

The original documents are located in Box 4, folder “Austin, Tim (1)” of the Bruce S. Wagner Papers at the Gerald R. Ford Presidential Library.

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Campaign '76
Media Communications, Inc.

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

February 9, 1976

MEMORANDUM FOR: TIM AUSTIN
FROM: BRUCE WAGNER
SUBJECT: LOCAL RADIO

Please find :60 radio copy for use in New Hampshire and Florida.

We've incorporated the new employment data.

We'll be recording this copy promptly.

c.c. Bo Callaway
Peter Dailey

Attachments (3)



BAFALIS: Hello. I'm your Congressman, Skip Bafalis. I believe that President Ford is the one Republican who can win in November.

And I believe that President Ford is the one Republican who understands what we need here in Florida.

We want inflation stopped. President Ford's policies have already cut inflation in half.

We want people working again. Thanks to the President's leadership, Americans are going back to work--800 thousand more in January alone.

We want to reduce crime. President Ford recommends new Federal assistance to help us fight crime at the local level.

We want maximum Social Security payments. In his State of the Union message, President Ford said:

FORD
(tape): "I am recommending that the full cost of living increase in Social Security benefits be paid during the coming year."

BAFALIS: And he proposed insurance against catastrophic illness for everyone covered by Medicare.

President Ford has already acted where others can only promise.

President Ford is your President. Keep him.



ADVOCATE: Hello. I'm I want to tell you why
I support President Ford in the February 24 primary.

First, because President Ford's honesty, warmth and common sense restored America's respect for the Presidency.

Second, because he is leading us out of the recession.

In his State of the Union message, President Ford said:

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

ADVOCATE: Last year, President Ford had the courage to say "No" to panicky demands for huge increases in Federal spending. Because he stood fast, inflation has been cut in half.

Already, three out of five Americans who lost their jobs in the recession have gone back to work.

Best of all, President Ford understands New Hampshire's needs.

His energy proposals will make us less dependent on costly foreign oil.

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.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



PETERSEN: Hello. I'm Govenor Petersen. I believe that President Ford is the one Republican who can win in November.

And I believe that President Ford is the one Republican who understands what we need here in New Hampshire.

We want inflation stopped. President Ford's policies have already cut inflation in half.

We want people working again. Thanks to his leadership, Americans are going back to work-- 800 thousand more in Jan. also

We want to be less dependent on costly foreign oil. President Ford's energy proposals have the same goal.

We want maximum Social Security benefits. In his State of the Union message, President Ford said:

FORD
(tape)

"I am recommending that the full cost of living increase in Social Security benefits be paid during the coming year."

PETERSEN: And he proposed insurance against catastrophic illness for everyone covered by Medicare.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



February 6, 1976

MEMORANDUM FOR: TIM AUSTIN
FROM: BRUCE WAGNER
SUBJECT: CAMPAIGN BIOGRAPHY PAMPHLET

Many thanks for taking the time to coordinate and shepard our Campaign Biography through the corridors of the White House.

Attached, please find our copy which incorporates the input we received. You'll note that we have not employed all suggested changes; nevertheless, be assured that we have reviewed each and every suggestion.

If you wish to discuss this material further, please give me a call. We're moving quickly into production.

c.c. Peter Dailey
 Roy Hughes



Campaign '76
Media Communications, Inc.

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

February 12, 1976

MEMORANDUM FOR: TIM AUSTIN
FROM: BRUCE WAGNER *BW*
SUBJECT: WHITE HOUSE PHOTOGRAPHY

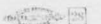
The attached White House memorandum indicates that our use of "unreleased" White House photographs will be decided on a case-by-case basis by the White House Press Office, Photo Office and Legal Council Office.

I suppose this is ok, but I think we ought to develop broader awareness as to the criteria for decisions on the use of unreleased pictures.

The fact is that when we need good pictures in the Campaign, we usually need them rather quickly...and I hope we will all manage to work together against this objective.

