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Campaign'76
Media Communications, Inc.

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

April 6, 1976

TO: TIM AUSTIN
VIA: ROGERS MORTON
FROM: CLAYT WILHITE
SUBJECT: COPY CLEARANCE

Please find attached for copy clearance:

Rocky Mountain Delegate Brochure

cc: Bruce Wagner
Ed DeBolt
Bob Marik
Peter Kaye
Pete Dailey
Bob Visser
Roy Hughes
C
MASTER



AUTHOR: ROCKY MT DELEGATE BROCHURE
TITLE: ROCKY MT DELEGATE BROCHURE
STATUS: DRAFT

COPY: COLLATERAL

DATE: 4/6/76
TIME: 3 pm

Towards
Victory.

PRESIDENT FORD. SUPPORT FROM MORE AND MORE REPUBLICANS GIVES HIM THE MOMENTUM.

With each passing week, the buildup of delegates for President Ford continues.

What the Republican delegates to local and regional nominating conventions have said by supporting President Ford is going to stick.

The same is true of the votes cast by the Republican voters in the New Hampshire, Florida, Massachusetts, Vermont, Illinois and Wisconsin Primaries.

Already President Ford has more pledged delegates than any other Republican, and is rapidly approaching the 1,130 votes needed to nominate.

PRESIDENT FORD. A LIFETIME OF LOYALTY TO THE REPUBLICAN PARTY.

President Ford has worked long and hard for unity in the Republican Party, and has conducted his campaign with a focus on unity, careful to say nothing that would jeopardize the party's solidarity.

PRESIDENT FORD. NO OTHER REPUBLICAN CAN MATCH HIS PROVEN LEADERSHIP ABILITY.

Republicans know that President Ford--unlike any other Republican this year--can offer the American people proven leadership in both national and international affairs. Leadership based on 25 years of solid experience as a member of Congress and almost two years as President of the United States.

Republicans know that his leadership has resulted in the steady recovery of America's economy...with over two and one-half million more Americans working today than at the bottom of the recession...with inflation cut almost in half.

They know that his credentials as a supporter of strong defense policies are impeccable...that he always as a Congressman, and then as President, fought to maintain America as the most powerful nation on earth.



COPY: COLLATERAL

DATE:
TIME:

AUTHOR:
TITLE: ROCKY MT BROCHURE
STATUS: PAGE TWO

They know that his courage to say "No" to more federal spending and more big government has been in the finest tradition of sound Republican principles--and has saved the taxpayers \$47 billion.

And they know that more and more Americans are experiencing a renewed confidence in a government that, under his leadership, has demonstrated a refreshingly open honesty.

PRESIDENT FORD. THE ONLY REPUBLICAN FOR
REPUBLICANS WHO WANT TO WIN IN NOVEMBER.

All of these factors make President Ford the Republican who can win in November. He appeals to a broad cross-section of the American voters, including not only Republicans but millions of Independents and Democrats. And his victory will carry down to the grass roots, helping to elect more local Republicans who will re-establish the party's control of Congress and numerous State Legislatures.

These are also the factors certain to nominate the President for a full four-year term -- and have been recognized by growing numbers of Republican delegates from all over America who are rallying to the side of President Ford.

PRESIDENT FORD AND THE DELEGATE
COUNT: ON THE ROAD TO VICTORY!
(see chart)

As the delegate totals accumulate, President Ford asks you to join him on the irreversible road towards victory.

Towards victory in Kansas City this summer.

Towards victory all across the nation in November.



Campaign'76
Media Communications, Inc.

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

April 7, 1976

MEMO TO: TIM AUSTIN
VIA: ROGERS MORTON
FROM: CLAYT WILHITE
SUBJECT: COPY APPROVAL

Please find attached for copy approval the following:

- National Defense Brochure
- Three "Facts" commercials - Texas revisions which include delegate candidate information.
 1. "Facts" TX REV.
 2. "Facts Recovery" TX REV.
 3. "Facts Older Americans" TX REV.

cc: Bruce Wagner
Ed DeBolt
Peter Kaye
Stu Spencer
Fred Slight
Peter Dailey
Bob Visser
Roy Hughes
MASTER



AUTHOR: NATIONAL DEFENSE
TITLE: NATIONAL DEFENSE
STATUS: DRAFT #3

COPY: COLLATERAL
BROCHURE

DATE: 4/1/76
TIME: 10 am

(title)

National Defense

(first inside
heading)

"Our military forces are capable and ready.
Our military power is without equal, and
I intend to keep it that way."

--President Ford

State of the Union message

January 19, 1976

The goal of national defense is to ensure the freedom and security of the United States and to protect the vital interests of the United States throughout the world.

Because it is so important, defense is a subject on which clear distinctions must be made between fact and fiction, between legitimate concern and campaign sensationalism.

Every citizen has the right and the duty to be concerned about defense. But those who talk irresponsibly about it, for political effect, may dangerously mislead Americans and, also the rest of the world.

Other nations should not get a false impression of the relative strength of the United States. If they believe that we are not as strong as we actually are, they might revise their policies towards us, to our disadvantage.

The statement that the Soviet Union has surpassed the United States in military strength is, at best, inaccurate. At worst, it is a distortion of the facts.

APPROVED: _____



AUTHOR:

TITLE: page two

STATUS:

TYPE: COLLATERAL

DATE:

TIME:

"We are absolutely unsurpassed
in military capability."

President Ford made that statement on April 2. He went on to say,
"We have full capability, in a military sense, to deter aggression,
to maintain the peace and to protect our national security."

The American people have learned to take President Ford's honesty
for granted. But it is doubly reassuring to know that the
man who says these things about our national defense is a leading
authority on the subject.

For 14 of his 25 years in Congress, President Ford was a member
of the Defense Appropriations Subcommittee. He became known as
an expert on weapons procurement, urging the development of military
hardware that would increase America's technological superiority.
As Vice President and as President, he has continued his informed
leadership in defense matters.

President Ford is unquestionably better informed on defense than
any Chief Executive since President Eisenhower. He knows the pitfalls
of an oversimplified, "laundry list" approach which argues that
if we do not have leadership in every arms category, we are,
automatically, "second best."

Instead, we must have the kind of defense that is suited to our
own strategic needs, not a carbon copy of the military estab-
lishment of any other nation. And that is exactly what we have:
a defense unsurpassed in its strategic striking power.

APPROVED: _____



AUTHOR: _____
TITLE: page three
STATUS: _____

COPY: COLLATERAL

DATE:
TIME:

Setting the record straight:
the facts about our superiority

The basis of America's unsurpassed defense capability is our weapons technology, the best in the world. Plus numbers of weapons.

Our ballistic missiles, for example, are much more accurate and more survivable than those of the Soviet Union.

In the vital category of warheads, we have a two-to-one lead.

In strategic aircraft, we have a three-to-one lead. We are developing and producing the world's most modern bomber, the B-1.

Our naval tonnage is twice that of the Soviet Union. Our carrier fleet is the supreme naval force of all history.

We have made our army the best-equipped in the world. It is outnumbered by the Soviet Army for two reasons: because they need quantity to help offset the sophistication of our weaponry and, more importantly, because the Soviet Union has defense problems very different from ours.

Their land area is far larger than the United States. A powerful nation faces them in Asia across the world's longest border, where half or more of the Soviet Army is concentrated. Strong Allied forces are on their European borders. During the entire era since World War II, the Soviets have emphasized numbers because they need numbers.

