, 1976, we give our taxpayers a tax cut of approximately \$10 billion more than Congress agreed to in December.

"My broader tax reduction would mean that for a family of four making \$15,000 a year there will be \$227 more in take home pay annually . . .

"For every dollar saved in cutting the growth in the Federal budget we can have an added dollar of Federal tax reduction."

Jobs for All Who Want to Work

"One test of a healthy economy is a job for every American who wants to work.

"Government—our kind of government—cannot create that many jobs. But the Federal Government can create conditions and incentives for private business and industry to make more and more jobs.

"Five out of six jobs in this country are in private business and industry. Common sense tells us this is the place to look for more jobs and to find them faster . . .

"To achieve this we must offer the American people greater incentives to invest in the future. My tax proposals are a major step in that direction.

"I ask changes in Federal tax laws that will speed up plant expansion and the purchase of new equipment . . . in areas where the unemployment rate now runs over 7 percent . . .

"We have a continuing responsibility to provide a temporary cushion to the unemployed. At my request the Congress enacted two extensions and expansions in unemployment insurance which helped those who were jobless during 1975. These programs will continue in 1976."



Energy Independence

"Last month I signed a compromise national energy bill which enacts a part of my comprehensive energy independence program . . . a start in the right direction.

"I again urge the Congress to move ahead immediately to make America invulnerable to the foreign oil cartel.

"My proposals would:

- "Reduce domestic natural gas shortages;
- "Allow production from national petroleum reserves;
- "Stimulate effective conservation;
- "Develop more and cleaner energy from our vast coal resources;
- "Expedite clean and safe nuclear power production;
- "Create a new national Energy Independence Authority to stimulate vital energy investment;
- "Accelerate development of technology to capture energy from the sun and the earth for this and future generations."

Helping Older Americans

"The burden of a catastrophic illness can be borne by very few in our society. We must eliminate this fear from every family.

"I propose catastrophic health insurance for everybody covered by Medicare . . . Nobody after reaching age 65 will have to pay more than \$500 a year for covered hospital or nursing home care nor more than \$250 for one year's doctors' bills . . .

"To help States and local governments give better health care to the poor, I propose that we combine 16 existing Federal programs including Medicaid into a single \$10 billion Federal grant.

"Funds would be divided among the States under a new formula which provides a larger share of Federal money to those states that have a larger share of low income families . . .

"I am recommending that the full cost of living increase in Social Security benefits be paid during the coming year . . .

"But simple arithmetic warns all of us that the Social Security Trust Fund is headed for trouble . . . I must therefore recommend a 3/10 of one percent increase in both employer and employee Social Security taxes effective January 1, 1977."

Making Welfare Work Better

"Compassion and a sense of community tell us we must take care of our neighbors who cannot take care of themselves . . .

"But everyone realizes that when it comes to welfare, government at all levels is not doing the job well . . .

"Complex welfare programs cannot be reformed overnight. Surely we cannot simply dump welfare into the lap of the 50 States . . . and just walk away from it . . .

"Nevertheless, there are still plenty of improvements we can make. I will ask Congress for Presidential authority to tighten up rules for eligibility and benefits."

Fighting the War Against Crime

"My recommendations on how to control violent crime were submitted to the Congress last June with strong emphasis on protecting the innocent victims of crime.

"To keep a convicted criminal from committing more crimes we must put him in prison so he cannot harm more law-abiding citizens . . . This punishment must be swift and certain . . .

"The way to cut down on the criminal use of guns is not to take guns away from the law-abiding citizen, but to impose mandatory sentences for crimes in which a gun is used, make it harder to obtain cheap guns for criminal purposes, and concentrate gun control enforcement in high crime areas . . .

"I have directed all agencies of the Federal Government to step up enforcement efforts against those who deal in drugs . . .

"I recommended months ago that the Congress enact mandatory fixed sentences for persons convicted of Federal crimes involving the sale of hard drugs."

More Local Control

"Last year I strongly recommended a five-year extension of existing revenue sharing legislation which helps State and local units of government solve problems at home . . . Congress must act this year or State and local governments will have to drop programs or raise local taxes.

"I propose to consolidate some 59 separate Federal programs and provide flexible Federal dollar grants to help States, cities and local agencies in such important areas as education, child nutrition, and social services. This flexible system will do the job better and do it closer to home."

Ensuring a Stable World Order

"Today, the state of our foreign policy is sound and strong. We are at peace, and I will do all in my power to keep it that way.

"Our military forces are capable and ready; our military power is without equal. And I intend to keep it that way.

"We must not face a future in which we can no longer help our friends . . . even in limited and carefully controlled ways . . .

"A strong defense posture gives weight to our values and our views in international negotiations . . . Only from a position of strength can we negotiate a balanced agreement to limit the growth of nuclear arms . . .

"The crippling of our foreign intelligence services increases the danger of American involvement in direct armed conflict . . . Without effective intelligence capability, the United States stands blindfolded and hobbled."

Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 16, 1976

MEMORANDUM FOR: THOSE LISTED
FROM: BRUCE WAGNER *B*
SUBJECT: CAMPAIGN MATERIALS

The following campaign brochures are attached for your review:

- . Reduced Federal Spending -- "The Courage To Say No."
- . Economic Recovery
- . Crime -- "Protect The Innocent"

c.c. Dick Cheney
Peter Dailey
Ed DeBolt
Bob Hartmann
Peter Kaye
Bob Marik
Bob Moot
Rogers Morton
✓ Ron Nessen
Fred Slight
Stu Spencer
Bob Visser
Bo Callaway

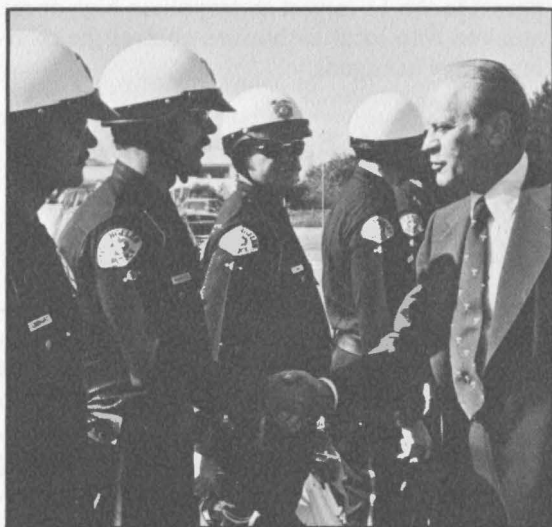
Attachments (3)

Sure, Severe Penalties for Drug Criminals.

Months ago, President Ford urged the enactment of specific sentencing for persons convicted of Federal crimes involving the sale of hard drugs.

