

Image not found or type unknown



PAUL A. THEIS PAPERS, (1949) 1960-1975 (1990)

Collection Type

Personal Papers

Extent

8.4 linear feet (ca.16,800 pages)

Record Type

Textual

Access

Open.

Copyright

Paul A. Theis has donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. The copyrights to materials written by other individuals or organizations are presumed to remain with them. Works prepared by U.S. Government employees as part of their official duties are in the public domain.

Processed by

Donna Lehman, October 1999

Biography

PAUL A. THEIS

1948 - Received a B.A. degree in journalism from the University of Notre Dame

1949 - Received a B.S. degree in foreign service from Georgetown University

1950-53 - Reporter, Fairchild Publications

1953-54 - Correspondent, "Newsweek"

1955-57 - Executive assistant to Congressman Oliver P. Bolton, Ohio

1958-60 - Radio and television director, Republican Congressional Committee

1960-74 - Director of public relations, Republican Congressional Committee

1974-75 - Executive editor, White House Editorial Office

1976-77 - Deputy Under Secretary of Agriculture for Congressional and Public Affairs

1977-81 - Staff consultant, U.S. House of Representatives

1981- - President, Headliner Editorial Service

Scope and Content Note

The Paul A. Theis Papers are mainly a collection of materials accumulated during Theis' 1960-74 tenure with the Republican National Congressional Committee where he served first as director of the radio-television division and subsequently as Director of the Division of Public Relations. Paul Theis served as Executive Editor in the White House Editorial Office from August, 1974 until January, 1976. The work of this office is better represented in the Theis-Orben Files.

The Republican National Congressional Committee was originally founded in 1866. Through the present time, the group's primary purpose was to help elect Republicans to the U.S. House of Representatives. Mr. Theis led his department in studies of political issues and trends and developed techniques for reaching the electorate in an effective manner. Specifically, the Division of Public Relations produced the committee's publications such as the weekly Newsletter, Speech of the Week, Issue of the Day, the Daily News Digest, and radio and television scripts. In addition, this division operated the Republican Telephone News Service which provided daily voiced statements by party leaders on current issues for broadcast use. The department conducted seminars for Representatives and helped candidates prepare press and campaign literature.

The bulk of the collection consists of campaign management and training literature dated from 1960 to 1974, although there is earlier and later material (much of the material is undated). It is a varied set of pamphlets, brochures, broadsides and workbooks that cover a broad range of topics dealing with the election of local, state and national candidates. Much of the material comes from the Republican National Committee. The American Medical Political Action Committee is also well represented in the papers. Most of the collection is notable as evidence of common techniques for campaign management during the era. Many items, however, are

also interesting for conveying the perception of women's role in the Republican Party of the 1950s and 1960s as well as the emerging role of African-Americans in party politics.

The Newsletter, in its modern iteration, was established while Mr. Theis headed the Public Relations Department. The format was revised and improved and came to be recognized as one of the most effective Party vehicles for communicating the Republican message. This collection includes copies of the Newsletter from 1965 to 1968.

The Theis papers also include miscellaneous correspondence and a complete set of the Weekly Presidential Mail Sample Reports that Mr. Theis received while on staff at the White House.

Related Materials (October 1999)

The Theis papers differ from most Ford Library collections in that they provide little information specific to the Ford Administration. President Ford was closely involved with the RNCC while a congressman, however, and continued to participate in their campaign and fundraising drives while Vice President and during his Presidency. Materials documenting his role are found in the Ford Congressional Papers and the Ford Vice Presidential Papers. The Hartmann Papers include several boxes of material from the RNCC, including issues of the Newsletter not found in the Theis Papers, as well as other RNCC publications and press releases.

Last Modified Date

2025-03-06

Correspondence File, 1966-75.

(Box 1, 0.1 linear feet)

Routine, miscellaneous correspondence including several letters from President Ford.

Arranged chronologically.

Box 1 - Correspondence Files

Status	Title
OPEN	1966-1975 Miscellaneous Correspondence

Status	Title
OPEN	1967-1968 Correspondence from President Ford
Campaign Management & Training Literature, undated.	

(Boxes 1-5, 1.5 linear feet)

Printed materials related to political campaigns including brochures, pamphlets, commercial advertising packets and training manuals.

Arranged alphabetically by title.

Box 1 (Continued) - Campaign Management and Training Literature (undated)

Status	Title
OPEN	21 Ways to Get More Votes
OPEN	25 Winning Ideas for Political Advertisers
OPEN	Advanced Political Data Survey
OPEN	Advertising Agencies
OPEN	Advertising That Won Elections Agriculture
OPEN	American Medical Political Action Committee (AMPAC) pamphlets
OPEN	Automation
OPEN	Ballot Security Organizers Guide
OPEN	Blueprint for Victory
OPEN	Boiler Room Operation
OPEN	Bring the Office to the People
OPEN	Broadcasting in a Political Campaign
OPEN	A Building Speaks
OPEN	Camp David (Map)
OPEN	Campaign Management and Training notes
OPEN	Campaign Management and Training Literature (Miscellaneous)
OPEN	Campaign Manager's Guideline
OPEN	Campaign Organizational Charts
OPEN	Campaign Research