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AUTHOR: page four
TITLE:
STATUS:

COPY: COLLATERAL

DATE:
TIME:

President Ford backs his words
with action on defense

President Ford is determined that the United States must keep what we have today: the most powerful defense in the world. That is why, in January, 1976, he sent to Congress the largest defense budget in peacetime history: 112 billion dollars, up \$14 billion from last year. He has promised that, if Congress returns to him a defense bill with a substantially lower appropriation than he asked for, he will veto it.

Over the past six years, Congress has cut a total of 32 billion dollars from Presidential defense budgets. The budget President Ford submitted in January, 1975, was the first in seven years to contain a real increase in defense spending. Congress cut more than \$7 billion from it.

Those who are concerned about America's military capability-- and everyone should be--would do well to make their views known to their Senators and Representatives in Congress. That is where the real problem is.

There is no such thing
as "instant" defense



The size of President Ford's military budgets indicates his keen awareness that the nation must plan ahead for its defense.

The technical complexity of modern armaments means that from five to 15 years is required to develop them, tool up for them, produce them and deploy them. The defense we have today is the result of

APPROVED: _____

AUTHOR:

TITLE: page five

STATUS:

COPIES: GOLDBECK

DATE:

TIME:

decisions made as long ago as the early 1960's. Similarly, decisions we make today will determine how good our defense will be through the decade of the 1980's.

Today, wars can be won or lost in a week, a day, an hour.

President Ford knows that the maintenance and readiness of our defense is the best assurance the nation has of keeping the peace.

Soon after he took office, he said, "Just as America's will for peace is second to none, so will America's strength be second to none."

President Ford has kept that pledge. With the support of the American people, he will continue to keep it.



APPROVED: _____

STATUS:
AUTHOR:

COPY - BROADCAST
RADIO : 60

TIME: 4 pm
CODE #:

V.O.: These are times that call for achievement, not second guessing. Promises delivered, not promises made today and forgotten tomorrow.

President Ford has promised to put our economy back on track... and the facts tell us that he is achieving his goal.

FACT: Today, over two and one-half million more Americans are working now than
And more are going back to work every day.

FACT: Inflation has been cut nearly in half. One of the reasons is that President Ford had the courage to say "no" to frantic Federal spending programs.

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

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

V.O.: The recovery continues...inflation has slackened. This is the firm course President Ford has set, with courage and common sense.

In the Texas Republican Primary, cast all four of your votes for the delegates pledged to President Ford.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.



STATUS: DRAFT

AUTHOR:

COPY - BROADCAST

RADIO :60

DATE: 4/5/76

TIME: 4 pm

CODE #:

V.O.: Instead of vague promises...common sense.

Instead of words...facts.

Facts are what President Ford is all about.

FACT: He is leading us out of the worst recession in 40 years -- not with loose promises and frantic spending but with hard decisions and the courage to say "No".

FACT: He is winning his fight against inflation. It was in double digit figures, at a rate of 12 percent or higher. He slowed it down, cut it almost in half.

FACT: Today, over two and one-half million more Americans are working now than a year ago. And more are going back to work every day.

These are facts. And, as President Ford said in his State of the Union message:

FORD (TAPE): "Common sense tells me to stick to that steady course."

V.O.: In the Texas Republican Primary, cast all four of your votes for the delegates pledged to President Ford.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.



TITLE:
STATUS: "FACTS: OLDER AMERICANS"
AUTHOR: TEXAS REVISION

COPY - BROADCAST
:60

DATE:
TIME:
CODE #: 4/7/76
11:10 am

ANNOUNCER: This is a time for hard decisions, a time for courage and common sense.

A time for facts, not vague promises. And facts are what President Ford is all about.

FACT: To make life better for older Americans who have given so much of their energies to America, President Ford has called for the full "cost of living" social security increase this year.

FACT: The President has recommended catastrophic health insurance for everyone covered by Medicare, so as to ease the fear of sudden, disastrous illness.

FACT: Quietly and firmly, President Ford is leading us out of the worst recession in 40 years.

President Ford sees the world as it really is. In his own words:

FORD(TAPE): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all the we promise."

ANNOUNCER: In the Texas Republican Primary, cast all four of your votes for the delegates pledged to President Ford.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



Campaign'76
Media Communications, Inc.

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

April 8, 1976

MEMO TO: TIM AUSTIN
VIA: ROGERS MORTON
FROM: CLAYT WILHITE
SUBJECT: COPY CLEARANCE

Attached for copy clearance are the following materials:

1. "Facts - Farmers" - Texas version, :60 radio.
2. Texas Advocate, Senator John Tower. :60 radio.

cc: Bruce Wagner
Ed DeBolt
Peter Kaye
Stu Spencer
Fred Slight
Peter Dailey
Bob Visser
Roy Hughes

MASTER



ACTION:
TITLE:
STATUS:

JO
DRAFT #4
TEXAS "FACTS - FAMILY FARM"

COPIES: 1000

DATE: 7 pm
TIME: 4/8/76

These are times when America's farmers want a plain talking, common sense President. A President who separates fact from fiction. And who acts. President Ford is their man.

FACT: To help farmers keep their family farms in the family, President Ford has recommended raising Federal inheritance tax exemptions from \$60,000 to \$150,000. And giving heirs 25 years to pay the tax at low interest rates.

In the President's own words:

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

FACT: President Ford knows America needs strong, steady farm exports. Under his leadership, U.S. farm exports are now at the highest levels in history. And farmers are guaranteed long-term foreign markets for their products through 1980. President Ford knows that America can only prosper when American farmers prosper. In the Texas Republican Primary, cast your four votes for the delegates pledged to President Ford.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.



APPROVED: _____

AUTHOR: GR
TITLE: TOWER - GENERAL
STATUS: DRAFT #4

COPY: BROADCAST

DATE: 4/8/76
TIME: 4:25pm

TOWER: This is Senator John Tower. The Texas Primary on May 1st is one of the most crucial in the nation. I'm supporting President Ford.

We served in Congress together, and he's a man for whom I have tremendous respect. There's never been a President who's more open, more honest. What I especially like is his common sense approach to government.

He knows, for example, that big spending bills passed by a liberal Congress mean more inflation and higher taxes. So, when such bills are passed, he's not afraid to veto them! He's done it 47 times and saved you over 13 billion dollars in taxes.

On national defense, he's the best informed President since Dwight Eisenhower. He's fully aware of what has to be done...what has to be spent...to deter aggression, maintain the peace and protect our national security. As he has said:

FORD:
(TAPE) "Our military power is without equal, and I intend to keep it that way."

TOWER: In the Republican primary on May 1st, I urge you to cast your 4 votes for the delegates pledged to President Ford.

Paid for by the President Ford Committee.



Campaign'76
Media Communications, Inc.

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

April 12, 1976

MEMO TO: TIM AUSTIN
VIA: ROGERS MORTON
FROM: CLAYT WILHITE
SUBJECT: COPY CLEARANCE

Please find the following attached for copy clearance:

1. Texas "Facts - Defense" Radio Commercial :60.
2. California "Recruitment" Radio Commercial :60.
3. Texas Advocate, "Senator Tower - Defense", Radio Commercial :60.

Senator Tower recorded this commercial this morning and we are now planning to schedule it in Texas.