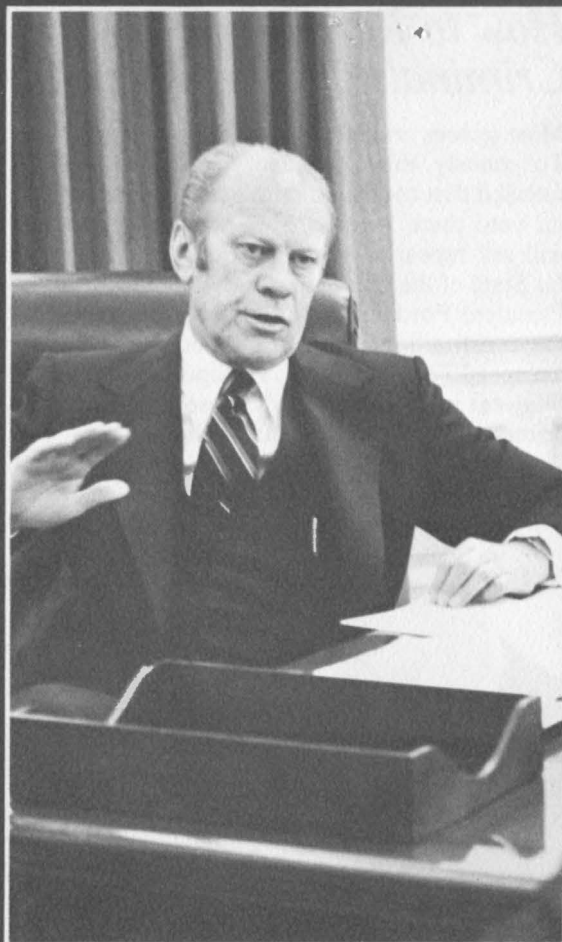
He has personally sought the cooperation of the leaders of Mexico, Colombia and Turkey in establishing more effective control of production and shipment of hard drugs from those countries.

And he has directed all agencies of the Federal government to step up enforcement efforts against drug dealers.



Protect the Innocent, Punish the Guilty.

President Ford's crime proposals are sensible and in tune with the thinking of most Americans. Basically, the President feels that today there is far too much emphasis on protecting the rights of convicted criminals and far too little concern for the rights of law-abiding citizens who need protection in their homes and on the streets.



President Ford is your President. Keep him.

President Ford '76

The President Ford Committee, Howard H. Callaway, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our Report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.

Protect the innocent, Punish the guilty.



“To keep a convicted criminal from committing more crimes we must put him in prison so he cannot harm more law-abiding citizens . . . This punishment must be swift and certain.”

*President Ford
State of the Union Address
January 19, 1976*

President Ford's stern, decisive proposals for the control of crime go hand in hand with compassionate concern for victims of crime. In a special Crime Message to Congress, he put it like this:

“For too long, law has centered its attention more on the rights of the criminal defendant than on the victim of crime. It is time for law to concern itself more with the rights of the people it exists to protect. The victims are my primary concern.”

How to Keep More Criminals Off the Streets.

Most serious crimes are committed by repeaters. To remedy this, President Ford has recommended that convicted criminals be kept in prison until there is reasonable evidence that they will not repeat a life of violence and crime. In his State of the Union message (January 1976), President Ford said, “My new budget proposes the construction of four new Federal facilities. To speed Federal justice, I propose an increase this year in U.S. Attorney's prosecuting Federal crimes and (more) U.S. Marshals.”



Take Criminals From Guns, Instead of Taking Guns Away From People.

President Ford has proposed legislation to forbid the manufacture or sale of cheap, easily concealed pistols (“Saturday Night Specials”) used so often in violent crimes . . . while protecting the Constitutional right of sportsmen and other law-abiding citizens to own and use legitimate firearms.

He has proposed mandatory sentencing of criminals convicted of crimes in which a gun is used or carried.

His budget recommends 500 additional Federal agents in the 11 largest metropolitan high crime areas to help local authorities control the criminal use of handguns.

Crime: A Local Problem The Federal Government Can Help Control.

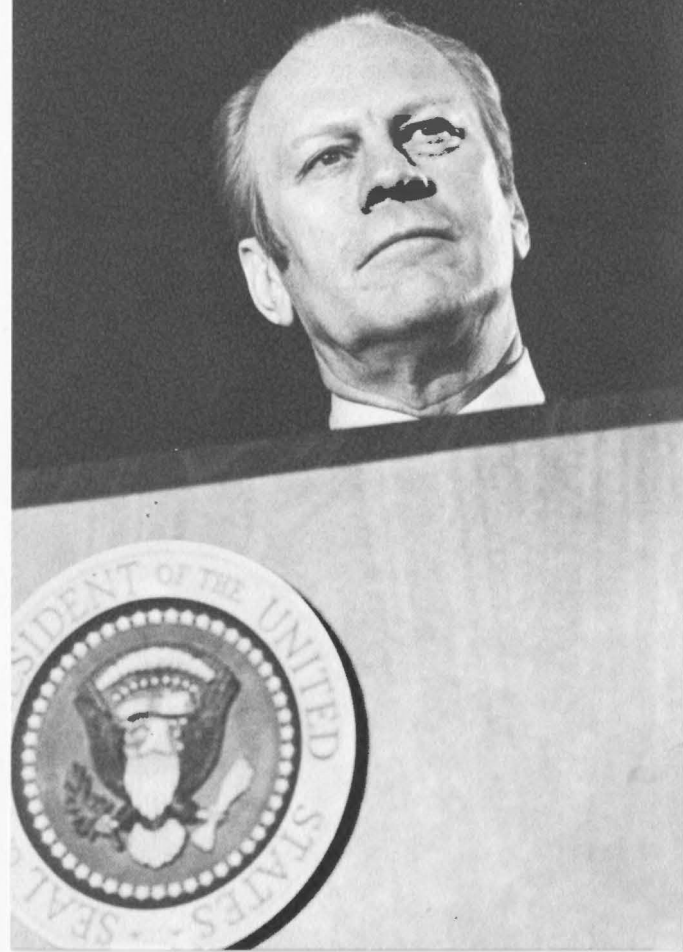
President Ford believes that the Federal government—by example and with technical and financial assistance—can help hard-pressed State and local authorities with their crime problems. He recommends that Congress furnish an example by establishing specific, sure sentencing of persons convicted of violent Federal crimes. And he urges the passage of the Criminal Justice Reform Act, to provide a uniform code covering every aspect of Federal criminal law.

A New Balance to Our Economy.

In his State of the Union Address, President Ford said, "We must introduce a new balance to our economy—a balance that favors not only sound, active government but also a much more vigorous, healthier economy that can create new jobs and hold down prices."

Based on his success in leading the economic recovery of the nation—recovery without inflation—President Ford is winning the confidence of the people that America will enjoy real prosperity for years to come.

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Economic Recovery.



“Last January most things were rapidly getting worse. This January most things are slowly but surely getting better.”

President Ford's State of the Union Address, January, 1976



Recovery Gathers Momentum.

President Ford is leading us out of the worst recession in 40 years, and at the same time has cut inflation nearly in half.

Over two million more Americans are working now than at the bottom of the recession. A sure sign of recovery is seen in the fact that almost 800,000 men and women went to work in January alone—and more are returning to work every day.

