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NOVEMBER - STU SPENCER

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DAILEY

President Ford Committee

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

18 November 1975

MEMORANDUM FOR: PETER DAILEY

FROM: GINGER NUESSELE *ginger*

RE: CONVENTION ADVERTISING AND PROMOTIONAL MATERIAL

Probably // no...

We are planning to use billboard and bus advertising in Kansas City during the convention. The paper material required can be furnished for us by the advertising companies at an additional cost. However if you are planning to use either of these mediums in your national advertising campaign, it would be advantageous to have the paper materials printed to cover both your program and our Kansas City program. Could you let us have your thoughts on this?

Fine ...

We also will need promotional materials - i.e. hats, bumper stickers, buttons, pens, etc. - for use at the convention. Again if you are planning to incorporate these items in your program it might be financially advantageous for us to work together in placing an order. If you do not plan to use this type of material, could you give us some suggestions as to where to go to obtain them at a reasonable price?

Thank you for your assistance.

cc Stan Anderson



*X: Peter Dailey
Stan Anderson
Ginger Nuessele*

*Many thanks ...
① Doubt if we'll have bus or billboards, you will work with you when we're ready to order quantities of collaterals.*

President Ford Committee

1628 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

18 November 1975

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER
RE: Collateral Material

Let's decide what your people need in New Hampshire and Florida with regard to collateral material that we discussed yesterday.

I'd like to get a fix on quantities for production estimating.

Would you ask someone to follow up with us on this?

Thanks very much.

cc Peter Dailey



President Ford Committee

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

18 November 1975

MEMORANDUM FOR: STU SPENCER

FROM: BRUCE WAGNER

RE: General Issue Pamphlet

Assuming you agree, I think we should make every effort to promptly develop a "general issues" pamphlet ... probably building off the theme of Bo's remarks at yesterday's meeting.

Specifically, I believe Bo referred initially to the negative situation President Ford was presented with upon assumption of office and the ensuing positive action/developments:

- The discredited Presidency/low electorate confidence
- Lack of preparation
- Bad economy
- Falling dominoes overseas
- Double-digit inflation
- A hostile press
- A 2:1 opposition Congress

Please let me know if you don't agree that we should pursue this project ... and, if so, with whom.

Thanks very much.

cc Peter Dailey
Fred Slight

