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ROGERS C.B. MORTON FILES, 1975-76

Collection Type

White House Office Files

Extent

2.4 linear feet (ca. 4,800 pages)

Record Type

Textual

Access

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Processed by

Sandra Raub, May 1984

Biography

Rogers Clark Ballard Morton

Sept. 19, 1914 - Born, Louisville, KY

1937 - A.B., business and political science, Yale University

1937-38 - Columbia University Medical School

1938 - Served briefly in the U.S. Navy

1939-51 - With Ballard and Ballard, the family flour milling business in Louisville, serving as President, 1947-51.

1941-45 - Captain, U.S. Army

1951-71 - After Ballard and Ballard merged with the Pillsbury Company, Morton served as Vice President, 1951-53, and as a Director, 1953-71.

1963-71 - U.S. House of Representatives from Maryland's First District

1968 - Nixon floor manager, Republican National Convention

1969-71 - Chairman, Republican National Committee

1971-75 - Secretary of the Interior

1974-76 - Chairman, Energy Resources Council

May-Dec. 1975 - Secretary of Commerce

Feb.-Apr. 1976 - Counsellor to the President

Apr.-Aug. 1976 - Chairman, President Ford Committee

Sept.-Nov. 1976 - Chairman, Ford campaign steering committee

1976-79 - Personal boat-building business

April 19, 1979 - Died, Easton, MD

Scope and Content Note

When Rogers Morton was appointed as Counsellor to the President on February 2, 1976, the White House stated that he would serve as Counsellor to the President with Cabinet rank responsible for providing advice on domestic and economic issues; member of the Economic Policy Board, Energy Resources Council, and Domestic Council; and principal White House liaison with the President Ford

Committee (PFC) and the Republican National Committee (RNC).

While Morton had wide-ranging responsibilities as Counsellor, the bulk of the files consist of material on political matters compiled or created by Morton and his staff (especially his assistant Timothy Austin). The files principally cover the period of the 1976 primary campaign, but include a few documents up to the time of the November election. Most of the material consists of memoranda exchanged between the Morton staff and members of the RNC, PFC, and White House staff discussing political strategy. Included is material on political opinion and issues in the states; proposed contacts (meetings, letters, telegrams, and telephone calls) with state Republicans; and media coverage of the campaign, particularly the development of political advertising such as pamphlets and radio and television commercials.

The Morton appointment was controversial as many felt that public money should not be spent to pay the salary of a political adviser. Morton only held this post for a two-month period, however. President Ford named him as chairman of the President Ford Committee at the beginning of April 1976, following the resignation of Howard "Bo" Callaway.

After Morton's departure, his assistant Timothy J. Austin remained on the White House staff until the beginning of May 1976 when he, too, moved to the President Ford Committee. Material accumulated by Austin was interfiled with that of Morton with the exception of their separately maintained chronological files.

After Morton and Austin had left the White House, their duties were assumed by other White House staff, particularly Richard Cheney. These files were apparently maintained and occasionally added to by Jana Hruska Fagan until the November election. Fagan, who had served as confidential assistant to Morton and Austin, continued to hold the same position under Cheney.

Related Materials (May 1984)

Related material on the 1976 campaign may be found in White House Central Files categories PL (Political Affairs), PR 7-2 (Presidential Telephone Calls), TR 3/ST #/1976 (Campaign Trips by State), and SP 3-1 (Campaign Speeches). Other collections concerning the campaign include the files of James Reichley and the papers of Michael Raoul-Duval. The files of Domestic Council staff members and

members of the Press Secretary's Office and Editorial Staff also contain scattered files on the campaign. The Wanda Phelan Files and Charles McCall Files include useful accumulations of clippings, published interview transcripts, articles, and speech texts concerning both the Ford and Carter campaigns.

Last Modified Date

2025-03-10

Subject File, 1976.

(Boxes 1-3, 1.2 linear feet)

Memoranda, correspondence, drafts of campaign pamphlets and radio and television commercials, press releases, and occasional speeches, newspaper clippings, and printed material. Topics include: potential campaign issues such as abortion, busing, energy, and unemployment; Morton's appointment as Counsellor; and strategy during the 1976 primary campaign. Included is discussion of proposed political contacts such as meetings with Congressmen, and letter and presidential telephone calls to state officials; and material on media coverage of the campaign and the development of political advertising. Also filed here is a small amount of Morton's personal correspondence which had been maintained by White House Central Files.