Today there's a growing optimism in the land, as more and more Americans realize that President Ford's plan of sure, steady economic recovery is working. It is now clear that the President is within reach of his goal: *full recovery without inflation*, and jobs for a greater number of Americans than ever before.

President Ford's Leadership.

Turning around the economy didn't just happen. It took a combination of President Ford's long experience in government and his ability to act with courage to make the hard decisions he knew were right for the country.

Drawing on his experience, and recognizing that the first order of business was to care for those hurt by the recession, the President twice extended Unemployment Compensation and temporarily expanded coverage in 1975.

He released funds for summer youth employment and training for the chronically-unemployed; he also signed an 18 billion dollar tax cut bill, putting more spending money into the pockets of more Americans.

But the President knew that while these efforts would revive the economy, they could also revive inflation. And that's when he showed his courage.

He said “No”—and said it repeatedly—to the quick-fix, big-spending programs Congress wanted. He said it with vetoes of ill-conceived legislation and he saved billions of dollars of the taxpayers' money by doing so.

His was a courageous, controlled plan of action. And it's working. Production and jobs are increasing everyday. Interest rates are being decreased. Economic activity is rising. Inflation is declining. The confidence of the entire business community is rapidly being restored.

A Long-Term Solution.

With every sign pointing to full recovery, President Ford is moving with determination toward a long-term solution to the problems of inflation, recession and unemployment.

He is urging Congress to do the following:

- Curb the growth of Federal spending.
- Tie Federal tax-cuts to cuts in spending.
- Provide tax incentives to private industry in areas of high unemployment to create good, permanent jobs.
- Balance the budget by 1979.

President Ford's firm and balanced program will enable the nation to effectively control inflation, recession and unemployment. Not one or two of those problems, but all three. Not short-term, but long-range.



"No" to New York City.

After years of runaway spending, New York City faced the inevitable day of reckoning.

"Only the Federal government can save us," their spokesmen insisted.

"If we go bankrupt, the entire American economy will collapse."

President Ford had the courage to say "No." He refused to provide funds until New York City put its financial house in order.

Once that was done, President Ford was willing to compromise on the details of a plan to help New York. But he would not compromise on his principle that New York must restore fiscal responsibility.



What "No" Has Meant.

Because President Ford had the courage to say "No," he saved the American people billions of dollars.

If spent, those billions would have increased the Federal deficit, spurred inflation, and added to the tax bite.

In an election year, Congress traditionally tries to curry favor with the voters by spending money like there's no tomorrow.

But President Ford, even though he, too, is running for office, has the courage to reject this kind of expediency.

Recognizing what President Ford's use of the word "No" has meant to them, millions of Americans have come to appreciate a President with the courage to say it.



President Ford is your President. Keep him.

President Ford '76

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The Courage to Say "No"



"To hold down the cost of living, we must hold down the cost of government."

President Ford's State of the Union Address, January, 1976



When President Ford took office inflation was rampant, the recession deepening.

Congress wanted to spend billions for quick-fix job programs. Not for good, private industry jobs, but for tax-supported "make-work" programs that would mean more inflation, more taxes.

President Ford Had the Courage to Say "No"

A compassionate man, he felt deeply for those out of work. But he said "No" to panic spending programs guaranteed to produce more inflation. And eventually more unemployment.

The people supported President Ford. As he said, "Americans did not panic or demand instant but useless cures."

And so, he set a steady course to lead us out of the recession with a courageous, controlled plan.

The Recovery Gathers Momentum.

President Ford's plan is working:

- Inflation has been cut almost in half.
- Over two million more Americans are employed now than at the bottom of the recession.
- Almost 800,000 went to work in January.
- President Ford's goal is within reach—full recovery without inflation.



"No" to Runaway Federal Spending.

President Ford believes the only way we're going to have a healthy, non-inflationary economy is for the Federal government to stop spending and borrowing so much of our money.

From the time he took office, President Ford asked Congress to cooperate with him in reducing Federal spending.

The Democrat-controlled Congress turned a deaf ear and refused to make the hard decisions that had to be made.

So President Ford had the courage to veto 46 separate bills that would have cost the taxpayers 26 billion dollars.

Congress overrode the President's vetoes on seven occasions. But by standing up to Congress and sticking up for the American people, President Ford was able to save the overtaxed taxpayers nearly 13 billion dollars.

The President then asked Congress to work with him on a sweeping plan to slash Federal spending by 28 billion dollars and match the spending cuts with a 28 billion dollar reduction in taxes.

Congress, however, sent him a bill that extended the 1975 tax cuts, but with no provision to reduce Federal spending.

Withstanding strong political pressure, President Ford had the courage to say "No" and vetoed the tax cut because it wasn't tied to cuts in Federal spending.

President Ford said it again and again; and at last, Congress got the message:

No tax cuts without Federal spending cuts.

Realizing the President wouldn't budge an inch on principle, Congress has finally agreed to go along with President Ford.

RNV

Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-0050

March 11, 1976

MEMORANDUM FOR: THOSE LISTED
FROM: BRUCE WAGNER *BW*
SUBJECT: JOBS BROCHURE

We thought you might enjoy the attached brochure on the subject of Jobs.

Please pass along any comments which might help us in future work.

c.c. Bo Callaway
 Dick Cheney
 Peter Dailey
 Ed DeBolt
 Bob Hartmann
 Peter Kaye
 Bob Marik
 Bob Moot
 ✓ Rogers Morton
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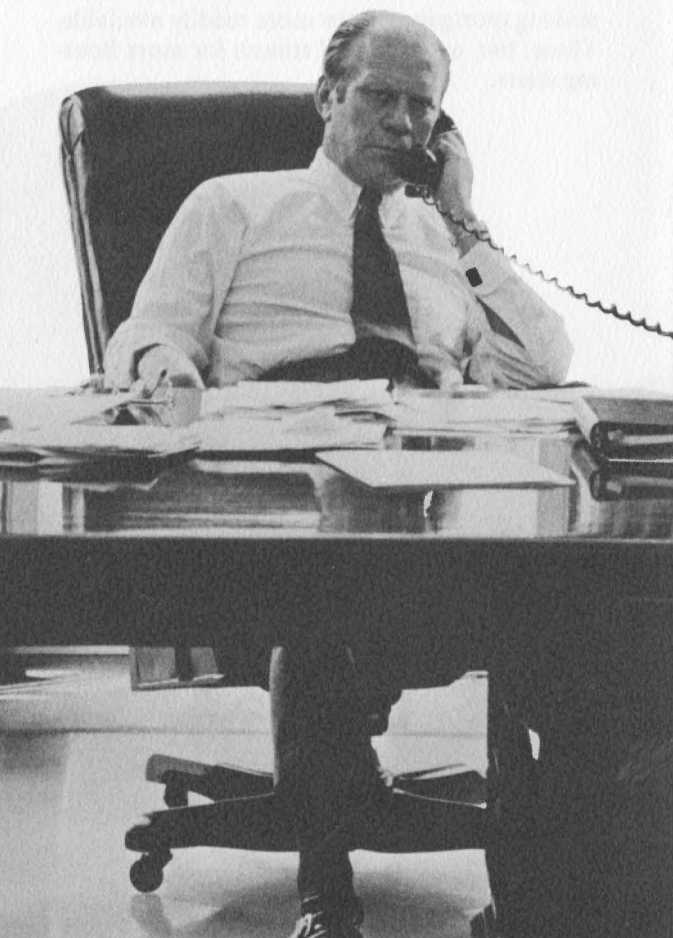
Attachment

Performance, Not Promises.

