

JULY 11, 1975

POOL REPORT

PARADE ROUTE AT TRAVERSE CITY

The parade route was 17 blocks long.

The President and Mrs. Ford got out of the limousine at the start of the route and worked the crowd for about ten minutes. The crowd of well-wishers squealed as the President approached them for handshakes and "nice to see you."

Ford and his wife waved to the crowds continuously as the car made its way along the route. It was impossible to hear anything he was saying over the din of the band music and the pool was too far away.

The crowds were very friendly, applauding when the car approached but they weren't exactly enthusiastic. There were few signs along the way. Two anti-signs spotted were: "I won't accept Ford's Unemployment level Stop wasting our tax dollars and help the poor."

About the mid-way point of the parade route, the President and Mrs. Ford got out of the car again and worked both sides of the streets. Governor Milliken and Senator Griffin joined them. (Traverse City is the home town of both.)

The President invited the Governor and Senator to join him in the limousine. He took off his sport coat and urged the Governor and Senator to do the same.

For the remainder of the parade, Ford wore a golf shirt, tieless, with the words, "Tryall Golf Club Jamaica" on it. Milliken and Griffin kept the ties on.

Ford, Betty, Milliken and Griffin were all smiles and waves to the crowd for the rest of the parade trip.

There was a "Ford Nixon 76" sign. Another sign read "Only two more blocks to go." Kennerly pointed it out to Mrs. Ford. She laughed and directed the President's attention to it.

Crowd estimates: There was a Sheriff's office figure of 300,000.

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and

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