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PRESIDENT' FORD ORGANIZING COMMITTEE-1975

Earl Adams  
Adams, Duque & Hazeltine  
523 E. Sixth St.  
L.A., Ca. 90014  
B-213 620-1240  
R-213 681-8905

Clifford B. Anderson, Jr.  
301 E. Colorado Boulevard  
Pasadena, Ca.  
B-213 449-4812.

Assemblyman Dixon Arnett  
600 Warren St.  
Suite B  
Redwood City, Ca. 94063  
B-916 445-8364

Mrs. Nita Ashcraft  
240 Old River Lane  
Brookdale, Ca.  
B-415 557-3229  
R-408 338-4104

Charles Bakaly  
O'Melveny & Meyers  
611 W. Sixth Street  
L.A., Ca. 90017  
B-213 620-1120  
R-213 795-1864

Dr. William Banowsky  
Pepperdine University  
24255 Pacific Coast Highway  
Malibu, Ca. 90265  
B-213 456-4451

Robert S. Barnes  
Barnes, Schag, Johnson, Kennedy & Carlson  
4525 MacArthur Blvd.  
Newport Beach, Ca. 92663  
B-714 779-9900  
R-714 548-7150



President Ford Organizing Committee  
Page 2

Robert F. Beaver  
Willard-Brent Co.  
254 E. 27th. St.  
L.A., Ca. 90011  
B-213 749-3012  
R-714 525-2456

Dr. Arnold Beckman  
Beckman Instruments Inc.  
Campus Drive and Jamboree Blvd.  
Irvine, Ca. 92664  
B-714 833-0751

Mrs. Marcia Bents  
801 W. Bay Avenue  
Balboa, Ca. 92661  
B-714 644-9060  
R-714 673-0149

Mrs. Margaret Brock  
2220 Avenue of the Stars  
Apt. 1404  
L.A., Ca. 90067  
B-213 277-0787

Mrs. Elsie Buchenau  
26601 Road 602  
Madera, Ca. 93637  
R-209 674-5159

Asa Call  
Pacific Mutual Life  
523 W. Sixth St.  
L.A., Ca. 90014  
B-213 625-1211

Mr. Roy Crocker  
Lincoln Savings and Loan  
640 W. Sixth St.  
L.A., Ca. 90017



President Ford Organizing Committee  
Page 3

Stuart Davis  
Great Western Financial  
8484 Wilshire Blvd.  
Beverly Hills, Ca. 90211  
B-213 658-6060

John Diepenbrock  
Diepenbrock, Walff, Plant & Hannegan  
455 Capitol Mal  
Sacramento, Ca. 95814  
B-916 444-3910  
R-916 489-4940

Kim Fletcher  
Home Federal Savings and Loan  
Seventh and Broadway  
San Diego, Ca. 92101  
B-714 238-7691  
R-714 222-2677

John P. Guerin, Jr.  
618 S. Spring St.  
L.A., Ca. 90013  
B-213 627-5446

Paul R. Haerle  
Two Embarcadero Center  
San Francisco, Ca. 94111  
B-415 392-6320  
R-415 376-1719

James Halley  
Halley, Cornell and Lynch  
2160 Crocker Plaze  
San Francisco, Ca. 94014  
B-415 982-2460  
R-415 343-8337

Bruce Hazard  
R.E. Hazard Contracting Co.  
P. O. Box 92103  
San Diego, Ca. 92103  
B-714 295-0051  
R-714 296-4433



President Ford Organizing Committee  
Page 4

David B. Holland  
801 Welch Road  
Palo Alto, Ca. 94304  
B-415 327-2247

John B. Holoman  
1740 Virginia Road  
L.A., Ca. 90019

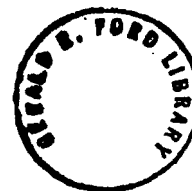
Norman Houston  
Golden State Mutual Insurance  
1999 W. Adams Blvd.  
L.A., Ca. 90018  
B-213 731-1131  
R-213 277-0205

David James  
Arthur Young & Co.  
515 S. Flower St.  
L.A., Ca. 90017  
B-213 977-3304  
R-213 796-2940