If you have any questions, please let us know immediately.

cc: Bruce Wagner
Ed DeBolt
Peter Kaye
Stu Spencer
Fred Slight
Peter Dailey
Bob Visser
Roy Hughes
masler



TITLE: FACTS - TEXAS DEFENSE
STATUS: DRAFT #2

COPY: BROADCAST

TIME: 6:00pm
CODE #:

ANNOUNCER: When it comes to national defense, we need responsible leadership, not irresponsible campaign talk. We need facts. And facts are what President Ford is all about.

FACT: No nation in the world can match our modern weaponry...and our technical superiority in missile warheads, strategic aircraft and naval vessels make America unsurpassed as a military power.

FACT: Not since Dwight Eisenhower has America had a President who's better informed than President Ford on defense matters. President Ford, speaks from experience. That's why he's fighting this year for the largest peacetime defense budget in history.

In the President's own words:

FORD (TAPE): "Our military forces are capable and ready. Our military power is without equal, and I intend to keep it that way."

ANNOUNCER: President Ford knows that the only sure way to maintain the peace is to maintain our strength.

In the important May 1st Republican Primary, cast all four of your votes for the delegates pledged to President Ford.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.



AUTHOR:

TITLE: GR
STATUS: CALIFORNIA VOLUNTEERS
DRAFT #5

COPY: BROADCAST

DATE: 4/12
TIME: 2:00 pm
CODE #:

ANNOUNCER: The June 8 California Primary will be the last and most important Republican Primary in the country. And you can help President Ford's team make certain that America will continue to benefit from the President's leadership for the next four years.

Under his leadership, inflation has been cut nearly in half. Over two and one-half million more Americans are working today than a year ago. And America has maintained the peace by maintaining its unsurpassed military strength. This kind of common sense approach to government will keep America on a strong, steady course.

As the President says:

FORD(TAPE): "We must be more honest with the American people. Promising them no more than we can deliver and delivering all that we promise."

ANNOUNCER You can volunteer to help the President's team in California. In Orange County, volunteer by calling 714/558-6001. That's 714/588-6001. President Ford is your President. Help keep him.

President Ford is your President. Help keep him.

Paid for by the President Ford Committee.



AUTHOR:
TITLE: DEFENSE- TEXAS
JOHN TOWER
STATUS: DRAFT #3

COPY: BROADCAST

DATE: 4/8/76
TIME: 4:30pm

Hello, I'm Senator John Tower. During this Presidential campaign, there has been harsh criticism of President Ford and our national defense. To compare the United States and the Soviet Union purely on numbers, is irresponsible. The fact is, our needs are different. President Ford knows it. And all the candidates know it, too. The Soviet Union is surrounded by enemies and must maintain a huge standing army just to patrol its border. But we have friends and allies on our borders. The Soviet Union's strength is in numbers. Our strength is in technically superior weapons, offensive and defensive. The President says,

"We have the full capability to deter aggression, maintain the peace and protect our national security".

Our striking power is without equal. And anyone who says otherwise, doesn't know what he's talking about. Period. I urge you, in Saturday's Texas primary, to cast all four of your votes for the delegates pledged to President Ford. President Ford is your President. Keep him.

Paid for by the President Ford Committee.



X: Clayt White
Peggy P. Iles
Phelps Johnston
Gene Russo
Bruce Bandinger
Peter Drury
Ed Speigel

April 15, 1976

MEMORANDUM FOR:

TIM AUSTIN

FROM:

FRED SLIGHT

SUBJECT:

Retort to Reagan's
March 31 Address

I received the attached material yesterday and thought you
might find it of interest.

The responses were prepared by the House Wednesday Group under
the supervision of Executive Director Patricia Goldman.

Attachment

cc: Peter Kaye
Bruce Wagner ✓



REAGAN STATEMENT:

"In this election season the White House is telling us a solid economic recovery is taking place... But, in fact, things seem just about as they were back in the 1972 election year."

FACT:

Mr. Reagan's statement makes it appear as if the economic recovery is a figment of White House imagination. In fact, that the economy is turning from recession to recovery is a tribute to the tenacity of President Ford in resisting the inflationary economic proposals of the Democratic Congress.

President Ford took office in August, 1974. From that time on, the recession began to wind down and economic experts point to March, 1975 as the point at which the recession apparently bottomed out. The economy has been on a recovery track since then.

REAGAN STATEMENT:

"Once again we had unemployment. Only this time not 7%, more than 10."

FACT:

The unemployment rate never was as high as 10%. Although 8.9% was much too high, that was the highest the rate reached in this recession. That was a year ago in May, 1975.

REAGAN STATEMENT:

"It took this administration just the last 12 months to add \$96 billion to the debt."

FACT:

The Administration has been waging a difficult battle with Congress to keep the budget at the projected \$76 billion level. -- \$20 billion less than the mistaken figure used by Reagan.

In order to keep the budget deficit from being even larger the President has exercised his veto power 46 times, in the process saving the taxpayers an estimated \$13 billion in 1975 and 1976.



REAGAN STATEMENT:

Inflation is the cause of recession and unemployment. There's only one cause for inflation-- government spending more than government takes in. The cure is a balanced budget."

FACT:

The inflation is not wholly the result of government deficits. It was also influenced by monetary policy and by unusual shocks such as the quintupling of international oil prices and a world wide food shortage that took place in 1973 and 1974.

To advocate an immediate balanced budget would be both irresponsible and dishonest. Part of the deficit is due to the recession and the reduced level of Federal revenues. Part of the deficit is due to the explosion of Federal outlays for transfers and grants. It took a decade and more to create these problems. They cannot be solved overnight without imposing intolerable costs upon the American people. They cannot be solved without a solid sustainable recovery, an enduring reduction in inflation and the reordering of budget priorities which the President has proposed.

An immediate balance in the federal budget would require either a large tax increase or a large expenditure reduction. Such measures would shock the recovery and probably bring it to a halt. The only way to achieve our goals is to follow a prudent and disciplined budget policy, or reorder our budget priorities, to curb the rapid rise in Federal outlays. Otherwise, instead of overshooting the mark as we did in 1972-1973, we will undershoot it-- and we will again be faced with the dual problem of recession and inflation.

REAGAN STATEMENT:

"A Presidential Commission of experts should be appointed to study and present a plan to strengthen and improve Social Security while there's still time--"

FACT:

Mr. Reagan's proposal would be duplicative of the Social Security Advisory Council. The 12-member Council is provided for in the Social Security Act. It meets quadrennially and its membership, which must be reflective of the various business and labor groups and public, is reconstituted every four years.

The most recent Council just concluded its study and submitted its report which makes a number of recommendations and changes to deal with the acknowledged problems in the Social Security system.



REAGAN STATEMENT:

"And almost instantly (after signing of the ^{new} bill) drilling rigs all over our land started shutting down."

FACT:

From December through mid-March 1976 there were as many rigs operating as were operating in the comparable period during 1975. There was a decrease from the fall but that is a normal seasonal decline that takes place annually. Preliminary estimates are that production and development activities in 1976 will exceed those of 1975.



REAGAN STATEMENT:

"Now for the first time in our history, we are importing more oil than we produce."

FACT:

Newsweek reported in its March 29 issue that for the first time in our history, we are importing more oil than we produce. What Newsweek pointed out, and which the Governor did not, was that the time period in which oil imports surpassed domestic oil production was one week. Weekly figures are subject to great variance due to seasonal aberrations.