This is a very important concern for Campaign '76.

c.c. Bo Callaway
Peter Dailey
Jack Frost
Peter Kaye
Larry Speakes
John Vinson
Bob Visser
Al Whitley



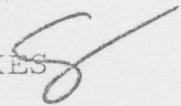
THE WHITE HOUSE

WASHINGTON

February 12, 1976

MEMORANDUM FOR RON NESSEN

FROM:

LARRY SPEAKES 

SUBJECT:

WHITE HOUSE PHOTO POLICY IN REGARD
TO PRESIDENT FORD COMMITTEE AND
CAMPAIGN '76

I met last night with Sandra Eisert and Billie Shaddix of the photo office and Barry Roth of the counsel's office. This meeting was held at your instruction to establish a policy in regard to release of official White House photographs to the President Ford Committee and Campaign '76.

The following guidelines were established:

1. Cost of pictures: The White House will continue its present policy of billing the PFC and Campaign '76 (as well as the RNC and any other political group) for all photographs at the standard government rate of \$1.25 per print.
2. Use of unreleased pictures: The White House, as a general rule, will attempt to confine the use of pictures by the PFC and Campaign '76 to pictures which have been previously released to the news media under existing policy. Use of previously unreleased pictures will be decided on a case-by-case basis by the press office in conjunction with the photo office and the legal counsel's office.

CC: J. Carlson
B. Roth
S. Eisert
D. Kennerly
B. Shaddix
P. Kaye (PFC)
Campaign '76



Campaign '76
Media Communications, Inc.

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

February 13, 1976

MEMORANDUM TO: TIM AUSTIN
 VIA BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: NEW HAMPSHIRE NEWSPAPERS

Copy for our full-page newspaper insertion in New Hampshire
is attached.

cc. Peter Dailey
 Peter Kaye
 Fred Slight
 Stu Spencer



On Tuesday, New Hampshire
will start President Ford on the road
to victory in November

COPY: This Tuesday, February 24, we can cast a vote we will always
remember proudly.

We can endorse the man whose unquestioned character and
strong, steady leadership have restored public confidence in govern-
ment and have turned 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 New Hampshire and the nation.

President Ford is the one Republican who can win in November.
He can rally all Republicans and millions of Independents with his
realistic, responsible approach to government.

New Hampshire voters have strong personal reasons for believing
in President Ford:

1. We trust him. He means it when he says, "We must be more honest
with the American people, promising them no more than we can
deliver, and delivering all that we promise." He deals with
reality instead of rhetoric.
2. He has the courage to say "No" to runaway spending, to stand
up for his principle: "To hold down the cost of living, we
must hold down the cost of government." That's our kind of
government.



3. He has the common sense to stick to his steady course that is leading us out of the recession, that has cut inflation in half, that is reducing unemployment every month(nearly 800,000 more jobs in January alone).
4. He is experienced. He did not seek the Presidency, but his entire public career has been a preparation for the job. He has grown steadily throughout his lifetime of accomplishment in government.
5. We respect him as a man of outstanding personal character and integrity, dedicated and hard-working, a devoted husband and father.
6. Others respect him. Even his opponents recognize him as a fighter, a determined leader who used his power of veto and the knowledge gained from 25 years in Congress to win a series of victories for common sense.

He is a man of force and action. President Ford acts, where others can only promise. He initiates, he persuades, he leads. His career has been dedicated to the causes of peace, national defense, accountability of government to the people and, above all, financial integrity. He is firmly opposed to the idea that the Federal government can do everything better than the people can do for themselves.



Courage, common sense and self-control are the prime ingredients of President Ford's character. They underlie his style of open, visible government, which has nothing to hide and no need to apologize. President Ford is not afraid to take unpopular positions if he believes they are right. He does not ignore criticism, he stands up to it. He will compromise on details, but not on principles.

display: President Ford has earned our support.

Vote for the President on Tuesday.

display: President Ford is your President. Keep him.

signature: President Ford '76

disclaimer: Paid for by the President Ford Committee, Howard H. Callaway, Chairman, Robert C. Moot, Treasurer.



Campaign '76
Media Communications, Inc.