Louis Johnson  
California Federal Savings & Loan  
2940 W. Imperial Blvd.  
Inglewood, Ca. 90303  
B-213 756-8351

Robert C. Kirkwood  
111 Sutter St.  
Suite 1100  
San Francisco, Ca. 94104  
B-415 434-0900  
R-415 921-6556

C. Douglas Kranwinkle  
Munger, Tolles and Richerhauser  
606 S. Hill Street  
L.A., Ca. 90014  
B-213 620-1491  
R-213 799-9468



President Ford Organizing Committee  
Page 5

Assemblyman Jerry Lewis  
101 S. Sixth Street  
Redlands, Ca. 92373  
B-916 445-7552

Putman Livermore  
111 Sutter Street  
San Francisco, Ca. 94104  
B-415 421-3430

Mrs. Katie Martinez  
5351 Bohlig Road  
L.A., Ca. 90023  
B-213 222-9586

Robert Mayer  
States Steamship Co.  
320 California St.  
San Francisco, Ca.  
B-415 982-6221

Peter McAndrews  
9100 Wilshire Blvd.  
Beverly Hills, Ca. 90212  
B-213 273-8750  
R-213 472-2008

Arch Monson, Jr.  
360 Sixth St.  
San Francisco, Ca. 94103  
B-415 861-2050

Assemblyman Frank Murphy  
215 W. Franklin Avenue  
Monterey, Ca. 93940  
B-916 445-8496

Leon Parma  
Teledyne, Inc.  
P. O. Box 3111  
San Diego, Ca. 92112  
B-714 291-7311  
R-714 459-2284



President Ford Organizing Committee  
Page 6

Charles Reed  
Great Western Financial  
8484 Wilshire Blvd.  
Beverly Hills, Ca. 90211  
B-213 658-6060

Henry Salvatori  
1901 Avenue of the Stars  
Suite 1130  
L.A., Ca. 90067  
B-213 277-3444

Taft Schreiber  
100 Universal City Plaza  
Universal City, Ca. 91608  
B-213 985-4321

Waller Taylor  
Adams, Duque and Hazeltine  
523 W. Sixth St.  
L.A., Ca. 90014  
B-213 620-1240  
R-213 277-0800

Charles Thomas  
1821 Bayadere Terrace  
Corona Del Mar, Ca. 92625  
R-714 675-1312

Congressman Robert Wilson  
123 Camino de La Reina  
San Diego, Ca.

Attorney General Evelle Younger  
3580 Wilshire Blvd.  
Suite 800  
L.A., Ca.  
B-213 620-3145  
R-213 660-4442

David Packard  
Hewlett-Packard Corp.  
1101 Page Mill Rd.  
Palo Alto, Ca. 94303



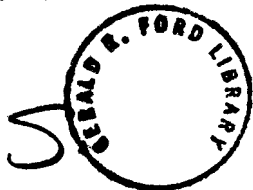
THE WHITE HOUSE  
WASHINGTON

**RTH** Meta, Gail:

Fy 1

file

In case you  
don't have these





Bo Callaway 457-6420,21,22,23  
 Tommie Hyde  
 Mimi Austin  
 Angela Raish

Judy Harbaugh 457-6428,29  
 Margaret Tutwiler

Leo Thorsness 457-6483,84  
 Glenda Leggitt

Skip Watts PRIMARY STATES 457-6453

Ed Terrill CONVENTION STATES 457-6456

Stu Spencer POLITICAL DIR. 457-6426,27  
 Nancy Thompson 457-6426,27,94

Fred Slight RESEARCH 457-6494

Marcia Stark 457-6486,87,88,89,34,35  
 Dick Mastrangelo } REGIONAL COORDINATORS  
 Jack Stiles  
 Bruce Ladd  
 B. Oglesby

David Crain 457-6436,37,38

Barbara Norris CORRESPONDENCE 457-6492

Harry Bandouveris 457-6442,44

Eric Shear 457-6445

Peter Kaye PRESS 457-6430,31,32,33  
 Babs Beckwith

Bob Visser LEGAL 457-6424,25,82  
 Tim Ryan  
 Elaine McCollough

Donnie Wintermute 457-6404,05

Carolyn Booth VOLUNTEERS 457-6493

Ginger Neussle CONVENTION 457-6450,51,55





President Ford Committee □ 1828 L Street, N.W. □ Suite 250 □ Washington, D.C. 20036

### OUR FIRST ISSUE

This is the very first issue of INSIDE NEWS which will be sent periodically to the leadership of PFC. The newsletter is designed to let you know what is going on in the campaign, and to get your inputs. You might want to hang on to this issue, for it most likely will become a collector's item.

