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# NEWS



U. S. DEPARTMENT OF LABOR  
OFFICE OF INFORMATION, WASHINGTON, D. C. 20210

*Senior Citizens (Women)*  
*new file*

USDL--11-206

FOR IMMEDIATE RELEASE  
Tuesday, May 5, 1970

Eleanor Coakley  
961-2188



The concerns of the Senate Special Committee on Aging are especially important for women, Mrs. Elizabeth Duncan Koontz, Director of the Women's Bureau, U.S. Department of Labor, told the Committee today at hearings on "Economics of Aging: Toward a Full Share in Abundance."

She pointed out that the life expectancy of women is increasing more than that of men. Men born in 1920 could expect to live 53.6 years and women 54.6 years--a difference of only one year. In 1967 the life expectancy of women was 74.6 years and that of men 66.6 years, a difference of 7 years.

Mrs. Koontz said the disparity between the earnings of women and men results in lower Social Security benefits for women. The median earnings of full-time, year-round women workers in 1968 were \$4,457 compared with \$7,664 for men. In 1967, the average retired male worker received \$92.50 per month in Social Security benefits, but for women workers the average allotment was \$71.90

Some 10,501,000 women aged 55 or older are "women on their own"--widowed, divorced, separated or single, she said.

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Text of her testimony is attached.

Statement of  
Elizabeth Duncan Koontz  
Director, Women's Bureau  
U.S. Department of Labor  
Before the  
Special Committee on Aging  
United States Senate; final hearings on  
"Economics of Aging: Toward a Full Share in Abundance"  
May 5, 1970



Mr. Chairman and Members of the Committee:

As Director the Women's Bureau of the Department of Labor I am pleased to have the opportunity to appear before this important Senate Committee on Aging.

In the Women's Bureau we receive numerous letters every year from middle-aged and older women seeking help to enter or reenter the labor force. Many are in dire economic circumstances--some recently widowed, others finding the monthly social security payment totally inadequate to meet bare necessities at a time of spiraling costs for food, shelter, transportation and medical care. Many have, unfortunately, already been victimized by fraudulent advertisements inviting them to earn money by addressing envelopes at home. They do not know where to turn to supplement their meager incomes.

We have read with great interest the Working Papers prepared for this Committee. We note, however, that the data presented is largely related to "males" only. For that reason, we especially welcome the opportunity afforded by your invitation, to supplement the record with respect to women. We will also avail ourselves of your offer to submit more extensive information within the month before the record is closed.

This statement will therefore be briefer than the scope of the problem warrants and will be purely factual.

One reason the concerns of this Committee are especially important for women is that the life expectancy of women is increasing more than that of men. The life expectancy of men born in 1920 was 53.6 years and for women, 54.6 years--only one year difference. However, by 1967, whereas the life expectancy of men had increased by 13 years that of women had increased by 20 years.

Another important difference between men and women in relation to their relative capacity to attain "a full share of abundance" is the earnings gap in our economy between men and women workers. The median earnings of full-time, year-round women workers in 1968 were \$4,457 compared with \$7,664 for men. Women earned only 58 percent as much as men. This earning gap is, in fact, widening. Back in 1955 women earned 64 percent as much as men.

This disparity between the earnings of women and men results in lower Social Security benefits for women. When this fact is combined with a longer post-retirement life for women, we understand why so many women face a long period of life with economic resources inadequate, in many cases, to provide a livelihood above the poverty level. In 1967, the average retired male worker received \$92.50 per month in Social Security benefits, but for women workers the average allotment was only \$71.90. More than half of all retirees with benefit payments of less than \$70.00 per month in 1967 were women. On the average the retirement benefit of women workers was 76 percent of the average amount for men.



I want to call attention also to the special problems of widows in our society. I have already indicated the greater longevity of women which inevitably means a steadily increasing number of widows. The number of widows aged 55-64 in March 1969, was almost 2 million (1,994,000). There were over 6 million (6,078,000) aged 65 and over--altogether just over 8 million (8,072,000) women aged 55 and over who were widows in 1969. If you add to that figure, the number of older single women, plus women who are divorced or separated, the total of "women on their own" who are aged 55 or older comes to  $10\frac{1}{2}$  million (10,501,000) persons--no insignificant number. The average benefit payment in 1967 under Social Security for widows labelled "aged" was \$75.20. It is no wonder that the Women's Bureau receives so many requests for help in finding jobs--requests from mature women who "can no longer hold body and soul together," as several correspondents have put it.

The Women's Bureau noted with great interest the conclusions of your Task Force Report concerning needed changes in the Social Security System. We are not in a position at this time to comment on these recommendations. However, I would like to call your attention to the Report of a Task Force on Social Insurance and Taxes adopted by the Citizens' Advisory Council on the Status of Women--a Council appointed by the President. I submit it for the record.\*

Unlike men, many of the women aged 45 and over who are seeking to improve their economic status by securing a job have little or no recent work experience. They need training and retraining for today's labor

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\*Additional statistical data relative to women will be found on pages 55-71.

market. They also need special projects designed to utilize their special skills in community service occupations at regular part-time or full-time work. The Labor Department through its Operation Mainstream, Manpower Development and Training programs and other such projects has been striving to provide job training and employment opportunities for all our people. The number of women aged 45 and over who are benefitting from these programs is, however, small.

In response to the expressed need of middle-aged and older women seeking to return to the labor force without adequate "know-how," the Women's Bureau published a pamphlet "Jobfinding Techniques for Mature Women" in February 1970. In 1969, we prepared a bulletin entitled "How You Can Help Reduce Barriers to the Employment of Mature Women." The response to both these publications has exceeded expectations. Copies are presented herewith for the Committee's use, but are not being presented as a part of the official record.

We trust the above data will be helpful to the Committee in its overall study of "Economics of Aging: Toward a Full Share in Abundance."

# # # # #



Republican  
National  
Committee.

*Senior  
Citizens*

April 1, 1970

*file*

The Honorable  
Gerald R. Ford, Jr.  
House of Representatives  
Washington, D. C.

Dear Mr. Ford:

Thank you very much for sending a representative to our recent Congressional Seminars on Senior Citizens. The participation by those in attendance during the question and answer period was most helpful to us and I hope produced some ideas that may prove useful during the coming campaign.

