

The original documents are located in Box 5, folder “Slight, Fred” of the Bruce S. Wagner Papers at the Gerald R. Ford Presidential Library.

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CHRON

President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

19 November 1975

MEMORANDUM FOR: FRED SLIGHT

FROM: BRUCE WAGNER ~~5~~

RE: Veto Record

Can you help me develop some sort of understanding
of the President's veto record?

I think it will prove helpful.

cc Peter Dailey



December 17, 1975

MEMORANDUM FOR: FRED SLIGHT
FROM: BRUCE WAGNER
SUBJECT: 90 BILLION

What can you tell me about the famous \$90 Billion cutback?

What will it mean in terms of increased local taxes per family or cutbacks in services?

Frankly, I think this area is much more fertile than a generalized discussion of Reagan's Record in California.

c.c. Stu Spencer



January 19, 1976

MEMORANDUM FOR: FRED SLIGHT
FROM: DODIE KAZANJIAN
SUBJECT: PRESIDENT FORD BIOGRAPHY

Attached is a copy of The President Ford Committee's Biography of President Ford. Your corrections of Friday night have been implemented and at your convenience I would appreciate your final stamp if approval.

c.c. Bruce S. Wagner.



FEBRUARY - FRED SLIGHT

ECONOMY BROCHURE	20
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Campaign'76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

FEBRUARY 11, 1976

TO: FRED SLIGHT
FROM: BRUCE WAGNER
SUBJECT: NEW UNEMPLOYMENT DATA

I need your help regarding the interpretation of this new unemployment situation.

Bo is telling me that the President said something to the effect in New Hampshire that "95% of the Americans who lost their jobs in the recession are now back at work."

Another possibility is "more than three out of four Americans who lost their jobs...are now back at work."

You and I should quickly determine exactly what the facts are and then, work out the best way to communicate this from a copy point of view as soon as possible.

cc: Pete Dailey



Campaign'76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 20, 1976

MEMORANDUM FOR: FRED SLIGHT
FROM: BRUCE WAGNER
SUBJECT: ECONOMY BROCHURE

Fred, I'd like your input on the attached.

c.c. Peter Dailey

Attachments (2)



-Restored business confidence. His policies slowed inflation, brought interest rates down and stimulated production and jobs.

A LONG-TERM SOLUTION

President Ford wants a long-term solution to the problems of inflation, recurrent recession and unemployment.

To achieve that goal, President Ford has asked Congress to:

- Curb Federal Spending
- Accept his principle that tax-cuts be tied to spending cuts
- Provide tax incentives to private industry to expand in areas of high unemployment to provide jobs
- Balance the budget by 1979

A NEW BALANCE TO OUR ECONOMY

In his State of the Union Address, President Ford said,

"We must introduce a new balance to our economy -- a balance that favors not only sound, active government but also a much more vigorous, healthier economy that can create new new jobs and hold down prices."

Judging by his success in guiding the economic recovery,

President Ford has earned the opportunity to lead us toward the vital, new American economy he envisions for the future.

President Ford is your President. Keep him.



COVER: A resolute President hard at work at his desk

HEADLINE: President Ford is leading the economic recovery

INSIDE "Last January most things were rapidly getting worse.
QUOTE This January most things are slowly but surely getting better."

--President Ford's State of the Union
Address, January 1976

SUBHEAD RECOVERY GATHERS MOMENTUM

President Ford is leading us out of the recession.

Inflation has been cut almost in half.

Nearly two million more Americans are working now than at the bottom of the recession.

Almost 800,000 went to work in January alone.

President Ford's goal is within reach -- full recovery without inflation.

PRESIDENT FORD'S LEADERSHIP

How have President Ford's policies helped turn the economy around?

First, the President had the courage to say "No" to the quick-fix, inflationary spending programs Congress proposed to ease the recession.

Then, with hard decisions and tough compromises, he pursued a courageous, controlled plan of action:

President Ford --

-Extended and increased Unemployment
Compensation twice in 1975

-Approved the creation of 310,000 new
jobs under the Comprehensive Employment and
Training Act

-Authorized an 18 billion dollar tax cut.

-Saved billions of dollars of the taxpayers'
money by vetoing inflationary bills approved
by Congress

President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

January 22, 1976

MEMORANDUM FOR:

FRED SLIGHT

FROM:

BRUCE S. WAGNER
CAMPAIGN '76

SUBJECT:

STATE OF THE UNION ADDRESS

Please find a cut down version of the SOTU attached.

We need your counsel as to how to cut this down even further...it's my judgement that it is too long, but I want your selective perspective.

In addition, we need some help in organizing the "PROGRESS IN 1975" section and the "MORE LOCAL CONTROL" area.

Let's discuss Friday morning so that I can move to setting type and layout a pamphlet by mid day.

Attachment



file

Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 23, 1976

MEMORANDUM FOR: FRED SLIGHT
FROM: BRUCE WAGNER *[Signature]*
SUBJECT: ISSUE BROCHURES

I'd like your input on the attached issure brochures as soon as possible--I want to submit them to Bo and the White House for final copy clearance.

The following subjects are attached:

1. Energy
2. Crime
3. Jobs
4. Federal Spending

Separately, you'll recall I've submitted an Economic Recovery piece at the end of last week.

Let's sit down and discuss these in detail as soon as you have a moment. Thanks very much.

c.c. Peter Dailey
Ed DeBolt
Peter Kaye

Attachments (4)



TITLE: ISSUE BROCHURE - ENERGY
STATUS: AS PRESENTED - REV #1

COPY: COL LATERAL

DATE: 2/23/76
TIME: 11 am

ok
2/23/76
2/23/76

(COVER)

ENERGY NOW!