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

file
Approved
BW 2/23

February 20, 1976

MEMORANDUM FOR: TIM AUSTIN
FROM: BRUCE WAGNER
SUBJECT: TELEVISION COPY

Attached, please find television copy for White House clearance.

1. The copy includes 2 new commercials:

:60 "Truth and Honesty"
:30 "Expectations"

This advertising builds off the strengths of the existing "Accomplishment" documentary style advertising, as indicated in the recent copy research.

2. In addition, I've enclosed revised copy for the existing documentary commercials:

:60 "Accomplishment"
:30 "Accomplishment"

This advertising is being revised to update the employment statistics and soften the economic recovery claim which the copy research indicated might be "overpromising".

We are recording and executing these commercials promptly and anticipate being on-air in Florida and Illinois by the end of next week.

c.c. ~~Mr.~~ Peter Dailey
Bo Callaway
Stu Spencer

Attachments (4)



TITLE: TRUTH & HONESTY
STATUS: as presented

COPIES: 10
:60 TV

DATE: 11-07-70
TIME: 11am

Tape: First Inaugural. Swearing in.

A lifetime of government prepared him.

He accepted the job of President humbly but with confidence.

In those troubled times, he spoke plainly and to the point.

First Inaugural speech.

"I believe that truth is the glue that holds
government together, not only our government
but civilization itself."

Dissolve to January State of the Union speech.

Now as leader of a steady, open Administration he speaks
plainly once more.

"We must be more honest with the American
people, promising them no more than we can
deliver, and delivering all that we promise."

Tape: Applause, leaving podium, salutations.

His firm, common sense leadership is bringing the results
he promised.

Under President Ford, recovery is underway. Under President
Ford, there is new trust in government. Under President
Ford, America is on a steady course. Keep him.



APPROVED: _____

TITLE: EXPECTATIONS
STATUS: as presented

TV :30

DATE: 1-17-77
TIME:

PRESIDENT FORD WALKS THROUGH AISLE TO ROSTRUM. STATE OF THE UNION ADDRESS.

He had come to the Presidency in troubled times. Now, tempered by the test of office, he speaks plainly and to the point, setting goals that can be realized, expectations that can be fulfilled.

SECTION OF STATE OF THE UNION ADDRESS. FORD ON CAMERA.

"We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

APPLAUSE. LEAVING ROSTRUM. SALUTATION. OR FREEZE FRAME AND ON TO SUITABLE STILL.

Under President Ford, recovery is underway. Under President Ford, there is new trust in government. Under President Ford, America is on a steady course. Keep him.

APPROVED.



He came to the office of President in troubled times.

He began an open administration. Now quietly and firmly he is leading us out of the worst recession in years.

Rather than loose promises, he has made hard decisions. Rather than frantic spending, he has had the courage to say "No".

The worst is over.

Nearly two million more Americans are back at work than at the bottom of the recession.

Inflation is cut almost in half.

President Ford is your President. Keep him.



APPROVED: _____

FORD (TAPE): "Our long national nightmare is over. Our constitution works. Here the people rule."

ANNOUNCER: He came to the office of President in troubled times. He reminded us of our strength.

Confident and candid, he began an open administration. Now, quietly and firmly, he is leading us out of the worst recession in years.

Rather than loose promises, he has made hard decisions. Rather than frantic spending, he has had the courage to say "No".

Inflation has been cut nearly in half...the worst of the recession is over. Nearly two million more Americans are back to work than at the bottom of the recession.

Inflation slackens...the recovery continues.

President Ford is your President. Keep him.



APPROVED: _____

C HRMO.

Campaign '76
Media Communications, Inc.

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

February 22, 1976

MEMORANDUM TO: Tim Austin
FROM: Bruce Wagner
SUBJECT: Mrs. Ford's Radio Commercial in New Hampshire

Tim, I'm enclosing "as recorded" script and 1/4" tape of Mrs. Ford's :60 radio commercial in New Hampshire. You'll note we used a friendly feminine voice for the legal disclaimer.

cc: Bo Callaway
Peter Dailey



ADVISORY BOARD
TITLE: "MRS. FORD"-NH
STATUS: AS RECORDED

COPY: BROADCAST
Radio :60

DATE: 2/21/76
TIME:

MRS. FORD: I'm Betty Ford.