Arranged alphabetically by subject.

Box 1 - Subject File

Status	Title
OPEN	Abortion - Proposed Constitutional Amendments
OPEN	Advocates Program
OPEN	Bicentennial Youth Conference
OPEN	Busing - Pasadena, CA
OPEN	Congress: Former Members of
OPEN	Congress: Members of
OPEN	Congress: Presidential Meetings with
OPEN	Delegates
OPEN	Energy Matters
OPEN	Ethnic Americans

Status	Title
OPEN	Federal Election Commission (1)-(2)
OPEN	Federal Election Commission - Morton Appointment as Counsellor
OPEN	Food Policy
OPEN	Foreign Policy
OPEN	Ford, Gerald R. - GOP Events as Minority Leader
OPEN	Forum and Associates Meetings
OPEN	Gun Control
OPEN	Indian Affairs
OPEN	Job Creation
OPEN	Morton, Rogers - Biographical Sketch
OPEN	Morton, Rogers - Correspondence, A-M

Box 2 - Subject File

Status	Title
OPEN	Morton, Rogers - Correspondence, N-Z
OPEN	Morton, Rogers - Invitations
OPEN	Morton, Rogers - Meet the Press Appearance, 1/25/76
OPEN	Morton, Rogers - Speeches
OPEN	National Dividend Plan
OPEN	Nessen, Ron
OPEN	Nicholson, William
OPEN	Northeast Republican Conference, 2/6/76
OPEN	Older Americans
OPEN	President Ford Committee - Advisory Committee
OPEN	President Ford Committee - Answer Desk
OPEN	President Ford Committee - Callaway, Bo
OPEN	President Ford Committee - Campaign '76 Media Communications, Inc. (1)-(5)

Box 3 - Subject File

Status	Title
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OPEN	President Ford Committee - Campaign '76 Media Communications, Inc. (6)
OPEN	President Ford Committee - Finance Committee
OPEN	President Ford Committee - General
OPEN	President Ford Committee - Research
OPEN	President Ford Committee - Staff Lists
OPEN	President Ford Committee - Volunteers
OPEN	Presidential Forum (League of Women Voters)
OPEN	Presidential Travel
OPEN	Primaries
OPEN	Q & A's
OPEN	Republican - General
OPEN	Republican National Committee
OPEN	Republican National Committee - Meeting, Arlington, VA, 2/25-28/76
OPEN	Republican National Convention
OPEN	Republican Platform
OPEN	Republican Senatorial Campaign Committee
OPEN	State of the Union, 1976
OPEN	Strategy
OPEN	Sugar Policy
OPEN	Telephone Call Recommendations (Presidential)
OPEN	Unemployment
OPEN	Women
OPEN	Young Republican Leadership Conference, 1/28/76-2/1/76

State File, 1975-76.

(Boxes 4-6, 0.9 linear feet)

Memoranda, correspondence, and occasional newspaper clippings. Included are copies of President Ford Committee surveys of political opinion in the states; briefing materials on issues and conditions in the states; recommended letters, telegrams, and telephone calls to state Republicans; offers of assistance and requests for employment.

Arranged alphabetically by state.

Box 4 - State File

Status	Title
OPEN	Alabama - Maine

Box 5 - State File

Status	Title
OPEN	Maryland - Texas

Box 6 - State File

Status	Title
OPEN	Utah - Wyoming
OPEN	Puerto Rico
OPEN	Foreign

Chronological Files, 1976.

(Box 6, 0.3 linear feet)

Outgoing memoranda and correspondence of Rogers Morton and his assistant Timothy Austin. Included are replies to letters from the public such as letters of support and offers of assistance, requests for employment, and invitations; and memoranda to White House and President Ford Committee staff concerning political matters.

Arranged by individual (Austin and Morton) and thereunder chronologically.

Box 6 (Continued) - Chronological Files

Status	Title
OPEN	Austin, Timothy, 1/76-4/76
OPEN	Morton, Rogers, 2/76-4/76