### THE NATIONAL POLLS

President Ford has widened his current lead over Ronald Reagan. In the latest Gallup survey published in September, 45% of all Republicans selected Mr. Ford as their first choice for the nomination, with former Governor Reagan next at 19%.

Mr. Reagan, the most likely challenger for the nomination, has been losing ground to the President since March. A similar Harris poll noted the President at 55%, over Mr. Reagan's 34%, with 11% who were not sure.

### CALIFORNIA SURVEY

A statewide California poll was completed in August with President Ford increasing his preference margin over seven possible contenders. The following are percentages computed from the voters survey:

Gerald Ford.....	45%
Ronald Reagan.....	38%
Other.....	17%



### CONTRIBUTIONS GOING WELL

Finance Chairman Dave Packard reports that over a few short months the campaign has tallied some noteworthy statistics to add further to our supporters' enthusiasm. Contributions totalling \$740,000 have been received from individuals in forty-four of the 50 states, and the nationwide program of local fund raising activities continues to grow.

Mr. Packard's group, joined recently by Vice Chairman Max Fisher of Detroit, is preparing to implement a stepped-up organizational drive.

Additional figures to note: Thirty states have already appointed Finance Chairmen.

### KANSAS LEADS FUND RAISING

As contributions continue to come in, Kansas appears to be the front runner in our national drive for fund raising. Kansas' 30% of goal is followed by Alabama, Nevada, Georgia and Tennessee.

### VOLUNTEERS UNLIMITED

The response to a recent call for help has far surpassed any expectations. A healthy and enthusiastic volunteer movement is underway, with virtually every corner of the National PFC offices filled by eager volunteers who consider it an honor and a privilege to participate. Indications are that committees around the country will experience the same volunteer spirit, and that their operations will also overflow with talented volunteers when they need help.

### THORSNESS BEGINS WORK

Leo Thorsness, who won a Congressional Medal of Honor on his 93rd combat mission over Vietnam, and then spent six years in a POW camp, has just joined our staff. Leo was outspent nearly 10-1 by George McGovern in the S.D. Senate race last year, yet almost beat him. He will coordinate the efforts of various public officials who are backing the President.

### CALIFORNIA PLEDGES

GOP leadership and workers in California are indicating strong support. Over 1,000 pledges have been received by PFC to date. The recent Republican California State Central Committee Convention accounted for 400 of the pledges. Other significant support figures show that 254 previous financial supporters and advisers to the Reagan administration have joined the PFC campaign since July.

### FLORIDA GEARS UP

With Florida following close behind the New Hampshire and Massachusetts primary schedule, Bo Callaway has appointed Congressman Lou Frey of Orlando to lead PFC efforts there.

It's been reported to our offices that hundreds of President Ford's Michigan friends who are now living in Florida are being recruited to supplement extensive PFC forces there.

### SPENCER JOINS STAFF

Stu Spencer, one of the founders of modern American political strategy, has joined PFC as Political Director. He comes to our offices from Spencer-Roberts in California where that firm directed the 1966 and 1970 campaigns of former Governor Ronald Reagan.

### NEW HAMPSHIRE/MASSACHUSETTS ACTIVITY

Bo Callaway has announced the appointment of Congressman Jim Cleveland to chair the New Hampshire State PFC. Former Senator Norris Cotton has been named Honorary Chairman. Dick Mastrangelo, a former Executive Director of the Massachusetts GOP, and aide to Elliot Richardson will be coordinating PFC activities with Congressman Cleveland in New Hampshire, as well as undertaking some activity in Massachusetts.

After Massachusetts passed a law calling for its primary on March 2, New Hampshire moved its primary date up one week to February 24, in order to maintain the tradition of being first in the country.

