

PRESIDENT FORD

10 REASONS WHY HE SHOULD CARRY THE GOP BANNER IN NOVEMBER

1. Ford has a strong record as President.

-- Under President Ford's leadership, the U.S. is now in the full surge of economic recovery. Inflation has been cut from 12% to less than 6%. Over 1.3 million new jobs have been created since early 1975, erasing the losses of the recession.

-- Ford is the first President since Eisenhower who can campaign with America at peace.

-- President Ford is also building new faith and trust in the Presidency itself.

-- President Ford's leadership has ended a long period of turmoil and dislocation. Through continuity in the Presidency, we can sustain our economic recovery, ensure peace and restore integrity to our public institutions.

2. Ford runs ahead of Reagan on all key issues.

-- Polls consistently show that the economy is the number one concern of the American people. Among independents and Republicans, pollster Louis Harris finds that Ford is rated as better able than Reagan to handle inflation (47-26), better able to handle unemployment (44-24), and better able to control Federal spending (51-31).

-- Integrity in government is the second most important issue to voters, and here Ford beats Reagan by 44 to 26.

-- Only in some areas of foreign policy does Reagan beat Ford, and foreign policy is a distant fourth among voter concerns this year.

3. Ford runs better against Carter.

-- In every major poll by Gallup and Harris, Ford runs consistently better than Reagan against Jimmy Carter. Both Republicans are now running behind, but President Ford has a much better chance of overcoming Carter's early lead. In December of 1975, when Reagan was in the first flush of his candidacy, he was the choice of the Independents over Ford by 47 to 32 and was tied among Republicans at 45-45, Gallup, January 11, 1976. By June, the President had clearly overcome the Reagan lead and was the preferred choice over Reagan by a 60 to 30 margin among Republicans and 58-30 among Independents, Harris, June 6, 1976.



4. Ford has shown broad, national appeal; Reagan has not.

-- President Ford is the only candidate in either party who has demonstrated broad, national support. He has beaten Reagan in the Northeast (New Hampshire, Massachusetts, etc.), in the big industrial states of the North (Pennsylvania, New York, New Jersey), in the South (Florida), in the border states (Kentucky, Tennessee), in the Midwest (Michigan, Illinois), and even in the Far West (Oregon).

-- According to the New York Times/CBS New poll of May 28, 1976, Ford beats Reagan among Republicans in the South 44 to 39. Ford wins in the East 59 to 30, loses in the West 35-50 and wins in the Midwest 59 to 28.

-- With the exception of Indiana, Reagan has never demonstrated an ability to win outside the Sunbelt.

-- Overall, in the 30 state primaries this year, Ford won more votes than Reagan by a margin of 52-48.

5. Ford has a much more credible electoral strategy than Reagan.

-- Ford has a natural, strong base in the big states of the Midwest where Carter has not shown great strength. Those states represent over 140 electoral votes. Ford would also be able to draw upon traditional Republican strength in the Great Plains and Mountain states, could make inroads in the South and border states, and -- despite the claims of the Reagan campaign -- would have as good a crack at the West as Reagan. Because of Carter's weaknesses in the Northeast, Ford would have a better-than-even chance there.

-- Reagan, on the other hand, is a candidate whose strength is confined to the South and the West. In the South, Carter's total votes in the primaries have been higher than Reagan's by about a 3-1 margin, raising serious questions about Reagan's ability to win there.

-- Reagan's chances would clearly be improved in the West, but standing alone, the Western states are far less than needed for victory. It is also important to recognize that in California, Ford runs better against Carter than does Reagan. A Field poll conducted May 31 - June 5, 1976 shows Carter holding a slim 41-40 lead over Ford, but Carter leads Reagan 46-38.



-- To win, a Republican candidate must be able to sweep some of the bigger, most populated states. The primary states where Reagan has won have often been the ones with the fewest primary votes; altogether, Reagan's primary states represent 153 electoral votes. Ford, on the other hand, has won primaries in 10 of the 13 major electoral states which represent 258 electoral votes. Needed to win in November: 270 electoral votes.

6. Ford is better able to run against Carter's weaknesses.

-- Carter's greatest weaknesses are his lack of experience on the national and international levels and his lack of clarity on a broad range of issues.

-- In more than a quarter of a century of public life, President Ford has taken positions on thousands of issues and has many concrete programs for the future. Moreover, for those voters who want a man of experience in the most powerful office on earth -- and the number of such voters will grow as the election draws closer -- Ford represents a clear choice.