I am enclosing our latest brochure entitled, "The Margin of Victory", which is designed as an aid to Party workers at the county and precinct levels. If you like the brochure and wish to order a quantity, they may be obtained from the printer under conditions described on the last page.

We do hope that your schedule will permit you to hold a Senior Citizens forum sometime in May, which is Senior Citizens month, and we are enclosing a copy of a format that has been used successfully by many Congressmen.

Please do not hesitate to let us know what we can do to assist you in your campaign plans among Senior Citizens.

With all good wishes,

Sincerely,

*Bernard S. Van Rensselaer*

Bernard S. Van Rensselaer  
Director  
Senior Citizens Division

Enclosures:

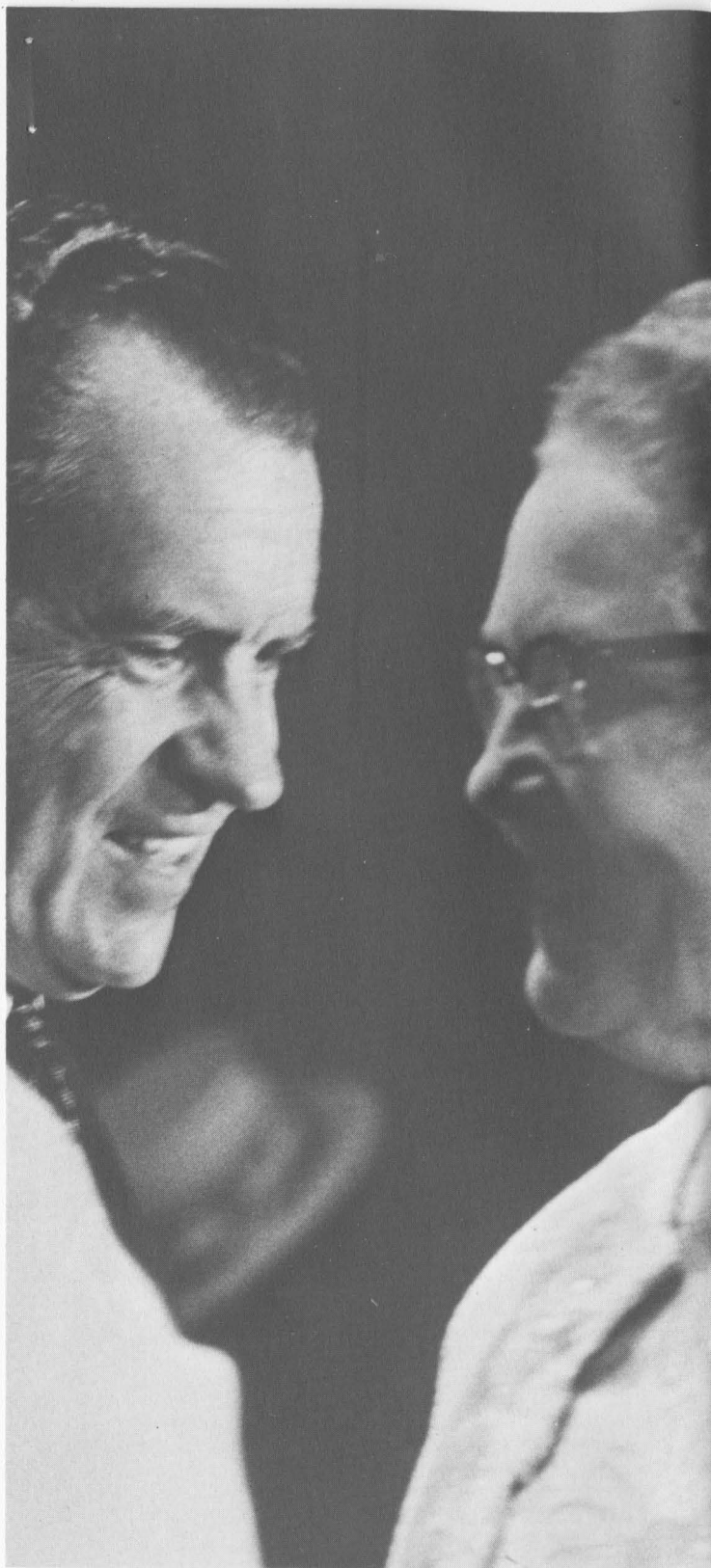
1. Brochure
2. Format

# THE MARGIN OF VICTORY.

A guidebook on  
how to reach the  
20,000,000 potential  
voters over  
the age of 65.







**No** candidate who wants to win would ever knowingly insult a voter.

No candidate who wants to win would knowingly overlook a valuable source of volunteer manpower or ignore the problems of constituents.

And yet, in every recent election, too many Republican candidates have ignored that large and growing body of Americans who have reached the retirement age. To ignore them is to insult them—which costs votes. And to ignore them is to overlook a valuable source of voluntary manpower—which could deny us more potential votes.

This booklet has been prepared to point out to every Republican candidate and worker the significance of the older Americans and their votes—to indicate why their votes should be sought—to indicate how their votes should be sought—to indicate where their votes should be sought—and to encourage every candidate and worker to reach out to America's older citizens.

In no campaign is there enough time to do everything. Each project must be measured against every other to establish priorities. You will find that few will yield better results than careful attention to the needs, the interests, and the votes of America's older citizens.

### **How many are there?**

The size of the senior citizen population varies substantially from State to State. In Florida, one voter out of four is over 65. In Alaska, only one out of twenty-five is over 65.

But, with the exception of Hawaii and Alaska, in every State—and in practically every election district of every State—between ten and twenty percent of the potential voters are 65 years old or older.

Older people are more likely to vote than younger people. They tend to be more interested than younger people, perhaps because they have more time on their hands. When they are sought out, they respond.

Much has been made of a "population explosion" which has steadily lowered the median age in the United States. But **the fact is that persons over 65 cast more than twice as many votes as those under twenty-five.** If a candidate for office organizes the young but forgets the old he is making a serious mistake.