In February, 1976, the latest month for which reliable statistics are available, the U.S. imported 7 million barrels of oil per day. That figure is about average for the past year. In February we produced 8.1 million barrels per day.

REAGAN STATEMENT:

"We gave just enough support to one side (in Angola) to encourage it to fight and die but too little to give them a chance of winning."

FACT:

If there is fault to be found in giving insufficient assistance in Angola the fault lies with the Democratically controlled Congress not with the Ford Administration.

The Ford Administration sought to maintain a level of intervention in Angola which would promote a military stalemate that in turn would lead to a negotiated settlement. The Democratic Congress prevented U.S. support of pro-Western elements in Angola, elements which soon collapsed, leaving the pro-Soviet pro-Cuban Popular Movement for the Liberation of Angola (MPLA) in power.

In spite of strong White House lobbying to the contrary, both the Senate and the House voted to prohibit the use of any funds in the 1976 Defense appropriations bill "for any activities involving Angola directly or indirectly."

REAGAN STATEMENT:

"In Asia our new relationship with mainland China can have practical benefits with both sides. But that doesn't mean it should include yielding to demands by them as the Administration has to reduce our military presence on Taiwan where we have a long-time friend and ally,



the Republic of China."

FACT:

We have not reduced our forces on Taiwan as a result of Peking's demands. Our reductions stem from our own assessment of U.S. political and security interests. We have drawn our forces down because the Vietnam conflict has ended and because the lessening of tension in the area brought about by our new relationship with the People's Republic of China has made it possible.

REAGAN STATEMENT:

"And, it is also revealed now that we seek to establish friendly relations with Hanoi. To make it more palatable, we are told this might help us learn the fate of the men still listed as Missing in Action."

FACT:

The Congressional Committee on the Missing in Action, after its trip to Hanoi to pick up the bodies of U.S. servicemen, has urged the Administration to make a positive gesture toward Hanoi in an effort to obtain further information and the return of additional bodies of dead servicemen still held by Hanoi. The Administration, in response, has offered to discuss with Hanoi the significant outstanding issues between us. Our policy toward Hanoi was clearly set forth by President Ford last December in Hawaii and does not include to "seek to establish friendly relations with Hanoi."

REAGAN STATEMENT:

"In the last few days, Mr. Ford and Dr. Kissinger have taken us from hinting at invasion of Cuba to laughing it off as a ridiculous idea. ... During this last year, they carried on a campaign to befriend Castro. The persuaded the Organization of American States to lift its trade embargo, lifted some U.S. trade restrictions, they engaged in cultural exchanges. And then on the eve of the Florida primary election, Mr. Ford went to Flor called Castro an outlaw and said he'd never recognize him. But, he hasn't asked our Latin American neighbors to reimpose a single sanction, nor has he taken any action himself. Meanwhile, Castro continues to export revolution to Puerto Rico, to Angola, and who knows where else?"

FACT:

We did not persuade the OAS to lift the sanctions against Cuba. At Quito in the fall of 1974, we did not support a motion in the OAS to do so. At San Jose last summer the U.S. voted in favor of an OAS resolution



which left to each country freedom of action with regard to the sanctions. We did so because many of the OAS members had already unilaterally lifted their sanctions against Cuba, and because the resolution was supported by a 2/3 majority of the organization members. Since that resolution passed, no additional Latin American country has established relations with Cuba or lifted sanctions.

The U.S. has not lifted its own sanctions against Cuba, and has not traded with Cuba. We have not engaged in cultural exchanges. We have validated some passports of U.S. Congressmen and their staffs, for some scholars and some religious leaders to visit Cuba. These steps were taken to test whether there was a mutual interest in ending hostile relations. That was consistent with the traditional American interest in supporting the free flow of ideas and people

Since the Cuban adventure in Angola, the Ford Administration resumed highly restrictive policies toward travel to Cuba. With regard to Cuban efforts to interfere in Puerto Rican affairs, the Ford Administration has made it clear in the UN and bilaterally to the Cubans that the United States will not tolerate any interference in its internal affairs.

As to statements regarding military action against Cuba, the Administration has no active plans but, as always, has contingency plans with respect to hypothetical foreign policy situations.

REAGAN STATEMENT:

"The Canal Zone is not a colonial possession. It is not a long-term lease. It is sovereign U.S. territory every bit the same as Alaska and all the states that were carved from the Louisiana Purchase. We should end those negotiations (on the Panama Canal) and tell the General: We bought it, we paid for it, we built it and we intend to keep it."

FACT:

While the United States has exercised administrative and political control over the Canal and the Canal Zone, it is not, and never has been "sovereign U.S. territory." In 1904, then Secretary of War William Howard Taft affirmed "titular sovereignty" resided in the Panamanian government. President Eisenhower reaffirmed this in 1957.

Unlike children born in the United States, for example, children born in the Canal Zone are not automatically citizens of the United States.

The Ford Administration, as has the three preceding Administrations, is negotiating regarding the Canal to protect our national security, not



to diminish it. Given the increasing interdependency of nations, the U.S. must forge new relationships based on mutual equality, cooperation and respect. In this regard, the 1903 treaty is an anachronism which will continue to serve as a rallying point for anti-U.S. nationalist dissent in Latin America. This is regarded by Latin American nations as a test case for the future of U.S. foreign policy intentions in the southern hemisphere.

(See W.G. Backgrounder- "Panama Canal Treaty Revision" for additional detail

REAGAN STATEMENT:

"The evidence mounts that we are Number Two in a world where it is dangerous, if not fatal, to be second best."

FACT:

Mr. Reagan listed some categories of weapons programs in which the Soviet Union has superiority, but he failed to note that there are many categories of programs in which we have a significant and impressive lead.

While we must never rest on our laurels, and must keep up to date with new systems, it should be noted that:

- o The U.S. maintains a 4-to-1 advantage over Russia in the total number of nuclear warheads and, moreover, the accuracy of ours is acknowledged to be superior to the Russian systems.
- o Our lead in strategic bombers is three to one
- o Our aircraft carriers outnumber the Russian's by 14-to-1

While most Republicans would agree with Mr. Reagan that the U.S. must always be vigilant not to fall behind the Soviet Union in our military preparedness, Mr. Reagan has fallen into the trap of confusing quantitative with qualitative capability. For example, while the Soviets maintain a 4.4 million man army, to our 2.1 million force, it should be pointed out that over one million of Russia's troops are tied up on the Chinese border. The rest of those troops are counterbalanced in the West, not only by U.S. troops but NATO forces as well.

REAGAN STATEMENT:

"...Mr. Ford traveled halfway 'round the world to sign the Helsinki Pact, putting our stamp of approval on Russia's enslavement of captive nations. We gave away the freedom of millions of people-- freedom that was not ours to give."



FACT:

The President went to Helsinki along with the Chiefs of States, or heads of government of all our Western allies and, among others a Papal Representative, to sign a document which confirmed the end of World War II and regularizing relations between European nations.

Although the wording is very vague, one of the four sections of the document contains commitments for the signers to establish the principle of humanitarian cooperation, placing high priority on: family reunifications and visits, marriages between nationals of different states, and improving the working conditions of foreign journalists. Specifically, this section should facilitate the emigration of Soviet Jews.