Status	Title
OPEN	The Campaign Scheduler
OPEN	Campaign Technique Manual
OPEN	The Candidate's Announcement
OPEN	The Candidate's Support Committee (AMPAC)
OPEN	Citizen's Honest Elections Foundation Report Form
OPEN	Committee for the Re-election of Congressman Matthew V. Champion

Box 2 - Campaign Management and Training Literature (undated)

Status	Title
OPEN	Decision Making Information (DMI) - Computer Telegram & Letters Materials
OPEN	Derouinian for Congress
OPEN	Election Day Instructions
OPEN	Establishing a Ticket Price - Republican Fund Raising Dinner Guide
OPEN	Facts About Political Campaign Secrets...
OPEN	For Women Only - A Recipe for Inflation
OPEN	President Gerald Ford and WIN: The Voluntary Anti-Inflation Campaign
OPEN	Fund Raising by Mail
OPEN	Go Creative Advertisers Newspaper
OPEN	GOP/Ford Cartoon
OPEN	Graphics and Politics
OPEN	Graphics, Inc
OPEN	A Handbook of Basic Techniques in the Art of Smearing...
OPEN	Harris and Gallop Poll
OPEN	Have You Written to Your Congressman Lately
OPEN	The House and the Committee of the Whole House on the State of the Union
OPEN	How to Campaign Among Nationality Groups
OPEN	How to Elect the President and Vice President

Status	Title
OPEN	How to Organize a Leadership Training School
OPEN	How to Raise Funds for a Congressional Campaign
OPEN	How to Respect and Display Our Flag (USMC)
OPEN	How to Use Outdoor Advertising in a GOP Political Campaign
OPEN	Information on Reports Required From Candidates
OPEN	Is Your Image Showing? 10 Ways to Make Sure
OPEN	It's a Long Story...
OPEN	Mr. Johnson Promises to Pay
OPEN	Join the GOP Rebellion
OPEN	The Liberal Papers – Blueprint for Surrender
OPEN	Maxwell for Congress
OPEN	Meet Jim Dunn
OPEN	Meet George Kelley
OPEN	Memo on the 1970 Campaigns
OPEN	Miscellaneous Newspaper Clippings
OPEN	Mississippi Senator James O Eastland
OPEN	Mother Goose Goes to Washington

Box 3 - Campaign Management and Training Literature (undated)

Status	Title
OPEN	Neighbor to Neighbor Annual Drive – Any County, USA
OPEN	Official Publicity Manual – Republican National Committee (RNC)
OPEN	Opposition Research – RNC
OPEN	Organization for Victory
OPEN	The Party That Cares – The Democrats Care
OPEN	Photograph – Nixon/Agnew Campaign
OPEN	Photographs – Campaign Memorabilia
OPEN	Political Campaign Fund Raising
OPEN	Precinct Power
OPEN	Professional Campaign Techniques

Status	Title
OPEN	The Public Relations of a Political Campaign
OPEN	Public Relations Society of America
OPEN	Public Relations Tools...
OPEN	Q&A on Video Tape vs Film
OPEN	Raising Money for Politics
OPEN	Reaching the Young Voter
OPEN	Recommended Schedule for a Congressional Campaign
OPEN	The Redistricting Decision
OPEN	Re-Elect Congressman John A. Race
OPEN	Remarks at the Republican Candidates Conference - Television
OPEN	Republican Broadside - We've Had Enough
OPEN	Republican Candidates Campaign Literature
OPEN	Republican Candidate's Wives Manual [women in politics]
OPEN	Republican Congressional Committee - Congressional Candidate Questionnaire
OPEN	A Guide for Activity Among Nationality Groups - RNC
OPEN	Republican Worker's Manual - Work and Win
OPEN	Republicans Speak on Vital Problems
OPEN	The Win Rockefeller Story
OPEN	Rules of the House of Representatives - First Session, 95th Congress
OPEN	Sample Budget for Non-Incumbent
OPEN	Scheduling or Making the Most of a Candidate Visit to your County
OPEN	Phyllis Schlafy for Congress

Box 4 - Campaign Management and Training Literature (undated)

Status	Title
OPEN	Seminars in Campaign Management - Manual for Campaign Managers (1)-(4)

Status	Title
OPEN	Seminars in Campaign Management – Manual for Campaign Managers - annotated (1)-(4)
OPEN	Seminars in Campaign Management – District X Materials
OPEN	Seminars in Campaign Management – Miscellaneous Materials
OPEN	Seminars in Campaign Management – Miscellaneous Materials

Box 5 - Campaign Management and Training Literature (undated)

Status	Title
OPEN	Senior Citizen Campaign Checklist
OPEN	“A Sense of Mission” – by Rogers C. B. Morton
OPEN	A Study on the Effects of Mid-Term Elections on Marginal Congressional Candidates
OPEN	Tag Factors: The Incumbent
OPEN	Telephone Tips
OPEN	Telling the Story: A Guide to Better Press Relations
OPEN	The Ten Commitments
OPEN	There is a Difference
OPEN	John Tower Campaign Literature
OPEN	TV Radio Handbook for Political Candidates
OPEN	Typical Budget for a Non-Incumbent Congressional Candidate
OPEN	Unusual Things About Richard Nixon
OPEN	The Victory Road
OPEN	John Wald for Congress
OPEN	Who Me? A Politician?
OPEN	Why You Should Be Active in Politics
OPEN	Win With Advertising Specialties – MacDonald Associates
OPEN	Women in Politics – Study and Action Programs [women in politics]
OPEN	Work and Win

Status	Title
OPEN	"You" Series Pamphlets 1 -7 Women's Division Republican National Committee (1)-(2)

Campaign Management & Training Literature, (1949) 1960-1974 (1990).