STATE PFC COMMITTEES

State PFC Chairmen that have been announced are:

California - Paul Haerle, Charles Bakaly, Jr.,  
Leon Parma, Attorney General Evelle Younger,  
Anita Ashcraft - Steering Committee

Texas - Senator John Tower

Florida - Congressman Lou Frey

Illinois - Former Governor Richard B. Ogilvie

New Hampshire - Congressman James C. Cleveland

Georgia - Matthew H. Patton

North Carolina - Jim Peden, Jr., Margaret King

South Dakota - State Treasurer David Volk

Pennsylvania - Drew Lewis

Iowa - Ralph McCartney

NICE GOING, ARKANSAS

This first issue of INSIDE NEWS closes with a story that came to our offices from the state of Arkansas. State Jaycees thought the Arkansas State Fair to be a good sampling place for a presidential preference poll. Voters were given written ballots -- either a Republican ballot or a Democratic one -- and then they dropped it into a closed ballot box. President Ford received 1,040 to 736 votes cast for Ronald Reagan. The total number of votes in the poll: 1776.

Best wishes from PFC and we look forward to seeing all of you soon.

PLEASE TAKE A FEW MINUTES TO FILL IN THE QUESTIONNAIRE BELOW  
AND RETURN IT TO:

Mr. Dave Crain  
President Ford Committee  
1828 L Street, N.W.  
Washington, D.C. 20036

1. What do you consider to be President Ford's greatest asset  
among the voters in your state?

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2. What do you feel is President Ford's biggest problem among  
the voters in your state?

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3. What solution would you recommend to this problem?

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PLEASE USE THE REVERSE SIDE FOR ANY ADDITIONAL THOUGHTS YOU MAY  
HAVE THAT YOU THINK WILL HELP US CONDUCT A BETTER CAMPAIGN.

THANK YOU

NAME (PLEASE PRINT) \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

IF IT ISN'T TOO MUCH TROUBLE, PLEASE XEROX THIS QUESTIONNAIRE AND  
ASK YOUR FRIENDS TO SEND US THEIR OPINIONS, TOO. THANK YOU.

0.2  
[June 1975]

Draft Statement By The Press Secretary

The President has asked Secretary of the Army Bo Callaway to become the Chairman of his Re-Election Campaign. Secretary Callaway has agreed, and will be submitting his resignation as Secretary of the Army in the near future. He will take over his responsibilities as Campaign Chairman within the next three weeks.

By Friday of this week, the President will authorize the establishment of a Campaign Committee in accordance with Federal laws. The reason for establishing the Committee at this time is to make certain that the re-election effort is conducted in a manner fully consistent with the requirements of the Campaign Reform Act of 1974. In addition, forming the Committee now will make it possible to begin work leading up to the formal announcement by the President of his candidacy sometime in the next few weeks.

The first filing of the report will list Dean Burch as Chairman of the Campaign Committee. This is a temporary arrangement because Secretary Callaway cannot formally take responsibility until such time as his resignation from the Army is effective. Thus, at that



point when Secretary Callaway takes over in early July, there will be an amended filing with the Federal Election Commission which will list Mr. Callaway as Chairman of the Campaign. Mr. Burch has agreed to continue to serve as Chairman of the Advisory Committee.

In addition, Dave Packard of California has agreed to serve as National Finance Chairman for the campaign, and Charles Chamberlain, former Republican Congressman from Michigan, has agreed to serve as Treasurer.





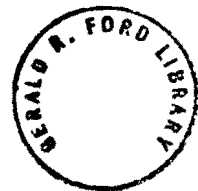
[June 1975]

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THE WHITE HOUSE  
WASHINGTON

June 18, 1975

Mr. Hartmann:

Edwin Town called this morning with the following message for you:

"While composing a fundraising mailogram for the Committee, considering the question of what will be its name arose in my mind.

Unless it has already been decided may I suggest that

ELECT FORD PRESIDENT Committee

be given consideration as the name for the following reasons: It puts the horse before the cart and places emphasis in the purpose of the exercise. It is brief, positive and each time that it is spoken or printed, particularly by the media it will in itself be a sales promotion message. Further it will also avoid invidious comparisons that might be caused by calling it the 'Committee to...' "

Gail



Monday, June 16, 1975

To: Robert T. Hartmann  
From: E. C. Town Jr.