With regard to the particular case of the Baltic States, President Ford stated clearly on July 25 that "the United States has never recognized that Soviet incorporation of Lithuania, Latvia and Estonia and is not doing so now. Our official policy of non-recognition is not affected by the results of the European Security Conference." In fact, the Helsinki document itself states that no occupation or acquisition of territory by force will be recognized as legal.

On December 2, 1975, the House voted 402-0 in favor of H.Res. 864 expressing the sense of the House that the U.S. policy of nonrecognition of the USSR's annexation of three Baltic nations in 1940 has not changed. Congressman Derwinski a leader in support of the resolution was quoted as saying that the House was supporting Administration statements that the U.S. signature to the agreement did not change U.S. policy toward annexation.

REAGAN STATEMENT:

"Dr. Kissinger is quoted as saying that he thinks of 'the U.S. as Athens and the Soviet Union as Sparta. The day of the U.S. is past and today is the day of the Soviet Union.' And, he added, '...My job as Secretary of State is to negotiate the most acceptable second-best position available.'"

FACT:

The so-called quotes from Secretary Kissinger are, in fact, not direct quotes from the Secretary but from a magazine article by Admiral Elmo Zumwalt. Secretary Kissinger had already issued a flat, official denial that he had made any such statement before Mr. Reagan made the speech. Yet, Mr. Reagan reiterated the quote as undisputed.

REAGAN STATEMENT:

"Now we learn that another high official of the State Department, Helmut Sonnenfeldt, whom Dr. Kissinger refers to as his "Kissinger", has expressed the belief that, in effect, the captive nations should give



up any claim of national sovereignty and simply become a part of the Soviet Union. He says, 'Their desire to break out of the Soviet straight jacket threatens us with World War III. In other words, slaves should accept their fate."

FACT:

It is inaccurate and a distortion of fact to ascribe such views to Mr. Sonnefeldt and thus to the Administration. The State Department and Administration view was expressed by Secretary Kissinger before the House International Relations Committee on March 29, after charges about Mr. Sonnenfeldt had become public. Mr. Kissinger made the following remarks:

"As far as the U.S. is concerned, we do not accept a sphere of influence of any country, anywhere, and emphatically we reject a Soviet sphere of influence in Eastern Europe."

"Two Presidents have visited in Eastern Europe; there have been two visits to Poland and Romania and Yugoslavia, by Presidents. I have made repeated visits to Eastern Europe, on every trip to symbolize and make clear to these countries that we are interested in working with them and that we do not accept or act upon the exclusive dominance of any one country in that area."

"At the same time, we do not want to give encouragement to an uprising that might lead to enormous suffering. But in terms of the basic position of the United States, we do not accept the dominance of any one country anywhere."

"Yugoslavia was mentioned, for example. We would emphatically consider it a very grave matter if outside forces were to attempt to intervene in the domestic affairs of Yugoslavia. We welcome Eastern European countries developing more in accordance with their national traditions, and we will cooperate with them. This is the policy of the United States, and there is no Sonnefeldt doctrine."



Campaign'76
Media Communications, Inc.

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

April 15, 1976

MEMO TO: TIM AUSTIN
VIA: ROGERS MORTON
FROM: CLAYT WILHITE
SUBJECT: COPY CLEARANCE

Attached for copy clearance is the following:

- Texas Comparison Full-Page Newspaper Ad.

cc: Bruce Wagner
Ed DeBolt
Peter Kaye
Stu Spencer
Fred Slight
Peter Dailey
Bob Visser
Roy Hughes

MASTER



TITLE: GR
STATUS: TX AD
DRAFT

COPY: NEWSPAPER

TIME: 6 pm
CODE #:

President Ford,
his opponent
and you.

On May 1st, you, the voter, are going to make a decision that's vital to not only Texas but also the nation.

The decision is whether to vote for President Ford, on the basis of what he's been doing

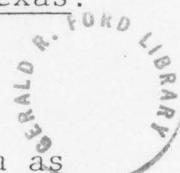
Or his opponent, on the basis of what he's been saying.

President Ford has started to turn the economy around, resulting in 2.5 million more Americans working today than one year ago. He has also cut inflation nearly in half, and, to guard against future inflation, has vetoed big spending bills passed by the liberal Congress, saving the taxpayers over \$13 billion.

His opponent has offered nothing in the way of a comprehensive, workable economic plan for America. He has, however, proposed his now-famous scheme to transfer \$90 billion from the federal government to the states--which would mean higher taxes for Texas.

President Ford has maintained the peace by maintaining America as a military power unsurpassed by any other nation in the world.

Senator John Tower, second ranking member of the Senate Armed Services Committee and a strong defense advocate, calls President Ford the best informed President on defense matters since Dwight Eisenhower. And he welcomes the fact that President Ford, determined to keep America unsurpassed militarily, is fighting this year for the largest defense budget in peacetime history.



His opponent, inexperienced in national and international affairs,
has shown himself to be misinformed on America's military needs in
today's world. That's why he has preferred to compare the U.S. to
the Soviet Union on an old-fashioned who-has-more-of-what basis, rather
than recognize that the U.S. has all it needs to do what counts:
Deter aggression, maintain the peace and protect its national security.

President Ford this year included in his program a cost-of-living increase in Social Security benefits, as well as catastrophic health insurance coverage, for older Americans--and has had the courage to request the payroll tax increase needed to pay for it.

His opponent has not offered a solid, constructive, alternative
program and the most revealing item to come out of his campaign
remains the incredible suggestion that Social Security
funds be invested in the stock market--a suggestion that, if
implemented, would jeopardize the benefits of not only today's older
Americans but also tomorrow's.

President Ford has 25 years of experience--as a Congressman, Vice President and President--dealing with the national and international issues that are a President's responsibility. He has been making the hard decisions that have to be made.

His opponent has no experience with such issues, having never held
a public office which dealt with them. And unable to develop any
bona fide issues of his own, he has conducted a campaign with lots
of heat but little light, criticizing much and proposing little.



President Ford.

His opponent.

Now it's time to hear from you.

If you want to vote for the man who has experience, proven leadership and responsibility on his side...the man who can also win next November...that man is President Ford.

On May 1st, vote for all four delegates pledged to President Ford.

President Ford is your President. Keep him.

You Have Four Votes In the Primary

In the Texas Primary, you do not vote for one of the candidates.

Instead, you vote for four delegates. Cast your ballot for those whose names appear below. They are pledged to President Ford.

(space for names)

Vote Four For Ford!



APPROVED: _____

Campaign'76

Media Communications, Inc.

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

April 19, 1976

MEMO TO: TIM AUSTIN
FROM: CLAYT WILHITE
SUBJECT: DEFENSE BROCHURE - COPY CLEARANCE

Attached is a revised copy of the defense brochure. This copy will go into production today and the brochure should be ready for distribution by Thursday or Friday of this week.

If you have any comments, please let me know immediately.

CC: Bruce Wagner
Ed DeBolt
Peter Kaye
Stu Spencer
Fred Slight
Peter Dailey
Bob Visser
Rogers Morton
Roy Hughes

MASTER



TITLE: NATIONAL DEFENSE
STATUS: AS PRESENTED

COPY: COLLATERAL
(BROCHURE)

TIME: 10 am

(TITLE)

National Defense

(first inside
heading)

"Our military forces are capable and ready.

Our military power is without equal, and I
intend to keep it that way."

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

The goal of national defense is to maintain the freedom and
security of the American people.