-- Reagan, on the other hand, has not been forced to deal with national and international issues in great detail, and more importantly, he has no practical experience in meeting such issues. Just as he is stronger where Carter is strong among the anti-Washington voters, he is weaker where Carter is weak. For the voter who does not like Carter because of his lack of experience and reliability, Reagan does not offer a clear choice. Only President Ford does.

7. Ford does not have Reagan's liabilities.

-- Fairly or not, if Reagan were the GOP nominee, the Democrats would use his statements on his \$90 billion plan, Social Security and the TVA to depict Reagan as an extremist. No one who has ever been successfully branded as an extremist has ever won the Presidency.

-- Fairly or not, the Democrats would use Reagan's statements on Angola, Panama and Rhodesia to brand him as a dangerous, trigger-happy candidate.

-- Fairly or not, the Democrats would seek to exploit Reagan's background as an actor.

-- Fairly or not, the Democrats would try to portray Reagan as a man who would lead the country into nuclear war. We might even see the daisy ads again.



-- Fairly or not, Democrats will try to rip holes in Reagan's record as Governor of California, arguing that he increased taxes, that his welfare program failed, etc.

-- Fairly or not, Democrats will also seek to exploit Reagan's personal tax records. For instance, a recent commentator on 60 Minutes blasted Reagan for accepting public funds to run his campaign while paying only minimal personal taxes to the Government.

8. Reagan presents the risk of another 1964.

-- In one of his most recent national surveys, May, 1976, Lou Harris found Carter beating Reagan 53-34 while holding a narrower 47-43 lead over Ford. Reagan could beat Carter only among conservatives (46-43); among all other constituencies, Reagan ran considerably behind Carter. Concluded Harris: "The pattern now being run by Reagan against Carter is highly reminiscent of that of Arizona Senator Barry Goldwater in the 1964 presidential election, when he lost by a landslide to Lyndon Johnson. This pattern thus indicates that in 1976 the electorate is highly unlikely to vote for an all-out conservative for President."

-- In 1964, the GOP lost 20% of its seats in the House, 6% of its seats in the Senate, and some 600 seats in State Legislatures.

-- A repeat of that 1964 performance in 1976, combined with retirements that have already been announced, could reduce GOP membership in the House to just over 100 Members -- the lowest ebb for the Republican Party since 1934.

-- With better than a 3-1 majority of Democrats in the House, a 2-1 lead majority in the Senate, and a Democrat in the White House, the liberal Democrats could run rough-shod over every Republican position.

-- State House losses could be even more devastating. As of today, Republicans control only a fourth of the Governors' chairs. Six GOP Governors are up this year. Can we afford another 1964 in the State Houses?

-- Who would suffer most from a debacle? In 1964, conservative Republicans suffered the greatest losses while their more liberal colleagues remained unscathed.

9. Only Ford can unite the Republican Party.

-- NBC polls indicate that the potential rate of defection to Carter among Reagan and Ford backers could be as high as 45% -- enough to devastate either Republican candidate. For a



Republican to win, it is essential to keep these voters in the fold and then reach out to Independents and Democrats dissatisfied with Carter.

-- A Reagan nomination -- representing, as it would, a repudiation of Republican leadership, could split the party so badly that it is very questionable whether the GOP could be put back together again.

-- President Ford, on the other hand, has demonstrated that he can work with Republicans of every political belief, from one end of the spectrum to the other. His allies include not only conservatives such as Senator Tower but liberals and moderates such as Senator Percy. That sort of broad appeal will be essential to a Republican victory in the fall.

10. President Ford deserves the Republican nomination.

-- Gerald Ford never sought the Presidency. He was asked to come forward at a time when his party -- and his Nation -- were in deep trouble. He has served both as well as any man could.

-- For his party, Gerald Ford has traveled from one end of the country to the other, helping other Republican candidates, raising money for State parties that were in need, and reviving Republican hopes. In the fall of 1975, even when the polls showed that his political trips were hurting his standing with the public, he went to GOP fundraisers in order to put many State parties back in the black.

-- For his country, Gerald Ford has guided us gently, but firmly, out of one of the deepest troughs in recent history. He has put the nightmares of the past behind us. He has put the economy back on an upward path. And he has kept America strong and at peace.

-- Above anyone else in either party, Gerald Ford now deserves a chance to finish the job he has set out to do.

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