With typical frankness and candor, President Ford makes it clear that the Federal government cannot provide jobs for everyone.

The President offers no magic "cures" for unemployment, because there are none—and because he doesn't promise more than he can deliver.

But his performance speaks for itself. Because President Ford knows the difference between creating real jobs and merely "making work," more than 2,000,000 more Americans are working today than at the bottom of the recession. And more are being employed every month, every week, every day.



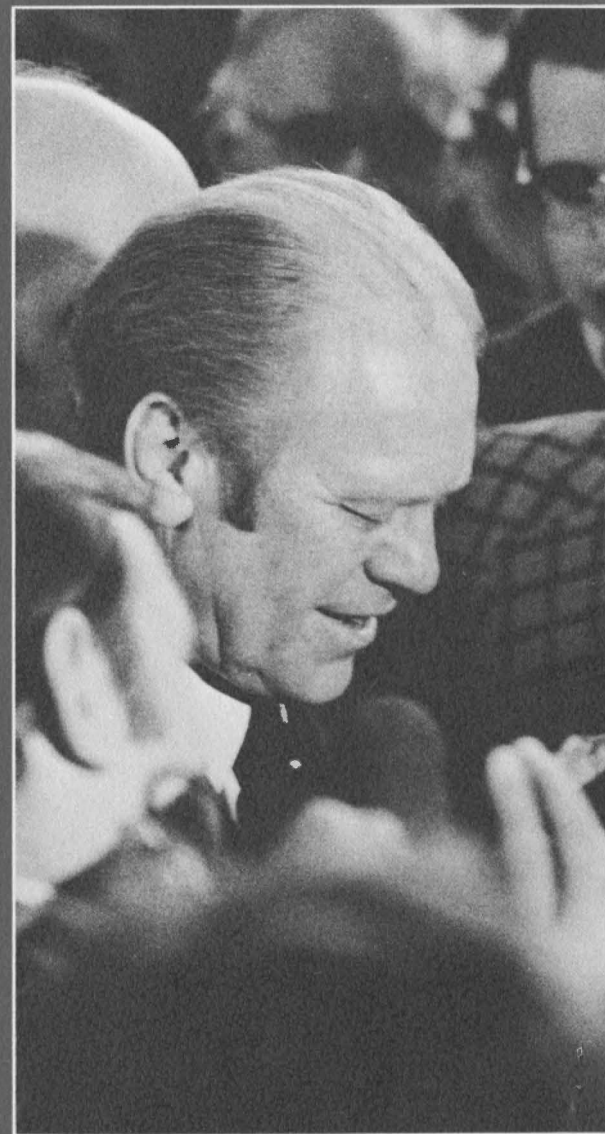
President Ford is your President. Keep him.

President Ford '76

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Jobs



"One test of a healthy economy is a job for every American who wants to work."

*President Ford
State of the Union message
January 19, 1976*

JOBS RISE 800,000, CLOSE TO RECORD FOR SINGLE MONTH

**Unemployment Off Sharply
in January as the Recovery
From Recession Continues**

*New York Times
front page headline,
February 7, 1976*

The steady rise in employment that began in mid-1975, and the simultaneous cooling of inflation, make the best economic news the American people have had in years.

They are also outstanding proof that President Ford's courageous, common sense approach to these two basic economic problems is paying off. The nation is well along on the road to recovery from the worst recession in 40 years.

Real Jobs vs. Make-Work

Recovery is well along the road because of a distinction President Ford has insisted upon; the distinction between real, well-paid jobs with a future, in business and industry, and the temporary, tax-supported make-work jobs that are a panic button often pushed by the big spenders in Congress.

In February, 1976, another public works bill to provide jobs at the taxpayers' expense was passed by Congress. President Ford referred to it as "an election year pork barrel." He vetoed the bill, and his veto was upheld. It would have cost as much as \$60 per taxpayer, \$25,000 per job.

The ruinous cost of massive government job programs has been contributor to a long series of Federal budget deficits and, in turn, to inflation. It all adds up to more taxes and more money out of your pocket.

President Ford knows this. And, as he pointed out in his State of the Union message, "Five out of six jobs in this country are in private business and industry. Common sense tells us that this is the place to look for more jobs and to find them faster ... real, rewarding, permanent jobs."

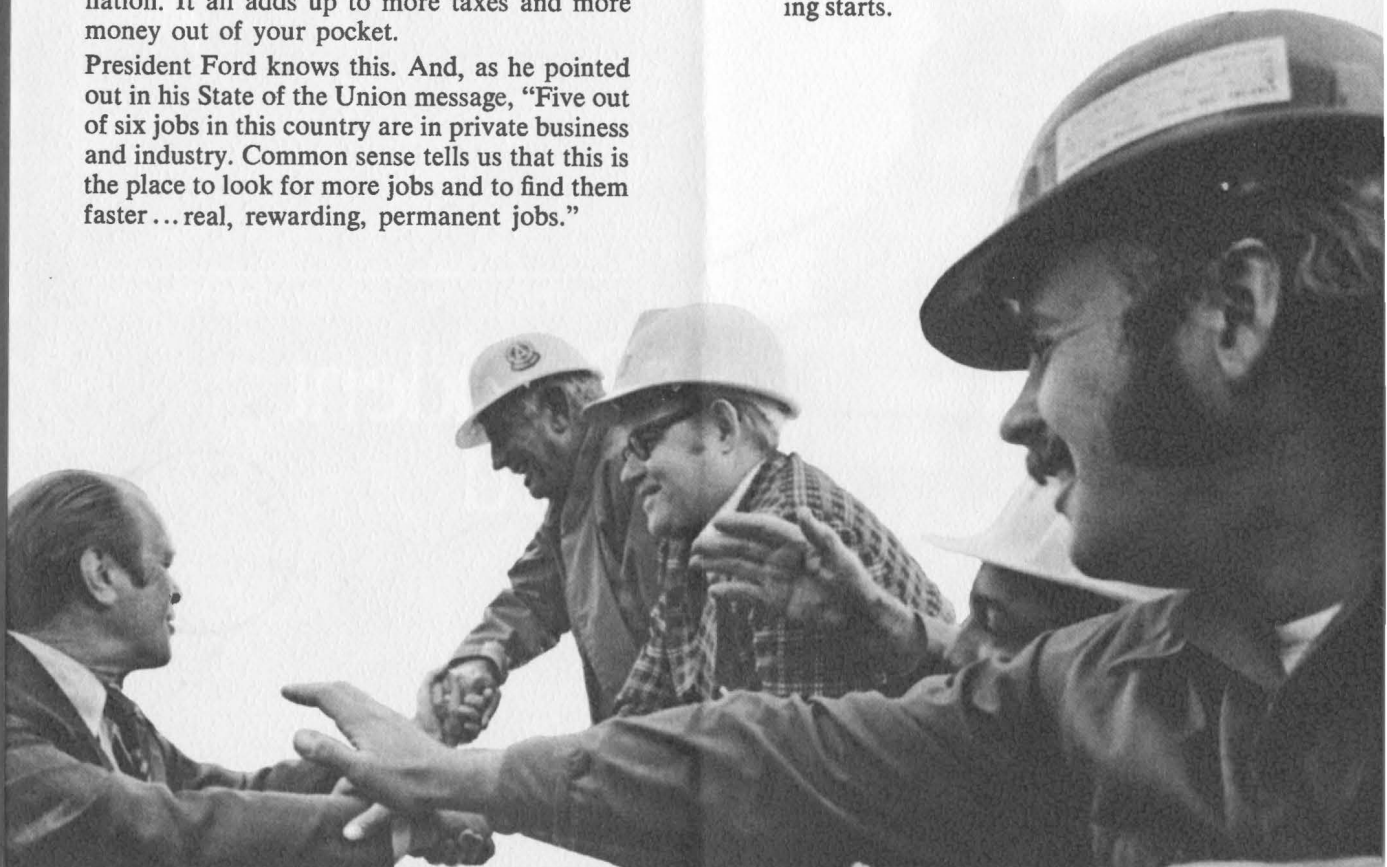
How to Create Real Jobs.