Nothing could be more important. In no area of our national life is
it more essential that we face the truth honestly and squarely--that
we make clear distinctions between fact and fiction, between
legitimate concerns and campaign sensationalism.

Every citizen has the right and the duty to be concerned about
defense. But those who talk irresponsibly about it for political
gain may dangerously mislead not only the American people but the
rest of the world as well.

Other nations must not get a false impression of the absolute strength
of the United States. If they believe that we are not as strong as
we actually are, they might be invited to commit new aggressions against
our friends--and our vital interests--around the world.

The campaign charge that the Soviet Union has surpassed the United
States in military strength is, at best, inaccurate. At worst, it
is a complete misinterpretation of our defense capabilities.



"We are absolutely unsurpassed
in military capability."

President Ford made that statement on April 2. He went on to say,
"We have full capability, in a military sense, to deter aggression,
to maintain the peace and to protect our national security."

The American people have learned to trust President Ford's honesty and integrity.

But it is doubly reassuring to know that the man who says these things about our
national defense is a leading authority on the subject.

For 14 of his 25 years in Congress, President Ford was a member
of the Defense Appropriations Subcommittee. He became known as
an expert on weapons procurement, urging the development of military
hardware that would increase America's technological superiority.
As Vice President and as President, he has continued his informed
leadership in defense matters.

President Ford is better informed on defense than
any Chief Executive since President Eisenhower. He knows the pitfalls
of an oversimplified, "laundry list" approach which argues that
if we do not have leadership in every arms category, we are,
automatically, "second best."

Instead, we must have the kind of defense that is suited to our
own strategic needs, not a carbon copy of the military estab-
lishment of any other nation. And that is exactly what we have:
a defense unsurpassed in its strategic striking power.

APPROVED: _____



Setting the record straight
the facts about our superiority

The basis of America's unsurpassed defense capability is our weapons technology, the best in the world.

Our ballistic missiles are much more accurate and more survivable than those of the Soviet Union.

In the vital category of warheads, we have a 2 to one lead.

In strategic aircraft, we have a three-to-one lead. We are developing and producing the world's most modern bomber, the B-1.

Our naval tonnage is twice that of the Soviet Union. Our carrier fleet is the supreme naval force of all history.

Our army is the finest in the world. In spite of this fact, some critics simplistically charge that our troops are outnumbered by Soviet forces. What they neglect to say is that has been true over many years--for two sound strategic reasons: because the Soviets need quantity to help offset the sophistication of our weaponry and, more importantly, because the Soviet Union has defense problems very different from ours. Their land area is far larger than the United States. A powerful nation faces them in Asia across the world's longest border, where half or more of the Soviet Army is concentrated. Strong Allied forces are on their European borders.



President Ford backs his words
with action on defense

President Ford is determined that the United States remain what it is today: the most powerful nation in the world. That is why, in January, 1976, he sent to Congress the largest defense budget in peacetime history: 112 billion dollars, up \$14 billion from last year. He has promised that, if the Congress returns to him a defense bill with a substantailly lower appropriation than he asked for, he will veto it--an unprecedeted step.

Over the past six years, Congress has cut a total of 32 billion dollars from Presidential defense budgets. The budget President Ford submitted in January, 1975, was the first in seven years to contain a real increase in defense spending. Congress cut more than \$7 billion from it.

Those who are concerned about America's military capability--and everyone sould be--would do well to make their views known where the real defense problem is: in the Congress of the United States.

There is no such thing
as "instant" defense

The size of President Ford's military budgets indicates his keen awareness that the nation must plan ahead for its defense.

The technical complexity of modern armaments means that from five to 15 years is required to develop them, tool up for them, produce them and deploy them. The defense we have today is the result of



TITLE: page five
STATUS:

TIME:

decisions made as long ago as the early 1960's. Similarly, decisions we make today will determine how good our defense will be through the decade of the 1980's.

Today, wars can be won or lost in a week, a day, an hour.

President Ford knows that the maintenance and readiness of our defense is the best assurance the nation has of keeping the peace.

Soon after he took office, he said, "Just as America's will for peace is second to none, so will America's strength be second to none."

President Ford has kept that pledge. With the support of the American people, he will continue to keep it.



APPROVED: _____

Campaign'76
Media Communications, Inc.

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

April 20, 1976

MEMO TO: TIM AUSTIN
VIA: ROGERS MORTON
FROM: CLAYT WILHITE
SUBJECT: COPY CLEARANCE

The following material is attached for copy clearance:

1. Revised version of the Texas "President Ford, His Opponent and You" full-page newspaper ad (boxed copy indicates changes).
2. William Ruckelshaus Indiana Advocate radio (:60).
3. California Recruitment Brochure (requested by Dave Ligget of the California PFC).

cc: Bruce Wagner
Ed DeBolt
Peter Kaye
Stu Spencer
Fred Slight
Peter Dailey
Bob Visser
Roy Hughes

mastek



TITLE: GR
STATUS: TX AD
DRAFT

COPY: NEWSPAPER

TIME: 4/20/76
4 pm
CODE #:

President Ford,
his opponent
and you.

On May 1st, you, the voter, are going to make a decision
that's vital to not only Texas but also the nation.

The decision is whether to vote for President Ford, on the basis
of what he's been doing

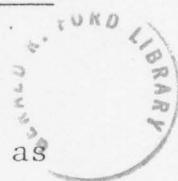
Or his opponent, on the basis of what he's been saying.

President Ford has started to turn the economy around, resulting in
2.5 million more Americans working today than one year ago. He
has also cut inflation nearly in half, and, to guard against
future inflation, has vetoed big spending bills passed by the
liberal Congress, saving the taxpayers over \$13 billion.

His opponent has offered nothing in the way of a comprehensive,
workable economic plan for America. He has, however, proposed his
now-famous scheme to transfer \$90 billion from the federal
government to the states--which would mean higher taxes for Texas.

President Ford has maintained the peace by maintaining America as
a military power unsurpassed by any other nation in the world.

Senator John Tower, second-ranking Republican member of the Senate Armed Services
Committee and a strong defense advocate, calls President Ford the best
informed President on defense matters since Dwight Eisenhower. And he
welcomes the fact that President Ford, determined to keep America
unparalleled militarily, has sent Congress the largest defense budget in



AUTHOR: TX AD
TITLE: PAGE TWO
STATUS:

COPY: NEWSPAPER

DATE:
TIME:
CODE #;

peacetime history...with the warning that he will veto any budget that is returned to him with substantially lower appropriations than he requested.

His opponent, inexperienced in national and international affairs, has shown himself to be misinformed on America's military needs in today's world. He has preferred to compare the U.S. to the Soviet Union on an old-fashioned who-has-more-of-what basis, rather than recognize that the U.S. has all it needs to do what counts: deter aggression, maintain the peace and protect its national security.

He has simplistically criticized the President instead of the liberal Congress which has slashed \$38 billion from Presidential defense budget requests over the last seven years.

President Ford this year included in his program a cost-of-living increase in Social Security benefits, as well as catastrophic health insurance coverage, for older Americans--and has had the courage to request the payroll tax increase needed to pay for it.

His opponent has not offered a solid, constructive, alternative program and the most revealing item to come out of his campaign remains the incredible suggestion that Social Security funds be invested in the stock market--a suggestion that, if implemented, would jeopardize the benefits of not only today's older Americans but also tomorrow's.