## GOP Percentage of Elderly Vote

1952	.....61%
1956	.....61%
1960	.....55%
1962	.....51%
1964	.....41%
1966	.....49%
1968	.....47%

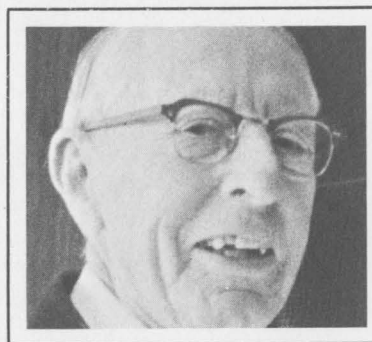
## How do they vote?

The elderly voting population used to be a Republican stronghold. In 1952, and again in 1956, 61% of the voters over 65 supported the Republican Party. That figure has been steadily decreasing.

The Republican Party today cannot be expected to get more than half of the older citizens' votes unless we make a special effort. We need this important vote.

America's older citizens are registered to vote in large numbers—84% of all persons over 65 are registered whereas only 48% of those between 21 and 30 are registered to vote. Furthermore, registration figures show proportionately more Republicans among older Americans than in the population overall. But for the Republican Party to regain its commanding majority of the votes among voters over 65, a lot of work must be done—and it must be done at the local and State levels, as well as at the national level.

Perhaps once the Republican Party and its candidates could take the votes of older people for granted—and get away with it. It wasn't wise politics, but in many cases it may have worked. But that is certainly no longer the case. This year to win support among older Americans, Republican candidates must work for it—they must seek out the older people and convince them that the Republican Party wants them and that they should want the Republican Party.



## Where do you find them?

America's older citizens have rapidly become one of the most organized elements of our society. In the last decade, literally thousands of Senior Citizens Clubs have sprung up across the country—in churches and temples, in YMCA's and YWCA's, in unions and in corporations, in the form of service and community clubs. There are four national Senior Citizens organizations with an aggregate of 5,000,000 members.

Even though many of these groups have become affiliated in an informal sense with the Democratic Party (and many in fact have been formed through efforts inspired by the Democratic Party), they will respond positively to any political candidate who wishes to reach them. There is no difficulty in contacting this voter group in an organized fashion—if the will to do so is there.

The initial steps may be the most important:

1. Every campaign should have a Senior Citizen Chairman—respected in the community and particularly respected among the older citizens of your community.

2. Under his direction, a group of Senior Citizen volunteers can put together a comprehensive mailing list of the relevant organizations—and even a list of the voters within the group. This is most important.

3. Your Senior Citizen Chairman and initial group of volunteers can easily identify those opinion leaders within the community's older citizens—and together with you can help to persuade them to join in the effort of your campaign in reaching the older voting group.

There is no difficulty in identifying where the senior citizens are. The next step is tougher.





## How do you reach them? ... Functions

As with all politics, the candidate can go to the people or the people can be brought to the candidate.

Through a systematic series of requests to old age groups of every kind, a candidate can get the opportunity to speak to almost all of the politically concerned older people of his election district—or in the case of a major office, he can at least talk with a representative group of the older population.

But it is important as well to indicate to this or any group of voters that you are interested in more than simply attending a function in the well-known style of every political campaigner. It would be wise and beneficial to establish a series of meetings of your own to which they are invited as your guests to discuss their problems with you. If they make you feel welcome in their meeting place, it is rewarding. If you make them feel welcome in your meeting place, it will be even more rewarding.

This again takes organization:

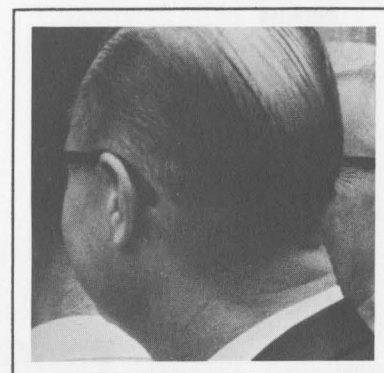
1. A volunteer committee of senior citizens to schedule, organize and run a series of coffee klatches, senior citizen forums, or similar meetings for the candidate—or in large campaigns representatives of the candidate—to meet with groups of senior citizens no larger than 50 in number. Personal contact is important—it is the key to their feeling of respect for you and your respect for them.

2. Groups of senior citizen volunteers to help you to thank all those who attend such meetings through personal letters expressing your gratitude.

3. The maintenance of a specific calendar of events of Senior Citizens groups so that either you as the candidate—or at the very least a representative of your campaign—is always present at an event which is of significance to the older citizen. If you do not care enough to care about what they care about, they may not care enough about you to vote for you.

## DON'T

- ☐ patronize
- ☐ be phony
- ☐ over-simplify
- ☐ use technical terms like 'inflation'
- ☐ make promises you can't keep
- ☐ down-grade America



## How do you reach them? ... Advertising

The elderly are among the easiest voting groups to reach with effective and relatively inexpensive advertising.

Because they have time on their hands, they listen to more radio, watch more television, and read their newspapers more thoroughly than any other voting group.

Newspaper advertising is particularly effective, considering its cost, because older citizens tend to read every word on every page. Detailed position papers might be reproduced in this fashion.

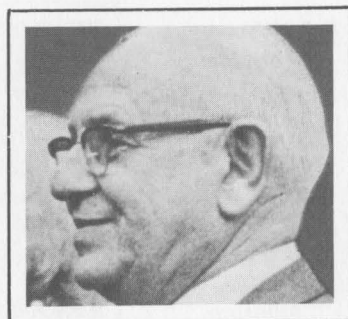
Radio advertising is effective, particularly in the 9:00 a.m. to 4 p.m. non-commuter traffic hours when costs are low. Surveys show that advertising in connection with non-controversial conversation format programs is the best buy.

Similarly, to reach this audience, TV spot advertising should be concentrated in the low-cost day-time hours—particularly in connection with non-controversial conversation or serial programs.

Here is one area where a few advertising dollars will go a long way.



- ☐ Address mailings
- ☐ Stuff, seal, and stamp
- ☐ Telephone canvas
- ☐ Poll watching
- ☐ Coffee Klatches
- ☐ Voters' lists
- ☐ Baby sitting
- ☐ Issues research
- ☐ Speech writing
- ☐ Clerical work
- ☐ Organization lists
- ☐ Newspaper clipping



## What can they do?

They can vote—and in large numbers.