Subj: Role of Richard Nixon in Ford Campaign.

Dear Bob,

Do you anticipate some "enterprising" reporter asking the President or his Campaign Chairman,  
"What role is Richard Nixon going to play in the Campaign?"

This thought occurred to me after reading Hon Cannon's, "Indiana GOP Apprehensive", George Wells column and letters to the Editor from Philip A. Locovario and William Safire in the Post today.

Don't you agree anything less than an unequivocal "None at all" with amplifications are required by follow up questions will create a "guilt by association" syndrome, which would be the supreme irony in American political history. The pious hypocritical blatherings of media extremists, defenders and accusers alike, would obscure the basic issues, not the least of which is measuring the President against his opponents not his predecessor(s).

Painful as it may be because of personal affection and sympathy for RMX.



better he lose Nixon's myopic hardcore  
than the election. Those who will vote  
for Jerry Ford can forgive him the pardon  
but they can not yet forgive Nixon for letting  
them down <sup>with</sup> and their resultant feelings of  
betrayal, resentment and guilt.

Consequently the President must be prepared,  
in Lincoln's words, "to part with him when he goes  
wrong" because middle class morality  
requires it and, as you well know, without  
enough of them, disaffected Democrats,  
independents, "undecideds" or whatever, victory  
in '76 can not be achieved.

As you also know, I share your impatience  
in getting the campaign in motion. I understand  
why, early on it should be low-key and low  
profile but that does not mean it can all be  
done with mirrors and, if you'll permit me, it  
creates, in this age of over-education and over  
specialization, a need for a generalist (I hold  
only a B.A. in b.s.) who can, as required,  
wear different hats & helmets, hard or soft.

My Warmest Regards to you and the President  
Yours in victory '76

Eddie Tour

P.S. Did you like my **ELECT FORD PRESIDENT**  
suggestion?

COMMITTEE  
3273 Prospect St., N.W.  
Washington, D. C. 20007

O.C.  
FOR IMMEDIATE RELEASE

JUNE 20, 1975

Office of the White House Press Secretary  
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THE WHITE HOUSE

TEXT OF A LETTER FROM THE PRESIDENT  
TO THE HONORABLE DEAN BURCH

June 19, 1975

Dear Dean:

I hereby authorize The President Ford Committee to solicit and receive contributions and to incur expenses and to make expenditures to further my nomination for the Office of President of the United States.

Best personal regards,

GERALD R. FORD

Honorable Dean Burch  
Chairman  
The President Ford Committee  
1200 18th Street, N. W.  
Washington, D. C. 20036

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**THE WHITE HOUSE**  
**WASHINGTON**

Mr. Hartmann:

Dorothy thought you should see  
a copy of Dean Burch's reply to  
Mary Ann (Drinnan) Simpson.

Neta



*Pierson, Ball & Dowd*  
1000 Ring Building  
1200 18<sup>th</sup> Street, N.W.  
Washington, D.C. 20036

TELEPHONE  
(202) 331-8566

CABLE ADDRESS  
"PIERBALL"

FREDERIC J. BALL (1965)  
VERNON C. KOHLHAAS (1971)

W. THEODORE PIERSON  
HARRISON T. SLAUGHTER  
DEAN BURCH  
ROBERT E. HODSON  
ROBERT B. YORTY  
WILLIAM O. BITTMAN  
PETER D. O'CONNELL  
ROBERT B. HARRINS  
DAVID S. BLACK  
W. THEODORE PIERSON, JR.  
BRIAN A. JOHNSON  
WILLIAM N. FITZ  
LEON J. SCHACHTER  
GEORGE R. CLARK  
JOHN J. DUFFY  
RICHARD M. SINGER  
NORMAN L. EULE

THOMAS N. DOWD  
HAROLD DAVID COHEN  
LOWELL J. BRADFORD  
WILLIAM F. WETHORE, JR.  
WILLIAM A. GEOGHEGAN  
DAVID MACHANIC  
WILLIAM S. GREEN  
VIRGINIA LEE RILEY  
J. LAURENT SCHARFF  
JAMES J. FREEMAN  
WILLIAM S. D'AMICO  
THOMAS C. FOX  
GORDON W. HATHEWAY, JR.  
MARK J. TAUBER  
JOHN F. LILLARD, III  
JUDITH L. HARRIS

June 27, 1975

Mrs. Mary Ann Simpson  
284 Coachman Drive, Apt. 3D  
Troy, Michigan 48084

Dear Mrs. Simpson:

President Ford has forwarded me your letter of June 17, 1975 addressed to Mrs. Downton and we are delighted to learn that you are going to be working on the campaign in Michigan.