President Ford has 25 years of experience--as a Congressman, Vice President and President--dealing with the national and international issues that are a President's responsibility. He has been making the hard decisions that have to be made.



AUTHOR: TX AD
TITLE: PAGE THREE
STATUS:

COPY: NEWSPAPER

DATE:
TIME:
CODE #:

His opponent has no experience with such issues, having never held a public office which dealt with them. And unable to develop any bona fide issues of his own, he has conducted a campaign with lots of heat but little light, criticizing much and proposing little.

President Ford.

His opponent.

Now it's time to hear from you.

If you want to vote for the man who has experience, proven leadership and responsibility on his side...the man who can win next November... that man is President Ford.

In May 1 Republican Primary, vote for all four delegates pledged to President Ford.

President Ford is your President. Keep him.

You Have Four Votes In the Republican Primary.

In the Texas Republican Primary, you do not vote for one of the candidates. Instead, you vote for four delegates. Cast your ballot for those whose names appear below. They are pledged to President Ford.

(space for names)

LISTED BY CONGRESSIONAL
DISTRICT WHERE INDIVIDUAL
NEWSPAPER IS CIRCULATED

Vote Four For Ford!



AUTHOR: TITLE: RUCKELSHAUS IN ADVOCATE
STATUS: as recorded

COPY: BROADCAST

RADIO: 60

DATE: 4/20/76
TIME: 4/20/76
CODE #: 4/20/76
PFIN 7166

RUCKELSHAUS: This is Bill Ruckelshaus. I wouldn't be speaking out now if I didn't feel as strongly as I do about President Ford. He must win next Tuesday's important Republican Primary. We've all watched him closely in the White House, and we have to be impressed.

When he took office, President Ford spoke these words:

FORD (TAPE): "My fellow Americans, our long national nightmare is over. Our Constitution works. Here the people rule..."

RUCKELSHAUS: Ever since that day, President Ford has earned the respect and trust of the American people. He has given us calm, steady leadership. Thanks to his policies, inflation has been cut nearly in half. Unemployment is dropping every month.

I sense in America today a new feeling, a new hope, a renewed determination to get on with the job. A forthright President deserves much of the credit for that.

Vote for President Ford in the May 4th Republican Primary. President Ford is your President. Keep him.

Paid for by the President Ford Committee. Keep him.



TITLE: CA RECRUITMENT BROCHURE COPY: COLLATERAL

TIME: 4 pm

STATUS:

DRAFT

COVER: PRESIDENT FORD...
LET'S WORK TO KEEP HIM.

During the next few weeks you can work for a better America. You can help insure that on Tuesday, June 8, your fellow-Californians will cast votes that will count in the California Republican Primary.

They, and you, can endorse the man whose unquestioned character and strong, steady leadership have restored public confidence in government and are turning the economy around: President Ford.

In the election of 1976, he is the best-qualified candidate in either party. He understands the Presidency, and he has the ability to get things done to meet the needs of California and the nation.

President Ford will lead the Republican Party to a great victory in November. He will rally all Republicans and millions of Independents with his realistic, responsible approach to government.

California voters have strong personal reasons for believing in President Ford.

INSIDE: COURAGE. COMMON SENSE. RESPONSIBLE LEADERSHIP.

President Ford makes sense
for America...

and makes sense to Californians.

When President Ford took office, the United States was in the worst recession in 40 years. Inflation was out of control. Unemployment was rising, public confidence was falling.



The new President took the nation's problems firmly in hand and started on a steady course towards recovery.

Today, because of his responsible, common sense approach, President Ford's goal-- full recovery without inflation --is in sight.

Inflation has been cut nearly in half. Why? Largely because President Ford courageously vetoed numerous big-spending bills passed by the overwhelmingly Democratic Congress, bills that would have fueled the fires of future inflation.

Over 2.6 million more Americans are working, now, than a year ago.

Total employment is the highest in all our history.

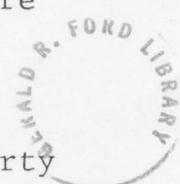
Americans everywhere know that the tide is turning. There's a new spirit in the air, renewed determination to get on with the job.

To older Americans particularly, inflation is the great enemy. President Ford's success in curbing it is the best news of the year for people living on fixed incomes, retirement incomes.

But President Ford goes further in his concern for older Americans' welfare. Back in January he urged Congress to make available the full cost-of-living increases in Social Security benefits, payable in July, 1976. And he proposed insurance against catastrophic illness for every person covered by Medicare.

Farmers and small businessmen likewise have reason to admire President Ford's practical common sense.

To help prevent the crushing blow of forced sales of property to pay estate taxes--to keep family farms and family-owned



businesses in the family--President Ford has proposed that Federal inheritance tax exemptions be raised from \$60,000 to \$150,000--and that, on the remaining estate taxes, heirs should have as long as 25 years to pay.

"We are absolutely unsurpassed
in military capability."

President Ford made that statement on April 2. He went on to say, "We have full capability, in a military sense, to deter aggression, to maintain the peace and to protect our national security."

The American people have learned to trust President Ford's honesty and integrity.

But it is doubly reassuring to know that the man who says these things about our national defense is a leading authority on the subject.

For 14 of his 25 years in Congress, President Ford was a member of the Defense Appropriations Subcommittee. As Vice President and as President, he has continued his informed leadership in defense matters and is better informed on defense than any Chief Executive since President Eisenhower.

President Ford is determined that the United States remain the most powerful nation in the world. He has sent to Congress the largest defense budget in peacetime history: 112 billion dollars, up \$14 billion from last year. He has promised that, if the Congress returns to him a defense bill with a substantially lower appropriation than he asked for, he will veto it--an unprecedented step.



Soon after President Ford took office, he said, "Just as America's will for peace is second to none, so will America's strength be second to none." He has kept that pledge.

BACK

COVER: Work for the man who
is working for America.

President Ford's team in California is working hard for victory in the June 8 Republican Primary--the last and most crucial primary in the nation. His team can use your help.

If you become involved, you'd be working with your fellow Californians who have recognized--and want to continue--the strong leadership of President Ford.

That leadership goes beyond turning the economy around, cutting inflation and maintaining the peace. His leadership has restored a sense of stability to the nation. He is conducting an impressively open and honest Administration. He has the support of a large and growing number of Californians you know:
(blue ribbon list)

Not only in California, but throughout the nation, Americans by the millions are recognizing the President's many achievements. We Californians, on June 8, can climax his successful campaign in the primaries. After his nomination, President Ford will go on to victory in November and carry on his successful efforts for a better America four more years.

That's why we're working now...and would like you to work now... for President Ford. Use the handy coupon below to volunteer your



TITLE: CA RECRUITMENT
STATUS: PAGE FIVE

COPY: COLLATERAL

TIME:

services. Join us in support of the man who has, is, and will be working for us in the years ahead.

(coupon)



Campaign'76
Media Communications, Inc.

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

April 22, 1976

MEMO TO: TIM AUSTIN
FROM: BRUCE WAGNER
SUBJECT: AUDIO TAPES OF THE PRESIDENT

Please find audio copy for the President attached.

This text should be delivered with grand conviction
for use in our 5-minute documentary.

cc: Clayt Wilhite
Peter Dailey

MA SRE



PRESIDENT FORD: "AMERICANS WILL NOT LONG HEED THE
COUNSELS OF FEAR.