1976 is a very important year for all Americans because it is a Presidential year.

All Americans should be concerned about our Government and its leaders. We have an obligation to ourselves and to our children to vote.

Tuesday is the first Presidential Primary, and, naturally, I have a favorite candidate, my husband. I hope you will give him your support and your vote.

In a difficult period for America, President Ford has started to turn the economy around, set a sensible course for our future and given America dedicated and honest leadership.

His accomplishments say more about his leadership than I can, as a wife. Think about the improvements in America under Gerald Ford. And Tuesday cast your vote for my husband, Gerry Ford.

ANNOUNCER: Paid for by the President Ford Committee.



APPROVED: _____

Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 633-8950

February 24, 1976

MEMORANDUM FOR: TIM AUSTIN
FROM: BRUCE WAGNER
SUBJECT: COPY CLEARANCE

Please find the attached copy for White House clearance:

1. Social Security :60 Radio
2. Issue Brochure
 - Economy
 - Energy
 - Crime
 - Jobs
 - Federal Spending
 - Older Americans (previously submitted)

Please do what you can to get responses as soon as possible.

As always, we're pushing this hard into production for use in Florida, Illinois and further down the road.

Many thanks.

c.c. Peter Dailey

Attachments (7)



Campaign '76
Media Communications, Inc.

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

February 27, 1976

MEMORANDUM FOR: TIM AUSTIN
VIA: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: AGRICULTURE PAMPHLET

Attached, please find copy for White House clearance regarding our Agriculture Pamphlet.

Since we need this in Illinois promptly, please expedite if possible. Thank you.

c.c. Peter Dailey
Ed DeBolt
Peter Kaye
Fred Slight
Stu Spencer
Skip Watts

Attachment (1)



AUTHOR:
TITLE: ISSUE BROCHURE - FARMERS
STATUS: DRAFT

COPY: COLLATERAL

DATE: 2/25/76
TIME: 4 pm

(COVER HEAD):

Why Farmers
Should Keep
President Ford
President.

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

Consider...

(SUB-HEAD): FARMERS WANT A DOWN-TO-EARTH, PLAIN-TALKING, COMMON
SENSE PRESIDENT.

That's what President Ford is. He comes out of the heartland
of America and is proud of it. Even his opponents respect
him for his honesty ... and for his refusal to allow the
Presidency to change his natural "down-home" ways of a
lifetime. President Ford is not a man who can forget rural,
small-town America. He is himself a product of it. He
understands it. He has what it takes to serve it.

(SUB-HEAD): FARMERS WANT A PRESIDENT WHO THINKS THE WAY THEY
THINK--AND PROVES IT.

First consider President Ford's words, then his deeds.

The President said: "The least that America can do today is
to let the farmer live in freedom from the stifling inter-
ference and control of big government."

He also said: "The last three years have been the highest on
record in the terms of net farm income...I pledge to do
everything in my power of the Presidency to keep farm
income high, and it will be."

APPROVED: ..



These are words which reveal, first, the President's philosophy of freedom for farmers, and, second, his determination to achieve prosperity for farmers.

Acting to turn his words into deeds, President Ford has...

----Concluded long-term grain purchase agreements with many major nations, including the Soviet Union. What this means to farmers is a more stable, long-term foreign market...a more consistent flow of payments from abroad... and the assurance of regular purchases of grain at market prices.

----Proposed estate tax changes so that family farms and family businesses can be handed down from generation to generation without having to be sold to pay taxes.

----Signed into law an expansion of the Emergency Livestock Credit Act, broadening eligibility and providing guarantees for loans by private lenders to farmers and ranchers for livestock, while at the same time reducing the aggregate level of Federal loan guarantees by 5 billion dollars.

----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.

----Announced an increase in the price support level for milk.

APPROVED: ..



----Increased the cotton crop price support loan rate by 9 cents per pound.

----Negotiated successfully with the European Community for the removal of export subsidies on industrial cheese coming to the U.S.