I'll be in touch with Max Fisher from time to time and the next time I speak with him I'll inquire as to whether you're in place.

Please let us know if there is anything that can be done for you at this end.

Sincerely,

Dean Burch

bc: Dorothy Downton





THE WHITE HOUSE  
WASHINGTON

*File*

June 23, 1975

Mr. Hartmann:

The President has read this letter from Mary Ann. He asked me to give the original to you.

For your information, he asked me to send a copy of the letter to Dean Burch.

Dorothy

*Let me talk  
to Dorothy about  
this*

*ATB*

June 17, 1975

Mrs. Dorothy E. Downton  
Secretary to the President  
The White House  
Washington, D. C. 20501

Dear Dorothy:

I hope this letter finds you in good health and enjoying your new accommodations in the White House. Although less than a year has elapsed since I left Mr. Ford's staff for Michigan, I now find that my former boss has been promoted to President and will be seeking re-election.

When I was his receptionist, Mr. Ford and I discussed the possibility of my working on his Presidential Campaign, and regarding that, I have spoken to Mr. Max Fisher and he has indicated that I will be placed in a position on the campaign in Michigan as soon as Mr. Ford formerly announces his intentions.

I would appreciate it if you would convey my intentions to Mr. Ford and others responsible in this area. I look forward to renewing our working relationship in the very near future.

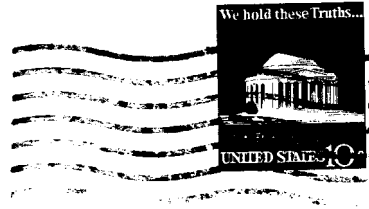
Yours very truly,

*Mary Ann*

Mary Ann Simpson  
284 Coachman Dr. Apt. 3D  
Troy, Michigan 48084



284 Coachman Dr.  
Apt. 3D  
Troy, MI 48084



Mrs. Dorothy E. Downton  
Secretary to the President  
The White House  
Washington, D.C. 20501

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

July 16, 1975

MEMORANDUM FOR DONALD H. RUMSFELD

FROM: GWEN ANDERSON *ga*

VIA: ROBERT T. HARTMANN *RTH*

SUBJECT: Volunteers

I am forwarding to you the correspondence of individuals interested in working on the 1976 campaign which have been received since the formation of the President Ford Committee.

Please forward them to the committee.



THE WHITE HOUSE  
WASHINGTON

July 16, 1975

MEMORANDUM FOR DONALD H. RUMSFELD

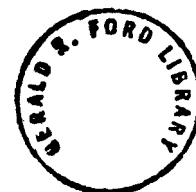
FROM: GWEN ANDERSON *GA*

VIA: ROBERT T. HARTMANN *RTH*

SUBJECT: Campaign resumes

I am forwarding to you the resumes of individuals interested in working on the 1976 campaign which were received at the White House prior to the formation of the President Ford Committee.

These include resumes received directly by my office as well as those forwarded to me, per your instructions, by other White House staff.



THE WHITE HOUSE

WASHINGTON

1976 Campaign File

Jan Anton 916 488-1024

Ken Aspromonte 702 734-7110

Ernest Barone 333 Tuckerman Ave. Middletown, R.I. 02840

Lisbeth Ann Becker 717 234-9365

Barbara Beckwith ~~San Jose, Cal. 95128~~ 703 836-1297

Robert R. Beffie 703 256-5471

William H. Best 361 South Monroe, Suite 2, San Jose, Cal. 95128

- Buehl J. Berenston Washington, D. C.