President Ford's tax proposals are specifically intended to provide incentives that will make it possible for business to add more jobs, steady jobs.

He asks that Congress enact changes in Federal tax laws that will speed up plant expansion and the purchase of new equipment. And, he wants concentration of this job-creating tax incentive in areas of the country where the unemployment rate still runs above 7 percent.

To increase jobs in the housing industry, President Ford asks for additional assistance that will spur construction for 500,000 families.

The President's overall economic policies have already resulted in lower interest rates and in making mortgage money more readily available. These, too, are powerful stimuli for more housing starts.



Campaign'76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 29, 1976

MEMORANDUM FOR: THOSE LISTED
FROM: BRUCE WAGNER ~~✓~~
SUBJECT: AGRICULTURE BROCHURE

Attached please find the revised Agriculture brochure which reflects input from a variety of sources.

c.c. Dick Cheney
Peter Dailey
Ed DeBolt
Bob Hartmann
Peter Kaye
Bob Marik
Bob Moot
Rogers Morton
✓ Ron Nessen
Fred Slight
Stu Spencer
Bob Visser

Attachment



President
Ford
'76

The President Ford Committee, Howard H. Callaway, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our Report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.

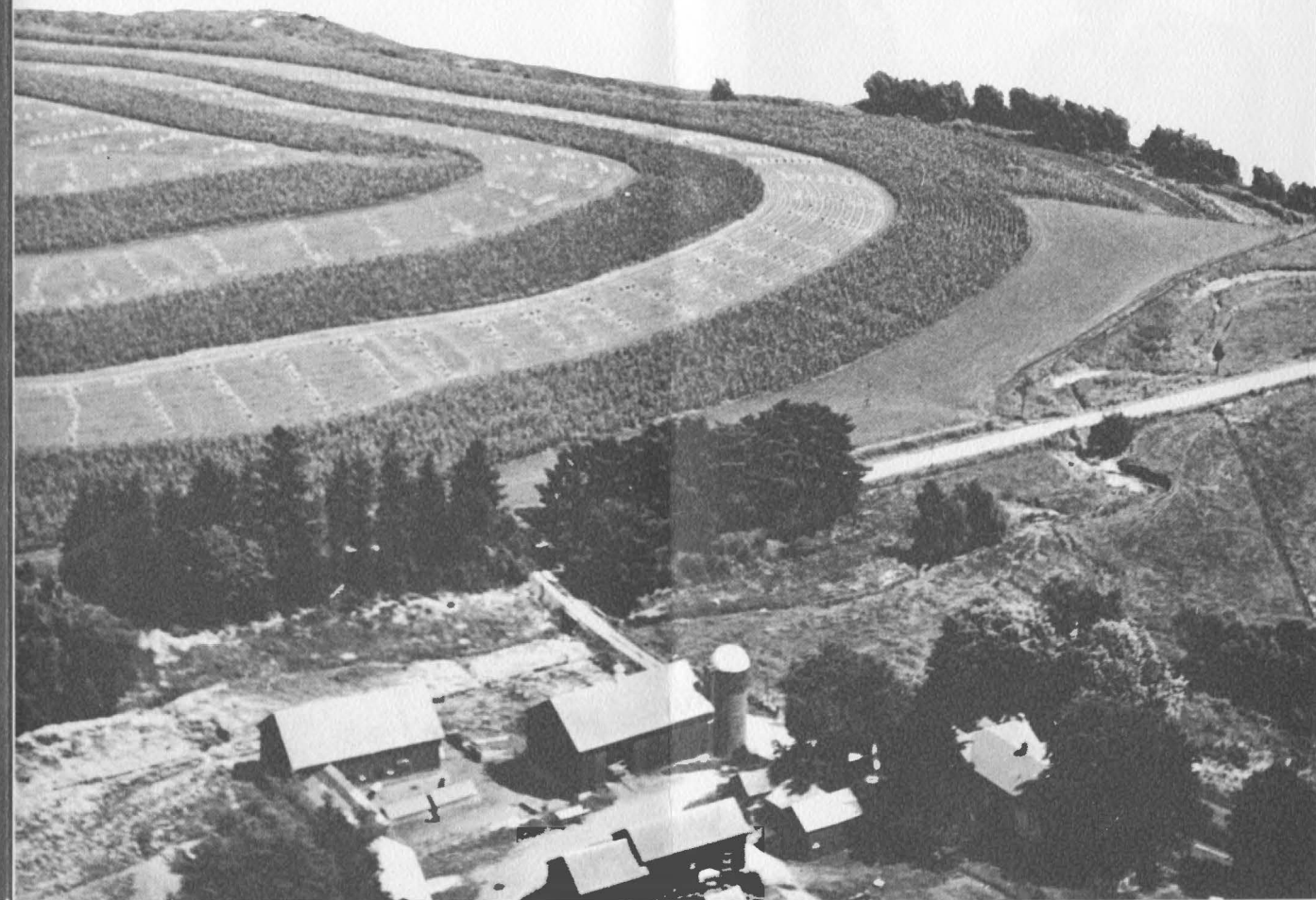
Why Farmers should vote for President Ford.



*What farmers look for in
a President, they find in
President Ford.*

*Farmers want a plain-
talking, common sense
President.*

That's what President Ford is. Even his opponents respect him for his honesty . . . and for his refusal to allow the Presidency to change his natural, down-to-earth way of solving problems. The answers aren't always easy, but he has the courage to make unpopular decisions if he believes they are right.



Farmers want a President who shares their beliefs—and acts on these beliefs.