(INSIDE)

heading:

"The time has come to end the long
debate over national energy policy
and to put ourselves solidly on
the road to energy independence...
this bill is only a beginning."

- President Ford
Signing the Energy Policy Act
December 22, 1975

(COPY): The so-called Energy Policy Act that President Ford signed
last December does not establish a comprehensive national
energy policy. The United States is still the only major
nation in the world without such a policy, despite the President's
determined efforts to establish one.

President Ford spent almost the entire year of 1975 in a series
of confrontations with Congress on the complex, controversial
subject of energy. When at last the Energy Policy Act reached
his desk, he considered a veto because of its short-comings.
But he signed the bill into law because he felt that, on
balance, the public interest would be better served by a
partial solution than by no solution at all.



APPROVED. 

The Act is, as he said, "only a beginning." And President Ford has just begun to fight.

His Energy Proposals Could Save Your Job

The energy disagreement between the President and the overwhelmingly Democratic Congress can best be termed a struggle in which his statesman-like long view is opposed to their politically-motivated short view.

President Ford's goal is long-range: to make certain that America will have adequate energy supplies to keep moving and producing, to insure the many millions of jobs that are absolutely dependent upon energy.

Congress, on the other hand, has a variety of short-range goals, most of them obviously political. In the main, Congress has acted to keep energy costs to consumers at unrealistically low levels, on the theory that this will win votes in the next Congressional elections

What Congress overlooks is the staggering cost, in money and jobs of America's growing dependence on foreign energy sources -- and the potentially disastrous consequences to this nation if those sources should be, once again, shut off.

200 Years of Independence. How Many More?

In this Bicentennial year of 1976, it is ironic indeed that the United States is in danger of losing its independence.

APPROVED: ♦ ♦



President Ford is alert to that danger. He recalls the nation's bitter experiences during the 1973-74 Arab oil embargo. He knows that today we are even more at the mercy of foreign energy suppliers than we were then.

President Ford wants to make America invulnerable to the foreign oil cartel.

He knows that, in today's world, any nation which is not in large degree self-sufficient as to energy cannot truly be described as "independent."

How Can We Get Enough Energy?

President Ford's energy proposals go far beyond the compromise Energy Act of 1975. The steps he continues to urge upon Congress would accomplish these things:

- . Reduce domestic natural gas shortages
- . Allow production from our national oil reserves
- . Stimulate energy conservation in truly meaningful ways, including the revitalization of our railroads and the expansion of urban transportation systems
- . Develop more and cleaner energy from our vast coal resources, which alone could provide the bulk of our energy for generations to come
- . Speed the growth of clean, safe nuclear energy production
- . Create a new national Energy Independence Authority to stimulate investment in domestic energy production

APPROVED: _____



DATE: 2/23/76
TIME: 11 am

Page Four

. Accelerate the improvement of technology to capture energy from the sun and from the earth's depths

Help the President In His Courageous Fight

Among President Ford's accomplishments in 1975 are these: he turned the economy around, he started the nation on the road out of the recession, he cut inflation almost in half.

Yet future historians may decide that he deserves the highest marks of all for a fight he has not yet won: his struggle for energy independence.

President Ford will carry on that fight. He knows that the future of America may depend on how completely it is won, and how soon.

He needs the help of every concerned American in what, up to now, has been a courageous fight against great odds.

And every American should be concerned, for his own future as well as the nation's.



APPROVED:

Feb. 23 5:30

COVER PHOTO: President Ford at his desk looking very skeptical, as if he were listening to a completely unacceptable suggestion.

HEADLINE: THE COURAGE TO SAY "NO"

LEAD QUOTE: "To hold down the cost of living, we must hold down the cost of government."

-- President Ford, State of the Union Address

COPY: When President Ford took office inflation was rampant, the recession deepening. Congress wanted to spend billions for quick-fix job programs. Not for good private industry jobs but for tax supported "make-work" programs.

PRESIDENT FORD HAD THE COURAGE TO SAY "NO"

A compassionate man, he felt deeply for those out of work. But he said "No" to panic spending programs guaranteed to produce more inflation. And eventually more unemployment. The people supported President Ford. As he said, "Americans did not panic or demand instant but useless cures." And so, he set a steady course to lead us out of the recession with a courageous, controlled plan.



THE RECOVERY GATHERS MOMENTUM

President Ford's plan is working:

- * Inflation has been cut in half.
- * Nearly two million more Americans are employed now than at the bottom of the recession.
- * Almost 800,000 went to work in January alone.
- * President Ford's goal is within reach -- full recovery without inflation.

"NO" TO RUNAWAY FEDERAL SPENDING

President Ford believes - "The way to a healthy, non-inflationary economy has become increasingly apparent; the government must stop spending so much and borrowing so much of our money."

From the time he took office, President Ford asked Congress to cooperate with him in reducing Federal spending.

The Democrat-controlled Congress turned a deaf ear.

Action speaks louder than words, so President Ford has the courage to veto 44 bills, saving the taxpayers 10 billion dollars.

Congress overrode 6 times and reduced the savings by 4 billion.

The President proposed a 28 billion dollar tax cut to be paid for by a 28 billion dollar slash in Federal spending.

Congress sent him a bill that extended the 1975 tax cuts. But with no provision to reduce Federal spending.

Right before Christmas, President Ford has the courage to say "No" to a tax-cut because it wasn't tied to cuts in Federal spending.