But if you are satisfied with only that, you have overlooked one of the most valuable and available assets that exists in any campaign for any office. These men and women for the most part are retired. Their children are off and married. They have time on their hands. They want to do something.

They'll stuff and seal envelopes by the car load. They'll type letters. They'll baby sit. They'll do research. They'll write speeches.

Everyone of the older citizens volunteers in your campaign has spent a lifetime doing something. They are very experienced people. Their experience can be an asset.

In particular, it makes good sense to use Senior Citizen volunteers in the very project being set up to reach out for contact with more Senior Citizen voters. Let them run it. They know whom they are talking to. They know the best way to get through.

**And in the end, you will have won their votes—and thousands more of their friends'. They will appreciate the chance to participate—and in giving them the chance to participate you will be giving yourself the chance to win.**

## DO

- ☐ remember they've seen more of life than you
- ☐ use meaningful words like "cost of living"
- ☐ be sincere
- ☐ promise "to try"
- ☐ build up America
- ☐ ask for their volunteer help

## How do you reach them? . . . Words

This, for many candidates, seems to be the tough one.

The most important thing to understand is that these are proud—fiercely proud people. They are proud of their independence—and resent the need to rely on others.

They are proud of their country—and resent those who try to tear it down.

They are proud of their accomplishments—and resent those who patronize them as if they can no longer contribute.

But it would be a bad mistake to assume that the older voters are preoccupied only with the problems that uniquely effect them. They are concerned about all issues that effect the future of our country.

And it would be a tragic mistake to believe that a few well-concocted words—or even technically correct answers on issues which concern them—are of paramount importance. Detailed knowledge of technical problems is less important than the concern you have and the concern you show. It is more important that you as a candidate want to solve their problems than it is that you as a candidate know how to solve them.

If you wish to get on the wave-length of the older voter, you better care a lot about what the older voter cares a lot about.

Additional copies may be obtained from:

**FONTANA LITHOGRAPHERS**

1937 47th Avenue, N.E.

Washington 27, D.C.

Prices: 50 copies \$15.00;

100 copies \$25.00;

500 copies \$45.00;

1000 copies \$75.00.

Check must accompany order



Rogers C. B. Morton, Chairman

Republican National Committee 1625 Eye St., N.W. Washington, D.C. 20006





SUGGESTED FORMAT FOR SENIOR CITIZENS FORUMS  
TO BE HELD BY REPUBLICAN CONGRESSMEN

The meeting might be held in a Federal courtroom, school auditorium, church parish hall or any other suitable place.

It would be desirable to hold the forum sometime between the hours of 10:00 a.m. and 4:00 p.m. The entire program should not exceed  $2\frac{1}{2}$  to 3 hours.

The forum should be announced in the press and by radio, if possible, as an opportunity for the Congressman and his older constituents to get to know each other better and to exchange views.

If it is possible to obtain a list of older people, and a serious effort should be made to build such a list, personal invitations should be sent to them.

Notices or invitations should also be sent to all retirement homes, senior citizen centers, chapters of the American Association of Retired Persons, National Retired Teachers Association, National Association of Retired Civil Employees, National Council of Senior Citizens, churches (many of which have senior citizens groups), senior citizen clubs and any other organizations or individuals interested in the problems of aging.

Invitations should be issued to representatives of the nearest HEW, Social Security, Medicare and Housing offices who can answer questions relating to the operation of their respective programs.

The Congressman should preside, introducing himself, explaining the reasons for the meeting and expressing his desire to identify himself with matters affecting older people. He should also make whatever references to his voting record on Social Security and other old age programs as he may deem desirable. If he wishes to disclose his future positions on Social Security, Medicare, housing, inflation, local taxes, retention of earnings without losing Social Security benefits, or anything else that seems relevant, he should do so.

The Congressman should then indicate the presence of the specialists and invite questions from his audience in their areas of knowledge.

At the end of the question and answer period there should be a social hour with coffee and doughnuts, or something similar, during which the Congressman should circulate and greet as many people as possible. It has been found useful at these forums to have the local Women's Federation assume the responsibility for providing the refreshments and acting as ushers.

Needless to say, the forums should receive as much advance publicity as can be obtained and photographs, radio and television should be involved at the meetings if these can be arranged. Experience shows that where the planning is well done a great deal of favorable public exposure for the candidate and the Party can be achieved.



From the Office of  
CONGRESSMAN TOM RAILSBACK  
19th District, Illinois  
1122 House Office Building, Washington, D. C.  
(202) 225-5906  
Contact: Bob Clark  
May 23, 1968



131-68

FOR RELEASE: Wednesday, May 29, 1968  
CONGRESSMAN TOM RAILSBACK REPORTS FROM WASHINGTON:

*Senior Citizens*  
*File*

The President has proclaimed the month of May as "Senior Citizens Month." This month has been set aside for us to show our respect for our older fellow Americans and to recognize the fact that our generation owes all that we have to those who have borne responsibility in the past for the benefit of our country, state, and ourselves. We do not, nor do we always remember, to take the time to recognize the debt that we owe to them. During this month is the time to pay special tribute to our senior citizens.

One out of every 11 persons in the United States is aged 65 or over, and three out of every ten persons in this age category live in the four most populous states---Illinois, New York, California, and Pennsylvania. Each of these states has more than one million persons over age 65 living in it. By November 1968, there will be more than 19 million persons aged 65 and over in the United States. This will be just a little less than 10% of our entire population. During the next twenty years, the older population of the United States is expected to increase almost 40%. Currently, there are approximately 50,000 senior citizens living in the 19th Congressional District of Illinois, and they make up about 12% of the total population.

Most of these persons are retired and are living on fixed incomes. Some of them are fortunate and have been able to save enough during their working years so that they can continue to live the lives to which they have been accustomed without any assistance. However, the vast majority of our senior citizens, approximately 90%, rely on social security payments each month for the essentials of living. Although almost 19 million persons in this country actually receive social security benefits monthly, when you include their dependents, the total number of persons in the United States who rely on the social security program to pay the rent, buy the food, and pay the bills for the other necessities of life, is now almost 24 million persons or over 10% of the total population of this country.