President Ford believes that food policy should be determined by farm experts. He created an Agricultural Policy Committee to develop and coordinate food policy, domestic and foreign. The chairman is Secretary of Agriculture Earl Butz, who reports directly to the President.



President Ford believes that family farms should stay in the family, not be sold for taxes. He has proposed that Federal inheritance tax exemptions be raised from \$60,000 to \$150,000. On the remaining estate taxes, heirs should have up to 25 years to pay. In the President's own words, "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

President Ford believes in high farm income, and works for it. During his Presidency, the *net* income of farmers, *after expenses*, has been the highest on record.

President Ford has won stable, long-term markets for farmers.

President Ford believes in strong, steady farm exports, for the benefit of farmers *and* the nation. With his encouragement, farm exports are now at the highest levels in history.

President Ford has made the Soviet Union a regular buyer of U.S. farm products. After the Soviets bought a record 10 million tons of grain last fall, the President negotiated an agreement which assures farmers that the Soviet Union will keep on buying through the next five years. President Ford has protected cattle farmers against a flood of foreign beef by directing voluntary agreements with other countries that

limit their exports of beef to the U.S. He added 8 million acres to the 1976 wheat acreage allotment.

President Ford wants farmers and private commerce—not the government—to hold our farm reserves. He opposes big surpluses that depress the prices you get and force you into government-controlled programs. Surpluses are now the lowest in 40 years.

President Ford believes that farmers should be free to make their own management decisions. He works for strong farm markets, expanding exports, incentives for production, privately-held reserves, less government interference, lower distribution costs, and food aid for the poor. In short, a farm policy that *works for you*.



Farmers want a President who stands up for them when the going is rough.

When very vocal special interest groups called for farm price controls in order to hold down food prices, President Ford had the courage to say "No." The real answer to high food prices, he said, was not to penalize farmers but to fight inflation on *all* fronts by allowing the economy to operate freely and to restrain government spending.

As President Ford's veto record proves, he is against inflationary Federal spending. He says, "To hold down the cost of living, we must hold down the cost of government." He urges lower taxes, *if* they are tied to lower spending. He is working towards a balanced Federal budget by 1979. His policies have cut inflation nearly in half, thus protecting the value of your dollars.

In world affairs, President Ford strives for peace through strength with a national defense second to none, a foreign policy consistently easing world tensions.

In President Ford, farmers have the kind of President they want.

... a President they understand, who understands them, who believes as they do on issue after issue.

President Ford has faith in the future of the nation's farming community. He knows that America can only prosper when American farmers prosper.

That's why farmers should vote for President Ford.

President Ford is your President. Keep him.

Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

April 13, 1976

MEMORANDUM FOR: THOSE LISTED
FROM: BRUCE WAGNER ~~✓~~
SUBJECT: "TOWARDS VICTORY" BROCHURE

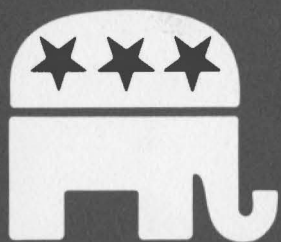
The "Towards Victory" brochure is attached for your review.

This pamphlet is designed for use with potential delegates in the Convention states.

c.c. Dick Cheney
Peter Dailey
Ed DeBolt
Bob Hartmann
Roy Hughes
Peter Kaye
Dick Mastrangelo
Bob Moot
Rogers Morton
✓ Ron Nessen
Fred Slight
Stu Spencer
Bob Visser

Attachment (1)





*President Ford.
A lifetime
of loyalty
to the
Republican Party.*

President Ford has worked long and hard for unity in the Republican Party, and has conducted his campaign with a focus on unity, careful to say nothing that would jeopardize the party's solidarity.



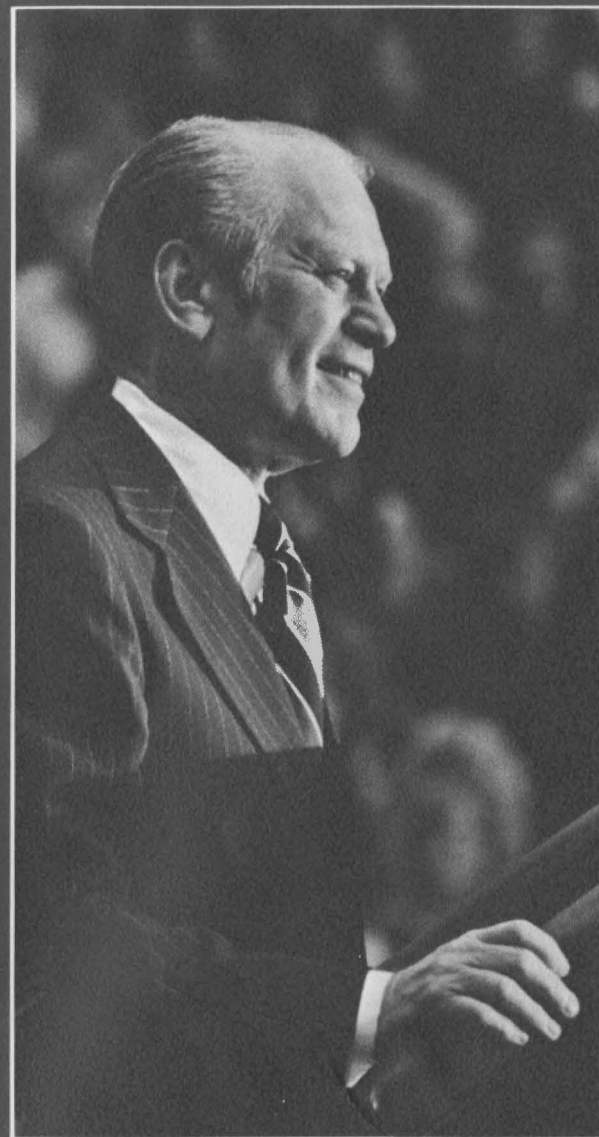
President Ford is your President. Keep him.

President
Ford
'76

The President Ford Committee, Rogers C. B. Morton, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our Report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.



Towards Victory.