TAX CUTS FOR SPENDING CUTS

President Ford said it again and again; and at last, Congress got the message:

No tax cuts without Federal spending cuts

Realizing the President wouldn't budge an inch on principle, Congress has finally agreed to go along with President Ford.

"NO" TO NEW YORK CITY

After years of irresponsible spending, New York City faced the inevitable day of reckoning.

"Only the Federal government can save us," their spokesmen insisted.

"If we go bankrupt, the entire American economy will collapse."

President Ford had the courage to say "No".

Not until New York City put its financial house in order.

Once that was done, President Ford was willing to compromise on details of a plan to help New York. But not on his principle that New York restore fiscal responsibility.

WHAT "NO" HAS MEANT

Because President Ford had the courage to say "No", he saved the American people billions of dollars.

If spent, those billions would have increased the Federal deficit, spurred inflation, and added to the tax bite.

Thinking Americans, recognizing what President Ford's use of the "No" has meant, have come to appreciate a President with the courage to say it.



(COVER)

JOBS

(INSIDE)

"One test of a healthy economy is a job
for every American who wants to work."

- President Ford
State of the Union message
January 19, 1976

JOBS RISE 800,000,
CLOSE TO RECORD
FOR SINGLE MONTH

Unemployment Off Sharply
in January as the Recovery
From Recession Continues

- New York Times
front page headline,
February 7, 1976

(COPY) The steady rise in employment that began in mid-1975, and the
simultaneous cooling of inflation, make the best economic
news the American people have had in years.

They are also outstanding proof that President Ford's courageous,
common sense approach to these two basic economic problems is
paying off. The nation is well along on the road to recovery
from the worst recession in 40 years.



APPROVED: 7

AUTHOR: PJ
TITLE: ISSUE BROCHURE - JOBS
STATUS: AS PRESENTED REV. #1

COPY: COLLATERAL

DATE: 2/25/76
TIME: 11 am

Page Two

Real Jobs vs. "Hoax" Jobs

It is well along the road because of a distinction President Ford has insisted upon: the difference between real, well-paid jobs with a future, in business and industry, and the temporary, dead-end, public-funded jobs that are a panic button often pressed by the big spenders in Congress.

In February, 1976, another bill to provide jobs at the tax payers' expense was passed by Congress. President Ford referred to it as a "Hoax." He vetoed the bill, and his veto was upheld.

The ruinous cost of massive government job programs has been one of the major contributors to a long series of Federal budget deficits and, in turn, to inflation.

President Ford knows this. And, as he pointed out in his State of the Union message, "Five out of six jobs in this country are in private business and industry. Common sense tells us that this is the place to look for more jobs and to find them faster.

"I mean real, rewarding, permanent jobs."

How to Create Real Jobs

President Ford's tax proposals are specifically intended to provide incentives that will make it possible for business to add more jobs, steady jobs.

APPROVED: _____



AUTHOR: TJ
TITLE: ISSUE BROCHURE - JOBS
STATUS: AS PRESENTED REV. #1

COPY: COLLATERAL

DATE: 7/23/70
TIME: 11 am

Page Three

He asks that Congress enact changes in Federal tax laws that will speed up plant expansion and the purchase of new equipment. Further, he recommends concentration of this job-creating tax incentive in areas of the country where the unemployment rate still runs above 7 percent.

To increase jobs in the housing industry, President Ford asks for additional assistance that will spur construction for 500,000 families.

The President's monetary policies have already resulted in lower interest rates and in making mortgage money more readily available. These, too, are powerful stimuli for more housing starts.

Performance, Not Promises

With typical frankness and candor, President Ford makes it clear that "our kind of government" cannot provide jobs for everyone.

The President offers no magic "cures" for unemployment, because there are none -- and because he doesn't promise more than he can deliver.

But his performance speaks for itself. Because President Ford knows the difference between creating real jobs and merely "making work," almost 2,000,000 more Americans are working today than at the bottom of the recession. And more are being employed every month, every week, every day.



APPROVED:

(COVER)

AN ANSWER TO CRIME

OK
2/23/76

(INSIDE)

"To keep a convicted criminal
from committing more crimes
we must put him in prison so he
cannot harm more law-abiding citizens...
This punishment must be swift and certain."

-President Ford
State of the Union message
January 19, 1976

(COPY)

President Ford's stern, decisive proposals for the control
of crime go hand in hand with compassionate concern for the
victims of crime. In a special Crime Message to Congress
he put it like this:

"For too long, law has centered its attention more
on the rights of the criminal defendant than on the
victim of crime. It is time for law to concern itself
more with the rights of the people it exists to protect.
The victims are my primary concern."

HOW TO KEEP MORE CRIMINALS OFF THE STREETS

One reason why criminals remain free to commit more crimes, even after
they have been convicted, is that some judges are reluctant to send
them to over-crowded, inadequate prisons.

One remedy for this condition is to build more prisons. In his State
of the Union message (January, 1976) President Ford said, "My new budget

APPROVED: _____



proposes the construction of four new Federal facilities. To speed Federal justice, I propose an increase this year in U.S. Attorneys prosecuting Federal crimes and (more) U.S. Marshals."

INSTEAD OF TAKING GUNS AWAY FROM PEOPLE.
TAKE CRIMINALS AWAY FROM GUNS. .

President Ford has proposed legislation to prohibit the manufacture or sale of cheap pistols (so-called "Saturday Night Specials") in the United States.

He thinks it's impractical to attempt to take firearms away from everybody -- criminals and law-abiding citizens alike. Instead, he proposed sure, certain sentencing when criminals are convicted of crimes in which a gun is used.