This percentage continues to increase. In Rock Island County alone, the number of local people receiving benefits now is more than 20% greater

than it was four years ago. Since the Social Security Administration District Office in Sterling opened in 1962, the number of persons served by that office receiving social security benefits has increased by approximately 33-1/3%.

Congress is aware of this situation and the problems facing our senior citizens who are living on fixed incomes, namely the problem of inflation. Last year, Congress passed a 13% increase in social security benefits. In 1965, Congress approved the Medicare program, under which more than 19 million Americans are now covered. Also, the Federal Government has committed a total of over \$3 billion in special housing programs for our older citizens. In addition, 650 individual local projects to reach older people in their home communities have been started throughout the country to increase educational, recreational, and health services. I think we have come a long way towards helping our senior citizens live a life of comfort in their waning years. However, I also feel that we have a long way to go to help make it easier for them, and to show them our respect for them and give them the recognition they deserve.

Another area in which we must do more for our senior citizens is to make use of their talents and experience. Today older Americans are serving with great distinction in the VISTA, Peace Corps, Foster Grandparent Program, and other voluntary agencies. Many of our senior citizens living in Whiteside County, for instance, are now working in the Foster Grandparents Program. These persons work with mentally retarded children at the Dixon State School.

We must continue to develop and implement more programs such as these to help our senior citizens continue to lead full lives.

I am proud to join with others throughout this country in paying special tribute to our fellow older Americans during the month of May, and will do everything possible to help them live a fuller life.



# "ISSUE OF THE DAY"



SENIOR CITIZENS

JACK R. ANDERSON  
EDITOR

NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE

312 CONGRESSIONAL HOTEL • WASHINGTON 3, D.C. • LINCOLN 4-3010

SUBJECT: Senior Citizens Month

May 15, 1968

May is officially Senior Citizens month. Bernard S. Van Rensselaer, director of the Senior Citizens Division of the Republican National Committee, reminds that it is a good time to take stock of the problems facing many of America's older citizens, and to point out Republican efforts to help solve these problems.

The Republican Coordinating Committee in April issued a pamphlet, "Our Older Citizens: A National Responsibility," in which it points out that LBJ has played politics with legislation affecting the elderly, and has needlessly delayed making recommendations to the Congress.

The Republican program is, says Van Rensselaer, to "offer policies that will protect the elderly, who through no fault of their own, are in real and dire need of positive assistance against circumstances that would destroy independence, dignity and a sense of purpose." There are 20 million persons over 65 and another 8 million between 60 and 65 in the Nation today. Of the 20 million, one-third have incomes of less than \$2,500 annually, two-thirds have less than \$5,000 and 71 percent of those single among the aged have incomes less than \$2,000.

One main concern of Republicans is inflation. This unseen tax strikes at the buying power of already meager income for many of the aged. Republicans have sought to stop deficit spending by the Federal Government which triggers inflation.

Republicans have sought to turn Federal attention toward establishing priorities so that Federal funds can go into programs that will benefit the aged. Republicans have sought to tie Social Security benefit payments automatically to increases in the cost of living. A Republican proposal would have made payments retroactive to January 1967--but the Democrats wouldn't put this provision in the bill. It could have been done, Van Rensselaer notes, without an increase in percentage of payroll deductions.

Republicans supported the 13 percent Social Security benefits increase that is now in effect. Emphasizing the self-help aspects of the GOP program, Republicans attempted to raise the \$1,500 limitation on earnings by retirees to at least \$2,100. Democrats finally approved a \$180 increase, which Van Rensselaer points out is about enough to buy a loaf of bread and a quart of milk a day.

The Democrats in Congress blocked a Republican attempt to increase widows' benefits to 100 percent of the cash benefits of the late husband from the present 82 percent.

(more)

Republicans have urged that a comprehensive study of the entire Social Security system be made. The present patchwork program, amended and changed every few years, is developing strains. Democrats have resisted probes of Social Security financing.

One of the Nation's major problems is at the State level where old-age assistance often falls far short of a decent standard of living. Many States are not even meeting minimum standards they themselves have set for subsistence levels. Van Rensselaer points out that two million people over 65 now receive from all sources less money than is needed for a decent, dignified existence.

Republicans have tried to help this situation by beefing up State Government participation through tax-sharing. Most of the States have difficulty in raising their share of assistance money. A definite, regular return of Federal tax money would allow the States to commit these funds to meeting the assistance needs of its older citizens.

Republicans supported the 1967 additions to medical care programs for the aged--including simplification of benefit claim procedures, payment of pathologist and radiologist costs in full.

Republicans have fought the Democrats' attempt to revise the tax system to create more tax burden on the retired. They have opposed the proposal to eliminate the double exemption now allowed taxpayers at age 65. They have opposed elimination of direct retirement tax credit and the President's plan to tax Social Security income on a par with ordinary income. This, says Van Rensselaer, is double taxation.

In the field of housing, Republicans have sought reappraisal of Federal housing programs intended to serve the elderly to see if they are providing the necessary housing. Overlapping Federal programs have cut effectiveness of government efforts to provide housing.

Republicans back Public Law 90-202 which prohibits job discrimination because of age for people in the 45-65 bracket. Republicans, however, believe that a specialized placement service for older workers is needed to help utilize their badly-needed skills and abilities.

The Republican Coordinating Committee's Task Force on Problems of the Aging summarizes GOP policies as: 1. Protecting older Americans on fixed incomes from inflation; 2. Rewarding, not penalizing, self-help efforts; 3. Strengthening the financial structure of the Social Security system; 4. Enacting policies to protect the independence of the aged without mortgaging the future of the Nation's youth.

The Nation's Senior Citizens have a big stake in the next Republican Administration--their whole financial future.





# REPUBLICAN NATIONAL COMMITTEE

1625 EYE STREET NORTHWEST • WASHINGTON, D. C. 20006 • National 8-6800

BERNARD S. VAN RENSSELAER  
Director  
Senior Citizens Division

RAY C. BLISS  
CHAIRMAN

*Speech Material*  
*May 3, 1968*  
*Senior Citizens*  
*Paul - info*

The Honorable  
Gerald R. Ford, Jr.  
House of Representatives  
Washington, D. C.