(Boxes 5-15, 4.4 linear feet)

Printed materials related to political campaigns including brochures, pamphlets, commercial advertising packets and training manuals.

Arranged chronologically.

Box 5 (Continued) - Campaign Management and Training Literature (dated)

Status	Title
OPEN	11/30/49 - Public Relations in Municipal Government
OPEN	1952 - The Official Manual of the Democratic National Convention
OPEN	1954 - Blueprint for Victory
OPEN	1958 - A Guide to Your Television Appearance
OPEN	1958 - Republican Speakers Handbook
OPEN	1959 - The ABC's of Politics
OPEN	1959 - Women in the Public Service
OPEN	1/13-21/59 - School for Freshman - Orientation for New Members of Congress
OPEN	1/22/59 - A Road to Victory
OPEN	1960 - "The Meaning of Communism to America" by Richard Nixon
OPEN	1960 - Meeting the Challenges of the Sixties
OPEN	1960 - Nixon and Lodge Campaign Literature
OPEN	1960 - An Open Letter to Republican Neighborhood Workers
OPEN	1960 - Republican Platform
OPEN	1960 - What's Happening to Your Money
OPEN	1960 - Who Me? A Politician

Box 6 - Campaign Management and Training Literature (dated)

Status	Title
OPEN	1960 - Why You Should Go Into Politics
OPEN	1960 - Why You Should Vote Republican
OPEN	1960 - Worried About Old Age - Kennedy for President
OPEN	1960 - A Young Republican Project for GO-Power
OPEN	2/4/60- Women in Politics
OPEN	8/24/60 - Battle Line
OPEN	9/19/60 - Battle Line
OPEN	1961 - Are You a Shadow Voter
OPEN	1961 - Mobilization of Republican Enterprise
OPEN	1961 - The Negro Voter and the Republican Party (unidentified remarks) [role of African-Americans]
OPEN	2/26-3/7/61 - News Release-Republican National Committee
OPEN	3/1/61 - Battle Line
OPEN	3/1/61 - "Tom Kitten"
OPEN	3/5-7/61 - Ninth Annual Republican Women's Conference [women in politics]
OPEN	3/7/61 - How I Won an Industrial District
OPEN	1962 - A Fact Book for Republican Campaigners
OPEN	1962 - How To Use TV in a Political Campaign/Radio as a Political Instrument
OPEN	1962 - Just One Vote
OPEN	1962 - Precinct Education Program (1)-(2)
OPEN	1962 - Publicity Handbook-A Guide for Publicity Chairmen
OPEN	1962 - "The Ted Kit" Election Materials-Bruinsma for Congress
OPEN	1962 - Young Republicans National Federation Campaign Ideas
OPEN	2/62 - Selling the GOP
OPEN	4/62 - FCC Letter re: Equal Time

Status	Title
OPEN	4/22/62 – Anatomy of a Victory-How Rumsfeld Won Out
OPEN	5/29/62 – Eisenhower Letter to Gil Robinson
OPEN	9/62 – From One Older American...To Another
OPEN	1963 – The Republican Clubwomen’s Leadership Manual
OPEN	1963 – What Government Should Know About Advertising

Box 7 - Campaign Management and Training Literature (dated)

Status	Title
OPEN	1/14-21/63 – Seminars for New Members of the 88th Congress
OPEN	4/30/63 – Media Fact Book for the Republican National Committee
OPEN	1964 – FAIR Memo-Republican National Committee
OPEN	1964 – Goldwater Campaign Literature
OPEN	1964 – How to Win: A Handbook for Political Education
OPEN	1964 – Political Broadcasting: What’s It’s Impact on Elections?
OPEN	1964 – Precinct Action Course
OPEN	1964 – Radio Scripts and Production Notes
OPEN	1964 – Republican Convention Telephone Directory
OPEN	3/64 – The Reporter of Direct Mail Advertising
OPEN	7/14/64 – Republican Party Platform
OPEN	8/64 – Marketing a Political Candidate
OPEN	10/25-31/64 – Liberty Week Speakers Kit
OPEN	1965 – Campaign Literature for John Lindsay
OPEN	1966 – Absentee Voters Kit
OPEN	1966 – Campaign Communications: AT&T
OPEN	1966 – Campaign Management
OPEN	1966 –Campaign Record Making Kit (1)-(2)

Box 8 - Campaign Management and Training Literature (dated)