His budget recommends 500 additional Federal agents in the 11 largest metropolitan high crime areas, to help local authorities control the criminal use of handguns.

CRIME IS PRIMARILY A LOCAL PROBLEM
BUT THE FEDERAL GOVERNMENT CAN HELP CONTROL IT.



President Ford believes that the Federal government--by example and with technical and financial assistance--can help hard-pressed State and local authorities with their crime problems.

He recommends that Congress furnish an example by establishing specific, sure sentencing of persons convicted of violent Federal crimes.

And he urges the passage of the Criminal Justice Reform Act, to provide a uniform code covering every aspect of criminal law.

SURE, SEVERE PENALTIES FOR DRUG CRIMINALS

Months ago, President Ford urged the enactment of specific sentencing for persons convicted of Federal crimes involving the sale of hard drugs.

He has personally sought the cooperation of the leaders of Mexico, Colombia and Turkey in establishing more effective control of production and shipment of hard drugs from those countries.

And he has directed all agencies of the Federal government, to step up enforcement efforts against drug dealers.

PROTECT THE INNOCENT. PUNISH THE GUILTY



President Ford's crime proposals make clear his distinction between over-emphases on the rights of persons accused and/or convicted of crimes, and under-emphasis of the rights of law-abiding citizens to be protected in their persons and property.

He has stated these views on many occasions during his public career, most recently in his State of the Union message:

"As President, I pledge the strict enforcement of Federal laws and--by example, support, and leadership--to help state and local authorities enforce their laws. Together we must protect the victims of crime and ensure domestic tranquillity."

Campaign'76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 23, 1976

MEMORANDUM FOR: FRED SLIGHT
FROM: BRUCE WAGNER
SUBJECT: LOU FREY RADIO COPY

Attached, please find copy from Lou Frey.

He recorded this radio spot somewhat on his own...he rewrote the copy a bit as he was recording it.

I'm interested in your perspective on some of the copy points such as the "repeater criminal" and the "non-addict drug pusher."

I think perhaps we'll have to record again, but I'd like your thoughts.

c.c. Peter Dailey

Attachment (1)



AUTHOR: P. JOHNSTON
TITLE: CONG. FREY - FL
STATUS: AS RECORDED

COPY - BROADCAST
Radio :60

2/18/76

CONG. FREY: Hi, I'm Congressman Lou Frey.

When President Ford took office about 18 months ago, things were really a mess. Inflation was over 12% - unemployment was continually rising, and there was a cloud over our political system. Today the inflation rate has been cut nearly in half - many of the jobs lost have been regained and the trend is in the right direction.

As President Ford said in his State of the Union message:

FORD (TAPE): "My first objective is to have sound economic growth without inflation."

CONG. FREY: Whether individuals agree or disagree with the President, no one questions his honesty, courage and his common sense.

He understands America's problems.

He strongly urged Congress to authorize tougher penalties for the repeater criminal and the nonaddict drug pusher.

The President has asked Congress for the full Social Security "cost of living" increase this year. He has proposed insurance against catastrophic illness for everyone covered by Medicare.

It's a better Nation today, thanks to his leadership of action, not just words.

President Ford is your President. Keep him.



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February 23, 1976

MEMORANDUM FOR: FRED SLIGHT
FROM: BRUCE WAGNER 
SUBJECT: ORIGINAL NATIONAL BROCHURE

We are getting ready to rewrite the original National Brochure.

I'd like to sit down with you in the near future to discuss the overall strategy of this revised piece. It should probably take on a different character at this point in the Campaign.

In addition, we will want to put emphasis on the State of the Union message, recent economic up-turns, etc.

Please let me know when you're free to discuss this. Thanks very much.

c.c. Peter Dailey



Chromo.

Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 23, 1976

MEMORANDUM TO: FRED SLIGHT
FROM: BRUCE WAGNER
SUBJECT: SOCIAL SECURITY RADIO

Please find copy from a Social Security :60 radio commercial attached.

We'd appreciate your reaction.

c.c.: Ed DeBolt
Peter Kaye
Peter H. Dailey
Bob Visser



VO: Older Americans need financial help. The entire Social Security system needs financial help. On both counts President Ford has not only promised but produced.

First, he called for the full "cost of living" increase in social security benefits--effective this year.

Then he made a hard, honest decision. He requested an increase in the payroll tax to pay for the increased benefits.

Hear's why...

FORD (TAPE): "Simple arithmetic warns all of us that the Social Security Trust Fund is headed for trouble. Unless we act soon to make sure the Fund takes in as much as it pays out, there will be no security for old or for young."

VO: By acting to increase the benefits and provide the money... the President serves the older Americans of today and tomorrow.

President Ford knows how to combine compassion with common sense. Keep him.

SECOND
ANNOUNCER

Paid for by the President Ford Committee.



APPROVED: _____

MARCH - FRED SLIGHT

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Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 9, 1976

MEMORANDUM FOR: FRED SLIGHT
FROM: CLAYTON WILHITE
SUBJECT: PRESIDENT FORD '76 FACTBOOKS

Given the importance of up-to-date and complete data in development of the advertising, I would like to request two additional Factbooks for our use.

I will be glad to discuss this in detail with you at your earliest convenience.

Thanks for the help.

cc: Bruce Wagner
Rob Quartell

Wagner

Clayton



Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 9, 1976

MEMORANDUM FOR: FRED SLIGHT
FROM: BRUCE WAGNER
SUBJECT: RESEARCH DISTRIBUTION

If it's convenient for your office, I'd appreciate if you'd arrange to have the following Agency folks on your distribution of general PFC research material:

Clayton Wilhite
Peggy Pilas
John Vinson
Dawn Sibley

Many thanks.

c.c. Peter Dailey



Campaign'76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 15, 1976

TO: FRED SLIGHT
FROM: BRUCE WAGNER 
SUBJECT: AGRICULTURE BROCHURE

Please find White House input on the revised national Agriculture Brochure.