----Directed the conclusion of agreements with 12 countries limiting their 1975 exports of beef to the U.S.

(SUB-HEAD):

AND 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 many influential individuals wanted to hold up shipments of farm produce to the Soviet Union for foreign policy reasons, President Ford refused. Foreign policy questions can be handled separate and apart from the trade agreements, said the President. Which proved that when there were those quick to sacrifice the financial interests of farmers, President Ford was equally quick to defend and uphold those interests.

Another example: When very vocal consumer groups, speaking through their big-city political allies, found it easy to call for controls on farm prices as the best way to hold down food prices, President Ford again held firm. The President said that farmers are consumers, too, and that the sound answer to high food prices was not to be found in action against farmers in order to please consumers. The answer,

APPROVED: _____



he said, was to honestly fight inflation overall by allowing the economy to operate in the free way that it operates best while holding down government spending. (That's the reason he has vetoed so many of the big-spending bills passed by the liberal-dominated Congress.)

In these ways, President Ford has proven that he can stand up for farmers.

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

President Ford has proven that he's the kind of President farmers can understand and talk to.

President Ford has proven that he thinks the way farmers think on issue after issue.

And President Ford, based on what he has proven, offers great promise...believable promise..of doing so much more for farmers.

The fact is, there is no one, Republican or Democrat, who can offer what President Ford has offered to America's farming community.

That's why farmers should keep President Ford President.

(TAG LINE): President Ford is your President. Keep him.



APPROVED: _____

Campaign '76
Media Communications, Inc.

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

February 26, 1976

MEMORANDUM FOR: TIM AUSTIN
FROM: BRUCE WAGNER
SUBJECT: COPY CLEARANCE

Attached for White House clearance are the following newspaper ads:

1. Florida Senior Citizen Newspaper Ad
2. Get Out The Vote Ad - Designed specifically for the State PFC organizations use.

c.c. Peter Dailey

Attachments (2)



(HEADLINE)

President Ford has backed Senior Citizens, so now the Congress of Senior Citizens is backing him.

(BODY TEXT): On Saturday, February 21, the Executive Committee of the Congress of Senior Citizens Organization of Florida urged Florida's Republicans to vote for President Ford.

A look at the record tells why.

President Ford has called for the full "cost of living" increase in social security benefits.

President Ford wants the Social Security system to remain financially healthy, so he has moved to tighten the efficiency of its organization, and has courageously proposed a payroll tax increase to make sure that the money needed for benefits is always there. (He does not favor tampering with the system and opposes any plan that would in any way jeopardize the safety of its funds.)

President Ford has succeeded in cutting inflation almost in half, by working to hold down government spending, and by again showing courage in vetoing the big-spending bills passed by Congress.

President Ford has recommended catastrophic health insurance for everyone covered by Medicare, in order to ease the fear of sudden, disastrous illness.



APPROVED: _____

On Primary Day,
vote to keep
President Ford
President.

President Ford is the only Republican who can win in November.

That's important to Republicans who fear the consequences of a Democrat in the White House working with an already Democratic Congress.

But even more important is the President's record.

He has started to turn the economy around, put it on the road to real prosperity, and cut inflation almost in half.

He has had the courage to protect America's economic recovery by vetoing the big-spending bills passed by Congress.

He has said "no" to those who want to slash the military budget, calling a strong defense the one sure way to keep the peace.

He has moved to restore public confidence in the CIA and FBI, knowing they are essential to the security of our nation.

He has proposed tough anti-crime legislation, demanding more concern for the safety of victims than the rights of criminals.

And he has, in his own common sense way, relieved the conscience of the country by restoring a frank and open honesty to the office of President.

That's why he has earned your support...and your vote...on Primary Day.

President Ford is your President. Keep him.



Campaign '76
Media Communications, Inc.