Status	Title
OPEN	1966 – Confidential: For Republican Ears Only

Status	Title
OPEN	1966 - Democratic Route to Victory: Registration and get Out the Vote Material
OPEN	1966 - Every One Counts: The Democratic Handbook
OPEN	1966 - The GOP Leader's Manual
OPEN	1966 - How to Organize a Political Fund-Raising Drive In Your Business
OPEN	1966 - How to Win: AFL-CIO Committee on Political Education
OPEN	1966 - Is Politics Your Job?
OPEN	1966 - The Knoxville Journal Broadside - Profit Out of Poverty
OPEN	1966 - Miscellaneous Campaign Materials
OPEN	1966 - National Association of Manufacturers: Precinct Power Seminar
OPEN	1966 - Natl Assoc of Manufacturers: New Tax Restrictions on Political Fund Raising
OPEN	1966 - So You Want Political Power
OPEN	1966 - Trends in Public Opinion
OPEN	1966 - What Happens in Off Year Elections
OPEN	1966 - When to Register and Vote
OPEN	1966 - Why Should Negroes Vote for Republicans Not Democrats [role of African-Americans]
OPEN	1966 - Why Vote? The ABC's of Citizenship
OPEN	1966 - Women's National Republican Club
OPEN	1966 - Women's National Republican Club School of Politics [women in politics]
OPEN	1/31/66 - Factual Campaign Information
OPEN	3/66 - Republican Campaign Management Seminar - New Haven, Connecticut
OPEN	3/1/66 - More Ways to Win
OPEN	4/1/66 - Campaign Tips: Announcing the Campaign

Status	Title
OPEN	5/66 – Republican Organization Manual: Precinct Organization Guide
OPEN	5/66 – Republican Women’s Conference
OPEN	6/21/66 – Electronic Data Processing and Politics
OPEN	7/66 – Senator Bob Griffin Reports

Box 9 - Campaign Management and Training Literature (dated)

Status	Title
OPEN	7/10/66 – Where the Votes Are
OPEN	9/66 – How to be a Successful Candidates Wife
OPEN	9/8/66 – Campaign Tips: Negro Voters [role of African-Americans]
OPEN	9/16/66 – National Republican Congressional Committee Chairman’s Bulletin
OPEN	10/30/66 – The Washington Post – A Primer for Candidates
OPEN	12/66 – Meetings and Conventions: Meeting Manual
OPEN	1966-1968 – Fund Raising Letters
OPEN	1967 – Chamber of Commerce of the United States Campaign Material
OPEN	1967 – Fair Opportunities...Go to the Fair – It’s Fun
OPEN	1967 – The Ten Outstanding Public Relations Case Histories of the Year
OPEN	1967 – United Republicans of America
OPEN	1967 – Ways to Win
OPEN	1/17/67 – The Republican Answer
OPEN	3/6/67 – A History of the Democratic Party
OPEN	5/67 – The Art of Winning Elections (1)-(2)
OPEN	5/67 – Seminar: A Political Electronic Data Processing System
OPEN	6/3-4/67 – AMPAC National Workshop

Box 10 - Campaign Management and Training Literature (dated)

Status	Title
---------------	--------------

OPEN	6/16/67 - Electronic Data Processing Training Conference
OPEN	6/16/67 - Total Political EDP System
OPEN	1967-1968 - Seminars in Campaign Management: Schedules and Procedures
OPEN	1967-1968 - Seminars in Campaign Management: The Manual (1)-(2)
OPEN	1967-1968 - Seminars in Campaign Management: The Exercises
OPEN	1967-1968 - Seminars in Campaign Management: The District (1)-(3)
OPEN	1967-1968 - Seminars in Campaign Management: Misc. Worksheets and Notes
OPEN	1967-1973 - Miscellaneous Newspaper Articles
OPEN	1967 - Advertising Ideas
OPEN	1968- Beware the Witching Hours

Box 11 - Campaign Management and Training Literature (dated)

Status	Title
OPEN	1968 - Campaign Communications Institute of America
OPEN	1968 - Campaign Research Techniques
OPEN	1968 - Cartops Campaign Products
OPEN	1968 - Democratic Campaign Material: Democratic Fact Book
OPEN	1968 - Democratic Campaign Material: Democratic National Committee
OPEN	1968- Democratic Campaign Material: Hubert H. Humphrey Remarks
OPEN	1968 - Democratic Campaign Material: Miscellaneous
OPEN	1968 - Democratic Campaign Material: Nixon
OPEN	1968 - Democratic Campaign Material: Operation Support (1)-(2)
OPEN	1968 - Focus Magazine Excerpts
OPEN	1968 - Life Magazine Political Advertising
OPEN	1968 - Nixon-Agnew Advertising Campaign Materials

Status	Title
OPEN	1968- Nixon-Agnew Campaign Materials
OPEN	1968 - Nixon-Agnew Campaign Pamphlets
Box 12 - Campaign Management and Training Literature (dated)	
Status	Title
OPEN	1968 - Political Campaign Advertising
OPEN	1968 - "Polling" Articles
OPEN	1968 - Spring Catalog of Republican Campaign Materials
OPEN	1968 - Women For a Republican Congress
OPEN	2/68 - In '68 Communicate
OPEN	2/16/68 - Campaign Organization: Public Relations Director
OPEN	2/19/68 - Nixon News
OPEN	3/9-10/68 - AMPAC Nat'l Workshop: 1968 As Seen by the Press
OPEN	3/9-10/68 - AMPAC Nat'l Workshop: Candidate Support Committees
OPEN	3/9-10/68 - AMPAC Nat'l Workshop: The Congressional Challenge
OPEN	3/9-10/68 - AMPAC Nat'l Workshop: Political Public Relations
OPEN	3/9-10/68 - AMPAC Nat'l Workshop: Remarks by Samuel Lubell
OPEN	3/9-10/68 - AMPAC Nat'l Workshop: Supporting Candidates
OPEN	3/15/68 - Political Success: Press Relations
OPEN	5/10/68 - Public Relations Seminar- Chicago, IL
OPEN	5/15/68 - Gallop Poll on Political Attitudes of Young People
OPEN	6/68 - District X Training Document
OPEN	6/20-23/68 - GOP Republican Candidates Conference
OPEN	6/20-23/68 - GOP Republican Candidates Conference: Win it With Youth Power
OPEN	6/21/68 - You're In It - Let's Win It
OPEN	7/68 - District X Congressional Study Training Document