We don't agree with the copy...but we do appreciate the input and perspective.

We're reworking the copy with an eye toward incorporating the new perspective.

We'd appreciate your reactions.

cc: Clayton Wilhite
Peter Dailey
Tim Austin
Ed DeBolt



Campaign '76
Media Communications, Inc.

1028 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 15, 1976

MEMORANDUM FOR: CLAYTON WILHITE
FROM: BRUCE WAGNER
SUBJECT: AGRICULTURE BROCHURE

Please find input from Tim Austin attached on the subject of the revised Agriculture Brochure.

Let's review with John and Phelps and then, decide what to do... promptly.

c.c. Peter Dailey
Phelps Johnston
John Overaker
Peggy Pilas

Attachment



Page 1: WHY FARMERS
SHOULD VOTE FOR
PRESIDENT FORD

Page 2: WHAT FARMERS LOOK FOR IN
A PRESIDENT, THEY FIND IN
PRESIDENT FORD.

Page 3: FARMERS WANT A PLAIN-
TALKING, COMMON SENSE
PRESIDENT.

President Ford comes out of mid-America.

He understands people and the virtues
that make this country great. He's
natural and down-to-earth; and he has
the courage to make the decisions that
he believes are right. Even his oppon-
ents respect him for his honesty.

Here are things that President Ford
believes:

- * He believes in cutting Federal spending
—and has backed it up time and again by
his stand against heavy spending bills.

- * President Ford believes that the nation's
defenses should be strong, and that we should
work for peace with strength—a policy that he
has carried out vigorously to calm down
"hot spots" around the world.



* President Ford believes in protecting the value of the dollar. He has acted courageously to oppose inflation which raises farm costs, and all other costs.

* President Ford believes in strong farm income, and works for it--during the last three years farmers' net income . . . after paying expenses . . . has been the highest of record.

* President Ford believes that strong farm exports are necessary for farmers and benefit the nation. He works for trade, and during his term in office, farm exports have been higher than ever before in history.

* He believes that Russia should be a regular buyer of U.S. farm products instead of dipping into our markets when it suits them best. After Russia had bought 10 million tons of grain last fall, he asked them to sign an agreement that they would be regular buyers in 1976 through 1980. As soon as they signed, he ordered sales to resume--and Russia has bought a record amount. And farmers are assured they'll buy regularly over the next five years.



* He believes that farmers and the private trade should hold our farm reserves--and not the government. He doesn't want surpluses hanging over farmers' heads depressing prices and forcing farmers into government-controlled programs.

* President Ford believes that farmers should be free to make their own management decisions--and he has done away with irritating allotments, quotas, acreage cut-backs, and bureaucratic meddling.

* President Ford has put farm policy where it belongs--under an Agricultural Policy Committee headed by the Secretary of Agriculture. He'll get his advice from people who know what farming is all about.

* President Ford believes that the farms that farm men and women have worked so hard to build up over their lifetimes should not be eaten up by estate taxes. He has proposed that estate tax exemptions be raised from \$60,000 up to \$150,000; and the remaining estate taxes be spread out over more years.

* He believes that farmers should have a chance to earn a good living, have a promising future for them



* He believes that farmers should have a chance to earn a good living, have a promising future for themselves and their children, and have confidence to stay on the land. During his term in office fewer farmers have left farming than ever before.

* President Ford has developed a sound food policy that works. It is based on freedom for farmers, strong markets, less government interference, incentives for plentiful food production, privately-held reserves, expanding export markets, competition to hold down distribution costs, and food aid for the poor.



(COVER HEAD):

Why Farmers
Should Vote For
President Ford

Jim Cunningham

What farmers look for in a President, they find in President Ford:

FARMERS WANT A PLAIN TALKING, COMMON SENSE
PRESIDENT.

(SUB-HEAD): That's what President Ford is. Even his opponents respect him for his honesty...and for his refusal to allow the Presidency to change his natural, down-to-earth way of solving problems. The answers aren't always easy, but he has the courage to make unpopular decisions if he believes they are right.

(SUB-HEAD):

FARMERS WANT A PRESIDENT WHO SHARES THEIR
BELIEFS---AND ACTS ON THOSE BELIEFS.



The President said: "The least that America can do today is to let the farmer live in freedom from the stifling interference and control of big government." These are words which reveal the President's philosophy of freedom for farmers. Acting on his words, President Ford concluded a long-term grain purchase agreement with the Soviet Union. This guarantees farmers more stable foreign markets... a more consistent flow of payments from abroad... and regular purchases of grain at fair market prices.

President Ford is determined that family farms should stay in the family and not have to be sold off to pay Federal taxes. He has acted by urging Congress to almost double the estate tax exemptions on farms and other businesses to a record

APPROVED: _____

\$150,000. This would drastically reduce inheritance tax burdens. His plan would also let the heirs spread out their tax obligations over a period of 25 years at a guaranteed low rate of interest. President Ford meant it when he said:

"Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

To insure that America's farmers continue to receive priority in his administration, he has created a Cabinet level Agricultural Policy Commission headed by the Secretary of Agriculture. As Chairman of the Committee, he will have full responsibility for developing and directing the nation's food policy, foreign and domestic, and will report exclusively to President Ford.