Dear Congressman Ford:

Within the past two or three weeks I have received requests from several Congressmen for an outline of appropriate material that might be used in addressing Senior Citizen groups. It so happens that Ted Sawyer, the Senior Citizens' chairman of the Massachusetts State Central Committee, has prepared such an outline for his own use and I am enclosing a copy in the hope that, if you are invited to speak to Senior Citizen groups in your district within the next few months, you may find something in this outline that you can use.

Personally, I like the approach used by Mr. Sawyer because it not only stresses the Republican position on many problems affecting Senior Citizens but emphasizes the need for their active participation in political action. This is most important because Senior Citizens constitute a tremendous reservoir of volunteer workers who can prove to be of the greatest value in the months to come.

With all good wishes,

Sincerely yours,

*Bernard S. Van Rensselaer*

Bernard S. Van Rensselaer

Enclosure:  
Copy of outline.



MATERIAL FOR TALK TO  
SENIOR CITIZENS GROUPS



THERE ARE TWO RELATED SUBJECTS I WOULD LIKE TO TALK TO YOU ABOUT TODAY. THE FIRST DEALS WITH THE IMPORTANCE OF POLITICAL ACTIVITY FOR SENIOR CITIZENS. SECONDLY, IF YOU AGREE WITH ME THAT SENIOR CITIZENS SHOULD BECOME INVOLVED POLITICALLY, IT THEN FOLLOWS THAT YOU SHOULD BE KNOWLEDGEABLE OF WHAT THE PARTIES HAVE DONE AND ARE PROPOSING ESPECIALLY IN THE FIELD IN WHICH YOU ARE MOST INTERESTED: THAT DEALING WITH THE PROBLEMS OF THE ELDERLY. I WILL CONFINE THE SECOND PART OF MY TALK TO REPUBLICAN PARTY INVOLVEMENT IN THIS IMPORTANT AREA. AT A LATER DATE YOU MAY WANT TO ASK SOMEONE TO EXPLAIN THE DEMOCRATIC POSITION WHICH I DO NOT HAVE SUFFICIENT KNOWLEDGE TO DO AT THIS TIME.

A. THE IMPORTANCE OF POLITICAL ACTIVITY FOR SENIOR CITIZENS.

THE STRENGTH OF DEMOCRACY IN THIS COUNTRY IS BASED ON THE PARTICIPATION AND INVOLVEMENT OF ALL OUR CITIZENS. IT IS ONLY THROUGH THE ACTIVE SUPPORT OF ALL OUR PEOPLE, NOT JUST THOSE WHO MAY BE YOUNG AND HAVE LONG HAIR, THAT OUR COUNTRY WILL BE STRONG. DEMOCRACY DEPENDS ON GROUPS AND INDIVIDUALS MAKING KNOWN THEIR VIEWS.

SENIOR CITIZENS ESPECIALLY CAN HELP MAKE OUR DEMOCRACY WORK IN MANY WAYS, PARTICULARLY IN THIS ELECTION YEAR. THEY CAN WORK FOR CANDIDATES; THEY CAN WORK FOR PARTY ORGANIZATIONS. THERE ARE MANY JOBS THEY CAN DO; FOR EXAMPLE:

1. POLL WATCHING
2. PRECINCT WORK
3. CLERICAL AND ADMINISTRATIVE WORK
4. RESEARCH
5. SPEECH WRITING
6. LETTER TO NEWSPAPERS
7. ADDRESSING MEETINGS



IT IS NOT SO MUCH WHAT THEY DO AS THAT THEY DO SOMETHING.  
WE CAN ALL GIVE SOMETHING. MANY SENIOR CITIZENS HAVE ONE OF THE  
MOST PRECIOUS GIFTS OF ALL--TIME! THUS, YOU CAN HELP MAKE  
DEMOCRACY WORK IN AMERICA BY GIVING OF YOUR TIME TO HELP IN THE  
WAYS SUGGESTED ABOVE.

SENIOR CITIZENS ALSO HELP THEMSELVES IN TAKING AN INTEREST IN  
POLITICS. IN A DEMOCRACY, THOSE NEEDS ARE MET WHICH CANDIDATES  
AND PARTIES FIND ARE MOST IMPORTANT AS THEY TALK TO PEOPLE IN THEIR  
CAMPAIGNS AND AS THEY SERVE IN OFFICE. THUS, IF YOU ARE CONCERNED  
ABOUT PROBLEMS OF INFLATION, TAXES, SOCIAL SECURITY, MEDICAL CARE,  
AND THE AVAILABILITY OF HOUSING AND SERVICES, IT IS IMPORTANT THAT  
YOU COMMUNICATE YOUR OPINIONS. IN MASSACHUSETTS, FOR EXAMPLE,  
APPROXIMATELY 20% OF THOSE VOTING ARE OVER 60; THUS, YOU AS A  
GROUP ARE AN IMPORTANT PART OF THE VOTING POPULATION. YOU COUNT!!  
MAKE SURE YOUR VIEWS ARE KNOWN--REMEMBER, THE SQUEAKY WHEEL GETS  
THE GREASE!

FOR THE SAKE OF DEMOCRACY, AND FOR THE SAKE OF THOSE ISSUES  
WHICH CONCERN YOU AND YOUR FRIENDS, HELP WITH SOME POLITICAL  
ACTIVITY THIS YEAR.



NOW MAY I EXPLAIN THE POSITION OF ONE OF THE PARTIES, THE  
REPUBLICAN, WITH RESPECT TO OUR ELDERLY AND THEIR NEEDS.

*my* *govt*  
~~THE REPUBLICAN PARTY'S GENERAL PHILOSOPHY~~ IS THAT THE PROPER  
FUNCTION OF GOVERNMENT IS TO DO FOR THE PEOPLE ONLY THOSE THINGS  
THAT NEED TO BE DONE, BUT CANNOT BE DONE BY INDIVIDUALS FOR  
THEMSELVES. *Therefore I support*  
~~THUS, THEY HAVE SOUGHT TO OFFER~~ POLICIES THAT WILL  
PROTECT THE ELDERLY, WHO THROUGH NO FAULT OF THEIR OWN, ARE IN  
REAL AND DIRE NEED OF POSITIVE ASSISTANCE, AGAINST CIRCUMSTANCES  
THAT WOULD DESTROY INDEPENDENCE, DIGNITY, AND A SENSE OF PURPOSE.