Status	Title
OPEN	8/1/68 – Roll Call – Political Publicity
OPEN	8/8/68 – Richard Nixon Presidential Nomination Acceptance Speech
OPEN	1968-1969 – Votes Unlimited Campaign Specialties
OPEN	1969 – Generations Apart: CBS Reports
OPEN	1969– Mid-west Advertising
OPEN	1969 – The Battle Against Vote Fraud

Box 13 - Campaign Management and Training Literature (dated)

Status	Title
OPEN	3/4-11/19/69 – The California Poll
OPEN	10/69 – Research Techniques for Republican Campaigns
OPEN	1970 – The Bush Bandwagon
OPEN	1970– Campaign Communications Institute of America
OPEN	1970 – Campaign For A Candidate’s Wife [women in politics]
OPEN	1970 – A Congressional Candidate’s Urban Issues Portfolio
OPEN	1970 – Congressman John Roussilot Campaign Literature
OPEN	1970 – Financing Campaigns for Congress
OPEN	1970 – Women For A Republican Congress
OPEN	1/70 – Cost of Education Index 1969-70
OPEN	4/15-18/70 – Republican Leadership Conference
OPEN	5/1/70 – Campaign Management: Expertise Brings Dollars
OPEN	6/70 – Decision Making Information: District X Survey
OPEN	6/70-1/71 – Campaign Insight
OPEN	6/8-11/70 – Republican Candidates Conference
OPEN	9/25/70 – Campaign ’70 Newsletter
OPEN	11/70 – The Robert Lynn Report
OPEN	11/25/70 – Fair Campaign Practices
OPEN	12/7/70 – Sports Illustrated “The Making of a Quarterback”
OPEN	12/14/70 – Republican Governor’s Meeting
OPEN	1971 – Gallop Poll: Attitudes of Youth

Status	Title
OPEN	1971- Harvesting Machine For Ideas: Memory Hooks and Creativity Prods
OPEN	1971 - Our American Government
OPEN	1971 - Participation in the Presidential Election of 1960, 1964 and 1968
OPEN	1971 - Politeia
OPEN	1971 - Where High School Youth Stand on Current Issues

Box 14 - Campaign Management and Training Literature (dated)

Status	Title
OPEN	1/71 - A Report on the Public's Reaction to Political Advertising
OPEN	2/71 - Behind the 1970 Elections
OPEN	2-5/71 - Department of Commerce News
OPEN	3/71 - Campaign Finances
OPEN	3/3-8/71 - Population Characteristics
OPEN	5/71 - Party Platforms as National Plans
OPEN	6/7/71 - The Executive Letter
OPEN	7/23/71 - RNC Delegates and Organization Comm: Delegate Selection Procedures
OPEN	8/18/71 - 18 to 20 Year Old Vote
OPEN	9/14/71-1/4/72 - Politics Today
OPEN	11/5/71 - Population Change and Congressional Representation
OPEN	11/28/71 - The Washington Post Gallop Poll: 68 Million Democrats
OPEN	12/71 - Characteristics of New Voters: 1972
OPEN	12/71 - PR in Washington
OPEN	1972- Administrative Obstacles to Voting
OPEN	1972 - Alf Adams for Congress
OPEN	1972 - Candidates Conference: Wives and Family Panel
OPEN	1972 - Election 1972: The Encyclopedia Americana

Status	Title
OPEN	1972 - Federal Regulation of Campaign Finance: Some Constitutional Questions
OPEN	1972 - Benjamin Gilman for Congress Campaign Literature
OPEN	1972 - Handbook for Democratic Candidates
OPEN	1972 - Politeia
OPEN	1972 - Political Campaign Advertising and Advertising Agencies
OPEN	1972 - A Politician's Guide to the Art of Self-Defense
OPEN	1972 - Reapportionment: Law, Politics, Computers

Box 15 - Campaign Management and Training Literature (dated)

Status	Title
OPEN	1972 - Republican National Convention: Process of Delegate Selection
OPEN	1972 - Selection of Delegates and Presidential Preference Primaries
OPEN	1972 - Special Report From the Democratic Natl Comm: The Nixon Presidency
OPEN	1972 - Where the Voters Are
OPEN	1/72 - Characteristics of American Youth: 1971
OPEN	1/72 - Election Guide 1972
OPEN	1/72 - Nomination and Election of the President & Vice President of the U.S.
OPEN	1/72 - Political Mood of the Nation at the Start of the 1972 Campaign
OPEN	1/2/72 - New '72 Voter: Single, Working Girl [women in politics]
OPEN	3/72 - Challenge
OPEN	3/72 - Projections of the Population of Voting Age For States: November 1972
OPEN	3/31/72 - Media Relations Instructors Manual
OPEN	6/72 - Campaigning on TV
OPEN	6/72 - Is Your Hat in the Ring?