Wayne Beyer 603 356-5106

- Frederick H. Bird, Jr. 217 529-1092

Marjorie L. Black 543-1230

Diane Brigstock 616 964-7418

Douglas Evans Brown 703 569-3257

Bobbette Buster Evanston, Illinois

Roger Campbell Seven Bourne Ave. Columbia, Mo. 65201

Milton S. Carlin 716 773-5050

Rita S. Carpenter 512 452-8549

Yau Pik Chau 314 636-4274

David Dewhurst III 2443 P St. NW, Washington, D. C. 20007

Richard Detwiler 914 738-2142

Anne R. Devereaux 301 652-3753



THE WHITE HOUSE

WASHINGTON

Diane S. Devereux 654-3248

Mannette Antill Dodge 960-9046

Stephen C. Doty Vancouver, Washington

Greg Drummond 305 339-4103

Joseph Dudick, Jr. 814 336-5337

T. P. Ellswrth, Jr. 703 573-4253

Mary Lynn Elston 488-3389

Alan Douglas Ewen 602 959-4255

Arthur J. Fall 217 529-6476

William F. Fitzgerald 301 320-3860

John Fonteno 2215 Clebourne Ave. Houston, Texas 77004

James B. Francis, Jr. 214 527-2307

Jennifer W. Frutig 333-8610

William H. Fuller 298-3700

Albert Fusco 223-1171

Richard Garbett 301 881-3974

Sarah J. Gaston 202 965-3687

David S. Gilgore 312 359-6444

Harold C. P. Goestch 703 399-8612

H. P. Goldfield, c/o Office of Sen. Merritt M. Comstock, State House

Hartford, Connecticut 06115

Granville I. Gore 601 362-5243



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Carl Gosline 213 597-1080

Max Greenhalgh 801 373-7617

Ruth Noble Groom 703 683-2838

Donald W. Gropp 216 449-2671

John T. Hallahan 516 249-9081

Susan Page Harrington 213 475-3875

Paul J. Hentschel Rochaester, N. Y.

John Lee Hoerner 703 549-8237

Michael N. Horowitz 312 929-1120

Jay William Howard 965-2650

Philip H. Horwitz 212 889-4568

Jonathan T. Holt 546-0476

Robert S. Ingersoll III 215 399-0111

Elaine B. Jenkins Apt. 1101, 3333 University Boulevard, Kensington, Md.

Dr. James E. Johnson 213 275-7563

Lorraine Johnston 12863 Lampost Lane, Potomac, Md. 20854

Stephen Jones 405 233-4321

John T. Kehow 916 483-6851

H. Geoffrey Kelly 516 671-3702

M Elizabeth Kent 543-7175

James B. Kessler 317 542-0435

Ralph B. Kohnen, Jr. 513 381-0556





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Mati Koivu 203 228-3731

Jon R. Koppenhoefer Republican National Committee

John Kroeger 916 483-7161

Charles Wesley Larkin 419 536-2546

E. Brook Lee, Jr. Gaithersburg, Md.

Mark Allen Lehner Falls Church, Va.

Kristin Liedtke 713 622-0365

Francis X. Lilly 966-9446

Jeyy V. Livadas 716 586-0126

Patricia Lynch 203 637-0809

Paul Kenneth Maisto 201 538-8415

— Craig R. Maurer 703 754-4967

Donald Maxwell Scottsdale, Arizona

Terrence J. McCann 714 542-6793

Bruce Elliot McCarthy 717 675-5211

Stewart McDonald Grand Forks, N. D.

James William McGloon 942-5537

Richard H. Miller San Rafael, Cal.

Peter Morgret 223-2312

Keith Alfred Morken 223-9632

Joy Elizabeth Moore 912 355-5727

Christine Marie Nadeau 1411 Grandview Ave. Pittsburg, Penn. 15211



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Rick Neal 405 842-3280

Edwin Neff 327-4347

Stuart M. Niemtow 659-3364

Fred Papert 870 Seventh Ave. New York, N. Y. 10019

Jerry Parkian 515 255-2790

Thomas L. Parry Raliegh, North Carolina

B. Waring Partridge 202 333-7553

Marilyn J. Pierce 312 472-6566

Robert R. Prozmark 716 837-4631

Allen L. Pruis

Edwin C. Randall 207 255-6637

James D. Rivette 203 268-0612

Forrest Robinson Witchita, Kansas

Linda Roscoe 703 370-3138

Stephen E. Schlickman 338-9277

David Radan Scotten 301 926-8128

Fraser Seitel 201 886-1924

Michael L. Senyour 609 665-3344

Carolyn Mason Sharpe 303 473-2980

John Timothy Smith 737-0589

Walter L. Sorg Office of Minority Business Enterprise, Commerce Dept.