THE ELDERLY ARE NOW A NUMEROUS GROUP IN THIS COUNTRY: ALMOST  
20 MILLION ARE OVER 65 AND ANOTHER 8 MILLION BETWEEN 60 AND 65.  
*elderly*  
~~INCOME IS A MAJOR PROBLEM.~~ OF THE 20 MILLION, *2/3 of those with*  
~~FAMILIES~~ HAVE LESS THAN \$2500 ANNUALLY TO LIVE ON AND 2/3 HAVE LESS  
THAN \$5000. WITH SINGLE PERSONS THE SITUATION IS EVEN WORSE, WITH  
71% HAVING INCOMES OF UNDER \$2000.

NOW, WHAT ARE THE REPUBLICANS DOING TO ALLEVIATE THIS SITUATION?

NATIONALLY: THE REPUBLICAN NATIONAL COMMITTEE SET UP A TASK  
FORCE ON THE PROBLEMS OF AGING AND IS DOING SOMETHING POSITIVELY  
TO HELP. THIS TASK FORCE HAS AS CHAIRMAN JOHN MARTIN, FORMER  
CHAIRMAN MICHIGAN STATE COMMITTEE ON AGING, VICE-CHAIRMAN CARSON  
MEYER, PRESIDENT NCOA, AN AUTHORITY IN THE FIELD OF GERONTOLOGY.  
FROM THIS TASK FORCE, HAS COME A SERIES OF LEGISLATIVE GOALS.

LEGISLATIVE GOALS: PROBLEM OF INFLATION--INFLATION HURTS  
EVERYONE, YOUNG AND OLD, BUT MOST ESPECIALLY THOSE ELDERLY AMERICANS  
LIVING ON PENSIONS OR OTHER FIXED INCOME. INFLATION COMES WHEN ~~the~~  
MAJORITY *of* CONGRESS VOTES TO SPEND BILLIONS MORE THAN OUR FEDERAL  
GOVERNMENT TAKES IN YEAR AFTER YEAR. THIS CAUSES AN INCREASE IN  
QUANTITY OF MONEY BEYOND PRODUCTION LEVEL. REPUBLICAN POLICY IS TO



STOP THIS DEFICIT SPENDING. IN THE REPUBLICAN OPINION, IT IS FAR BETTER TO STOP INFLATION THROUGH CURTAILMENT OF LEAST ESSENTIAL PROGRAMS THAN TO ALLOW INFLATION TO CONTINUE AND THEN END UP BY HAVING TO INCREASE BENEFITS TO THOSE DEPENDENT ON FIXED INCOMES.

SOCIAL SECURITY: 1. PROPOSED BENEFIT PAYMENTS BE TIED AUTOMATICALLY TO INCREASES IN THE COST OF LIVING AND BE RETROACTIVE TO JANUARY 1967. TURNED DOWN BY DEMOCRATS IN NEW SOCIAL SECURITY BILL ALTHOUGH ALREADY GRANTED TO FED. EMPLOYERS AND MILITARY. THIS WOULD CAUSE NO INCREASE IN COSTS AS A LEVEL PERCENTAGE OF PAYROLL.

2. INCREASE IN BENEFITS TO HELP OFFSET DIMINISHING PURCHASING POWER OF THE DOLLAR. NOW ENACTED. UP 13%

3. INCREASE EARNINGS LIMITATION--WANTED TO RAISE THE \$1500 LIMIT 40% TO AT LEAST \$2100, BUT COULD ONLY GET \$180 (12%) FROM PARTY IN POWER. ABOUT ENOUGH TO BUY ONE LOAF OF BREAD AND A QUART OF MILK A DAY.

4. WIDOWS BENEFITS SOUGHT TO INCREASE THESE FROM 82 $\frac{1}{2}$ % TO 100% OF THE CASH BENEFITS OF THE LATE HUSBAND. NOT ALLOWED--REPUBLICANS DID NOT HAVE THE VOTES.

5. STUDY OF SOCIAL SECURITY SYSTEM--IN THEORY AS WELL AS IN PRACTICE. CONTINUED PATCHING, INCREASES AND EXTENSION OF BENEFITS MAY EVENTUALLY IMPOSE MORE OF A BURDEN THAN SYSTEM CAN BEAR.

6. OLD AGE ASSISTANCE: MANY OLDER PERSONS RECEIVING MINIMUM OR NO BENEFITS UNDER SOC. SEC. ARE FORCED TO RELY HEAVILY ON STATE OLD AGE ASSISTANCE PROGRAMS. YET ~~most~~ <sup>many</sup> STATES ARE FAILING TO MEET MINIMUM SUBSISTANCE STANDARDS THAT THEY HAVE SET UP. EST. 2 MILLION OVER 65 RECEIVE FROM ALL SOURCES LESS MONEY THAN ANY MINIMUM DECENCY BUDGET WOULD REQUIRE. PLIGHT OF STATE GOVTS. AND LACK OF FEDERAL GRANT-IN-AID PROGRAMS/ REPUBLICAN PARTY URGES CONGRESS TO ADOPT A PLAN TO SHARE PART OF THE INCOME TAXES WITH THE STATES, BUT FEEL ADMINISTRATION CAN BEST BE HANDLED BY THE STATES.

7. MEDICAL ASSISTANCE: VALUABLE NEW BENEFITS



ADDED TO MEDICARE IN 1967. BOTH TO HOSPITAL INSURANCE & MEDICAL INSURANCE RECEIVED SOLID SUPPORT OF REPUBLICAN PARTY.

- a. 60 DAYS LIFETIME RESERVE
- b. PATHOLOGIST AND RADIOLOGIST PAID-IN-FULL.
- c. EASIER TO CLAIM BENEFITS.

8. TAXATION: REPUBLICANS TOTALLY OPPOSED TO ADMINISTRATIONS TAX PROPOSAL TO INCREASE THE TAX BURDEN ON A SIZABLE PROPORTION OF ELDERLY CITIZENS. SUCH AS:

- a. ELIMINATION OF DOUBLE EXEMPTION NOW ALLOWED AT 65.
- b. ELIMINATION OF DIRECT RETIREMENT TAX CREDIT.
- c. ESPECIALLY OPPOSE TAXING SOCIAL SECURITY INCOME ON A PAR WITH ORDINARY INCOME (DOUBLE TAXATION)

9. HOUSING: RECOMMEND REAPPRAISAL OF GOVT. HOUSING PROGRAMS FOR THE ELDERLY TO ASSURE THAT THEY ARE SERVING THOSE THEY INTENDED TO SERVE AND DOING WHAT THEY WERE INTENDED TO ACCOMPLISH. TROUBLE DUE TO OVERLAPPING OF GOVT. HOUSING PROGRAMS.