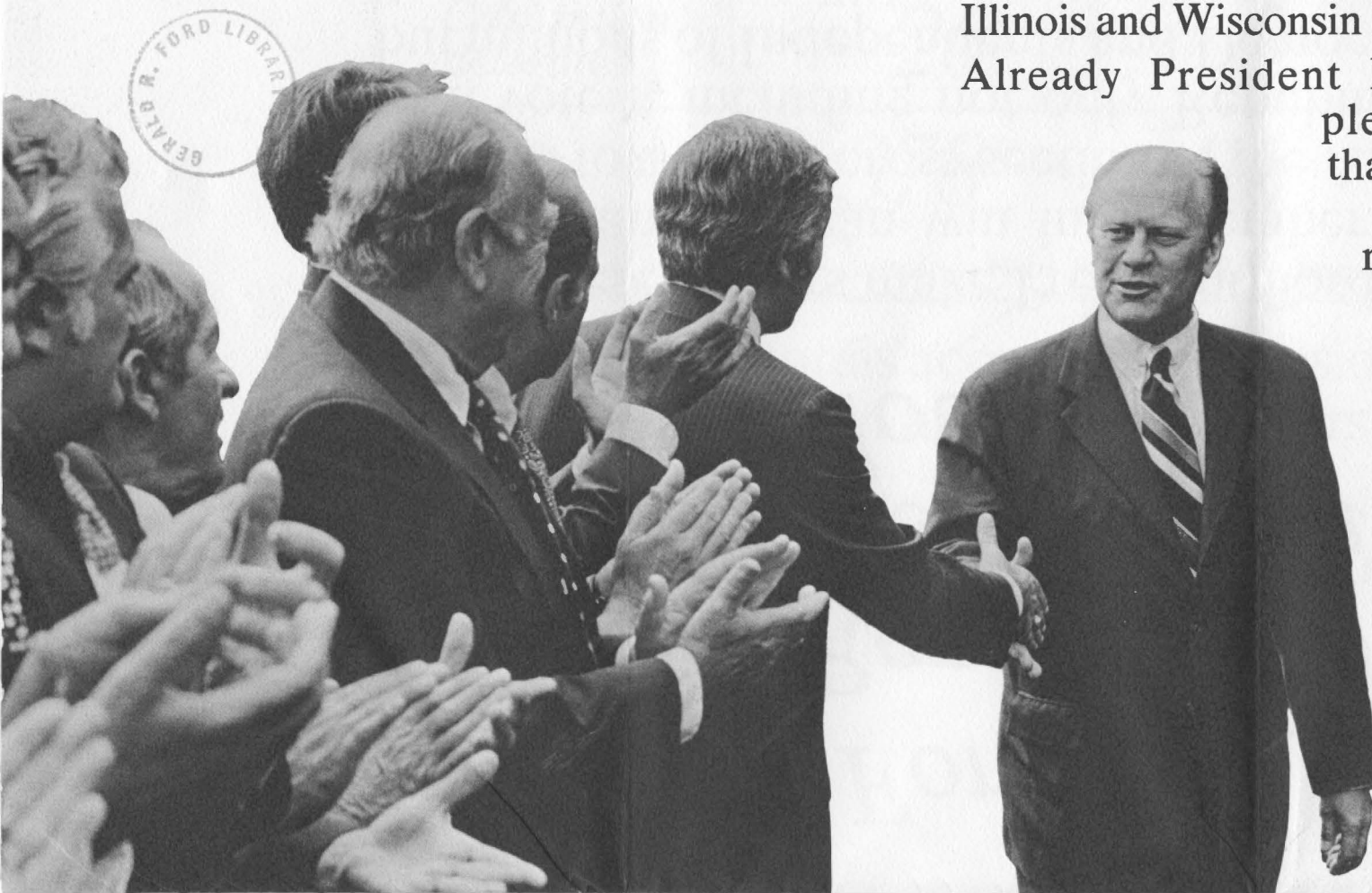
President Ford.

*Support from more
and more Republicans
gives him
the momentum.*

With each passing week, the buildup of delegates for President Ford continues. What the Republican delegates to local and regional nominating conventions have said by supporting President Ford is going to stick.

The same is true of the votes cast by the Republican voters in the New Hampshire, Florida, Massachusetts, Vermont, Illinois and Wisconsin Primaries.

Already President Ford has more pledged delegates than any other Republican, and is rapidly approaching the 1,130 votes needed to nominate.





*President Ford.
No other Republican
can match his proven
leadership ability.*

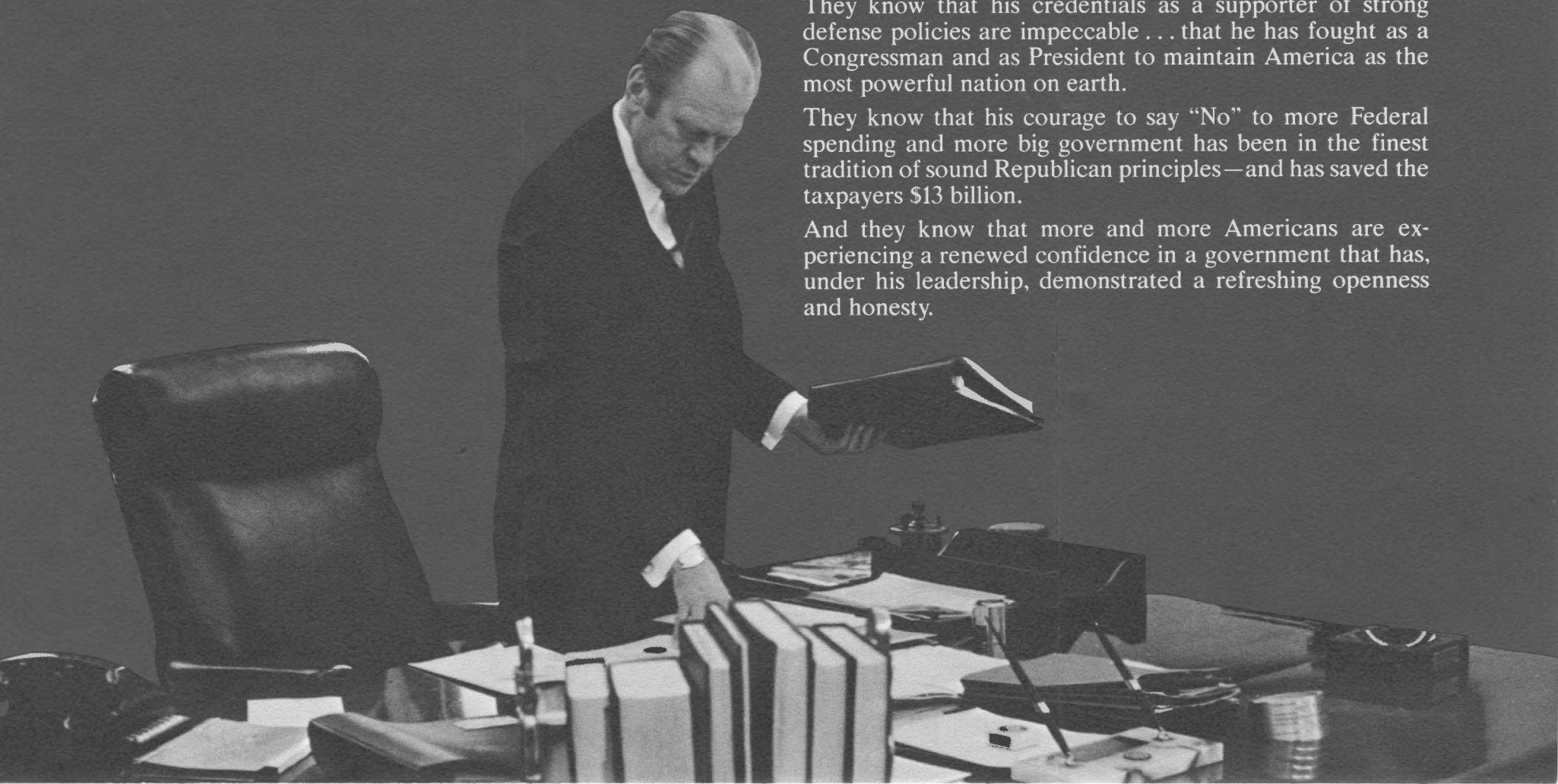
Republicans know that President Ford—unlike any other Republican this year—can offer the American people proven leadership in both national and international affairs. Leadership based on 25 years of solid experience as a member of Congress and almost two years as President of the United States.