Status	Title
OPEN	6/26/72 – Four Votes for the President
OPEN	6/29-7/2/72 – GOP Candidates Conference
OPEN	8/72 – Financial Management System for Political Campaigns
OPEN	8/3/72 – Attribution on Political Pamphlets and Literature
OPEN	11/5/72 – Last Straws for the Grasping Voter
OPEN	1973- How to Make Our Democracy Work by 1976
OPEN	1973 – Trends in Campaign Spending in California 1958-1970
OPEN	1/73 – Professional Telephone Politics
OPEN	11/73 – If You Want Air Time
OPEN	1974- Photographs of Gerald R. Ford
OPEN	1974 – Republican Congressional Committee Speech Kit
OPEN	1974 – U.S. House of Representatives: Broadcasting House and Senate Proceedings
OPEN	2/74 – Factual Campaign Information
OPEN	6/25-28/74 – Republican Candidates Conference: Debating Techniques
OPEN	1975- U.S. House of Representatives: A Clear Message to the People
OPEN	6/20/75 – The Vanishing Voter
OPEN	1976- Congressional Budget Office Responsibilities and Organization

Box 16 - Campaign Management and Training Literature (dated)

Status	Title
OPEN	1976 – U.S. House of Representatives: Automated Information Resources
OPEN	1976 – U.S. House of Representatives: The Feasibility of a Congressional Staff Journal
OPEN	1976 – Volunteer Handbook
OPEN	4/76 – The Campaign Letter

Status	Title
OPEN	4/76 – Manual on Legislative Procedure in the U.S. House of Representatives
OPEN	7/76 – Congressional Oversight
OPEN	8/19/76 – President Gerald Ford’s Acceptance Speech
OPEN	11/12/76 – Heritage Group’s Report to the President
OPEN	1977– U.S. House of Representatives: Computer Terminal Equipment
OPEN	1977 – U.S. House of Representatives: Contracting Support Information Services
OPEN	1977 – U.S. House of Representatives: Electronic Voting System
OPEN	1977 – U.S. House of Representatives: House Information Systems
OPEN	1977 – U.S. House of Representatives: Televising the House
OPEN	1977 – The White House
OPEN	8/14/77 – The Washington Post: How Civil Servants Undercut Presidential Appointees
OPEN	1/9/78 – Ford’s Shadow Government
OPEN	1/23/78 – Bryce Harlow
OPEN	1980 – How Our Laws Are Made
OPEN	3/80 – How to Testify Before Congress
OPEN	1981 – Pictorial Guide of the United States Capitol
OPEN	1985 – The Daily Mirror: VE Day Commemorative
OPEN	1988 – 25 Ways to Lose an Election
OPEN	7/90 – A Mason Meets Solidarity
OPEN	12/1/90 – House of Representatives in Changing Times – House Parliamentary Procedures

Newsletter of the Republican National Congressional Committee.

(Boxes 16-18, 1.0 linear feet)

The collection is continuous from 1965-1968.

Arranged chronologically.

Box 16 (Continued) - Newsletter of the Republican National Congressional Committee

Status	Title
OPEN	July 31, 1964
OPEN	January - May 1965
OPEN	June - November 1965

Box 17 - Newsletter of the Republican National Congressional Committee

Status	Title
OPEN	January - May 1966
OPEN	June - September 1966
OPEN	January - April 1967
OPEN	May - August 1967
OPEN	September - December 1967
OPEN	January - December 1967
OPEN	January - April 1968

Box 18 - Newsletter of the Republican National Congressional Committee

Status	Title
OPEN	May - September 1968
OPEN	August 12, 1974 and September 9, 1974

White House Weekly Presidential Mail Sample Reports, 1974-76.

(Boxes 18-21, 1.4 linear feet)

Samples of mail sent by the electorate to President Ford expressing opinions, pro and con, regarding current national issues.

Arranged chronologically.

Box 18 (Continued) - White House Weekly Presidential Mail Sample Reports

Status	Title
OPEN	December 6, 1974 - Correspondence
OPEN	January 10, 1975

Status	Title
OPEN	January 17, 1975
OPEN	February 14, 1975
OPEN	February 21, 1975
OPEN	February 28, 1975
OPEN	March 7, 1975
OPEN	March 14, 1975
OPEN	March 21, 1975
OPEN	March 25, 1975
OPEN	April 4, 1975

Box 19 - White House Weekly Presidential Mail Sample Reports

Status	Title
OPEN	April 11, 1975
OPEN	April 18, 1975
OPEN	April 25, 1975
OPEN	May 2, 1975
OPEN	May 10, 1975
OPEN	May 16, 1975
OPEN	May 23, 1975
OPEN	June 6, 1975
OPEN	June 13, 1975
OPEN	June 20, 1975
OPEN	June 22, 1975
OPEN	June 27, 1975

Box 20 - White House Weekly Presidential Mail Sample Reports

Status	Title
OPEN	July 4, 1975
OPEN	July 25, 1975 (1)
OPEN	July 25, 1975 (2)
OPEN	July 25, 1975 - outgoing
OPEN	August 8, 1975
OPEN	August 15, 1975