James Spaulding 703 451-6538



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Nancy Steorts 301 229-1766

Nell Fancher Stevens 338-0137

Robert B. Stewart 717 374-6244

Susan E. Stover Apt. 519, Martha Custis Drive, Alexandria, Va. 22302

Jeanna D. Tully 703 356-2355

Roger Lewis Tuttle 804 272-3337

James D. Wade 214 526-6447

Hal W. Walter 918 747-2769

Judith Watson 338-4560

Margaret Ann Walsh PPO Staff

Ronald D. Westley 609 924-8109

David Wheat Pasadena, Texas

Jerry White 217 546-4832

Elizabeth Durell Whitley 313 642-7507

— William Kirby Whyte 301 229-3920

Dina Winokur 212 533-7275

Jerald I. Wolfgang 716 842-4497

— Michael E. Woodson 916 485-1497

Eric Yost 316 683-6982

Elizabeth Zintl 338-5151

Barnaby Zell 1911 Leman St. South Pasadena, Cal. 91030

David K. Lisk 909 Carrington Ave. S.W. Roanoke, Va. 24015



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Edythe June Layne 42 Highfield Lane Roslyn Heights, N. Y. 11577

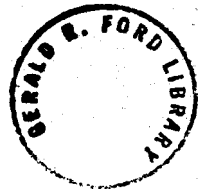
Arthur G. Poor III 201 746-2460

David E. Pullen 301 577-0242

Stewart McDonald Grand Forks, N. D.

Eugene M. Fitzmaurice 215 928-1584

Michael S. Ayera 317 546-1410



RTH:

Mr. Calkins asked that you be given this before you see Mr. Parma at lunch.

Neta

*I forgot -  
mail to  
Mr. Parma*



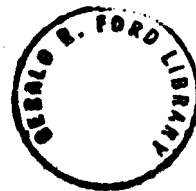
A stylized handwritten signature or initials, possibly "RM", written in dark ink.

*mailed 8/8/75  
nm*

RTH - for Sam.

'76 file

A reliable political informant in Sacramento (John Kehoe, GOP candidate for State Treasurer in 1974) advised on July 31 that the Ford Committee for Sacramento County had been announced in the press that day, listing four well known names. He states that the four people are the type who would normally be expected to be delegates to a national convention, but he has heard dismay and resentment expressed by some less prominent folk who would have loved to have been listed on the Committee as well and who, moreover, are excellent channels into many volunteers. He believes the PFC is making a mistake in restricting its committee members simply to establishment types for there are many people on the next strata willing to do volunteer work and recruit others, and he states that many of these are not warm toward Reagan and could be coopted for the Ford Campaign. He cited Mrs. Nancy Ehlers of Sacramento as typical of this group, and said that she dislikes Reagan and, moreover, has a wide following among Republican volunteers.



THE WHITE HOUSE  
WASHINGTON

August 18, 1975

MEMORANDUM FOR ROBERT T. HARTMANN

FROM:

GWEN ANDERSON *sh for ga*

SUBJECT:

President Ford Finance Committee

Several questions were raised last week by Lee Choate of the President Ford Committee concerning the letters from the President to \$1,000 contributors.

Choate 1) requested guidance on how to determine which contributors the President would address on a 1st name basis; and 2) wondered how Gerald R. Ford signature might be obtained on these letters of which there is already a backlog of over 500 letters, too many on which to obtain hand signature but they have no access to autopen.

It was suggested to him that David Packard might wish to take the question of first names up with the President personally. It was further suggested that he deal with Cheney/Rumsfeld concerning these questions as our office is not the liaison with the campaign. Since Rumsfeld has not responded to Jack's memo concerning these matters, we have no other course to follow when questions of this nature arise.



*noted*  
*PSM*