Republicans know that his leadership has resulted in the steady recovery of America's economy . . . with over two and one-half million more Americans working today than at the bottom of the recession . . . with inflation cut almost in half.

They know that his credentials as a supporter of strong defense policies are impeccable . . . that he has fought as a Congressman and as President to maintain America as the most powerful nation on earth.

They know that his courage to say "No" to more Federal spending and more big government has been in the finest tradition of sound Republican principles—and has saved the taxpayers \$13 billion.

And they know that more and more Americans are experiencing a renewed confidence in a government that has, under his leadership, demonstrated a refreshing openness and honesty.



President Ford.

The only Republican for Republicans who want to win in November.

All of these factors make President Ford *the* Republican who can win in November. He appeals to a broad cross-section of the American voters, including not only Republicans but millions of Independents and Democrats. And his victory will be a grass roots victory, helping to elect more local Republicans who will re-establish the party's control of Congress and numerous state legislatures.

These are the reasons why President Ford is certain to be nominated for a full four-year term—reasons that have been recognized by growing numbers of Republican delegates from all over America who are rallying to the side of President Ford.

President Ford and the delegate count: On the Road to Victory!

	PRESIDENT FORD	RONALD REAGAN
<i>Primary delegates</i>	<i>352</i>	<i>93</i>
<i>Convention delegates</i>	<i>26</i>	<i>3</i>
<i>Totals</i>	<i>378</i>	<i>96</i>

1130 votes needed to nominate.

Totals include 90 projected delegates in Penn. for Ford, 13 for Reagan.

As the delegate totals accumulate, President Ford asks you to join him on the irreversible road towards victory.

Towards victory in Kansas City this summer.
And victory across the nation in November.

Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

April 26, 1976

MEMORANDUM FOR: ROGERS MORTON
FROM: BRUCE WAGNER
SUBJECT: DEFENSE PAMPHLET

Please find a copy of our recent National Defense brochure attached.

c.c. Dick Cheney
 Peter Dailey
 Ed DeBolt
 Bob Hartman
 Roy Hughes
 Peter Kaye
 Dick Mastrangelo
 Bob Moot
 ✓ Ron Nessen
 Fred Slight
 Stu Spencer
 Bob Visser

Attachment



President Ford is your President. Keep him.

President
Ford
'76

The President Ford Committee, Rogers C. B. Morton, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our Report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.

National Defense.



"Our military forces are capable and ready. Our military power is without equal, and I intend to keep it that way."

*President Ford's
State of the Union message,
January 19, 1976*



The goal of national defense is to maintain the freedom and security of the American people.

Nothing could be more important. In no area of our national life is it more essential to face truth squarely—to make clear distinctions between fact and fiction, between legitimate concerns and campaign sensationalism.

Every citizen has the right and the duty to be concerned about defense. But those who talk irresponsibly about it for political gain may dangerously mislead not only the American people

but the rest of the world as well.

Other nations must not get a false impression of the absolute strength of the United States. If they believe that we are not as strong as we actually are, they might be invited to commit new aggressions against our friends—and our vital interests—around the world.

The campaign charge that the Soviet Union has surpassed the United States in military strength is, at best, inaccurate. At worst, it is a complete misinterpretation of our defense capabilities.

"We are absolutely unsurpassed in military capability."

President Ford made that statement on April 2. He went on to say, "We have full capability, in a military sense, to deter aggression, to maintain the peace and to protect our national security."

The American people have learned to trust President Ford's honesty and integrity.

But it is doubly reassuring to know that the man who says these things about our national defense is a leading authority on the subject.

For 14 of his 25 years in Congress, President Ford was a member of the Defense Appropriations Subcommittee. He became known as an expert on weapons procurement, urging the development of military hardware that would increase America's technological superiority. As Vice President and President, he continued his informed leadership in defense matters.

President Ford is better informed on defense than any Chief Executive since President Eisenhower. He knows the pitfalls of an oversimplified, "laundry list" approach which argues that if we do not have leadership in every arms category, we are, automatically, "second best."

Instead, we must have the kind of defense that is suited to our own strategic needs, not a carbon copy of the military establishment of any other nation. And that is exactly what we have: a defense unsurpassed in strategic striking power.

Setting the record straight: the facts about our superiority

The basis of America's unsurpassed defense capability is our weapons technology, the best in the world.

Our ballistic missiles are much more accurate and more survivable than those of the Soviet Union.

In the vital category of warheads, we have a two-to-one lead.

In strategic aircraft, we have a three-to-one lead. We are developing and producing the world's most modern bomber, the B-1.

Our naval tonnage is twice that of the Soviet Union. Our carrier fleet is the supreme naval force of all history.

Our army is the finest in the world. In spite of this fact, some critics simplistically charge that our troops are outnumbered by Soviet forces. What they neglect to say is that has been true over many years—for two sound strategic reasons: because the Soviets need quantity to help offset the sophistication of our weaponry and, more importantly, because the Soviet Union has defense problems very different from ours. Their land area is far larger than the United States. A powerful nation faces them in Asia across the world's longest border, where half or more of the Soviet Army is concentrated.

President Ford backs his words with action on defense

President Ford is determined that the United States remain what it is today: the most powerful nation in the world. That is why, in January, 1976, he sent to Congress the largest defense budget in peacetime history: 112 billion dollars, up \$14 billion from last year. He has promised that, if the Congress returns to him a defense bill with a substantially lower appropriation than he asked for, he will veto it—an unprecedented step.

Over the past six years, Congress has cut a total of 32 billion dollars from Presidential defense budgets. The budget President Ford submitted in January, 1975, was the first in seven years to contain a real increase in defense spending. Congress cut more than \$7 billion from it.

Those who are concerned about America's mili-

tary capability—and everyone should be—would do well to make their views known where the real defense problem is: in the Congress of the United States.

There is no such thing as "instant" defense

The size of President Ford's military budgets indicates his keen awareness that the nation must plan ahead for its defense.

The technical complexity of modern armaments means that from five to 15 years is required to develop them, tool up for them, produce them and deploy them. The defense we have today is the result of decisions made as long ago as

the early 1960's. Similarly, decisions we make today will determine how good our defense will be through the decade of the 1980's.

Today, wars can be won or lost in a week, a day, an hour.

President Ford knows that the maintenance and readiness of our defense is the best assurance the nation has of keeping the peace.

Soon after he took office, he said, "Just as America's will for peace is second to none, so will America's strength be second to none."

President Ford has kept that pledge. With the support of the American people, he will continue to keep it.