Status	Title
OPEN	August 22, 1975
OPEN	August 29, 1975
OPEN	September 1975
OPEN	September 12, 1975
OPEN	September 19, 1975
OPEN	September 26, 1975

Box 21 - White House Weekly Presidential Mail Sample Reports

Status	Title
OPEN	October 3, 1975
OPEN	October 10, 1975
OPEN	October 17, 1975
OPEN	October 24, 1975
OPEN	October 31, 1975
OPEN	November 7, 1975
OPEN	November 14, 1975
OPEN	November 21, 1975
OPEN	November 28, 1975
OPEN	December 12, 1975
OPEN	December 19, 1975
OPEN	January 9, 1976
OPEN	January 12, 1976 - Memo "1975 Presidential Correspondence"

Audiovisual Materials Transferred from the Textual Collection

Audiovisual materials transferred from the Paul A. Theis Papers consist of photographs and two 33 1/3 rpm phonograph record kits. The White House Photo Office and Smithsonian Institution photographs herein are in the public domain. The copyright status of other items, if known, is indicated in brackets []. Restrictions may exist on the use and reproduction of copyrighted materials.

The items are listed below, with a brief description. Bolded headings correspond to the box and folder in the textual portion of the Theis Papers from which these

materials were transferred. GRF refers to President Gerald R. Ford; BF refers to First Lady Betty Ford.

The majority of materials pertain to political campaigns and strategies, though there are photographs relating to the first year of the Ford Administration.

Box 3, Folder: "Undated - photograph - Nixon/Agnew Campaign"

Status	Title
OPEN	Folder 1 - 1999-NLF-011-001

Box 3, Folder: "Undated - Campaign Memorabilia"

Status	Title
OPEN	Folder 2 - Accession Number: 1999-NLF-011-001 - Nutcracker in shape of man's head, with mouth slightly ajar. [Smithsonian Institution Negative # 48194D].
OPEN	Folder 3 - Accession Number: 1999-NLF-011-003 - Nutcracker in shape of man's head, with mouth closed. [Smithsonian Institution Negative # 48194E].
OPEN	Folder 4 - Accession Number: 1999-NLF-011-004 - Paper lantern, decorated with stars and stripes and the profile of Rutherford B. Hayes. [Smithsonian Institution Negative # 49927F].
OPEN	Folder 5 - Accession Number: 1999-NLF-011-005 - Paper lantern, decorated the image of an eagle sitting atop a shield and clutching an olive branch. [Smithsonian Institution Negative # 46685B].
OPEN	Folder 6 - Accession Number: 1999-NLF-011-006 - Campaign artifact, labeled "1920 Campaign Winner" and showing the figure of a man alternatively posed normally and then with devil-like appendages. [Smithsonian Institution Negative # 48193K].
OPEN	Folder 7 - Accession Number: 1999-NLF-011-007 - Campaign artifact, showing the figure of a man with a tail [Smithsonian Institution Negative # 48194B].

Status	Title
OPEN	Folder 8 - Accession Number: 1999-NLF-011-008 - Campaign artifact promoting William Jennings Bryan, showing Bryan's picture and the figure of a donkey with the slogan "Pull For Your Candidate For President." [Smithsonian Institution Negative # 48191P].
OPEN	Folder 9 - Accession Number: 1999-NLF-011-009 - Campaign medal for one of the campaigns of William Jennings Bryan. [Smithsonian Institution Negative # P65190].
OPEN	Folder 10 - Accession Number: 1999-NLF-011-010 - Various campaign buttons from the campaigns of Dwight D. Eisenhower ("I Like Ike"). [Smithsonian Institution Negative # 49506-144].
OPEN	Folder 11 - Accession Number: 1999-NLF-011-011 - Campaign cigarette packs; with Eisenhower and Stevenson photos and "I Like Ike" and "Stevenson for President" graphics on covers [Smithsonian Institution Negative # 51160]].

Box 7, Folder: "Campaign Record Making Kit" (1) - (2)

Two Your Record-Making Kit.for "Winning Elections" produced by Vantage Recording Company, Chicago, IL. Included are kit covers and kit contents: sample recordings, 33 1/3 RPM phonographs on thin plastic. The record sleeves and further instructions for how to make and use records in political campaigns is included in the corresponding folder in the Theis Papers, textual division. Kit (1) contains 8 recordings, see A through H below. Kit (2) contains 9 recordings, see I through Q below

Status	Title
OPEN	Folder 12 - Accession Number: 1999-NLF-011-012(A) - Musical Excerpts from the film MICH-I-GAN-I-A [Consumers Power Co.]
OPEN	Folder 13 - Accession Number: 1999-NLF-011-012(B) - How to Make an Appointment, record 1 of 6" [American Plywood Association Sales Training Program]