President Ford has directed voluntary agreements with other countries limiting their exports of beef to the U.S. (and signed into law an expansion of the Emergency Livestock Credit Act. *not that important*)

President Ford believes that expanding farm exports is vital for farmers and beneficial to the country--and he has proven

cite figures it with his policies which have resulted in farm exports at the highest levels ever. - *Mention long term USSR - etc*

He has provided for a 3.5 cent a gallon increase in the Federal price support level for milk, effective April 1.

President Ford believes farmers should be permitted to hold our nation's grain reserves, and that government surpluses shouldn't be hanging over farmers' heads to depress prices

APPROVED: _____

and force farmers into government-controlled programs. In his presidency, surpluses have been reduced to the lowest point in 40 years.

Be careful this was required by law
He has increased the cotton crop price support loan rate by 9 cents per pound.

must support as sure point
He has also negotiated successfully with the European Economic Community for the removal of export subsidies on industrial cheese coming to the U.S.

President Ford directed the Secretary of Agriculture to increase the 1976 wheat acreage allotment by 8 million acres to 61.6 million acres, providing wheat farmers with additional target price and disaster protection.

President Ford believes in a sound food policy that works--- and has developed a program which is based on freedom for farmers, minimum government interference, incentives for plentiful food production, privately-held reserves, and expanding export markets.

FARMERS WANT A PRESIDENT WHO STANDS UP
FOR THEM WHEN THE GOING GETS TOUGH.

There are times when a President who says he's a friend of farmers has to stand up for them.

For example: When very vocal special interest groups found it easy to call for controls on farm prices as the best way to hold down food prices, President Ford held firm. The

APPROVED: _____



President said that the real answer to high food prices was not to be found in action against farmers in order to please consumers. The answer, he said, was to honestly fight overall inflation by allowing the economy to operate freely while holding down government spending.

In his State of the Union message, President Ford put it this way:

"To hold down the cost of living, we must hold down the cost of government."

Under President Ford's leadership, inflation has been cut nearly in half.

WHAT FARMERS HAVE FOUND IN PRESIDENT FORD
IS THE KIND OF PRESIDENT THEY WANT...

the kind of President they can understand and talk to...who thinks the way farmers think on issue after issue...who is concerned about their problems.

President Ford believes strongly in the future of America's farming community--and is willing to stand up for what he believes.

That's why farmers should vote for President Ford.

President Ford is your President. Keep him.

Paid for by the President Ford Committee etc.



APPROVED: _____

Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 26, 1976

MEMO TO: FRED SLIGHT
FROM: CLAYT WILHITE
SUBJECT: TEXAS CROSS-OVER POTENTIAL

The attached news article points out the importance of clearly identifying our target audience for Texas.

It would be extremely helpful to us to be able to measure the probable scope, location, and identity of the cross-over vote from the Market Opinion research being planned for Texas - both as a means of refining our media emphasis and our creative message.

Let's discuss as soon as possible.

cc: Bruce Wagner
Peggy Pilas
Dawn Sibley

Master



Switch to GOP keys race

By JOE BELDEN

Director, The Texas Poll

How Gerald Ford and his own party's challenger, Ronald Reagan, might fare in a Texas presidential primary today would depend largely on how many voters decide to call themselves Republicans this election year.

A Texas Poll just completed shows former California Gov. Reagan actually edging out the President among Texans who align themselves with the GOP. But among independents and Democrats — any of whom could vote Republican in the May 1 primary, Ford has the advantage.

Below is shown how each of the three major political groups in this state responded to the question, "If the Republican nomination for President is between Gerald Ford and Ronald Reagan, which one would you prefer at this time?"

Among Republicans:

Ford	44
Reagan	49
Neither or undecided	7

Among Independents:

Ford	43
Reagan	38
Neither or undecided	19

Among Democrats:

Ford	41
Reagan	34
Neither or undecided	25

A more realistic measurement of the strength of the two rivals might be to combine the independents with the Republicans above, since historically most people who have adopted the neutral label in Texas turn out on the Republican side. This produces a virtual deadlock:

Among Republicans and Independents:

Ford	43
Reagan	44
Neither or undecided	13

Because Reagan has lost a series of Republican primaries to the President in recent weeks, some observers give him little chance of capturing the nomination. The poll shows that in Texas at this time Reagan could be a formidable vote-getter, at least against two Democratic stalwarts. Replies follow to the question, "Suppose the Republicans nominate Ronald Reagan, and the Democrats Edward Kennedy; which would you choose?" (The same was asked of Reagan versus Hubert Humphrey.)

All Texas adults:

Kennedy	53
Reagan	43
Undecided	7
Humphrey	45
Reagan	45
Undecided	10

The readiness of large numbers of Texans to turn Republican in a presidential election is illustrated by the above fact that at least 4 out of 10 would vote for the GOP candidate—despite the continued findings by the poll year after year that more than 6 out of 10 adults prefer to wear the Democratic label, and considerably fewer than 2 in 10 call themselves Republicans.

The above results among Republicans and Independents should be interpreted as indicative only, as the numbers of these types of people interviewed in the survey were relatively small. In all, nearly 1,000 adults were included in the survey, representing a cross section drawn from all parts of Texas. Since the survey was conducted nearly two months prior to May primary, it cannot be called a prediction of the outcome.

To: Peter Kaye
Fr: Jim Helm

Dallas Morning News
3/26/76



April 9, 1976

Clayt / Pessy
9
4/8/76
Bm

MEMORANDUM FROM:

FRED SLIGHT

SUBJECT:

Reagan Texas Newspaper Ad

Attached for your information is a copy of a newspaper ad which appeared recently in Texas. The ad was paid for by the "Delegates for Reagan Committee" which is endorsed, but not financially supported by the parent campaign committee, "Citizens for Reagan."