10. AGE DISCRIMINATION IN EMPLOYMENT: BACKED NEW LAW 90-202 THAT PROHIBITS DISCRIMINATION BECAUSE OF AGE. APPLIES FROM 45-65. HELPS PEOPLE BE BETTER PREPARED FOR RETIREMENT. REPUBLICANS DO NOT THINK THIS GOES FAR ENOUGH. PROPOSE SPECIALIZED PLACEMENT SERVICES FOR OLDER WORKERS THROUGH STATE EMPLOYMENT SECURITY OFFICES.

STATE WIDE REPUBLICAN POLICY

A. STATE REPUBLICAN COMMITTEE HAS SET UP A SENIOR CITIZENS DIVISION AND APPOINTED A STEERING COMMITTEE COMPOSED OF INDIVIDUALS KNOWLEDGEABLE IN THE PROBLEMS OF THE AGING.

B. AT REPUBLICAN PLATFORM CONVENTION IN WORCESTER LAST NOVEMBER, A VERY COMPREHENSIVE SECTION COVERING THE ELDERLY WAS VOTED.

1. INCORPORATED NATIONAL PLATFORM THAT I HAVE JUST COVERED.

2. IN ADDITION MANY ARTICLES DEAL WITH IMPROVING STATE OPERATIONS IN SERVING THE ELDERLY.

3. 28 SEPARATE PROPOSALS IN ALL: ACCEPTED WITHOUT DEBATE.

C. SENIOR CITIZEN DIVISION DIRECTING ATTENTION TO IMPLEMENTATION OF PLATFORM:

1. RECOMMENDS NEW LEGISLATION AS IT APPEARS DESIREABLE.

2. SUPPORTS DESIREABLE SOCIAL LEGISLATION: HEARING, ETC., SENIOR SERVICE CORPS., HEARING.

3. MOST IMPORTANT: ESTABLISHING BETTER COMMUNICATION WITH THE ELDERLY SO AS TO BE AWARE OF THEIR PROBLEMS.

I COULD GO INTO CONSIDERABLE MORE DETAIL ON THE MANY POINTS I HAVE TOUCHED, BUT I DO NOT THINK THAT DOING SO WOULD MAKE MY POINT ANY CLEARER. NAMELY THAT THE REPUBLICAN PARTY HAS DONE AND IS DOING A GREAT DEAL IN THE FIELD IN WHICH YOU ARE ALL VITALLY INTERESTED.

BUT ABOVE ALL, I WANT TO LEAVE YOU WITH THE REALIZATION THAT THE REPUBLICAN PARTY IS CONCERNED ABOUT YOUR PROBLEMS, HAS COMPASSION\$ AND WANTS TO SEE ALL OF YOU FUNCTION IN THE MAINSTREAM OF LIFE AND NOT BE SET APART AS A SEPARATE GROUP.

WE BELIEVE IN THE DIGNITY OF THE OLDER CITIZENS, IN CLEAR WORDS, AS INDIVIDUALS. THE DIVISION I HEAD IS MOST INTERESTED IN HEARING DIRECTLY FROM YOU ON ANY PROBLEM NO MATTER HOW SMALL IT MAY SEEM. ALL YOU NEED DO IS PHONE ME AT 523 - 7535 OR WRITE TO ME AT 146 BOWDOIN STREET, BOSTON 02108. ANY HELP YOU CARE TO GIVE WILL ALSO BE MOST APPRECIATED.

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OLDER AMERICANS are honored this month by Presidential proclamation designating May as Senior Citizen's Month. A Republican Task Force on Aging has made recommendations (and several GOP Members have introduced bills) that as a built-in protection against inflation and its effect upon the purchasing power of the retirement dollar, Social Security benefits should be automatically increased to conform to increases in the cost of living index. Another recommendation for which legislation is pending would restore to persons over 65 the right to claim tax deductions for medical expenses and the cost of drugs. This privilege existed prior to the advent of Medicare and its removal has proven to be a hardship to many elderly whose out-of-hospital drug costs are an expensive item.

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*Radio*

GERALD R. FORBES

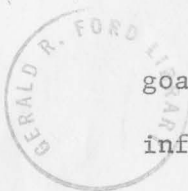


REPRESENTATIVE JOHN J. DUNCAN

Representative John J. Duncan (R-Tenn.) commented today on what he believes is the major problem facing the nation's elderly citizens.

"It is my belief that inflation is the number one economic threat to the aging. Extravagance, waste and deficit spending feed the fires of inflation more than anything else a government can do.

"The government has a special responsibility to our senior citizens. Our goal in government should cover protecting older citizens on fixed incomes from inflation, rewarding -- not penalizing -- self-help efforts and enacting policies to protect the independence of the aged without mortgaging the future of the nation's youth."



## MEDICARE'S HIDDEN TAX

*Senior Citizens*

Many a person past the age of 65 learned with a start while figuring his income tax this year that Medicare is not all the bonanza it was hailed as being. The 1967 income tax returns revealed for the first time the effect of one part of the Medicare program. Before January 1, 1967, persons over 65 were allowed to deduct all medical expense. But the Social Security Amendments of 1965 eliminated this provision and stated that such persons could deduct only medical expenses which amounted to more than three percent of their income. Therefore, if someone spent six percent of his income on medical expenses, he could deduct only three percent of that on his income tax returns. The 1965 amendments also changed the deduction for money spent on drugs--allowing only that amount which exceeds one percent of the individual's income.

Early in the 90th Congress I introduced a bill (H.R. 8270) to restore the provision permitting full deductions of such expenses. I am hopeful that the Ways and Means Committee will give this bill favorable consideration before another tax year passes. The revenue loss to the government would not be great, but the few dollars which the retired persons would save on income tax would mean a great deal to them.