OUR CONFIDENCE IN OURSELVES IS TOO
DEEP, ROOTED IN TWO CENTURIES OF
TRIAL AND TRIUMPH.

(NEVER FEAR,) AMERICA AND AMERICANS
WILL PREVAIL."



Campaign'76

Media Communications, Inc.

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

April 23, 1976

MEMO TO: TIM AUSTIN
VIA: ROGERS MORTON
FROM: CLAYT WILHITE
SUBJECT: COPY CLEARANCE

The following copy is attached for clearance:

1. :30 Television Commercial - Senator Tower, Texas, #1
2. :30 Television Commercial - Senator Tower, Texas, #2.
3. :60 Radio Commercial - Lift of 5-minute copy.

We shot the two Tower spots when preparing the 5-minute program last week. We have not yet viewed the rough footage for quality, but want to get copy approval of the scripts should the commercials be needed for the final week of the campaign.

If possible, please get back to me before 5 p.m.

cc: Bruce Wagner
Ed DeBolt
Peter Kaye
Stu Spencer
Fred Slight
Peter Dailey
Bob Visser
Roy Hughes

Mastar



AUTOGRAPHED
TITLE: SENATOR TOWER - TEXAS #1
STATUS:

COPY: BROADCAST
TV 30

DATE: 4/20/76
TIME: 6:30 pm
CODE #:

SENATOR TOWER
MEDIUM SHOT
SUPER: SENATOR JOHN TOWER

TOWER: In the Republican Presidential Primary,
we share the responsibility of leadership.
Choosing the man who will lead us best.

SLOW MOVE IN

The choice is clear.

GESTURE

On the one hand, superficial campaign rhetoric.
Inaccurate and irresponsible.

GESTURE

And on the other, proven performance.

CUT TO FORD IN ACTION

President Ford's calm steady leadership has
started to turn the economy around.

FORD WITH CONGRESS

His forceful initiative has pushed his record
defense budget through a liberal Congress.

CUT BACK TO TOWER

His record makes him the responsible choice.

President Ford is your President. Keep him.



TITLE: SENATOR TOWER - TX #2 COPY: B BROADCAST

STATUS:

12:00

TV: 30

TIME: 5 pm
CODE #:

SUPER: SENATOR JOHN TOWER

On May 1, in the Republican Primary, Texas will choose between two men.

President Ford is the responsible man... He makes no irresponsible promises. He delivers. President Ford is responsible for the sure, steady resurgence of the nation's economic strength...

...responsible for successfully insisting that Congress pass his record defense budget to keep our military strength unsurpassed.

I urge you to vote for the responsible man.

President Ford.

President Ford is your President. Keep him.



AUTHOR: BB
TITLE: TX DEFENSE - LIFT OF 5-MINUTE TV COPY
STATUS: EXP REVISION #2

COPY: BROADCAST
RADIO :60

DATE: 4/22/76
TIME: 4:45 pm
CODE #:

In primary after primary, President Ford's calm, steady leadership has been acknowledged by the American people. However, some who seek the Presidency have not fared as well, in losing, they have begun to make statements about national defense that are misleading and misinformed.

To say that America is second best in military strength is false.

The truth is, America's military strength is unsurpassed, due to the quality and the sophistication of our weapons. Our resources are great. Our leadership is strong. As President Ford said,

"Americans will not long heed the counsel of fear. Our confidence in ourselves is too deep, rooted in two centuries of trial and triumph. America and Americans will prevail."

Now, President Ford is reversing the trend of Congress, leading them to a record national defense budget.

America needs responsible leadership, men who seek the Presidency must be equal to its burdens.

President Ford has demonstrated the calm, well-reasoned judgement needed to cope with a complex, difficult world.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.



Campaign'76
Media Communications, Inc.

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

April 24, 1976

MEMORANDUM TO: TIM AUSTIN
FROM: BRUCE WAGNER *B*
SUBJECT: FIVE MINUTE DOCUMENTARY

Ten "as recorded" copy texts of our five minute documentary television program are attached.

Master



April 24, 1976
As Recorded
Copy Script

"FACES" DOCUMENTARY PROGRAM
(FIVE MINUTES)

NARRATOR: In December of 1968, three American astronauts first saw the world at a glance. The distance obscured the diversity, the different faces of mankind. The view from space only magnified the peaceful sense that earth was mankind's common ground. We could forget that it was also fragmented, complex and difficult--a divided world in need of reasonable men.

Entering its third century, America is the strongest nation on earth. We have remained free because we have resolutely defended our right of choice--the right to choose our way of life, our religion, and the right to choose our leaders.

SENATOR TOWER
VOICE-OVER: On May 1st, the voters of Texas will make an historic choice of leader. In choosing, each American shares the burden of leadership. As their patriotic duty, they will reflect carefully and then, vote.

SENATOR TOWER: I'm Senator John Tower and I would like to share with my fellow Texans the reasons that led to my choice for President and the compelling reasons I would urge Texans to choose as I have.



This country has faced and survived many difficult times in our two hundred year history. Always, we have survived them best when we have met doubt with resolution, fought panic with reason, and overcome frustration with patience.

SENATOR TOWER
VOICE-OVER:

When President Ford took office, the institutions of government were under challenge. He began to restore trust in government with an open administration, and his own frankness with the American people.

He acknowledged he had not been elected by the ballot and asked for confirmation in our prayers. He reminded us of our strength, that this was a government of laws, not of men. He moved quietly and firmly, out of his own abiding faith in our system.

He developed a leadership of responsibility, a leadership that did not panic into foolish action, that had the wisdom to wait, that had the courage to say "no" to the free spenders.

VOICE-OFF: The President of the United States.

NARRATOR: The proof of his leadership is in the results.

Under President Ford, the partnership of government and the American people has turned the economy around. More and more Americans are working. Inflation has been beaten back. Recovery is underway.



Under President Ford, America is firmly committed to a policy of peace through strength.

Under President Ford, the lines of communication are kept open to all. The message is loud and clear. Our resolve has not slackened, our strength is second to none.

President Ford's steady, calm leadership has been acknowledged by the American voter. He has been confirmed by primary ballot throughout the nation.

However, some who seek the Presidency have not fared as well. In losing, they have fallen back on an ill-considered and perilously superficial message. They have made pronouncements about national defense that are both shallow and misinformed.

It is false to say that we are second to the Soviets in military strength. The truth is that we are secure in our ability to defend the nation. The sophistication, the superior quality of our weapons, makes this so.

It is also true that though we are strong, we can never relax our guard. That is why President Ford has advocated the strongest possible defense throughout his lifetime in government.



As President, he has consistently fought for the largest defense budgets in history. For the first time in ten years, President Ford is reversing the trend of Congress and leading them to a record budget for national defense.

Those who would seek the presidency must not confuse political rhetoric with reality. Those who would seek the presidency must be equal to its burdens. They must not use words bristling with impatience or indulge in careless sabre-rattling. They must not forget that confrontation between nuclear giants can mean the extermination of mankind.

PRESIDENT
FORD:

"Americans will not long heed the counsels of fear. Our confidence in ourselves is too deep, rooted in two centuries of trial and triumph. Never fear, America and Americans will prevail."

NARRATOR:

America needs responsible leadership. President Ford has demonstrated the calm judgment to cope with a complex, difficult and divided world.

His steady, reasoned course will meet the challenge of what lies ahead.

President Ford is your President. Keep him.