Status	Title
OPEN	Folder 14 - Accession Number: 1999-NLF-011-012(C) - The More You Display The More You Sell: Rexall Drug Co.: Lesson 4 with Rexall Repertory Players [Rexall Drug Co.]
OPEN	Folder 15 - Accession Number: 1999-NLF-011-012(D) - Chairman of the Board Kenton R. Cravens Speaks to the Stockholders, 1/1984 [Mercantile Trust Company]
OPEN	Folder 16 - Accession Number: 1999-NLF-011-012(E) - The 1965 Profit Sharing Story by Robert Galvin, Trustee, [Motorola Employees' Saving & Profit Sharing Fund, 3/1966 [Motorola, Inc.]
OPEN	Folder 17 - Accession Number: 1999-NLF-011-012(F) - Mary Poppins with Julie Andrews and Dick Van Dyke, Side One; [Richard and Robert Sherman, Walt Disney, Inc.]”
OPEN	Folder 18 - Accession Number: 1999-NLF-011-012(G) - The Funeral of Sir Winston Churchill with excerpts from his speeches, 1/30/1965, an 8/1965 NG issue [National Geographic]
OPEN	Folder 19 - Accession Number: 1999-NLF-011-012(H) - The People of Dun & Bradstreet from J. Wilson Newman [Dun & Bradstreet]
OPEN	Folder 20- Accession Number: 1999-NLF-011-012(I) - A Message from Jack Gibbs, candidate for Chairman, Republican State Central Committee”
OPEN	Folder 21 - Accession Number: 1999-NLF-011-012(J) - Charles H. Percy goes on record: A special message to Republican Committeemen
OPEN	Folder 22 - Accession Number: 1999-NLF-011-012(K) - Cherry Hill Guardians Go On Record – Vote May 14, Column 4 for all 5
OPEN	Folder 23 - Accession Number: 1999-NLF-011-012(L) - Glenn’s Day of History, narrated by Paul Rogers, 2/20/1962
OPEN	Folder 24 - Accession Number: 1999-NLF-011-012(M) - V-I-P Program ’64: Gov. George Romney, Arthur G. Elliot, Jr. [Republican State Central Committee]

Status	Title
OPEN	Folder 25 - Accession Number: 1999-NLF-011-012(N) - A Message from Judge Edward W. Lawrence, Municipal Judge of Madison Heights
OPEN	Folder 26 - Accession Number: 1999-NLF-011-012(O) - Sounds of the Toronado: A story in sound about Oldmobile's new- one- of- a- kind car; side 2: John "Shorty" Powers takes you on a musical ride in the spacious '66 rocket action Oldsmobiles [Oldsmobile]
OPEN	Folder 27 - Accession Number: 1999-NLF-011-012(P) - The People of Dun & Bradstreet from J. Wilson Newman
OPEN	Folder 28 - Accession Number: 1999-NLF-011-012(Q) - The Brazil Story [World Radio]

Box 15, Folder: 1974 Photographs of Gerald R. Ford

White House Photographs featured in proof-sheets for a pamphlet entitled President Gerald R. Ford, A Collection of Photographs: 1974. The proof sheets are included in the folder, and provide captions and White House Photo Office (WHPO) numerical identification for each photo. WHPO photographs are in the public domain.

Status	Title
OPEN	Folder 29 - Accession Number: 1999-NLF-011-013 - GRF greeting crowds in Tokyo, with Japanese and American flags in view. Captioned "GF greets Tokyo crowds." Dated 19 Nov 1974. [WHPO # A1980-18]
OPEN	Folder 30 - Accession Number: 1999-NLF-011-014 - GRF and Henry Kissinger trying on shoes with the help of Japanese shoe salesmen. Captioned "GF & Kissinger at Imperial Grounds before going to Nijo Cast." [WHPO # A2012-24]
OPEN	Folder 31 - Accession Number: 1999-NLF-011-015 - GRF eating lunch and talking with American troops. Captioned "With soldiers at Camp Casey, South Korea." Dated 22 Nov 74. [WHPO # A2109-21A]

Status	Title
OPEN	Folder 32 - Accession Number: 1999-NLF-011-016 - GRF and Nelson Rockefeller looking over notes and reports. Captioned "GF and Rockefeller in Oval Office." [WHPO # A1898-29A]
OPEN	Folder 33 - Accession Number: 1999-NLF-011-017 - GRF at a meeting. Uncaptioned. [WHPO # A0572-18A]
OPEN	Folder 34 - Accession Number: 1999-NLF-011-018 - GRF delivering a speech in the White House Rose Garden. Captioned "Rose Garden Press Conf." [WHPO # A1320-08A]
OPEN	Folder 35 - Accession Number: 1999-NLF-011-019 - GRF delivering an address. Captioned
OPEN	Folder 36 - Accession Number: 1999-NLF-011-020 - GRF delivering a speech before a large audience; first rows of listeners appear to be high school cheerleaders. Captioned "Greeting crowd in Michigan." Dated 29 Oct 1974. [WHPO #A1668-29]
OPEN	Folder 37 - Accession Number: 1999-NLF-011-021 - GRF signing a document, with many men standing behind him in the White House Rose Garden. Captioned "Signing pension bill in Rose Garden." [WHPO # A0489-4A]
OPEN	Folder 38 - Accession Number: 1999-NLF-011-022 - GRF and with Brezhnev wearing fur hats. Captioned "GF & Brezhnev at arrival in U.S.S.R." [WHPO # A0078-12]
OPEN	Folder 39 - Accession Number: 1999-NLF-011-023 - GRF and BF at the swearing in of Gerald Ford as the 38th president of the United States. Dated 9 Aug 74 [WHPO # A001-19]
OPEN	Folder 40 - Accession Number: 1999-NLF-011-024 - GRF and BF at the swearing in of Gerald Ford as the 38th president of the United States. Dated 9 Aug 74 [WHPO # A001-19]