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

February 25, 1976

MEMORANDUM FOR: TIM AUSTIN
FROM: BRUCE WAGNER
SUBJECT: CONGRESS OF SENIOR CITIZENS
FLORIDA NEWSPAPER AD

Attached, please find copy for a 1/2 page ad to be run in selected newspapers in the state of Florida for White House clearance.

c.c. Peter Dailey

Attachment



AUTHOR: CR
TITLE: SENIOR CITIZENS
STATUS: FINAL DRAFT

COPY: NEWSPAPER

DATE: 2/25/76
TIME: 9am

(HEADLINE)

President Ford has backed Senior Citizens, so now the Congress of Senior Citizens is backing him.

(BODY TEXT): On Saturday, February 21, the Executive Committee of the Congress of Senior Citizens Organization of Florida urged Florida's Republicans to vote for President Ford.

A look at the record tells why.

President Ford has called for the full "cost of living" increase in social security benefits.

President Ford wants the Social Security system to remain financially healthy, so he has moved to tighten the efficiency of its organization, and has courageously proposed a payroll tax increase to make sure that the money needed for benefits is always there. (He does not favor tampering with the system and opposes any plan that would in any way jeopardize the safety of its funds.)

President Ford has succeeded in cutting inflation almost in half, by working to hold down government spending, and by again showing courage in vetoing the big-spending bills passed by Congress.

President Ford has recommended catastrophic health insurance for everyone covered by Medicare, in order to ease the fear of sudden, disastrous illness.



APPROVED: _____

AUTHOR: GR
TITLE: SENIOR CITIZENS
STATUS: FINAL DRAFT

COPY: NEWSPAPER

DATE: 2/25/76
TIME: 9 am

President Ford initiated the social services revenue sharing programs so that local officials and senior citizen representatives can make their own decisions. He believes that older Americans certainly have as good an understanding of their needs as any individual in Washington.

And President Ford has been the kind of open, honest President that senior citizens, along with all citizens, are entitled to have.

In the March 9th Primary, all Republicans -- and certainly senior Republicans -- have many good reasons to vote for President Ford.

President Ford is your kind of President. Keep him.

SIGNATURE: Mrs. Jack Eckerd
Mr. Selden G. Hill
Mrs. Helene Morris
Co-Chairpersons
Senior Floridians for President Ford Committee

DISCLAIMER: Paid for by the President Ford Committee



APPROVED: _____

Campaign '76
Media Communications, Inc.

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

FEBRUARY 28, 1976

TO: TIM AUSTIN
FROM: BRUCE WAGNER
SUBJECT: OREGON VOTER PAMPHLET

Attached, please find copy for White House clearance regarding our Oregon Voter Pamphlet.

I would appreciate your response as soon as possible. Thank you.

cc: P. Dailey
E. DeBolt
P. Kaye
F. Slight
S. Spencer
S. Watts

attachment



AUTHOR: DICK MAURY
TITLE: OREGON VOTER PAMPHLET
STATUS: DRAFT #4

COPY: COLLATERAL

DATE: 2/26/76
TIME: 4:30 pm

OCCUPATION: President of the United States

EDUCATION: Public schools, Grand Rapids, Michigan.

B.A., University of Michigan, 1935, L.L.B.

Yale University Law School, 1941.

PRIOR GOVERNMENT
EXPERIENCE:

Elected to the House of Representatives from the Fifth
Michigan Congressional District for 13 consecutive biennial
terms, 1948 through 1972.

Minority Leader of the House, 1965-1973.

Vice President of the United States, December 6, 1973 to
August 9, 1974.

President of the United States, August 9, 1974 to date.

To the Voters of Oregon:

Many of you know that Betty and I have a special place
in our hearts for Oregon. Our daughter Susan's godparents
are Congressman Walter Norblead and his dear wife. Our
trips to Portland, have left us with fond memories of old
and new friends and a longing for the natural beauty of Oregon.

Speaking of that, I'd like to thank you Oregonians for
working so hard to make the Hells Canyon National Recreational
and Wilderness areas possible. Signing that bill on December
31, 1975 was a most satisfying way to end the old year---and
begin the new. For we truly have a new beginning in our
bicentennial year.

APPROVED: _____



AUTHOR: DICK MAURY
TITLE: Oregon Voter Pamphlet
STATUS: Draft #4 page two

COPY: COLLATERAL

TIME: 4:30pm
DATE: 2/26/76

Respect for the Presidency has been restored, the economy's moving again.