In Texas, delegates may run an independent campaign in behalf of themselves without having their expenses counted against the candidate's expenditure limitation. As you will note, the focus is more on Reagan than on the four Reagan delegate candidates in the 10th Congressional District.

Moreover, three major points are evident in the ad.

1. The importance of voting in the Republican primary is emphasized.
2. The public is being "educated" to vote for those delegate candidates pledged to Reagan (a Presidential candidate's name appears behind the name of his pledged delegate).
3. Democrats and independents are being reminded that they may vote in the GOP primary, since there is no partisan registration.

Point #3 is particularly significant in that this pitch for support of non-Republicans is reflected in Reagan's speeches and campaign material. As the Wallace campaign sputters, Reagan appears to be moving to fill the void with the "protest voter."

Attachments

cc: Rog Morton
Bob Mosbacher
Stu Spencer
Roy Hughes
Peter Kaye
Bruce Wagner ✓
Bob Teeter



If You Want To Elect Gov. Ronald Reagan President — **YOU MUST**

1. Vote in the Republican Primary on Saturday, May 1st — and
2. Vote for Each of the Four Delegates pledged to Gov. Reagan:



REMEMBER: There is no voter registration by party in Texas. You may vote in the Republican primary regardless of political affiliation.

IF YOU ARE IN DOUBT, LOOK AT YOUR VOTER REGISTRATION CERTIFICATE, DETERMINE YOUR PRECINCT NUMBER, AND — CALL 459-1253.

used for its Delegate for Reagan Comm. Kay Dennis, Chairman, officially endorsed by CITIZENS FOR REAGAN, but not authorized to expend or receive money on behalf of CITIZENS FOR REAGAN pursuant to Advisory opinion 1975-12 of the Federal Election Commission

Reasons for Reagan:

- **Inflation.** "The one basic cause of inflation is government spending more than it takes in. When Washington runs in the red, year after year, it cheapens every dollar you earn; it makes a profit on your cost-of-living wage increases by pushing you into higher tax brackets; it borrows in the capital market to cover its deficits, cutting off business and industry from that capital which is needed to fuel our economy and create jobs; it robs your savings of value; and it denies retired people the stability they need and expect for their fixed incomes.

"The cure: a balanced budget. The federal government must set a timetable, a systematic plan, to balance the budget — and it must stick to it."

IN CONGRESSIONAL DISTRICT 10

Mark your ballot four times as shown below:

- ☐ R. Miller Hicks, delegate for RONALD REAGAN
- ☐ Rhoda Benson, delegate for RONALD REAGAN
- ☐ Judge St. John Garwood, delegate for RONALD REAGAN
- ☐ Sue Briscoe, delegate for RONALD REAGAN

- **Energy.** "The one thing we shouldn't forget is this: If we relax government controls on natural gas, nuclear plants and domestic sources of oil, we won't have to worry any longer about being dependent on the Middle East and other oil exporters."

- **Welfare.** "For years there has been a group of people calling for a Federal takeover of welfare. Actually we should do the opposite — and decentralize welfare."

"If Joe Dosks is using his welfare money to go down to the pool hall and drink beer and gamble, and the people on his block are paying the bill directly, Joe is apt to undergo a change in his lifestyle — or get off welfare."

- **Social Security.** "Social Security must be strengthened and improved. The program needs to be reformed. But any reform must have as its first priority the guarantee that all those counting on Social Security will continue to receive their monthly check and that their benefits won't decline in purchasing power, but will keep pace with inflation."

"There are inequities that must be corrected affecting women, people 65-and-over who want to continue to work, and younger workers. But reforms must be made with care so that they don't jeopardize those already retired, those now working, or those who will enter the work force in the future."

- **Crime.** "We must remember that the principal reasons for locking up criminals are punishment and isolation — to keep them from hurting law-abiding citizens, and to serve as a deterrent to others. It does no good to take guns from the law abiding. The most effective gun control is mandatory sentences for those who commit crimes with guns in their possession. When a would-be lawbreaker knows he can kill without facing the ultimate penalty, when he knows that parole or probation may come easy for him, we cannot say we have effective deterrents to increased crime."

- **Detente.** "Through detente we have sought peace with our adversaries. We should continue to do so, but must make it plain that we expect a stronger indication that they also seek a lasting peace with us. Too often we act as if a concession on our side — with none by them — is automatically helpful to the process as a whole. Detente will work only if it is a two-way street — something for something."

- **Defense.** "A decade ago we had military superiority. Today, we are in danger of being surpassed by a nation that has never made any effort to hide its hostility to everything we stand for. As a nation, we must commit ourselves to spend whatever is necessary to remain strong. To be second is to be last."



April 16, 1976 -

*Distributed
to 10 ca floor
Staff
4/16/76
Bm*

MEMORANDUM FOR:

FRED SLIGHT

FROM:

JOY MANSON *JM*

SUBJECT:

NBC News Poll

NBC released this morning the results of a telephone survey taken from a total sample of 1508 registered voters nationwide during April 12-14.

The results are based on the responses of 381 registered Republicans on the head-to-head question between the President and Reagan:

Ford	53%
Reagan	35%

cc: Rog Morton
Stu Spencer
Roy Hughes
Peter Kaye
Bruce Wagner ✓



May 25, 1976

MEMORANDUM FOR:

ROG MORTON

FROM:

FRED SLIGHT

SUBJECT:

Ford-Reagan Trial Heat

This morning's newspapers are reporting the latest Gallup Poll which George Gallup released yesterday on the most recent Republican trial heat between the President and Ronald Reagan.