In my State of the Union Address I told you--last January, most things were rapidly getting worse. This January, most things are slowly but surely getting better. You'll excuse me, if I take some credit for that change.

The rate of inflation has been cut almost in half. Nearly two million more Americans are working now than at the bottom of the recession. 800,000 went to work in January alone.

At my insistence, we're getting people back to work without spending billions for inflationary, "make-work" job programs the Democrat-controlled Congress recommended. I fought for a steady course of reduced taxes, a temporary increase in unemployment compensation, a drastic cut in Federal spending and renewed business confidence to stimulate production and jobs. My goal was full recovery without inflation and we're well on our way to achieving that goal.

As President, I have to be concerned with the State of the Union. You're most interested in the State of Oregon. Naturally, we have common concerns, but you have special needs in Oregon. I believe I know what concerns you most. I hope you'll agree with my proposals to help you solve your problems:

We all want a healthier economy. But not everyone agrees on how to get it. In Oregon, I'm sure you'll agree with me that a necessary condition of a healthy economy is freedom from the petty tyranny of massive government regulation.



AUTHOR: DICK MAURY
TITLE: OREGON VOTER PAMPHLET
STATUS: DRAFT#4 page three

COPY: COLLATERAL

TIME: 4:30pm
DATE: 2/26/76

Oregon farmers know what I mean. We are wasting literally millions of working hours costing billions of consumers' dollars because of bureaucratic red tape. The American farmer, who not only feeds 215 million Americans but also millions worldwide, has shown how much more he can produce without the shackles of government control.

I know how important agriculture is to Oregon. When I spoke in January to the American Farm Bureau, I said, "We start this bicentennial year with justifiable pride in our agricultural strength and progress. I pledge to do everything in my power to keep farm income high, and it will be."

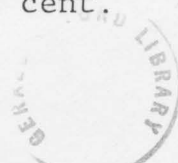
I'm against government stockpiling of grain. We still have the reserves, but now individual farmers and grain dealers hold the grain until they choose to sell it on the free market. As a result, farm exports have more than tripled in the 1970's.

I have proposed to Congress that we must preserve the family farm and family-owned businesses. I've proposed estate-tax changes so that family businesses and family farms can be handed down from generation to generation without having to be sold to pay taxes.

I know Oregon wants a booming housing and construction industry again. In January, I called for additional housing assistance for 500,000 families. I had already authorized subsidized construction for 250,000 new or rehabilitated homes.

My fiscal policies have lowered interest rates to make more mortgage money available. That should give the housing industry another needed boost.

What's more, I have proposed rapid depreciaton for new business construction, in areas experiencing unemployment over 7 per cent.



This program has to benefit the construction industry, as it creates productive, permanent well-paying jobs in private industry.

I want to get government back to the people. Right there in Portland, Medford, Salem and Lincoln City. And so, I've recommended a five year extension of revenue sharing to help state and local governments solve problems at home. I want to consolidate 59 separate Federal programs and provide flexible Federal dollar grants to help local education, child nutrition and social agencies.

However, those who propose to save billions in taxes by shifting Federal programs to state and local governments are misleading the people. This would inevitably result in reduced services and a crushing rise in state and local taxes. Complex welfare programs cannot be reformed overnight. Surely, we cannot dump welfare into the laps of the 50 states, their local taxpayers or their private charities and just walk away from it.

We are at peace and I will do all in my power to keep it that way. I know Oregon agrees with me there. That's why my defense budget will show an essential increase in fiscal 1977. It provides for real growth in purchasing power, which includes the cost of the all volunteer-force.

In closing, I'd like to remind you of the goal I believe all Americans share in common: We want life for our children to be better than it has been for us, just as our life has been better than the lives of our fathers and mothers.

I know it will be better. I have no doubt that we'll see America resurgent, smiling and confident, strengthened

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and growing again, the best hope for the world.

That's what I'm working for. I hope you'll give
me your support on (date of Primary)

Signed,

Gerald S. Ford



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