According to the national survey that was conducted during the period of May 21-23 (post Michigan and Maryland primaries), the President's lead over Reagan has declined 8 percentage points, and the race is closer now than it has been since late February.

A summary of the trial heats is provided below:

<u>Field Dates</u>	<u>Ford</u>	<u>Reagan</u>	<u>Undecided</u>
May 21-23, 1976	53%	40%	7%
April 30- May 3	61	35	4
April 23-26	57	36	7
April 9-12	62	33	5
March 26-29	55	32	13
Feb. 27 -Mar. 1	51	41	8
Jan. 30 - Feb. 2	55	35	10
Jan. 23-26	44	43	13
Jan. 2-5	53	42	5
Dec. 12-25, 1975	45	45	10
Oct. 17-20, 1975	51	40	9
June 27-30, 1975	61	33	6

cc: Stu Spencer
Roy Hughes
Jim Baker
Peter Kaye
Bruce Wagner ✓



B. Wagner

June 3, 1976

MEMORANDUM FROM:

FRED SLIGHT *FWS*

SUBJECT:

Aggregate GOP Presidential Vote

With unofficial returns in from Tuesday's three primary states, President Ford continues to lead Ronald Reagan in the Republican votes cast to date nationwide by about 5%. President Ford has 3,347,362 votes (52.5%) to Reagan's 3,024,360 votes (47.5%).

The President's average lead in such major electoral states as Illinois, Texas, Michigan, Florida, Massachusetts, Indiana and North Carolina increases to 55%.

State-by-state results are shown on the attached page.

Attachment



Research Division
May 27, 1976

ATTACHMENT

	FORD	REAGAN	OTHER	TOTAL
New Hampshire	55,156	53,569	11,155	119,880
Vermont	27,014	4,892	251	32,157
Massachusetts	115,375	63,555	14,481	193,411
Florida	321,982	287,837	-----	609,819
New York	-----	-----	-----	-----
Illinois	456,750	311,295	7,848	775,893
North Carolina	88,897	101,468	3,362	193,727
Wisconsin	326,504	261,862	-----	588,366
Pennsylvania	-----	-----	-----	-----
Texas	151,032	309,936	2,052	463,020
Alabama	17,395	33,948	-----	51,343
Georgia	59,801	128,671	-----	188,472
Indiana*	307,582	323,772	-----	631,354
Nebraska	93,299	112,116	-----	205,415
West Virginia	82,281	62,975	-----	145,256
Michigan	689,540	363,791	8,651	1,061,982
Maryland	94,784	68,916	-----	163,700
Kentucky*	67,868	62,567	-----	130,435
Tennessee*	120,564	118,394	-----	238,958
Arkansas*	11,449	20,209	-----	31,658
Idaho*	22,240	66,583	-----	88,823
Nevada*	13,767	31,616	-----	45,383
Oregon*	146,911	133,242	-----	280,153
Rhode Island*	9,341	4,419	-----	13,760
South Dakota	37,213	43,402	-----	80,615
Montana*	30,617	55,325	-----	85,942
TOTALS	3,347,362	3,024,360	-----	6,419,522

* Not yet certified

Out of Ford/Reagan vote: Ford - 52.53%
Reagan - 47.47%

Out of total vote: Ford - 52.14%
Reagan - 47.11%

June 7, 1976

MEMORANDUM FOR:

ROG MORTON

FROM:

FRED SLIGHT *FWS*

SUBJECT:

Harris Survey

Lou Harris released this weekend results of a national survey conducted among 706 Republicans and Independents late in May, following the Michigan and Maryland primaries.

The President led Reagan 63% to 29% as the choice among Republicans for the GOP nomination. Among independents, the President led the former California Governor 58% to 30%.

The President was also preferred over Reagan on 12 of the 16 campaign issues that were tested. He scored higher on his handling of the economy, foreign policy, restoration of integrity to government, and as the better choice for winning the general election in November. A more detailed look at these results follows:

"For the Republican nomination for President this year, if you had to choose between Gerald Ford and Ronald Reagan, who would be your preferred choice?"

	<u>Ford</u>	<u>Reagan</u>	<u>Not Sure</u>
May 1976	60%	30%	10%
April	59	30	11
March	60	30	10
February	51	34	15
January	46	44	10
December 1975	46	37	15
November	44	43	13
September	54	33	13
August	55	34	11



"Between Gerald Ford and Reagan, who do you think
can do a better on (see list)?"

	<u>Ford</u>	<u>Reagan</u>	<u>Not Sure</u>
Keeping the country out of war	54%	18%	28%
Working for peace in the world	56	20	24
Winning the election in November	53	21	26
Handling relations with Russia	47	28	25
Handling relations with China	52	19	29
Handling federal spending	51	31	18
Handling Panama Canal question	48	27	25
Restoring integrity to government	44	26	30
Handling inflation	47	26	27
Handling unemployment	44	24	32
Inspiring confidence personally			
in White House	44	27	29
Handling big business	40	31	29
Keeping military defense of			
country strong	38	38	24
Campaigning effectively	35	41	24
Standing up firmly to Soviets	34	39	27
Cleaning up federal bureaucracy	31	37	32

cc: Stu Spencer
Roy Hughes
Jim Baker
Peter Kaye
✓ Bruce Wagner
Skip Watts
Ed Terrill
Dick Mastrangelo
Tim Austin
Bob Odell

